

EL SIL 2025 CELEBRATED THE NIT DE LA LOGÍSTICA LAST NIGHT AT
THE BESO PEDRALBES IN BARCELONA

Consum, ControlT, Decathlon and SEAT receive recognition at the SIL 2025 Awards

- The Nit de la Logística was presided over by the Spanish Minister for Industry and Tourism, **Jordi Hereu**, at a vibrant gala that recognised the best projects in SDG 5, entrepreneurship, CSR and 4.0 in the logistics sector.
- The institutional representation was completed by the Government Delegate in Catalonia, **Carlos Prieto**, the Minister for the European Union and Foreign Action of the Government of Catalonia, **Jaume Duch**, the Secretary of State for Industry of the Government of Spain, **Rebeca Torró**, the Special State Delegate at the CZFB, **Pere Navarro**, the President of the Barcelona Provincial Council, **Lluïsa Moret**, and the Director General of the CZFB, **Blanca Sorigué**.
- More than 600 presidents, CEOs and leading professionals from logistics and the supply chain attended the Nit de la Logística at the Beso Pedralbes in Barcelona, which included a drone show.

Barcelona, 19 June 2024.— More than 600 presidents, CEOs and professionals from the main companies and institutions in the logistics sector gathered yesterday at **the SIL 2025 Nit de la Logística**, during a pleasant evening held in the gardens of Beso Pedralbes in Barcelona, sponsored by **AENA**. The event was also attended by a large institutional representation headed by the Spanish Minister for Industry and Tourism, **Jordi Hereu**, the Government Delegate in Catalonia, **Carlos Prieto**, the Minister for the European Union and Foreign Action of the Government of Catalonia, **Jaume Duch**, the Secretary of State for Industry of the Government of Spain, **Rebeca Torró**, the Special State Delegate at the CZFB, **Pere Navarro**, the President of the Barcelona Provincial Council, **Lluïsa Moret**, and the Director General of the CZFB, **Blanca Sorigué**, who presented the SIL 2025 Awards recognising the best projects in the sector in the fields of SDG 5, entrepreneurship, CSR and 4.0.

During the SIL 2025 Awards ceremony, the Minister for Industry and Tourism, **Jordi Hereu**, wanted to highlight that ***“the SIL is a necessary project that showcases the logistics sector. I want to pay tribute to all the people who have made the continuity of the SIL***

possible, as it is a magnificent space for meeting and reflection. It is very gratifying to see a SIL with more than 650 participating companies, with over 15.000 visitors, figures which I interpret as an excellent barometer of the current social and economic climate in Catalonia, and indeed the whole of Spain, as a major contribution to the European project.” He adds: “Through the award winners, it represents the thousand facets of logistics, discussing intralogistics, but also technological innovation, IoT, Blockchain, and the emergence of artificial intelligence in the logistics sector.”

For his part, the State Special Delegate at the CZFB, **Pere Navarro**, pointed out that *“companies are no longer simply those instruments that must make economic profit; rather, companies, increasingly, are those entities, those activities, that realise they exist within a society. And it is not only essential to generate turnover, but also to be in tune with society as a whole and with its needs. If we contribute to a more equal society, where everyone has the same opportunities, from an economic standpoint we are also building a more competitive society.”* Navarro also emphasized that *“SIL has something special; it is not just a trade fair, but the world of logistics has a community, a purpose, and a message for society. And in this respect, each category of the awards we present tonight has its own message and value within the country’s logistics sector.”*

The SIL 2025 awards recognised the projects of **Consum Cooperativa Valenciana** (SDG 5 in logistics), **ControlIT** (best logistics startup), **Decathlon** (best CSR project) and **SEAT** (application of 4.0 technologies in logistics).

SIL Award for Best Startup

The winner in this category was **ControlIT**, founded in 2021, which offers software solutions for road transport processes that improve the efficiency of its clients’ operations, achieving cost savings and increasing the satisfaction of the parties involved. Its solutions are based on three pillars: the integration of data sources (GPS, TMS, ERP, apps, etc.); data-driven decision making; and improved communications with all parties involved in the process. ControlIT’s clients have succeeded in increasing their rate of successful deliveries, improving customer satisfaction, reducing costs associated with process traceability, and improving compliance with process indicators, among other benefits. ControlIT was one of the startups incubated at the Logistics 4.0 Incubator, the first logistics 4.0 incubator promoted by the Consorci de la Zona Franca de Barcelona, and today already employs 60 people, making it a clear success story.

Verónica Villa, CMO of ControlIT, received the award from **Lluisa Moret**, President of the Barcelona Provincial Council.

SIL Award for SDG 5 in Logistics

As a result of SIL's involvement with the United Nations 2030 Agenda Sustainable Development Goals, the SIL 2025 Awards recognized SDG number 5, which refers to gender equality, in logistics, to highlight the role of female talent in a traditionally very male sector. In this edition, the SIL Award for SDG 5 in logistics went to **Consum Cooperativa Valenciana**. The jury valued the fact that Consum has an equality and work-life balance plan that reinforces its commitment to equal treatment and opportunities in recruitment, internal promotion and training processes. One of its objectives is to ensure that women have access to positions of responsibility on an equal footing. It is the only company in the sector with the Family-Responsible Company seal, which reinforces its commitment to work-life balance and equality. 60% of store management positions are held by women. This commitment to equal opportunities is especially evident in its logistics area, led by Lourdes Brugera, who has been linked to Consum for more than 30 years. She began her career in areas related to food quality and safety, managing product development and analyzing safety at points of sale. In 2016, she took over as Commercial Director of Sales and Logistics for Fresh and Chilled products, and since 2022 she has been responsible for the Logistics area, leading the entire supply, order preparation and distribution process to points of sale, as well as the development of new logistics and technological platforms. **Jaume Duch**, the Minister for the European Union and Foreign Action of the Government of Catalonia, presented the award to **Silvia de los Riscos**, Head of the Fruit-Meat Centre at the Platform Logistics of the Consum Free Trade Zone.

SIL Award for Best CSR Programme

The SIL Awards 2025 also sought to recognise the best CSR project. In this case, the award went to **Decathlon**, a company that has launched a pioneering programme called "Buyback", which allows customers to sell their used sports products back to the company, thus promoting the circular economy and accessibility to sport. This programme, unique in the large retail sector, is available in all Decathlon Spain stores for the purchase of cycling, fitness, camping, winter and water sports, tennis and padel products, among others, provided they are in good condition and residue-free. This initiative reinforces the company's firm commitment to the circular economy, a strategic axis that drives a business model with less environmental impact by incentivising the reuse of products and promoting more responsible consumption. Decathlon has been committed for years to incorporating circularity within its business model, with the aim of promoting accessibility, sustainability, and offering additional initiatives to its customers. The campaign is supported by FC Barcelona footballer Pedri, as the official ambassador.

Gerard Cabré, Director of Rental Business at Decathlon Spain, received the award from **Carlos Prieto**, the Government Delegate in Catalonia.

SIL 4.0 Award

The final award of the night aimed to recognize the company that is making a strong commitment to the application of 4.0 technologies. The jury acknowledged the work of SEAT for its firm commitment to logistics 4.0, positioning itself at the forefront of innovation in the automotive sector. The company has implemented advanced technologies such as the Internet of Things (IoT) and Big Data at its Martorell plant, which has enabled greater automation and optimization of production processes, as well as increased customization capabilities for its products. Likewise, the integration of digitalization has facilitated a more innovative purchasing experience and a rapid adaptation to customer preferences.

SEAT S.A. has implemented various types of AGVs (automated guided vehicles) on the assembly line, which play a crucial role both inside and outside the factory. Inside the plant, AGVs transport parts and components between different workstations, ensuring efficient and precise delivery. Outside, these vehicles handle the logistics of finished products, such as mobile elements, moving them from storage areas to the production line.

The deployment of AI systems has allowed SEAT S.A. to optimize the production sequence. A production program simulator has also been implemented, which, in the face of short-term disruptions, allows for the reordering of production orders by taking into account supplier stocks, SEAT S.A. stocks, schedules, and capacities, among other factors. With this innovation, the company is able to respond more resiliently and avoid future interruptions, especially in such a dynamic and ever-changing environment.

The company has digitized and connected the supply chain through a “Control Tower,” a control hub that provides visibility and transparency and enables real-time information exchange with suppliers, such as the location of materials and transports, stock levels, or production schedules. This system uses cutting-edge technologies to manage material flow, anticipate potential disruptions, and coordinate responses to any incidents.

All of this is proof of its strong commitment to 4.0 technologies, which allows it to gain operational efficiency, reduce costs, errors, and waste, improve product quality, achieve greater flexibility and customization, and ultimately, increase customer satisfaction and profitability.

Jordi Hereu, Spanish Minister for Industry and Tourism, was responsible for presenting the award to Carlos Lerma Maqueda, Inhouse Manager at SEAT MRT.3.

About the Consorci de la Zona Franca de Barcelona

The Consorci de la Zona Franca de Barcelona is a public company that acts as a driver for the technological and industrial development by providing support to companies in their transition to the digital age. Boosts innovation through the 3D Incubator and Logistics 4.0 Incubator; promotes the transformation of Industry 4.0 from the DFactory Barcelona technology hub and connects the new economy and its key socio-economic sectors. It organises congresses of economic interest for Barcelona, such as the largest logistics trade fair in Spain and Southern Europe, the SIL, as well as major benchmark events with an innovative format such as the Barcelona New Economy Week (BNEW) or the Barcelona Woman Acceleration Week (BWAW).

Its plenary has representatives from the Spanish government, the Generalitat of Catalonia, the Barcelona City Council, and the main economic entities of the city.

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