PRESS RELEASE

eDelivery Barcelona Expo & Congress will hold its first edition from 6 to 8 June at Fira de Barcelona at the same time as the SIL 2017

El Consorci presents its new exhibition that focuses on the two key factors for the success of eCommerce: logistics and delivery

- It will have an exhibition area and a powerful International Congress will focus on the future of deliveries in eCommerce as a determining factor in a satisfying consumer experience.

- Over three days, more than 50 renowned speakers will present case studies about Amazon, Alibaba, Mercadona, Dia, Gocco, Media Markt, Ulabox, Deliberry, L'Oreal, Imaginarium, Aramex, Depor Village or Buff among many others.

- Networking will be very present with *#The Retailer Club*, the space that will connect participating companies with leading retailers and e-tailers.

Barcelona, 20 April 2017. – This morning, **Jordi Cornet,** special representative of the State at El Consorci de la Zona Franca and President of eDelivery, and **Blanca Sorigué,** CEO of eDelivery Barcelona, have presented a new trade fair that focuses on logistics and delivery, two key aspects in the success of any digital business. **eDelivery Barcelona Expo & Congress** is to be held from 6 to 8 June in Hall 8 of the Montjuïc - plaça Espanya Fira de Barcelona venue, coinciding with the 19th edition of the **International Logistics and Material Handling Exhibition (SIL 2017)**.

In the press conference presentation, **Jordi Cornet** said that ***"eCommerce in Spain has emerged strongly in the last two years and logistics and delivery have become the***

two fundamental keys for the success of any business of this nature. In our country, there is no event dedicated to eCommerce that put all the focus on logistics and delivery and, therefore, we believe it is essential to fulfil this need by creating the eDelivery Barcelona Expo & Congress". **Mr Cornet** added that ***"this fair was created to satisfy a consumer demand, to help you buy at the best market prices, receive purchases in the shortest possible time and wherever you like".***

The special representative of the State at El Consorci de la Zona Franca and President of eDelivery Barcelona also added that ***"the creation of eDelivery Barcelona Expo & Congress is a reflection of the vision that we, at El Consorci de la Zona Franca de Barcelona, had over the past four years to join forces by multiplying results".***

In 2016, eCommerce in Spain reached a turnover of € 24,000 million. This amounts to a 15 % increase compared to last year, when it reached over € 20,000 million, 26 % more than in 2014, according to the National Commission for Markets and Competition. However, in 72.1 % of cases, **breaches of delivery terms** are the main problem for eCommerce users, according to the Observatory of eCommerce Habits developed by Trusted Shops and Alpha Research. The second most important issue for users is the **delivery of wrong orders** in 29.3 % of cases. For this reason, today it is impossible to succeed in eCommerce without good logistics and delivery, as customer satisfaction depends on these two factors.

The industry leaders will be there

eDelivery Barcelona will feature an exhibition with the participation of companies specialising in logistics, operations, new technologies, software, solutions for eLogistics, handling systems, consulting, payment solutions and privacy and legal services. Among the most outstanding companies that have already confirmed their participation are: **DHL, Correos, Celeritas Transporte y Logística, BTS Home Delivery, Setroc Manufacturas Metálicas, Ecoscooting, Retail Rocket, Frigicoll, Cold Chain Store 2 – Tempack, CITET and Soft Doit**.

A top-level congress

From 6 to 8 June **eDelivery Barcelona** will also host a top-level Congress that will feature, among more than 50 speakers, the most authoritative voices of the industry who

will speak about the most successful companies in implementing their digital businesses, such as **Amazon, Alibaba, Mercadona, Dia, Gocco, Media Markt, Ulabox, Deliberry, Total Wine Pack, L'Oreal, DS Smith, Imaginarium, Aramex, Buff, Royo Group, Depor Village, Esade, Lesar, ToolsGroup** and **Goodman Interroll**.

Ms Blanca Sorigué, CEO of eDelivery Barcelona, said that the ***"eDelivery Barcelona Congress will focus on the future of deliveries in eCommerce as a determining factor in a satisfying consumer experience"***. **Ms Sorigué** added that ***"the comprehensive Barcelona eDelivery Congress programme will feature talks on innovation and the latest trends in deliveries, last mile and operations, International Cross Border, multichannel delivery operations, customer service and demand peaks, as well as round tables on investment or cybersecurity and big data"***.

#The Retailer Club, a firm commitment to Networking

At **eDelivery Barcelona Expo & Congress, networking** and contacts will be more present than ever. That is why **eDelivery Barcelona** has created **#The Retailer Club,** a space where the participating companies will be able to contact the CEOs, the COOs, the CIOs, eCommerce Logistics & Supply Chain Managers and Managers of leading retailers and e-tailers through speed dating and networking lunches. Companies such as **AKI Bricolaje, Beauty at Home, Birchbox, Bricor El Corte Inglés, Caprabo, Caramelo, Carglass, Carrefour, Casa Viva, Cifec, Condis, Conforama, Consum, Electrocosto, FCB Merchandising & Nike, IKEA, IMC Toys, Intersport, Intropia, La Sirena, Leroy Merlin, Letsbonus, Lidl, Makro, Mango, Media Saturn España, Norauto, Pepe Jeans, Privalia, Pull & Bear España, Querol, Sorlidiscau, Stradivarius España, Tous & Tous Complements, Toys R Us, Vente Privée**… are members of ***#The Retailer Club***.

eDelivery Barcelona Expo & Congress is organised by **El Consorci de la Zona Franca de Barcelona** and is sponsored by **Correos** and **Goodman**, also sponsored by **ToolsGroup**, **Total Wine Pack**, **Interroll** and **DS Smith** and has the collaboration of **Esade**.

If you click the link, you can access a snapshot of the event.

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