

PRESS NOTE

TUNISIA IS INTERESTED IN THE BUSINESS OPPORTUNITIES THAT THE SIL 2012 HAS TO OFFER

- **A SIL delegation, chaired by its Managing Director, Blanca Sorigué, has presented the opportunities available at the exhibition to 30 Tunisian companies**
- **The Tunisian Ministry of Transport and Infrastructure leads the African country's interest in the 14th edition of the International Logistics and Material Handling Exhibition.**

Barcelona, 12th of January, 2012. The Managing Director of the **International Logistics and Material Handling Exhibition (SIL 2012)**, **Blanca Sorigue**, accompanied by the Promotion and Marketing Manager, **Gisèle Muñoz**, has presented to 30 Tunisian companies the **SIL 2012** opportunities and what it has to offer to the companies in the country. The presentation has taken place at the Conference Room of the CEPEX Business Center, the Tunisian Center of Promotion and Exports, with a great professional as well as institutional representation of the Tunisian logistics industry, headed by the **Ministry of Transport and Infrastructure of Tunisia**.

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Departamento de Prensa y Comunicación del SIL: Lluís López Yuste y Marieta Cavero
Tel. + (34) 932 638 150 - E-mail: comunicacionsil@el-consorci.com



The presentation's opening act has been chaired by **Belhadj Slimane**, Central Promotion Director of CEPEX, who has explained to the Tunisian companies the advantages of opening up to new markets and profiting from the opportunities offered from participating at the **International Logistics and Material Handling Exhibition of reference at the Mediterranean.**

Afterwards, **Blanca Sorigué**, the SIL's Managing Director, has presented the Exhibition to all the attendees and has explained all the possibilities and business opportunities that it generates. She has recalled that this year is the 10th anniversary of the **Mediterranean Logistics and Transport Forum**, a renowned Mediterranean platform of knowledge, exchange of ideas and opinions and networking that takes place at **SIL**. After the presentation was finished and having answered to several questions from some of the attending companies, the SIL representatives have carried out around 20 personal interviews with Tunisian logistics companies and entities that have shown a great interest in participating in the 2012 edition, to take place on June 5 -7 at the Fira de Barcelona Gran Via venue.

The institutions present at the event were the **Tunisia Ministry of Transport and Infrastructures**, the **Cap Bon Chamber of Commerce, CEPEX** and **ICEX**. The professional attendance was very significant with the attending of transport companies, maritime agencies, intermodal and special transport companies, important Tunisian ports, logistic operators, and facilities companies, among others.

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

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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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