

SITL EUROPE 2010 EXHIBITION REPORT

All those involved across the supply chain together with their suppliers attended the 2010 event in large numbers making the 27th edition of the exhibition a success in spite of the transport strikes on the first day. An important increase in both exhibitor and visitor numbers in a year marked by the dynamism of a particularly rich events programme.

Key numbers

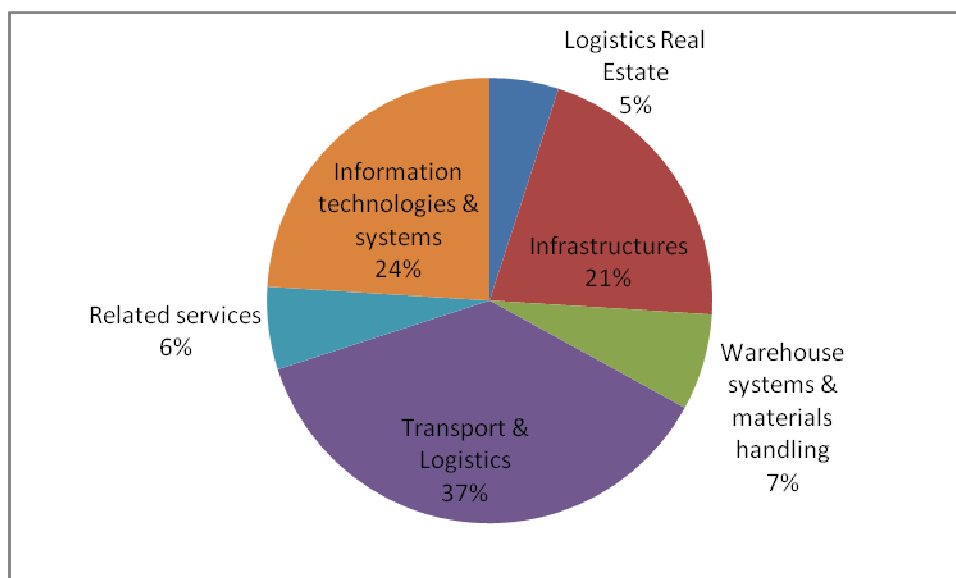
SITL 2010 presented many new features : the international Transport and Logistics forum hosted over 40 conferences with a day dedicated entirely to rail freight, Russia was the guest country, the 10th logistics innovation awards took place and the RFID exhibition was held at the same time- all in the space of 4 days.

- 789 exhibitors, an increase of 13 %.
- 45 000 m² of exhibition space
- Attended by 42 731 professionals
- 4 964 conference participants
- A cycle of 44 conferences and workshops
- Media coverage via 98 supports
- 68 innovations presented
- 103 countries represented
- 6 logistics innovation awards

EXHIBITORS

In 2010, the exhibition experienced a very strong growth in exhibitor numbers: an increase of 13% to 789 exhibitors. A truly international representation of 25 countries including Russia, the guest of honour.

EXHIBITOR PROFILE ■ ■ ■



■ PROFILE BY SECTOR ■ ■ ■



Transport and Logistics Services

Every transport and logistics solution for an organisation alongside the most representative participants in multimodal, combined, maritime, road, rail transport and advanced logistics...**277** suppliers were represented compared to 135 in 2008, **an increase of 105%**.

This sector showed many solutions in integrated management of international e-commerce projects together with e-logistics offerings for setting up and developing merchant sites; innovations to address the issues of the last kilometre, putting in place and managing a totally integrated supply chain or even third party warehouse management ...



Logistics infrastructures

157 exhibitors presented a complete offering at the exhibition: logistics platforms, warehouses or wholesalers and also ports, airports, tunnels, motorways....together with numerous development agencies and governmental organisation for national and international promotion. Practically all French regions were represented at the exhibition in addition to numerous international pavilions.



Logistics real estate

All the disciplines linked to logistics real estate were represented by **38 exhibitors**: a range of sustainable development solutions and renewable energy for building and management of logistics warehouses. Many innovations also with the conception of robust buildings, quick and economic to construct or others equipped with photovoltaic generation that respond to the requirements of sustainability. Innovative platforms thanks to an integrated logistics system, internal organisation, security and geographical position that take into account urban developments to come or even adapted to multimodal transport....



Information technology and systems

An exceptional and unique European offering in the transport and logistics sector: **181 exhibitors!** A growing sector including security and issues of securitised tracking and identification...a wide offer in geo positioning. But also software developers, supply chain management data collection, on board information...In the sector of information systems, solutions for stock optimisation and point of sale supply; real time monitoring of deliveries; tracking systems, integrated operational solutions, inter/intra company file sharing software. Also in the area of wireless technology: rail asset tracking RFID terminals, a new generation of active RFID labels, independent and compact long life GPS/GPRS signals...



Warehouse equipment and materials handling

A first for 2010 : 50 exhibitors in 2 000 m² of floor space. The sector showed complete data capture systems aimed at improving pallet management; new control of reusable packaging; warehouse management solutions integrating a self powered mobile cart; the optimisation of part movements in a production centre....

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■ RFID EXHIBITION ■ ■ ■



The RFID exhibition brought together **50 exhibitors**, (the largest offer in Europe) and- for the first time- was held at the same time as SITL Europe. At the exhibition a large number of identification and tracking solutions for movements, materials, products, packages or people which integrate RFID and non contact technologies which enable tracking, tracing, controlling, real time managing were presented. Showing the range of technologies and solutions in one place allowed visitors to find complete across the board solutions to identify, track, manage and monitor information. Truly complementary to the complete logistics chain already on show at SITL Europe.

■ INTERNATIONAL ■ ■ ■

30 % of companies originated in: Algeria, Austria, Belgium, China, Czech Republic, Finland, Germany, Hungary, Italy, India, Ivory Coast, Lithuania, Luxembourg, Morocco, Monaco, Pays-Bas, Poland, Portugal, Russia, Senegal, Spain, Switzerland, Togo, Turkey and the UK.

Russia was represented by a pavilion of nearly 500 m² bringing together 24 companies : Ports, airports, logistics service providers or transporters... a range of expertise in import/ export and international distribution.

VISITORS

Attendance (visitors + exhibitors) grew by 6.7%: 42 731 professionals against 40 026 in 2008. An increase of 4% in visitors alone and a growth of 36% of international visitors coming from 103 countries. Good results that confirm the global reputation of the event.

■ PROFILE ■ ■ ■

The profile of visitors attending the exhibition was as follows:

- 36 % shippers
- 24% transport suppliers
- 12 % logisticians
- 3% logistics property

The remaining 15% came from sectors such as consultancy, IT, communities, government ministries...



More than 60% of visitors are decision makers, or have an active participation in the purchase of transport and logistics
1 visitor in 2 has the status of a director, manager or CEO

■ VISITOR LOCATION ■ ■ ■

France

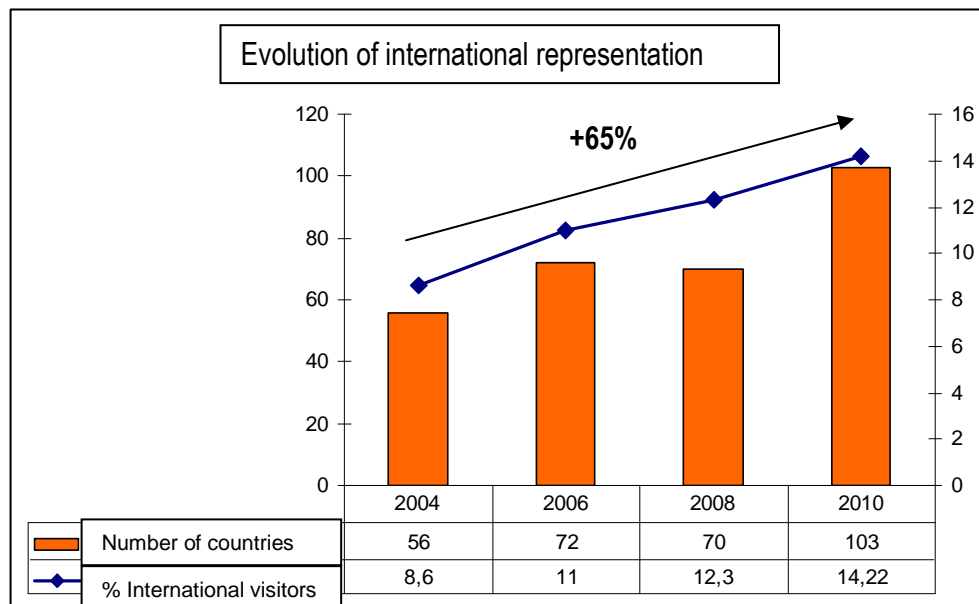
All French regions and departments were represented

After the Ile de France (51%) these are the 5 leading regions. Worthy of note is that Picardy has replaced the Loire, formerly in the top 5 in 2008 and 2009.

Nord - Pas de Calais	6.8 %
Rhône-Alpes	5.6%
Haute-Normandie	5.3%
Picardy	4.8%
Centre	3.4%

International

In 2010 there was a strong growth in international visitors: a **36%** increase compared to 2008, taking the proportion of overseas visitors to **14%**. The chart below shows the growth over the last four years not only in number of countries but also the visitor numbers.



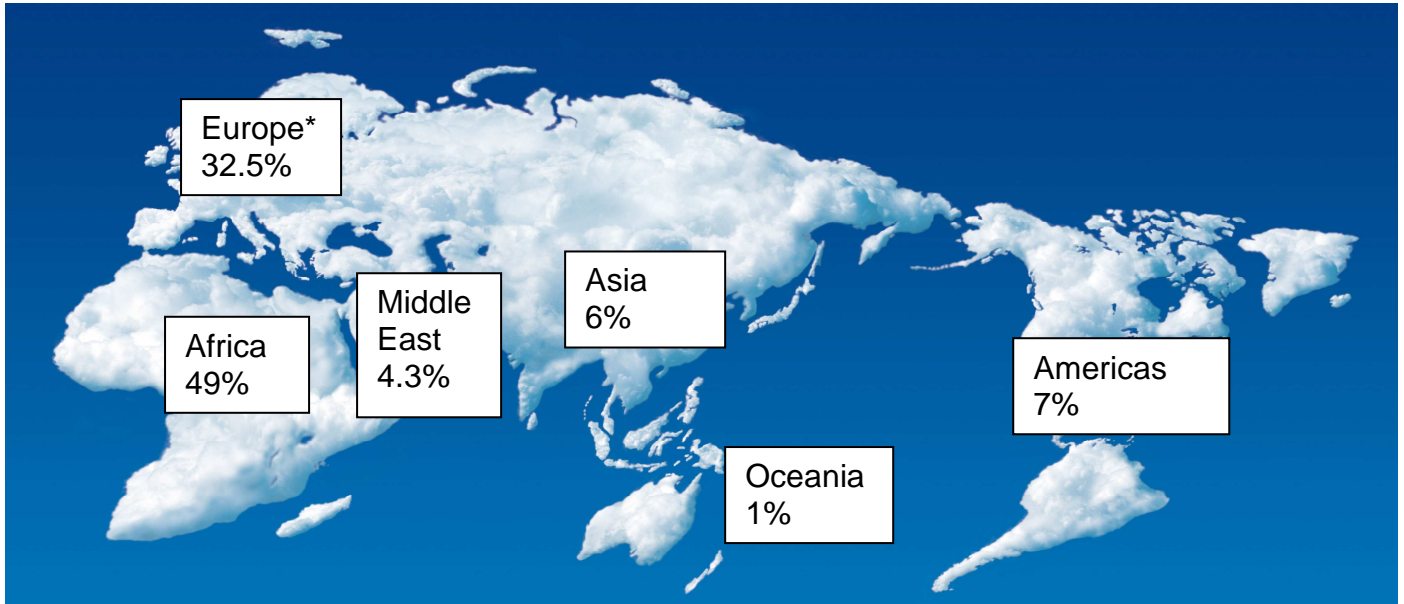
This large increase is due to new participation from new countries :

Africa :	Gabon, Tunisia, Ghana, Guinea, Gambia...	+62%
Middle East :	Saudi Arabia, Kuwait, Iran, Lebanon...	+66%
Asia :	Indonesia, India, Taiwan, South and North Korea	+40.5%

Representation from other continents remains stable.

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Non EU visitors



* European visitors outside the EU

■ MAIN COMPANY SERVICES AND JOB FUNCTIONS ■ ■ ■

FUNCTIONS

Manager	18%
Director, Department Head	14%
General Management	16%
Team Leader	8%

Also purchasing, logistician, architect, project leader, Engineer...

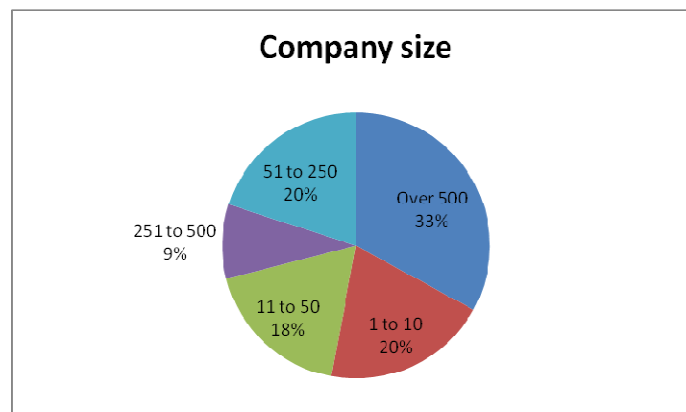
SERVICES

Transport, Logistics and Supply Chain	35%
Marketing/Sales/Key accounts	14%
Management	13%
Purchasing/supplies	4%

Also operations, property, import – export, maintenance, handling, development, security...

■ Company size (number of employees) ■ ■ ■

A majority of large companies represented (those employing over 500)



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■ SECTORS ■ ■ ■

Activity sector of industry and commercial visitors

Commerce and distribution	14 %
Information technology	10 %
Food processing	8 %
Building and public works	6 %
Manufacturer of electric materials, electronics, IT	6 %
Automotive	5 %
Industrial equipment and goods	5 %
Steel,metals	5 %
Press	4 %
Consumer goods	3 %
Chemicals	3 %
E-Commerce, VAD	3 %
Energy	3 %
Heavy industry	3 %
Textiles	3 %
Aerospace	2 %
Decorating	2 %
Publications and printing	2 %
Environment	2 %
Pharmaceuticals	2 %
Material rental	2 %
Raw materials	2 %
Health, hygiene	2 %
Security	2 %
Military	1 %
Cosmetics, perfumery	1 %
Waste	1 %
Fuel industry	1 %

Activity sectors represented by visitors from the transport and logistics sector

Transport	46 % of which
Air	5 %
Chartering	10 %
Maritime	9,5%
Forwarders	14 %
Last km	3 %
Rail	8 %
River	3 %
Express delivery	10 %
Multimodal	9,5 %
Road	28 %

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Logistics	23 % of which
Advanced logistics	32%
Pre, post and joint manufacturing	8%
Services and equipment	16%
Storage, warehousing	44%

Consultancy	12 % of which
Other industries	15%
Information technology	8%
Business strategy	31%
Transport, logistics and supply chain	46%

Logistics real estate	5 % of which
Planners	6%
Designers	14%
Consultancy	34%
Real estate management	8%
Promoters	17%
Investors	21%

Packaging	3 %
Warehouses	2 %

Warehouse equipment and systems	2 % of which
Trucks	22%
Storage equipment and materials	24%
Continuous handling and conveyors	14%
Packaging	5%
Materials and consumables	6%
Measuring equipment and materials	4%
Doors, barriers...	5%
Automated systems	14%
Units (pallets, boxes, trays...)	6%

Transport equipment and material	2 %
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SSII	2 %
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Agent	1 %
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Port authorities	1 %
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Maritime company	1 %
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Infrastructures	1 % of which
Communities	32%
Platforms, warehouses	30%
Ports, airports	38%

Maintenance	1 %
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■ AREAS OF VISITOR INTEREST ■ ■ ■

• Transport :	20% of which	EU export	23%
		Regional	21%
		National	33%
		Intercontinental export	23%

• Logistics supplies	19% of which	Advanced logistics	30%
		Pre,post and joint manufacturing	11%
		Services and equipments	23%
		Storage/ warehousing	34%

• Storage, warehouses, logistics supplies	9%
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• Distribution platform	5%
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• Logistics, training, recruitment consultancy	9%
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• Transport material, equipment	7%
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• RFID	7%
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• Materials handling, warehouse equipment	7%
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• Site installation	4%
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• Logistics real estate	4% of which	Investors	19%
		Planners	17%
		Consultants	18%
		Designers	15%
		Promoters	17%
		Property management	14%

• Information systems :	9% of which	Tracking	25%
		Supply Chain	23%
		Fleet, returns management	17%
		Geopositioning	17%
		Security	12%
		Freight exchange	6%

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■ SATISFACTION INDEXES ■ ■ ■

- **89%** of visitors believe that SITL Europe is one of the best exhibitions in the sector
- **97%** of shippers attending were satisfied by their visit (versus 95% in 2008)
- **98%** of visitors said they established new contacts and developed their network thanks to the event
- **98%** feel that SITL is very representative of the market
- **96%** were satisfied by the Innovation gallery
- **99%** found the conference programme satisfactory
- **94%** were satisfied by their visit to the RFID exhibition

EVENTS



- **44 conferences** were held in the framework of the International Transport & Logistics Forum, 4 of which were entirely dedicated to rail freight and were attended by nearly **600 participants**. The European Railfreight Day partners were ESC (European shippers council), AFRA (French Rail Association), EIM (European Rail infrastructure managers) and UIC (International Union of Railways).



In total **4 964** people attended the conferences to hear **124** participating speakers. 313 attended the inaugural conference "How does logistics respond to a new world deal ?"

- The **10th Logistics Innovation Awards** recognised many companies in such varied sectors as river transport, pallet management, urban transport with electric trucks, urban logistics platform, electronic ordering and external supply logistics (all the winners are on www.sitl.eu). An exceptional year since **68 innovations** were presented in the innovation gallery at the entrance to the exhibition (normally around 40 are presented).



■ **Russia, guest of honour:**

SITL Europe placed Russia in centre stage through the conference programme and with the presence of a pavilion of Russian exhibitors. The event welcomed **Sergey IVANOV Vice Prime Minister** together with the **Russian Transport Minister**, Igor LEVITIN. They opened the exhibition together with **Dominique BUSSEREAU**, Secretary of State for Transport.

- **The RFID University**. Presented within the RFID exhibition, this conference programme addressed many key subjects about RFID and its applications in sectors such as food processing, retail, logistics...in all **670** people participated in the **19 conferences** that were held.

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NEXT EVENT



SITL, the logistics solutions exhibition
29 to 31 March 2011
Paris Expo – Porte de Versailles - France
Hall 7-2

YOUR CONTACTS



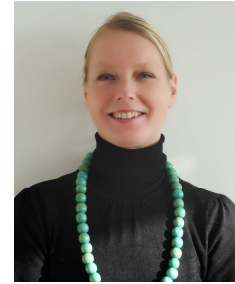
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Figures and visitor % quoted in this document come from official statistics and on site research by Sesa Marketing 2010