



**TradeWorld** 2016  
DIE PLATTFORM FÜR MODERNE HANDELSPROZESSE

**March 8–10, 2016, Stuttgart Trade Fair Center**

**EUROEXPO**

Messe- und Kongress-GmbH  
Joseph-Dollinger-Bogen 7  
D-80912 Munich, Germany  
Phone: +49 (0)89 32391-259  
Fax: +49 (0)89 32391-246  
[www.logimat-messe.de](http://www.logimat-messe.de)  
[www.tradeworld.de](http://www.tradeworld.de)

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**14<sup>th</sup> International Trade Fair for Distribution,  
Materials Handling, and Information Flow**

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## **Press Release**

**TradeWorld 2016**

### **TradeWorld gains momentum**

**TradeWorld 2016 has expanded its exhibitor base and will occupy a prominent spot in Hall 6 at the heart of LogiMAT 2016. The trade platform is a veritable information hub, with solutions for designing, managing, and digitizing your processes in purchasing, marketing, sales, payment, distribution, returns management, and after-sales.**

The digitization of our world presents manufacturers and retailers with a brand-new set of challenges. Commercial enterprises must adjust their sales and distribution processes to accommodate both conventional business models and new consumer buying habits driven increasingly by mobile communications. “The multichannel, omnichannel, or rather cross-channel integration of sales channels in both offline and online commerce has had a major impact on how manufacturers, retailers, service providers, and consumers interact,” explains Dr. Petra Seebauer, Managing Director of EUROEXPO Messe- und Kongress-GmbH in Munich, who is responsible for the TradeWorld platform. For the third time, TradeWorld will be presented at the LogiMAT intralogistics trade fair from March 8 to 10, 2016. This year, event organizers have given TradeWorld a prominent exhibit space in Hall 6 of LogiMAT, right alongside exhibitors from the packaging, labeling, handling, and logistics services industries – a proximity certain to generate excellent synergies.

Recent studies confirm that most businesses lack a long-term strategy for efficient integration of their various sales channels and the corresponding operational processes. “Increasing digitization in particular is changing established structures and posing new challenges for many businesses,” says Seebauer. “The TradeWorld platform presents products and solutions that help businesses succeed in digital sales and across the multichannel spectrum – from purchasing, sales, and marketing to returns management, payment, after-sales, and IT.” The platform provides information on software and ERP systems and fulfillment and consulting solutions.

TradeWorld has been integrated into the LogiMAT trade fair for three years now, and organizer EUROEXPO Messe- und Kongress-GmbH has seen a big jump in the number of exhibitors over last year. “LogiMAT draws more than 35,000 business professionals each year, most of whom are also involved in trade,” explains Seebauer. “TradeWorld exhibitors

offer solutions tailored to the unique needs of today's Retail 4.0 processes. And many exhibitors in the other LogiMAT exhibit halls will also present intralogistical products and services designed to make trade processes run smoothly."

The systems and solutions providers of TradeWorld 2016 in Stuttgart will highlight ways to optimize today's e-commerce sales and distribution processes. Essenzis GmbH (Hall 6, Booth 6G43), for example, will present "e-Abruf" – a first-of-its-kind autonomous, self-contained system that lets small and medium-sized businesses improve the on-demand procurement of their "C" items and optimize inventories. Other exhibitors such as Acteos GmbH & Co. KG (Hall 6, Booth 6F21) or RELEX Solutions GmbH (Hall 6, Booth 6F15) look beyond inventory management to focus on the entire supply chain. Acteos presents integrated, synchronized supply chain management that includes multilevel inventory optimization and control of logistical processes. Finnish software developer RELEX presents a big data solution that forecasts future demand, aligning inventories to future demand from the start of the supply chain to the point of sale, thereby optimizing storage costs.

Exhibitors such as Königs Verwaltungs GmbH (Hall 6, Booth 6D26) present an end-to-end portfolio of services encompassing payment and receivables management as well as logistics and value-added services. These solutions offered by TradeWorld exhibitors are complemented by cross-industry solutions presented by some of the exhibitors at LogiMAT 2016. Aventeon B.V. (Hall 7, Booth 7A68), for example, offers Logistics.ONE<sup>®</sup>, a mobile solution for last-mile distribution. According to manufacturer's data, Logistics.ONE<sup>®</sup> is the first mobile solution in the world offering an add-on module to handle payments for cash-on-delivery shipments in e-commerce.

On all three days of the event, Forum T in Hall 6 will host an exciting series of presentations and various roundtables on current trends and challenges in omnichannel commerce. Visitors can enjoy a diversity of topics on the future of commerce, such as "Fulfillment – Ready for International E-Commerce," "Payment in Digital Commerce," "Successful Software Deployment for Omnichannel," "Urban Logistics – Last-Mile Trends and Projects," and "Retail 4.0 – Is the Logistics Industry Ready for the Trends in Digital Commerce?"

The special exhibit "Alternative Vehicles for City Logistics" in Hall 6, Booth 6D41 will present low-emission vehicles that parcel services are already using today, including various electric trucks and different models of cargo e-bikes. "Visitors will experience a wide-ranging assortment of products for every imaginable application, plus tips for optimizing trade processes extending from production to the end consumer," promises Seebauer. "Combined with the highly targeted overall program, that makes TradeWorld an exciting platform for competitive, forward-looking e-commerce across the multichannel spectrum."

For more information, please visit: [www.logimat-messe.de](http://www.logimat-messe.de) and [www.tradeworld.de](http://www.tradeworld.de)

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