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TRANSPOTEC LOGITEC 2022: AN ECOSYSTEM FOR ROAD TRANSPORT PROFESSIONALS

The reference event for the sector will be a unique opportunity for a relaunch: offerings and training with operators and their needs at their heart

Milan, 20 July 2021 - Six months from its inauguration, **Transpotec Logitec** - the reference event for the world of road transport and logistics to be held **at Fiera Milano from 27 to 30 January 2022** - is preparing to offer a rich range of products and content in **four halls (14,18, 22, 24) plus the large outdoor area in Largo Nazioni**.

MARKET OPPORTUNITIES

After the complex situation in 2020, which, due to the pandemic, saw in Italy a sharp slowdown for the industrial and commercial vehicles market, the first five months of 2021 showed important signs of restarting (11,363 new trucks, equal to + 49.1%, according to ANFIA data).

On the one hand, therefore, the fair will highlight the commitment of manufacturers, who are proposing increasingly sustainable and highly digitalised vehicles, designed with an eye to opportunities for savings, starting with aerodynamics and ending with alternative engines. On the other hand, great attention will be paid to drivers, for whom continuous updating is essential, enabling them to drive increasingly sophisticated vehicles and manage new responsibilities deriving from an increasingly demanding clientèle.

If 2020 was the year in which road transport proved to be indispensable for the country's systems, despite the complex situation for the vehicle market, and 2021 is the year of signs of recovery, the next edition of Transpotec Logitec will be the first event in a year of new awareness for all sectors.

HAULIERS AT THE CENTRE

Once again, Transpotec Logitec is preparing to place the haulier at the centre of a dedicated ecosystem that will provide updates on vehicles, equipment and services, and will also be an opportunity for meetings and training.

The **exhibition range** will offer the latest news on light commercial and on heavy duty vehicles, including alternative engines, hybrids, and also gas and advanced diesel, without forgetting towed vehicles, with trailers equipped with every kind of set-up, from controlled temperature to quarry-site.

This will be a unique chance to see vehicles, live, and get on board after almost two years of absence of events in the sector, to try out novelties and discover their characteristics, in direct contact with the manufacturers' managers.



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Ample space will also be devoted to fleet services, with latest-generation software designed to monitor loads and fleets at all times, offering real-time information and continuous contact between drivers, vehicles and operations centres.

There will also be **special dedicated areas**: the **Aftermarket Village** is back, organised by DBInformation with Parts Truck and Logistica&Trasporti magazines, with the participation of leading companies from the world of components and after-market distribution, to offer visitors the widest range of products and solutions for the maintenance and repair of trucks. Sign-ups by exhibiting companies have already exceeded those of the last event.

The **Logistic Village**, organized by DBInformation and FIAP, is now in its second version as a space devoted to enhancing the close relationship between road transport and logistics, promoting a meeting between operators in the sector and the most advanced customers, who today are particularly careful to select reliable partners and not just simple suppliers of transport and services.

Digitalization has changed the way we drive, and new engines have changed the way we look at efficiency and cost savings. This is an unstoppable evolution that must also be understood through constant professional training. Transpotec Logitec's rich **calendar of training events** will aim to meet the needs of every professional interested in a course that is appropriate and useful to their own professional goals.

Trade associations, publishers and institutions will present information events on wide-ranging initiatives and on the regulatory frameworks essential for the sector, and there will also be opportunities for technical training on specific topics, such as the **Transpotec Academy** organised in collaboration with EventT, which provides professional courses lasting one hour, for an agile training path dedicated to professionals at all levels.

Finally, there will be **test drives**, in the large outdoor area overlooking the pavilions, to allow you to better understand the performance of vehicles, both LCVs and heavy-duty vehicles, and to identify the features that best suit your needs and those of your fleet, thanks to direct contact with professional testers and instructors.

The weekend confirms the space devoted to a profession that becomes a passion: Transpotec Logitec will be enlivened by the colours of **decorated rallies**, which will occupy the outdoor areas on **29th and 30th January** with hundreds of vehicles from all over Italy, all featuring unusual fittings.