

PRESS RELEASE

SIL 2012, FOCUSED TO THE MAXIMUM PROFITABILITY

- SIL to be held in 3 days: from 5th to 7th June.

Barcelona, 3rd October 2011. The **International Logistics and Material Handling Exhibition (SIL 2012)** will celebrate its fourteenth edition from **5th to 7th June 2012**, concentrating all its activity in 3 days instead of the 4 habitual days. **Enrique Lacalle**, president of the Organizing Committee of the Exhibition, has justified this decision by explaining that *“we have analyzed and given an answer to what our exhibitors and visitors have expressed through the opinion polls, in which they have shown their interest in concentrating the activity of the Exhibition in three days in order to achieve the maximum efficiency in terms of contacts and business”*. **Enrique Lacalle** has added that *“SIL is useful and necessary for companies, it has been at the service of the sector for 14 years and it has always progressed hand in hand with it. This decision reflects all this”*.

Due to its professional character, **SIL2012** will hold **three intense days** —from Tuesday to Thursday— opening its doors **from 9 am to 7 pm**. These hours were already extended last edition so as to concentrate all the activity in order to obtain the maximum profitability for all participating companies. And this spirit is also present in the slogan of the 14th edition of the **International Logistics and Material Handling Exhibition: “Logistics = Profitability”**.

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 as everybody can be in.

Likewise, after the positive reception of the **SIL Tech** area in the last two editions, **SIL 2012** will foster even more the sector of new technologies by the creation of a great **technological** area. Within this area, different technological sector panels will take place and they will count with the participation of renowned national and international speakers. The importance and booming of the technological sector in logistics have brought about this firm commitment in favor of this sector by the organization of **SIL**.

Updated information at:

www.silbcn.com

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The **International Logistics and Material Handling Exhibition**, as the leading Exhibition in Spain and the Mediterranean, will celebrate the **10th Anniversary of the Mediterranean Logistics and Transport Forum**. This initiative that started ten years ago has consolidated itself as the annual platform and the referent of debate for the main sector topics and the new policies in logistics and transport matters in the Mediterranean. With this initiative and with the support to the Ferrmed Manifesto in favor of the Mediterranean Corridor in Brussels, amongst many other initiatives, **SIL** has reinforced its position as leader Exhibition in the Mediterranean and Southern Europe and it is also building bridges for business with Ibero-America.

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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