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Press Release

Survey finds broad satisfaction with trade fair **transport logistic: Exhibitors conclude many business deals**

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transport logistic really helps exhibitors get their foot in customers' doors. In a survey, 82 percent of them say they produced good to excellent business results following the trade fair. transport logistic 2017 was also highly praised in other areas as well.

At transport logistic, companies present their innovations, nurture old contacts and cultivate new ones – efforts that serve as the basis for business deals concluded immediately after the event. A new online survey of 410 exhibitors of transport logistic that was conducted by the IfaD polling firm confirmed this fact: 82 percent of them described their exhibition-related business as good to excellent and said they were able to conclude a large number of business deals as a result of their presence at the fair.

Strong competitive position

The key role that transport logistic plays in business success is also reflected by exhibitors' willingness to recommend the fair to others (92 percent) and to return in 2019 (90 percent). transport logistic is also positioned well against other trade fairs: 62 percent of respondents said having a booth here offered many advantages in comparison to other trade fairs.

“The survey results confirm things we heard during and after the event,” said Dr. Robert Schönberger, the exhibition group director of transport logistic exhibitions. “We are really happy that we can provide our customers with a platform that has a direct impact on their business success.”

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Record participation in 2017

transport logistic had a record participation level in 2017: 2,162 exhibitors from 62 countries and more than 60,726 visitors from 123 countries took part in the world's leading trade fair for logistics, mobility, IT and supply chain management. For exhibitors and visitors, transport logistic has emerged as the major event for the transport and logistics industry. The next transport logistic will be held on June 4 – 7, 2019, at the Munich exhibition center.

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



Exhibitors of transport logistic conclude many business deals.



The success is reflected by exhibitors' willingness to return in 2019.

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 2017 more than 60.726 visitors from 123 countries and 2.162 exhibitors from 62 countries attended the event. transport logistic is held every two years in Munich. The next event will take place from June 4 to 7, 2019.

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.

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.