

**PRESS NOTE**

# **SIL 2012 INCREASES ITS BET ON NEW TECHNOLOGIES**

**- The SIL TECH, the exhibition area devoted to new technologies, that such a good receipt has had in the last editions of the Show, will be completed with a Technological Panel.**

**-The companies that participate inside SIL TECH, that will be located next to the SIL Logistics Directors Symposium, may do so in two different ways from € 2,500.**

**Barcelona, 28th of November, 2012.** The fourteenth edition of the International Logistics and Material Handling Exhibition (SIL 2012), to take place on 5-7 June at the Fira de Barcelona Gran Via Venue, will increase its bet on the new technologies industry. The exhibition area devoted to new technologies –the SIL TECH- that such a good receipt has had in the last two editions of the Exhibition, will be enlarged with the possibility to participate in two different ways and with the creation of a technological panel, where companies may exhibit their technological solutions for the industry.

The **SIL TECH** will be located next to the **SIL Logistics Directors Symposium**, the Technical Conferences aimed to explain successful business cases for the food and distribution (SIL Food), pharmaceutical and health (SIL Pharma & Health), automobile (SIL Automóvil) or textile (SIL Textil) industries, among others, that will be attended by the logistics directors of the companies belonging

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to these sectors. This way, all the professionals attending the **SIL Logistics Directors Symposium** may get to know, through the SIL TECH technological panel, different products or technological solutions that will be very useful to be applied to their corresponding industries.

### **Two ways to participate and from 2,500 €**

Another novelty that SIL 2012 presents in SIL TECH is that it offers two different ways of participation:

- **Participating with a stand:** It is the traditional way to participate inside SIL TECH with a 12 sq.m. carpentry stand with a plasma TV. This form of participation gives the right to all companies to make two 20 minutes presentations each through the Show at the technological panel. This panel will be located in the stands area.
- **Participating with a commercial point inside the Exhibition:** It is a very cheap way of being present in this area. For only € 2,500, companies may have a point of attention with their image and make a 20 minutes presentation inside the technological panel.

This way, the **International Logistics, Transport and Material Handling Exhibition (SIL 2012)** offers new solutions that adapt to all the companies in the industry so that they can be present at the Show. The **SIL TECH** will benefit with the parallel celebration of the SIL Logistics Directors Symposium that year after year manages to gather the directors and people responsible of the logistics in the food, distribution, pharmaceutical, health, automobile and textile industries. At the same time, the companies that wish to do so may participate in SIL 2012 in more traditional ways or through the sponsoring of the different conferences that take place or through the sponsoring possibilities of the Show.

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## NOTE FOR THE EDITOR

The **International Logistics and Material Handling Exhibition (SIL)** is the meeting point for all the logistics activity from the South of Europe, the Mediterranean and Latin America and gathers all the professionals from the logistics industry, being the ideal framework for business deals, networking and knowledge.

After thirteen editions, **SIL** has become the great logistics and transport trade fair in Spain and the Mediterranean Arch and the second one in the whole of Europe.

**SIL 2011** resisted the economic difficulties with the participation of a 40% of international companies, 600 participating companies and with an annual business figure estimated in **2 billion euros**. In its last edition, the logistics' professionals could enjoy a versatile Show: the quality of the exhibitors' events, the Logistics and Transport Mediterranean Forum and the largest conference program in the industry consolidated SIL in the international exhibitions calendar as the first Logistics Exhibition in the South of Europe and the Mediterranean Arch.

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