



MEDALOGISTICS SUMMIT

MedaLogistics Summit 2019 Communication Toolkit

EVENT WATCH

EVENT	MedaLogistics Summit 2019
VENUE	Recinto de Montjuic - Plaza España de Fira de Barcelona
DATE	26-27 June 2019
WEBSITE	www.silbcn.com



EVENT DESCRIPTION

For the 17th consecutive year, SIL Barcelona, the Leading Exhibition for Logistics, Transport, Intralogistics and Supply Chain in Southern Europe is hosting the **MedaLogistics Summit** – the most established conference of its sort held in Barcelona. The Summit is jointly organized by the **Association of Mediterranean Chambers of Commerce and Industry (ASCAME)**, **Consorti de la Zona Franca de Barcelona**, with the collaboration of the **Barcelona Chamber of Commerce**, and sponsored by **Ferrocarrils de la Generalitat de Catalunya (FGC)** and the **Spanish Institute for Foreign Trade (ICEX)**.

Like every year, the MedaLogistics Summit convenes international experts from the industry's leading sectors, including logistics, maritime, transport and infrastructure. Together, views will be exchanged on how to enhance the **Mediterranean as a heavyweight hub for trade and logistics on a global scale**.

The **17th Mediterranean Logistics & Transport Forum** will be held in the framework of this Summit the 26th of June and will discuss the **position of Mediterranean markets as the driving force of global economic growth**, and will analyse where positive frameworks have been developed for strong and collaborative private-sector participation. Also, the role and importance of Special Economic Zone (SEZs) as major driver growth in the Mediterranean will be discussed. Like each edition, the role of women in the sector will be highlighted by the importance of increasing diversity in companies and promoting women to take leading roles in the profession in the Mediterranean region.

The **12th Mediterranean Ports & Shipping Summit** will be held in the framework of this Summit the 27th of June and will outlook on the **opportunities and challenges of port container terminal development** as well as **Mediterranean's maritime infrastructures and industrial acceleration**. In addition, the discussion will explore the ways to strengthen the human capital of the sector to improve efficiency and effectivity.

Particularly, this Summit is a commitment to continue invigorating **the logistics and ports industry as a fundamental basis for economic integration** across the region. Throughout its 16 previous editions, the MedaLogistics Summit has established itself as a pioneer in the sectors par excellence by offering a platform for dialogue and cooperation since 2003.

The annual Summit of the Mediterranean and International Transport Sectors is the **world's largest gathering of the Mediterranean transport, global transport and logistics event**. Every June, ministers with responsibility for transport, business leaders, heads of international organizations and policy makers, representatives of business associations and leading researchers meet for two consecutive days in Barcelona, **to discuss the future of transport and logistics** through the prism of a strategic topic.

▪ PROMOTIONAL MATERIALS

For the MedaLogistics Summit 2019, all promotional materials (banners, brochures, logos, etc.) can be found following [this link](#). For the official banners, you can use it for your website, newsletter, social networks and e-mail signatures. Please, contact us if you need a particular format size.

▪ CONNECT WITH US ON SOCIAL MEDIA

We invite you to connect with us on our [Twitter](#), [Facebook](#), [Instagram](#), [LinkedIn](#), [YouTube](#) and [Flickr](#) accounts.



We encourage and appreciate in advance that you share the event's news with the following hashtags in order to maximize online community engagement:



#MedaLogistics19

26 June



#MedaPorts19

27 June

■ COMMUNICATION MESSAGES

Search for tweets and posts with the hashtags **#MedaLogistics19** and **#MedaPorts19** and share these on your social media channels. For your convenience, we have some pre-written sample messages below, which you may use. Feel free to translate them into different languages, for a more targeted approach.



- ✓ Proud to be a partner [supporter or media partner] of the upcoming **#MedaLogistics19** and **#MedaPorts19**, hosted within the [@SILBARCELONA](#) happening in [@Fira Barcelona](#) #Barcelona, Spain from 26-27 June > More info at www.sil.com
- ✓ Join us in #Barcelona for the **#MedaLogistics19** and **#MedaPorts19** to discover the #Mediterranean #logistics [@ascameorg](#) [@SILBARCELONA](#) [@ConsortiZF](#) [@cambrabcn](#) [@EBSOMED](#) [@FGC](#) [@ICEX_](#) > www.sil.com
- ✓ Share best practices, exchange insights, develop business and network at the **#MedaLogistics19** and **#MedaPorts19** by [@ascameorg](#) [@SILBARCELONA](#) [@ConsortiZF](#) [@cambrabcn](#) [@EBSOMED](#) [@FGC](#) [@ICEX_](#) More info at > www.sil.com
- ✓ Register now for the **#MedaLogistics19** and **#MedaPorts19**, happening in #Barcelona, #Spain from 26-27 June. Discover more at www.sil.com



- ✓ [Company/Chamber/Organization name] is proud to be a partner [supporter or media partner] of the upcoming **#MedaLogistics19** and **#MedaPorts19**, happening in #Barcelona from 26-27 June. More information at www.sil.com
- ✓ Join us in #Barcelona, Spain for the **#MedaLogistics19** and **#MedaPorts19**: to discover the #Mediterranean #logistics > More information at www.sil.com
- ✓ Share best practices, exchange insights, develop business and network at the **#MedaLogistics19** and **#MedaPorts19** by [ASCAME](#) [SILBARCELONA](#) [Consorti Zona Franca](#) [Barcelona](#) [Cambra de Comerç Barcelona](#) [EBSOMED](#) [FGC Ferrocarrils](#) [ICEX España](#) > More info at www.sil.com
- ✓ Register now for the **#MedaLogistics19** and **#MedaPorts19**, happening in #Barcelona, #Spain from 26-27 June. Discover more at www.sil.com



We also encourage you to publish one photo for each Session tagging the event's participants (Speakers, organizations represented).

- ✓ Please, follow this example: **#MedaLogistics19 #MedaPorts19 #partners #keywords**

Before the event:

We encourage you to post a reminder of the event making use of the event's banners and all its hashtags and official partners. For the banner, you can find it [here](#).

During the event:

MedaLogistics:

- ✓ **Session 1: #MedaLogistics19**
#economics #geopolitics #impact
#transport #logistics #Mediterranean
#MiddleEast #Africa #EMEA
- ✓ **Session 2: #MedaLogistics19 #SEZ**
#economic #zones #growth
#development #logistics #transport
#future #Mediterranean
- ✓ **Session 3: #MedaLogistics19 #women**
#logistics #transport #Mediterranean
#diversity #equality #inclusivity

MedaPorts:

- ✓ **Session 1: #MedaPorts19 #container**
#terminal #concessions #ports
#shipping #Mediterranean #traffic
#capacity #investment
- ✓ **Session 2: #MedaPorts19 #ports**
#maritime #infrastructures #industrial
#acceleration #ports #shipping
#investment
- ✓ **Session 3: #MedaPorts19 #people**
#qualified #human #capital #diversity
#equality #inclusivity #training
#education #mobility #skills



We also have a company page, join us and post your ideas!

- ✓ [Company/Chamber/Organization name] is proud to be a partner [supporter or media partner] of the upcoming MedaLogistics Summit hosting the [#MedaLogistics19](#) & the [#MedaPorts19](#), happening in #Barcelona 26th & 27th of June > www.sil.com
- ✓ The MedaLogistics Summit regrouping [#MedaLogistics19](#) & [#MedaPorts19](#) is organized by [ASCAME](#), [SIL BARCELONA](#), [El Consorci Zona Franca de Barcelona](#), [EBSOMED](#), with the support of the [Barcelona Chamber of Commerce](#) and sponsored by [FGC](#) and [ICEX](#) will take place the 26th & 27th of June in Barcelona. During these two days, ministers with responsibility for transport, business leaders, heads of international organizations and policy makers, representatives of business associations and leading researchers will discuss the future of transport and logistics through the prism of a strategic topic. For more information about this major event, please visit the dedicated website www.sil.com
- ✓ Today, the MedaLogistics Summit opens its new 17th edition at [Fira de Barcelona](#) with the [#MedaLogistics19](#). After the Official Opening, we will have three sessions: “Mediterranean Global

Leaders Masterclass”, “Can Special Economic Zones (SEZs) Drive Growth in the Mediterranean region?” and “Women in Logistics”. More information at www.sil.com

- ✓ For the 2nd journey, the [#MedaPorts19](#) will start with the traditional Opening Session. Then, we will have three sessions: “The Waves of Container Terminal Concessions in the Mediterranean Region”, “Ports, Mediterranean’s Maritime Infrastructures & Industrial Acceleration” and “People First: Qualified Human Capital”. More information at www.sil.com
- ✓ The MedaLogistics Summit closed its 17th edition by invigorating the logistics and ports industry as a fundamental basis for economic integration across the Mediterranean region. Gathering experts from the industry’s leading sectors, the [#MedaLogistics19](#) & [#MedaPorts19](#) enhanced the Mediterranean as a heavyweight hub for trade and logistics in a global scale. To relive this edition, visit our [YouTube channel](#) and our [Flickr profile](#). More information at www.sil.com

▪ SOCIAL NETWORKS OF OUR PARTNERS



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