



Final Report

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**Press Release**

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## **logitrans 2014 draws positive conclusions in Istanbul**

**logitrans, 8th International Trade Fair for Logistics and Transport, attracted a total of 14,428 visitors from 56 countries, i.e. an increase of 22 percent, 200 exhibitors from 22 countries presented their services and products in two exhibition halls. The Exhibition was held at the Istanbul Expo Center (ifm) from 19 to 21 November 2014.**

Gerhard Gerritzen, Deputy Managing Director of Messe München, was satisfied with the results: "The substantial rise in the number of visitors proves that logitrans has become a permanent fixture in the exhibition calendar and is a must-attend event for the market leaders in the industry." İlker Altun, Managing Director, EKO MMI Fuarçılık, further underlines the importance of the show: „logitrans is the only logistics fair in Turkey. Global logistics operators are aware of this and the ones who have business plans in this region come to logitrans.”

National and international companies primarily come to logitrans to look for partners and cooperation opportunities across borders. This was also the objective of Mark Vogt, Head of International Sales and Marketing, Aberle GmbH, Germany: “We are using our presence at logitrans as a platform for deeper Turkish market penetration and for becoming even more active. We see the community of German firms here at the trade fair as a clear advantage for us in Istanbul in concluding additional collaborative ventures.” Heinrich Ahlers, Managing Director of Buss Port Logistics, Germany, already has gone one step further: "Our participation in logitrans has paid off twofold. It was through our participation in the trade fair that we acquired our current partner and this year we successfully launched in Turkey at logitrans with our new joint firm.” Emin



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Taha, Company Owner, Taha Kargo, Turkey, is also convinced that „the high rate of international exhibitors helped a lot.“

The exhibitors see a positive future for logitrans and the Turkish logistics market. Jakob Oehrstroem, Chief Commercial Officer, AAE – Ahaus Alstätter Eisenbahn AG, Switzerland: “AAE is at logitrans in 2014 for the third successive year. We are pleased to see that the trade fair is very important in Turkey. The high degree of expertise and the very interesting meetings at logitrans lead us to take a very positive view of the future of the Turkish logistics market and rail freight in particular.” And Hasan Hatipoğlu, General Manager of Lufthansa Cargo A.G. in Turkey, even personally regards logitrans as "most important exhibition or rather the genuine meeting point for the industry."

Longterm exhibitors like Filiz Hatipoğlu, Şirket Müdürü, Yug Logistics, emphasize that the „new and different country pavilions each year present good opportunities.“ A large number of new exhibitors support this. Fernand Rippinger, Senior Advisor Business Development, CFL multimodal, Luxembourg: “For us, taking part in logitrans 2014 was a success both in terms of how our company is perceived and in terms of customer contacts. For us, logitrans is a very important venue for developing business relationships between Turkey and Western Europe.” Mihai Stoica, Marketing Manager, Dacodasoft Srl, Romania, added: “Right from the outset of the trade fair we met the target groups we wanted to meet. For those interested in transport and logistics in Turkey, logitrans is the right place to be.”

This was also confirmed by exhibitors who already said they would be attending logitrans next year. Peter Metz, Head of the General Cargo Department/Turkey at the international freight forwarding company Willi Betz, Germany, said for example: "logitrans should become a compulsory event for all transport service providers who are facing up to the challenge of growing together with the Turkish market." Anthony Petillon, Development & Strategy Division, Port of Calais, France, emphasized: "The quality of both the visitors and exhibitors



makes logitrans an event not to be missed. No doubt you will meet us at logitrans 2015!”

Besides Turkey, the top 5 exhibitor and visitor countries in order of sequence were Germany, Austria, Italy, the Czech Republic and Luxembourg. Over 50 percent of the exhibitors came from abroad.

**The next logitrans will take place from 18 to 20 November 2015 in Istanbul.**

For further information about the exhibition, please visit:

<http://www.logitrans.com.tr>.

### **Messe München International**

Messe München International is one of the world’s leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungscener München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.