

Munich, February 8, 2017

## Press Release

Regional focal points

### transport logistic discovers new markets

**Where are the markets of the future in logistics? This is just one of many questions that will be discussed at the next transport logistic at the Messe München trade-fair center from May 9 to 12, 2017. This year, four regions will play a special role at the 16<sup>th</sup> edition of the International Exhibition for Logistics, Mobility, IT and Supply Chain Management.**

In light of considerations that pertain to purchases, turnover and sales, identifying and tapping new markets plays an important role for transport and logistics companies. In an increasingly globally active world economy with all of its uncertainties, it is important that distinctions, some of which are specific, be taken into account. Tapping new markets calls for partnerships between trade, industry and logistics service providers. A trade show like transport logistic is a chance to make new contacts and intensify existing partnerships. After all, logistics service providers in particular often have subsidiaries, holdings, network partners or their own partners on location from which their customers in foreign markets can profit.

#### China and India are growth markets for logistics

Dr. Peter Kauschke, Director, Transportation & Logistics at the consulting firm PwC, knows: "Growth markets for logistics are generally markets with high growth rates. Right now, India and China are prime candidates." One of the major driving forces behind growth is online trade. China is the largest market for delivery services in the world (approximately 1.5 times larger than the United States), with a total of 20.7 billion package deliveries per year. "Several larger players in this market raised large amounts of capital on the stock exchange in 2016 to implement their expansion plans," explains Kauschke. "The Chinese

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freight forwarding market is still very fragmented. Although one can certainly expect larger providers to emerge and expand their presence outside China considerably." Such a development that could also have noticeable effects on the European transport and logistics market.

### **Poland, Iran, USA and South Africa in the spotlight**

Besides the classics, i.e. China, India and Russia, this year's transport logistic in Munich will especially focus on four of the most important logistics markets. At 13:30 on opening day, there will be a discussion on "Poland's Opportunities and Challenges as a Logistics Hub in the European Hinterland" in Forum IV in Hall B2. After all, Poland is one of the largest markets in the European Union that still has a great deal of growth potential. At 12:00 on Wednesday, May 10, the German Logistics Association (BVL) is holding a country special on Iran in Forum 1 in Hall A6. It will place special emphasis on specific opportunities and rules in this very interesting market. Iran has pent-up demand for logistics and it has more growth potential to offer international service providers than any other country.

Also on Wednesday: Logistics Alliance Germany (LAG) is hosting a country special titled "USA: Impetus from Silicon Valley for Logistics Solutions from Germany" in Forum I in Hall A6. "A new trade show titled Transportation & Logistics Americas (TLA) takes place in Atlanta in April 2018," said Dr. Robert Schönberger, Exhibition Group Director for transport logistic. "We hope that this country special will give people an idea of what to expect." Messe München is organizing Transportation & Logistics Americas alongside the intralogistics trade show Modex.

At 16:00 on Thursday, May 11, Messe München's subsidiary in South Africa is holding a lecture in Forum I in Hall A6 titled "Logistics in southern Africa— Opportunities and Challenges." For exhibitors, visitors and trade-show organizers, this is without a doubt a market with enormous potential. And the booming economy in southern Africa clearly has development opportunities to offer the logistics sector.

**Additional information is available at [www.transportlogistic.de](http://www.transportlogistic.de)**

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**transport logistic**

Transport logistic is the International Exhibition for Logistics, Mobility, IT and Supply Chain Management and the world's biggest trade fair for freight transport by road, rail, water and in the air, in all its complexity. air cargo europe, an exhibition of the global air freight industry, is integral to transport logistic. In 2015 more than 55,438 visitors from 124 countries and 2,050 exhibitors from 62 countries attended the event. transport logistic is held every two years in Munich. The next event will take place from May 9 to 12, 2017.

**transport logistic worldwide**

In addition to transport logistic in Munich there are two other events abroad. In addition to the industry event transport logistic China, incorporating air cargo China in Shanghai, Messe München is joining forces with EKO Fair Limited to organize logitrans International Transport Logistics Exhibition in Istanbul and is taking part under a cooperation agreement in CTL in cooperation with transport logistic in Mumbai and in Transportation & Logistica (TLA) in Atlanta, USA.

**Messe München**

With a stable of more than 40 trade fairs for capital goods, consumer goods and new technologies at its Munich site and abroad, Messe München is one of the world's leading trade fair organizers. Every year over 30,000 exhibitors and around two million visitors take part in the events on the exhibition site, in the ICM – International Congress Center Munich and in the MOC Veranstaltungscener München. Messe München also organizes trade fairs in China, India, Turkey, South Africa and Russia. With a network of affiliated companies in Europe, Asia and Africa and with more than 60 foreign agencies for more than 100 countries, Messe München has a global presence.