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**10th International Trade Fair for Distribution,
Materials Handling and Information Flow
13 to 15 March 2012, New Stuttgart Trade Fair Centre**

Munich, 15 March 2012

LogiMAT 2012 in Stuttgart – Closing Report

LogiMAT 2012 – Record numbers of exhibitors and visitors

In its anniversary year, LogiMAT – Europe's largest annual trade fair for distribution, materials handling and information flow, has turned in a record result that exceeded all expectations. Exhibition Director Peter Kazander is already looking forward to further expansion. His commitment to Stuttgart as the location for LogiMAT remains strong.

LogiMAT 2012, the 10th International Trade Fair for Distribution, Materials Handling and Information Flow, has achieved the best result ever in the history of the event, far exceeding even the already high expectations of this anniversary year. 919 exhibitors (+19.3 percent) from 25 countries came here to showcase, on 65,000 square metres of exhibition space (+20 percent), the entire spectrum of products and solutions for efficient intralogistics. Peter Kazander, Exhibition Director of LogiMAT, summed up: "The figures underline LogiMAT's reputation as a trend barometer in several respects: They reflect not only the economic situation in the intralogistics sector and the innovations strength of the exhibiting companies, but also the high demand for information on the part of the users and visitors, a demand which is catered for by LogiMAT."

LogiMAT 2012 took place between 12 and 15 March, for the first time filling all five halls on the north side of the Stuttgart Trade Fair Centre (Messe Stuttgart). The event was fully booked. Taking part for the first time this year were exhibitors from Spain, Turkey, Canada, Australia and the US. With its motto of "Innovations and Networks for Sustainable Growth", this three-day event attracted over 29,000 visitors (+30.5 percent) from all over the world. According to a survey conducted at the event by Basle-based market researchers Wissler & Partner, more than three-quarters of those visitors were decision-makers.

Almost one in three visitors to the fair had travelled from more than 300 kilometres away. Ten percent of the trade visitors came from abroad – above all from Austria, Switzerland, Great Britain and Italy. "This development underlines the increasing international significance of LogiMAT, both for the exhibitors as well as the trade

audience," commented Kazander. "In 2012 LogiMAT was more international than ever before." The survey also revealed the satisfaction of the trade audience with LogiMAT in 2012: 83.5 percent of them rated LogiMAT as "very good" to "good".

Kazander sees this success as being rooted in the special character of the LogiMAT brand. The event is highly regarded in the market for the well-proven concept behind it, for the comprehensive yet compact overview of the sector that it provides, for the range of information on offer at congress level and for the high level of convenience for visitors. Over the last decade this concept has been flexible enough to not only promote growth but also to keep pace with it and increase the attractiveness further by continuing to integrate new aspects. Another factor in LogiMAT's success, according to Kazander, is the excellent cooperation between the event organiser and Messe Stuttgart: "This is a key building block in the success story of LogiMAT. And that is why our commitment to Stuttgart as the LogiMAT exhibition venue remains strong."

The Exhibition Director is also committed to continuing the success story of LogiMAT in the coming years: "The challenge for us, just as in logistics itself, lies in reducing rather than managing complexity," said Kazander. "We are aiming for solid growth, but without losing sight of our roots. That doesn't always mean higher, faster, further. Efficiency often lies in a better and more intelligent integration of proven components." With that the Exhibition Director is already looking ahead, to LogiMAT 2013. "The motto for the event has not yet been decided upon, but already we can promise our exhibitors and visitors some interesting new developments," he summed up. "What is certain is that, as a platform for the sector, LogiMAT will be opening up new perspectives and new horizons in the coming year for its exhibitors and visitors."

The next LogiMAT takes place from 19 to 21 February 2013 at the trade fair centre in Stuttgart.

Further information: www.logimat-messe.de.

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