



**9th International Trade Fair for Distribution,
Materials Handling and Information Flow
8 – 10 February 2011, New Stuttgart Trade Fair Centre**

euroexpo

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LogiMAT 2011 in Stuttgart – Closing Report

LogiMAT 2011 achieves best-ever figures for exhibitors and visitors

With 770 exhibitors and 22,200 trade visitors, LogiMAT 2011 is continuing to go from strength to strength. The concept for the fair was very well received by both exhibitors and the trade audience. For 2012 the exhibition space is to be extended by one more hall.

LogiMAT, the 9th International Trade Fair for Distribution, Materials Handling and Information Flow in Stuttgart has achieved its best-ever figures since launch and far exceeded all expectations. Despite the difficult competitive environment, Exhibition Director Peter Kazander and the Euroexpo team were able this year to record increases in all sections of the exhibition: On the 52,000 square metres in Halls 1, 3, 5 and 7 at the New Stuttgart Trade Fair Centre between 8 and 10 February, 770 exhibitors (+1 percent) from 18 different countries had registered to showcase their products and services on a total of 25,375 square metres of exhibition space (+3.3 percent). LogiMAT 2011 was fully booked.

In addition, this first intralogistics event of 2011 attracted tremendous interest from the trade audience: 22,000 trade visitors (+16 percent) attended the event. "The fair's concept of covering the entire bandwidth of intralogistics solutions and providing visitors and exhibitors with a familiar and welcoming atmosphere in which to exchange ideas and information is now highly prized by all the participants as a trademark of LogiMAT," summed up Kazander. "The outstanding figures for this year also show that LogiMAT has firmly established itself as the leading trade fair and networking point for the intralogistics sector."

In concentrated, compact form, the exhibition covered the entire spectrum of intralogistics needs, and the information requirements of the visitors: it included for example the dynamics of modern robotic technology for materials handling and storage, the latest trends in operational equipment, logistics software and RFID technology and the latest products and development concepts in stackers and packaging systems. "I am convinced that this concept will continue to be the right one for the future, too," said Kazander.

The excellent added value offered to the sector by LogiMAT was reflected also in the 22 trade forums and 61 exhibitor lectures, which were all very well attended. These events supplied the logistics audience with first-rate background and trade information. Four separate event spaces with many live presentations provided a real hands-on experience of logistics. "It was about contact and information, not cheap show effects," commented Kazander. "It was evident that we had catered precisely to the interests of the visitors with the subject of resource efficiency, which was a guiding theme in the supporting programme."

The assessment of the exhibition director was confirmed in the comments made by exhibitors about the fair (see Appendix), and through the latest evaluation conducted in conjunction with the fair by Basle-based market researchers Wissler & Partner. This showed that LogiMAT has managed to considerably expand its sphere of influence. In 2011 30 percent of the visitors to the fair came from a radius of more than 300 kilometres. Twelve percent of the trade audience travelled to Stuttgart from outside Germany - above all from Austria, Switzerland, Italy, Slovenia and the Netherlands.

In view of the rapid expansion of LogiMAT, Kazander is planning to extend the exhibition space for the fair to also include Hall 9 at the exhibition centre. However, the event will continue to be a highly efficient, compact B2B intralogistics forum for business, communication and contacts. "I see the limit for the concept for LogiMAT at around 1,000 exhibitors. Further growth beyond that would go against the character of the LogiMAT brand."

The next LogiMAT takes place from 13 to 15 March 2012 at the New Stuttgart Trade Fair Centre.

Further information: www.logimat-messe.de.

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Exhibitor testimonials – LogiMAT 2011:

Matthias Fischer, Managing Director, Toyota Material Handling Deutschland GmbH, Langenhagen

"LogiMAT offers a very good platform for presenting our logistics competence. Also it is an excellent barometer of trends in the sector."

Peter Fröhlich, Sales Director, Blickle Räder + Rollen GmbH u. Co. KG, Rosenfeld

"LogiMAT attracts a range of different managerial levels from the companies – for example, you see people from project development and purchasing. Which means that any projects that are being planned can be channelled in the right direction straight away."

Maik Fuchs, Director Sales and Marketing EMEA, Accu-Sort Europe GmbH, Kleinmachnow

"The value of LogiMAT for our company has risen considerably thanks to the continuous growth of the fair in recent years."

Joachim Gerhard, Managing Director, Knapp Deutschland GmbH

"On the second day of the fair we signed a contract with a customer for over two million euros. For us LogiMAT is the right platform for looking after our contacts in Germany."

Norbert Hendricks, PR and Marketing, Hubtex Gruppe, Münsingen

"We are very happy to be here. For a medium-sized company like us, it was by no means clear that we could come here because of the tight schedule of fairs this year

– nevertheless it was the right decision to come, as the level, quality and number of the inquiries and customer contacts we had here have shown."

Freimut Hübner, Head of Project Control, Logistics Systems Division, Jungheinrich AG, Hamburg

"At LogiMAT the emphasis is on comprehensive advice on integrated logistics systems. There is a very high need for advice and information on the part of the customers. Already after the second day here we had exceeded the number of contacts we had last year, and had received a number of specific project inquiries."

Bert-Jan Knoef, Chairman, STILL-Geschäftsführung GmbH, Hamburg

"LogiMAT succeeded in becoming a marketplace for information and products on the full spectrum of intralogistics. Operators, manufacturers and service companies all benefit from this event in the same way."

Klaus Lampe, Managing Director, Lampe Lagertechnik GmbH, Wiehl

"We sell exclusively to prime contractors and we find these people at LogiMAT. For us therefore, it is the only trade fair and the most important one. Here we can talk in-depth with customers that come to us with specific inquiries."

Manfred Preiß, Sales Director, SSI Schäfer Peem, Graz

"We see LogiMAT as a very successful marketplace for innovations. In addition it is increasingly being used as a project-related information and communication platform. Here in Stuttgart we always make important contacts, and there is excellent footfall at our stand."

Bertram Salzinger, Board Chairman, Inconso AG, Bad Nauheim

"For us LogiMAT has over the years developed into one of the most important logistics trade fairs."

Helmut Schneider, Managing Partner, Schneider-Kennzeichnung GmbH, Stuttgart

"We have been participants in LogiMAT right from the start, and I can say that from year to year LogiMAT has been getting better every time – in terms of the atmosphere here and as a meeting point for the sector."

Felix Speerli, Managing Director, Dataphone mobile systems AG, Zurich

"For us as a Swiss company, LogiMAT is the right marketing platform in Germany. Compared to other fairs, this is very well attended. We will certainly be coming back again next year."

André Tegen, Sales Engineer, Vanderlande Industries GmbH, Mönchengladbach

"For our company LogiMAT is one of the most important trade fairs worldwide. Overall LogiMAT is well organised and we are all looked after very well. So for exhibitors and visitors alike it is a pleasant experience as well as being an efficient B2B platform."

Michael Weiser, Sales Director, KBS GmbH, Freiburg

"LogiMAT? Time very well spent! An excellent event, with lots of A-rated customers, and no C-rated ones. For us it is the most important trade fair in Germany."

