



Show results

SITL Europe

March 7 –10, 2006

A new logo, a change of name, an increase of visitors and foreign exhibitors : the « SITL Europe » **asserts its European positioning in 2006.**

In 2006...

- 25,601 professional visitors
- 11% of international visitors
- 72 countries represented
- 23 French regions

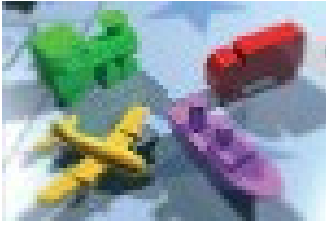
- a cycle of more than 30 conferences with over 3,000 participants
- a demonstration space dedicated to RFID with 1,700 visitors

NEXT SHOW

SITL Real Time

March 27th, 28th and 29th, 2007

Paris-Expo – Porte de Versailles – Hall 4



The exhibitors : An exceptional offer

► Transport and logistics service providers

With **21%** new exhibitors, 12% from abroad, SITL Europe strengthened its representativity and recentered on its core activity: the provision of transport and logistics services.

It welcomed **major European and even worldwide leading companies**, as well as **new organisations of carriers** that used SITL to spearhead their activity.

► The information technologies and systems

This sector presented an exceptional offer unique in Europe with major leading companies: 161 exhibitors, out of which **22% are new**, an exhibition sector multiplied by three in Geolocation

► The infrastructures sector

- 17 French and foreign harbours
- all players from the regional market as well as foreign delegations were present
- Foreign delegations: 600 m2 foreign pavilions : Spanish, Italian and Belgian

► A confirmed internationalisation



Partnership agreements with the main international organisations such as the European Shippers Council (ESC) representing freighters or the FIATA (Fédération Internationale des Associations de Transitaires et Assimilés) [International Federation of Forwarding Agents Associations] for shipping agents and transport organisers, and so, in aiming to strengthen the presence of international exhibitors and visitors

- The event's growing international character was strikingly clear this year, with an increase by **23% in the number of foreign visitors**, i.e 140 businesses originating from **17 countries**, compared to **16%** in 2004, and a strong presence of foreign delegations.
- Thanks to **Italy, which was Guest Country of Honour** this year, the Italian pavilion, among others, had no less than 25 exhibitors.
- Many other European countries were present : Germany, Spain, Benelux...and, for the first time, Poland, Czech Republic and Korea.

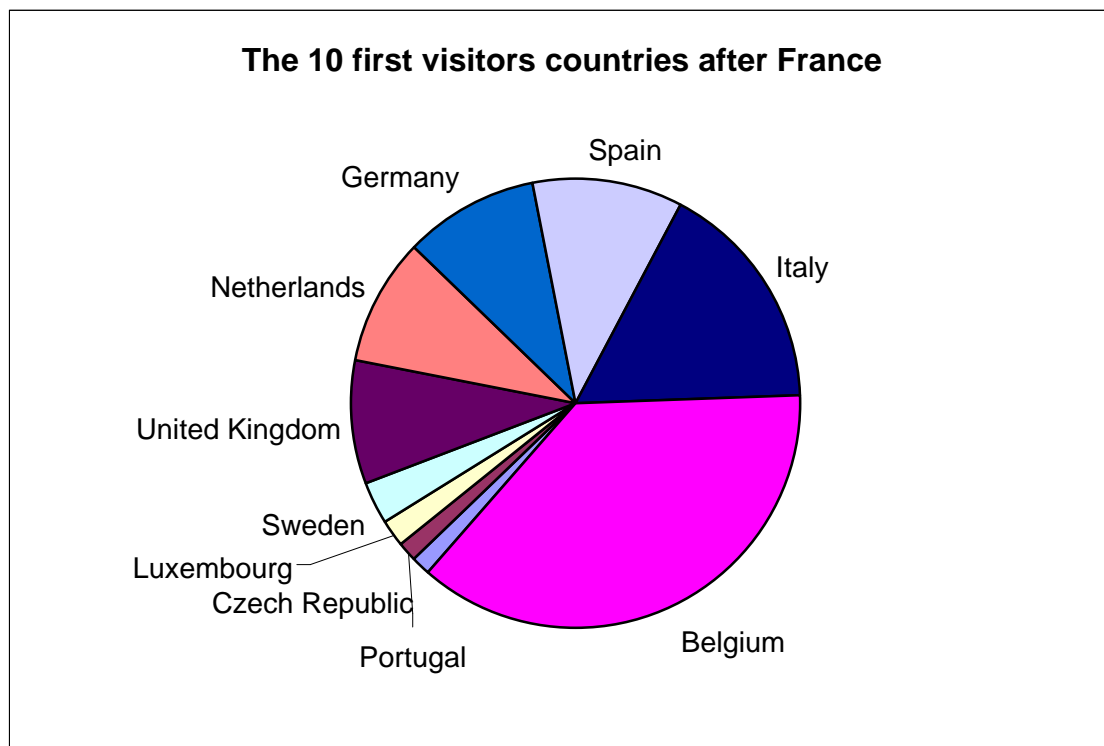


The visitors: An important increase of number of visitors

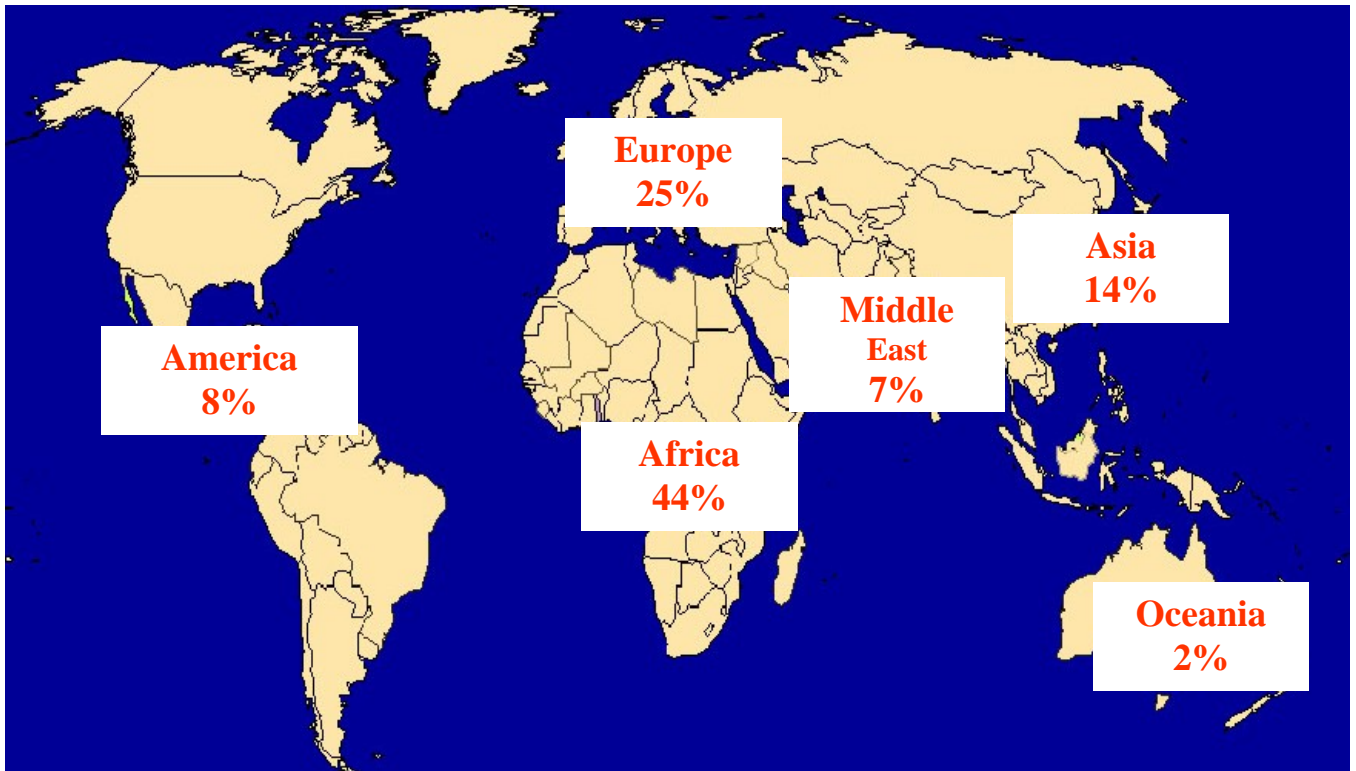
- In terms of number of visitors, they were **25,601** to visit the SITL Europe 2006, i.e. an increase by **10,6%** compared to 2004.
- In the following proportions : 45% of carriers, 48% of transport and logistics providers.
- 23 French regions were represented, out of which the first three were : Région Nord, Rhône Alpes, Haute Normandie.

► Foreign visitors larger

- The number of international visitors reached **11%** this year, i.e. an increase by more than **10%** compared to 2004..
- It should also be noted that **72** countries were represented in 2006, whereas they were only 56 in 2004.



Visitor's distribution APART FROM European Union



► Visitors very satisfied

An exceptional satisfaction level

- 96% of visitors declared that they were satisfied
- 81% of visitors are satisfied with their participation in conferences
- 83% of visitors think that there is no alternative to visiting the SITL show

► Qualified visitors

Activities sectors : a growing representativity

- Distribution (18%)
- Agro-business (11%)
- Automobile and aeronautics (11%)

And also Chemistry, Building and public works, industrial goods, hygiene/health...

An increasing proportion of leading functions

- 67% of visitors are decision makers and project bearers
- 39% of visitors are managers of licensees

Size of businesses

The distribution between VSEs, SMEs and big enterprises is satisfying :

- 37% have 1 to 50 staff members
- 17 % have 51 to 250 staff members
- 10 % have 251 to 500 staff members
- 36% have more than 500 staff members



The show : The Highlights

Visit of Dominique PERBEN,
French Minister of Transport, Equipment

 **Inaugural Conference** : the most remarkable part of the show which was attended by more than 400 participants.

It was held in the presence of Jacques Barrot, Vice-President of the European Commission in charge of Transport, Dominique Perben, French Minister of Transport, Equipment, Tourism and Sea, Pietro Lunardi, Italian Minister of Transport, de Puro, State Secretary Ministry of Transport and Communications Finland., and also **Jean-Pierre HUGUES** Chairman and Managing Director of GSE, **Alain BREAU** Chairman and Managing Director of the MORY GROUP, Co-President of TLF, **René PETIT** Chairman and Managing Director of FNTR and NOVATRANS, **Xavier URBAIN** CEO South-West Europe KUEHNE+NAGEL (representing Fedimag), **Denis CHOUMERT** President of the AUTF.

It was the occasion of fruitful exchanges. Such exceptional attendance showed the importance henceforth given by public authorities to transport and logistics sector.

 **Very well attended conferences**

A cycle of more than 30 conferences gathered over 3,000 participants

 **The RFID Space : A 750sqm demonstration space**

Dedicated to RFID, this space gathered all players from the sector whose activity had to do with this technology. It was both didactic and entertaining and consisted, throughout the 4 days of the show, based on a sophisticated script development, in telling the adventure of a cardboard throughout the supply chain. It gathered 1,700 visitors**.

 **Innovation Awards**

The following were the three rewarded activity sectors present on the show :

- Transport and logistics services category : Open Box C+ - Transports Poupeau
- Information technologies and Systems category : Navteq Transport -Navteq
- Site Establishment category : *Optima designed by GSE*

Two special awards were attributed this year :

- The 2nd Sustainable Development Award, which was initiated in 2005 and organised in partnership with Ademe, was attributed to PRD – ZAC of Val Bréon in Châtres (an environment-friendly logistics zone), and to Consignity–DHL–Maire de Paris (for its action on the limitation of movements in urban distribution)



- For the first time, the Human Resource Management Award was organized in partnership with Fondation de la Logistique and Hays, and was attributed to Geodis.



Visitors from the Manutention show

Functions :

- 18% belong to a logistics, transport or shipment service
- 14% to a commercial department
- 15% to general management
- 27% are engineers or executives
- 22% are departments heads

Sources : infosalons 2006 - Sesa Marketing (show survey)