



# transfairlog

Trade Fair for  
International Transport  
and Logistics Management  
12 - 14 June 2012, Hamburg Messe

## EUROEXPO

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## Press Release

### transfairlog 2012 in Hamburg

## A new trade fair for international transport and logistics management

**transfairlog** is the name of a new specialist trade fair for international transport and logistics management, taking place for the first time from 12 to 14 June 2012 in Hamburg. **transfairlog** is aimed at companies involved in the import and export transport chain. It focuses on ocean and inland shipping, forwarding services and operational equipment, warehouse optimisation and process control, container cranes and electric stackers and lots more – in short **transfairlog** is about the optimisation of international freight transports and logistics processes. The fair covers the full spectrum in the transport and logistics market.

Until now the north of Germany has lacked a top-quality logistics fair, offering both exhibitors and visitors the chance to meet up in an international environment. This gap has now been filled by the Munich trade-fair organiser EUROEXPO: it is launching a new trade fair **transfairlog** in Hamburg, starting in 2012. The new halls at Hamburg exhibition centre – Halls B5 and B5 – have been hired for the occasion, providing a total of 21,649 square metres of space. Already exhibitors have started to apply to take part in this premiere – the first application was received on 26 January 2011.

The reason why the new trade fair **transfairlog** is being held in Hamburg is because of the orientation to northern Europe and the logistics infrastructure there. The economic powerhouse around the North Sea and the Baltic is regarded as the most important transit hub for Scandinavia and Eastern Europe and a leading hub for trade with Asia. Hamburg Airport also benefits from many direct flights from cities abroad.

"This hub for international transshipment with a trimodal infrastructure is a perfect location to organise a competence platform of the very highest level for all those involved in logistics and transport processes," says Julia Kinzelmann, the Exhibition Director responsible for the fair.

The trade fair **transfairlog** is targeted at managers and experts in supply-chain management, procurement, production, warehousing, dispatches and IT who are looking specifically for individual products, services and solutions to optimise day-to-day logistics processes. The aim is to give them ideas and inspiration, which will help them organise processes along the national and global supply chain more efficiently.

The range covered by the exhibition includes, for example logistics properties and equipment; equipment and services for maritime and inland ports; railway companies and combined transports; air cargo; vehicles and fleet management, and logistics services companies, plus conveying and warehouse technology; ground conveyors and levellers; packing, labelling and loading technology and dispatch, forwarding, warehouse and customs software.

The concept also leaves plenty of scope for a high-calibre accompanying programme comprising knowledge forums and live events where solutions for current and future challenges in logistics and the international transport sector are demonstrated and discussed.

transfairlog is being supported by an important cooperation partner – Logistik-Initiative Hamburg.

EUROEXPO Messe- und Kongress-GmbH has been organising logistics trade fairs successfully for 15 years. Among them is also the trade fair LogiMAT, which has been held every year for the last nine years in Stuttgart.

Further information: [www.transfairlog.com](http://www.transfairlog.com) or direct from EUROEXPO Messe- und Kongress-GmbH, Munich.

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