

# Press release

## Focus on skilled workers

## Jobs and career at transport logistic 2025

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- Logistics trade fair as a hub for HR and management topics
- Focus on recruiting, integration and motivation
- A third of visitors are skilled workers and young talents

Finding, integrating and retaining employees. That is also the focus of transport logistic 2025, which will bring together logistics companies from all over the world in Munich from June 2 to 5. The exhibitors as potential employers and a conference program with experts from research and practice make the international trade fair for logistics, mobility, IT and supply chain management a hub for personnel and management topics.

“The trade fair is all about the future of logistics. And because that is inconceivable without people, the trade fair is increasingly also about a future in logistics. That is reflected in the numerous personnel topics in the conference program and the special areas,” says Robert Schönberger, Global Industry Lead of transport logistic. In the run-up to the trade fair, the new “transport logistic audible” podcast addresses topics such as young talent, diversity and training.

## Opportunities as an employer

HR topics run through the entire conference program and will even occupy three of the four forums on the last day of the trade fair. Companies take advantage of the potential for young talent and skilled workers at the leading international trade fair. At the last transport logistic, every tenth visitor was a trainee or student (9%), almost a fifth came as a trade visitor with no staff responsibility (18%), and two thirds (69%) as a manager, from team leader to managing director.

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### **Campus Plaza career platform**

On Thursday (June 5), Campus Plaza will network exhibitors and trade fair visitors on the topic of “Employer in the Spotlight”. 30-minute presentations will provide stimulus in the area of personnel management and personnel development. The speakers will talk about topics including employer branding, new work and modern working environments, employee retention and development, and sustainability as an employer issue. For one day, the Campus Plaza will thus become a networking platform for employers, a job platform for potential young talent, skilled workers and managers, and a stage for the working world of logistics.

### **More momentum, less personnel**

Service providers, infrastructure operators and shippers along the supply chain are looking for personnel. Employees are becoming a critical factor for the long-term success of a company. Not only finding, but also integrating and retaining employees are the topics of the conference program at transport logistic. The highlights include

- “Resilience through HRM (Forum Hall B1, June 5, 10:00): The Bundesvereinigung Logistik e. V. will discuss mental health and resilience in the face of growing pressure and momentum.
- “Looking for Talent” (Forum Hall B1, June 5, 11:30): The Verkehrsrundschau magazine will discuss the best strategies to tackle the shortage of trainees and skilled workers with transport companies.
- “Fully Automated Transport” (Hall B1.232, 4 June, 10:00) and other forums on the trade fair topics of digitalization and sustainability will raise awareness of where humans remain irreplaceable and what they need.
- “BKF - Immigration - Just Do It!” (Forum Hall A2, June 2, 14:30): Accelerating and simplifying the immigration of skilled workers. The Chamber of Industry and Commerce for Munich and Upper Bavaria will present reforms.
- “Driver Motivation” (Forum Hall A3, June 4, 15:00): Augsburg Technical University of Applied Sciences will use research findings to show what drivers value and what can make the profession more attractive.
- On June 5, from 10:00 to 14:00, the topics “Employer Branding” (Wirtschaftsmacher initiative, Forum Hall A2) and “Developments in the

Working World, Focus on Women” (LogWork Pink, Forum Hall A1) will be on the agenda.

“transport logistic offers more than just innovative technologies and processes – logistics as a field of work places the focus on people,” says Schönberger. “In this context, transport logistic is developing into a career platform. On the one hand, the share of training providers is growing. On the other, the exhibitors are presenting themselves as employers. That appeals to young talent, but also to skilled workers and managers, who are interested in logistics as a career.”

You can find more information 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.