



Deutsche Messe



## Press Release n. 5

INTRALOGISTICA ITALIA (19 – 23 May 2015)

### INTRALOGISTICA ITALIA: A NEW REFERENCE POINT FOR INTERNATIONAL MATERIAL HANDLING

**From May 19 to 23 the halls of Fiera Milano Rho will host the first edition of the fair boasting the claim "powered by Cemat" –Important patronage from the Universities of Pisa and Florence and the Polytechnic Institute of Milan – Training credits from the Order of Engineers in Milan**

**Milan, April 27, 2015** – On Tuesday, May 19 the first edition of INTRALOGISTICA ITALIA will open its doors to the public in halls 6 and 10 of Fiera Milano Rho. It will be held in partnership with Ipack-Ima SpA, the leading Italian exhibition organizer in the field of mechanical engineering for processing and packaging, and will run simultaneously to the IPACK-IMA exhibition and its complementary shows for a total of six fairs that will offer the visitor a complete panoramic view of the sector from packaging, processing and converting, to the supply chain. Attendance of more than 60,000 visitors from all over the world is expected.

Pre-registered companies include the most important in the food and non-food worlds. The fair, which opens only a few days after the inauguration of Expo 2015, will avail of worldwide visibility and important opportunities for generating contacts and visibility, thanks to the presence at the fair of logistic managers, operators and buyers from all over the world.

Beyond the figures, the most significant result achieved by INTRALOGISTICA ITALIA is its ability to re-establish an opportunity for the entire Italian materials handling sector to have





an international platform on which to deal with the market and indicate new lines of development and growth, focusing on innovation that will affect both the technological aspects of the products and the strategic plans in relation to choices and skills in a company.

Themes related to innovation will be at the centre not only of the exhibition, but also of the numerous debates and workshops organized at the fair, as seen in the event programme:

19/05/15	9.30-12.30	INTRALOGISTICA ITALIA Opening Conference + Round Table	Martini Room Conference Centre – 1st floor
	14.00-17.00	Logistic spending review and Intralogistics	Libra Room Conference Centre – 1st floor
20/05/15	10.30-12.30	Materials handling in modern industry	Hermes Conference Room – Hall 6
	10.15-12.30	(Intra) logistics the motor of e-commerce	Aries Room Conference Centre
	15.00-17.00	Warehouses: the centre of gravity of consumer goods supply chains	Hermes Conference Room – Hall 6
21/05/15	10.30-17.00	Improved warehouse safety	Martini Room Conference Centre – 1st floor
	11.00-13.00	Logistics: an asset for the development of the national economy	Hermes Conference Room – Hall 6
	14.30-16.00	Automated palletizing solutions for mixed cases	Hermes Conference Room – Hall 6
22/05/15	10.30-13.00	Business in Russia and CIS countries : inside view	Hermes Conference Room – Hall 6

The high educational value offered by the event INTRALOGISTICA ITALIA organised in collaboration with UNICMI will permit engineers participating at the fair to obtain training credits from the Order of Engineers in Milan. In addition, there is also the patronage of the University of Pisa, the University of Florence and the Polytechnic Institute of Milan; the conference entitled "Improved Warehouse Safety " scheduled on May 21 at the fair should thus not be missed.

A particular mention must also be made to the attendance of Mr Jan van der Velden, President of FEM - European Federation of Materials Handling – who will be interviewed on Wednesday, May 20 at 9:30 in the Hermes Room (Hall 6) and will also present a speech at the conference entitled "Materials Handling in Modern Industry", analysing both the market trends and technological developments in the sector. He will be joined by speakers from high calibre companies such as AUTOMHA and STILL.





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A special conference hall / catering area will be set up in hall 6 called the "Hermes Room" which, along with the other conference centre rooms ("Aries", "Libra" and "Martini") will host all the events scheduled at INTRALOGISTICA ITALIA.

The enthusiasm of participating companies is visible in the interviews with key players and in the collaboration by all partners (exhibitors, media, institutions) involved in promoting the initiatives scheduled at INTRALOGISTICA ITALIA from May 19 to 23 via their channels.

The strategic role for companies that INTRALOGISTICA ITALIA can play in the European market has been highlighted in the comments of important international exhibitors including Hyundai, a global player with manufacturing facilities in South Korea, China, Brazil and India, and with subsidiaries worldwide. In Europe, Hyundai Heavy Industries Europe distributes its trucks through a network of independent dealers.

According to Peter Neujens, Sales Manager Hyundai Heavy Industries Europe "INTRALOGISTICA ITALIA is a gateway to the Italian market in order to present our brand and our modern forklift trucks. Our presence at INTRALOGISTICA ITALIA will also give us the opportunity to look for dealers: this is the principal goal of our participation this year. Following the success achieved in other European countries, in fact Hyundai wants to develop its distribution channel also in Italy and we think INTRALOGISTICA ITALIA is the ideal platform for this purpose. Furthermore the combination with IPACK-IMA is perfect for Hyundai, as our trucks target visitors to both fairs. Those attending are all potential customers already using forklifts in their production and logistics areas and on visiting the Hyundai booth they will be attracted by the product range we are offering them."

INTRALOGISTICA ITALIA will take place under the patronage of the Italian Ministry for Economic Development and of VDMA, the largest association for Industrial Engineering companies in Europe.

*For further information*

[www.intralogistica-italia.com](http://www.intralogistica-italia.com)

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