



**SITL - TRANSPORT & LOGISTICS INNOVATION WEEK**  
**26 – 28 MARCH 2019 – PARIS, PARC DES EXPOSITIONS - PORTE DE VERSAILLES – HALL 1**

**Press release**  
**Wednesday 3 April 2019**

## **SITL – report on 2019 – looking ahead to 2020**

SITL 2019 took place from 26 to 28 March, at Porte de Versailles in Paris, and has just come to an end. Visitor numbers are up on 2017 by 8.3%, with a total of 30,750 participants in all categories.

SITL 2019 was inaugurated by Mrs Elisabeth Borne, Minister for Transport, and presented 530 exhibitors, with around 100 conference sessions and a whole host of special events, including special interview sessions, the Road Haulers Forum, Open Innovation Tours and Smart Demo. The Logistics Innovation Awards and Start-Up Contest organised with our innovation partner SprintProject and Paris & Co. also saw 7 winners including two promising startups.

**See the report on this edition from Alain Bagnaud, Director of Transport, Logistics & Tourism, and Thomas Desplanques, Director of the Transport and Logistics Division, Reed Expositions France.**

### **What is your perspective on this 36<sup>th</sup> edition of SITL?**

I thought it went really well! We have had good feedback from exhibitors during the trade show, and also in the days after the end of the event, when they had had some time to reflect. They were obviously very happy with the clear increase in visitor numbers from previous years, but also with the quality of visitors. We did a lot of visitor qualification work ahead of the event, which let us run highly targeted marketing campaigns for decision-makers and buyers.

Industry professionals also loved the fact that major brands such as Amazon, Cdiscount and Fnac Darty got involved in the various trade show events. Industry leaders and politicians (at both MP and ministerial level) attended, which demonstrates the importance of this industry to the economy of a country like France. The Open Innovation Tours and Smart Demo also made a big contribution to the success of this edition, drawing in a broad and qualified audience across the 3 days of the trade show.

### **SITL also provides an opportunity to get an idea of the major trends in the sector...**

Yes it does. For example, the digital solution breakthrough continues, and we also saw the increasing importance of robotics and automation. Another trend this year is that a lot of exhibitors wanted to showcase their capacity to offer comprehensive solutions, especially by sharing their stand with partners and startups. Working together provides added value, and some companies succeeded in highlighting the way they pool resources during the trade show. The alternative energy in transport and logistics sector, at the entrance to the trade show this year with the AFGNV (French association for natural gas vehicles) area, and the logistics real estate sector, supported by Afilog, are both on the up.

**In 2020, SITL will be held from 17 to 20 March at Parc des Expositions in Villepinte. What new features can we expect?**

Lots! We will, of course, keep working on the quality of our visitors, and on developing events that are even more targeted on the expectations and needs of our visitors and exhibitors. That is the main work that we do up front, in order to increase our clients' return on investment. Like every year, we will also be focusing on new sector segments, and will, for example, be presenting a 7<sup>th</sup> segment in 2020 - safety-security-cybersecurity, which is a significant issue for logistics operators today and will be covered as part of both the exhibition and the programme of conferences and tours. The international dimension will also feature again as part of the next SITL. We're also planning on expanding the demonstration areas, which are proving very popular, with current themes such as robotics and electric vehicles. Especially since Villepinte is the perfect location for this kind of event! In response to feedback from previous events, human resources will also be covered through conference sessions, and possibly some partnerships, in order to try and answer the questions of businesses that have been struggling to recruit the right candidates for several years. Finally, our job is to promote and recognise the logistics industry. We do everything we can, year after year, to communicate about an industry that represents around 10% of national GDP and several million jobs.

**Photos from the trade show:**

**<https://www.flickr.com/photos/sitl/albums/72157707849624184>**

**Event overview and inauguration photos in attached doc**