

# TRANSPOTEC LOGITEC

TRANSPORT AND LOGISTICS  
EXHIBITION

MAY 8 - 11, 2024 | fieramilano

# CREATING NEW PATHS. TOGETHER.



FIERA MILANO

Co-located with

**NME**  
NEXT  
MOBILITY  
EXHIBITION

08-10  
MAY  
2024

transpotec.com

# THE EXHIBITION

TRANSPOTEC LOGITEC is one of the most recognized events across Europe in the freight transport sector and logistics: a complete showcase on products, technologies and solutions for all segments.

The next edition will run from 8 to 11 May 2024, at the fieramilano exhibition centre: located in what is today considered Italy's leading logistics hub (Lombardy) that has contributed to make TRANSPOTEC LOGITEC the key event for the whole industry.

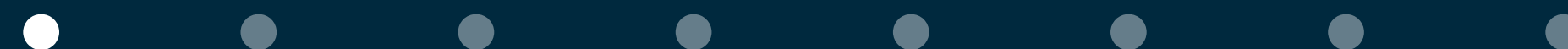
Moreover, the exhibition is getting ready to share, thanks to the collaboration of many associations and media of reference, challenges and emergencies that the sector is facing: the future of this industry, that represents an important engine of national economy, will depend a lot on its ability to evolve and capitalize on opportunities offered by both technology and sustainability.



RELIVE TRANSPOTEC 2022



The exhibition



# THE EVENT FORMAT

Not only showcase of innovative products:  
TRANSPOTEC LOGITEC offers training events and market  
insights, test drives, opportunities for meeting and networking  
for the trucking community.



The event format





# TRANSPOTEC LOGITEC: an offering that represents all market components

In the next edition, TRANSPOTEC LOGITEC aims to give space to the many parts of the transport goods, especially focused on road transport – heavy and light vehicles, aftermarket, trailers and semi trailers – but the attention will be increasing on logistic solutions, being now the two markets closely linked.

All product categories:

## TRANSPORT

Heavy goods vehicles | Light goods vehicles | Trailers and semi-trailers | Special vehicles for all transportation types | Components and spares (aftermarket) | Tyres | Fuels and additives | Equipment & accessories for body shops and workshops | Technological equipment and on-board electronics | IT solutions | Institutions

## LOGISTICS

Related services | Containers & tanks | Train wagons and engines | Logistics operators | Carriers & couriers | Road haulage | Ports, interports, intermodal terminals | Intermodal operators | IT solutions | Institutions | Consultancy firms | Real estate firms | E-commerce logistics

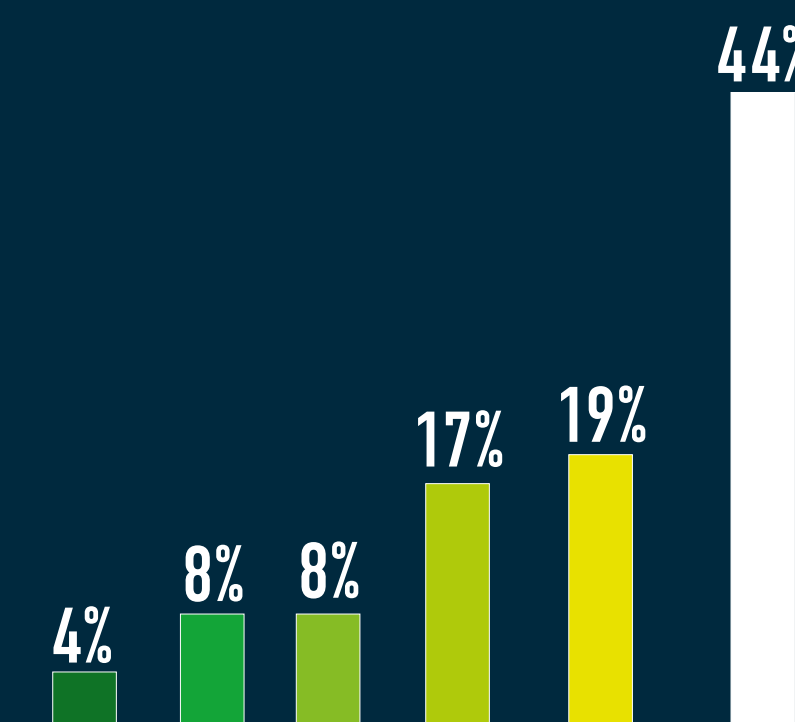


EDITION 2022

**327** EXHIBITORS

**19** COUNTRIES

- LOGISTICS PRODUCTS
- IT SOLUTION FOR LOGISTICS & TRANSPORT
- COMMUNITY FOR LOGISTICS& TRANSPORT
- COMPONENTS/ACCESSORIES
- LOGISTICS SERVICES
- TRANSPORT



The exhibition offering



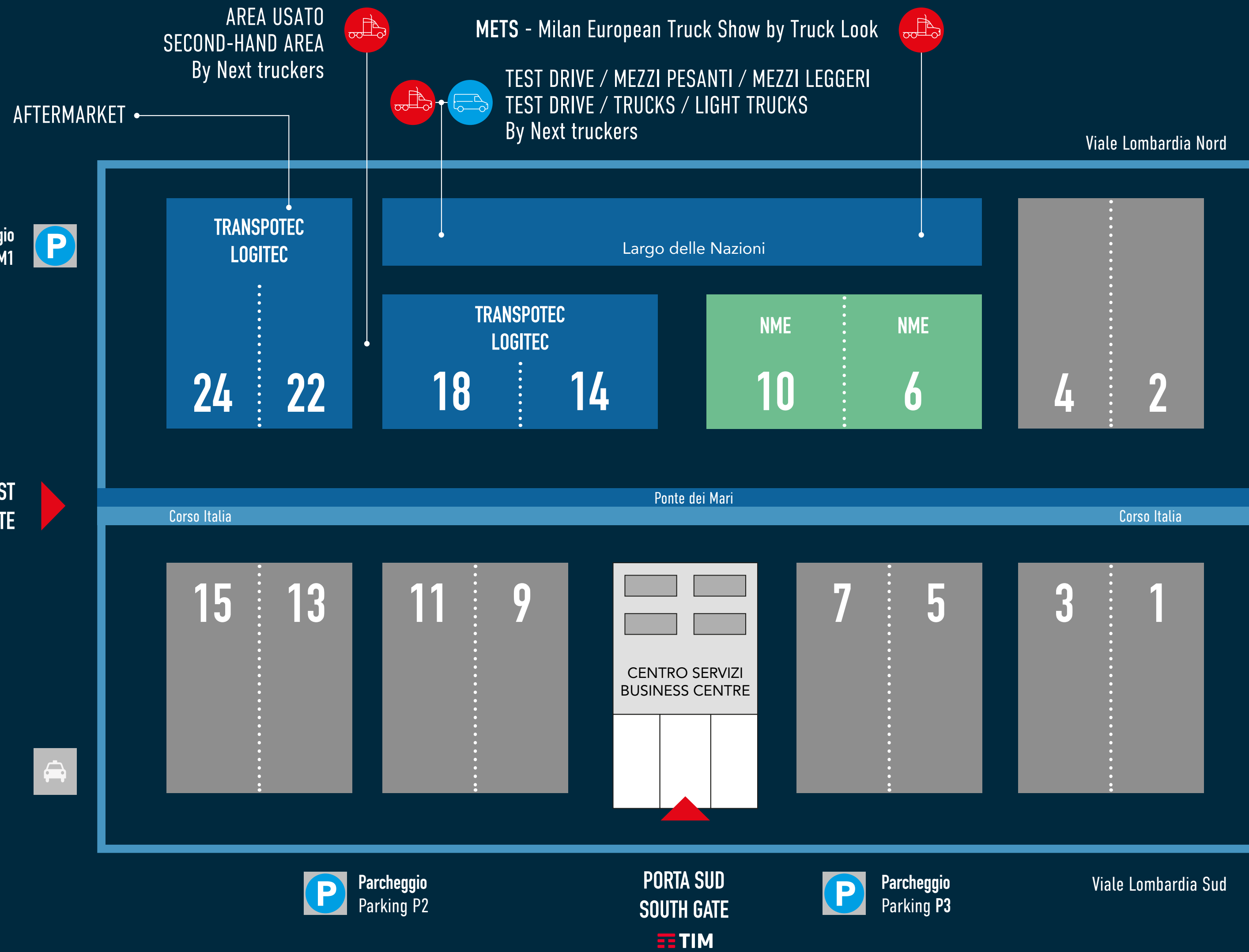
# THE EXHIBITION LAYOUT



MAY 8 - 11, 2024 | fieramilano

HALLS 14-18-22-24

Simultaneously with:



The exhibition layout





# VISITOR PROFILE

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Truckers, fleet owners, large-scale distribution, couriers and owner-drivers, distributors, rental companies and services, logistic manager, logistics operators, e-commerce operators, harbours and interports, energy and green manager will find at Transpotec Logitec a full offer that is able to respond to every specific need.



EDITION 2022 **25,000** VISITORS

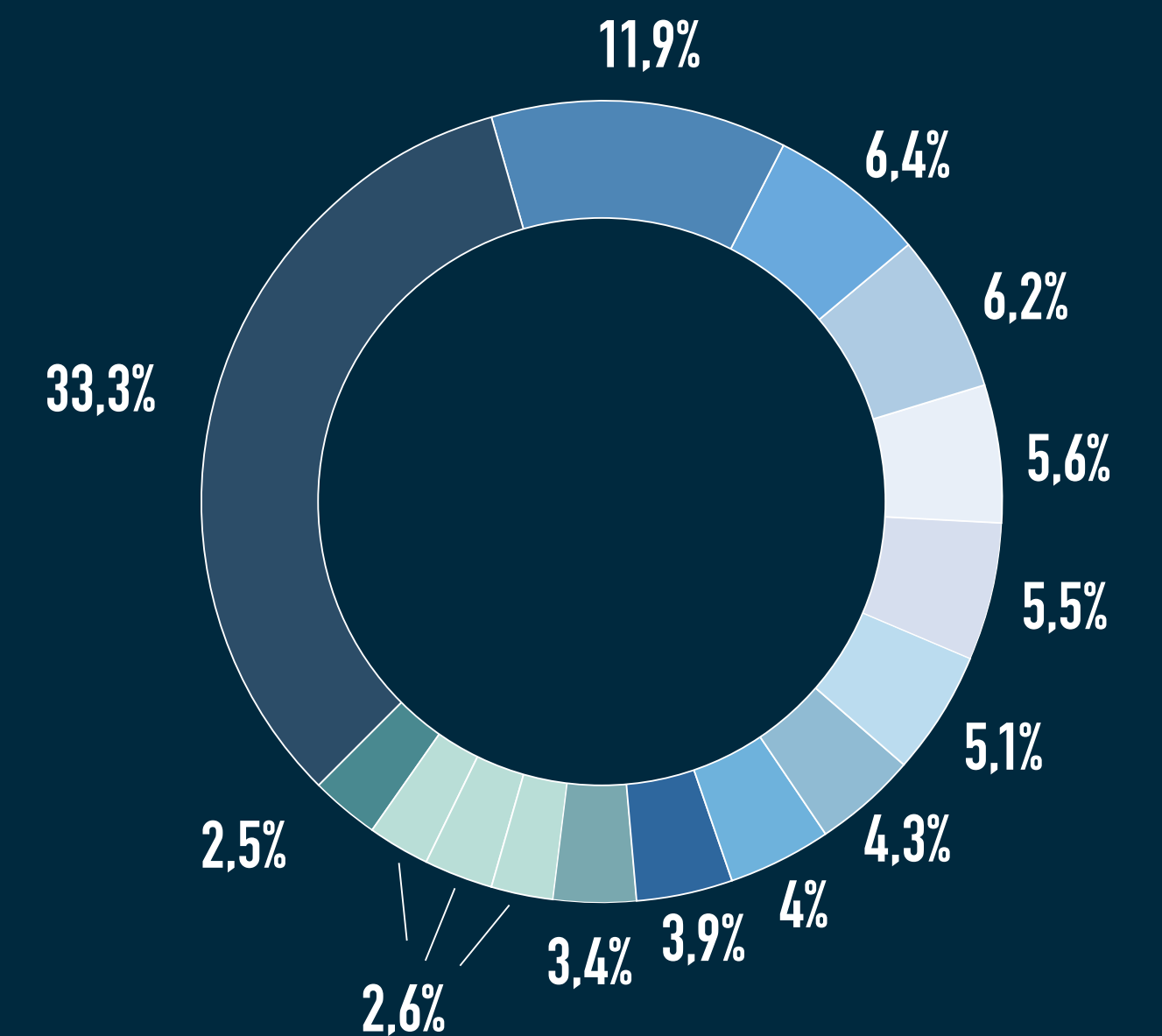
## VISITORS ACTIVITIES



## TOP 5 COUNTRIES

(Italy not included)

Switzerland | Germany | Romania | France | Turkey



Visitor profile



# INCOMING BUYER

Logistics

Supply chain

Cargo

Retail

Freight



Innovation

Economy

Work

Connection

Customer

port

Import

eting

Industry

Manufa

Shipp

Loa

De



# PROMOTIONAL CHANNELS

Choosing TRANSPOTEC LOGITEC means having numerous promotion opportunities and visibility, before, during and after the exhibition.

The communication plan, which includes on and off line tools, allows both Transpotec Logitec and its clients to be always reachable on the market, maintaining a constant dialogue with the whole community.

All exhibitors will have a personal page on the catalogue of the exhibition, in which they can present their innovative products.



**Broadcasting:**  
participation in  
programmes on  
themed channels



**Advertising  
campaign**  
(Italy and  
overseas)



**Press Office and  
Public Relations**



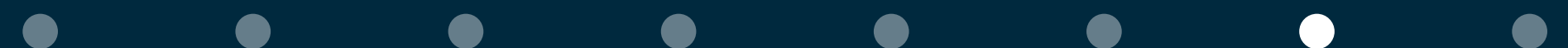
**DEM  
campaigns**



**Newsletter  
campaign**



**Social media &  
community management**



# THE EVENTS

Workshops, conferences and seminars will complete the exhibition offer, creating interesting opportunities for discussion on market trends and the challenges facing the sector.

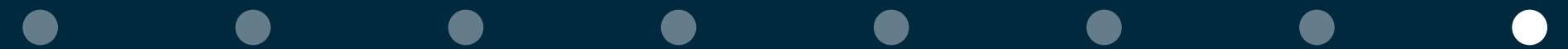
Do not miss test drives that will take place in outdoor areas adjacent to the pavilions, as well as rallies of decorated and unique vehicles that will make the visit to the fair a great experience.

## EDITION 2022

**21** FORMATIVE EVENTS

**750** TEST DRIVES

**250** DECORATED TRUCKS FOR THE FIRST TIME AT METS (MILAN EUROPEAN TRUCK SHOW)



# SUSTAINABLE MOBILITY OF GOODS AND PEOPLE

Transpotec Logitec, Italy's leading event for trucking and logistics, and NME - Next Mobility Exhibition, the event dedicated to vehicles, solutions, policies and technologies for a sustainable mobility system will be held simultaneously from the next edition at Fiera Milano.

The two exhibitions will each maintain their own identity, but will offer added value to operators interested in both markets.

The physical proximity will allow important opportunities for discussion on aspects common to the two sectors. First of all, the **energy transition** and **new prospects for infrastructure renewal**, key issues for the sustainable development of transport and logistics for goods and people, especially in view of the deadlines set at European level.

The contact point between the two markets will be the new increasingly sustainable motorizations, the common need for recharging infrastructure, and R&D efforts to develop innovative and increasingly widespread technologies to reduce or zero emissions and improve travel times.



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