



## Great success for MIT - Metrocargo attendance at Transport Logistic

MIT project and the Metrocargo system were presented in Munich at **Transport Logistic 2013 (4<sup>th</sup>-7<sup>th</sup> June)**, one of the world's leading exhibitions in the transport and logistics industry.



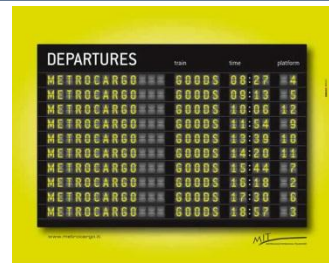
Joined by I.LOG and Molinari Rail Personnel, the exhibition **ended the calendar of trade fairs scheduled within' the MIT project** and helped to establish new important commercial contacts in the European region, as well as to strengthen the relationship with those already met and interested in the technology.



## New Metrocargo ADV campaign exhibited in Munich

«**Next destination: Metrocargo**», this is the claim distinguishing the new advertising campaign of the Metrocargo system presented in Munich at Transport Logistic exhibition. **Adverted on international trade magazine *World Cargo News*** in the issue distributed at Transport Logistic **and displayed on special frames at the Metrocargo booth**, the campaign is meant to capture the attention of people thanks to its immediate and catchy graphic, which shows **a typical rail station departures' screen where each train leads to a different Metrocargo station.**

Through this simple connection, the advert explains therefore the concept of the Metrocargo system and its aim to **bring the intermodal transport to the same standards of passenger transport**, and move from the existing "point to point" operation to a "stop and go" or "network" approach.



## Other events

Molinari Rail took part in the last months to two important international events in order to promote MIT - Metrocargo: **Eurasiarail (7<sup>th</sup>-9<sup>th</sup> March – Istanbul, Turkey)** which is the world's 3rd biggest railway exhibition, and **UITP (26<sup>th</sup>-29<sup>th</sup> May – Geneve, Switzerland)**, organized by a global network of nearly 3-400 public transport professionals from more than 92 different countries.



In Genoa (Italy) on June, 20<sup>th</sup> I.LOG's CEO, Mr. Guido Porta, took part to the conference **"Intermodality and logistics: North-Western Italy as platform between Italy and Europe"**. During his speech, Porta presented the opportunities of installing Metrocargo along the main rail connections in Europe to enhance the use of rail transport and make it competitive.



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