



Press Office  
Fiera Milano

Rosy Mazzanti  
rosy.mazzanti@fieramilano.it

Mariagrazia Scoppio  
+39 024997.6214  
Mariagrazia.scoppio@fieramilano.it

Fiera Milano S.p.A.  
+39 02.4997.7134  
info@fieramilano.it  
fieramilano.it

## Ufficio stampa / Press office

### TRANSPOTEC LOGITEC: HEADING STRAIGHT TOWARDS MAY 2024. FORD TRUCKS IS ON BOARD

*There is less than a year to go before the next edition, at Fiera Milano from 8 to 11 May 2024, and interest is starting to grow around the event, which is ready to focus on needs, novelties and perspectives of freight transport and logistics market.*

Milan, 21 September 2023 - There is already excitement in anticipation of the next edition of **Transpotec Logitec**, Italy's leading event in the freight transport and logistics sector, which **will return to Fiera Milano from 8 to 11 May**.

**More than 100 exhibitors have already registered** for the 2024 event and the vehicle **manufacturers**, who have already shown in past years that they recognise Transpotec Logitec as a unique and strategic event for the sector, are already organising their participation for 2024.

Among them, **Ford Trucks is already on board**: *“For us, exhibit to Transpotec 2024 is a milestone. We introduced ourselves to the market in the 2022 edition with our plans for the near future, and this year the public will see how these have unfolded. We are really looking forward to attending this important event, which we consider a milestone among the trade fairs in our industry, and we are looking forward to meeting all the public once again to present the entire Ford Trucks product range – with completely renewed engines and tractors - and the new projects underway, with a focus on efficiency and sustainability”* – stated **Lucia lavarone, Ford Trucks Italy's** Marketing and Communications Manager.

What is coming up will be a fundamental edition to talk about the **urgencies and challenges that the sector is facing**: there will be discussions on the technologies, solutions and infrastructures put in place to manage the **energy transition** and the evolution of **last-mile logistics**, but also on the subject of **skills**, which are indispensable to train a new class of haulage professionals up to the level of the evolution of means and processes.

A reflection that had already begun last edition, but that now needs further acceleration, especially in the light of the regulations approved by the European Union, which impose a stop, by 2035, on the production of endothermic engines for cars and vans and a 90% reduction in emissions, by 2040, for heavy vehicles, fundamental steps towards the zero emissions planned for 2050.

Transpotec Logitec 2024 will be the right place to find out where everyone stands, to assess the main innovations in **trucks, commercial vehicles, body trailers, micromobility for the transportation of goods, integrated logistics solutions and the new intermodal logics** that are radically changing the world of road transport, but also to **test new products, network with others and stay informed**.

**Press Office  
Fiera Milano**

Rosy Mazzanti  
rosy.mazzanti@fieramilano.it

Mariagrazia Scoppio  
+39 024997.6214  
Mariagrazia.scoppio@fieramilano.it

**Fiera Milano S.p.A.**  
+39 02.4997.7134  
info@fieramilano.it  
fieramilano.it

The event wants to be a hub for international debate and to present to the institutions the demands of a key market, which today more than ever demands new support strategies.

### **PARTNERSHIPS THAT CREATE VALUE**

To share the innovation of the sector and encourage the exchange of skills and know-how, **partnerships** are being renewed with the main entities in the sector.

The **Aftermarket Village**, the global exhibition concept for the truck aftermarket, organised by PARTS TRUCK and LOGISTICA&TRASPORTI magazines, is now in its fourth edition. With an exhibition space of more than 2,500 square metres, the Village will host parts, components and equipment manufacturers, service providers and distributors, and will, as always, be organised with business networking and training zones for industry professionals to meet and exchange ideas.

In the outdoor areas of the fair, in Largo Nazioni, in cooperation with Next to the Truckers, a **test drive** area will be set up for **trucks**. Visitors can get on board and experience first-hand the latest vehicles from the manufacturers present at the exhibition and the widest range of engines - diesel, gas and electric - accompanied by instructors. Because when it comes to large transport vehicles, novelties have to be tested on the road.

Also outdoors, and again in cooperation with Next to the Truckers, will be the **Second Hand Area**. With the circular economy in mind, Transpotec Logitec could not miss a moment dedicated to second-hand vehicles, selected by the best dealers according to strict reliability and safety standards, and available to the public for information and purchase.

Finally, on Saturday 11 May, there will be the large **customised vehicles rallies**, which will transform the outdoor area into a veritable party, colouring the last day of the event with passion and creativity. Airbrushed exteriors, interiors in the most varied materials, the best in customisation, but also technological innovation to increase safety and comfort on the road - all this and much more will close the four-day freight transport event.

### **POSITIVE SINERGIES**

New for this edition, **NME - Next Mobility Exhibition**, the event dedicated to means, solutions, policies and technologies for an integrated sustainable mobility system, **will take place simultaneously** with Transpotec Logitec. The show will be held from 8 to 10 May.

At a time when Italy is becoming increasingly important in the field of sustainable mobility at international level - with Milan at the forefront - NME proposes itself as a hub for meeting and discussion on a theme that represents important driver of growth.



**Press Office  
Fiera Milano**

Rosy Mazzanti  
rosy.mazzanti@fieramilano.it

Mariagrazia Scoppio  
+39 024997.6214  
Mariagrazia.scoppio@fieramilano.it

**Fiera Milano S.p.A.**  
+39 02.4997.7134  
info@fieramilano.it  
fieramilano.it

Based on a project conceived in close synergy with the main associations and academics involved in the development of a sustainable and integrated mobility system, the event has recently confirmed to **Pierluigi Coppola**, full professor of the Polytechnic of Milan, the role of **President of the Scientific Technical Committee**.

Three the key topics of the 2024 project: **energy transition, digitalization and innovation, modal integration**. Three guidelines that represent important points of contact with Transpotec and three great shared challenges on which the future of all players involved in the transport of things and people is played.

[www.transpotec.com](http://www.transpotec.com)  
[www.nextmobilityexhibition.com](http://www.nextmobilityexhibition.com)