



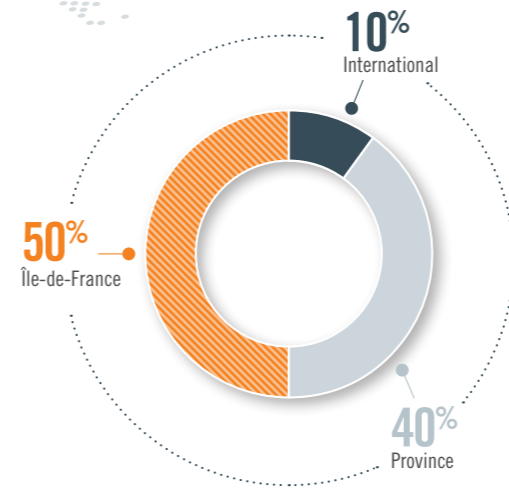
2019 REPORT

THE INDUSTRIAL SUPPLY CHAIN AND TRANSPORTATION INNOVATION SHOW

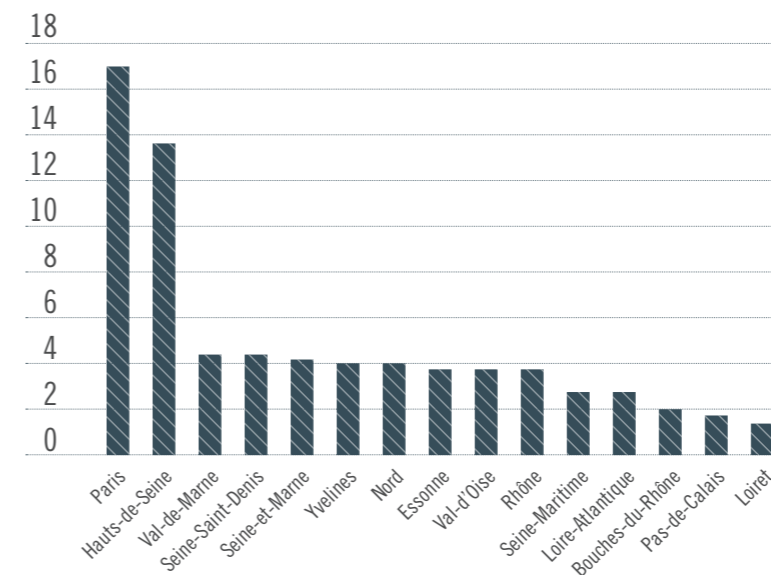


VISITOR PROFILE

There were 2% more **international visitors** than in 2017, from 77 countries, for a **10%** share of all visitors. The most represented countries, in decreasing order, were Belgium, Morocco, Spain, Germany and Italy.



Half of all visitors came from the Île-de-France region in and around Paris. The second most represented regions were the Auvergne-Rhône-Alpes and Hauts-de-France regions, accounting for 8% of visitors each, followed by Pays de la Loire with 5%. The most represented French départements were Paris and the Hauts-de-Seine, with 31% of visitors.



2019 IS A NEW ERA FOR SITL, WHICH IS NOW THE TRANSPORT & LOGISTICS INNOVATION WEEK. This new position and momentum will feature major themes and events, new spaces, new exhibitors, a reworked conference programme, three days of innovation, meetings and insight into a key economic sector, within the context of major regional and international trends. The brand has been improved by bringing together the 6 following sectors: Intralogistics, Transport Next Generation, Real Estate and Logistics Infrastructure, Technologies and Information Systems, Transport and Logistics Services, Robotics & A.I. From 26 to 28 March, Hall 1 at Porte de Versailles hosted **554 exhibitors**, up 9% from 2017. Over three days, the programme offered visitors over 90 conference sessions, workshops, interviews, 2 competitions, around 30 Smart Demo demonstrations and the new robotics space. Visitor numbers were up **8.3%** from 2017, with a total of **30,750 professionals** attending.

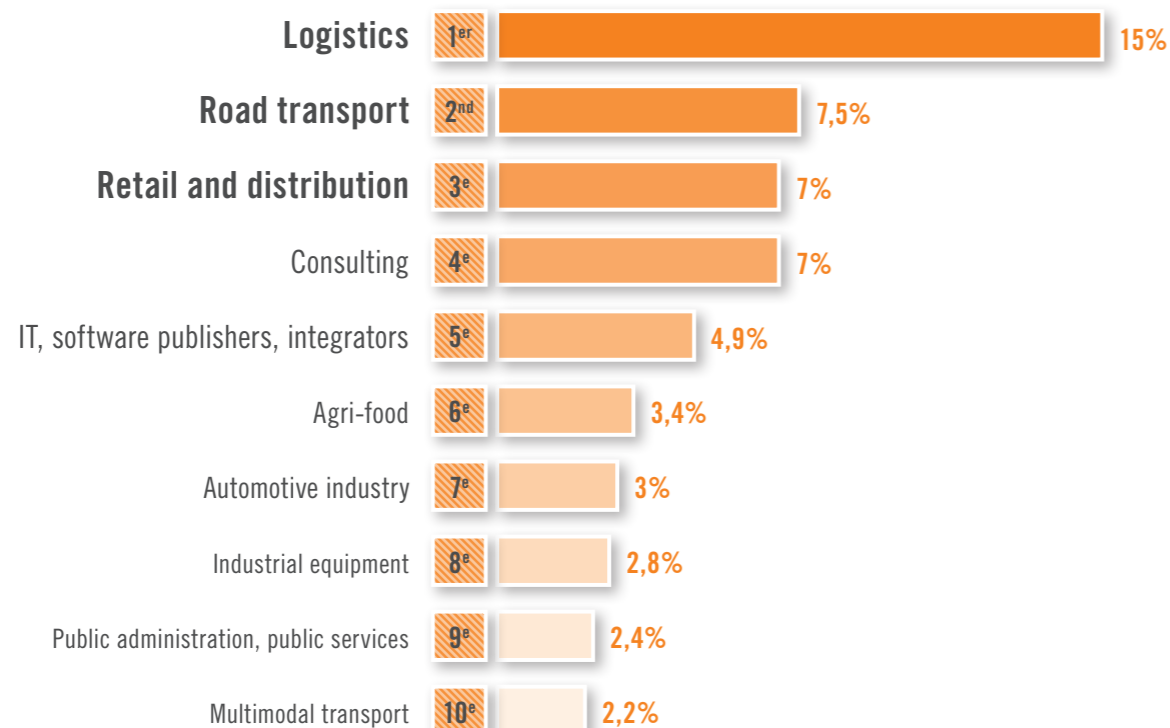
A KEY TRADE SHOW

FOR DISTRIBUTORS AND MANUFACTURERS

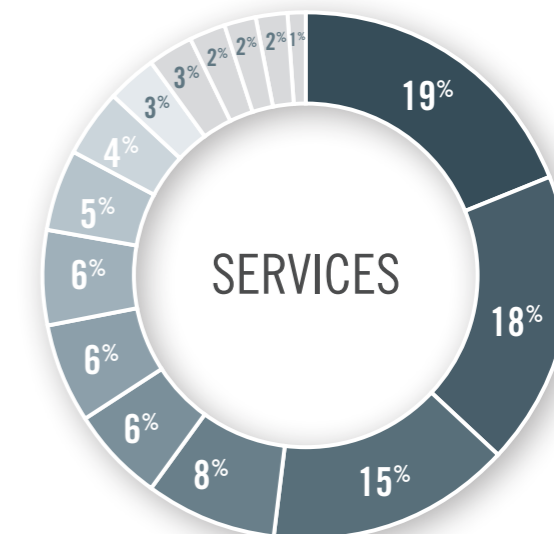
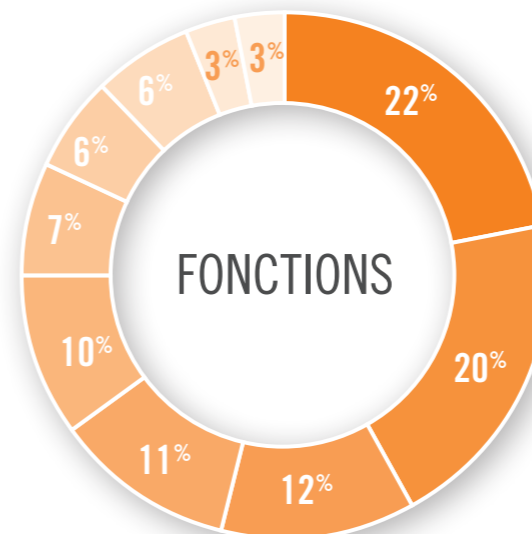
67
BUSINESS SECTORS

SITL visitors came from **67 business sectors**, most from road transport (8% of visitors), followed closely by retail and distribution (7%). The most represented industries were the **agri-food industry** (13%) and the **automotive industry** (11%).

TOP 10 BUSINESS SECTORS



STRONG REPRESENTATION OF LOGISTICS AND SUPPLY CHAIN DECISION-MAKERS



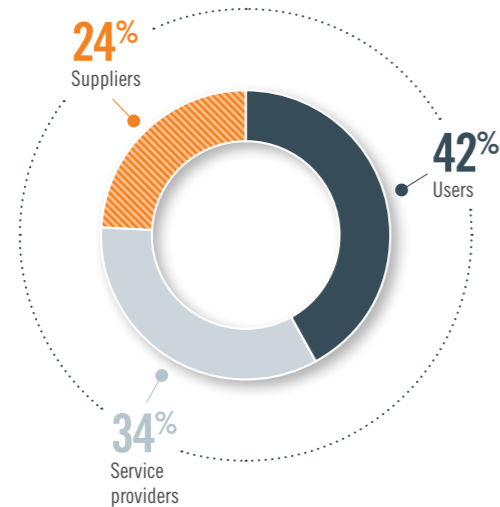
- Manager
- Director
- Project / Product / Market Manager
- Managing Director, Assistant Managing Director, General Manager
- Mission / Research / Business / Customer Officer
- Chair & CEO / Chair / Vice-Chair
- Technician / Developer / Engineer
- Consultant / Lawyer
- Student / Job seeker
- Agent / Shipper / Logistics operator

- Logistics / Warehousing / Logistics platform / Site
- Retail / Sales / Large accounts
- General Management
- Supply chain
- Purchasing / Supply
- Transport / Transit
- IT / Information systems
- Marketing / Communication
- Design / Consulting
- Real estate
- Strategy / Development / Projects
- Administration / Management / Finance / Accounts
- Methods / Quality / Technical / Organisation
- Import / Export / International
- R&D

Managers, directors and general managers are all positions highly involved in company logistics and supply chain project decision-making, and were well represented at the trade show. Note the high percentage of general managers who make the final decisions for companies.

These figures demonstrate the outstanding quality of visitors in terms of their positions and departments, led by logistics, senior management, supply chain, purchasing and transport. Sales representatives, in second place, are also clients of some of our exhibition sectors. A good number of them are purchasing consultants.

SITL'S CORE TARGET: TRANSPORT AND LOGISTICS SOLUTIONS USERS



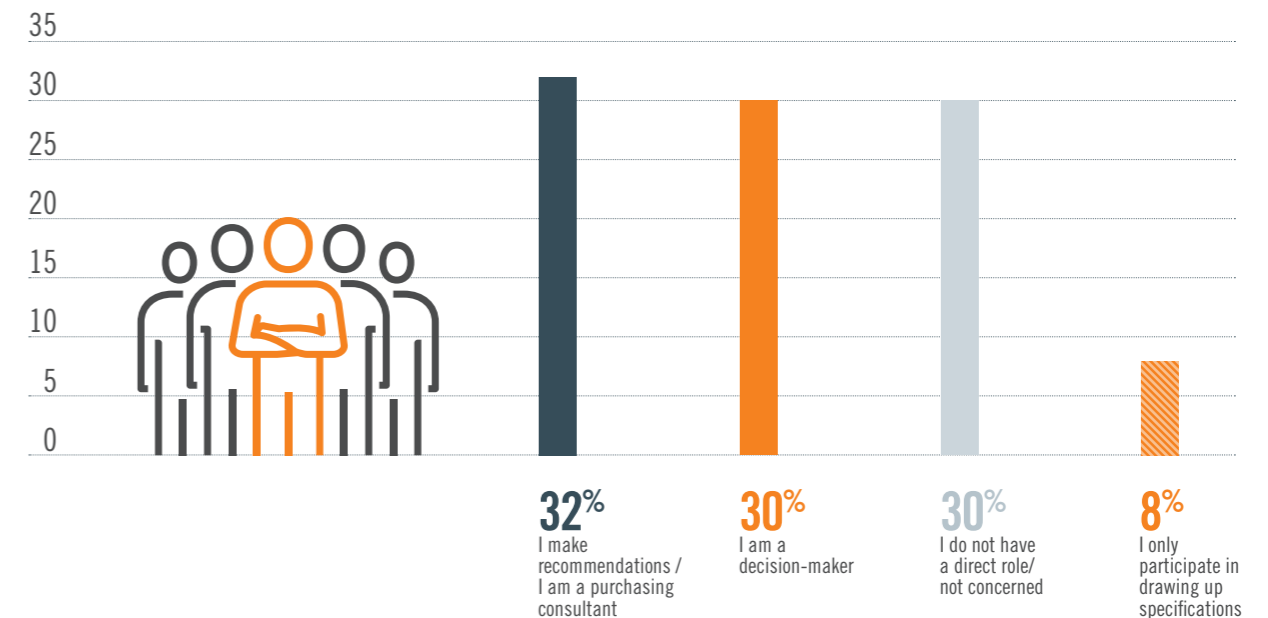
SUPPLIER: You supply equipment and solutions to transport & logistics users and/or providers

SERVICE PROVIDER: Your company provides transport and logistics services to users.

USER: You are part of an industrial, retail or distribution company with transport, logistics, freight forwarding and/or handling needs.

SITL primarily targets transport and logistics service users who make up 42% of visitor numbers. Service providers, some of whom are also buyers from other sectors at the trade show, hold second place with a share of 34%. Finally, suppliers of equipment and solutions to transport & logistics users and/or providers, represent nearly a quarter of visitors.

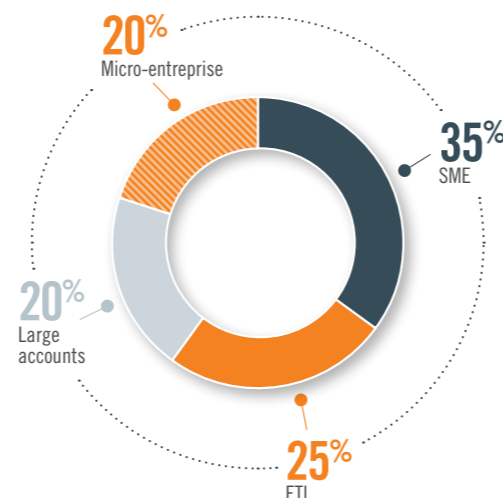
DECISION-MAKERS MAKE UP THE LARGE MAJORITY OF VISITORS



70% of all visitors play a role in the transport and logistics strategy of their company. The majority make recommendations or are purchasing consultants (32%), followed closely by final decision-makers (30%). Only 8% participate in drawing up specifications.

SMEs AND ETIs LEAD THE WAY

Small and medium businesses account for the most number of visitors. Intermediate-sized enterprises (ETI) are very strongly represented. These two categories are vital for SITL exhibitors looking for new clients.



MAJOR BUYERS PROGRAMME



The **Marco Polo Club** includes 385 transport and logistics decision-makers from industry, commerce and distribution who attended SITL 2019. This growing list of members enjoy exclusive advantages at the trade show, such as free access to the VIP & MARCO POLO space, preferential seating in conference rooms, a free cloakroom, and the use of rooms for hosting conference sessions. Some of them are members of the strategic committee which meets several times a year to discuss strategy. They also use their industry knowledge to judge the innovations entered for the Innovation Awards and Start-Up Contest.

EXHIBITORS

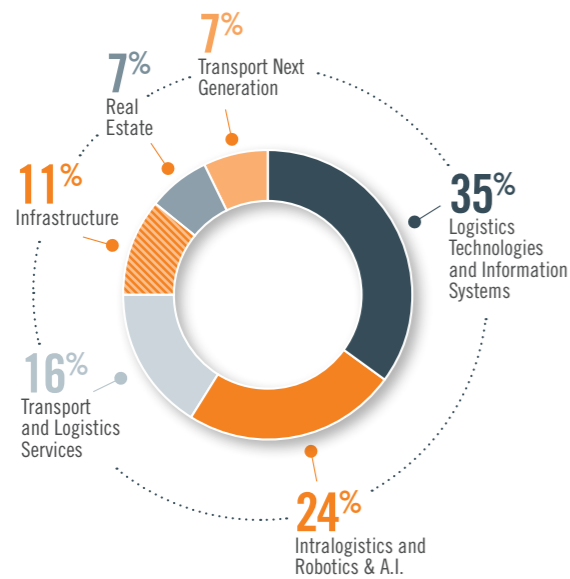
FROM ACROSS THE MARKET

The 2019 edition featured **554 exhibitors**, **43%** of which were **first-time exhibitors** and **14%** from **outside France**. SITL brought together major service providers.

42 startups were able to exhibit in the Start-up Lab, the trade show's special village for startups.



Stands covered all aspects of transport and logistics. At SITL at Paris Porte de Versailles, the **leading exhibition sector** was **“Logistics Technologies and Information Systems”** (35%), followed by the Intralogistics and Robotics & A.I. sector (24%), with Transport and Logistics Services in third position (16%).



The Robotics & A.I. sector, launched in 2019, had a dedicated demonstration space where robotics solutions were showcased under operational conditions.



A BUSINESS MEETING SPACE

The business meeting space was organised around **4 themes**: urban logistics and e-commerce, cold chain, rail freight, dangerous goods, and featured **26 exhibitors**.



URBAN LOGISTICS AND E-COMMERCE



COLD CHAIN



RAIL FREIGHT



DANGEROUS GOODS



SMART DEMO: DISCOVERING THE SECTOR'S INNOVATIONS UNDER REAL CONDITIONS

For the 3rd consecutive year, the 400 m² of the Smart Démo area featured demonstrations of transport, logistics, artificial intelligence and robotics equipment and solutions. Exhibitors presented working examples of their products to visitors interested in discovering **innovative solutions that will boost performance**. Private tours for employees from the same company were organised to try out and see demonstrations with all the decision-makers working on the same logistics projects, including Supply Chain, Purchasing, Information Systems, Transport, and Finance directors. Biomérieux, L'Oréal, SNCF, Métro France and La Poste all took private group tours.

This year, the area featured **24 demonstrations** in an immersive tour.



VEHICLE EXHIBITION AND TEST CIRCUIT



In a continuing effort to showcase and provide a real-life testing ground for equipment, a test circuit and vehicle exhibition area was set up at the trade show entrance. Three exhibitors from the Transport Next Generation sector (**Colibus, VUF and Cobrane**) let visitors try out their electric and/or LPG vehicles. **Star Service** showed off its three-wheeled delivery vehicle and **RedE Scooter** presented its electric urban delivery motor scooter.



CONFERENCE SESSIONS AND WORKSHOPS:

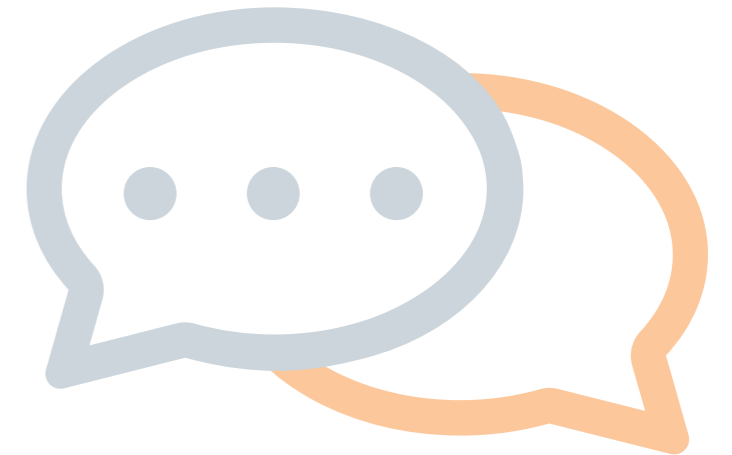
HIGH PARTICIPATION RATES



90
conferences
sessions
8512
participants

SITL has offered a full conference programme since the trade show was first launched. This year, a total of **90 conference sessions, workshops and interviews** were available for visitors. Attendance rate grew strongly, with **8,512 participants** attending, **up 28%** from 2017.

We were honoured to welcome **Mrs Elisabeth Borne, Minister for Transport**, to inaugurate the trade show and meet a number of exhibitors. Various **leading figures** accompanied her for the cutting of the ribbon and the opening session on social and environmental challenges and how the transport and logistics sector needs to adapt to changes to the French economy. This theme was hosted by Jean-Marc Vittori, a journalist from *Les Echos*, and involved speeches from a number of important names from across the sector: Marie-Christine Lombard, CEO of GEODIS – Ronan Bolé, President of AMAZON LOGISTICS France - Éric Hémar, Chairman and CEO of ID LOGISTICS - Philippe Barbier, President of the Bulk and International Retail Confederation (CGI) and Vice-Chair of the Pomona advisory board – Benoit Simian, Member of the National Assembly and Rapporteur for the GIRONDE département Infrastructure and Transport budget. This opening session was the most popular in the conference programme, with 350 people in attendance.



After the success of the **interview session** with Amazon in 2018, this exclusive format returned for 2019, with Karine Vergniol, from French news station BFM Business, interviewing representatives of two big players: **Fnac Darty** Director of Operations, Olivier Theulle, and Assistant Managing Director at **Cdiscount**, Pierre-Yves Escarpit. Two key events that dug beneath the surface with these key players, giving visitors in-depth insight into these companies' logistics strategies and best practices.

ROBOTICS The new **Robotics & A.I.** sector also included a new series of 3 conference sessions for companies of all sizes focusing on the following subjects: “Helping small and medium enterprises implement robotised logistics projects: a vital development strategy”, “Homo-logisticus in an age of robots: how has the relationship between humans and machines changed and how will it boost performance”, “Cobotics (collaborative robotics) at the heart of the future of warehouse 4.0”. Around 120 participants attended each of these 3 conference sessions.



ROAD HAULERS FORUM In order to reinvigorate the transport sector at the show, SITL 2019 held the “**Road Haulers Forum**”. This involved a number of senior executives, including Dominique Derval from Transports Serge Derval, a member of the Astre group, Arnaud Ageneau from the Ageneau Group, a member of the Tred Union group, Marc Ficheux from the Blondel group and Patrick Lahaye from the Lahaye group. This event was hosted by Wilfried Maisy, Editor-in-chief of TRM Le Guide.



BLOCKCHAIN The session on **blockchain** went beyond the hype and simplistic descriptions with real-life examples of applications from Engie and Vékia, La Poste and Ownest, and A-sis Savoye. The conference session attracted high numbers of visitors interested in innovation, with a total of 301 participants.



CYBERSECURITY With cyberattacks on the rise and businesses investing increasingly in protecting themselves, SITL decided that a new session on **cybersecurity** was essential. We were honoured to welcome speakers recognised for their expertise in the field: Colonel Eric Freyssinet, Head of the Digital Mission for the GENDARMERIE NATIONALE - Vincent Riou, Director of Cybersecurity for CEIS and CEO of Bluecyforce - Georges Fenech, Magistrate.



Human Resources was also a key theme in this 37th conference programme, focusing on recruitment difficulties, the attractiveness of the logistics sector, employer branding and new professions. Randstad, a permanent and temporary recruitment specialist presented a barometer of management and non-management salaries in the transport and logistics sector. The Human Resources Directors from Stef and Geodis also took part in this session to talk about their companies’ employer branding. Eric Ballot, a teacher at the Ecole des Mines engineering school and the Jobology group covered training and new professions.

Beyond these key topics covered in 2019, the **multi-theme programme** also offered conference sessions on rail, air, sea and inland waterway freight, dangerous goods, import/export (for which the theme of Brexit attracted a large number of participants), new energies, urban logistics, logistics real estate, the cold chain and sustainable development.

TOP 5 CONFERENCE SESSIONS



1^{er} 350 participants	OPENING SESSION → “Social and environmental challenges, digital disruption and regulatory requirements: how is the transport and logistics sector responding to changes to the French economy?”
2nd 301 participants	A.I. & BLOCKCHAIN → “Beyond the hype, what kinds of applications do they have in logistics?”
3^e 209 participants	BREXIT
4^e 189 participants	INTERVIEW WITH FNAC DARTY → “An omni-channel industrial structure unique in Europe”
5^e 188 participants	URBAN LOGISTICS → “Innovation at the heart of urban logistics: how can you deliver to customer premises?”

A RANGE OF INNOVATIVE SOLUTIONS

PRESENTED AT SITL COMPETITIONS



70
Entrants
462
Participants

Once again, the 4th Start-up Contest and the 19th Innovation Awards attracted a large number of participants, with a record **70 entrants** in seven categories, who presented solutions of outstanding quality. The 2019 entrants highlight the challenges facing supply chains in the fields of digital technologies, the environment and sustainable mobility.

The Start-up Contest Final included a series of 10 dynamic pitches from shortlisted entrants and the Innovation Gala awards ceremony attracted a large number of professionals, with 247 and 215 participants respectively.



THE START-UP CONTEST

Organised with



Innovation partner

On the morning of 27 March, the ten startups shortlisted after deliberation on 12 March were asked to deliver a 3-minute pitch before a jury of professionals and an enthusiastic and attentive audience.



The shortlisted finalists included:

- K-RYOL
- DELAPLACE.PRO
- SIDE.CO
- WAKEO
- KOOVEA
- ELLIS CAR
- TRANSITEO
- SKU SCIENCE
- PILOTEO
- OVRSEA

There were two winners, with **Wakeo** receiving the Jury's Award and **Side.co** the Audience's Award.

★ JURY'S AWARD: WAKEO

Wakeo offers a real-time visibility SaaS platform for multi-modal B2B transport (shipping, air and haulage) in order to help manufacturers and carriers improve the customer experience, optimise their operations and make transport performance more objective. The target market is freight forwarding (international goods transport). Wakeo works with 2 types of professionals that manage particularly complex global supply chains and encounter the same difficulty of fragmented transport chains and the need for operations visibility: major corporations working in various industries including the automobile, aeronautics, pharmacy, chemicals, luxury and high-tech sectors, and forwarding agents looking for an answer to the following two questions: "where are my goods?" and "when will they arrive?".

★ AUDIENCE'S AWARD: SIDE.CO

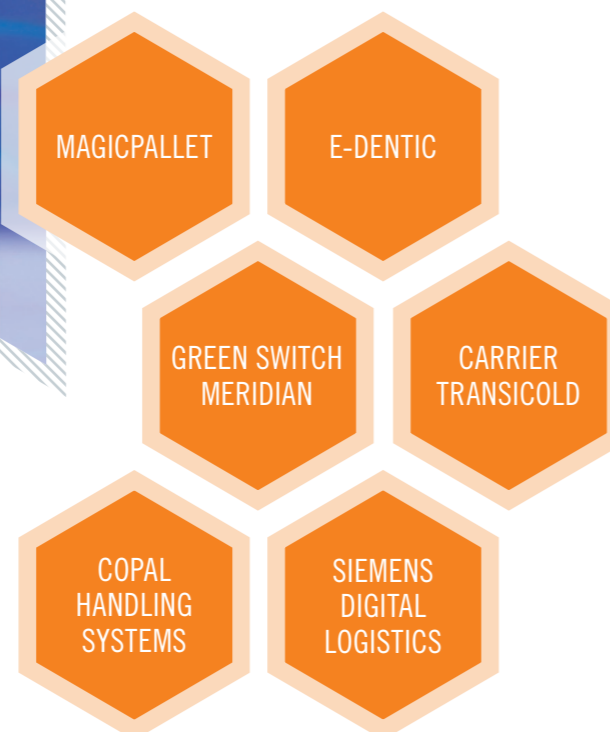
Side is a new occasional working experience that is revolutionising temporary employment. The mobile app allows applicants to work for 1 day to 2 months at top Logistics and Retail companies. It is an easy-to-use platform where companies can post job opportunities, manage their schedules and pay Siders (people who work through Side), 24/7. This innovation is designed for businesses looking for a quick and simple solution to work with the best candidates for order picking, inventory, handling and customer service, etc. for one day to a few months. It's also for job hunters looking for work, wanting to improve their skills and earn money at a given moment in their lives.

THE INNOVATION AWARDS

19^{ème} Prix de l'INNOVATION LOGISTIQUE



All the winners received the **traditional Charioteer head**, which has been associated with the Logistics Innovation by SITL Awards since their creation. This year, there was an added surprise as the award had been given an overhaul with a contemporary blue and translucent look.



MagicPallet, E-Dentic, Green Switch Meridian, Carrier Transicold, Copal Handling Systems and Siemens Digital Logistics were the winners of the 19th Innovation Awards, held during the innovation gala on Wednesday 27 March 2019 at SITL.



The jury was made up of 18 major decision-makers from industry and retail. See the list below:

- **Ronan BOLÉ**, President of Amazon Logistics France
- **Fabien ESNOUTL**, Founder and President Sprint Project
- **Eric BALLOT**, Professor, Mines De Paris
- **Alexandre BERGER**, Logistics Projects Director, Business Development team, La Poste Group
- **Bertrand REGNAULD**, Supply Chain Director, Les Mousquetaires Group
- **Marc BERNARD**, Director of Supply Chain Customer Relations, Nestle France
- **Gabriel SCHUMACHER**, Logistics Director, BSH Electromanager

- **Aurélié MATTMANN**, Logistics Director, France and Spain, Kramp
- **Erik DAM**, Director of Global Supply Strategies, Bayer Crop Science
- **Jean-Michel GUARNERI**, President of Aslog
- **Yves MOINE**, Supply Chain Director, Picard Surgeles
- **Xavier DERYCKE**, Supply Chain Director, Rexel Group
- **Aude LE VERRE**, Global Supply Chain Manager, Diana Pet Food
- **Anne GROSSET**, Logistics Director, Happy Chic
- **François PEIGNÈS**, Vice-President, Supply Chain Operations, Orano
- **Hervé LEYGNAC**, Supply Chain Director Office Depot
- **Dominique LUZUY**, Assistant General Manager Ermewa
- **François-Xavier FORESTIER**, Supply Chain and Distribution Director, Rocher Group



19th MAGICPALLET
SIMPLIFIED PALLET EXCHANGE

The winners of **Best Innovation: Transport & Logistics**, MagicPallet, are the first example of the jury's penchant for pragmatism with their response to an endemic road transport problem: pallet exchange.

MagicPallet already received the Digital Supply Chain Award at Supply Chain Event 2018 for its system that optimises the time and resources spent on pallet management. Its ground-breaking online Euro-pallet exchange platform offers a flexible, adaptable and reassuring solution to a problem that is generally a source of tension between shippers and transport companies. It also provides sales and purchasing services within a marketplace.

19th E-DENTIC
SECURE TRUCK LOADING

The **Best Innovation: Technologies, RFID and Information Systems** award was won by E-Dentic.

With its subsidiary Epyo, E-Dentic secures truck loading by combining two tracking methods: data from loading bay iBeacons, and imaging using high-definition onboard cameras on forklift trucks connected to the E-VISIOM video search module. This results in fail-safe operational performance and quicker disputes management.

19th GREEN SWITCH MERIDIAN
A NEW TAKE ON URBAN LOGISTICS

Integrating logistics activities within their environment requires meeting several challenges to facilitate their acceptability and ensure their profitability, which is an increasing problem in urban zones that are congested by nature. Lud'Eau uses multi-modal swap bodies for goods transport and provides last-mile logistics using rigging tools and electric vehicles. This is the approach taken by multi-modal project Lud'Eau by Green Switch Meridian, voted **Best Innovation: Logistics Real Estate and Infrastructure**.

19th CARRIER TRANSICOLD
REINVENTING ONBOARD REFRIGERATION UNITS

Environmental issues are cross-cutting and impact all segments of the supply chain. In transport, natural gas has demonstrated excellent performance levels in terms of emissions and sound pollution.

Carrier Transicold are the winners of **Best Innovation: Transport Equipment** with their solution that uses this energy for cold production in their new CNG-powered multi-temperature Supra refrigeration unit. It has been PIEK certified for its low noise level (below 60 dB(A)) and can be installed on rigid trucks.

19th COPAL HANDLING SYSTEMS
AUTOMATED CONTAINER UNLOADING

Despite the quality of the shortlisted solutions from Rite Hite and Becosan, the jury unanimously selected Copal Handling Systems for the **Best Innovation: Intralogistics** award, with their high-capacity unloading solution for bulk-loaded cardboard boxes. It was designed in response to a lack of qualified labour in the logistics sector and reduces repetitive and difficult physical tasks associated with manual handling.

19th SIEMENS DIGITAL LOGISTICS
LOGISTICS MAESTROS

For the first time, this year's Innovation Awards included a category for **Best Innovation: Robotics & Automation**. It was a resounding success with a large number of high quality entrants. Siemens Digital Logistics won over the jury with its Simove solution.

Simove demonstrates progress in interoperable technology, coordinating several AGVs (automatically guided vehicles) from various brands to optimise traffic and guarantee delivery times. This unique solution's next-generation supervision application increases security in warehouses and acts like a control tower to prioritise tasks, and manage and optimise AGV movements.

OPEN INNOVATION TOURS

To optimise participants' visit and help them discover new innovations, **9 thematic routes** were created. Visitors were able to follow a pre-set tour created for individuals or groups, accompanied by guides who took them around about fifteen stands and the Smart Démo area.

9

THEMATIC ROUTES



TRANSPORT



REAL ESTATE



ROBOTICS & AUTOMATION



PACKAGING



CSR



URBAN LOGISTICS & LAST-MILE DELIVERY



SUPPLY CHAIN



TRACKING & GEOLOCATION



SAFETY & SECURITY

- **TRANSPORT:** Transport solutions to keep you competitive.
- **REAL ESTATE:** Choosing warehouse solutions for logistics businesses.
- **ROBOTICS & AUTOMATION:** Robot and automation solutions to help your business step into the industry of the future.
- **PACKAGING:** Innovations and new processes in pallets, packaging and transport packing.

- **CSR:** Solutions for sustainable and responsible logistics.
- **URBAN LOGISTICS & LAST-MILE DELIVERY:** Last-mile delivery solutions
- **SUPPLY CHAIN:** Forecasting and planning software for optimising your supply chain.
- **TRACKING & GEOLOCATION:** Solutions for optimising track and trace in real time.
- **SAFETY & SECURITY:** Solutions for securing logistics flows, sites and goods.

NEW SPACES

FOR VISITOR COMFORT

In an often stressful and noisy professional environment, we created new services so that visitors stay longer and have a more enjoyable experience.



Visitors had a range of spaces where they could take a relaxing break, have space to work, easily and securely charge their telephones and recharge their batteries in between visiting exhibitor stands and attending conference sessions. These included a **relaxation area** with massage chairs, a **co-working space** with bar tables and electrical outlets, charging stations and an open bar in the **VIP & Marco Polo space**.

2019 CALENDAR

OF REED TRANSPORT & LOGISTICS GROUP EXHIBITIONS

MEXICO

- CARGO WEEK AMERICAS EXPO CARGA**
25-27 June 2019
Mexico
www.expo-carga.com
- INTRALOGISTICS LATIN AMERICA**
25-27 June 2019
Mexico
www.intralogistics-latam.com
- TOP FLOTILLAS**
3-5 September 2019
Cancun
www.topflotillas.com

BRAZIL

- MOVIMAT**
14-18 October 2019
São Paulo
www.expomovimat.com.br
- FENATRAN**
14-18 October 2019
São Paulo
www.fenatran.com.br

INDIA

- INDIA WAREHOUSING SHOW**
20-22 June 2019
New Delhi
www.indiawarehousingshow.com
- INDIA WAREHOUSING & LOGISTICS SHOW**
3-5 October 2019
Hyderabad
www.indiawlshow.com
- INDIA COLD CHAIN SHOW**
3-5 December 2019
Mumbai
www.indiacoldchainshow.com

FRANCE

- SUPPLY CHAIN EVENT**
3-4 December 2019
Paris
www.supplychain-event.com

INDONESIA

- INDONESIA TRANSPORT, SUPPLY CHAIN & LOGISTICS**
9-11 October 2019
Jakarta
www.transport-supplychain-logistics.co.id

THAILAND

- TILOG-LOGISTIX**
28-30 August 2019
Bangkok
www.tilog-logistix.com

SEE YOU IN 2020



FOLLOWING THE SUCCESS OF THE 36TH EDITION, SITL IS THRILLED TO INVITE YOU BACK TO **HALL 6** AT **PARIS NORD VILLEPINTE** IN 2020, FROM 17 TO 20 MARCH. WE'RE EXPECTING **40,000** PARTICIPANTS AND **800** EXHIBITORS.

THE PROFESSIONAL EVENT FOR INNOVATION IN THE TRANSPORT, LOGISTICS AND SUPPLY CHAIN INDUSTRY



INTRALOGISTICS,
ROBOTICS &
AUTOMATION
BY SITL



ENERGY &
TRANSPORT
EQUIPMENT
BY SITL



TECHNOLOGIES,
IOT & INFORMATION
SYSTEMS
BY SITL



REAL-ESTATE
& LOGISTICS
INFRASTRUCTURES
BY SITL



TRANSPORT
& LOGISTICS
SERVICES
BY SITL



PACKAGING
& PALLET
BY SITL



SECURITY,
SAFETY &
CYBER
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