



SITL Real Time 2009 exhibition report **24 to 26 March 2009**

SITL Real Time overcame market gloom to welcome 497 exhibitors (an increase of 8.5%), of which 25% were exhibiting for the first time, along with a very slight decrease in visitor numbers compared to 2007 (600 fewer visitors). Nevertheless, in all 24,573 professionals attended the event.

SITL Real Time has therefore again demonstrated that it is the key event of the transport and logistics industry because it is THE place to network and find the most relevant information about the composition and evolution of the market. It gives access to all the tools needed to win competitiveness and performance in strategic, commercial and operational areas.

Key Data

- 497 exhibitors, an increase of 8.5%, 25% new
- 20.000 m² of exhibition space, an increase of 8%
- Attended by 24,573 professionals
- 61 countries represented
- A cycle of 29 conferences and workshops
- 2,800 conference and workshop participants
- 70 media partners

Exhibition theme

The event was focussed on promoting to visitors the theme of Logistics Performance: improving service levels, new technology, logistics infrastructures, rail logistics....

The exhibitors

***The event welcomed 497 exhibitors.
+8.5% increase in numbers
+8% increase in exhibition space
25% new exhibitors***

Transport and Logistics Services

All the solutions for organisation of transport and logistics with the most representative companies of the multimodal, combined, maritime, road, rail, advanced logistics sectors.

Transport and Handling Equipment

This sector is in development at the exhibition and, in 2009, a very complete offering was on show.

Infrastructures and Logistics Property : French regions were present to promote their logistics zones and facilities together with the key logistics property companies. A range of sustainable development solutions and renewable energy for building and logistics warehouse management were to be seen.

Transport and logistics technologies and information systems:

A growth sector: security and the challenge of traceability... an increasing offer in Geolocalisation, supply chain management, data collection, on board technology...

The visitors

55% of visitors were of director, managing director or CEO level

■ Profile

Distributed as follows:

- 37% shippers
- 42% transport and logistics suppliers

■ Source

France

- All 23 regions and all 100 departments of France
- The 5 leading regions represented after Ile de France (52%) :

Nord-Pas de Calais	6,16%
Rhône-Alpes	5.39%
Normandy	5.23%
Loire	4.13%
Central France	3.76%

Other countries

International visitors came from 61 countries.

■ Main shippers business services

Transport, Logistics	22%
Sales/ Large accounts	15%
Purchasing	5%
Senior management	14%
Supply Chain	4%

■ Industry sectors

15 leading shippers sectors	
Business, distribution	14%
Processing	9.8%
Automobile	5,6%
Building and Public Works	9%
Industrial equipment	5.6%
Electric manufacturing, electronics, information technology	4.8%
Press	4.5%
Chemicals, pharmaceuticals	3%
e-commerce, mail order	3%
Energy	3%

Service provider activity sectors	
Transport	44%
Logistics services	21.4%
Logistics property	10.5%
Information technology, software, integrators	9.5%
Materials handling, storage, transport	4.6%
Warehousing	4%
Consultancy	2%
Maritime	1,7%
Estate agents	1%
Port authorities	0,6%
Infrastructures	0,55%

And in addition, professional bodies, administration, ministries ...

■ Company size

A majority (31%) of large companies:

More than 500	29,25%
1 to 10	21,74%
11 to 50	17,68%
251 to 500	8,92%
51 to 250	17,21%
	100,00%

■ Notable facts *

- **94%** of visitors said they were completely satisfied with their visit.
- **100%** of visitors attended in order to establish new contacts and network, and 89% achieved this thanks to the event.
- **74%** of shippers had prepared for their visit beforehand.
- **90%** thought that SITL presents quality conferences (from “agree” to “completely agree”).

■ Areas of interest for visitors:

● Transport :	21.4% of which	EU export	22%
		Regional	21%
		National	36%
		Global export	21%

● Logistics services	19.45% of which	Advanced Logistics	31%
		Pre and joint manufacturing	11%
		Services and equipment	23%
		Storage/warehousing	35%

● Storage, warehousing	14%
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• Distribution platform	9.2%		
• Logistics consultancy, employment, training	7%		
• Materials, transport equipment	7.4%		
• Site development	5,2%		
• Logistics property	5.6% of which	Investors	20%
		Decorators	17,5%
		Business property consultants	17,4%
		Developers	15.1%
		Agents	17%
		Property management	13%
• Information systems :	10.5% of which :	Traceability	25%
		Supply Chain	24%
		Fleet management	17%
		Geolocalisation	17%
		Security	11%
		Freight exchanges	6%

High points

■ Conferences ■ ■ ■



- 29 conferences and workshops running over 3 days
- 2800 attendees
- High points : Plenary conference “ Transport and Logistics company performance”, attended by 238 visitors and the visit of the Secretary of State for Transport, Dominique Bussereau.

Next event

SITL Europe from 23 to 26 March 2010- Paris Nord Villepinte, Hall 6.



* Source : sesa marketing study 2009

Your contacts



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