



## **NEWS RELEASE**

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# **Multimodal 2014 to launch Knowledge Bank**

*Multimodal calls for white papers and case studies for its new on-line Learning Zone as the show prepares to open registration*

**London, UK, Monday 16th December 2013** - Multimodal, the UK and Ireland's leading supply chain event, will host an on-line Learning Zone to complement its popular seminar and masterclass programme.

The Multimodal 2014 Knowledge Bank will be launched in the New Year alongside on-line registration for the show at the Birmingham NEC April 29th to May 1st 2014.

“Multimodal enables shippers to compare suppliers, explore new strategies, discover the advantages of different modes, and network with cargo owners,” said Robert Jervis, Director of the show, which is expected to welcome over 7000 visitors next year.

“Our seminars, supported once again by the Freight Transport Association (FTA), and the Chartered Institute of Logistics and Transport (CILT) will deliver expert advice on navigating the logistics legislation and compliance landscape, building a slick supply chain, and embracing new trends.

“Our new Learning Zone will provide a platform for additional in-depth and varied information to help you tackle your supply-chain issues, keep you up to date with the latest regulations, and embrace new trends.”

The Multimodal team is calling for white papers and case studies to kick start its new initiative.

“We are looking for companies to share their insight and help create a valuable resource for the whole industry,” said Emma Murray, Seminar Director.

Also new for next year’s free-to-attend show, which will host over 280 exhibitors, will be a dedicated air freight pavilion and seminar track.

The Shippers’ Village, which offers freight customers a private space at the exhibition to meet their logistics partners, will return as a focal point. Last year’s show welcomed leading shippers including amazon, Bacardi, Debenhams, Ford, Goodyear, Halfords, Jaguar Land Rover, Lego, M&S, Nestle, PepsiCo, Sainsbury's, and Unilever.

Multimodal 2014 is already 68% sold out, with many exhibitors returning, as well as a number of new and prestigious companies exhibiting for the first time. Exhibitors include DP World London Gateway, Stena Line, DSV, DB Schenker, Port of Liverpool & Manchester Ship Canal, Canute, Direct Rail Services, P&O Ferrymasters and Stena Line Freight.

To contribute to the learning zone, contact Emma at [emma@meantimecomms.com](mailto:emma@meantimecomms.com).

To find out more about exhibiting at Multimodal 2014, [www.multimodal.org.uk](http://www.multimodal.org.uk), contact Jenny Moore [jenny.moore@clarionevents.com](mailto:jenny.moore@clarionevents.com) or Jonathan [Wrightjonathan.wright@clarionevents.com](mailto:Wrightjonathan.wright@clarionevents.com).

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### **About Multimodal**

Multimodal is the UK and Ireland's leading freight transport and logistics exhibition, which also features a series of topical seminars and masterclasses, and hosts a Shippers' Village, giving freight buyers a private space to meet logistics suppliers. The supply chain show, entering its seventh year, is free-to-attend and will take place at the Birmingham NEC April 29th-May 1st 2014. This year saw a record

number of 6,070 visitors and 235 exhibitors. More  
at [www.multimodal.org.uk](http://www.multimodal.org.uk)