

Istanbul / Munich, November 2021

## Press Release

Final report

### First logistics fair since the start of the pandemic

- Less is more: 122 exhibitors and around 10,000 visitors
- Platform for current topics and new business contacts

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**Less can also be more: On November 12, 2021, logitrans in Istanbul ended with nearly 10,000 visitors and 122 exhibitors: a pandemic-related decrease of around 25 percent. Nevertheless, the fair proved itself as the first pure in-person event among international logistics trade shows with intensive discussions and current conference topics.**

Turkey is the hub for logistics in the Eurasian region and a hub for international supply chains. logitrans took place for the 14th time at the İstanbul Expo Center directly at the Atatürk Airport. The majority of the nearly 10,000 visitors came from Turkey and the neighboring countries. In two halls, the fair visitors met 122 exhibitors from 18 countries. The 11,500 sqm exhibition area was used to three quarters of its full capacity.

İlker Altun, Managing Director of EKO MMI Exhibition, pointed out that Turkey is both a logistics base and an international supply chain base in the Eurasian region: “Apart from Turkey’s foreign trade with its infrastructure investments made in recent years, the steps it has taken to get a share from world trade in the field of logistics are bearing fruit. logitrans, which is the first physical exhibition organized among international logistics trade exhibitions in the pandemic, also proved successful. Despite the difficult conditions, we are happy to host many visitors from the logistics world.”

### **Intensive contacts in a top-class environment**

In addition to the exhibitors Turkish Cargo, Sarp Intermodal, Omsan, Arkas and – after a break of several years – Ekol, numerous important Turkish logistics service providers were present on site, showcasing the strong logistics expertise of the Eurasian hub.

Internationally, the show lost exhibitors to the pandemic. Nevertheless, a well-staffed German national pavilion, exhibitors from Germany, France, Italy and Austria and companies from Switzerland and the Netherlands initiated intensive discussions.

Dr. Robert Schönberger, head of transport logistic exhibitions at Messe München, emphasizes that “Compared to the in-person event the year before last, the main cause for the decline in numbers was the absence of international exhibitors from Asia and overseas due to the pandemic. The rate of concrete business deals and intensive discussions was unbrokenly high. That’s why we consider the exhibition a success and a permanent fixture in the trade show calendar.”

In his evaluation of the exhibition, TİM President İsmail Gülle stated that logitrans is the largest transport and logistics exhibition in the Eurasian region and added: “The exhibition is the most suitable platform for establishing business relations in the intercontinental supply chain between Europe and Asia. 2021 is a very important year for Turkey’s exports. logitrans, which forms a perfect bridge between Europe and the Near East, plays an important role in achieving our export targets.”

### **Platform for current topics**

In contrast to the pandemic-related slump, the conference program has developed further in terms of both quantity and quality. Nine sessions focused on topics such as digitalization and intermodal logistics chains, including a special rail cargo session, or highlighted career paths using the example of women in air cargo or the presentation of awards such as the IRU’s well-known “Driver of the Year”.

CEO of Sarp Intermodal, Onur Talay, who participated in the exhibition, sums it up: “We have seen how important personal contact is, especially while working from

home. When it comes to project planning, we need to combine our forces and always work together, for example when it comes to transportation to Eastern Europe and along the Silk Road. Meeting with the industry at logitrans allows everyone to get along better with each other.”

The next logitrans exhibition will be held at the Eurasia Show and Art Center in Yenikapı from 16 to 18 November 2022.

### **logitrans**

In Istanbul, logitrans, is the leading trade fair along the entire logistics, telematics and transport value chain in the Eurasian region. It is held annually by EKO MMI Fuarçılık Ltd. Sti., a joint venture between Messe München and EKO Fair Limited. The next logitrans will take place from November 16-18, 2022.

### **transport logistic exhibitions**

The international industry network of transport logistic exhibitions consists of eleven events. In addition to the leading international trade fair transport logistic in Munich, transport logistic is held in China every two years and the transport logistic China Forum takes place in alternating years, both in Shanghai. Messe München and EKO Fair Limited jointly hold the logitrans International Transport Logistics Exhibition in Istanbul, Turkey, annually. The air cargo sector plays an important role at all trade fairs. air cargo Europe as part of the transport logistic in Munich is the largest air freight trade in the world, and air cargo China is the leading fair in Asia. In addition, air cargo India and air cargo Africa are held as independent trade fairs, as is the air cargo forum Miami together with TIACA. Also part of the transport logistic exhibitions are transport logistic Americas in Miami and transport logistic India @ CTL in Mumbai, India.

### **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, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.