Deutsche Messe

INTRA LOGISTICA ITALIA

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INTRALOGISTICA ITALIA: a successful poker hand

The real economy has returned, made an impact and is being heard. This is the impression that sector operators had recently when visiting INTRALOGISTICA ITALIA, united with Ipack Ima, Print4All and Green Plast in "The Innovation Alliance".

Milan, May 23rd 2022. . The third edition of INTRALOGISTICA ITALIA, the only exhibition in Italy with a comprehensive offer dedicated to the most innovative solutions and integrated systems for industrial handling, warehouse management, materials storage and picking, closed with great satisfaction for operators and organisers.
The Innovation Alliance, which unites different sectors of the manufacturing industry, confirmed itself as a winning formula and the idea of simultaneously exhibiting contiguous supply chains at the exhibition grounds has functioned as a multiplier, ensuring a constant flow of qualified visitors and ideas for all four days

Apart from a general desire to meet and debate after a long period, it was the content offered by the INTRALOGISTICA ITALIA exhibitors and partners that made the difference. «The format built around *The Innovation Alliance* – highlights **Andreas Züge**, Managing Director of **Hannover Fairs International GmbH**, Italian branch of Deutsche Messe AG – is certainly to be confirmed. The result we had, even if we could not count on an important part of our visitors from Russia and East Asia, was very interesting and goes well beyond simple numbers. What has been rewarding for us and our exhibitors has been above all the quality of attendees, emphasized on many occasions by operators».

Some figures

Exhibitors amounted to over 100, while 30% of visitors came from abroad through incoming missions, organized by **ICE**, from the entire Mediterranean area, the Middle East and East Europe.
«In Milan, - Züge continues – the world of intralogistics has reaffirmed its central role in the industrial world and INTRALOGISTICA ITALIA has, once more, confirmed its position as a cornerstone of this ecosystem».
Thus, not only many visitors, but above all the right ones attracted by the exhibitors and the synergy created thanks to the reconstruction of the mechanics supply chain.

«INTRALOGISTICA ITALIA is fundamental for companies involved in goods handling and logistics – declared **Massimiliano Bariola**, President of **AISEM** (federata ANIMA Confindustria) – this year we organized various events in partnership with the exhibition, finally in person, dedicated to safety, innovation, sustainability and industry 4.0 projects inside warehouses, Speakers, along with numerous companies from the sector, also included representatives of MISE, Inail and major industrial players such as Benetton and Latteria Soresina».

Knowledge transfer

Experts from leader companies in their respective sectors such as **Amazon**, **Decathlon** and **Teva** conducted conferences on new technology, the evolution of legislation and financing in the 4.0 context alongside the most important companies in the sector.
«The partnership with INTRALOGISTICA ITALIA has certainly been successful» – underlined **Damiano Frosi**, Director of the "Gino Marchet" Contract Logistics Observatory - **Politecnico di Milano** – «We had the opportunity to conduct the first workshop of the 2022 Observatory Edition during the exhibition and, despite it being an event organized in a hybrid formula, more than 100 managers from our board participated, enticed by the possibility to participate in person and be able to physically touch some of the innovations actually present at INTRALOGISTICA ITALIA. We also organized an event related to the evolution of logistic real estate, open to all and focused on digitalization trends and the search for solutions that improve energy efficiency and environmental impact. Logistic players showed a great desire to return to meet in person again and discuss trends in innovation and network».

Players and impressions

New facilitating technology and ICT were among the key players at INTRALOGISTICA ITALIA which represents sectors affected by the pandemic in a particular way. Given the strategic nature of the solutions involved, here nobody ever stopped. The exponential growth in e-commerce, for example, was a factor that continuously emerged and strongly sustained turnover, pushing many to come to the exhibition to discover new distinctive solutions. Simultaneously, and it is not by chance, the theme of sustainability also grew and became central and unavoidable: «INTRALOGISTICA ITALIA was an important event to reflect together on the major challenges in the future for logistics» – emphasized **Gabriele Sigismondi**, Country Director of **Amazon Logistics Italy** – «It is always stimulating to debate with other players in the sector, most of all in relation to sustainability, which we are aware is a central issue. In Amazon, with our Shipment Zero programme we have set important goals, including that of reaching zero CO_2 emissions by 2030 for 50% of our shipments. Suffices it to say that in 2021 alone we made over 7 million deliveries at zero emissions.

«It was a pleasure to be present at INTRALOGISTICA ITALIA and engage with principal operators in the sector in relation to what we can concretely do to make logistics increasingly sustainable in support of e-commerce – states **Angela Tumino**, lecturer in Logistics and Supply Chain Management at Politecnico di Milano and co-founder of the **B2C Logistics Centre**, organizer of one of the most attended conferences, concluding this reasoning – Online purchases can be less or more sustainable according to the choices made both by companies and consumers. The challenge is to succeed in combining sustainability, efficiency and customer service».

In general, therefore, decidedly comforting feedback emerges from the comments of both exhibitors and visitors. «It was an important networking and meeting opportunity for sector operators. Many new and potential clients came to see us. A great opportunity» - **Luigi Calori**, Managing Director of **INCAS-SSI-Schäfer**, thus sums up his view. n opinion confirmed by **Maurizio Traversa**, CEO of **Eurofork**: «A pleasant event and moment of sharing for addressing the new challenges in intralogistics on the global market».
«A huge turnout of qualified visitors» according to **Vittorio Consonni**, National Account Manager at **YALE**, who consolidates the value of INTRALOGISTICA ITALIA as «the best platform to present your innovative products to the right customers» as declared by **Claudio Carnino**, Managing Director of **Interroll Italia**.
These are just some of the many positive comments that we have gathered from the crowed halls during the exhibition.

The international scope

There was substantiated international attendance despite the post pandemic restrictions for anyone who visited halls 6 and 10, which welcomed visitors from over 120 countries, reinforced in this edition by the work of ICE that brought numerous incoming missions from Egypt, Tunisia, Albania, North Macedonia, Poland, Turkey and the Czech Republic.

The over 100 exhibitors positioned on over 6,000 square metres presented the innovations and the solutions that help companies to deal with volatile markets such as current ones and to contrast long term supply chain risks. Not just this, the companies present at the exhibition grounds emphasised on several occasions their abilities to accompany their clients' growth in terms of development partner rather than as a target. Thus, it is evident to all how roles in consultancy, where intralogistics companies can create "made to measure" warehouses using standard solutions, are growing and strengthening. This is unique flexibility that is somewhat the main characteristic of the Italian manufacturing industry.

The central role of digitalisation

Alongside all the aforementioned, a decisive push towards digitalization stands out, emerging strongly above all in the conference related to new technology which illustrated how the harmonizing of processes, driven by digital, is providing a powerful push towards environmental sustainability guaranteeing input savings. And not just this, warehouse intelligence and flow precision ensure "functions unboxing" that results in opportunities to offer new, very specific products and therefore highly optimizable.

INTRALOGISTICA ITALIA thus positions itself not only as a meeting point for those who wish to do business (demonstrated also by the success of the *matchmaking* platform proposed by the organisers with Fiera Milano), but also a moment for cultural development.

To relive the conferences

That said, all the conferences held during the exhibition, including those concerning E-commerce, B2C and sustainability, carry: https://intralogistica-italia.hfitaly.com/211674/EN/Virtual

Towards 2025

This however is only a new beginning. Even if the date set for the next edition of INTRALOGISTICA ITALIA is May 27th - 30th 2025, we are already constructing a path that will enable us to work with major new partners and with many new ideas. For information and further details go to the official website intralogistica-italia.com or contact the Organisational Secreteriat by writing to info@intralogistica-italia.com

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Notes:

INTRALOGISTICA ITALIA - International Trade Fair Materials Handling, Intralogistics and Supply Chain Management *– is the only exhibition with a comprehensive offer dedicated to the most innovative solutions and integrated systems for industrial handling, warehouse management, materials storage and picking.*
Product categories:

- *Complete systems for logistics, materials handling and warehousing technology*
- *Mechanical handling*
- *Storage technology, site equipment*
- *Loading technology*
- *Intralogistics*
- *systems and software*
- *Logistics services, outsourcing solutions*
- *Logistics services for transportation*
- *Real estate logistics sector*
- *Traffic organisation*