

Daher at the SITL 2025 show: A reaffirmed commitment to more efficient and responsible logistics



Orly, France, March 28, 2025 – Daher, the European leader in industrial logistics, will be a high-profile participant at the SITL (Salon International du Transport et de la Logistique) event, showcasing its expertise in the design, management and optimization of complex logistics flows, and demonstrating how its know-how and capacity for innovation are transforming industrial logistics to make it more efficient and responsible.

During the April 1-3 event at the Paris Expo Porte de Versailles convention center, two key moments will highlight the Daher Group's commitment: the participation of Aymeric Daher, Director of the Logistics Division, in a roundtable discussion on the impact of artificial intelligence (AI) on the supply chain in Europe; and the announcement, with France Logistique, of the launch of the Collectif pour l'Innovation Logistique – an initiative aimed at structuring and accelerating innovation in the French logistics sector.

Optimization, digitalization, sustainability, training: key areas of focus

SITL will be an opportunity for Daher to showcase its expertise, achievements and advances in logistics.

On the company's exhibit stand (#K050), visitors will discover the solutions that Daher is implementing to meet the challenges of the sector's transformation:

- Automating and digitizing logistics flows;
- Optimizing infrastructures and designing sustainable warehouses;
- Reducing the environmental footprint of operations; and
- Exceptional transport solutions tailored to industrial needs.



Daher also attaches great importance to the human element, which guarantees the success of logistics projects – with customized training and support programs to help teams develop their skills through its specialized training centers.

Artificial intelligence and digital transformation: Daher at the forefront

Building on its position as a key player in logistics innovation, Daher will be taking part in one of the SITL show's highlights:

- **AI & digital transformation: Shaping the future of the European supply chain**
Date: April 1: 4:00 p.m. - 4:45 p.m.
Location: Main stage at SITL

This session brings Aymeric Daher, the Director of Daher's Logistics Division, together with Gilles Babinet, President of the Conseil National du Numérique; Fernando Liesa, Secretary General of ALICE; Olivier Storch, Deputy Managing Director of CEVA Logistics, and Fabienne Lissak, a specialist journalist. During the discussion, Aymeric Daher will share the Daher Group's vision of integrating new technologies for logistics, focusing on the upheavals they bring about, and – in particular – the impact of artificial intelligence.

A collective response to the challenges of modern logistics

Daher is committed to collaborative innovation in the support of change for the logistics industry, particularly through the company's own Log'in platform – inaugurated in 2022 and accredited by the French government, which federates an ecosystem of cutting-edge technological and logistics players.

Performance, eco-responsibility and attractiveness are at the heart of the industry's transformation challenges, and they reinforce Daher's conviction of the need to work in concert with all stakeholders. Therefore, Daher is reinforcing its commitment to structuring logistics innovation in France, and is announcing the launch – together with France Logistique – of the Collectif pour l'Innovation (Logistics Innovation Collective):

- **Launch of the Collectif pour l'Innovation Logistique (Logistics Innovation Collective)**
Date: April 1: 12:00 noon - 12:30 p.m.
Location: Metamorphose Room at SITL

Aymeric Daher – along with Maxime Forest, CEO of France Logistique; Mathieu Friedberg, CEO of CEVA Logistics; and a representative of the French government – will officially launch the Collectif pour l'Innovation Logistique, an ambitious initiative aimed at structuring and accelerating innovation in France's logistics industry.

Spearheaded by France Logistique, with the support of Daher and other major players, the Collectif's mission is to unite logisticians and professional organizations around strategic priorities – the modernization of logistics, the digitization of operations, and acceleration of the ecological transition – by creating a framework conducive to the development of true high-performance solutions that meet the challenges facing the sector.

With the creation of the Collectif pour l'Innovation Logistique, along with an active participation in the major debates at SITL and the showcasing of its innovative solutions, Daher is reaffirming the company's driving role in the transformation of industrial logistics. Through these initiatives, the Daher Group is part of a dynamic focus on sustainable and collaborative transformation, which is aimed at boosting the competitiveness of industrial supply chains and meeting the challenges of efficiency, digitalization and ecological transition.



"We are convinced that the future of logistics requires a collective, structured approach to innovation," stated Aymeric Daher. "By bringing together manufacturers, logistics specialists and experts, we are creating an environment conducive to the development of concrete, high-performance solutions. Daher is fully committed to this dynamic to build the supply chain of tomorrow."


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Metamorphose Room
- **AI & digital transformation: Shaping the future of the European supply chain**
April 1: 4:00 p.m. - 4:45 p.m.
Main stage
This session will explore how cutting-edge technologies are reshaping logistics, enabling smarter decision-making, and positioning Europe at the forefront of global competitiveness.


About Daher - www.daher.com

As an aircraft manufacturer, industrial service provider and logistics specialist, Daher currently employs 14,000 people and achieved a revenue of 1.8 billion euros in 2024. Backed by family shareholders, Daher has been committed to innovation since its creation in 1863. With operations in some 15 countries in Europe, North America and Asia, Daher designs and develops value-added solutions for its aerospace and industrial customers and partners.

Daher on social media:

 [@DAHER_official](https://twitter.com/DAHER_official)

 [Daher](https://www.linkedin.com/company/daher)

 [Daher Official](https://www.instagram.com/Daher_Official)

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