



Transport and Logistics Innovation Week

Press release

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Sector: Transport & Logistics

Section: Trade show

SITL 2020

Keeping up to date with the latest in Transports & Logistics to respond to industry challenges

At a time when two big transport and logistics players have been given a roadmap to support the growth of the sector within the national and international economy, SITL 2020 sits at the heart of these changes and future developments, leaving its mark on the sector through 4 days of exhibitions, conference sessions, networking, immersive demonstrations, talent recruiting and awards for the most outstanding innovations, whether from startups, big corporations or medium-sized enterprises. Not to mention this year's big news: creation of the Cold Village by SELFI.

Working towards a competitive and recognised supply chain

Two recent events have illustrated the new awareness of logistics challenges within the French economy: the *France Logistique 2025* strategy, unveiled on 21 March 2017, and the conclusions of the Hémar-Daher report on the competitiveness of the supply chain in France, submitted to French Prime Minister Edouard Philippe on 16 September 2019.

“Recognition at the highest level of government is a source of satisfaction for Reed Expositions, organiser of SITL, which has been working since its creation 37 years ago on promoting the industry's professions and innovations within a sector that employs two million people in France and represents 10% of its GDP,” says Alain Bagnaud, Director of Transport, Logistics & Tourism at Reed Expositions France.

In this context, **“2020 will be an important year for the sector and SITL will identify new and crucial subjects with the aim of aligning shared goals,”** explains Alexis Degouy, Director of *Union des entreprises de Transport et de Logistique de France* (TLF), one of the trade show’s historic partners.

At the heart of the logistics ecosystem

SITL 2020 has been created by and for industry and distribution professionals to optimise their supply chains. Its mission is to support this new strategy and contribute to its implementation.

“SITL is a leading event for the sector and an opportunity for our businesses to demonstrate their know-how and capacity to meet the challenges of modern and sustainable supply chains,” says Alexis Degouy.

The event achieves this by drawing support from three key sources: the **Partners’ Club**, representing all economic and industry interests of the supply chain (ADEME, AFGNV, AFILOG, AFT, AGORA, ASLOG, AUTF, CMF, CGI, EVOLIS, EUROGROUP, FEVAD, FNTR, French Ministry of Transport, Sprint Project, SYMOP, TLF), which shares the trade show’s main strategies with SITL Management; with the support of a **Strategic Committee** formed exclusively of members from industry and distribution to provide expertise from the perspective of logistics providers and users. The **Steering Committee** is made up of industry experts and works on defining conference session content.

“Thanks to this collaborative approach and our Marco Polo programme, which organises the attendance of 700 major French and international buyers in the sector, SITL is designed to meet the expectations of visitors looking for solutions and exhibitors presenting their innovations,” explains Thomas Desplanques, Director of the Transport & Logistics Division that coordinates SITL.

Seven fields of expertise

SITL 2020 will promote networking through its Match & Connect platform, bringing together the entire value chain, representing the transport, logistics and intralogistics industries. To cover this scope, the exhibition will include seven major sectors, including a new sector dedicated to security, safety and cyber technology.

Like the other six sectors - Transport & Logistics Services / Intralogistics, Robotics & Automation / Packaging & Pallet / Technologies, IoT & Information Systems / Energy & Transport Equipment / Real-Estate & Logistics Infrastructures - **“the Security, Safety & Cyber sector will include solutions providers and publishers, and leading equipment manufacturers in the field,”** says Thomas Desplanques.

Four days of discovery

The customer experience has always been at the heart of the trade show and will be promoted in 2020 with new features and events. To optimise the participants' schedules at the exhibition, six thematic visitor paths will be available. **“These visitor paths are specially tailored for individuals or groups to highlight transport, dangerous goods, new technologies, security, traceability and new energies.”**

SITL 2020 will also have more demonstration areas. The Smart Demo space is a 400 m² immersive space, where visitors can discover the innovations that give a glimpse of the **warehouse of the future**. A new demonstration area called **Smart Supply Village**, organised in partnership with Sprint Project, will look at innovative supply-side solutions.

Four new areas will be showcased in 2020: **Drone Valley**, which will present the potential applications of this technology in the transport and logistics industry, **Circuit Test**, featuring alternative fuel vehicles, **Démo Robotique**, surfing on the trend of increasing automation and robotics in warehouses, and the **Talents Area** to facilitate networking between job seekers and job providers, and to share best practices for recruitment in the transport and logistics industry.

Around one hundred conference sessions and workshops.

In the presence of the French Ministry of Transport, numerous politicians and elected officials from around the country, **“SITL 2020 will strengthen its media role. To promote the attractiveness and visibility of the logistics sector in France and internationally, with over 80 countries represented, around thirty events will be scheduled every day,”** explains Thomas Desplanques.

For the first time at the trade show, all the latest information will be available in an “SITL Daily” available in French and English that will present the day's highlights and a review, with a focus on a current issue. This daily paper will also feature the conference and workshop programme, which will explore and provide in-depth knowledge of the supply chain's professional sectors and challenges.

The programme will include exclusive one-on-one interviews with top e-commerce and distribution managers, the progress of the new silk roads within an international conference programme, and intralogistics innovations. Three thematic events will explore each mode of transport in greater detail via Rail Freight Day, Maritime Day and Cold Chain Day.

Anticipating innovations

Finally, two contests will award innovations in the sector: the Innovation Awards, celebrating their 20th edition, and the Start-Up Contest for innovative young businesses, organised with Sprint Project.

Sprint Project specialises in supply chain trends and best practices, and will also support the Start-Up Lab, featuring around forty startups in a village at the trade show entrance.

Creation of the Cold Village by SELFI

Reed Expositions France (SITL) and Nouveaux Horizons (SELFI) have joined forces to increase the visibility and promote the professionalism of the cold chain at SITL by creating the **Cold Village by SELFI**, which will be boosted by the conference sessions on Cold Chain Day and its Innovation Awards.

Alain Bagnaud, Director of Transport, Logistics & Tourism at Reed Exhibitions France, says: **“The cold chain is currently one of the most dynamic markets in logistics, with growth sustained by new consumption and distribution practices. SITL is a communications and promotional platform for all logistics activities and, with the support of SELFI, needs to showcase and strengthen this sector.”**

About SITL:

Transport and Logistics Innovation Week has been bringing together key professionals from the French and European transport and logistics Industry for 37 years. This major event is divided into seven major sectors: Transport & Logistics Services – Intralogistics, Robotics & Automation – Packaging, Packing & Pallets – Technologies, IoT & Information Systems – Energies and Transport Equipment – Logistics Real Estate & Infrastructure – Safety, Security & Cyber. Users from industry and distribution come to SITL to discover the innovative solutions and trends in each sector and find out more about potential applications. SITL will take place at Paris Nord Villepinte from 17 to 20 March 2020 - Hall 6.