

PRESS RELEASE

SIL 2010 LAUNCHES ITS NEW WEBSITE

- The International Logistics and Material Handling Exhibition, which will be held from 25 to 28 May 2010, has updated its website proposing new services.
- www.silbcn.com features a more modern and dynamic design that is easy to navigate so all the new developments and business opportunities generated by SIL are more accessible.

Barcelona, 23 November 2009. As part of its constant desire to improve the service it offers exhibitors and visitors as well as provide a bigger and better service, the **International Logistics and Material Handling Exhibition (SIL)** has updated its website. The new www.silbcn.com features a modern, dynamic and flexible design all while offering new business possibilities.

Image and **design** are two factors that have very much been kept in mind when creating this new website with a dual objective: to provide all the information on **SIL 2010** in a clear and accessible way; and achieve greatest of notoriety for all the sponsors and companies that participate in the **International Logistics and Material Handling Exhibition**, the leader in the Mediterranean Arc and second in Europe.

Through www.silbcn.com, which sees **226,532 visits** annually, everyone can find out first hand about the new ways to participate in **SIL 2010** which adapt to all tastes and budgets. For example, it is worth highlighting the **"Time-Shared Hospitality Area"**, which will make it possible for any business to use a luxurious 180 m² area located in a preferential spot for approximately 10% of the actual cost.

One of the main new developments the new **SIL** website offers is participation in the **SIL 2010 Virtual Area**, a meeting place for the entire sector where those who

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www.silbcn.com

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wish may obtain information 365 days a year, connect and do business with the associations and companies that participate in **SIL**.

At www.silbcn.com **SIL 2010** exhibitors have access to a **private area** where they can conduct all the necessary transactions related to their participation in the **International Logistics and Material Handling Exhibition**. Likewise, anyone may easily check the schedule of events for the Exhibition so it may be as far-reaching as possible.

SIL 2010, which will be held from **25 to 28 May 2010** at the Gran Vía de **Fira** Venue in **Barcelona**, is offering new and useful tools and all types of facilities so that sector businesses may be present at the annual logistics event in Spain.

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

SIL 2009 resisted the difficult economic times with 45% participation from international companies and turnover estimated at **2.100 million euros**. At its last edition, logistics executives were able to enjoy a great versatile Exhibition: the quality of the events, the exhibitors, the International Symposium SIL, 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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