



Paris, 4 April 2023

**Let's shape the future of transport and logistics**  
**SITL 2023**  
28 to 30 March – Paris Porte de Versailles, Hall 1

## 2023: THE GAME-CHANGING EDITION

In a world that has been greatly impacted by health, geopolitical and climate crises, never before have the issues surrounding procurement, the flow of goods and materials, the location of infrastructures, reindustrialisation, energies, sovereignty and, of course, decarbonisation, been so visible.

It is in this context that the “Semaine de l’Innovation du Transport et de la Logistique” (SITL: Innovation in Transport and Logistics Week) show, hosted its 40<sup>th</sup> edition this year from 28 to 30 March at the Porte de Versailles exhibition centre. The milestone event of a sector that accounts for 10% of the GDP, with a turnover of 200 billion euros and that provides 1.8 million jobs, has just come to an end and the results are wholly satisfying.

With its 485 exhibitors and some 150 workshops/conversations, the show has proved to be more dynamic than ever and deeply committed to addressing the issues facing the sector’s professional players.

This upbeat atmosphere also brushed off on the 24,000 visitors who came to explore the aisles of the Porte de Versailles exhibition centre.

All these factors show the already keen awareness of the essential role that logistics play in driving a healthy economy. The Secretaries of State for Industry and Transport, Roland Lescure and Clément Beaune, together with Agnès Pannier-Runacher have announced new funding to support the roll-out of Low Emission Vehicles in a 100-million euro scheme aimed at facilitating the decarbonisation of road transport for goods.

*“It is rare for a show to be celebrating its 40th anniversary. In the scale of things for us it’s still early days, but the show is already coming of age. It’s the beginning of a whole new era for us. The show owes its success to the unwavering support of its exhibitors, visitors and the sector’s Federations and organisations. It is largely thanks to the trusting relationship that we have built with them over the years that the show has become a long-lasting, milestone event in its field. **But it is also because it is recognised as an expert in its field that SITL has become the sector’s milestone event and a showcase for innovation.** This year we have put together a new programme packed full of 150 conferences offering a spectrum of the major challenges facing the sector through a series of studies and explanations given by expert speakers coming from all areas of the industry.”* says Laurence Gaborieau, the Director of the show.

### Key figures for the 40<sup>th</sup> edition:

- **9 leading sectors** 3 of which that are new and have become key sectors: **Intralogistics, robotisation and automation; Consultancy, training and financing;** in addition to **Packaging, packing and pallets. Transport and logistics services; Technologies, IOT and information systems; Alternative energies; Real estate; Infrastructures; and Equipment for transport,** are all exhibited through SITL.
- **20 dedicated spaces and villages.** So what’s new this year? **The International Ports** village, the **E-commerce village & the Last kilometre,** a theme that has become a must-see.
- An exhibition space of 22,000 m<sup>2</sup> hosting 485 exhibitors from 20 different countries.
- The innovation and launch of Tech’xploration
- **150 conferences and conversations**
- 4 Award-winners of the Prize for Innovation
- 1 “Start-up Contest” trophy
- 24,000 participants

The SITL is both a platform for tangible or prospective solutions or business, and a guide for professionals. With this year's edition, it has once again confirmed its status as a major venue that is actively engaged in the realities of the situation currently facing France and Europe. Multimodality, new regulations linked to the energy transition, artificial intelligence, cybersecurity, performance optimisation through robotisation and automation, last kilometre, data and digital management, the integration of artificial intelligence, making fleets greener, rethinking a new economic model...for its anniversary year, the SITL has addressed the great challenges facing the sector - and there are many of them! - to offer tangible solutions to its players so that they can rise to the game-changing upheavals that the industry is experiencing.

### Major announcements for the future of transport and logistics

At the conference kicking off this 40<sup>th</sup> edition of the “Semaine de l’Innovation du Transport et de la Logistique” (Innovation in Transport and Logistics Week) on 28 March, Laurence Gaborieau was joined by several key stakeholders from the sector and two ministers: **Clément Beaune**, Secretary of State for Transport, **Roland Lescure**, Secretary of State for Industry, **Anne-Marie Idrac**, France Logistique, **Éric Hemar**, Union TLF, **Olivier Storch**, CEVA-Logistics, **François Gemenne**, GIEC, **Philippe Barbier**, CGF.



The ministers used the tribune to **announce new financial measures aimed at supporting the roll-out of Low Emission Vehicles. A 100-million-euro scheme to decarbonise the transport and logistics sector, and more particularly road freight, will soon be rolled out**, 60 million euros of which will be used to facilitate the acquisition of 500 electric heavy goods vehicles and 40 million euros will be used to develop a scheme for the nationwide deployment of electric road freight vehicles. In a continued effort to facilitate the energy transition of the sector, a call for proposals has also been launched to support the roll-out of public high-power EV charging networks for all

types of electric vehicle and chargeable hybrids.

As part of the France 2030 scheme, which aims to close the gap caused by the fact that the French industrial sector has been lagging behind others, invest massively in cutting-edge technologies and also support the ecological transition, the ministers have also announced that they will be stepping up support for the drive to develop intermediary vehicles.

Another key event on this opening day was the nomination of the [eight new award-winners](#). After the six nominations last December - for the **second round of the “Logistics 4.0” call for proposals** which represent a total industrial investment of 32 million euros, 12 million euros of which are invested in France 2030. Through their actions, solutions, tools or products focussed on decarbonising the last kilometre, the eight award-winners will contribute to the drive to make the supply chain in France more competitive and to act on its environmental footprint.

### Innovation at the very heart of the show

On 29 March SITL named the winners of the 23<sup>rd</sup> edition of the **“Prix de l’Innovation”\* (The Prize for Innovation)** In its role as a veritable institution in the Transport and Logistics sector, the SITL has, once again this year, chosen to reward those who are innovating and who are committed to transforming the sector, The candidates were divided into 4 categories: *Transport and Logistics services*; *Robotic Intralogistics & Automisation*; *IoT Technologies and Information Systems*; *Equipment for transport*

The award-winners of the “Prix de l’Innovation 2023” (Prize for Innovation 2023):

**Best Innovation for Transport and Logistics Services - Watèa by Michelin**

**Best Innovation for Intralogistics, Robotics and Automation - iFollow**

**Best innovation for IoT & Information Systems - Pickeos**

**Best Innovation for Equipment for Transport - K-Ryole**



**The Start-Up Contest\*** has been rewarded for its 9<sup>th</sup> edition: innovations of game-changers in the Transport and Logistics sectors. The Jury’s award was attributed by the major stakeholders in Logistics, the supply chain and large retailers. The 7 Start-Up finalists presented their concept to the members of the jury in the form of a 5-minute pitch followed by a 2-minute Q&A session.

**DataFret**, a solution to automate the processing of invoices for freight, was awarded a prize that was given by Fabien Esnault, the President of SprintProject. Other award-winners on the podium were **PrivaMap**, which guides and ensures the operational safety of Heavy Goods Vehicle drivers,

service providers or even employees on industrial sites, and **Docloop**, a solution for the automation of the flow of logistics documentation.

*“SITL would like to congratulate all those who have taken part, for the determination and the engagement they have shown through all these forward-looking projects. These two competitions showcase entrepreneurs and their innovative solutions. A well-deserved “thank you” goes to our eminent jury for all their hard work and support, and to SprintProject, our innovation partner, who has been with us now for the fifth year running”* says Laurence Gaborieau.

SITL was also counting on giving an inspirational dimension to their visitor experience with the **Tech’xploration**. Experts were joined by directors of the supply chain to visit the show in search of innovative products or services. Innovations were presented 2 to 3 times a day on the TV set. Visitors were delighted to see them analysed through explanations of the latest trends and how they could actually be implemented in the fields of transport, logistics and the supply chain both now and in the future.

**The “SITL Innovation Hub”** was the highlight of the show with live product demonstrations where professionals could test out the equipment that was on display. The exhibition organisers had decided to step up the offer centred around vehicles or warehouses of the future and energy transition-related topics.

**The Start-Up Village** hosted over twenty start-ups ranging from cargo bikes to applications for Customs services and invoicing software.

Innovation partner



*\* SprintProject is Innovation Partner of the Start-Up Contest, the Start-Up Village and the “Prix de l’Innovation”! SprintProject identifies innovations in national and international Supply Chain Start-Ups and analyses the new trends likely to create shifts in the industry thanks to its network of experts.*

## A programme of inspirational conferences

SITL aims to be a privileged venue where market players, decision-makers and companies can discuss the great challenges facing the sector. Over 150 conferences, workshops and conversations were on offer at the show, with an even more information-packed programme centred **around 5 major issues:**

- CSR: French and European regulations, alternative solutions, multimodality, recycling, packaging, environmental ROI...
- Rethinking the supply chain: reindustrialisation, analysis, financing, setting up, attractiveness...
- Urban real estate and logistics: warehouses of the future, challenges for urban logistics, monitoring the flow of goods...
- New technologies and cybersecurity: automation, data...
- Multimodality and means of transport: new technologies, decarbonisation...

They have all proved successful, **attracting 10,300 participants.**

### Women and where they stand in the sector

In 2021, in the transport and logistics sector known to be traditionally male-dominated, around 20% of its workforce was made up of women and this figure has remained relatively stable for the past ten years. In the freight transport sector, the figure amounts to only 10% of the workforce, and just 2% among drivers in the profession. However, whether they are CEO, directors of a supply chain, operations professionals or working in specialised domains, women are currently actively present at every level of transport and logistics structures.

**Sabrina Meksaoui** – Everysons, **Marie-Noëlle Tiné** – President of WISTA, **Marie Paulin** – Logistics Director, Pomona, EpiSaveurs IDF, **Laure Flotard** – PTV Group and **Agathe Gravier** – Arvato, got together to discuss the question - What would the logistics sector be like with more women? - and they shared their experiences, their vision of the profession and the challenges they are facing.

- How can we get past gender stereotypes, break down barriers, offer a new image of professions in the transport and logistics sector, and make them more attractive to female talent? What role can women play here, to boost innovation, favour inclusion and get to grips with environmental challenges... ?

A round table discussion hosted by **Sabine Vu**, CEO and founder of Puzzle Makers, founder of the association “Les Lumidaciaceuses”.



## #SITLracontemoi: a one-year communication campaign aimed at showcasing and inspiring the Transport and Logistics sector!

For the first time ever, SITL is launching a large-scale communication campaign on social medias called #sitlracontemoi.

Its aim is to showcase professionals - men and women - and companies in the logistics and transport sector by collecting testimonials of career paths and/or the evolution of a company.

To take part, just click on the [link](#) and fill in the online form to get your customised visual that you can share with your network! And show just how dynamic and attractive this strategic sector really is.

This year's 2023 edition was packed full of discussions and thought with a strong leaning towards addressing issues facing the future of the sector and the changes that will need to be implemented. Laurence Gaborieau concludes: *"We are here to encourage those who strive to innovate and who are not afraid of going beyond the*

*limits and preconceived ideas still being imposed by some in the sector. At a pivotal moment, when logistics and transport sectors are facing a great deal of game-changing challenges, forcing them to rethink their structures, SITL sees its role, not as something that is static, but something that can help to accelerate and support innovations. **We are laying the foundations of the work that we still need to do to rise to climate and environmental challenges and deal with the issues concerning Corporate Social Responsibility and the place of women in our sector. Let us all be players and support those who are rethinking the industry and the services of tomorrow!***

**Come and see us at the SCE 23 on 14 and 15 November 2023, Halls 5.2 and 5.3 at Paris Porte de Versailles and at SITL, on 19, 20 and 21 March 2024, Hall 7 at Paris Nord Villepinte.**

**About SITL:**

The “Semaine de l’Innovation du Transport et de la Logistique” is the meeting that has been bringing together the key French and European players in the transport and logistics industry for 40 years. It is the must-attend event for the profession and is divided into **9 main dedicated spaces**: Transport, logistics services, Intralogistics, Automation & Robotics; Packaging, packing & pallets; Technologies, IoT & Information Systems; Alternative energies; Real Estate; Infrastructure; Equipment for Transport; Consultancy, training & financing. Users from the industry and distribution visit SITL to find out about innovative solutions and trends in the sector and how they can be implemented.

**About RX:**

RX provides services for the development of companies, local authorities and individuals. We give added value to the impact of face-to-face events, by providing a mix of data and digital products that help our customers to understand markets better, search for products and engage in transactions, with more than 400 events organised in 22 countries and 43 business sectors.

RX France organises leading face-to-face events which can be digital or hybrid, which are leaders in about fifteen different markets. RX France's flagship national and international trade shows include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet\* and many others. Our events take place in France, China, Italy, Mexico and the USA.

RX is committed to making a positive impact on society and creating an inclusive working environment for all its employees. RX is part of RELX, an international leader in decision-making and analytics tools based on information and data for professional clients.

[www.rxglobal.com](http://www.rxglobal.com)

\*organised by SAFI, a subsidiary of RX France and Ateliers d’Art de France

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