Press Release No. 8

INTRALOGISTICA ITALIA 2025: A FAIR THAT HAS REFLECTED THE GROWTH AND SUCCESS OF THE SECTOR FOR 10 YEARS

Summary: With 25,000 visitors, 30% of whom were international, and 112 exhibitors spread across 6,600 square meters, INTRALOGISTICA ITALIA continues to confirm its role as a strategic hub for innovation in the fields of handling, storage, and warehouse management. With a rich program of events starting in 2026 and its return to Fiera Milano Rho in 2028, the fair celebrates its first 10 years, further consolidating the dialogue between industry, technology, and research. The 2025 edition saw strong participation from highly qualified operators, with a focus on key industry trends such as women & tech, servitization, and digital transformation. Market leaders such as Amazon, Zuegg, and SAP were among the key players at this year's event.

INTRALOGISTICA ITALIA 2025: A SUCCESSFUL EDITION THAT SOLIDIFIES THE FAIR'S ROLE IN THE INTRALOGISTICS SUPPLY CHAIN

Milan, June 10, 2025 – The INTRALOGISTICA ITALIA 2025 edition proved to be a success, reaffirming its status as an essential event for the entire intralogistics supply chain: from industrial handling to warehouse management, from storage to sorting, and even material lifting.

"We've been receiving excellent feedback for years, and the sell-out months in advance is a testament to the fair's success," said **Andreas Zuege**, General Manager of Hannover Fairs International GmbH's Italian branch. "But the true measure of success comes from the audience itself, who fill the fair every year. The numbers speak for themselves: Italian manufacturing is thriving and has welcomed our offering with great enthusiasm."

The 2025 edition marked a significant milestone, celebrating the fair's first 10 years. With **25,000 visitors**, the event confirmed its position as a key industry reference point and recognized exhibitors who have been present since the first edition. However, this success is not merely a destination but a new starting point for INTRALOGISTICA ITALIA.

The next edition is already scheduled: **May 29 to June 1, 2028**, INTRALOGISTICA ITALIA will return to Fiera Milano Rho with an even richer and more innovative offering. Meanwhile, **starting from 2026, a series of preparatory events will kick off, designed with and for the market,** underscoring the organizers' commitment to addressing the challenges faced by companies navigating the sector's evolving landscape.

A GROWING SECTOR, AN EVER MORE STRATEGIC FAIR

INTRALOGISTICA ITALIA continues to be the leading event for a sector in rapid evolution. A sector growing in revenue, capable of offering cutting-edge solutions thanks to a balanced approach, keen on trends and future-oriented.

In a global context marked by uncertainties that often slow investments, intralogistics responds with dynamism, flexibility, and resilience. **The warehouse increasingly proves to be the strategic heart of businesses, ready to manage even the unforeseen.**

CONCRETE INNOVATION EXPERIENCED IN THE EXHIBITION STANDS

The 112 exhibitors, both domestic and international, brought solutions to the fair that addressed familiar challenges with innovative approaches.

The true strength of the event lies in its ability to create a space where innovation is tangible, and direct exchange between operators is constant.

Thanks to the synergy with **Ipack-Ima** and the strategic collaboration with other leading events in the sector such as **GreenPlast** and **Print4All**, INTRALOGISTICA ITALIA remains the premier showcase for both multinational companies and SMEs, capable of customizing technologies and machinery to meet client needs.

This unique mix attracts specialized visitors and exhibitors from around the globe, making the event an unmissable opportunity to meet with CEOs from participating companies.

The fair represents an important moment of exchange not only for technicians focused on development strategies but also for institutions shaping the industrial policies of the future.

INTRALOGISTICA ITALIA: A SNAPSHOT OF THE SECTOR ALWAYS IN STEP WITH MARKET CHALLENGES

INTRALOGISTICA ITALIA continues to be a true snapshot of the sector, attentive to the themes of real interest for operators who face constantly evolving challenges.

For this reason, this year again, the creation of the conference program was developed in close collaboration with the **Advisory Panel** companies, which represent the direct voice of the market.

Among the involved companies are prominent names such as **Automha, United Colors of Benetton, Bennet, Bialetti, Bito, Caleffi, Cortilia, Decathlon, Dematic, Fiege, SSI Schäfer Incas, Interroll, IVECO Group, Kardex, Latteria Soresina, Mecalux, Modula, Orogel, Realco Sigma, Rite-Hite, Savoye, SAP, Swisslog, Teva, Toyota, Verallia, Zalando, Zuegg,** and many others.

But the commitment goes beyond companies: important universities, research and development centers, and confederation entities also actively contributed to the definition of topics and the organization of workshops and roundtables.

The key topics addressed were highly relevant to the entire sector, including **digital and sustainable transition, the human-centric approach to automation technologies, the role of women in the industry, artificial intelligence and cybersecurity, servitization as a lever for the future of intralogistics, and the challenges related to e-commerce.**

THE INNOVATION ALLIANCE: STRATEGY CHANGES, SYNERGY REMAINS

The 2025 edition was also part of The Innovation Alliance, the sector-specific event that brought together four leading fairs into a unified, integrated vision that expresses the innovative capacity of the instrumental mechanics serving manufacturing.

A multifaceted ecosystem, ranging from sustainable transformation technologies for plastics and rubber at **GreenPlast** to packaging and processing at **IPACK-IMA**, from printing and converting at **Print4All** to warehouse logistics at INTRALOGISTICA ITALIA, all with a clear guiding thread: innovation, digitalization, and sustainability as strategic levers.

The recently concluded edition saw a total of **108,458 professional visitors from 143 countries**, who explored the technological innovations presented by **1,857 exhibitors**, **39% of which were international, representing 38 countries.**

The Innovation Alliance: A New Phase of Growth and Synergy

Thanks to the results achieved and a constant focus on the future needs of various sectors, The Innovation Alliance is now preparing for a new phase of development.

Each event in the alliance will follow its own program but will continue to thrive and grow through concrete synergies, cross-sector content, joint initiatives, and supply chain platforms. Continuous dialogue between the events will ensure that the alliance remains strong, even beyond the exhibition period.

This evolution reflects the maturity of the project, which has adapted and grown while maintaining its coherence, strengthening the alliance between the represented sectors and creating new collaboration opportunities throughout the year.

The next edition of INTRALOGISTICA ITALIA is already scheduled to take place at Fiera Milano Rho, alongside IPACK-IMA and GreenPlast, **from May 29 to June 1, 2028**.

Meanwhile, INTRALOGISTICA ITALIA will also be at the forefront in 2026, with a series of events and preparatory initiatives designed in close collaboration with the market to address emerging challenges and needs in the sector.

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