

SILBARCELONA

expo & congress
//B2B



SIL BARCELONA: THE MEETING POINT OF ALL LOGISTICS PROFESSIONALS



The **22nd SIL BARCELONA** edition, organized by El Consorci de la Zona Franca de Barcelona, is the leading annual exhibition in the South of Europe and the Mediterranean area. All the logistics chain is represented in it: **transport, logistics, distribution, intralogistics, storage, supply chain and new technologies.**

All the chain is brought together for three days in a single event that becomes **an international business bridge between Europe, Latin America and the Mediterranean area.**

THE LEADING EXHIBITION FOR LOGISTICS, TRANSPORT, INTRALOGISTICS AND SUPPLY CHAIN IN THE SOUTH OF EUROPE

+ 650

participating companies

+ 205

speakers

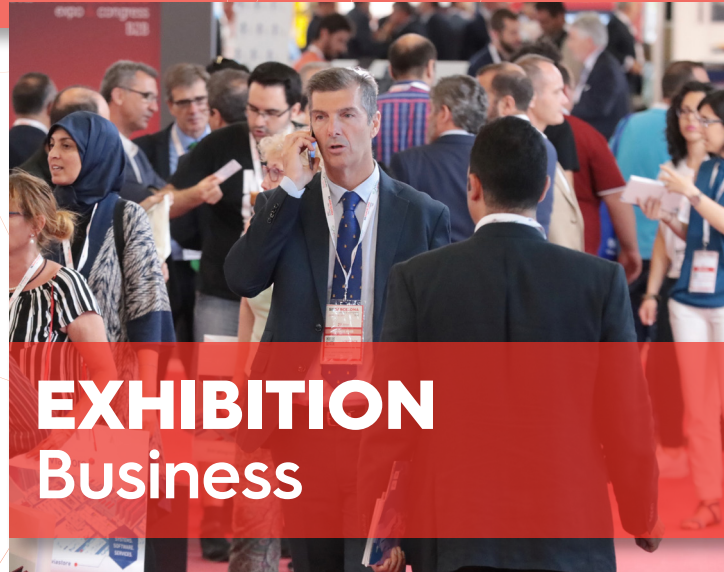
+ 250

companies' events

+ 75

represented countries

WHAT DOES SIL BARCELONA OFFER YOU?



EXHIBITION
Business



CONGRESS
Knowledge



NETWORKING
Decision-makers



INNOVATION
Trends

SIL VISITORS ARE DECISION MAKERS WITH PURCHASING DECISION



73% of the visitors come from
TARGET INDUSTRIES

-  Mass distribution and food
-  Pharma, health and cosmetics
-  Car Industry
-  Chemical
-  Iron, steel and metallurgy
-  Textile
-  Capital goods, machinery and electronics
-  Others (Including: construction, rubber, plastic, wood, paper, energy and environment)

27% of the visitors come from:

-  TRANSPORT
-  LOGISTICS
-  DISTRIBUTION
-  DERIVATIVE SERVICES'



Area Directors

55%



Managing Directors and CEOs

24%



Presidents and Vice Presidents

11%

Department Managers

7%

Other

3%

90%

THE ONLY FAIR THAT MEETS ALL THE SUPPLY CHAIN



31%

Intralogistics, storage, equipment and material handling

- Automatic identification, instrumentation and process control
- Containers, pallets and recipients
- Forklifts, lifting, handling and conveyors systems
- Fulfillment Services Suppliers
- Industrial solutions
- Packing and packaging
- Reverse logistics and recycling
- Security systems
- Trazability and labelling
- Warehouse systems



42%

Transport, logistics, distribution and derivative services sectors

- Associations and Universities
- Combined Transport Organizations
- Comercial and Industrial Vehicles
- Consultancy
- Distribution Platforms
- Forwarding Agents
- Ports and Shipping Companies
- Public Administrations
- Real Estate Logistics
- Training Companies and Schools
- Transport (road, air, sea and train)



27%

New technologies and TI solutions

- Communication Technologies Applied to Logistics
- Data Processing Systems
- e-Commerce and e-Business Systems
- Identification Systems, Coding and Labeling
- Integrated Traffic Management Systems (ITMS)
- Positioning and Navigation Systems
- Research and Development (R & D)
- Security Systems
- Transport Control and Data Processing
- Equipment

SILBARCELONA

THE LARGEST PLATFORM FOR COMMUNICATION AND PROMOTION



in + **12,497** contacts

t + **6,040** followers

f + **2,800** fans

ig + **500** followers

+ **180,000** annual website visits

+ **50** annual newsletters

+ **3 Million** media impacts

1,497 articles published

287 registered journalists from 23 countries

AREA FOR THE EXCLUSIVE NETWORKING WITH THE DECISION MAKERS OF THE INDUSTRIAL SECTOR



APP
Contact through
a private chat
with the Congress
attendees

MATCH & MEET
Arrange a
pre-fair agenda
with visitors looking
for your products
and services

+ 3,500
SPEED DATING

Some of the retailers and manufacturers that have visited us:



REPRESENTED COUNTRIES

[illegible]

- 1 The **main logistics' platform** to enter the European and Mediterranean markets
- 2 A **business bridge** between Latin America, Africa and Asia

- 
- 3 The **largest consumption area in Southern Europe** to find commercial and industrial partners.
 - 4 A market with more than **400 million consumers** to be reached in less than 48 hours.
 - 5 The **largest integrated logistics hub** in Southern Europe

THE LATEST TRENDS AND INNOVATIONS OF THE SUPPLY CHAIN IN ACTION



START-UP CONNECTION HUB

- +25 start-up exhibition
- Pitch with investors and corporates
- Best startup award
- International call to +500 start-up

THE FIRST ACCELERATOR IN THE LOGISTICS SECTOR

- It promotes investment and networking
- It facilitates internationalization
- It provides the tools to create market opportunities

BEST INNOVATION AWARD OF THE FAIR

- More than 205 products and services showed by participants
- Awarded by a jury of specialized journalists in the sector

+ 205
innovations

+ 25
e-logistics start-up

88%
of the visitors is satisfied with the
exhibitors' innovations

Call a
+ 500
start-up

SILBARCELONA

SPONSOR THE CONGRESS WITH THE BEST LOGISTICS EXPERTS



25 SESSIONS

205 SPEAKERS

+ 120 SUCCESS CASES

+ 3,200 ATTENDEES THAT ARE DECISION-MAKERS

CONGRESS SPONSORSHIPS

PLATINUM

15,000 €

STAGE

9,000 €

GOLD

6,000 €

SILVER

4,000 €

VAT NOT INCLUDED

Coca-Cola

consum
COOPERATIVA

Arla

Nestlé
Good Food, Good Life

FAMILIA
TORRES

Henkel

Unilever

Johnson & Johnson

Boehringer
Ingelheim

gsk
GlaxoSmithKline

GRIFOLS

CLARIANT

CARBURROS
METALICOS
Grupo Air Products

MERCK

Pfizer

Ford

Volkswagen

SEAT

HYUNDAI

NISSAN

DECATHLON

REPSOL

Vopak Terquimsa

Bonduelle

Deeigual

gasNatural
fenosa

KERN
PHARMA

MAHOU
SANMIGUEL

VICHY
CATALAN
CORPORATION

PEPSICO

Sanofi
Pascual

BASF

ISDIN

CHOOSE THE BEST LOCATION FOR MAXIMUM VISIBILITY



EXHIBITION SPACE PRICES

MAIN CORRIDOR

(up to 70 sqm)

260 €/sqm

(from 71 sqm onwards)

250 €/sqm

ZONE 1

240 €/sqm

*Basic stand. The offer includes the exhibition floor

** Does not include industry fees, electricity consumption, or VAT

	SQM	ZONE	PRICE sqm + STAND	PRICE WITH DISCOUNT sqm + STAND
Woodwork booth	49 sqm	Main corridor	16,981 €	13,796 €
	36 sqm	Main corridor	12,639 €	10,299 €
	25 sqm	Zone 1	8,465 €	7,265 €
	12 sqm	Zone 1	4,383 €	3,807 €
	9 sqm	Zone 1	3,441 €	3,009 €
Shell-scheme booth	12 sqm	Zone 1	4,047 €	3,471 €
	9 sqm	Zone 1	3,189 €	2,757 €

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OUR SUCCESS,
THE GROWING OF
YOUR BUSINESS

Organized by:

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ZONA FRANCA



www.silbcn.com • sil@elconsorci.es • +34 93 263 81 50 • #sil2020