

## OVERALL FIGURES FOR 6 FAIRS



**INTRA  
LOGISTICA  
ITALIA**

EXHIBITORS

**1.842**

PAVILIONS

**11**

VISITORS

**131.296**

COUNTRIES  
OF ORIGIN

**131**

19-23 May 2015 – Fieramilano, Rho

“At INTRALOGISTICA ITALIA we noted a high presence of foreign visitors. Apart from Italian buyers, also customers from South America, the Middle East, Maghreb and East Europe visited our booth.”

Emmanuel Béghin,  
Managing Director, MECALUX Italia

“The high profile of visitors rewarded the participation at the fair by our company, which has been operating directly on the Italian market for less than a year.”

Deborah Spagnolo,  
Marketing and Communications  
Manager, RITE-HITE Italia

“The partnership between INTRALOGISTICA ITALIA and IPACK-IMA and its related fairs has generated important synergies.”

Luca Giovenzana,  
Marketing Manager, GIOVENZANA

“We are very satisfied with the goals achieved at INTRALOGISTICA ITALIA.”

Claudio Carnino,  
Country Manager, INTERROLL

“Both the attendance of high-profile visitors and the competence shown by companies’ representatives were excellent.”

Francesca Bertotti,  
Marketing Manager,  
TELLURE ROTA

“We noted a very high level of competence in operators who visited our booth at INTRALOGISTICA ITALIA. Many of the contacts we met, from emerging markets such as India, Kuwait, South Korea, Russia and also Poland and Bulgaria, appreciated the numerous world patents we have in systems automation and pallet handling.”

Paolo Zanoletti,  
Sales Department, TOPPY

“INTRALOGISTICA ITALIA was very satisfactory in terms of numbers and quality of visitors. This fair was greatly needed in the Italian market to provide explanations to visitors about the new generation of intralogistics solutions, indispensable tools for organizational efficiency.”

Roberta Togni,  
Marketing Manager, AUTOMHA

“At INTRALOGISTICA ITALIA we observed particular interest by visitors in warehouse management solutions, especially in the augmented reality solution that supports logistics processes (warehousing, manufacturing, quality, service, sales).”

Anna Lisa Montesardo,  
Associate Partner, CLICK REPLY

“INTRALOGISTICA ITALIA is a testimony to the need for and the importance of having a fair completely dedicated to the intralogistics sector in our country and proves that Italy holds the position as the second market in Europe in industrial automation.”

Jan van der Velden, President, FEM –  
European Federation of Materials Handling



## Facts & Figures

**SEE YOU AT**

Fieramilano, Rho  
29<sup>th</sup> May - 1<sup>st</sup> June 2018



Hannover Fairs International GmbH

Via Paleocapa 1 – Milan, Italy  
Tel. +39 02 70633292 – [www.hfitaly.com](http://www.hfitaly.com)







TOTAL EXHIBITORS AT INTRALOGISTICA ITALIA 85

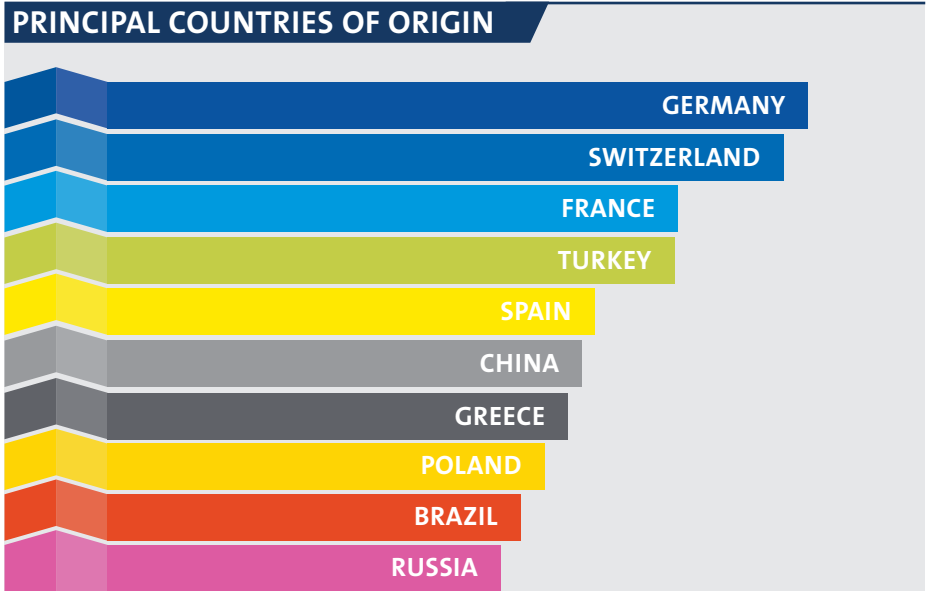
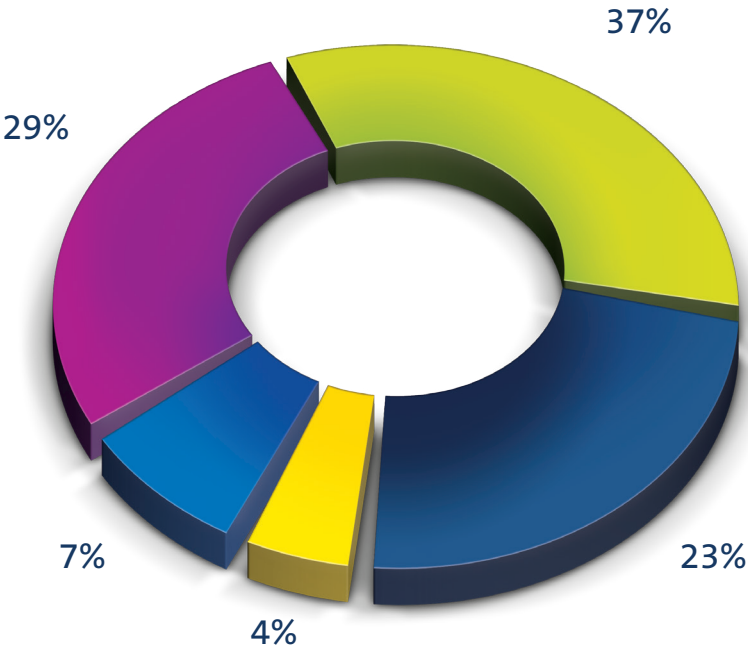
ORIGIN OF EXHIBITORS

Italy	70,5%
Rest of the world	29,5%
Number of countries	12



BUSINESS SECTORS

- Mechanical handling
- Warehouse technology and workshop equipment
- Complete systems for logistics, materials handling and warehouse technology
- Systems and software
- Logistics services for transport and traffic organization



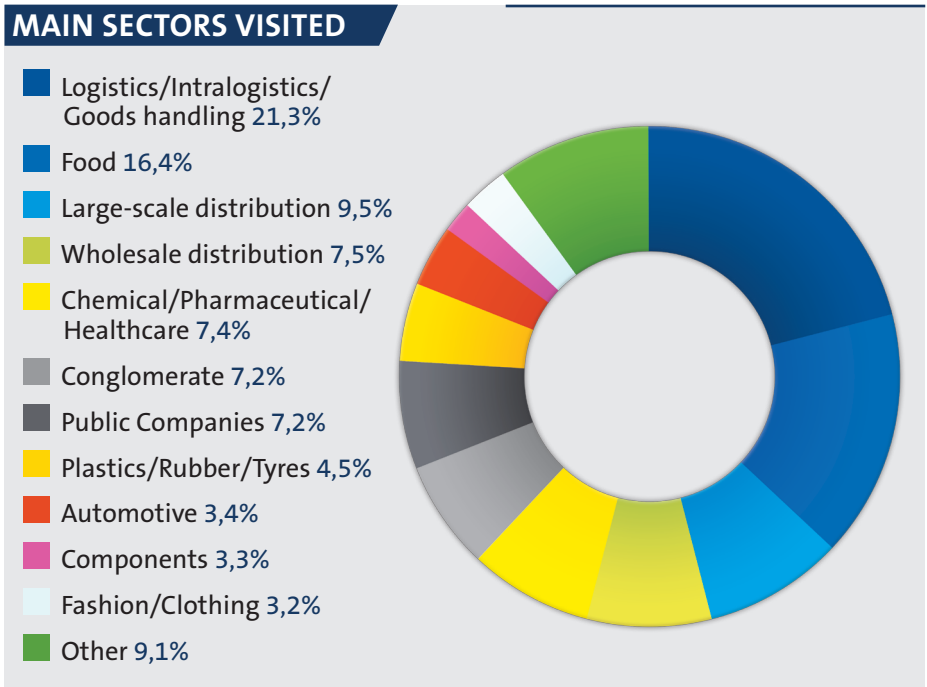
TOTAL VISITORS  
INTRALOGISTICA ITALIA 15.899

ORIGIN OF VISITORS\*

Italy	72%
Rest of the world	28%

CONTINENTAL AREAS  
103 COUNTRIES\*

Europe	52%
Asia	23%
Africa	11%
South America	9%
North America	4%
Oceania	1%



DEGREE OF SATISFACTION

Satisfied	92%
Unsatisfied	8%

DEGREE OF INFLUENCE  
ON PURCHASE DECISION

Decides directly / with others	53%
Influences the decision	31%
Low influence	16%

SIZE OF COMPANY

1 - 49	61%
50 - 249	22%
over	17%

POSITION IN COMPANY

Owner/President/Managing Director	33%
Manager	23%
Technical operator	20%
Freelance professional	5%
Other	19%



(\*) INTRALOGISTICA ITALIA obtained ISFCERT R - ACCREDIA (099/2015 NTRL15E) certification for 2015. Data collected on the basis of information provided by exhibitors and visitors at the moment of accreditation.