



Press release  
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Focus: Cold Village by SELFI at SITL 2020

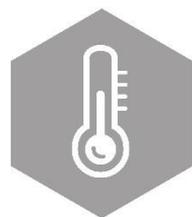
**SITL 2020 opens a new area  
to promote and strengthen the cold chain**

**Creation of the Cold Village by SELFI**

**Reed Expositions France (SITL) and Nouveaux Horizons (SEFI) are joining forces to increase the visibility and promote the professionalism of the cold chain at SITL.**

Reed Expositions France (the company responsible for organising SITL and Supply Chain Event) and Nouveaux Horizons (the company that publishes Froid News and that organised the first 2 editions of SELFI) have come together to create synergy between their events.

**These partners have brought together professions from across the cold chain by launching the “Cold Village by SELFI”.**



**LE VILLAGE  
DU FROID**  
BY SELFI

For the first time at SITL 2020, this area will welcome exhibitors and visitors from the sector from 17 to 20 March at Parc des Expositions, Paris-Nord Villepinte, Hall 6. Conference sessions during Cold Chain Day and events such as the Cold Innovation Awards will increase the visibility of the Cold Village by SELFI.

The leaders of these two companies have been paying close attention to the market and recognised the interest in offering a new specialised area at SITL exclusively dedicated to temperature-controlled logistics. They both jumped at the opportunity to bring exhibitors and visitors together in a single place on the same dates.

**“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,”** says Alain Bagnaud, Director of Transport & Logistics, Tourism & Sport, Reed Expositions France

**“Developing the cold segment of the supply chain at SITL through this partnership will strengthen our position. This alliance is a testament to our strategic decision to provide a comprehensive and diverse offering for visitors,”** adds Thomas Desplanques, Director of the Transport & Logistics Division, Reed Expositions France

**“After the first two editions of SELFI in Montlhéry in 2017 and in Marseille in 2019, attracting around fifty exhibitors, we thought it would be beneficial for the cold chain to join SITL in March 2020,”** explains Pierre Besomi, CEO of Nouveaux Horizons and Publisher of Froid News. **“It is a great source of satisfaction to give our loyal clients and visitors a professional area within the exceptional backdrop of SITL. There is still work to be done to increase the visibility of the cold segment in the supply chain, despite the fact that French operators are some of the best in the world, playing a crucial role in food security and health for our fellow citizens. In this context, we are excited to showcase this sector of excellence.”**