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Press Release

Conference Program logitrans 2017:

How do things stand with digitization of logistics in Turkey and along the New Silk Road?

Without doubt, digitization and China’s “One Belt – One Road” strategy are this year’s most trending topics in logistics and will remain key drivers for the branch throughout the next years. For this reason, they will play a major role in the 2017 logitrans conference program, too.

From 15 to 17 November 2017, Logistics executives from three continents will meet again at logitrans, the leading exhibition along the complete value-added chain in the fields of logistics, telematics and transport in the Eurasian region, which will open gates on the first day already at 11 am. This year’s conference program is designed to catch up with the most current developments in the rapidly changing region.

First day’s highlight will be a discussion between Eurasian logistics professionals who will exchange first-hand experiences related to the New Silk Road and share their opinion on how the project does influence the local markets. Hereby, the panelists literally cover almost every aspect of the Silk Road: they represent companies from China, Kazakhstan, Azerbaijan, Georgia, Turkey and Europe that are operating on rails tracks as well as on waterways.

Furthermore, with Arviem there is also one IT specialist among the panelists. Because more than ever transparency throughout the whole supply chain has become a major issue, which is also true for the New Silk Road. This topic meanwhile determines the second day’s program: Having in mind numerous investments in smart solutions by Turkish companies and entities along the Silk Road, the question how digitization is being implemented in the international

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supply chain is growing in importance. The keyword here is standardization. Which approach have Eurasian companies chosen regarding digitization and standardization? How far have they succeeded and which role does local associations and institutions play? These and other questions will answer Dr. Sevket Akinlar, research fellow at Fraunhofer Institute for Material Flow and Logistics.

Another focus of the conference program will be on PeriLog, which covers all the aspects of transporting and storing perishables as well as cool chain logistics. Due to its geographical situation logistics for perishables is an important market for Turkey. The rise in demand for perishables is hereby strongly related to the growth of population in the Eurasian region. Focal point of this year's discussion will be perishables in air cargo.

The entire conference program is free of charge for all logitrans visitors and exhibitors. You may find an overview of and further information on the conference program [here](#).

logitrans

logitrans with 13,500 visitors from more than 50 countries and 180 exhibitors from 26 different nations has developed into the leading exhibition along the complete value-added chain in the fields of logistics, telematics and transport in the Eurasian region. logitrans is organized by EKO MMI Fuarçılık Ltd. Sti., the joint venture involving Messe München and EKO Fair Limited. logitrans is held at the ifm Expo Center in İstanbul, Turkey, every year. The next logitrans takes place on November, 15–17, 2017.

transport logistic around the globe

There are four events abroad in addition to the transport logistic trade fair in Munich. Alongside the transport logistic China flagship fair with the integrated air cargo China event in Shanghai, Messe München organizes logitrans International Transport Logistics Exhibition in İstanbul in conjunction with EKO Fair Limited. It is also involved in the CTL in Mumbai by way of a cooperation arrangement. Messe München cooperates with the CCTA Chinese logistics association during the "transport logistic China" too and provides support for its China International Transportation & Logistics Expo in Chengdu.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.