



Press release
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The SITL21 a HybREED week

Drawing on the international experience of the Reed Exhibitions group and the feedback from users following the 2020 Digital SITL and Digital SCE organised by Reed Expo France, the 2021 edition of the SITL becomes a hybrid show, resolutely focused on innovation and its demonstrations.

" Let's create new logistics connections ". With this new slogan, SITL 2021 commits its entire ecosystem to enter the movement of innovation and digital transformation. Marked by a global slowdown in the events sector due to the health crisis of 2020, the organisers of the **Transport and Logistics Innovation Week** had to embark on a digital transformation.

" We were able to take this turn very quickly, thanks to the pooling of all the experiences of our various trade shows around the world and thus maintain proximity with all the ecosystems we work with " explains Alain Bagnaud, its Managing Director.

Enriched by the first "on line" editions, with Digital SITL and Digital SCE last year, Reed Expo France is innovating again this year by proposing a hybridisation of the SITL. SITL21 will take place **from 18 to 20 May 2021, Paris- Porte de Versailles - pavilion 1**, but also online with a broadcast of the largest conferences in livestreaming, an on-site and virtual tour, as well as a Match & Connect 2.0 facilitating business meetings both in person and by videoconference.



*"Thanks to the digital tools that we have developed and improved throughout 2020, the audience of SITL 2021 will be larger, says Thomas Desplanques, Director of the Transport and Logistics Division of Reed Exposition France. More than just a trade fair, SITL, which reminds us means **Transport and Logistics Innovation Week**, will thus be not only multi-sectoral but also multi-channel".*

The 7 sectors usually present at the show will be completed this year by an 8th one, "Cold Chain by Selfi", which had nevertheless already been announced in 2020.

France Logistique and SITL: a common vision

The organisers of SITL 2021 also welcome another new development: **France Logistique, an organisation that brings together and federates the private and public players in the logistics ecosystem, has become an official partner of the show.** Driven by a common global vision, France Logistique and SITL are both revealing innovations at all levels and at all links of the logistics chain. Within the framework of the SITL 2021 conference programme, France Logistique will come to share its vision on two major themes: **reindustrialisation** (Tuesday 18 May), which cannot be achieved without solid and efficient logistics, and **new energies** (Wednesday 19 May), which the players in the sector have a responsibility to adopt.

A laboratory of experience at the disposal of SITL's customers

Committed to set in motion the innovations presented during the SITL, Reed Expo France has also associated itself with a "knowledge partner". A demonstrator of Industry 4.0, **Campus Fab** is a place where operators, technicians and engineers from the design office, methods office, workshop and maintenance department work together to train and experiment with new production practices.

"Campus Fab will allow us to continue the immersive experience (Warehouse of the Future) with our customers and visitors, giving them the opportunity to come and test their solutions, in a space dedicated to innovation and demonstration, supported by the Essonne Chamber of Commerce, the region, and industrialists. ", Thomas Desplanques is pleased to say.

This opportunity for experimentation throughout the year is in line with the SITL organisers' desire to maintain and animate the link with all the players in the logistics ecosystem, 365 days a year.