

PRESS RELEASE

## ‘LOGISTICS = PROFITABILITY’, SIL 2012 SLOGAN

- The International Logistics and Material Handling Exhibition, which will be held from 5<sup>th</sup> to 7<sup>th</sup> June 2012 at Fira Barcelona, presents its new slogan that reflects the importance of the sector in the current economic situation.
- The 14<sup>th</sup> edition of SIL will continue to show solutions to please all exhibitors in order that everyone stays in and to obtain the maximum profitability.

Barcelona, 6<sup>th</sup> September, 2011. The fourteenth edition of the **International Logistics and Material Handling Exhibition (SIL 2012)**, which will be held from 5<sup>th</sup> to 7<sup>th</sup> June at Fira de Barcelona Gran Vía venue, has just presented its slogan. ‘**Logistics = Profitability**’ highlights the importance and decisive contribution of the sector in a moment in which companies are looking to gain the highest profits in an environment of economic difficulties. At the same time, **SIL 2012** slogan stresses the importance of the **International Logistics and Material Handling Exhibition** which, year after year, generates a large volume of business for those companies participating in the event and it works for making them to obtain the maximum profitability.

‘**Logistics = Profitability**’ wishes to emphasize that logistics sector is fundamental for the competitiveness of companies as it allows them to achieve the maximum efficiency, in production as well as in costs and services terms.

Seeing the success of the custom-made solutions introduced in previous editions of **SIL**, the **International Logistics and Material Handling Exhibition** keeps on betting for this formula that fosters to the maximum the participation of companies. So **SIL 2012** will offer again the possibility of participating by days, of contracting turnkey stands, of attending with design stands, of participating within specific areas as it is the case of SIL Tech or SIL CTL...

The **Exhibition Village**, an area where different companies can display at real time their products, services, solutions and improvements will have continuity in the fourteenth edition of the **International Logistics and Material Handling**

Updated information at:

[www.silbcn.com](http://www.silbcn.com)

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**Exhibition.** In addition, **SIL** Organization is meticulously analyzing the results of the opinion polls made to last edition exhibitors and visitors and it is now working on new participating formulas, which will be advertised shortly, with the firm purpose of counting with the highest representation of companies of the sector.

### **10<sup>th</sup> Anniversary of the Mediterranean Logistics and Transport Forum**

Another feature of the fourteenth edition of **SIL** will be the **Mediterranean Logistics and Transport Forum** that will celebrate its tenth anniversary. In order to celebrate the bet for the Mediterranean that the Exhibition made a decade ago, the Forum will count with the participation of business and institutional renowned speakers. It is recalled that the **Mediterranean Logistics and Transport Forum** has consolidated itself as the annual platform of the sector and it is nowadays the referent of debate of the main sector topics and the new policies on logistics and transport of the Mediterranean.

## **NOTE FOR EDITORS**

The **International Logistics and Material Handling Exhibition (SIL)** is the meeting point of all logistics activity of Southern Europe, the Mediterranean basin (especially for the Maghreb countries), South America and South-east Asia.

After thirteen editions, **SIL** has become the greatest trade exhibition on logistics in Spain and the Mediterranean area and the second one in Europe.

**SIL 2011** resisted times of economic difficulties with 40 % of international companies, 600 participating companies and an estimated turnover of **2,000 million Euros**. In its last edition, representatives of logistics could enjoy of a great versatile Exhibition: the quality of the events, the Mediterranean Logistics and Transport Forum and the widest conferences program of the sector consolidated **SIL** within the trade exhibitions calendar as the first logistics Exhibition in Southern Europe and the Mediterranean area.

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