Deutsche Messe

INTRA LOGISTICA ITALIA

Milan, 1 July 2026 – Press Release no. 1

Exhibitor Registration Now Open for INTRALOGISTICA ITALIA 2028

Registration is now officially open for Italy's leading B2B exhibition dedicated to intralogistics, materials handling and warehouse automation. Companies registering during the Early Bird phase can benefit from exclusive participation conditions, while additional advantages are available for exhibitors choosing the combined participation package withthe new LOGISTICS HUB event.

Milan, 1 July 2026 – Registration for I**NTRALOGISTICA ITALIA 2028** officially opens today. With the launch of the **Early Bird** campaign, companies can now secure their participation in the next edition of Italy's leading exhibition for intralogistics, materials handling and warehouse automation under advantageous commercial conditions.

The new edition also introduces an additional interesting opportunity: exhibitors can combine their participation in INTRALOGISTICA ITALIA with **LOGISTICS HUB**, the new B2B event dedicated to logistics, distribution and supply chain, which will make its debut in Bergamo in May 2027. Full details on participation options, bundled packages and exhibitor conditions are available in the Exhibiting section of the official INTRALOGISTICA ITALIA website (https://intralogistica-italia.com/en/exhibit/).

The opening of registrations marks the beginning of a two-year journey that will accompany the industry through a period in which industrial logistics is becoming an increasingly strategic driver of competitiveness across manufacturing and distribution.

A market undergoing rapid transformation

In recent years, intralogistics has evolved into one of the key pillars of manufacturing and distribution processes, becoming a strategic component of the global economy. Geopolitical developments and the resulting reconfiguration of supply chains, the accelerating deployment of AI-driven automation technologies, together with growing attention to energy efficiency and workplace safety, are fuelling investments that will continue to reshape the industry well beyond 2028.

At the same time, the growing adoption of **reshoring** and **nearshoring** strategies is encouraging European manufacturers to rethink the location of production facilities and distribution networks. Shorter supply chains require increasingly sophisticated logistics infrastructures capable of delivering greater flexibility, speed and operational resilience.

In this context, **the ability to integrate software, automation, robotics and data analytics has become one of the industry's most important competitive differentiators**.

Sustainability is also taking on an increasingly broader meaning. Beyond reducing environmental impact, it now encompasses lower energy consumption, better space utilisation, higher productivity and more efficient operating processes.i.

Workplace safety continues to gain strategic importance too. Advanced Materials handling technologies, collaborative Human-Machine systems and digital safety solutions are helping reduce operators' exposure to physically demanding tasks while supporting safer working environments and more resilient organisations.

Part of the international CeMAT network

Scheduled to take place at **Fiera Milano, Rho, from 29 May to 1 June 2028**, INTRALOGISTICA ITALIA continuously reinforces its position within the international **CeMAT** network, Deutsche Messe's global brand for logistics and intralogistics exhibitions.

As part of this international platform, the exhibition is connected with the world's leading automation and logistics markets, fostering the exchange of expertise, technological innovation and business opportunities across Europe, Asia and other strategically important regions.

This global dimension provides exhibitors and visitors with access to an international business environment that extends well beyond the domestic market, enabling them to anticipate emerging trends and developments across the entire logistics value chain.

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Industry, research and associations: a shared ecosystem

The ongoing growth of INTRALOGISTICA ITALIA is supported by close cooperation with leading research institutions and industry associations.

The renewed partnership with **AISEM** – the Italian Association of Lifting, Handling and Material Handling Systems, part of ANIMA Confindustria – confirms a long-term strategic collaboration focused on technological innovation, the promotion of industrial handling culture, and the dissemination of best practices in automation and workplace safety.

The exhibition also continues its collaboration with the **"Gino Marchet" Contract Logistics Observatory** of the **Politecnico di Milano**, one of Europe's leading technical universities. Through research activities, market analysis and high-level conference contents, this partnership further strengthens INTRALOGISTICA ITALIA's role as a meeting point between industry, applied research and technological innovation.

LOGISTICS HUB: the first milestone on the road to 2028

The journey towards INTRALOGISTICA ITALIA 2028 will begin in **2027** with **LOGISTICS HUB**, the new business event organised by Hannover Fairs International GmbH, taking place in Bergamo on 19–20 May 2027.

Designed as a focused, agile B2B event, LOGISTICS HUB will provide valuable networking opportunities and high-level professional contents for the entire logistics and supply chain community.

The combined participation option enables companies to maintain continuous market visibility while strengthening relationships with customers, partners and industry stakeholders throughout the time leading to INTRALOGISTICA ITALIA 2028.

The journey starts today

Companies can now secure their participation by taking advantage of the **Early Bird** offer while exploring the benefits of the combined participation package with **LOGISTICS HUB**. Further information on participation options, exhibitor conditions and exclusive benefits is available in the Exhibiting section of the official **INTRALOGISTICA ITALIA** website.

Milan, 1 July 2026

High.resolution images, other resources

INTRALOGISTICA ITALIA logo
https://intralogistica-italia.com/loghi-banner-intralogistica-italia/

INTRALOGISTICA ITALIA Registration Forms
https://intralogistica-italia.com/en/exhibit/

INTRALOGISTICA ITALIA *is the leading B2B exhibition dedicated to the most innovative solutions for materials handling, warehouse management, storage, sorting and lifting technologies for the Italian market. It provides companies operating in the intralogistics sector with a highly qualified marketplace to discover cutting-edge technologies, establish valuable business relationships and develop new business opportunities.*

INTRALOGISTICA ITALIA is part of ***The Innovation Alliance****, Italy's premier exhibition platform for capital goods and advanced manufacturing. Together with IPACK-IMA, PRINT4ALL and GREENPLAST, it offers professionals from every industrial sector a comprehensive showcase of Italian and international technological excellence across complementary manufacturing industries, connected by a strong integrated approach.*

Within a single exhibition platform, visitors can explore a complete industrial ecosystem covering processing and packaging technologies, plastics and rubber processing, industrial, commercial and packaging printing, label and graphic personalization, as well as the latest solutions for materials handling, warehousing and intralogistics.