

FROM JUNE 3 TO 5 AT FIRA DE BARCELONA (PL. ESPAÑA)

Knowledge will permeate the SIL Barcelona exhibition venue with seven content areas

- The knowledge program will feature more than 250 top-level speakers participating in technical sessions, interactive debates, interviews, workshops, and a wide range of panels.
- The multiple applications of Artificial Intelligence in logistics, as well as the impact of the global context on international trade and the supply chain, will be at the heart of the debate at the fair's 28th edition.
- During the three days of the event, companies, speakers, and visitors will have the opportunity to share their concerns in open and participatory dialogue spaces.

Barcelona, May 18, 2026 – **SIL Barcelona**, the leading international trade fair for Logistics, Transport, Intralogistics and Supply Chain, organized by the Consorci de la Zona Franca de Barcelona (CZFB), will be held **from June 3 to 5** as a logistics discussion forum where experts from different disciplines will address the sector's challenges, trends, and opportunities in the current global context.

At this 28th edition, the event will be filled with knowledge, featuring **more than 250 top-level speakers and seven content areas** where technical sessions, interactive debates, interviews, workshops, and all types of panels will take place.

Under the slogan “**Smart solutions that move the world,**” Artificial Intelligence will be one of the main highlights of a large part of the **SIL Knowledge program**, particularly in spaces such as the **SIL Lab** and the **IA Corner**. In these areas, practical case studies

will be presented and the **multiple applications that AI and other technologies have in the sector** will be explored in depth. These will be showcased through innovative initiatives aimed at addressing challenges such as demand forecasting, stock shortages, warehouse operational efficiency, load and last-mile route optimization, maintaining controlled temperatures in the cold chain, preventing occupational risks in logistics environments, ensuring cybersecurity, and attracting talent to the sector.

In the words of the Executive President of the Consorci de la Zona Franca de Barcelona (CZFB) and President of SIL Barcelona, **Pere Navarro**: *“Artificial Intelligence and analytics are considered the most relevant technologies for the next three years, according to data from the 2026 Logistics Circle Barometer, in which more than 1,000 logistics directors and managers have participated. We will discuss these trends, as well as the opportunities they present for the sector, at this year’s SIL, with expert voices in technology applied to the supply chain.”*

Another of the major themes that will take center stage in the knowledge program will be the **impact of the global context on international trade and the supply chain**. This will be one of the cross-cutting topics addressed in sessions dedicated to global supply chains in **contexts of regional tensions**, their **response to current disruptions**, the transformation of trade, the power of international strategy and the **understanding of trade conflicts**, the **new opportunities arising from recent trade agreements**, **air cargo flows** in the new geopolitical context, **the impact of customs changes** on freight transport, **strategic connectivity** in the Mediterranean, and the **new world order**.

The General Director of the CZFB and SIL Barcelona, **Blanca Sorigué**, highlights that: *“With representation from the entire supply chain, SIL is the meeting point for the sector and, therefore, the forum for debate where the issues that concern companies, the challenges facing the sector, as well as the opportunities and solutions applied to different scenarios are addressed. During the three days of the event, companies, speakers, and visitors will have the opportunity to share their concerns in open and participatory dialogue spaces.”*

Likewise, the SIL Knowledge program will dedicate content sessions to other key aspects for the sector such as: the growth of **e-commerce** and **last-mile** challenges; Smart Mobility, **sustainability**, and connectivity in major cities; rail corridors, terminals, and other **railway infrastructures**; the challenges of **new logistics real estate developments**; the **digitalization** of the supply chain across all its links; attracting and retaining **talent** in logistics; as well as **leadership**, **equality**, and **investment** in the sector.

Top-level speakers

All of this will be led by top-level speakers, including profiles such as: Arantza Bárcena, General Director of **Logistop**; Freddy Castillo, Customer and Logistics Services Director at **REVLON**; Catarina Domingues, Supply Chain Optimization Deployment Architect at **Celonis**; Sofia Gomez, EMEA Procurement Lead at **HP**; Leonardo Gonzalez, President of **ALACAT**; Sara Hernández, Secretary General for Sustainable Mobility at the **Ministry of Transport and Sustainable Mobility**; Antonio Llobet, President of **COACAB**; Alfonso Martínez, Leasing and Logistics Development Director at **MERLIN Properties**; Markus Mau, President of the **European Logistics Association**; Cristian Oller, SVP Head of Asset Management Southern Europe at **Prologis**; Andrés Sánchez, Supply Chain Director at **Affinity Petcare**; Godfried Smit, Secretary General of the **European Shippers' Council**; Carlos Solsona, Digital Value Consultant at **SAP**; Matthew Tang, Senior Manager, E-commerce & Cargo Operations at **IATA**; Martí Torra, Logistics and Distribution Director at **Penguin Random House Grupo Editorial**; Tomás Vázquez, Head of Air Cargo Development Division at **AENA**; Pablo Vilanova, General Director of **Mercabarna**; and Mónica Vilorio, Head of Transport and Foreign Trade at **Ercros**.

This is the last week to register for the fair free of charge. Starting Friday, May 22, the SIL Barcelona Full Pass will cost €60.

About the Consorci de la Zona Franca de Barcelona

The Consorci de la Zona Franca de Barcelona is a public entity that acts as a driver of technological and industrial development by supporting companies in their transition to the digital era, as a result of the CZFB's strategic vision to lead Industry 4.0. It promotes the 4.0 District by fostering the transformation of Industry 4.0 through the DFactory Barcelona technological ecosystem, supports innovation through the 3D Incubator and the Logistics 4.0 Incubator, and connects the new economy and its key socio-economic sectors. It organizes congresses of economic interest for Barcelona, such as the most important logistics trade fair in Spain and Southern Europe, SIL, as well as major benchmark events with innovative formats such as Barcelona New Economy Week (BNEW) and Barcelona Woman Acceleration Week (BWAW). Its governing board includes representatives from the Spanish Government, the Government of Catalonia, the Barcelona City Council, and the city's main economic institutions.

For more information:

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