



**transfairlog**

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

**EUROEXPO**

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## Press Release

transfairlog 2012

### Successful trade-fair premiere in Hamburg

**Over 2,650 trade visitors came to Hamburg for the premiere of transfairlog, Trade Fair for International Transport and Logistics Management. In this "Gateway to the World", between 12 and 14 June 2012, a total of 212 exhibitors from ten countries presented their transport and logistics solutions and multimodal concepts for international supply chains.**

**Hamburg** The concept of launching a new logistics trade fair in one of the most thriving transshipment interchanges in Europe, bringing together the business of transport logistics and materials handling in one place, was well received by the exhibitors and visitors. On the three days of the fair, a total of 2,654 trade visitors came to Halls A2 and A4 at the Hamburg Trade Fair Centre. They reviewed the products and solutions presented by 212 exhibitors from ten countries. "The sails are now set and we are on course," said Julia Kinzelmann, Exhibition Director of transfairlog 2012. "The majority of the exhibitors who showed their pioneering spirit here today are happy to support this concept through into the future."

The organiser of the event, EUROEXPO Messe- und Kongress-GmbH, had expected 3,000 visitors. "We aimed for a higher number, but were not able to quite reach that target with this first edition," said Peter Kazander, COO of EUROEXPO. "I am pleased that the exhibitors were able to report that they had engaged in mostly very high quality discussions at their stands with the trade visitors."

In his address at the official opening ceremony, Professor Dr. Michael Bräuninger, Research Director of the Hamburgisches Weltwirtschaftsinstitut (HWWI), highlighted again the potential in the economic region around the Baltic, including the German North Sea ports. According to Bräuninger, this region is one of the most important on the continent, and one of the strongest economically. Establishing a transport and logistics fair at this location for the medium and long term, was a step that was more than overdue, he said.

The spectrum covered at the fair by the exhibitors extended from warehouse and operational equipment, transport packaging and identification systems, handling and transshipment technology to presentations from maritime and inland ports, forwarding agents, and shipping, railway and intermodal transport companies. Rounding off the portfolio of transfairlog was a range of technical equipment, e.g. vehicle accessories, telematics and software for dispatch, forwarding, storage and customs.

## **The right mix of themes in the accompanying programme**

In a total of 16 Knowledge Forums, high-calibre experts from shipping companies, logistics service-providers and from research and development provided further insight into current challenges, with a particular focus on the states bordering the Baltic and the North Sea. On the agenda were series of talks on subjects like "The Challenges of Offshore Logistics", "The Hinterland Connections of German Maritime Ports" and "Changes for the North Range Ports".

In addition, on 13 June at transfairlog, the 2nd German-Finnish Logistics Forum took place. There experts delivered lectures on, for example, how the Finnish ports and logistics companies are gearing up for the future, and what opportunities are open to Finland in logistics, in particular as a gateway to Russia. The Finnish ambassador, Päivi Luostarinen, who had travelled from Berlin specially for the event, was delighted with the German-Finnish Logistics Forum and the presentation by the Finnish companies.

Several options are currently being considered for the dates for the next transfairlog. "We want to react quickly and on time to the wishes and expectations of the market," said Peter Kazander. "Therefore we will be deciding upon the dates for the next transfairlog soon after carefully evaluating the results of the exhibitor and visitor surveys."

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## **What the exhibitors said about transfairlog 2012:**

"Our expectations of this premiere event were fulfilled. The second day of the fair was a good day for us. We will definitely be taking part again next time."

*Alexander Wanko, Managing Director, Wanko Informationslogistik GmbH, Ainring*

"We came here to fly the flag, and to invest in the location of Hamburg. Already on the first day there were more visitors than I had expected. We were pleasantly surprised by this premiere."

*Matthias Krüger, Sales Director, Hafentbahn Hamburg, Hamburg Port Authority*

"The quality of the visitors is just what we are looking for. For a first event it was from our point of view a good result."

*Silke Fuchs, Marketing Manager, Kewill GmbH, Bad Homburg*

"We made the right decision in coming here. The trade visitors came very well prepared and with specific issues they wanted to talk about. All the contacts we had were very positive. We hope very much that this event here in the north will be able to establish itself for the long term."

*András Rajk, Management, Opus//G GmbH, Jork*

"Visitors were able to experience a very illustrative and informative demonstration of our innovative container transshipment system. That was our purpose in coming here and we have achieved it in full."

*Rudolf Hubauer, Managing Partner, Boxmover GmbH, Linz*

"transfairlog must take place again. The organisation of the whole event was very professional and the quality of the visitors is very good. At the follow-on event, we are hoping for a date in autumn. Then we will definitely be here again."

*Jörg Ökonomou, Managing Director, Stat Control, Hamburg*

"The fair was very well set up and as a result we were able to put on a correspondingly high-quality presentation. We rate this fair as very positive."

*Niels Toftgaard, Management Consultant, CostPartner Deutschland GmbH, Hamburg*