

## Report on SITL Real Time 2007 27-29 March 2007 Porte de Versailles

### **SITL Real Time 2007 : exhibition shows strong growth**

**15 554 professional visitors, an increase of 10% over 2005,  
international visitor numbers grew by 24%,  
458 exhibitors, 27% more than in 2005**

SITL Real Time, the logistics solutions exhibition now in its 24<sup>th</sup> year, welcomed a record number of participants, both exhibitors and visitors. An exceptional result due to a clear positioning and new features and events created to increase the number of attendees.

#### **Key indicators**

- 458 exhibitors, 123 new (27%)
- 19 500 m<sup>2</sup> of exhibition space
- 15 554 visitors (+10% more than in 2005)
- 56 countries represented
- 27 conferences
- 3 579 conference participants
- 70 media partners

#### **Themes**

The event concentrated promotion to visitors around the theme of “ New markets in transport and logistics”: water and rail transport, traceability and- for the first time- the logistics of e commerce, organised in partnership with FEVAD, the mail order sales federation.

#### **New features**

- An e-commerce pavilion gathering the specialist exhibitors in this field. Among visitors to the pavilion, 100% were satisfied by the pavilion.\*
- SME Transport Club
- First edition of the logistics property magazine with a distribution of 15 000 copies
- 5 visitor guides “ New markets focus”

### Large number of exhibitors

The exhibition welcomed 458 exhibitors, 123 (27%) of which were exhibiting for the first time (this compares to a total of 375 exhibitors in 2005).

4 sectors were represented

- Transport and logistics services
- Infrastructures
- Industrial property
- Logistics information systems and technologies

**A significant increase in satisfaction levels of exhibitors: up 8 points compared to 2005, from 84% to 92%.**

### Exhibitor sectors close-up:

- **Transport and logistics services:**
  - 80% of the top logistics suppliers were exhibiting
  - 16 transport and logistics **SME's** present, occupying a total surface of 345 sq m- 44% of these exhibitors were here for the first time
  - A developing **rail freight** offer
  - The **E-commerce logistics pavilion**, representing both specialists and traditional logistics suppliers involved in this activity
- **Industrial property** : 33 exhibitors
- **Infrastructures** : 62 exhibitors, 18% for the first time
- **Related services**: 18 exhibitors
- **Technology** : 132 companies including :
  - **software publishers**
  - All the leading manufacturers of **traceability** products were present
  - **Geolocalisation** : a complete representation
  - Also **Freight exchanges** , **Customs services** , **Telephone operators**

### Visitors: a strong increase

Thanks to an active multichannel promotion (internet website, e-marketing, direct marketing, advertising campaign, partnerships with professional associations and federations, press relations ...), SITL Real Time saw **15 554 visitors, an increase of 10% in comparison with 2005.**

39% of visitors were forwarders and 39% transport and logistics suppliers.

### Key data :

62% of forwarders visiting the event were doing so for the first time \*

90% of visitors feel that SITL is the reference exhibition for the sector \*

93% of new visitors were satisfied by the event\*

60% of SITL visitors do not go to any other exhibition\*

\*Source : visitor research Sesa Marketing 2007

### Where they came from

#### France :

From all regions (23) and all departments of France (100)

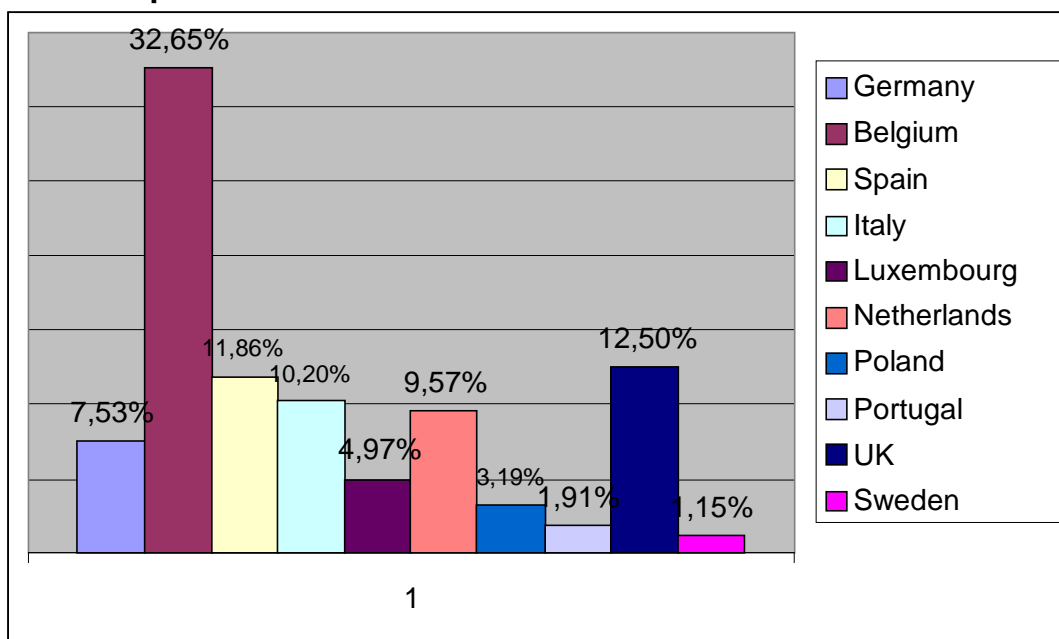
The top 5 regions represented after Ile de France (53%) :

North	6,09%
Rhône-Alpes	5,74%
Haute-Normandie	5,28%
Loire	3,83%
Provence-Côte dAzur	3,34%

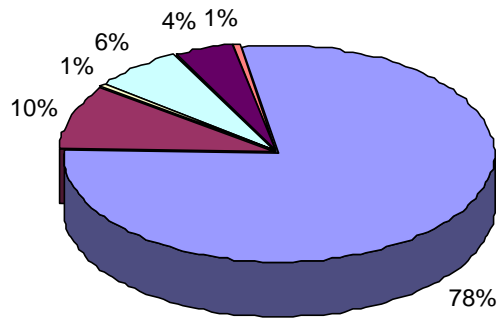
#### Other countries :

Overseas visitors also showed a significant increase : **+24%** from 56 countries compared to 49 in 2005

### The 10 top visitor countries after France



### Visitors originating from outside the EU



### Forwarders main company services :

Logistics	44%
Transport/transit/driving	12%
Commercial vehicles	10%
Purchasing	8%
Management	20%
Fleet	4%
Import/Export/International	2%

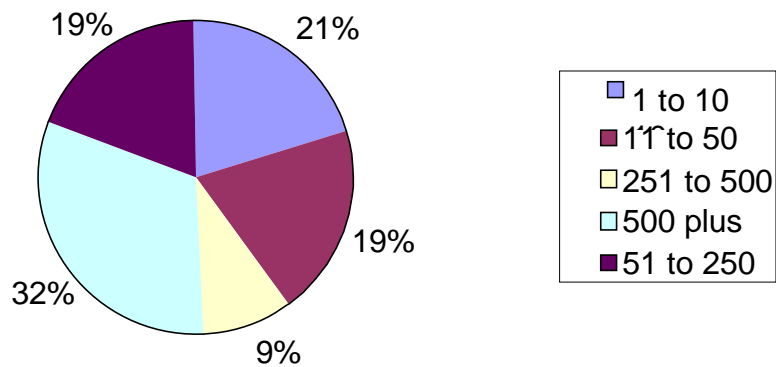
### Their company activity:

15 top activity sectors for forwarders	
Commerce, distribution	12,37%
Processing	11,77%
Construction and public works	7,03%
Automotive	6,45%
Distribution / Agent	5,37%
Pharmaceuticals/ Chemicals	4,69%
Industrial equipment goods	4,50%
Electronic, IT manufacturer	4,38%
E-Commerce, Mail order	3,03%
Textiles	2,79%
Packaging	2,53%
Energy	2,36%
Aerospace	2,31%
Health/ hygiene	2,21%
Consumer goods	2,09%

Suppliers company activity	
Transport	56,83%
Warehousing	11,73%
Logistics supplies	10,14%
Industrial property	8,17%
Information technology and software	7,14%
Real Estate agent	1,47%
SSII	1,41%
Maritime	1,32%
Customs authorities	1,01%
Infrastructures	0,46%
Maritime brokerage	0,33%

In addition, 22% de professional groups, banks, administration ...

**Company size:** the majority from large companies(32%)



## Areas of interest for visitors:

<b>• Transport :</b>	<b>23,27%</b>
	<b>Where :</b>
EU export	23,54%
National	35,47%
Regional	20,59%
Transcontinental	20,40%

<b>• Logistics supplies</b>	<b>13,61%</b>
-----------------------------	---------------

<b>• Warehousing, stock management</b>	<b>28,20%</b>
--	---------------

<b>• Distribution centre</b>	<b>9,93%</b>
<b>• Logistics, training, employment consultancy</b>	<b>7,96%</b>

<b>• Transport equipment and materials</b>	<b>7,87%</b>
--	--------------

<b>• Adblue</b>	<b>1,12%</b>
-----------------	--------------

<b>• Site location</b>	<b>5,60%</b>
------------------------	--------------

<b>• Industrial property</b>	<b>4,88%</b>
	<b>Where :</b>
Design	14,61%
Equipment	15,49%
Business property consultancy	19,52%
Property management	13,17%
Investment	19,86%
Promotion	17,35%

<b>• Information systems:</b>	<b>11,17%</b>
	<b>Where :</b>
Security	11,78%
Supply Chain	22,88%
Traceability	27,56%
Geolocalisation	15,45%
Fleet management	16,31%
Freight exchange	6,02%

### Exceptional conference involvement

- 27 conferences over 3 days
- 3 579 participants compared to 2 300 in 2005 with a satisfaction level of 91% among participants.
- Key events : Inaugural Conference “Issues and challenges of the new markets in transport and logistics “, in the presence of Jacques Barrot, EU Commissioner for Transport and attended by 310 participants. Also the conference discussing “ New markets for rail freight” which was attended by 323 participants.

### The Innovation Awards:

The Awards, which recognise the most notable and innovative sector products, expanded in 2007 to include a sixth category: the E-commerce Logistics Award in partnership with Fevad.

The winners of the 8<sup>th</sup> Logistics Innovation Awards are :

- **Logistics and Transport Suppliers** : BERRY SERVICES – for its fashion industry logistics
- **Logistics Information Systems** : EUROTUNNEL- for its automatic registration system for heavy vehicles
- **Installations or Logistics Sites**: QUILLE – for its road drainage system
- **Sustainable Development Partnership**: LE SHOP.CH and ESTIA- for a environmentally friendly home delivery system
- **Human Resource Management**: KUEHNE + NAGEL – for its business University model
- **E-Commerce Logistics Supplier** : MONDIAL RELAY- for private parcel delivery

### Next event

25 years of SITL Europe from the 11<sup>th</sup> to the 14<sup>th</sup> March 2008 at Paris Nord Villepinte, Hall 5.

Guest country: the Netherlands