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'Logistics = Profitability', SIL 2012 slogan

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The fourteenth edition of the International Logistics and Material Handling Exhibition (SIL 2012), which will be held from 5th to 8th June at Fira de Barcelona Gran Via 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 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.

10th 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.

