



**13th International Trade Fair for Distribution,
Materials Handling and Information Flow
10 – 12 February 2015, Neue Messe Stuttgart**

euroexpo

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Press Release

LogiMAT 2015 in Stuttgart – Closing Report

LogiMAT 2015 – a record-breaking LogiMAT

Significant increases in all areas have made LogiMAT 2015 into the most successful intralogistics trade fair in the history of LogiMAT. The international scope of the show has grown still further. The TradeWorld retailing platform was successfully integrated.

LogiMAT 2015 came to a close with the best results in the history of the show. In almost all the key parameters the 13th International Trade Fair for Distribution, Materials Handling and Information Flow turned in double-digit growth. With 1,162 exhibitors (+ 15.4 %) – among them 246 (+ 35 %) from 28 countries (+ 10.5 %) – LogiMAT 2015 has taken over pole position in the worldwide rankings in the international trade-fair landscape.

For the first time this year LogiMAT took up seven of the eight halls at the Stuttgart exhibition centre. And with these fully booked exhibition halls, the total space taken up by the event increased as compared to last year by 14.8 percent (gross) and 18.7 percent (net). In terms of trade visitors, too, there was a rise of seven percent to more than 35,000 trade visitors coming to the Stuttgart exhibition centre on the three days of the show. "It was a record-breaking LogiMAT, even though the strike at German Wings probably robbed us of the chance to report a double-digit increase in visitor numbers," said Exhibition Director Peter Kazander, COO of EUROEXPO Messe-und Kongress-GmbH, Munich. "Nevertheless these basic data are professionally collected and credible, and we are proud of this year's performance."

The Exhibition Director attributes this significant growth in the intralogistics trade fair to the favorable economic climate in the sector and a readiness and need to invest on the part of industry and trade. "The key segments in the intralogistics business are reporting rising demand coupled with a continued good order situation." The significance of LogiMAT as a key information platform and B2B event for decision-makers was underpinned at LogiMAT 2015 by the fact that a number of orders worth in the millions were signed up here in the exhibition halls.

"More than successful" – that's also how the Exhibition Director summed up the integration of the retailing platform TradeWorld into LogiMAT this year, the second time this has happened. A four-fold increase in the number of exhibitors in this

section and the positive responses of those exhibitors in Hall 5 prove the high potential of TradeWorld. "Logistics and retailing are closely interlinked and they are a perfect match at a trade fair," said Kazander. "For the coming year we will amend a few things in some areas, but overall the reactions and the results here show us that the concept is right."

More than 21 percent of the exhibitors in Stuttgart came from outside Germany this year – that's an increase in international participation of 17.1 percent. Among the 28 countries represented at the show, the highest in the rankings (after Germany) were The Netherlands, Italy, Switzerland, Austria and France. In addition more international exhibitors travelled to Stuttgart from overseas and Asia, in particular from China and the US, but also from Korea and Taiwan. "The significant rise in international exhibitors points clearly to the increasing international status of LogiMAT", concluded Kazander.

The trend was similar among the trade visitors. According to the results of a survey by Basle-based independent market researchers Wissler & Partner, more visitors than in previous years were holders of a non-German passport. 69.2 percent of those trade visitors from abroad came from EU countries, 19.8 percent from the rest of Europe and 11 percent from overseas, Asia and the Middle East. One third of the overall trade audience had travelled more than 300 kilometres to get to the show. The Exhibition Director commented: "The ongoing strong increase in the internationalisation of LogiMAT over the years, as reflected in the figures for exhibitors and trade visitors, shows – in particular in this record year of 2015 – that LogiMAT has long since been much more than a regional intralogistics trade fair: it is an intralogistics trade fair in a strong logistics region." He continued: "Customer satisfaction, in terms of acceptance of the event by both exhibitors and trade visitors, is the main criterion for rating the success of a trade fair. Against this background, LogiMAT 2015, with its strong growth rates, has again underlined the high status that this International Trade Fair for Distribution, Materials Handling and Information Flow has for the intralogistics sector. LogiMAT is uniquely diverse – and that leads to a win-win situation for exhibitors and trade visitors alike."

The next LogiMAT in the calendar opens in Nanjing, China, between 18 to 20 March 2015.

LogiMAT 2016 takes place from 08 to 10 March 2016 in Stuttgart.

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Exhibitor testimonials

Significance of LogiMAT

"We have seen a significant rise in the proportion of visitors from outside Germany to our stand this year. The investment volumes and the will to invest seem to be there in the market." **Dr. Roland Thumm, Managing Partner, Dambach GmbH, Bischweiler**

"LogiMAT is the leading trade fair for warehouse technology. No other fair provides a higher density of quality business contacts." **Stefan Rauscher, Managing Director and owner, Franz X. Rauscher KG, Tannhausen**

"LogiMAT has definitely established itself as the leading trade fair and networking forum for the intralogistics sector. And now the fair has also attained an international reputation as an intralogistics fair for Central Europe. In addition it is an important trend barometer." **René Holzer, CEO, Gilgen Logistics, Oberwangen (CH)**

"Even on the first day, it was all action. We had our hands full keeping up with the number of leads." **Manfred Schleicher, Managing Director, Kardex Deutschland GmbH, Neuburg**

"LogiMAT is becoming ever more important, because it has developed from a purely German-speaking trade fair into an international event." **Heimo Robosch, Executive Vice President, KNAPP AG, Hart near Graz (A)**

"With the focus on intralogistics LogiMAT is the most important fair – for years it has been successfully bringing together users, planning experts and manufacturers. Our international Miebach colleagues will be coming here with customers who want to experience the trends first hand at this leading international fair for investment." **Jürgen Hess, CEO, Miebach Consulting, Frankfurt/Main**

"LogiMAT is one of the most important events for us. We are looking forward to a good and successful show." **Klaus Tersteegen, Managing Director, SSI Schäfer, Neunkirchen**

"LogiMAT is a firm date in our diary." **Claudia Signorelli, Marketing Director, Toyota Material Handling Deutschland, Isernhagen**

"For us LogiMAT is the only intralogistics trade fair in Europe. We concentrate entirely on Stuttgart. And this year that strategy has again paid off." **Matthias Kramm, Managing Director, Vanderlande GmbH, Mönchengladbach**

Significance of Tradeworld

"This was our second time as an exhibitor at TradeWorld. And this year we had significantly more visitors to our stand. We were able to attract the trade audience from LogiMAT and make interesting new contacts. For us TradeWorld was worthwhile. We will be back again in 2016 – and at TradeWorld rather than at LogiMAT." **Hélène Gebhard, Marketing Acteos, Gilching**

"At TradeWorld we meet the decision-makers from logistics who are important for our services offering. We had a good fair and will be increasing our presentation at TradeWorld in Stuttgart in 2016." **Daniel Stenta, Senior Account Executive, FedEx, Kelsterbach**

"We organised a joint stand with twelve exhibitors. The vast majority of the partner companies had a successful TradeWorld and did excellent business. LogiMAT attracts quality decision-makers and CEOs from SMEs, and we can reach these people via TradeWorld. That offers good opportunities for doing business. TradeWorld has great potential. We will be back again at TradeWorld in 2016." **Phillip Kannenberg, Member of the Management Board, Gaxsys GmbH, Karlsruhe**

"LogiMAT exhibitors are the customers for our B2B portal. We can make active contacts there. In 2015 TradeWorld and our trade-fair stand had more visitors than last year. We are satisfied with the result and will definitely be back in 2016." **Danijel Scherer, Sales Manager, Mecalux S.A., Barcelona**