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Press Release

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MHI, ITE and Messe München join forces to collocate new trade fair for transportation & logistics with MODEX in Atlanta in 2018

The logistics industry by nature is international in its scope and operation, as such logistics exhibitions also need to focus on the international element of the industry.

The American and European industries have, for a long time, been working independently of each other, resulting in very few similarities in their business practices. But this is changing thanks in a large part to the mergers and acquisitions within the industry.

To mirror this, a newly created international Transportation & Logistics Americas (TLA) exhibition is being launched, to be collocated with the already established MODEX supply chain exposition. Both events will take place on April 9-12, 2018 at Atlanta's Georgia World Congress Center. MODEX is sponsored by MHI and is the largest manufacturing and supply chain expo held in North and South America with over 800 exhibitors covering over 250,000 square feet and a conference of over 100 sessions.

MHI intends to further expand its MODEX event more into the areas of external logistics. To help facilitate this, MHI is partnering with the two industry leading exhibition organisers in ITE Group, known for Breakbulk and Messe München, known for their transport logistics exhibition brand. ITE and Messe München will host the collocated Transportation & Logistics Americas independently of MODEX.

“The decision to collocate MODEX 2018 and TLA was made for several reasons,” according to George W. Prest, Chief Executive Officer for MHI. “The collocation will allow manufacturing and supply chain professionals the





opportunity to take advantage of unparalleled education and networking opportunities as well as exposure to the largest equipment and technology display of any show of its kind in the Americas. In today's world where agile and innovative supply chains are a requirement, the collocation represents a win-win for exhibitors and attendees."

"Both events provide excellent synergies as the two areas of supply chain and logistics present themselves jointly in the future," says Laurent Noel, Industry Director of ITE. "Collocating with the very well-established MODEX event offers TLA exhibitors an excellent venue to showcase their solutions."

"International logistics providers will get an easy market entry while American exhibitors also benefit from a strong logistics exhibition," added Gerhard Gerritzen, Member of the Managing Board of Messe München. "With the collocation, a large show covering the entire supply chain management and transportation spectrum will be born."

MHI

MHI is an international trade association that has represented the material handling, logistics and supply chain industry since 1945. MHI members include material handling and logistics equipment and systems manufacturers, integrators, consultants, publishers, and third party logistics providers. The association sponsors the ProMat and MODEX expos to showcase the products and services of its member companies and to educate manufacturing and supply chain professionals.

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 Veranstaltungszentrum 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.

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. In addition to transport logistic in Munich there are two other events abroad.

ITE Group

Breakbulk is part of the ITE Group, one of the world's leading organizers of international trade exhibitions and conferences. Headquartered in London, ITE Group each year handles more than 240 exhibitions and conferences, for a diverse range of industries — from health and beauty to mining, engineering, oil & gas, energy, construction & machinery, and of course, transportation & logistics with 23 annual events in 15 countries. Breakbulk events host over 20,000 specialized logisticians annually in event formats that are focused on business development, logistics transactions, new cargo connections and strategy. Breakbulk hosts five events each year in Johannesburg, South Africa; Shanghai, China; Antwerp, Belgium; Houston, U.S. Abu Dhabi, UAE and Kuala Lumpur, Malaysia.

