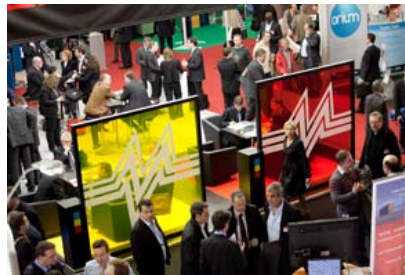


Under the name of SITL Logistics Solutions, the 28th transport and logistics reference event took place from March 29 to March 31 2011 at Paris Porte de Versailles, bringing together the community of transporters of goods and logistics service providers, the complete range of innovative products and service dedicated to supply, distribution and tomorrow's supply chain.

In an economic environment facing major challenges, logistics solutions release competitive advantages that consolidate and contribute to value creation. "Innovation, the driving force of logistics competitiveness" was the underlining theme of this year of recovery.





AN EXCEPTIONAL INCREASE IN ATTENDANCE

Encompassing both SITL Logistics Solutions and ECO Transport & Logistics, the event had an attendance of **30,209 professionals**, an increase of **22.9%** compared to 2009, the previous Porte de Versailles event. It brought together **538 exhibitors**, **8%** more than in 2009.

A DYNAMIC AND VARIED OFFER

A new organisation was on offer for visitors with four main sectors in addition to the RFID exhibition and the new ECO Transport & Logistics event.

Each of these skill centres was able to display its dynamism.

- > **Transport sector:** 124 exhibitors
- > **Storage, warehousing and related equipment:** 113 exhibitors
- > **Logistics Sites:** 132 exhibitors
- > **Information technologies and systems:** 170 exhibitors
- > **RFID:** 70 exhibitors
- > **ECO Transport & Logistics:** 53 exhibitors

This year, for the first time, the exhibition presented a pavilion dedicated to the Security and Safety of Goods together with another for Planning and Scheduling Applications (APS).

Finally, exhibitors were not exclusively the larger companies: the Transport & Logistics SME Club allowed exhibitors to have a stand on a limited budget.

HIGHLY SELECTED VISITORS

The organiser put into action a selective and targeted marketing action plan with the objective of improving even further the quality of visitors. The results speak for themselves.

> **69.70%** of visitors are involved in decisions regarding the purchase of transport and logistics. Also notable was a strong increase in financial decision makers who participate in transport and logistics purchases (**+9%** vs 2009).

> **69.80%** of visitors have the status of CEO, director, manager vs. 62.9% in 2009 which confirms the leap in quality of those attending the event.



Precision targeting job functions

The focus of the target is concentrated on transport, logistics and supply chain functions (over 40% of visitors). In SME's it is directly the head of the company that attends to discover what the offering is at the exhibition (more than 16% of visitors).

Sales functions are also well represented, especially those involved in the issues of transport particularly as an export function. The number of purchasing decision makers has also increased, showing a greater involvement by procurement management in the transport and logistics activities of the company.

LOGISTICS & SUPPLY CHAIN SERVICES	39%
TRANSPORT, LOGISTICS	27%
SUPPLY CHAIN	5%
PRODUCTION/SCHEDULING/PLANNING	1%
OTHER SERVICES LINKED TO TRANSPORT AND LOGISTICS (HANDLING, LOADING, DRIVING, MAINTENANCE, FLEET MANAGEMENT, STORAGE, METHODOLOGY)	6%

SERVICES: SALES AND IMPORT/ EXPORT	16%
COMMERCIAL/ SALES / KEY ACCOUNTS/ AFTER SALES SERVICE	14%
IMPORT/ EXPORT	2%

GENERAL MANAGEMENT AND STRATEGY	16%
INFORMATION / TECHNOLOGY SYSTEMS/DATA PROCESSING	5%
DIRECT AND INDIRECT PURCHASING	6%

Reason for visiting

The breakdown of responses given as reason for visiting SITL confirm the relevance of the new positioning of the event with its focus on the four great skill centres. Though each of these presents a major complementary appeal, it is the transport sector that far and away remains the main point of interest for visitors.

Visitor responses to the question: "What is your n°1 reason for visiting?"

TRANSPORT	35%
TECHNOLOGIES/INFORMATION SYSTEMS	22%
STORAGE, AREHOUSING AND RELATED EQUIPMENT	19%
LOGISTICS SITES	19%
RFID	5%



Sector of activity

According to INSEE's NAF classification, 38% of visitors to SITL Logistics Solutions are professionals from the transport and logistics sector.

The majority (62%) is made up of the "shippers" activity sector, interested in all modes of transport and dominated by manufacturing industry and the sales and distribution sectors.

Shippers visitors breakdown by NAF classification

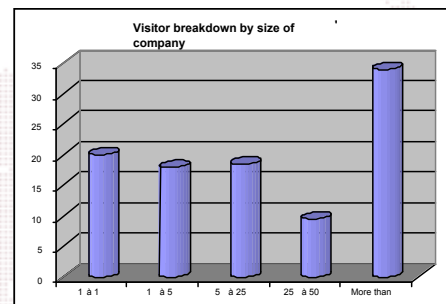
MANUFACTURING INDUSTRY	39%
INFORMATION AND COMMUNICATION	12%
SALES	11%
SCIENTIFIC AND TECHNICAL ACTIVITIES	9%
PUBLIC ADMINISTRATION	9%
CONSTRUCTION	6%
PROPERTY	5%
ADMINISTRATIVE AND SUPPORT SERVICES	2%
WATER PRODUCTION AND DISTRIBUTION, CLEANING, WASTE MANAGEMENT, CLEAN UP	2%
PRODUCTION AND DISTRIBUTION OF ELECTRICITY, GAS, STEAM, AIR CONDITIONING	2%
FINANCE AND INSURANCE	2%
OTHER	1%

Large companies are present in force

SITL Logistics Solutions visitors will tend to work in large companies employing more than 500 (34%) followed by a substantial representation of small and medium sized companies employing between 50 and 500 (28% of visitors).

Company size

1 à 10	20%
11 à 50	18%
51 à 250	18,50%
251 à 500	9,50%
More than 500	34%





INTERNATIONAL VISITORS- A STRONG PROGRESSION: +51%

In 2011 we see a net increase of 51% in international visitors compared to 2009. Foreign visitors came from 60 countries amongst which the main countries represented are European outside France (60% of all international visitors) and Saharan Africa (15% of international visitors) which confirms SITL's attraction for both these regions.

The proportion of foreign visitors went from 7 to more than 10%. This is an important increase in the evolution of SITL Porte de Versailles. SITL EUROPE at Villepinte is even more international with more than 14% of foreign visitors.

Geographical origin

France	International
90%	10%

International visitors

Other European countries	Saharan Africa	Rest of the world
60%	15%	25%

An even balance on the national level

With regard to visitors from France, there is a perfect equilibrium between those from Ile de France/Paris and the other provinces. All regions and departments of France are represented.

Île-de-France/ provincial breakdown

	Paris Île-de-France	Province
Visitors	50%	50%



SUCCESSFUL CONFERENCES

A high quality programme of **58 conferences and workshops** was held during the event. More than 230 high level speakers were involved.

In total **5,128 participants** attended (vs 2,329 in 2009, an increase of 120%). This is ample proof that, more than ever, SITL Logistics Solutions is recognised as a major event, generating important information for and about the transport and logistics sector. It provides a programme, which while improving year on year in depth, also promotes trends and brings together personalities from industry, business and the political and institutional world.

5 EVENTS WERE THE FRAMEWORK FOR THE 2011 PROGRAMME

INTERNATIONAL Transport & Logistics FORUM

In partnership with PRICEWATERHOUSECOOPERS 



THE INTERNATIONAL TRANSPORT & LOGISTICS FORUM

Reed Expositions France and PriceWaterhouseCoopers again used their expertise to bring together international opinion leaders, large manufacturers, key suppliers in the market and the international political world in 30 interactive debates.

The most popular subjects were:

- *What logistics solutions contribute to better competitiveness tomorrow?*
- *What concrete solutions to get rail freight back on track?*
- *OEA : Latest developments and situation after 3 years of existence*
- *Pallet network management: a new operating model*
- *Optimising the logistics chain: contractual best practice between transporters and shippers*
- *The new Incoterms 2010 regulations : what impact on international business?*
- *What are the innovations that will improve security and safety of transported goods?*
- *Presentation of the logistics strategy of Leroy Merlin : how can sustainable development fit the development of the company?*
- *E-commerce sets the tone for tomorrow's commerce, how can e-logistics make the strategy possible?*

Conferences on E-logistics, planning and scheduling solutions, collaboration in the supply chain, warehouse innovation and industrial property also were very successful.

The European rail freight Day



EUROPEAN RAIL FREIGHT DAYS

For the second consecutive year, SITL organised the European Rail Freight Days in partnership with RFF, PwC, European Shippers Council, AFRA, EIM and UIC.

Rail reform, the short line operators experience, financing rail infrastructure, the Europe/Asia land bridge, consolidation and prospects for the evolution of rail freight were key points of the programme.

525 participants were present to hear high quality speakers, amongst which were: Hubert du Mesnil, President of RFF, Sylvie Charles, Director of the rail division of SNCF Geodis, Inès Ayala Sender, Euro deputy, Dominique Riquet, Vice President, Transport Commission European Parliament, Gérard Voisin, Deputy, Oliver Sellnick, Director of Freight UIC...



RFID UNIVERSITY

Following on the success of its integration into SITL in 2010, the RFID exhibition was held in synergy with SITL. In partnership with FILRFID (The French federation of RFID users) a specific programme was developed which was dedicated to innovative solution based on RFID, RTLS, combinations with wireless mobile and M2M. The programme was aimed at all industry and service sectors (Distribution, Transport, Industry, Commerce, Textile, Luxury goods, agribusiness, etc.).



ECO TRANSPORT & LOGISTICS

Sustainable development parameters are today at the centre of all strategies. This is why SITL this year added a specific event dedicated to energy economy and respect for the environment. 53 innovating exhibitors (utility and industrial vehicle manufacturers, equipment manufacturers, eco-driving specialists, building solutions suppliers, consultancies etc.) met in Hall 7.1. Twenty conferences and workshops were on the programme. Transport and logistics companies together with shippers were able to attend these high quality debates and discuss their sustainability strategy. The themes of the sessions focussed on both transport and warehouses: HQE, energy economy certification, vehicle technology, urban delivery, noise pollution, combined transport, CO2 information etc.





THE 11TH INNOVATION AWARDS

Each year the Transport & Logistics Innovation Awards allow companies to present an innovative product, service or organisation. For the 11th version, 41 entries were submitted and reviewed by a jury made up of professionals recognised for their expertise and representatives from different transport and logistics professions. A giant screen at the exhibition showed each entry by category.



The 5 winners were announced at the Awards Ceremony on March 30 at the ECO Transport & Logistics event, in the presence of the jury and the candidates:

- *Grand Prix Transport and Logistics Innovation RENAULT (ECO TRANSPORT & LOGISTICS STAND) pour le KANGOO ZE.*
- *Best innovation for Transport and Logistics Service MOBILBOX (SITL STAND) for its innovative mobile self storage solution.*
- *Best Product Innovation LOADHOG LTD (SITL STAND) for an imaginative innovation: the Pally*
- *Best Innovation of Installations or Logistics Sites BARJANE: for Parc des Bréguières (SITL STAND)*
- *Best Innovation in Transport and Logistics from the point of view of sustainable development: ECOTRANSIT for its free calculator which measures the environmental impact of global multimodal logistics chains.*

LOGISTICS CONVENTIONS AND PRIVATE EVENTS

Finally, the exhibition welcomed several private conventions including those of XEROX, OXYLANE DECATHLON, SFR, AFPI, GCL, ARCELORMITTAL, CENTRALE, BOSH, ANCT, NEXANS.

These conventions were attended by around 250 transport and logistics decision makers. In parallel with the event RENAULT TRUCKS organised its Sales Force convention with more than 300 participants discussing environmental issues.



International
Week of
Transport
and Logistics

NEXT EXHIBITION

A date for the diary:
SITL Europe
from 27 to 30 March 2012
Paris Nord Villepinte, Hall 6

Reed Expositions is the global N°1 exhibition organiser. The group organises a range of events including exhibitions, conferences and forums: a total of 460 events in 34 pays of which 60 are in France.

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