



Press Release n. 7

INTRALOGISTICA ITALIA (19 – 23 May 2015)

INTRALOGISTICA ITALIA 2015: “IT’S A TAKE!”

Attendance by Italian and foreign visitors at the fair was high and qualitative – 108,000 visitors in total with 16,000 present at INTRALOGISTICA ITALIA – Signs of recovery in the internal logistics sector - Minister Poletti visited many booths at the fair.

Milano, 8th June 2015 – 108,000 visitors in total: this is the figure that sums up the results of the 2015 edition of Ipack-Ima, the world exhibition for food and non-food processing and packaging technology held in Fiera Milano in Rho from May 19 to 23, a new format comprising three simultaneous events dedicated to the processing of fresh food for the packaging industry (MeatTech for meat, DairyTech for milk and dairy products, FruitInnovation for fruits and vegetables), and two specialized events: Converflex (converting and package printing) and INTRALOGISTICA ITALIA, the exhibition dedicated to products, transport, logistics systems and internal company processes, in its first edition, which was attended by 15,899 visitors, 25% of which were foreigners from 103 countries around the world.

The simultaneous occurrence of INTRALOGISTICA ITALIA with IPACK IMA 2015 and its four complementary exhibitions (Meat-Tech, Dairytech, Fruit Innovation and Converflex) permitted several thousands of operators to obtain, at one time and in one place, an integrated view of the entire supply chain from processing to packaging to logistics. This new tradeshow format permitted the creation of a network between the various fairs, composed of skills and opportunities, which





proposed in a single solution to the world's production, distribution and services sectors, generated a new perception of the trade show presented for first time from the production chain's point of view.

The experience acquired on the occasion and the positive results in terms of participation by and interest from the market have laid the foundations on which the future organisation of the event will be built.

Particularly for INTRALOGISTICA ITALIA, the number of Italian visitors confirmed the strength of the product offer of a sector that did not have a major trade show in which to present the technical development and performance of all that is required for moving goods inside the workplace.

Clear signs of recovery in the internal logistics market emerged from the fair and were marked by a renewed interest that the handling sector is encountering in all branches of industry, distribution and services.

The quality of this meeting of supply and demand was the element that, even more than the figures, featured at INTRALOGISTICA ITALIA. The 85 companies taking part, which were visited by the Minister of Labour Giuliano Poletti on the event inauguration day, exhibited the best in internal transport production in an area of about 6,000 sq. m. During the five days of the fair the latest and most modern versions of trolleys, hoists, cranes, warehouse storage systems, automated systems and robots, responding to the needs of ever more attentive and demanding users, were presented.

The visitors to INTRALOGISTICA ITALIA were the most interesting "surprise" of the fair. Highly qualified operators were able to initiate immediate and important business contacts with manufacturers attending the show.

All the products attracted the attention of visitors with high decision-making ability. Attendance at the fair of more than 500 international buyers, 270 of which were guests thanks to incoming program funded by the Ministry of Economic Development, should be highlighted. The foreign delegations included very active Iranian representatives, who signed significant contracts for the purchase of "Made in Italy" machinery and systems.





The exhibitors' satisfaction in relation to the high level of competence of the operators met at the stands is confirmed in the comments gathered during the tradeshow.

Paolo Zanoletti from the TOPPY commercial service emphasizes the high degree of preparation and knowledge of the operators who have visited his company's booth. Many of these contacts, from emerging markets such as India, Kuwait, South Korea, and Russia and also from Poland and Bulgaria, appreciated the numerous worldwide patents in automation systems and pallet exchange lines.

Also *Deborah Spagnolo*, head of communications of RITE-HITE Italy, recognized the high quality of visitors that rewarded the participation at the fair of her company, which has been operating on the Italian market for less than a year.

Luca Giovenzana, marketing manager of the homonymous company, operating in the worldwide market for industrial applications components, declared the pairing of INTRALOGISTICA ITALIA with IPACK-IMA and its related exhibitions interesting and positive.

The atmosphere at the HYUNDAI stand was extremely positive. The Korean multinational, seeking definitive consolidation in the Italian market for self-propelled industrial trucks, made many important contacts to enhance and increase its market share for the sale of trucks in our country.

Great satisfaction with the achievements at the fair emerge from the comments of important managers like *Claudio Carnino*, country manager of INTERROLL, and *Francesca Bertotti*, Head of Marketing at TELLURE RÔTA, leading companies in the field of industrial handling, which highlighted the good turnout of visitors and above all the quality and preparation of the interlocutors.

"We met competent people who came to our stand to learn more about our company and its products - says Carnino. It was easy to tune in immediately to their needs. "

A very high number of foreign visitors was the comment by *Emmanuel Béghin*, CEO of MECALUX ITALY, one of the market leaders for storage systems and automated





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warehouses. "We were visited by both Italian buyers and by operators from countries in South America, the Middle East, Maghreb and Eastern Europe."

The comments by *Roberta Togni*, marketing manager of AUTOMHA, were very positive. "The event was very satisfactory in terms of visitor flow and quality, and above all the Italian attendees. This demonstrates how our beloved Italy is optimistically taking on the logistics market and seeking new challenges in restructuring and improving efficiency. An event in Italy that explains what the new generation of intra-logistics solutions are – indispensable tools for organizational efficiency – could not be missing and a national company on a level such as AUTOMHA, a Bergamo based company which exports technology and Italian know-how around the world, could not miss it. "

Anna Lisa Montesardo, Associate Partner of CLICK REPLY, a Reply Group company specializing in the design and development of integrated products for the supply chain, found visitors had a special interest in Warehouse Management solutions, in particular for their augmented reality solution which supports logistic processes (warehousing, manufacturing, quality, service, sales).

This successful meeting between supply and demand was born from the partnership between Deutsche Messe and Fiera Milano Ipack-ima. The simultaneous occurrence with IPACK-IMA and other complementary fairs created positive synergies for the intralogistics sector. The convergence of exhibitions that fit thematically is a guarantee of certain success. The Fiera Milano location proved a winning choice for the launch of INTRALOGISTICA ITALIA, Ipack-ima, in turn, fielded its advanced know-how acquired on industrial markets domestically and internationally. Deutsche Messe, as a partner, wanted to bring the quality of content and organizational standards that characterize its exhibitions around the world to Italy.

All exhibitors have convincingly emphasized 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 at the fair of top clients and managers internationally.





The presence of qualified visitors was equalled by the high quality of the products on display; in fact the new products proposed by exhibitors were many.

In the lifting sector, new avant-garde systems and handling equipment, which can offer safe and economical movement of loads from 50 to 100,000 kg, were a key feature. Novelties were also presented in the sector of accessories that control these systems: new pendant stations and innovative, anti-disengagement safety contacts for loads were exhibited. Among forklift trucks, battery drive and diesel and LPG engines with low consumption and reduced pollution levels, which have an up-to-date design and ergonomic solutions, were the centre of attention.

In the warehouse products sector extremely high-performing automation systems for the multi-depth storage of pallets, with remote command and control panels, stood out. Warehouse components were enriched with innovative shelving systems with anti-seismic features and new versions of containers, boxes and trays for storage, picking and delivery of goods.

For visitors, the centre of attention was on handling and integrated distribution systems for the retail, wide-scale distribution, textile, multimedia and e-commerce sectors. Innovative automated solutions, capable of handling different types of products that improve procedures and reduce product delivery times, were offered to specifically meet the needs of retailers operating in e-commerce.

Participants at the fair showed even greater appreciation for the advisory and engineering services that proposed supply chain analysis, design and development of undeveloped areas, design and planning of warehouse processes and outsourcing of logistics activities.

The new industry trends were analysed and debated in the rich and varied conference program that played host to more than 500 participants, including prominent business managers, experts and international professors and boasted the patronage of the Universities of Florence and Pisa and the Polytechnic Institute of Milan.





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The presentations from the various conferences at the event will be available soon on the website www.intralogistica-italia.com.

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

For further information

www.intralogistica-italia.com

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