

PRESS RELEASE

SIL 2010 SECTORING ITS OFFER MUCH MORE

- The International Logistics and Material Handling Exhibition, which will be held from 25 to 28 May 2010, is creating three new areas dedicated to packaging, road transport and the new technologies.
- The time-shared “Hospitality Area”, which offers businesses the possibility of using a luxurious area measuring 180 m², looks to be one of the star products of SIL 2010.

Barcelona, 12 November 2009. The **International Logistics and Material Handling Exhibition (SIL)**, which will be held from **25th to 28th May 2010** at the Gran Vía de **Fira de Barcelona** venue, will present a much more sectored offer at its eleventh edition. The packaging, road transport and new technologies sectors will each have their own area in an effort to segment the SIL 2010 offer even more. Although these three sectors have always been present at the **International Logistics and Material Handling Exhibition**, this year the idea is to emphasize them.

Thus, the packaging, road transport and new technologies sectors will be added to the already existing areas at **SIL**: transport systems, logistics, infrastructures and real estate; storage, equipment and handling; and telematics, e-business and telecommunications.

The **Packaging Area** is an exclusive, specially-designed area for the packaging, packing, storage and preparation sector. This space will be a networking zone for packaging suppliers, manufacturers and consumers so they may learn about the most recent innovations and changes in the packaging and packing technology available on the market.

On the other hand, the **Road Transport Area**, will offer custom solutions for all companies in this sector by creating an inexpensive and affordable exhibition area aimed at all small and medium distribution and transport enterprises that wish to be present.

Information constantly updated at
www.silbcn.com

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At the last edition, SIL showed its commitment to the technologies sector with a conference dedicated to information systems used in logistics. The success of that conference led the International Logistics and Material Handling Exhibition to launch the **New Technologies Area**. The purpose of this space is to establish a clear connection between business and knowledge with the creation of designer stands and a presentation room so that all the major traceability, RFID identification system, mobility, new technologies, consultancy, engineering and advisory companies and telecommunications operators may present their new developments, products and services and conduct practical demonstrations.

Success of the Time-Shared “Hospitality Area”

Furthermore, one of the products that is sparking great interest and is being very well-received among sector businesses is the Time-Shared "Hospitality Area". This area makes possible the use of a luxurious 180 m² area located in a preferential spot for approximately 10% of the actual cost. Companies may use it for 4 hours (in morning and afternoon shifts) to invite their clients and receive SIL 2010 visitors in order to present them their products or services and offer them a cocktail, drink, etc.

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