



Supply Chain Industry Looks to Atlanta for Growth

ATLANTA (Aug. 18, 2010) - Jones Lang LaSalle® has predicted that as much as 25 percent of the current West Coast cargo-base will shift to the East Coast and Gulf ports over the next decade, largely due to the Panama Canal expansion, scheduled for completion in 2014. As the supply chain industry prepares to capitalize on this new opportunity, associations are looking to Atlanta as home base for their tradeshow.

The latest announcement comes from the Material Handling Industry of America (MHIA) with the launch of a new expo in 2012. MODEXSM 2012 will bring more than 20,000 supply chain industry professionals from 80 countries to the Georgia World Congress Center, Feb. 6-9, 2012. The biennial show will complement MHIA's ProMat® event and allow MHIA to take advantage of what it sees as the emerging gateway to American supply chains. MODEXSM will incorporate a broader array of technology, services and educational offerings that serve the overall supply chain—hence the event's tagline "Solutions That Move Supply Chains."

"We see the expansion of the Panama Canal to be a major supply chain game-changer and have positioned MODEXSM 2012 as the event that can help exhibitors and attendees capitalize on the new dynamics," said John Nofsinger, chief executive officer for MHIA. "Over 40 percent of North American manufacturing and distribution locations are now within a 500 mile radius of Atlanta. Georgia and the Southeast are also home to extensive intermodal and logistics hubs that drive supply chains now and will continue to in the future. Currently, 90 percent of the global top 35 3PLs have operations in Georgia and more than 48 of the largest retailers have distribution centers."

Five major associations within the supply chain industry will hold meetings in Atlanta in 2011 and 2012, collectively bringing more than 33,000 industry professionals to the city for their business. In addition to MODEXSM the Warehousing Education & Research Council; the Council of Supply Chain Management Professionals; International Air Cargo Association; and the National Industrial Transportation League and Intermodal Association of North America will all convene in Atlanta.

"The announcement of MODEX reiterates Atlanta's position as a global center of the supply chain industry and home base for the industry's associations to do business," said William Pate, president and CEO of the Atlanta Convention & Visitors Bureau. "This is a great example of how ACVB, the Metro Atlanta Chamber and the Georgia Department of Economic Development come together to court a piece of business that will have substantial economic impact across the city."

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism.

MHIA is an international trade association that has represented the material handling and logistics industry since 1945. MHIA members include material handling and logistics equipment and systems manufacturers, integrators, consultants, publishers, and third party

logistics providers. Member companies come from all areas of material handling and various parts of the world, making MHIA a strong national and international representative for the material handling and logistics industry. Much of the work of the industry is done within its product-specific Industry Groups. The association sponsors trade events, such as [ProMat 2011](#) and [MODEXSM 2012](#) to showcase the products and services of the industry and to educate manufacturing, distribution and supply chain professionals on the productivity solutions provided through material handling, logistics and related activity.

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