

TRANSPOTEC LOGITEC

TRANSPORT AND LOGISTICS
EXHIBITION

MAY 8 - 11, 2024 | fieramilano

CREATING
NEW PATHS.
TOGETHER.

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Co-located with

NME
NEXT
MOBILITY
EXHIBITION
08-10
MAY
2024



FIERA MILANO

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





THE EXHIBITION OFFERING

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.

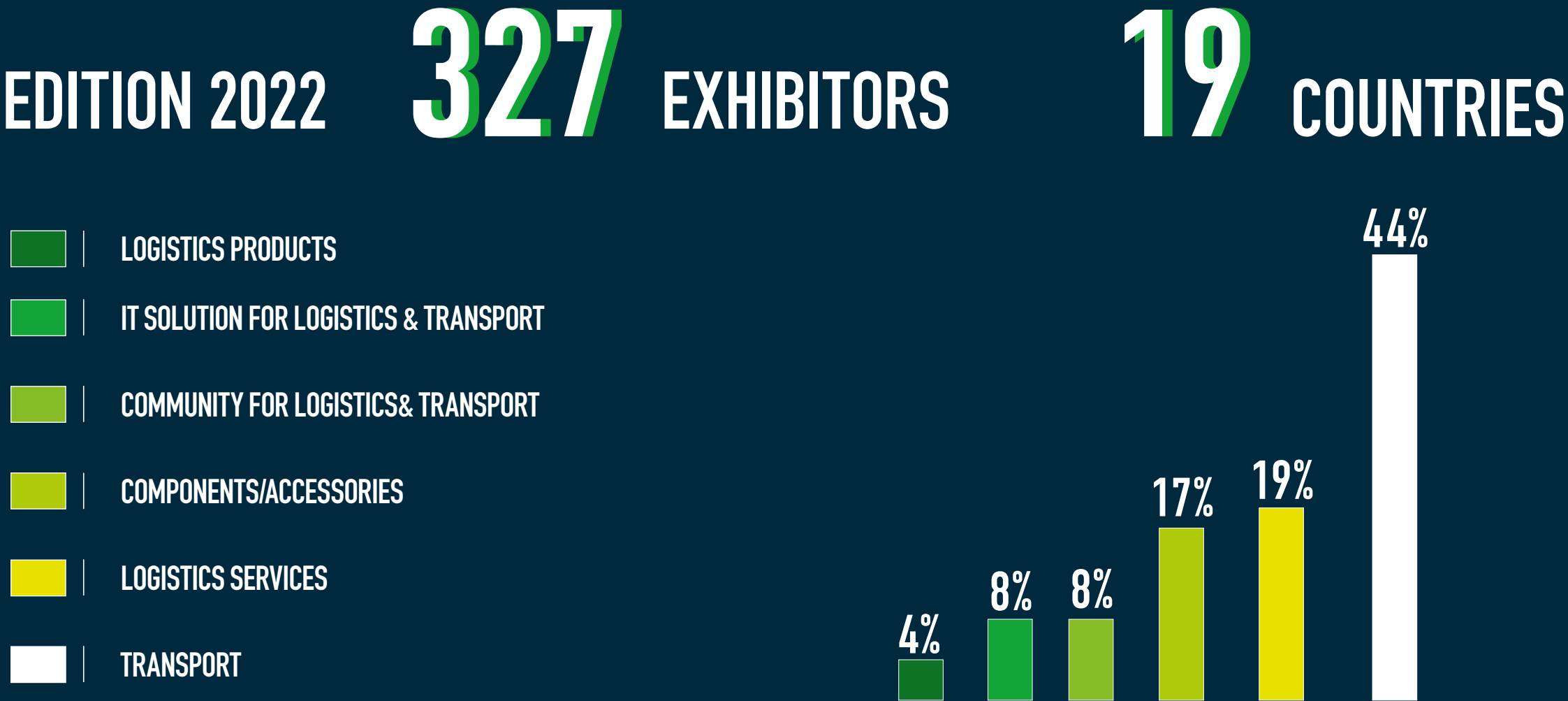
All product categories:

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



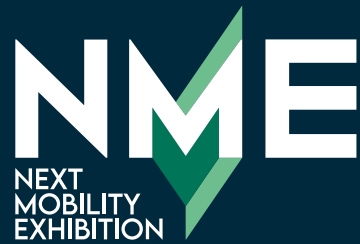
THE EXHIBITION LAYOUT



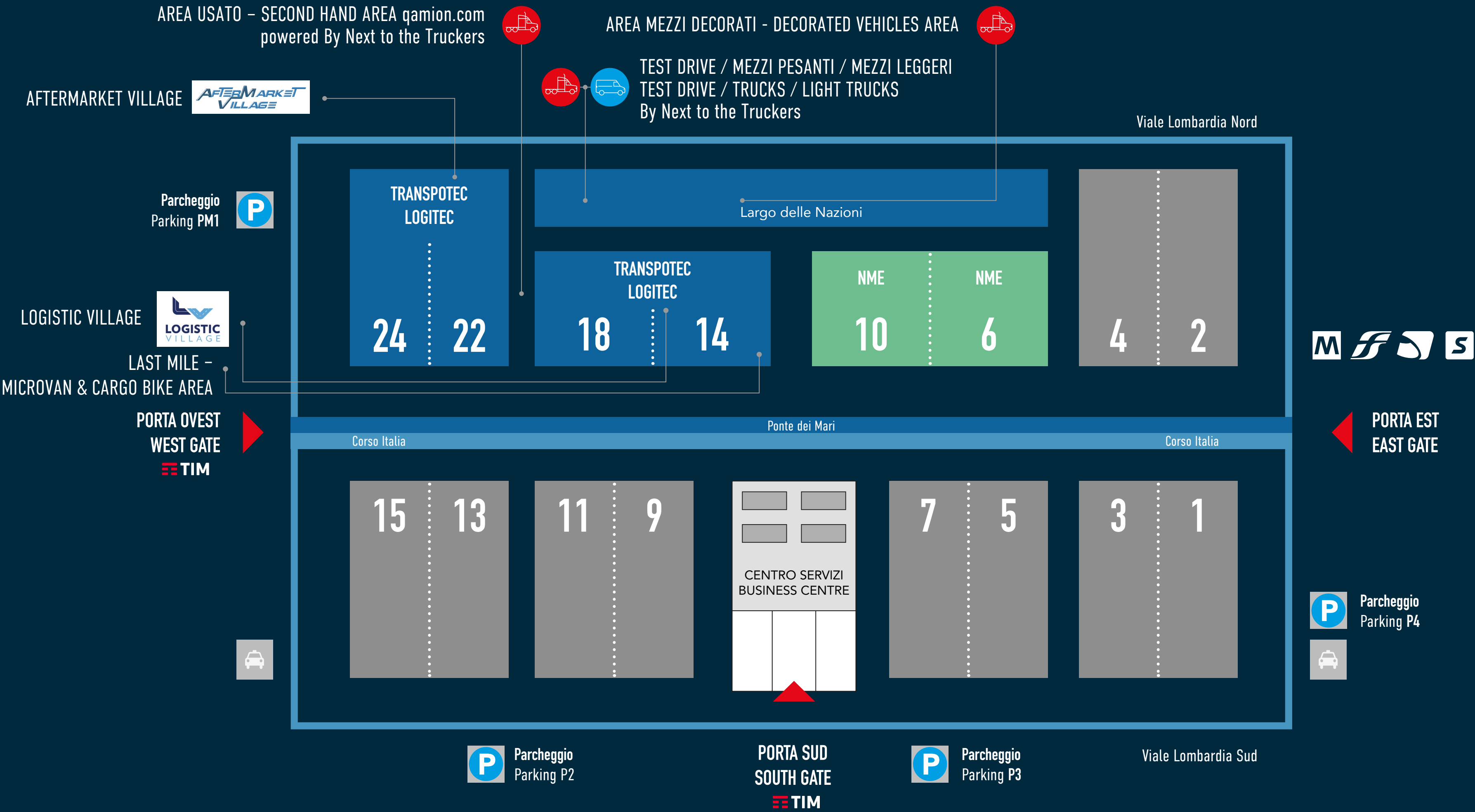
MAY 8 - 11, 2024 | fieramilano

HALLS 14-18-22-24

Simultaneously with:



8 - 10 MAY
2024



The exhibition layout

A close-up photograph of a person's hands on a steering wheel, driving a vehicle. The person is wearing a blue and white checkered shirt. The background is blurred, showing a road and some greenery. A bright light source, possibly the sun, is visible in the upper right, creating a lens flare effect. The text "VISITOR PROFILE" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

VISITOR PROFILE

VISITOR PROFILE

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

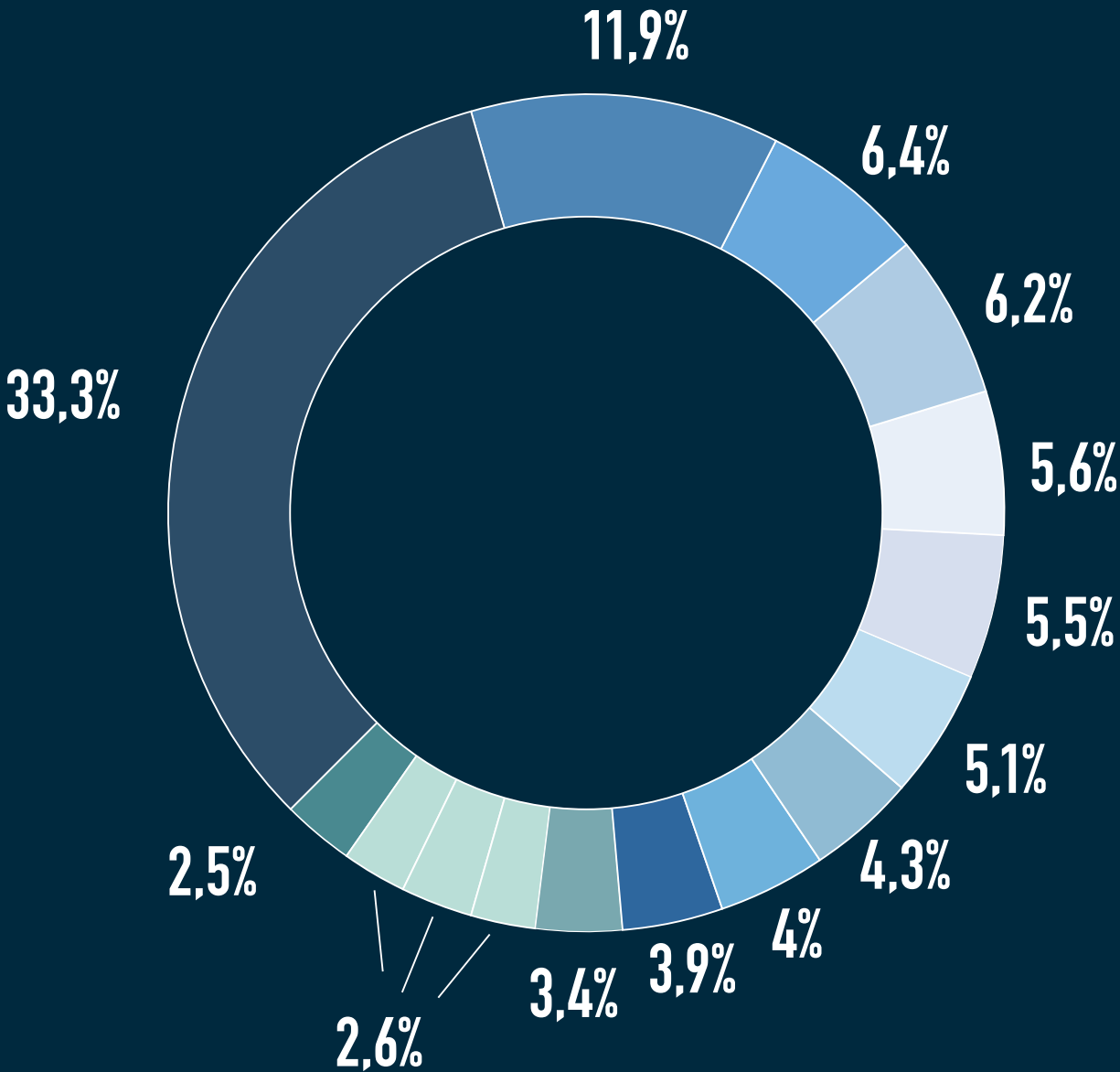
VISITORS ACTIVITIES



TOP 5 COUNTRIES

(Italy not included)

Switzerland | Germany | Romania | France | Turkey



Visitor profile

INCOMING BUYER





INCOMING BUYER

Selected for their geographic origin, decisionmaking power and high spending capacity, Top Buyers benefit from a **dedicated hospitality programme** that ensures their visit to the exhibition is a perfectly organised experience.

Supporting exhibition and buyer interaction, **MYMATCHING**: the **schedule of targeted meetings** planned prior to the event to **create business opportunities** during the exhibition.

EDITION 2022

814

BUSINESS MEETINGS



WHAT OUR BUYERS SAY

Incoming buyer

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

Promotional channels

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.



CONTACTS

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