

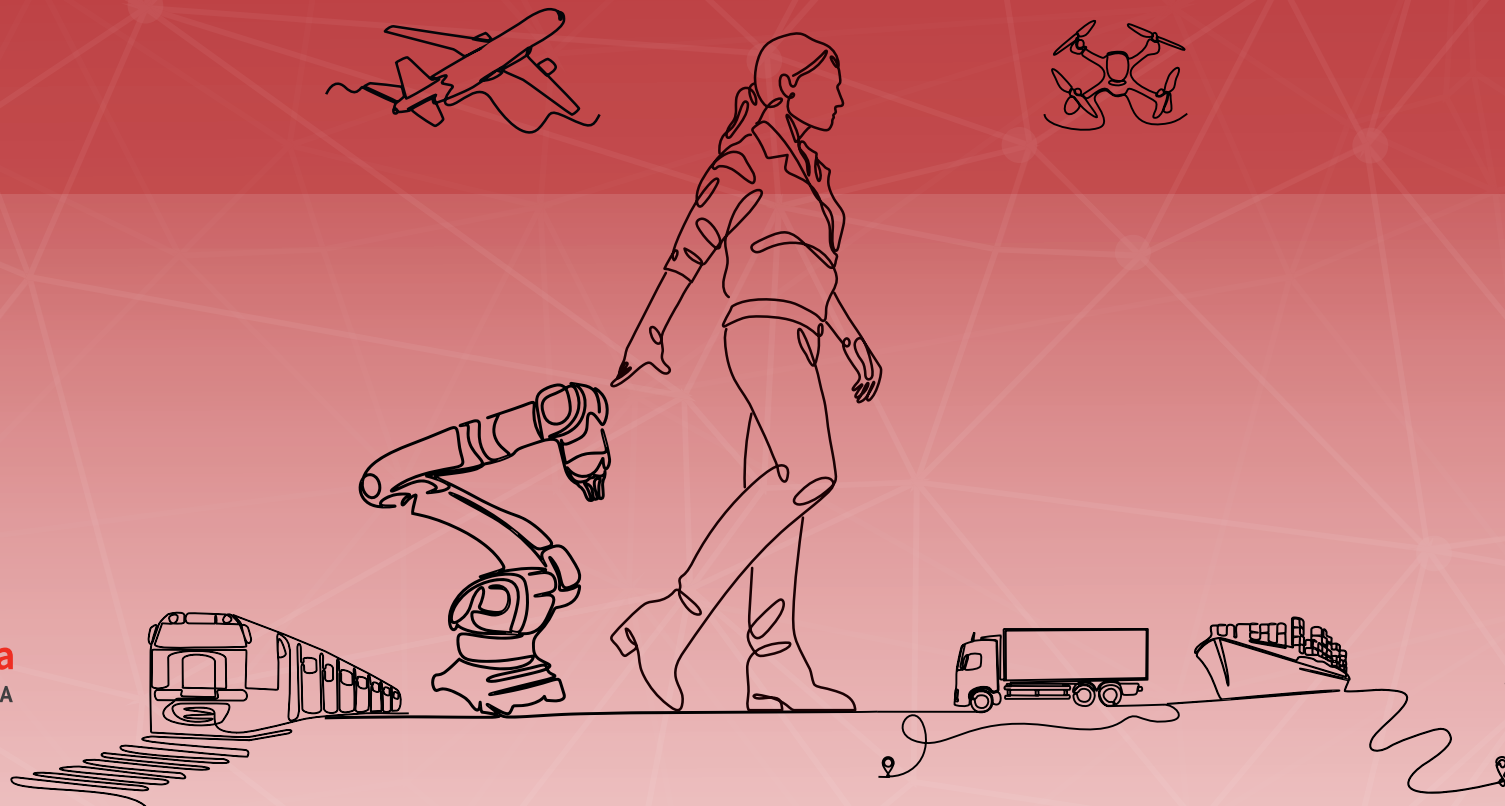
# SIL

## Barcelona

THE LEADING TRADE FAIR FOR LOGISTICS, TRANSPORT, INTRALOGISTICS AND SUPPLY CHAIN IN SOUTHERN EUROPE

**5-7 JUNE 2024**

**WE ARE THE SECTOR THAT  
CONNECTS THE WORLD**



**ZF** | CONSORCI  
**barcelona**  
ZONA FRANCA

[WWW.SILBCN.COM](http://WWW.SILBCN.COM)

The next edition of **SIL BARCELONA** is presented with many new features and a full program of presentations, events, conferences and innovations.

The last edition of SIL in 2023 was very special, with the celebration of its 25th anniversary. Throughout these 25 years, it has established itself as **the leading Logistics, Transport, Intralogistics and Supply Chain Fair in the Mediterranean and the Atlantic**. Discover here what SIL 2023 was like.



# IN FIGURES

## WHAT THEY SAY



THE LEADING TRADE FAIR FOR LOGISTICS, TRANSPORT, INTRALOGISTICS AND SUPPLY CHAIN IN SOUTHERN EUROPE



**15.215**

attendees from 91 different countries



**400**

speakers



**+650**

participating companies,  
40% international



**+ 250**

company events



**+ 3.000**

attendees in person at the Congress



**8.317**

networking contacts

# WHAT IT OFFERS

94% of visitors consider SIL to be better than other industry events



**EXHIBITION**  
Business



**CONGRESS**  
Knowledge



**NETWORKING**  
Deciders



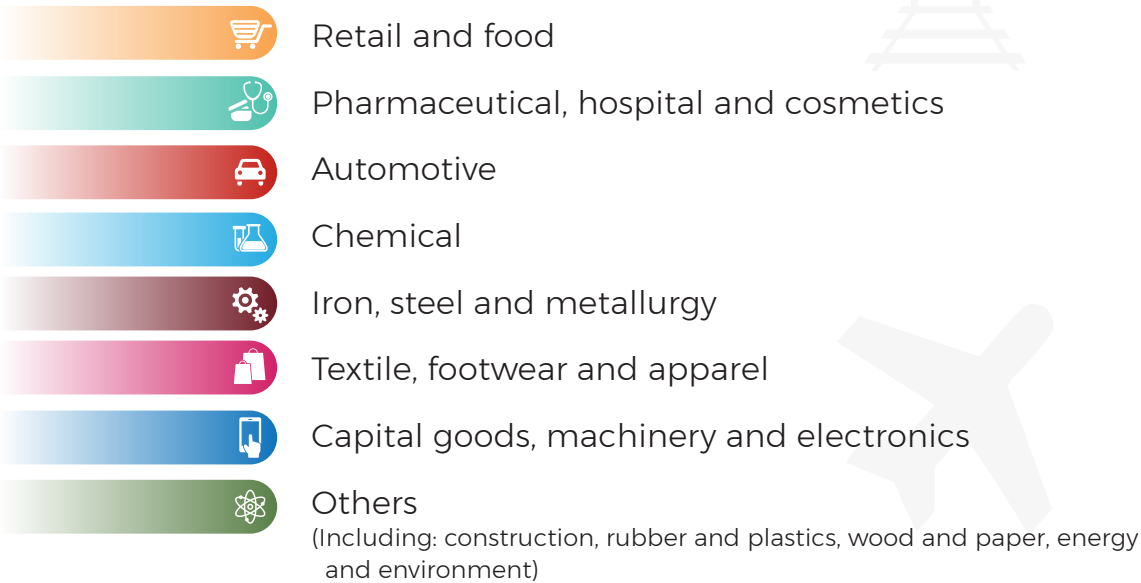
**NETWORKING**  
Trends



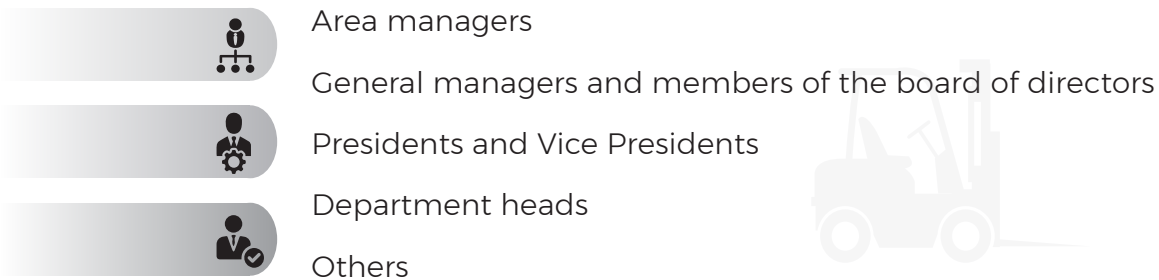
# VISITORS

WITH BUYING POWER

Visitors come from Target Industries:



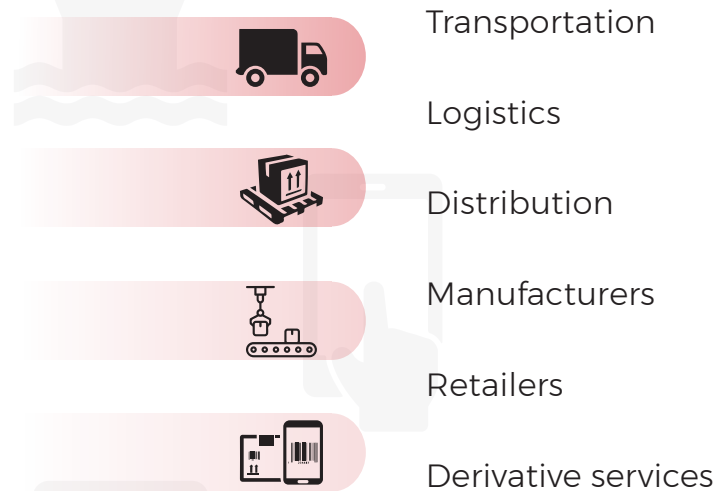
Executive positions:



WHAT THEY SAY



Sectors such as:



90%  
of visitors are in  
decision-making  
positions

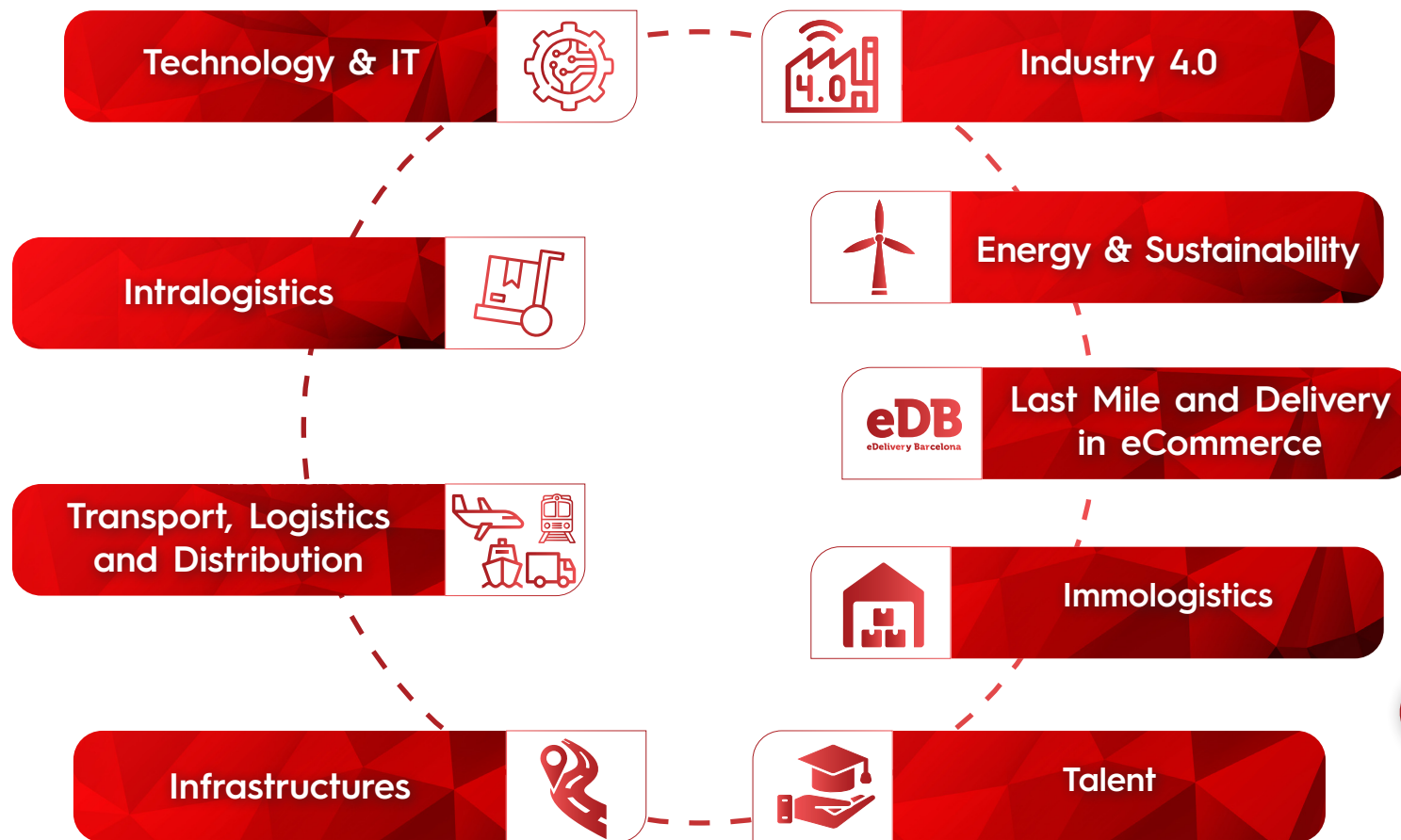
# SUPPLY CHAIN

THE ONLY TRADE FAIR THAT BRINGS TOGETHER THE ENTIRE SUPPLY CHAIN

WHAT THEY SAY



SIL is the leading annual trade fair in Southern Europe and the Mediterranean where the entire logistics chain is represented:



79%  
of exhibiting  
companies believe  
they have achieved  
their participation  
goals

# EXCLUSIVE NETWORKING

84% of visitors confirm having closed business deals during or after SIL

SIL BARCELONA maximizes networking with the main players in the sector through different meeting spaces set up at the fairgrounds.

In 2023, more than 5,000 face-to-face contacts were made, connecting supply and demand.

## SILPLATFORM

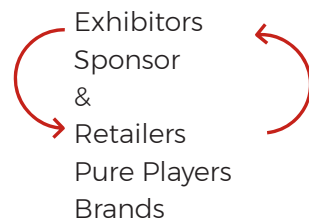
Another of the spaces where networking is enhanced is the **SIL Platform**, which registered in 2023:

**8.317** digital contacts

**3.000** meeting requests

**7.106** messages between attendees

And, in addition, do networking through the SIL Platform



# STARTUPS AND INNOVATION

## WHAT THEY SAY



## STARTUP INNOVATION HUB

- Expo with the offer of the most innovative startups in the sector
- Pitch with investors and corporates
- Award for the best startup
- International call to +500 startups

## SIL AWARDS 2023

SIL Barcelona organizes every year, the **SIL Awards** to the best initiatives and practices of the sector. In 2023, it awarded the following prizes:

- SIL Award for Best Private Innovation.
- SIL Award for Best Public Innovation
- SIL Award for Best Innovation Project

In addition, on the occasion of SIL's 25<sup>th</sup> anniversary, 50 representatives of private companies in the sector and 11 public companies were recognized for their contribution and their contribution to positioning SIL as a benchmark event in Southern Europe and the Mediterranean.



**+150**  
news

**91%**  
of exhibitors are satisfied with the quality of the innovations

**+50**  
e-logistics startups

Call a  
**+500**  
startups



# COMMUNICATION AND PROMOTION

## WHAT THEY SAY



**+ 43**

national and international media partners

**2.238**

impacts

**+506.834**

annual visits to the website

**220**

accredited national and international journalists

**+ 50**

newsletters on the website

**+ 7,8**

million impacts in the media campaign

Discover all the latest logistics news:

In our podcast

On the SIL blog

**in** 15.844 contacts

**X** 6.627 followers

**f** 1.611 fans

**ig** 1.243 followers



# TALENT

SIL BARCELONA promotes and encourages talent in different ways:

## WHAT THEY SAY



## JOB MARKET PLACE

The networking and recruiting event that puts companies in contact with professionals that meet their requirements.

**+ 374**

candidates

**+ 107**

candidates selected for a job interview, which took place at the SIL venue



# A KNOWLEDGE FAIR

## WHAT THEY SAY



## CONGRESS

Throughout its 25 years of existence, SIL Knowledge has become a benchmark forum for debating and analyzing industry trends.

## TOPICS ADDRESSED IN 2023:

- Sustainability
- Logistics and Transport
- Supply Chain
- Innovation
- Technology
- Digitalization
- eCommerce
- Last Mile
- Smart Mobility
- Talent
- Maritime
- Overland
- Air Cargo
- Immologistics
- Intralogistics
- Customs



In addition to SIL Knowledge, 4 other international congresses were held at the last edition of the event:

- **ALACAT**
- **Medalogistics Week**
- **European Conference & European Research Seminar del CSCMP**
- **Eurolog**

## AGORAS:

- Big Brands
- + 120 success stories



# A SUSTAINABLE FAIR

## WHAT THEY SAY



The SDGs have become a priority for SIL, including **SDG 5, Equality**; **SDG 7, Clean Energy**; and **SDG 13, Climate Action**. This is embodied as follows



- Women in Logistics
- At SIL Knowledge: Sustainability and logistics, under debate
- Use of sustainable materials in the construction of stands and recycling for subsequent events.
- Zero-paper policy in all SIL 2023 communications
- Use of sustainable components in the production of water containers, lanyards, pass holders, etc. to extend the useful life of the materials.



# THE MOST PROFITABLE TRADE FAIR

## WHAT THEY SAY



## SIL: THE MOST COMPETITIVELY PRICED LOGISTICS TRADE FAIR IN EUROPE

### • GENERATES THE LARGEST NUMBER OF NETWORKING OPPORTUNITIES

- Quality contacts with retailers and shippers
- Business opportunities with the entire supply chain
- Contact all visitors from your phone

### • PARTICIPATION MODALITIES

- With modular or design booths
- Global, exclusive or congress sponsorships

15% or 20%  
discount  
depending on m<sup>2</sup>  
if you sign up  
before  
January 31,  
2024

Discover  
our sponsor-  
ships!

Ask for  
a quote



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