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LOGISTICS HUB: a new European supply chain business event launches in Bergamo

On 19 and 20 May 2027 **LOGISTICS HUB – B2B Event for Supply Chain and Distribution** is making its debut in Bergamo: an innovative networking platform dedicated to supply chain professionals.

Milan-Bergamo, June 23rd 2026 – Hannover Fairs International GmbH, the Italian subsidiary of the Deutsche Messe AG Group and an established organiser of logistics-focused events, has announced the launch of **LOGISTICS HUB**, a new business event debuting on 19 and 20 May 2027 at the Fiera di Bergamo.

LOGISTICS HUB is the first event in the new **Tech Fest Italia** format and offers an innovative platform for dialogue and exchange between industry, research and innovation. The initiative launches a series of vertical B2B events, which Hannover Fairs International GmbH will develop in the coming years, supporting the key industrial sectors served by the Deutsche Messe Group's international network.

More than a traditional trade fair, LOGISTICS HUB puts forward a **formula centred on business, relationships and content**. A dynamic environment where industry operators will have access to purpose-built spaces designed to maximise opportunities for dialogue and discussion on emerging technological and market topics.

The all-inclusive formula streamlines participation for both exhibitors and visitors. Stand fittings, services, catering, and operational support will be included in exhibitor packages. Visitors will have free access to content, networking, and dedicated services. Parking, reception, catering, and training sessions will all be integral parts of the experience, with the aim of ensuring the highest possible level of participation and quality of professional interaction.

A new format for an ever-evolving supply chain

The global evolution of digital processes is placing ever greater demands on supply chain operators. LOGISTICS HUB addresses the need for ongoing knowledge-sharing through **two days of exchange** among manufacturers, end users, system integrators and stakeholders. The programme will feature high-profile conferences developed in active collaboration with **universities, research centres, industry associations, and logistics operators**.

The event will bring together professionals, managers, entrepreneurs and decision-makers from manufacturing, logistics and distribution sectors worldwide.

“With LOGISTICS HUB,” says **Andreas Züge**, Managing Director of Hannover Fairs International GmbH, “we are launching a new B2B format. Our goal is to combine the network of relationships and expertise built up by the Deutsche Messe Group with the exceptional industrial and logistics vocation of the Bergamo area. In an increasingly interconnected world, the frontiers of development are shaped through the international exchange of relationships and know-how, and through the dialogue between different needs and approaches. LOGISTICS HUB is designed to foster this dialogue and offer the supply chain community a concrete platform for meeting, learning and growth.”

Bergamo at the heart of European logistics networks

The choice of Bergamo reflects the strategic role that the area has assumed within the EUSALP macro-region, one of the continent’s principal economic engines. Located at the intersection of the Scandinavian-Mediterranean and Rhine-Alpine European corridors, and home to one of Italy’s leading cargo hubs, the city and its surrounding territory represent a privileged point of connection between industry, logistics and international trade. The presence of the Milan Bergamo International Airport, combined with an infrastructure network integrating motorway, rail and logistics links, makes it one of Europe’s most dynamic hubs for freight movement and supply chain development.

“LOGISTICS HUB,” says **Paolo Agnelli**, President of Promoberg and President of Confindustria, “represents a new opportunity to enhance the strategic role that Bergamo and its territory play within European industrial and logistics networks. The decision to host the debut of this new international format here confirms the credibility of an ecosystem that combines manufacturing, infrastructure, entrepreneurial capacity and openness to global markets. In an increasingly complex economic landscape, logistics, innovation and internationalisation are key drivers of business competitiveness. That is why the trade fair system remains a fundamental lever for bringing supply and demand together, generating new business opportunities and strengthening the presence of Made in Italy on international markets.”

Technologies, expertise, and partnerships

LOGISTICS HUB will offer a comprehensive overview of the technologies and services transforming the modern supply chain: automation and robotics, materials handling and storage systems, supply chain management software, flow monitoring platforms, traceability, data intelligence, multimodal transport, emerging technologies, logistics real estate, Last Mile and Fleet Management, sustainability, and transport services. Initial consultations with leading companies, associations and industry operators have revealed strong interest in the project, with broad recognition of the new event as a concrete response to market needs.

With LOGISTICS HUB, Hannover Fairs International GmbH expands its commitment to supporting the logistics sector and **reinforces Italy’s role as a meeting point between industrial innovation, infrastructure and international markets.**

Milan, 23 June 2026 – Press Quotes

Carlo Conte, Project Manager of Promoberg:

“The importance of logistics and the role it plays in supporting the economic and social development of Bergamo, in its ability to respond to needs and to reconcile demand with the growth of entrepreneurial activity, is now an established fact. Added value comes also from the strategies and merits of intermodality and of the technologies supporting the sector, balancing the demands of the present with a global vision; this is especially true for a manufacturing territory such as Bergamo. This area alone ranks among the highest in productivity at the European level and, as such, deserves investment and forward-thinking. It is therefore a source of great pride for the Fiera di Bergamo to host a trade fair event of such international scope. This last principle is one of the guiding lines for our organisation in the years ahead, as it is for the vision brought by Andreas Züge, Managing Director of Hannover Fairs International GmbH, the Italian subsidiary of the Deutsche Messe AG Group. The event we are here to present today, looking ahead to May 2027, aims to keep the bar of the sector’s competitiveness high and to secure a strategic positioning in the global market. After all, if the territory of Bergamo is attractive and growing, it is also thanks to its infrastructure and logistics, which are propulsive forces aimed at supporting and serving the economy.”

Elena Carnevali, Mayor of Bergamo:

“The choice of Bergamo as the location for Logistics Hub in 2027 is an important acknowledgement of our territory and of the name it has built for itself over the years in logistics, manufacturing, and international connectivity. Today Bergamo is home to Italy’s third-busiest airport for passenger and freight traffic, connected to more than 150 destinations, and to one of Europe’s most dynamic productive systems. Added to this are strategic infrastructure investments that will make the area even more competitive, chief among them the rail link to Milan Bergamo Airport and the enhancement of connections with Milan and the national network. Hosting an international event promoted by Hannover Fairs International is therefore a significant opportunity to raise the city’s profile, attract operators and businesses from around the world, and generate economic and relational opportunities for the territory as a whole.”

Claudia Maria Terzi, Councilor for Infrastructure and Public Works, Lombardy Region:

“The establishment of a ‘logistics hub’ at the Fiera di Bergamo confirms that Lombardy, and Bergamo within it, is one of the country’s principal logistics engines and a strategic node in European freight flows. The fact that a German group, among the world’s leading trade fair organisers, has chosen Bergamo as the reference point for this new format for dialogue and exchange between industry, research, and innovation is a recognition of the strength and resilience of the Bergamo production system and of the potential of its trade fair hub, further supported by the infrastructure investments planned for the area, including a dedicated station along the future rail link between Orio al Serio Airport and the cities of Bergamo and Milan.”

Giovanni Sanga, President of SACBO:

“The decision to host a trade fair event on logistics in the territory of an industrial and economic district of pre-eminent European standing reflects the role assumed by Milan Bergamo Airport as a connectivity hub enabling the development of freight handling models built on innovative and increasingly sustainable processes. In recent years, the airport has renewed its operational approach, positioning itself to meet the new market demands centred on service quality and efficiency.”

Edoardo Ranzini, Director of Confimi Industria Bergamo:

“Hosting an international trade fair dedicated to logistics, with Bergamo at its heart, represents for the territory and its entire industrial and economic district an asset of pre-eminent European standing. It’s a major opportunity in terms of connectivity and growth, and a valuable occasion that allows the industrial ecosystem, and the trade fair itself, to be once again an incubator of business and a driver of entrepreneurship. Our city and LOGISTICS HUB thus foster a lively and productive dialogue among companies - the very companies I represent here today in my capacity as Director of Confimi Industria Bergamo -, institutions and the research community, on the issues that are redefining the sector: technological innovation, automation and artificial intelligence applied to logistics processes.”

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