

Munich, 6. May 2021

Presseinformation

Final report on transport logistic Online:

Invaluable information hub during dramatic times

- 87 conference presentations, including 30 company sessions
- Around 8,500 people took advantage of this unique opportunity
- High international attendance
- German Minister Andreas Scheuer: Climate protection is the key issue of the future

Three days of knowledge transfer, networking and professional discussions – transport logistic Online served as an invaluable information hub during dramatic times. A total of around 8,500 people took advantage of this unmatched opportunity: 87 conference presentations with talks and discussion groups, including 30 company sessions with the leading companies in the industry. The major focal points of the conference program were sustainability, new business models and the impact of the coronavirus pandemic.

Stefan Rummel, the Managing Director of Messe München, said the good reception and positive feedback generated by transport logistic Online underscored the value of the trade fair's concept: "This online version of the transport logistic was a valuable contribution industry in a difficult time. Of course, the online version could not replace the real trade fair. But we were still able to provide the industry with an opportunity to get together once again, network and talk about current business topics. The industry was grateful for this opportunity, as demonstrated by the strong attendance and numerous discussion comments during the sessions. I would like to thank our partners and the participating companies that backed the project from the beginning. In 2023,

Johannes Manger
Category Head Construction &
Real Estate (Marketing and
Communications)
Tel. +49 89 949 21482
Johannes.Manger@messe-
muenchen.de

Messe München GmbH
Messegelände
81823 München
Deutschland
messe-muenchen.de



Press release | 6. May 2021 | 2/2

we will get together once again in person at the exhibition grounds and apply the best of the digital world as well.”

Strong attendance at the company sessions

On its three exhibition days were, the transport logistic Online was attended by around 8,500 participants. International participants made up 35 percent of the visitors. Most of these visitors came from Austria, Switzerland and the Netherlands. Attendance was high during both the presentations held as part of the conference program and the company sessions in which top companies offered insights into their products, projects and strategies. The average number of participants in these sessions was 501. Many participants also used the opportunity offered by the online platform to request appointments and network. A total of 2,994 contacts were made during the three exhibition days.

Scheuer: Logistics is the foundation of our high standard of living

The three-day conference program was kicked off by Andreas Scheuer, the German Minister of Transport and Digital Infrastructure. In his opening address, Scheuer underscored the important role played by the industry: “Logistics may be invisible. But it is also the foundation of our high standard of living. Countless cogs have to turn together. Many people in very attractive jobs are working on our behalf around the world and around the clock.” He added that the logistics industry had proven “just how reliable it is” during the pandemic. “No one could complain about empty shelves,” the minister said. Looking ahead, Scheuer described climate protection as the key issue of the future. For this reason, he called on carriers “to work with and not against one another. Above all, they must become more flexible. This is the only way that we can reach our climate goals.”

Conference highlights

The key topics of the conference program focused on the current issues facing the industry: What impact is the digital transformation having and to what extent is it creating new business models? What sorts of solutions and concepts does the industry have in terms of sustainability? And how is the industry tackling the challenges posed by the coronavirus pandemic? The 87 sessions were filled with

Press release | 6. May 2021 | 3/3

animated discussions of these questions, and the visitors energetically put the chat function to use. The highlights of the event included:

- The session **New vs. old – are platforms the better freight forwarders?** The session compared the strengths of traditional and digital solutions. Participants in the discussion agreed that all actors profit from innovative digital offerings in the marketplace. The discussion group also examined the main differences in the business models. In addition to automation and data transparency (digital platforms), the group identified a broad range of services and customer-focused flexibility (traditional freight forwarders).
- Alternative drive systems are the future even for heavy commercial vehicles – this was the conclusion drawn by the discussion group that focused on **climate neutrality in the transport and logistics industry**. The group brought up not only commercial vehicles powered by electric motors, but also hydrogen drive systems and fuel cells that will enable vehicles to travel much longer distances in the future. The group agreed that such vehicles must hit the road more quickly. For one good reason: Commercial vehicles powered by diesel engines currently generate about 200 million tons of CO₂ on European streets and highways.
- While examining the approaches that the industry would take after the pandemic another discussion group focused on one key question: **How much resilience does the logistics industry need?** While considering future warehousing strategies, the participants agreed that risk assurance and security measures would play an increased role in order to prevent bottlenecks. The pandemic has also shown that not just one transport option should be used. Alternatives ensure flexibility.

Companies that participated in the event expressed their satisfaction with it, particularly in terms of attendance of the company sessions. Here are just a few of the positive comments:

Emile Hoogsteden – Vice President Commercial at the Port of Rotterdam

Authority: “As we are all still in the midst of the pandemic, it is more important

Press release | 6. May 2021 | 4/4

than ever to stay connected. Of course, it was a pity that we could not meet in person in Munich, but there is no need to stand still. The industry keeps developing at a fast pace despite or maybe thanks to the pandemic. We need to keep moving, seize potential business opportunities and set up new partnerships. This year's online edition of transport logistic was the best imaginable way to do just that."

Michael Krainthaler, a member of the Management Board of LKW Walter:

"The positive response to our company session at tl2021 exceeded our expectations. Both customers and interested individuals were excited about the solutions we presented to address current and future challenges in our core business, 'full truck loads.' The forwarding industry was really interested in digital visibility solutions for better handling of product streams and the capacity assurance provided by our European-wide intermodal network."

Christian Wilhelm, CEO & Founder of SHIPSTA: "I had a great time presenting at transport logistic Online 2021. We received lots of interesting requests during and after our company session. Thank you to all participants and to transport logistic exhibitions who made this online event happen."

Jens Deutschendorf, State Secretary in the Hessian Ministry of Economics, Energy, Transport and Housing: "This year's transport logistic focused on the issues that are weighing on people's minds not just in Hesse: the pandemic and climate protection. We will continue this discussion with our series of events called #logistikmittwoch (#logisticswednesday) over the next two months. I would like to thank all participants for getting this effort off to such a great start!"

transport logistic will be held once again as an in-person trade fair from May 9 to 12, 2023, on the exhibition grounds in Munich.

Press release | 6. May 2021 | 5/5

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.

transport logistic exhibitions

The international industry network of transport logistic exhibitions is made up of 11 events. In addition to the leading international trade fair transport logistic in Munich, transport logistic China and the transport logistic China Forum each take place every other year on an alternating basis. Both are held in Shanghai, China. Each year, Messe München and EKO Fair Limited host the logitrans International Transport Logistics Exhibition in Istanbul, Turkey. The air cargo area plays a key role in all trade fairs. As a part of transport logistic in Munich, air cargo Europe is the largest air cargo trade fair in the world, while air cargo China leads in Asia. In addition, there are the independent trade fairs air cargo India and air cargo Africa, as well as air cargo forum Miami powered by TIACA. transport logistic Americas in Miami and transport logistic India @ CTL in Mumbai, India, are likewise part of the transport logistic exhibitions.

Messe München

Messe München is one of the world's leading networking platforms. In line with the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 symposiums for investment and consumer goods as well as new technologies. Among these trade fairs are, for example, the world's leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München attract about 50,000 exhibitors and 3 million visitors each year.

Messe München has one of the most modern exhibition grounds in the world and with its four sites in Riem, the ICM – International Congress Center München, the MOC Veranstaltungszentrum München and Conference Center Nord, it is able to fulfill every individual customer need. Messe München is very successful on its home market, both in Munich and in other countries. It is active in all of the important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, with its network of companies and foreign agencies, Messe München is represented in more than 100 countries.