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Press Release

LOGISTIC Trend Index: 54 percent warn Germany against competition from Silicon Valley

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Nearly three-fourths of German logistics specialists feel that their branch of industry is generally well prepared for future market changes among international competitors. However, 64 percent complain that domestic companies are not investing enough in research and development. And 54 percent warn again the acute risk of losing market shares to competitors from the Silicon Valley community. Those are the results of the 2017 LOGISTIC Trend Index published by the leading international trade fair [transport logistic](#) (May 9–12, 2017) in Munich.

92 percent of specialists and executives in the German transport and logistics industry do not want to wait until tried-and-tested solutions for digitalization are available. 87 percent of industry experts see a need for immediate action and feel that their companies should begin digitalizing business models now. But when it comes to actual implementation, many logistics companies still have weaknesses. In fact, the digital transformation has stalled in a number of important application sectors: Not even one out of every four companies is currently looking at ways to use digital technology to network with customers or following an overall digital strategy for all company divisions.

"The start-up scene in the United States is working hard to follow the taxi industry's lead and get involved in the classic logistics business," says Dr. Robert Schönberger, Exhibition Group Director for transport logistic 2017 in Munich.

"For example, that includes web-based apps that can be used to book consignments directly with the carrier—without even involving a forwarding agent. As

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survey results show, the German logistics industry is taking these disruptive developments seriously and wants to put the opportunities associated with digital business models to use for their own market success."

So with an eye on the future, many logistics specialists consider real-time data processing important (67 percent) or wish they had big-data analysis capabilities to help improve route planning (56 percent), for example. However, some 60 percent also point out that introducing new services depends on the right timing. Right now, one of the most important risks when it comes to digitalization projects is a lack of acceptance among customers. Combined with high investment costs and a lack of expertise in companies themselves, these three things are considered the greatest obstacles to digitalization in the transport and logistics industry in Germany.

Further information: <http://www.transportlogistic.de/index-2.html>

About the 2017 LOGISTIC Trend Index

In March, the trade fair transport logistic 2017 had a market research institute conduct a survey of 100 specialists and executives from the transport and logistics industry in Germany (N=100). 44 percent of the members on the Transport Logistic Panel were executives, and 56 percent were departmental employees. 74 percent were from companies with 100 or more employees.

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

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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.