



transfairlog

**Trade Fair for
International Transport
and Logistics Management
12 - 14 June 2012, Hamburg Messe**

EUROEXPO

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Press Release

transfairlog 2012 in Hamburg **Spotlight on the prosperous North Sea and Baltic Region**

transfairlog, coming up soon in June, is a brand new logistics trade fair specially for the often neglected economic region of northern and north-eastern Europe. Exhibitors and the trade audience at this event can look forward to a comprehensive range of products, services and information and a high-calibre accompanying programme of events.

Under the motto of "New Solutions for New Challenges", transfairlog will be opening its doors on 12 June 2012 at Hamburg Trade Fair Centre. This three-day international "Trade Fair for International Transport and Logistics Management" is the first dedicated platform concentrating exclusively on the economic region of all the states around the region of the North Sea and the Baltic. The particular themes in the spotlight will be: logistics chains, transports, service-providers and components suppliers. "With this focus transfairlog is honouring not only the importance that the economic output of this region has for the continent," says Peter Kazander, COO of EUROEXPO GmbH, one of the most successful trade-fair organisers in Germany. "It also gives the operators of and players in these logistics chains a first-class international platform at which to present their products and services to a trade audience looking for solutions."

"The Baltic region in particular has the potential to develop into one of the most flourishing, innovative and competitive regions on our continent," is the judgement of the Hamburgisches WeltWirtschaftsinstitut (HWWI), an independent research and consultancy institute. Already, with 147 million people, the region is home to almost one-third of the total EU population. The EU countries bordering directly on the Baltic have a combined GDP of €725 billion per year, which is around 30 percent of the total for all the EU states. "Against this background, it was high time for a trade fair at this excellent exhibition venue in the north, to reflect the economic achievements of the logistics sector in this region," said Kazander. "The aim is to present a platform

for comprehensive information exchange and for discussion on the latest challenges, bringing suppliers and solution-oriented decision-makers together in a dialogue that benefits both sides."

It is an opportunity that many leading international companies are seizing at transfairlog. On a total of 20,000 square metres of space in Halls A3 and A4 at the Hamburg Trade Fair Centre, over 200 well-known companies will be presenting the full spectrum of modern, strategic and operational solutions for the supply chain, and for continental and intercontinental transports.

Leading the field, of course, are the major sea ports of Germany and Finland. Ports like Helsinki, Turku, Bremen and Hamburg and others will be presenting their transshipment concepts, technologies and solutions for storage, added-value services and intermodal transport chains. Other leading manufacturers and providers of products and solutions for cargo-handling and the downstream transport chains round off the spectrum on display at transfairlog in this segment. Packaging is also part of the exhibition spectrum, represented by manufacturers like Automated Packaging Systems Ltd. and Strema Maschinenbau GmbH, as well as load securing, represented by Rainer GmbH, G & H Rothschenk GmbH and Marotech GmbH, who will be passing on important basic information and the latest developments concerning materials and products. Stacker manufacturers such as Crown Gabelstapler GmbH & Co. KG, Cesab Deutschland GmbH and Genkiner-HUBTEX GmbH, and suppliers of gates and security systems, such as Efaflex GmbH & Co. KG, will be showcasing innovations in handling and security technology for modern warehousing. When it comes to the latest solutions for information flow, many producers and suppliers of identification and software systems will be at transfairlog, among them Bluhm Systeme GmbH, SAP Deutschland AG & Co. KG and inconso AG. And logistics companies – from the ferry companies (e.g. Finnlines Deutschland AG) and specialist forwarders (e.g. Hoyer GmbH) through to railway operators (Rail Cargo Austria AG) – will be presenting their products and solutions for goods handling and transport through to the hinterland.

In a total of sixteen "Knowledge Forums", spread over all three days of the fair, transfairlog will be providing an extensive range of information. Recognised industry experts and specialist researchers will be setting out the specific challenges facing the region of the North Sea and the Baltic, and pointing out the latest trends and developments in international transport and warehouse logistics. In the spotlight will be concepts, technologies and experience in maritime and inland ports, and transports in urban areas. Also under discussion will be, for example, the latest software solutions, such as the Cloud and the range of apps available for logistics operations. Plus an examination of the latest auto-ID technologies and transport packaging.

Presentations by individual companies, in the "30M Forum", and a series of action spaces with live demonstrations round off the opportunities at transfairlog for knowledge-transfer and information-exchange.

On 13 June, at transfairlog, the 2nd German-Finnish Logistics Forum will take place. Here experts will be speaking about a range of topics, including how the Finnish ports and logistics companies are getting ready for the future and what Finland can offer the logistics sector, in particular as a gateway to Russia.

Many Finnish companies will also be presenting their products and services at a joint stand in Hall A4.

"transfairlog is an international platform for expertise and information, all internal and external logistics processes will be in focus here," said Julia Kinzelmann, Exhibition Manager of transfairlog 2012. "It generates key contacts with future partners and gives trade visitors an objective overview of the market. As such transfairlog is a great opportunity for the sector."

transfairlog is being supported by an important cooperation partner – Logistik-Initiative Hamburg.

EUROEXPO Messe- und Kongress-GmbH has been organising logistics trade fairs successfully for fifteen years. Among them is also the trade fair LogiMAT, which has been held every year for the last nine years in Stuttgart.

Further information: www.transfairlog.com or direct from EUROEXPO Messe- und Kongress-GmbH, Munich.

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