THE FAIR GEARS UP WITH A NETWORKING EVENT BRINGING TOGETHER COMPANIES AND PROFESSIONALS FROM ACROSS THE SECTOR

Innovation will be the driving force of SIL Barcelona 2027

- Blanca Sorigué, CEO of CZFB and SIL Barcelona, presented the main new features of the upcoming edition of the trade fair during a networking event attended by companies and professionals from across the sector.

- The organization is preparing a new edition of the fair, featuring a refreshed image and look & feel, new exhibition areas, new participation formats, and an expanded ecosystem.

- SIL, which will take place at the modern Gran Via venue of Fira de Barcelona, will serve as the meeting point and launch platform for the latest innovations and trends set to transform the supply chain.

Barcelona, November 19, 2026. – **SIL Barcelona**, organized by the **Consorci de la Zona Franca de Barcelona (CZFB)**, held a networking event this morning at DFactory Barcelona, bringing together companies, professionals, institutions, and leading industry associations. During her presentation, **Blanca Sorigué**, CEO of the CZFB and SIL, unveiled the key highlights of the 29th edition of the event, which will take place **from 9 to 11 June 2027 in Hall 4 of Fira de Barcelona Gran Via.** The central theme of this edition will be innovation.

The 29th edition of SIL Barcelona will introduce a wide range of new features, including a refreshed logo and visual identity, a new location, new exhibition areas, and innovative participation formats. These changes are designed to provide greater visibility to companies and startups driving innovation through digital transformation, automation, and sustainability across the supply chain, transport, and logistics sectors. The new content and exhibition offering will be structured around five major themes: **AI and digital transformation; smart logistics and automation; sustainability; ecosystem and institutions; and talent and innovative entrepreneurship**.

"At the close of the last edition, we announced that SIL Barcelona would take a qualitative and strategic leap forward, transforming itself into a platform for inspiration and business that anticipates the future of the supply chain and international trade. In fact, we unveiled a new brand identity that embodies

innovation, connection, solutions, impact, synergies, technology, and a promising future for the new Barcelona Logistics Innovation Fair. In 2027, this vision comes to life through the visual identity and slogan we are presenting today: Connecting Innovation. Transforming Logistics," said ***Blanca Sorigué.***

New Spaces

The future of logistics is built by connecting knowledge. Artificial intelligence, data, technology, energy, and mobility are converging to transform the sector and unlock new opportunities. This vision inspired SIL's new identity, whose symbol represents interconnected universes of knowledge, with innovation acting as the driving force behind their evolution. The new visual identity and spatial design bring these universes into the physical environment of the exhibition. Large circular structures, open and interconnected spaces, installations that evoke the flow of knowledge, and meeting points designed to encourage the exchange of ideas, the exploration of new technologies, and the imagination of future possibilities will shape the visitor experience.

"The new Logistics Innovation Fair introduces a dynamic and flexible visual language, where shapes, light, and colours constantly evolve, reflecting a sector driven by continuous innovation. SIL Barcelona brings together everything that is transforming logistics: ideas, technologies, expertise, and solutions that meet, connect, and accelerate the sector's evolution. Everything that is defining the future of logistics will be connected in one place, with innovation serving as the common thread," Sorigué highlighted.

With this evolution, SIL Barcelona reaffirms its commitment to leading the transformation of logistics and global trade, further consolidating its position as the leading international meeting point where innovation, talent, and business converge. The trade fair provides the ideal platform for companies to exclusively showcase their latest developments and for industry professionals to discover the trends that will shape the future of logistics and supply chain management. This is reflected in the results of the latest edition, which achieved an **overall visitor satisfaction rating of 8.9 out of 10**. In fact, **89% of attendees stated that they would recommend SIL Barcelona to other professionals**, while **92% expressed their intention to attend the event again in 2027**.

Ecosystem Expansion and the SIL Leaders Network

As part of this new phase, SIL Barcelona is broadening its visitor profile to include **senior executives and decision-makers in supply chain, logistics, operations, transportation, procurement, technology, innovation, digital transformation, data, sustainability, finance, and business development**. The event will also welcome C-level executives **(CEOs, COOs, CIOs, CTOs, CDOs, CFOs, and CISOs)**, functional directors, and technology providers with real investment, decision-making, and project implementation capabilities. These profiles will be grouped into eight key areas of

specialization: **general management and strategy; supply chain, logistics and operations; technology and digital transformation; innovation and R&D; data and artificial intelligence; cybersecurity; sustainability; and finance and investment**.

In this regard, **Blanca Sorigué** highlighted that **more than 90% of SIL attendees are decision-makers** or professionals with significant influence within their organizations. To further enhance the quality of its audience and networking opportunities, she announced the launch of the **SIL Leaders Network**: ***"An exclusive community of leaders and decision-makers who are shaping the future of logistics. A high-level network that provides visibility, knowledge, strategic networking opportunities, and privileged access to innovation, connecting its members with companies, startups, and leading figures from the logistics ecosystem before, during, and after SIL Barcelona. Because logistics innovation is not just observed. It is led."***

Value Propositon

Along these same lines, the General Director of SIL Barcelona, emphasized the organization's commitment to strengthening one of the event's key value propositions for visitors: **SIL Knowledge**, which will feature more than 300 speakers, 70 sessions, and 12 congresses and knowledge forums. These include the **FIATA European Congress, CGAA International Congress, Spain Air Cargo Day, Technical Session, International Logistics Summit, Supply Chain Innovation Forum, SIL Investment & Growth Forum, SIL Talent & Leadership Forum, AI Corner, Cities & Mobilities Stage, Workshops,** and **Keynote Speakers**.

As an example of this commitment, attendees at the networking event had the opportunity to take part in a Keynote Session featuring **Sergio Martínez**, Head of the Artificial Intelligence Research and Software Engineering Area at Leitat; **Eduard Llimargas**, industrial engineer, entrepreneur, Director and Co-Founder of Hubmaster; and **María Angulo**, Sales Director for Spain and Portugal at Element Logic. Moderated by **Pere Navarro**, Executive President of the CZFB and President of SIL, the session explored how artificial intelligence is redefining logistics beyond automation, opening new possibilities for efficiency, decision-making, and innovation across the sector.

Following the keynote, participants were invited to tour the facilities of DFactory Barcelona, where they gained first-hand insight into the activities of the companies based there, many of which are developing innovative solutions for the logistics industry.The importance of innovation was further highlighted by the results collected during the event: **99% of participating professionals stated that innovation is a strategic element within their organizations; 24% consider it highly strategic, while 34% regard it as a fundamental pillar of their business and institutional development.**

About the Consorci de la Zona Franca de Barcelona
The Consorci de la Zona Franca de Barcelona (CZFB) is a 100% self-financed public entity that acts as a driving force for economic, technological, and industrial development through innovation, reinvesting its resources in projects that contribute to Barcelona's progress and the well-being of its citizens. It supports companies in their transition to the digital era, with the strategic vision of leading industrial transformation and the development of the new economy.

The CZFB is promoting the transformation of a traditional industrial estate into an urban industry district, integrated into the city and aligned with the economic, technological, and social challenges of the 21st century. Within this framework, it drives the DFactory Barcelona District, the leading Industry 4.0 ecosystem in Southern Europe, fostering collaboration between companies, talent, and technology.

The Consorci de la Zona Franca de Barcelona promotes entrepreneurship and innovation through the 3D Incubator and the Logistics 4.0 Incubator, and organizes events of major economic interest for Barcelona, such as the International Logistics Exhibition (SIL), the leading international meeting point for smart logistics, as well as large-scale events with innovative formats such as Barcelona New Economy Week (BNEW) and Barcelona Woman Acceleration Week (BWAW).

Its Plenary Council includes representatives from the Government of Spain, the Government of Catalonia, the Barcelona City Council, and the city's leading economic institutions, creating a diverse platform for institutional and business collaboration where decisions are reached by consensus.

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