

PRESS RELEASE

SIL E-COMMERCE & SIL PACK, NEW SIL 2011 AREAS

- **International Logistics and Material Handling Exhibition, which will be held from 7th to 10th June 2011 in Barcelona, has created two new areas dedicated to e-commerce (SIL e-commerce) and packaging (SIL Pack)**
- **These areas add to SIL TRANS and SIL TECH, which are exhibition areas devoted to road transport and new technologies respectively, that started with great success last year.**

Barcelona, November the 17th 2010. International Logistics and Material Handling Exhibition (SIL), which will be held from **7th to 10th June 2011** in Gran Via Exhibition Center at Fira de Barcelona, presents two new areas dedicated to E-commerce (**SIL e-commerce**) and packaging (**SIL Pack**).

Therefore the packaging sector and e-commerce will be added to the exhibition areas created with great success at the last edition, which were **SIL TRANS** (Road Transport) and **SIL TECH** (New Technologies), together with the traditional that SIL has always offered: transport and logistics systems, infrastructures and real estate; telematics, e-business, telecommunications and IT Solutions; Warehousing, equipment and material handling.

SIL e-commerce

SIL e-commerce will gather messengers, couriers and parcel companies, logistics operators and transport companies who see an opportunity of business with the e-commerce. **SIL e-commerce** will allow to the participating companies be positioned as one of the e-commerce leader companies in logistics field, reinforce their brand image and differ from their competitors. E-commerce is a technology sector that needs expert companies capable of training potential customers who are unaware of the possibilities and advantages that electronic commerce can bring to their business. Therefore **SIL e-commerce** will enable

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participating companies to become one of the leading companies within this sector.

Logistics is a key sector in electronic commerce, where a 59'5% of the incidents that are recorded are logistical. **SIL e-commerce** will be complemented by a conference that will address key issues of **e-commerce logistics** and report on the opportunities and benefits it can bring on-line commerce in the business of traditional companies.

SIL Pack

SIL Pack will be the meeting point of the packaging industry, storage equipment and furniture, containers, pallets and recipients.

SIL Pack will gather a complete range of machinery which will run from the final product packaging. **SIL Pack** is the platform where any company can launch their packaging and logistics innovations and that will allow any company to position itself as a leader in this field, reaffirm its brand image and differentiate itself from their competition as well as increase its sales.

SIL Pack will have a place where all the packaging innovations will be showed to the visitors (**SIL Pack Innovations**).

NOTE TO THE EDITOR

The **International Logistics and Material Handling Exhibition (SIL)** is the meeting place for all logistics activity in Southern Europe, the heart of the Mediterranean, especially the countries of the Maghreb, Iberoamerica and Southeast Asia.

After twelve years, **SIL** has become the major logistics and transport trade show in Spain and the Mediterranean Arc and the second in Europe.

SIL 2010 resisted the difficult economic times with 45% participation from international companies and turnover estimated at **2.000 million euros**. At its last edition, logistics executives were able to enjoy a great versatile Exhibition: the quality of the events, the exhibitors, the Mediterranean Logistics and Transport Forum and the technical conferences consolidated SIL on the international trade show calendar as the top Logistics Trade Show in Southern Europe and the Mediterranean Arc.

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