

18–20 JUNE AT FIRA BARCELONA (PL. ESPAÑA)

SIL 2025 presents an edition marked by the use of Artificial Intelligence to optimise processes

- The 27th edition of SIL features 650 participating companies who will showcase more than 160 innovations, a 30% international presence, 350 speakers, 70 knowledge sessions and 250 events.
- The SIL digital platform incorporates a smart agenda and a virtual assistant, through the implementation of AI, to enhance the networking experience for participating companies.
- One week ahead of the event, expectations are high, with more than 14.000 professionals already registered, 94% of whom have decision-making power within their companies.

Barcelona, 10 June 2025 – SIL 2025, Spain's leading trade fair for logistics, transport, intralogistics and the supply chain and one of the world's key industry events, organised by the Consorci de la Zona Franca de Barcelona (CZFB), has this morning, in front of the media and with the participation of the Spanish government's special delegate to the CZFB and president of SIL, **Pere Navarro**, as well as the general director of CZFB and SIL, **Blanca Sorigué**, presented the data and key points of its 27th edition, which will take place from **18 to 20 June** at Fira Barcelona. With a week to go before the event, the fair already has over **14.000 registered visitors, 94% of whom have the power to make or influence decisions** in their companies. As for the main reasons why visitors say they attend SIL, 46% are motivated by the desire to discover or acquire new products and keep up to date with the market, and 43% attend to meet with exhibitors, suppliers and partners.

Meanwhile, more than **650 companies** will participate in this new edition of SIL, 30% of which are international, presenting more than **160 world-exclusive innovations** and organising over **250 events**. Regarding the professional fields of the participating companies, 23% are from the transport sector, another 23% provide intralogistics services and solutions, 19% come

from the IT and 4.0 sector, 10% focus on logistics and last mile, 9% are dedicated to infrastructure, another 9% to property logistics, and the remaining 7% are service companies.

In this way, SIL 2025 reaffirms itself as the sector's meeting point, bringing together representatives from across the logistics chain from **more than 80 different countries**, including: Germany, Argentina, Belgium, Brazil, Denmark, United States, Finland, France, Greece, Ireland, Italy, Netherlands, Peru, Poland, Portugal, United Kingdom, Romania, Switzerland, Turkey, UAE, Uruguay, Chile, and others. There will also be strong participation from Spain's Autonomous Communities: Andalusia, Aragon, Extremadura, Galicia, Murcia, the Canary Islands, Castilla y León, Castilla-La Mancha, Catalonia and Tenerife, who will showcase their infrastructures and logistics capabilities. This is expected to have a major economic impact on the city of Barcelona, with a forecasted business turnover of more than 50 million euros in restaurants, shops, accommodation, etc.

In the words of **Pere Navarro**: ***"The International Logistics Exhibition has been committed for years to three fundamental pillars: business strategy, with an exhibition and representation of the entire supply chain, as well as offering top-level knowledge and networking."*** He continues: ***"The SIL is strategic for the Consorci de la Zona Franca de Barcelona, and it will become increasingly so. In this edition, we will generate more wealth, more business, but also more innovation for the logistics sector."***

Innovation takes centre stage

With a focus on attracting high-quality visitors, SIL Barcelona has implemented Artificial Intelligence in its digital platform, the **SIL Virtual AI Platform**, in order to maximise networking between companies and professionals, thus improving the user experience with new features: a **smart agenda** that, using AI, suggests events, sessions or meetings to visitors based on the preferences they indicated on the registration form, and the **virtual assistant SILvIA**, which answers questions related to this edition of the show, both on the digital platform and on the interactive screens in the exhibition hall.

"All year round we work to attract high-quality visitors to SIL, with decision-making power in their companies, and to get to know their needs as much as possible, as well as everything they would like to find at the fair. This is essential in order to deliver an edition that is tailored to these needs and that not only meets, but exceeds, expectations. And so our clients know who will be visiting them and what they are looking for. This is fundamental." says **Blanca Sorigué**.

Another highlight this year is the **Digital Supply Chain**, an exhibition area representing a digital supply chain, with all its details and technological challenges. This space will feature 15 participating companies from the Zona Franca de Barcelona ecosystem, which will be distributed across four key stages of the supply chain: planning, sourcing, production and delivery, and reverse logistics, where daily demonstrations will take place in different phases.

It is also worth highlighting the participation of more than **100 startups**, which will have the opportunity to showcase their innovative solutions applied to the logistics sector in the **Startup Meeting Area**, as well as the return of the **Logistics 4.0 Incubator**, promoted by the CZFB, to the exhibition.

In addition, over **160 innovations** presented by participating companies and developed using AI, 5G, Blockchain, IoT, and Big Data, among other technologies, will be competing for the **SIL 2025 Best Innovation Award**, which will be presented on Friday, 20 June at 12:45 at the CZFB stand.

A fair of knowledge

Under the title “**Innovation and Talent for a Sustainable Future**”, SIL Knowledge is another of the highlights of this edition of SIL. With **350 speakers**, **70 sessions** and **three knowledge spaces (A, B and C)**, success stories will be shared from companies such as **PC Componentes**, **Nestlé Purina**, **SEAT**, **Hospital Clínic de Barcelona**, **CELSA**, **Silbon** and **Penguin Random House Grupo Editorial**, among others. Topics will also include the application of new technologies in logistics, the impact of geopolitical changes on the supply chain, sustainable solutions for decarbonising transport, and the challenge of talent acquisition.

Additionally, there will be **two agoras** where innovations, studies and sector reports will be presented every 30 minutes, as well as another content space hosting sessions on two strategic themes for the CZFB: innovation and gender equality — **Tech by SIL** and **BWAW by SIL**.

On its more international side, SIL will also become a forum for Mediterranean debate, hosting a new edition of **MedaLogistics Week** and, for the first time, the **International Congress of the General Council of Customs Agents and Customs Representatives**.

In addition to the digital platform, SIL offers visitors other networking tools such as pre-arranged **B2B meetings** upon registration, the **Networking Zone**, or the **Job Market Place**—a recruitment space organised in collaboration with Barcelona Activa—which will hold on-site interviews to fill up to 12 job vacancies in logistics departments of various companies on the morning of 20 June.

Finally, at the **Nit de la Logística** gala, SIL will recognise the work of logistics companies with the **SIL 2025 Awards** in the categories of SDG 5, Best Logistics Startup, 4.0 and ESG.

The Consorci de la Zona Franca de Barcelona is a public company that acts as a driver for the technological and industrial development by providing support to companies in their transition to the digital age. Boosts innovation through the 3D Incubator and Logistics 4.0 Incubator; promotes the transformation of Industry 4.0 from the DFactory Barcelona technology hub and connects the new economy and its key socio-economic sectors. It organises congresses of economic interest for Barcelona, such as the largest logistics trade fair in Spain and Southern Europe, the SIL, as well as major benchmark events with an innovative format such as the Barcelona New Economy Week (BNEW) or the Barcelona Woman Acceleration Week (BWAW).

Its plenary has representatives from the Spanish government, the Generalitat of Catalonia, the Barcelona City Council, and the main economic entities of the city.

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