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## Press Release

### Final Report

## logitrans 2017: Interest in Turkish market remains strong

- Turkey is an important hub for business in Eurasia
- Digitization and Chinas Silk Road initiative create new opportunities
- 150 exhibitors and about 13,700 participants

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**Logistics 4.0 and the new Silk Road have been the all-dominating topics at logitrans 2017, which took place in Istanbul from November 15 to 17 2017. Participants from Eurasian countries presented their products and services as well as official pavilions from Germany, Austria and France.**

logitrans Turkey has again lived up to its reputation as the leading trade fair for logistics, telematics and transport in Eurasia, despite a challenging market environment. “The logistics market in Turkey is adapting to the new realities regarding the international demand for transparency and improved quality standards,” said Gerhard Gerritzen, Member of the Management Board at Messe München. “The region has tremendous potential as a central hub of the New Silk Road. In order to tap its full potential, all countries along its route need to meet the requirements and standards of the international market,” added Ilker Altun, General Manager of its Turkish partner EKO Fuarçılık.

### A market full of opportunities, according to companies and experts

logitrans participants see a lot of potential within the Turkish market. The country is not only a large market itself, but also a strategic hub in the region, with its geographic location between continents as a decisive factor. The current economic growth in Turkey is invigorating the import and export market as well as the demand for logistic services. Digitization

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and the New Silk Road initiative are core elements of this development. The economic transformation towards Logistics 4.0 will provide new opportunities for well-established companies as well as for new players in the market. A growing number of IT experts attended logitrans for information and inspiration. With its estimated investment volume of one trillion Euros, Chinas mega project of the New Silk Road has instigated a certain sense of euphoria in the whole region, which was also noticeable at logitrans 2017. “Within the development of the New Silk Road we are looking for partners. As Turkey is a crucial hub of the One Road One Belt initiative (OBOR) we can find those partners here and are able to promote our services,” explained Nurlan Toganbayev, Commercial Director of KTZE Khorgos Gateway. Ayşe Altan, Cargo Manager, Communication and Advertisement at Turkish Cargo added: “Turkey’s location at the center of the world and the capability to reach nearly 40 percent of the overall global GDP in 4-hour-flight time make such organizations more meaningful and necessary to support.”

### **Demand remains strong**

The attendance of 150 exhibitors from 24 countries as well as approximately 13,700 participants from more than 50 countries proves the strong economic interest in the region. logitrans is constantly sharpening its profile and provides a state-of-the art conference program at fair, in order to boost its role as a knowledge base for companies, professionals and general audience as well.

The next logitrans will take place on November, 14–16, 2018.

### **logitrans**

logitrans with 13,700 participants from more than 50 countries and 150 exhibitors from 24 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, 14–16, 2018.

**Uluslararası Transport Lojistik Fuarı**  
15–17 Kasım 2017, İstanbul Fuar Merkezi, Hol 9–10

**International Transport Logistics Exhibition**  
November 15–17, 2017, Istanbul Expo Center, Hall 9–10

[www.logitrans.com.tr](http://www.logitrans.com.tr)



### **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 Istanbul 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.