

LOGITRANS

SALÓN DE LA LOGÍSTICA Y EL TRANSPORTE DE MADRID
MADRID LOGISTICS & TRANSPORT EXHIBITION

21-23
Abril April
2010

Promueve y organiza

Organisers:

Planner  Reed



www.logitransonline.com



Fact sheet

Name: LOGITRANS. Madrid Logistics and Transport Exhibition

Frequency: biennial

Edition: 2nd

Category: Professional

Date: 21st - 23rd April 2010

Venue: Pavilion 10. Feria de Madrid (Madrid Fairground)

Exhibitors expected: 200 (162 in 2008)

Professional visitors expected: 12,000 (8,000 in 2008)

Opening hours: 10 - 19 H

Promotion and organisation: Planner Reed and IFEMA

Web: www.logitransonline.es

Exhibition sectors

- Logistics and transport services
- Services for international logistics and trade
- Intralogistics, warehouse maintenance and management, wrapping and packaging
- Information and communication systems and technologies
- Real estate firms
- Nodal and linear infrastructure and logistics development
- Vehicles, equipment, systems and services for transport
- Consultancy firms
- Public institutions
- Associations
- Specialised press

Targets

Sectors

- All of the companies included in the exhibition sectors
- Sectors that avail of the services offered by exhibitors, especially the following:
 - Distribution
 - Automotive industry
 - Shipyards
 - Aeronautics and aerospace industry
 - Equipment manufacturers
 - Chemical, petrochemical and pharmaceutical industries
 - Construction and construction material companies
 - Food and beverages industry
 - Defence and public Administrations
 - Metallurgy and steelworks
 - Textile and clothing industry
 - Wood and furniture industry

Visitor Profile

- Managing Directors
- Logistics Managers
- Transport and distribution managers
- Warehouse managers
- Export logistics managers
- Global operations managers
- Managers in charge of IT applied to logistics

Presentation

The first edition of **LOGITRANS, Madrid Logistics and Transport Exhibition**, was held between 10th and 12th November 2008, with a clear objective in mind: to create a fair at the service of the sector, with an international vocation, in a strategic location for the development of logistics activities such as Madrid.

To this end, **Ifema** and **Planner Reed** entered into a collaboration agreement by virtue of which two of the most important fair organisers in the world undertook to dedicate their knowledge and resources towards this project.

The second edition of **LOGITRANS** will held between **21st and 23rd April 2010**, with the clear vocation of becoming a useful event for all participants, exhibitors and visitors, with very clearly defined objectives in mind.

LOGITRANS is intent on becoming the **commercial and business space of reference in southern Europe**, increasing its international offering and positioning itself as the gateway into Europe for Latin and North America, promoting links with companies and professionals from all over the Iberian Peninsula, the rest of Europe, the Mediterranean Basin and Asia.

LOGITRANS also aims to generate a source of knowledge and dissemination that will contribute towards creating *logistics culture*, so that opinion leaders, institutions, the media and by extension, society in general, may perceive the importance of this sector in the production and distribution of goods and services.

The **comprehensive concept** of the Fair covers all of the processes and elements linked to logistics (procurement, internal, distribution) in the supply chain of the companies that interact to produce goods and services and place them on the market.

The Fair places the emphasis on innovation, intermodality, outsourcing, the green supply chain, inverse logistics and warehouse automation.

LOGITRANS has the priority objective of providing contacts, links, contents and business opportunities that will allow its exhibitors to promote, optimise and transform their businesses.

To this end, the Fair offers an **attractive, innovative event model**, in which all contents and activities are designed in close collaboration with the agents in the sector in order to adequately meet the needs and interests of exhibitors and visitors.

LOGITRANS stands out from other events in this sector because it provides a range of tools that allow to optimise the **return on investment** in the fair for its exhibitors and visitors.

Why in Madrid?

Madrid is a strategic location in which to hold a logistics and transport fair, for several different reasons, including the following:

Important economic activity

- The largest production and consumption centre in Spain (17.4% of Spanish GDP)
- Concentrating 24.4% of imports and 11.6% of exports
- Accounting for 60% of international flows of goods produced in Spain and 33% of national flows
- Generating 54.1% of goods transport and logistics operators business
- City where the main companies are based and the neuralgic logistics centre of the Iberian Peninsula

Privileged geographical location

- Ideal geographical location in the centre of the Iberian Peninsula
- Multimodal
- Madrid is connected with the most important ports in Spain
- Leading inland maritime customs in the European Union
- Madrid-Barajas is the largest Spanish airport and one of the most important in the world

Logistics infrastructure and projects for the future

The infrastructure in the Madrid region occupies a surface area of over 24.3 million sqm. (14.4 developed sites, 10.3 sites at design or construction stages).

The Madrid Steering Plan for Logistics Infrastructure will affect a surface area of over 34 million sqm. This Plan is firmly committed to intermodality, developing a clusterised logistics system, contemplating the creation of a railway by-pass, nine major logistics centres and improvements to the road network in the Community of Madrid.

Ifema-Planner Reed tandem

Ifema is the foremost fairground venue in Spain in terms of importance and size, responsible for organising over 80 fairs that are visited by over 4.5 million people each year. It is located at a short distance from Madrid- Barajas airport and is perfectly connected to the city-centre.

Planner-Reed belongs to the Reed Exhibitions Group, the leading private fair organiser in the world, with a proven track-record in the organisation of logistics and transport fairs, such as those in Paris (SITL Europe, SITL Real Time and RFID Show), Dubai (SITL Dubai), Hong Kong (Air Freight Asia) or Puerto Rico (Supply Chain & Logistics Puerto Rico), among others.

Schedule of activities

Conference programme

The **2nd Logistics International Conference in Madrid** shall be the event of reference in the schedule. This Conference is a global forum of knowledge with international leaders from the sector, to debate the issues that will shape the future of logistics in the world.

Moreover, **LOGITRANS** will be setting up an ambitious programme of activities focused on specific sectors and issues, with the objective of becoming the meeting-point of choice for the sector. The issues on the agenda include the following:

- New technologies
- Green supply chain
- Inverse logistics
- Outsourcing
- Warehouse automation

Activities in the exhibition area

Like in the previous edition and with the collaboration of the main agents in the sector, the fair will include various areas where visitors will be able to experience in real time the main advances in the sector. Some of the activities that will be organised are as follows:

- Demonstration areas
- Simulators
- Training areas
- Showrooms
- Innovation areas

Tools for increasing ROI for exhibitors

To complement the conference schedule, **LOGITRANS** will also include various parallel activities aimed at offering exhibitors and visitors a variety of tools to maximise the return on their investment in the fair. The following contents have been included in the schedule:

- Agenda of meetings organised in advance between purchasers and sellers.
Service available via the webpage in order to optimise schedules and increase the number of useful contacts during the days on which the fair is held.
- Innovation Gallery
A special place for the most innovative products and services presented by participating companies.
- Virtual press-room
Maximum notoriety for exhibitors, which may include their press releases and photographs in a service to which the press and interested professionals will have access.

Promotion/communication

The promotion and communication of **LOGITRANS** is one of the most significant distinctive elements of this fair. The experience acquired in organising this type of events by Ifema and Planner Reed guarantees that there will be a promotion campaign with a view to reach the Fair's target audiences.

- Presence in the main specialised national and international media in the sector
- Presence at the most important national and international fairs and congresses
- Collaboration conventions and agreements for disseminating **LOGITRANS** among national and international institutions and associations in the sector
- Management of perfectly classified and segmented databases
- Close collaboration with agents in the sector to design the most adequate contents, messages and initiatives to attract the priority target sectors
- An international network of agents and collaborators for marketing and promoting **LOGITRANS** in Europe, Asia and Latin America.

Logitrans 2008: Summary of results

NO. EXHIBITORS

Spanish exhibitors	133
International exhibitors	29
TOTAL	162

NET EXHIBITION SURFACE (sqm)

Spanish exhibitors	7.040
International exhibitors	1.095
TOTAL	8.135

EXPOSITORES Y COEXPOSITORES

Expositores directos nacionales	92
Co-expositores nacionales	41
Expositores directos internacionales	16
Co-expositores internacionales	13
TOTAL	162

EXHIBITORS AND CO-EXHIBITORS

Spanish exhibitors	92
Spanish Co-exhibitors	41
International exhibitors	16
International co-exhibitors	13
TOTAL	162

INTERNATIONAL EXHIBITORS BY COUNTRY

Portugal	41,4%
México	34,5%
France	13,8%
Italy	6,9%
Bulgaria	3,4%

NO. VISITORS

Spanish	7.848
International	184
TOTAL	8.032

VISITORS BY POSITION

Managing directors	29,9%
Operations	22,1%
Global Operation Managers	18,7%
Transport and distribution	16,2%
Logistics managers	13,2%

VISITORS BY SECTOR

Public institutions	25,9%
Automotive / Aeronautics	16,4%
Logistics and transport	12,4%
Retail and Distribution	10,8%
Manufacturing	8,9%
Real Estate	7,0%
Chemical / Pharmaceutical industry	6,8%
Metallurgy / Steelworks	6,0%
Food and beverage industry	5,8%

INTERNATIONAL VISITORS BY COUNTRY

Portugal	26,9%
Mexico	12,6%
France	12,6%
United Kingdom	4,4%
Germany	3,8%
The Netherlands	3,8%
Other	35,7%

REGISTERED PRESS

Trade magazines	28%
Agencies	18%
Internet portals	12%
TV	11%
Radio stations	9%
Newspapers	7%
Other	15%
TOTAL	228

EXHIBITORS SURVEY – LIKELYHOOD TO ATTEND NEXT EDITION

Yes	75,5%
No	14,3%
No answer	10,2%

VISITORS SURVEY – LIKELYHOOD TO ATTEND NEXT EDITION

Yes	88,5%
No	9,0%
No answer	2,5%

Logitrans 2008: exhibitors list

1. 4ULOGISTICS
2. ACTE - ASOCIACIÓN DE CENTROS DE TRANSPORTE DE ESPAÑA
3. ACTUALIDAD LOGÍSTICA
4. ADIF - ADMINISTRADOR DE INFRAESTRUCTURAS FERROVIARIAS
5. ADMINISTRAÇÃO DO PORTO DE LISBOA
6. AEM - ASOCIACION ESPAÑOLA DE MANUTENCIÓN
7. AGENCIA PUBLICA DE PUERTOS DE ANDALUCIA
8. AGUNSA EUROPA
9. AICEP GLOBAL PARQUES
10. ALERCE INFORMÁTICA APLICADA
11. AMACARGA - ASOCIACION MEXICANA DE AGENTES DE CARGA
12. ANDORRA SOFTWARE ESPAÑA, S.L
13. APA - ADMINISTRAÇÃO DO PORTO DE AVEIRO
14. APS- ADMINISTRAÇÃO DO PORTO DE SINES
15. APSS - ADMINISTRAÇÃO DOS PORTOS DE SETUBAL E SESIMBRA, S.A
16. AREA DE FORMACION LOGITRANS - IFTEM ALMACENÁTICA
17. ASOCIACIÓN CYLOG
18. ASOCIACIÓN ESPAÑOLA DE PROMOCIÓN DEL TRANSPORTE MARITIMO DE CORTA DISTANCIA
19. ASTI
20. ATIS REAL ESPAÑA, S.A
21. AUTOMATISMOS Y SISTEMAS DE TRANSPORTES INTERNOS (ASTI)
22. AUTORIDAD PORTUARIA DE A CORUÑA
23. AUTORIDAD PORTUARIA DE ALICANTE
24. AUTORIDAD PORTUARIA DE BAHÍA DE ALGECIRAS
25. AUTORIDAD PORTUARIA DE BILBAO
26. AUTORIDAD PORTUARIA DE CARTAGENA
27. AUTORIDAD PORTUARIA DE FERROL-SAN CIBRAO
28. AUTORIDAD PORTUARIA DE GIJÓN
29. AUTORIDAD PORTUARIA DE MÁLAGA
30. AUTORIDAD PORTUARIA DE MOTRIL
31. AUTORIDAD PORTUARIA DE PASAJES
32. AUTORIDAD PORTUARIA DE SANTANDER
33. AUTORIDAD PORTUARIA DE TARRAGONA
34. AUTORIDAD PORTUARIA DE VALENCIA
35. AUTORIDAD PORTUARIA DE VIGO
36. AUTORITAT PORTUARIA DE BARCELONA
37. AYUNTAMIENTO DE COSLADA
38. BERGE INFRAESTRUCTURAS Y SERVICIOS LOGÍSTICOS, S.L
39. BUREAU VERITAS
40. BYCO EMPRESA CONSTRUCTORA
41. CADEX
42. CEFTRAL - CETM SIMULADOR DE CONDUCCION DE VEHÍCULOS PESADOS
43. CENTRO DE CÁLCULO SABADELL, S.A.U (CSS AGRASSO)
44. CENTRO DE COMPETENCIA LOGISTICA INTEGRAL-CNC LOGISTICA-LOGISTOP
45. CENTRO DE TECNOLOGÍA DE COMUNICACIONES - AT4 WIRELESS
46. CENTRO DE TRANSPORTE DE COSLADA
47. CENTRO ESPAÑOL DE LOGISTICA (CEL) - INTEGRACIÓN TECNOLÓGICA
48. CENTROS LOGÍSTICOS AEROPORTUARIOS - CLASA / AENA
49. CETEMMSA
50. CITET
51. CLECE
52. COMISMAR
53. CP CAMINHOS DE FERRO PORTUGUESES
54. DATA COLLETION (Ed. Editrice TEMI)
55. DESARROLLOS INDUSTRIALES PRADO MARINA, S.L
56. DIFUSIÓN DE NEGOCIO INTERNACIONAL (EMPRESA EXTERIOR)
57. DIGITAL SOLUTION NETWORKS (REVISTA ESPAÑA MÉXICO)
58. DRAGADOS SERVICIOS PORTUARIOS LOGÍSTICOS, S.L
59. DURO S.A.
60. DYSSA
61. EL VIGIA
62. EXPOLOGISTICA (COMUNICACIÓN INTEGRAL)
63. FANUC ROBOTICS
64. FERIA LOGISTICA GLOBAL 2009 (EXPONOR)
65. FETEIA - OLT
66. FUNDACIÓN PORTCASTELLO
67. GAZELEY ESPAÑA, S.L
68. GENERALITAT VALENCIANA - CONSELLERIA DE INFRAESTRUCTURAS Y TRANSPORTES
69. GESTION DE FLOTAS (EATON & YONGE)
70. GPS CONTROL, S.A.
71. GRAN EUROPA / PUERTO DE SECO DE AZUQUECA
72. GRIMALDI GROUP
73. GRUPLAN ASISTENCIA, S.L
74. GRUPO COOPBOX
75. GRUPO DIARIO
76. GRUPO DIODE (Incata)
77. GRUPO EDITORIAL MEN-CAR
78. GRUPO TERTIR
79. HANDLING & STORAGE (Ed. Técnica Parkor)
80. HERCESA INMOBILIARIA
81. HUMANITAE, EMPLEO E INNOVACION (Grupo HEI)
82. IBERIA CARGO
83. IBEROL
84. INBISA GRUPO EMPRESARIAL
85. INFOLOG
86. INFOTRANS.ES

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| 87. INTELIGENCIA LOGISTICA INTERNACIONAL S.A DE C.V. | 124. PORTO LEIXOES |
| 88. INTELIGENCIA LOGISTICA S.A DE C.V. | 125. PREMIUN DIFUSIÓN ESPAÑA |
| 89. INTEREMPRESAS. NOVA AGORA - NAVES INDUSTRIALES Y LOGISTICAS | 126. PROLOGIS |
| 90. IPP LOGIPAL | 127. PROMÉXICO |
| 91. ISLI - INSTITUTE FOR SUPPLY CHAIN EXCELLENCE - BEM | 128. PSION TEKLOGIX, S.L |
| 92. ITENE | 129. PUNCH TELEMATIX |
| 93. IVECO ESPAÑA | 130. QS3 SINCRONIZACION DE PROCESOS |
| 94. JESÚS HERNANDO | 131. RED DE CLUSTERS Y PARQUES TECNOLOGICOS DE LA COMUNIDAD DE MADRID |
| 95. KONEXIONA TECNOLOGÍA Y TRANSPORTE | 132. REISOPACK |
| 96. KUKA ROBOTS IBÉRICA, S.A. | 133. RENFE |
| 97. LEUTER | 134. RFID MAGAZINE (Ed. Minopress) |
| 98. LOGICA - ORGANIZACIÓN EMPRESARIAL DE OPERADORES LOGÍSTICOS | 135. SECRETARIA DE ECONOMIA - GOBIERNO DE MÉXICO |
| 99. LOGISFASHION MEXICO | 136. SEPES |
| 100. LOGISNET (ICG Marge) | 137. SEUR |
| 101. LOGISTEC CONSULTING - Fundación ICIL-ALMACEN | 138. SITL - REED EXPOSITIONS FRANCE |
| 102. LOGISTICA INDUSTRIAL 2000 (Ed. Logística 2000) | 139. SOCIEDAD ANÓNIMA ESTATAL CORREOS (Dypsa) |
| 103. LOGISTICA PROFESIONAL (Ed. Tecnipublicaciones en Red Tecnivías) | 140. START PEOPLE |
| 104. LUIS SIMOES LOGISTICA INTEGRADA, S.A | 141. STOCK y MANIPULACIÓN (Reed Business Information) |
| 105. MADRID INFRAESTRUCTURAS DEL TRANSPORTE - MINTRA | 142. TALLERES TER |
| 106. MADRID PLATAFORMA LOGISTICA | 143. TAU SOLAR |
| 107. MANUTENCIÓN Y ALMACENAJE (Cetisa Editores) | 144. TERMINAL TRANSOCEANICA DE TOPOLOBAMPO |
| 108. MECALUX LOGISMARKET | 145. TOMÁS ACHA |
| 109. MICROSOFT | 146. TOP FREIGHT |
| 110. MONEDA UNICA REVISTA | 147. TOPTRANSPORTE.COM |
| 111. MOTOROLA | 148. TPI EDITA - ENVASPRES |
| 112. MRW | 149. TRAIMER BILBAO |
| 113. NACEX / INTEGRA 2 | 150. TRANSICS ESPAÑA |
| 114. NETCHALLENGE CONSULTING /MERCADO INDUSTRIAL | 151. TRANSPORTES AZKAR |
| 115. OESÍA | 152. TRUCKWEIGHT EUROPE |
| 116. OPERADORES LOGÍSTICOS (Ed. Olpress) | 153. TUSCOR LLOYDS |
| 117. ORGANISMO PÚBLICO PUERTOS DEL ESTADO | 154. ULMA |
| 118. PARQUE INDUSTRIAL VALLE DE TEHUACÁN | 155. ULMA HANDLING SYSTEMS |
| 119. PERMAR | 156. UNIPORTBILBAO / COMUNIDAD PORTUARIA |
| 120. PIAGGIO VEHÍCULOS COMERCIALES | 157. UNITRONICS |
| 121. PLAE - PLATAFORMA LOGISTICA AQUITAINE-EUSKADI AEIE | 158. UNIVERSIDAD CAMILO JOSE CELA - CEU SEK, S.A |
| 122. PLANNER PROJECT MANAGERS | 159. VALENMAR |
| 123. PORT AUTONOME DU HAVRE | 160. VGG APLICACIONES, S.C.P |
| | 161. WTRANSNET |
| | 162. ZALSINES - ZONA DE ACTIVIDADES LOGISTICAS DE SINES |