

Munich, November 18, 2016

## Final report

### Turkey the hub of the Eurasian market

## logitrans 2016 is stabile

- **Approximately 13,500 participants from 50 countries**
- **180 exhibitors from 26 nations**
- **logitrans a gathering for the Eurasian logistics industry**

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Despite current political and economic challenges, once again logitrans, which took place at the IFM İstanbul Expo Center from November 16–18, 2016, presented itself as the platform for the logistics industry in the Eurasian region. Approximately 13,500 participants from 50 countries and 180 exhibitors from 26 countries participated in the tenth edition of this international trade fair for logistics and transport.

Ilker Altun, Managing Directors of logitrans' organizer, EKO MMI Fuarçılık, is pleased: "The general economic climate is still challenging, which is why we are all more than pleased that the number of visitors remained stable. As far as future exhibitions are concerned, we expect the number of exhibitors to increase again." Gerhard Gerritzen, Member of the Management Board of Messe München, is convinced "that the market will regain considerable momentum as soon as the situation normalizes. Turkey is and will remain the logistics hub for the Eurasian region. That is what makes a trade fair like logitrans so important."

One statement that exhibitors can definitely agree with: "The Turkish region is extremely interesting for us and we are looking for new business potential. We are satisfied with the outcome of logitrans and gained a lot of new contacts and visibility" said Håkan Fagerström, Director Cargo Services of Tallink, which is based on Tallin, Estonia.

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In addition, once again the quality of the trade visitors at this year's logitrans was exceptionally high, as Anthony Petillon, Manager Strategy and Development of Port Boulogne Calais, remarked: "The choice of logitrans was evident as most of the main players are visitors or exhibitors." And Hasan Hatipoğlu, General Manager of Lufthansa Cargo in Turkey, added "Every year we are very happy with the quantity and quality of the participants and the chance to meet with air-cargo industry representatives. We are very much looking forward to getting together again in 2017."

To mark its tenth anniversary, the trade fair also featured an extensive conference program including panel discussions, lectures and the second edition of PeriLog (International Conference on Supply Chain Management of Perishable Goods). Besides an opening discussion on "The Role of Turkey within the International Supply Chain—An Outlook for future development," the supporting program revolved around topics such as "Industry 4.0 within the Supply Chain," "Global Logistics Hub of the Future: Istanbul New Airport," and "Electronic Air Waybill and e-Freight Systems." For Prof. Thomas Wimmer, Chairman of the Executive Board of the German Logistics Association (BVL), the conference program is an important element in the trade fair: "Today's visitors want to do more than just meet exhibitors at the trade fair and get information about new products and innovative services. Education and the exchange of knowledge play an increasingly important role—and logitrans meets that need perfectly. A conference program devoted to the most important logistics trends was held on all three days of the fair."

logitrans also proved once again that it is an event that not only serves as a networking platform, but as a place where companies can conduct business, as Tamer Kiliç, Managing Director of Lutz Sigorta ve Reasürans Brokerliği AŞ, Istanbul, confirms: "logitrans is a real B2B trade show. It allows us to meet customers and build the platform for future businesses."

**The next logitrans takes place in Istanbul from November 15–17, 2017.**

**Additional information about the fair is available at [www.logitrans.com.tr](http://www.logitrans.com.tr).**

**transport logistic worldwide**

In addition to transport logistic in Munich there are a number of other events abroad. As well as the industry event transport logistic China, incorporating Air Cargo China in Shanghai, Messe München has joined forces with EKO Fair Limited to organize logitrans, International Transport Logistics Exhibition, in Istanbul and is taking part under a cooperation agreement in Transportation & Logistics Americas (TLA) in Atlanta, USA.

**Messe München**

Messe München is one of the world's leading trade-show companies. It organizes over 40 trade shows for capital and consumer goods, new technologies and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.