

## **Leading trade fair transport logistic: Invitation to the press conference of the initiative "Die Wirtschaftsmacher"**

**Bremen, April 22nd 2021**

Improving the visibility and appreciation of logistics among the general public - that is the central concern of the initiative "Die Wirtschaftsmacher", which has been carrying out numerous actions and campaigns with around 100 participants since June 2019.

Together with the German Logistics Association (BVL) and Messe München, "Die Wirtschaftsmacher" will be holding an event on

**Tuesday, May 4 at 11:30 a.m. to 12:30 p.m.**

to which we cordially invite you.

The aim is to provide you with an overview of the system relevance and performance of logistics and to inform you about current trends and developments as well as to present interesting practical examples.

Prof. Thomas Wimmer, Chairman of the Board of the German Logistics Association (BVL), will provide an up-to-date overview of the market situation, key figures and important trends in the logistics sector.

Current trends will be illustrated by concrete practical examples from the fields of

- Digitalization (Matthias Braun, Head of Digitalization and Concept Development KL-MD, Volkswagen Konzernlogistik GmbH & Co. OHG)
- Complexity Management/Efficiency Christina Thurner, Member of the Executive Board of Loxxess AG and Member of the Board of BVL (German Logistics Association).
- Sustainability (Sina-Maria Schoenlein, Project Manager Logistics & Sustainability, Tchibo GmbH) made tangible.

You can access the accreditation here: [https://tickets.messe-muenchen.de/MM/TRL21/ArticleSelection/16?\\_ga=2.96799135.1662822932.1618671875-1297417271.1573739414](https://tickets.messe-muenchen.de/MM/TRL21/ArticleSelection/16?_ga=2.96799135.1662822932.1618671875-1297417271.1573739414)

We would be very happy to have your editorial team participate!

### **About the initiative "Die Wirtschaftsmacher"**

The initiative "Die Wirtschaftsmacher" has set itself the goal of improving the image of logistics in society. Around 100 companies, logistics-related associations, societies and media are participating in the initiative. These include corporations such as BMW or VW, retail companies such as EDEKA and Amazon Deutschland Services GmbH, logistics service providers such as ITG, Kühne + Nagel, LGI,

# **DIE WIRTSCHAFTSMACHER**

Eine Initiative der Logistiker

LOXXESS, Meyer Logistik, Seifert Logistics or ZUFALL, software companies such as AEB and PSI, but also associations and networks such as the Air Cargo Community Frankfurt, the Bundesvereinigung Logistik (BVL), the German Freight Forwarding and Logistics Association (DSLVL), the German Transport Forum, the Logistics Real Estate Initiative (Logix), the general cargo network System Alliance, the German Association of the Automotive Industry (VDA), the German Federal Ministry of Transport and Digital Infrastructure (BMVI), as well as other companies and ideal sponsors from various sectors. The initiative is open to additional supporters.

## **Further information:**

[www.die-wirtschaftsmacher.de](http://www.die-wirtschaftsmacher.de)

## **For queries:**

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