

Press release

transport logistic 2025

Industry platform with vision: Trade fair survey shows high relevance

July 23, 2025

- Exhibitors and visitors extremely satisfied
- Cautious optimism despite economic uncertainty
- Conventional trade fair objectives still of central importance

With a high intention to return, a consistently positive assessment of key trade fair criteria, and optimistic expectations for the future – despite current economic challenges – transport logistic with integrated air cargo Europe 2025 once again demonstrates its relevance as the industry’s leading event. That is confirmed by the results of a survey of exhibitors and visitors that was carried out during the trade fair from June 2 to 5, 2025.

The figures speak for themselves: 97% of exhibitors and visitors rate the trade fair overall as “good”, “very good”, or “excellent”. transport logistic thus remains not only a place for business deals and networking, but also an indicator of the pulse of the global logistics industry.

High level of satisfaction and cautious optimism

The current economic situation is perceived differently by the exhibiting companies. Although 33% rate the situation as acceptable or poor, two thirds (67%) rate the economic situation in the sector as “good”, “very good”, or “excellent”. The outlook for the future is even more optimistic: 93% of exhibitors expect development to remain the same or improve in the coming years.

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High rating for key trade fair qualities

The trade fair impressed in particular with its core characteristics: 96% of exhibitors rated the quality of the visitors as “good”, “very good”, and “excellent”, and just as many praised its status as a leading trade fair. 97 % of those surveyed emphasized the high internationality of the audience as positive – a strong indicator of the event’s global relevance.

Conventional trade fair objectives still of central importance

Despite digitalization and virtual communication channels, the personal encounter at the trade fair continues to be of central importance for exhibitors: A total of 97% named fostering existing business relationships as an important participation objective, followed by establishing new contacts (87%), and presenting their own company and portfolio (95%). The professional exchange is also highly valued: 96% of respondents rated it as an important part of their trade fair appearance.

Almost all exhibitors surveyed (97%) agree that transport logistic with integrated air cargo Europe will continue to grow in importance in the future or at least maintain its current relevance.

Visitors confirm trade fair as leading platform

Visitors were also positive across the board about the trade fair. transport logistic 2025 impressed with a broad, international and target group-specific offering. 96% of visitors rated the completeness and breadth of the offering, the internationality of the exhibitors, the target groups reached, and the leading trade fair character as “good”, “very good”, or “excellent”.

The stable intention to return is especially gratifying: 84% of respondents stated that they would definitely or probably visit the trade fair again.

Targeted trade fair visit with a clear intention

Establishing new business relationships continues to be the main reason for visiting a trade fair. Visitors were highly satisfied with the goals achieved: 93% rated the initiation of new contacts as “good”, “very good”, or “excellent”, while 99% gave the same rating for fostering existing relationships. Concrete investment projects also

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played a role and received top marks for both preparation and implementation: 96% and 93% of visitors respectively rated them as “good”, “very good”, or “excellent”.

Successful concept – also internationally

Following the success of transport logistic, the successful concept is entering the next round: Established international editions of the trade fair will take place this year in Singapore, Miami and Istanbul, further strengthening the brand’s global presence. The events offer companies worldwide proven platforms for networking, innovation, and initiating business.

With its consistent internationalization strategy, transport logistic is responding to the growing need for global exchange and market-specific expertise. Whether in Asia, North America or Europe, the regional editions address key industry topics and provide access to new markets. They also act as bridging events to the leading trade fair in Munich and strengthen the year-round dialog within the international logistics community.

More information and photos can be found at <https://transportlogistic.de/en/>

transport logistic

transport logistic is the international trade fair for logistics, mobility, IT and supply chain management and the largest trade fair in the world for the multi-faceted transport of goods by road, rail, water and air. air cargo Europe, an exhibition of the global air cargo industry, is integrated into transport logistic.

Messe München

As one of the world’s leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world’s leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and the affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, triggering purchasing power effects in the billions.