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INTRALOGISTICA ITALIA (19 – 23 May 2015)

INTRALOGISTICA ITALIA 2015 CLOSSES IN MILAN UNDER A EMBLEM OF QUALITY AND REGISTERING ENCOURAGING SIGNS OF RECOVERY IN THE LOGISTICS MARKET

The satisfaction of the organisers, exhibitors and visitors. The quality of the product offer and an extremely high professional level of visitors characterised the first edition of the fair that has won a central role in the sector's development.

Milan, May 23 2015 – The first edition of INTRALOGISTICA ITALIA closed at FieraMilano in Rho in an atmosphere overall satisfaction for the sector operators.

Over the five days of the INTRALOGISTICA ITALIA event both the high level of the product offer presented by the exhibitors and the quality of the networking between supply and demand was confirmed.

Over a total gross area of about 6,000 sq.m alongside classic and traditional vehicles for materials handling such as forklifts, series elevation equipment, accessories and components, storage systems, electric batteries, mechanical automatic manipulators, machinery, also end-of-line and weighing systems manufacturers, hardware and software producers, manufacturers of identification products and systems for automatic data and information management and third party engineering companies and services exhibited their products.





Jan van der Velden, President of FEM - the European federation that unites manufacturers of machinery, equipment and systems for material handling – during his visit to the exhibition, emphasized the need and the importance for Italy to have a fair dedicated entirely to the intralogistics sector, recognizing the country as the second European market in industrial automation.

The exhibition targeted a well-defined type of visitor that, within the company structure, has high decision-making power in relation to installing, modifying or implementing a company's internal logistics system.

The 85 companies attending INTRALOGISTICA ITALIA expressed their appreciation for the high professional level of the visitors. Meeting highly qualified professionals with positions of responsibility in their company organizations, the exhibitors confirm, has greatly favoured networking and the possibility of doing business. Visitors in turn highly praised the product offer presented during the five-day fair and commented that it guarantees user companies high returns in terms of effectiveness, efficiency and cost-saving.

This successful meeting between supply and demand was born from the partnership between Deutsche Messe and Fiera Milano Ipack-Ima, as highlighted by the CEO of Fiera Milano *Corrado Peraboni*: "The success of INTRALOGISTICA ITALIA has a special value for us. This event is the first spin-off in the European Union, obviously apart from the German territory, of CeMAT Hannover, the world leader in logistics fairs. This was made possible not only by the attractive market prospects identified in Italy, but also by the excellent and consolidated relations between Fiera Milano and Deutsche Messe that are partners in India and China. "

"The simultaneous occurrence with IPACK-IMA and other complementary fairs has created positive synergies for the intralogistics sector, which reveals the importance of its role in the EXPO year - states *Wolfgang Pech*, Senior Vice President Deutsche Messe - In this sense, the convergence of exhibitions that fit thematically is a guarantee of certain success. Deutsche Messe also wanted to bring the quality of





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content and organizational standards that characterize its exhibitions around the world to Italy. "

All exhibitors present highly applauded the excellent organization of the event, as well as the positive and the simultaneous pairing of INTRALOGISTICA ITALIA with IPACK-IMA which was a strategic choice to develop significant synergies and facilitate the participation of top international clients and managers at the fair.

Satisfaction for this choice is expressed in the words of *Andreas Züge*, CEO of Hannover Fairs International GmbH Italian branch of Deutsche Messe. "It was very important for us to partner with IPACK-IMA as it allowed us to present an integrated view of the entire supply chain, working together both on manufacturer and potential user markets. The mutual experience garnered on this occasion will permit us to further improve and strengthen our relationship with the companies in the intralogistics sector in the future."

The international contacts established at INTRALOGISTICA ITALIA represent an important connection for Italian businesses with booming world markets that are increasingly interested in products, systems and equipment for the handling of goods and materials within factories, distribution centres, ports and airports.

At the same time the presence of decision-making Italian visitors allowed foreign companies present at the fair to generate important relationships for the development of their business in our country.

Encouraging signs of recovery in the logistics market have emerged from the fair, confirming the renewed vitality of an industry that is increasingly showing itself to be strategic for the entire national manufacturing and distribution sector.

Materials handling companies are therefore able to propose advanced products for any function of internal handling. However, the indication that emerged from INTRALOGISTICA ITALIA is an awareness that manufacturers want to offer their customers not only advice on the product as such, but also complete solutions for the various functions of lifting, handling, storage and control of goods in company, distribution centres and services.





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The next edition of INTRALOGISTICA ITALIA will take place concurrently and simultaneously with IPACK-IMA in the pavilions of Fiera Milano Rho from May 15 to 18 2018, concentrating the event in four days.

For further information:

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