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## Press release

Trade fair outlook

### Exhibitors sign up for logitrans in Istanbul

- Strong, Europe-wide demand for exhibition space in Turkey
- Turkey serves as the Eurasian logistics platform and the gateway to the Silk Road

Silvia Hendricks  
PR Manager  
Tel. +49 89 949 21483  
[silvia.hendricks@messe-muenchen.de](mailto:silvia.hendricks@messe-muenchen.de)

**Concentrated, intensive and local: The 14th logitrans will be held in the Istanbul Expo Center from November 10 – 12, 2021. This trade fair, which is aimed primarily at visitors from Turkey and neighboring countries, is now moving full speed ahead in response to tremendous demand. It is proving itself to be a highly sought-after platform for Eurasia and will be the first in-person event among international logistics trade fairs.**

Turkey is a highly prized trade-fair and business location in spite of the government's budget deficit and the coronavirus pandemic. It is a fact that is also reflected in the strong demand for exhibition space at the fair. As registration numbers have risen, the trade-fair organization is expanding the amount of exhibition space that it once reduced due to the pandemic. It is now drawing up a hall layout plan with more than 50 exhibitors.

logitrans is an international platform for business contacts in the Eurasian region. The fair's visitors primarily come from Turkey and neighboring countries. In addition to Turkish businesses, companies from Germany, France, Italy and Austria in particular have signed up as part of country pavilions or with their own individual booths. Companies from Finland, Estonia, Egypt and China are also on board.

### Turkey relevant as an export country, import market and logistics hub

The exhibitors include large and small actors in supply chains for whom Turkey plays a role as an export country, import market or logistics hub. They meet visitors who are looking for contacts to business partners in the European Union, the world's largest single market. logitrans is the largest platform for business relationships in transcontinental supply chains between Europe and Asia.

The major issues of the international trade fair include logistical collaboration in the supply and waste management of Turkish retail and production companies. logitrans also provides all companies that are looking for sustainable alternative transport options on the rails with business contacts regarding the topic of Silk Road. The supporting conference program will address this and other current logistics questions as well.

Messe München GmbH  
Messegelände  
81823 Munich  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)

ORGANİZATÖR/ORGANİZER  
Eko MMI Fuarçılık Ltd. Şti.  
Biraçılar Sokak No: 10  
Mecidiyeköy  
34387 Şişli - İSTANBUL –  
TÜRKİYE  
Tel. +90.212.266 91 58  
Fax +90.212.266 91 63  
Email  
[eko@logitrans.com.tr](mailto:eko@logitrans.com.tr)



“Amid the clear signs of climate change that we see, the Silk Road and Turkey’s associated role as a Eurasian hub are increasingly attracting the attention of transport managers,” said Onur Talay, the CEO of Sarp Intermodal, a long-time exhibitor. “We have been making and fostering contacts at logitrans for many years now. We are there when logitrans happens. Personal contact is critical. It ensures that we are optimally positioned in this eye of the needle.”

Ilker Altun, Managing Director of EKO MMI Fair Ltd. Co., expressed confidence in his role as a joint venture partner of Messe München: “We are ready for anything. If the pandemic permits, we will pull off the trade fair.” logitrans was last held in 2019. It attracted more than 150 exhibitors from 24 countries in two halls. Collin Davis, Executive Director of Messe München, noted: “Even though we will not reach the exhibitors figures we had last time in spite of the high demand, we are still looking forward to having a very intensive and lively event. We are determined to have a completely in-person event by taking all necessary hygienic steps.”

Find more information about logitrans at [www.logitrans.istanbul](http://www.logitrans.istanbul)



Lively exchange at logitrans 2019.

### 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. In 2019, it had 158 exhibitors and 15,600 participants. The next logitrans will take place from November 10-12, 2021.

### transport logistic exhibitions

The international industry network of transport logistic exhibitions consists of eighth 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 well as is air cargo forum Miami together with TIACA. Also part of the transport logistic exhibitions are the co-organized China International Transportation and Logistics Expo in Hangzhou 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, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary



**Uluslararası Transport Lojistik Fuarı**  
10-12 Kasım 2021, İstanbul Fuar Merkezi, Hol 9-10

**International Transport Logistics Exhibition**  
November 10-12, 2021, Istanbul Expo Center, Hall 9-10

[www.logitrans.istanbul](http://www.logitrans.istanbul)

companies,



Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

