

At the logitrans Exhibition, the Largest Logistics Gathering in the Eurasia Region Was Held

While 171 companies from 23 countries participated in the 15th logitrans Exhibition, which was held for the 15th time on November 16th-18th at the Avrasya Show and Art Center in Yenikapı, there was a record increase in the number of visitors. 16.724 people visited the International logitrans Transport Logistics Exhibition in three days. logitrans' main agenda was the increasing importance of Turkey in logistics.

A record number of people attended this year's International logitrans Transport Logistics Exhibition, which was held in Istanbul from November 16–18, 2022 and which is regarded as the most powerful platform for fostering business ties in the intercontinental supply chain between Europe and Asia and for bringing together the key players in the logistics sector. While practically all logistics industry participants were present at logitrans, it was once again made clear that Turkey has solidified its strategic position in the Eurasian area.

In the framework of the "International logitrans Transport Logistics Exhibition," which was held at the Avrasya Show and Art Center in Yenikapı and was organized by EKO MMI Fair Co., a collaboration between Eko Fair Co. and Messe München, 171 companies and organizations from 23 countries, including 4 pavilions, interacted with their customers and stakeholders at their competing booths. 16.724 people visited logitrans during the three days of logitrans, which reached a high number of visitors with a huge increase of compared to the previous year.

Another Outstanding Success by logitrans

Stating that the exhibition was a great success with respect to the number of exhibitors and visitors as well as the added value created, İlker Altun, Managing Director of EKO MMI Fair Co., emphasized the fact that Turkey is both a logistics base and an international supply chain base in the Eurasian region has become indisputable.

According to İlker Altun, the logitrans Exhibition is a crucial tool in helping Turkey reach its objective of raising its international logistics profits in tandem with its merchandise exports to 20 billion dollars in 2025 and 30 billion dollars in 2030.

An Exemplary Trade Fair in the International Arena with Its Modern Architecture

Managing Director of EKO MMI Fair Co., İlker Altun, said that logitrans is a strong platform that adds value for all parties involved in logistics in this process and that they are very happy that the participating businesses have the chance to both forge new customer relationships and strengthen their current ones, and added,

"logitrans took place this time in a new fairground in Yenikapı. The booths and exhibition display areas of the participating organizations made a significant contribution to the creation of a very colorful exhibition environment with their contemporary and functional designs and well-constructed architectural elements. logitrans has gained a well-deserved reputation in the international arena with its modern architecture as well. The exhibitor

stands at logitrans were completely packed, and the event was flooded with attendees from almost every area of the logistics sector. All booths hosted busy customer meetings."

Turkey's Importance Has Never Been So Evident

Stating that they have known and emphasized the geographical importance of Turkey for years, Falk Senger, Messe München Member of the Management Board said in his speech at the opening ceremony: "The importance of Turkey has never been more evident.

logitrans was the world's first logistics exhibition after the pandemic. The fairs were asked by many people. Bu what we see here is pretty different. The days of vibrant, colorful and face-to-face business are back now. Moreover, when we look at this specialized trade fair, we also see that it is stronger than ever.

Logistics' character requires personal networks and a relationship of trust among those involved. Therefore, the availability of platforms like logitrans is important for a strong logistics market."

Falk Senger said, "logitrans is bigger than ever, more international than ever and more focused than ever" to conclude.

Logistics Sector is Like a Diamond

Çetin Nuhoglu, President of the International Transporters Association, said, "This exhibition is highly essential. logitrans is a serious and significant event, but it is also a great chance to forge solid partnerships." Çetin Nuhoglu added,

We are at a great place right now to think about and prepare for Turkey's logistical opportunities. We can infer that Turkey is significant from the fact that countries like Germany, Latvia, Russia, and the Czech Republic participated in the exhibition with their national support. Currently, we can observe how regional cooperation is replacing globalization. Turkey was very important in globalization, now it is also very important in regionalization. The logistics sector, which is of utmost importance in the development of regional cooperation, stands like a diamond in the rough among all sectors of the country. Just like the Turkey's standing on the world map."

Turkey's Position Should Be Used Correctly

Ayşem Ulusoy, President of UTİKAD, the Association of International Forwarding and Logistics Service Providers, said, "We are happy to come together every year by participating in this important event of our industry.

Our industry has a lot of potential and is very open to development. We have been saying for years that Turkey's geopolitical position should be well utilized. However, the recent tensions between Russia and Ukraine, fluctuations in exchange rates, problems at our border gates, and the expectation of a recession show us that we must use this position

correctly. We should strengthen our fleets and support new market entrants. Efforts should be made to increase combined transportation."

A high increase in demand for 2023

In addition to Turkish Cargo, which has made significant progress internationally and has become one of the most important players in global air cargo, Lufthansa Cargo, Dachser, Arkas, DSV, and DFDS, as well as the showcase exhibitors of logitrans, other giant names of the Turkish logistics industry also took part in the exhibition. Exhibitors attracted the attention of visitors with their creative and interactive applications. In addition to the regular exhibitors of logitrans, this year's trade fair also witnessed a significant number of organizations and companies participating for the first time. Because of the 2023 demand, a significant portion of the existing booth areas were rented. EKO MMI authorities stated that they are almost ready for the next logitrans Exhibition to be held on November 15-17, 2023.