



**The 17<sup>th</sup> International Trade Show for  
Intralogistics Solutions & Process Management  
February 19–21, 2019 | Messe Stuttgart**

Also featured at LogiMAT:



**EUROEXPO**

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[www.tradeworld.de/en](http://www.tradeworld.de/en)

Munich, February 21, 2019

## Press Release

### LogiMAT 2019 in Stuttgart

## LogiMAT 2019 Wraps Up with Record Attendance

**The 17<sup>th</sup> International Trade Show for Intralogistics Solutions and Process Management attracted well over 60,000 industry professionals from around the world. LogiMAT has proven to be more than just a magnet for visitors: It's also a successful platform where exhibitors can present their products, forge new customer relationships, and generate new orders.**

The curtain falls on LogiMAT 2019, and the results are impressive: The 17<sup>th</sup> International Trade Show for Intralogistics Solutions and Process Management can once again boast significant gains across all relevant indicators—including double-digit percentage growth in the all-important metrics of visitor count and internationalization. A total of 1,624 companies (+3.8%) from 42 countries (+11%), including 250 first-time exhibitors, gathered this year to present their latest developments and system solutions for efficient intralogistics to an audience of industry professionals. LogiMAT 2019 extended its footprint to include Hall 2 and the gallery space in Hall 1, expanding the exhibit space by another 7,500 square meters to a total of over 120,000 square meters (+2.6%) and occupying the entire Messe Stuttgart convention center for the first time. The net exhibit space also grew 7.8% to 64,348 square meters.

LogiMAT 2019 attracted a total of 61,740 industry professionals (+11.5%) over three days, representing year-on-year growth of well over 10% for the third year in a row, according to event organizer EUROEXPO Messe- und Kongress-GmbH in Munich. Exhibitors rank visitor count as critical to their success at trade shows. "The tremendous response from the industry far exceeded our most ambitious expectations," declares Exhibition Director Michael Ruchty. "LogiMAT 2019 was a visitor magnet. The visitor count surged past the 60,000 mark, nearly doubling in just five years even as the quality of the event and its attendees has remained equally high. This underscores the show's value as an important information platform for industry professionals. Exhibitors, for their part, benefit from the high volume of visitors, which offers them better market exposure and boosts their sales."

The visitor analysis compiled by the independent market research institute of Wissler & Partner from Basel, Switzerland, found that 42.7% of industry professionals who attended LogiMAT 2019 came with specific plans for investments. This is reflected in reports of the many

sales contracts that were inked at the 17<sup>th</sup> LogiMAT. Some 22.6% of attendees from the industry either awarded a contract at the event or planned to do so immediately afterward.

This year's LogiMAT was once again more international than previous editions. Over a third of industry professionals in attendance (35.5%) came from more than 300 kilometers away, and more than 20% came from abroad, including 9.5% from Asia or elsewhere overseas. A full 29% of the exhibitors who used LogiMAT 2019 as a platform to present their products came from abroad. Some 90 exhibitors came from Australia, Canada, China, India, Japan, Korea, New Zealand, Taiwan, and the United States—two-thirds of them from China and Taiwan alone.

In addition, 86% of visitors held decision-making authorities within their companies, including 58% of those in the industrial sector and 14.5% in wholesale and retail. "Many LogiMAT exhibitors have aligned the focus of their products and exhibits in recent years toward optimizing logistical processes in commerce, especially e-commerce," explains Dr. Petra Seebauer, Managing Director of EUROEXPO Messe- und Kongress-GmbH. "Intralogistics and trade offer each other common synergies here. With its TradeWorld platform, LogiMAT is focusing on the unique logistical challenges in the growth market of e-commerce, covering the entire process chain in commerce."

LogiMAT has ultimately benefited from the challenges of digital transformation and the extraordinary solutions offered by exhibitors. "The final tally from this year's 17<sup>th</sup> International Trade Show for Intralogistics Solutions and Process Management is a validation of the event's forward-looking concept—the perfect synthesis of exhibitor platform, business-oriented trade show, and first-hand experience with forward-looking intralogistics," Ruchty concludes. "As the world's most important industry trade show for the European market, LogiMAT showcases products and innovations that reflect all the latest trends in future-ready intralogistics."

The next LogiMAT opens its doors in just eight weeks, from April 15 to 17, 2019, at the Shanghai New International Expo Centre (SNIEC) in China. The 18<sup>th</sup> LogiMAT returns to Stuttgart from March 10 to 12, 2020.

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#### About LogiMAT

Next year's LogiMAT, the 18<sup>th</sup> International Trade Show for Intralogistics Solutions and Process Management, will take place at the Messe Stuttgart convention center, directly adjacent to the airport, from March 10 to 12, 2020. LogiMAT ranks as the world's largest intralogistics trade show, offering a complete market overview of everything driving the intralogistics industry, from procurement to production to shipping. International exhibitors gather early in the year to showcase innovative technologies, products, systems, and solutions for streamlining operations, optimizing processes, and cutting costs in a company's internal logistics.

TradeWorld, the Professional Platform for Trade Processes embedded within LogiMAT, features products and solutions for e-commerce and omnichannel. Beyond the exhibitor booths, visitors to this combined event can also experience a different program of presentations each day covering a wide range of topics.

## Exhibitor testimonials from LogiMAT 2019

### Importance of LogiMAT

“As LogiMAT has become more international, we now look at it from the perspective of the overall company, not from a regional standpoint.”

**Thorsten Meffert, Vice President of Marketing, DB Cargo AG**

“We were impressed by the high quality of the visitors, not just the quantity. For us, the value of LogiMAT grows from year to year. In addition to speaking with lots of potential customers, we got a contract on the very first day to build a tracking system for break bulk cargo.”

**Hendrik Reger, Head of Sales, Divis GmbH**

“Based on the many good conversations and firm commitments, we actually could've gone home at the end of the first day, because by Tuesday we had already achieved all the goals we set ourselves for the show. Things then continued at the same pace on the following two days. I'm a big fan of LogiMAT.”

**Christian Kühn, Managing Director, Greenfield Development GmbH**

“We exhibited for the first time and achieved our primary goal of making new contacts in international markets and expanding our partner network. LogiMAT opened new doors for us, especially in Germany, and we'll definitely be back next year.”

**Philippe Reveillon Miguel, Key Account Manager, Guilbert Express SAS, France**

“Our booth was always full. I hardly got a chance to catch my breath. What I really noticed is the growing international background of the attendees. This year, we had the opportunity to meet partners and customers from Russia, Croatia, Romania, the Czech Republic, and Poland.”

**Heiko Krause, Central Region Marketing Manager, Honeywell Safety & Productivity Solutions**

“LogiMAT offers a one-stop international networking platform for all the dominant issues. For us, it is the most important logistics trade show in Europe. It's the perfect forum to present our innovations and solutions to an international industry audience, make lots of new contacts, and maintain our existing contacts.”

**Wilfried Pfuhl, Executive Management, Inconso AG**

“LogiMAT is an ideal networking platform for us. The opportunity to make lots of new business contacts, maintain our long-standing relationships, and solicit valuable feedback on ideas and product developments from our target markets: All of this helps us to establish and expand our own business with a focus on customers.”

**Peter Frerichs, Senior Vice President for Inventory & Supply Chain, Inform GmbH**

“The people who visited our booth were very well prepared and approached us with specific projects and questions in mind. In many conversations, we put our heads together to hammer out new solutions that we will implement after the event. This reaffirmed the place of LogiMAT as our main trade show, right in our own backyard.”

**Michael Weiser, Head of Sales, KBS Industrieelektronik GmbH**

“LogiMAT is very important to us. Thanks to its increasingly international profile, LogiMAT has developed into the leading trade show for intralogistics in Europe.”

**Heimo Robosch, Executive Vice President, Knapp AG**

“LogiMAT is very well established in the industry and held in high esteem by everyone. It serves as a giant hub of information for the intralogistics industry.”

**Torsten Rochelmeyer, Head of Marketing for Central Europe, Linde Material Handling**

“We are very pleased. LogiMAT gave us the opportunity to speak with major shippers and new international business partners who might eventually extend our network all the way to China. We’ll follow up right away with more detailed discussions next week. Bottom line: It never would’ve happened without LogiMAT.”

**Thomas Elkenhans, Head of Storage Networks, LogCoop GmbH & Co. KG**

“For us, LogiMAT has a strong business-oriented character: Here we meet current and future customers, talk about specific challenges, and collaborate to discuss possible solutions.”

**Michael Mohr, Executive Vice President for Sales, SSI Schäfer**

“As a thriving trade show for intralogistics, LogiMAT is an essential platform for meeting and talking with our customers and the industry’s major thought leaders.”

**Thomas A. Fischer, Managing Director for Sales, Marketing and Service (CSO), Still GmbH**

“We see LogiMAT as the most important trade show in Europe and a place where we can count on interesting international contacts and stimulating interactions.”

**Christian Grimm, Business Development Manager, Vanderlande Industries GmbH**

### **Importance of TradeWorld**

“We’ve exhibited at TradeWorld from the very beginning. This year, from the very first minute, we noticed a significant uptick in the number of visitors—at our booth and overall. TradeWorld is a must-attend event in our calendar.”

**Raimund Bergler, CEO, Bergler Industrieservices GmbH**

“It was absolutely the right decision for us to come to TradeWorld as an exhibitor. In addition to our customers from the industrial sector, we also made many contacts with potential new customers from the B2C sector and among startups. This spectrum of attendees was a pleasant surprise. We will definitely be back next year.”

**Manuel Unkel, Managing Director, B+S GmbH**

“This was our first time at TradeWorld, and it absolutely exceeded our expectations. The trade platform embedded in LogiMAT offers an excellent networking opportunity.”

**Michael Schaberg, Executive Management, e-velopment GmbH**

“E-commerce requires optimized logistical processes, from production all the way to final delivery to the customer. LogiMAT, together with TradeWorld, offers the ideal platform for us to speak with our customers and partners about future models to streamline the supply chain, especially in the last mile.”

**Dr. Kerstin Höfle, Head of Technology Management, Körber Logistics Systems GmbH**

“At TradeWorld, we made good business contacts with a very international profile.”

**Hedde Bisma, Marketing Operations Manager, Neopost Shipping, Netherlands**