



**12th International Trade Fair for Distribution,
Materials Handling and Information Flow
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LogiMAT 2014 in Stuttgart – Closing Report

The intralogistics fair for Central Europe

With a dramatic rise of more than ten percent in visitor numbers, a modest increase in total exhibition space and exhibitor numbers at around the same high level as last year, LogiMAT has put in another successful showing in 2014, thanks also to the ongoing strong international acceptance of the show as a trend barometer for the intralogistics sector. Exhibitors and trade visitors alike welcomed the integration into the event of the TradeWorld Forum, a feature that will therefore be repeated and expanded next year. Also, in 2015, LogiMAT will be taking up at least one additional exhibition hall at the Stuttgart exhibition centre.

The figures for LogiMAT 2014 were positive across the board: a slight rise in exhibitor numbers and total exhibition space, and a significant increase in visitor numbers. "The results clearly exceed the 1.8 percent expansion forecast for the German economy this year, so we are very satisfied, especially with the tremendous rise in visitor numbers," is how Exhibition Director Peter Kazander summed up his reaction. This year, under the show's motto of "Intelligent networking – Mastering complexity", 1,004 exhibitors presented their products and services for efficient intralogistics – including many world premieres – on almost 75,000 square meters of exhibition space. In total 32,800 trade visitors (+11.3 percent) came to the Stuttgart exhibition centre on the three days of this event. "This year again I was especially pleased with the further internationalisation of LogiMAT," adds the Exhibition Director.

With 182 companies (18.1 percent), almost one in five exhibitors at LogiMAT came from outside Germany. In total 26 countries were represented at the show. The strongest contingents came from the Netherlands (35 exhibitors), Switzerland (32) and Italy (28). Nine of the exhibitors at this year's LogiMAT are based overseas. "LogiMAT has now established a worldwide reputation as *the* intralogistics fair for Central Europe," concluded Kazander.

The ever broader international scope of LogiMAT is seen even more clearly in the visitor statistics. According to the results of a survey by Basle-based independent market researchers Wissler & Partner, 87.2 percent of the trade visitors came from Germany. 35.5 percent of the attendees had travelled more than 300 kilometres to get to the show. 4,200 international guests came to inform themselves in the exhibition halls at LogiMAT. Of that number 66.2 percent came from EU countries, 18.2 percent from the rest of Europe, and 15.6 percent from countries outside Europe. Around two-thirds of all the visitors are classed as having sole or joint decision-making powers on capital investments.

"Taken as a whole, these figures show that on the one hand LogiMAT is an important event for small and medium-sized companies, who are the backbone of the intralogistics sector," comments Kazander. "And on the other, they are evidence that as regards both content and organisational format, LogiMAT is reaching precisely the kind of trade audience that the

national and international exhibitors are seeking to address with their products and solutions." This enables LogiMAT to combine its appeal as a compact and focussed trade forum with the status of an internationally recognised sector platform and working trade show for decision-makers. In terms of visitor satisfaction, 81.1 percent of the visitors to LogiMAT rated the event as "good" or "very good" in the survey by Wissler & Partner.

As well as LogiMAT's popularity within the international intralogistics sector, the favourable economic outlook and an increased readiness to invest in and optimise intralogistics processes, Kazander believes the enormous increase in visitor numbers is also due to the integration this year of the TradeWorld Forum into the show. This represents a real and valuable addition to the spectrum of LogiMAT. "TradeWorld was well received by exhibitors and visitors alike, judging by the responses from the exhibition halls," said the organiser, clearly pleased with this result. "The global flow of goods means trade and logistics are becoming ever more tightly integrated. Intralogistics ensures efficiency at the interface between production and transport. So, what could be more natural than to bring these sectors together?!" The Exhibition Director sees this as a natural progression, and not a step away from the traditional content of the fair: In view of the fact that 64.3 percent of the visitors rated the TradeWorld Forum and what it offered as "good" to "very good", the exhibition organisers are intending to feature TradeWorld again next year, and further expand the synergies with LogiMAT.

"As many exhibitors have already said they will be back again at LogiMAT 2015, and in view of increasing demand for larger stands, we will be taking up at least one more exhibition hall for the event next year, for the benefit of both exhibitors and visitors," was how Kazander explained the logical consequences of the ever rising interest from exhibitors and visitors. "In addition we have the option of taking up an eighth hall – and that would amount to the entire space at the exhibition centre." All of which, according to Kazander, underlines the position of LogiMAT as the largest annual intralogistics trade fair in Europe. A further internationalisation of the event is expected, says Kazander, as a result of LogiMAT China, which takes place in April 2014.

Nevertheless, LogiMAT will in future continue to be the compact and efficient intralogistics forum that it is today, thanks to the spatial concept at the Stuttgart exhibition centre, with four linked exhibition halls arranged in two wings facing each other. "The additional exhibition space gives us the opportunity to structure the sections at the show even more clearly, in line with the heterogeneous nature of the intralogistics sector. This will ensure visitors can find the products and solutions they are looking for quickly and easily, and all gathered together in one area," sums up Kazander. "We are already looking forward to the next LogiMAT, which takes place from 10 to 12 February 2015 in Stuttgart."

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