

The only European students competition focused on the future of materials handling

Connect
with top students
in Europe
to help
your company

The SMART LOGISTICS CHALLENGE

#DeliverTomorrow 2019



What is the competition about?

FEM launched the Smart Logistics Challenge in December 2017 as an initiative to connect with university students by giving them the chance to put forward their ideas on the future of the materials handling industry.

The competition is open to both engineering and business students in Europe, as companies increasingly require a holistic mindset and a diverse skillset from their people in order to stay competitive.

"A very interesting collaborative experience to get in touch with new talents"

Christophe Lautray,
CSO, Linde Material Handling



Highlights from 2018

The Smart Logistics Challenge 2018 asked students to present a forward-looking and solution-oriented concept on one of three themes:

- Enablers of E-commerce,
- Robotics in Logistics 4.0 and
- Logistics in a Sharing Economy

The competition is divided into 3 main stages. After a first round, the best submissions qualify for mentoring from industry experts in order to move their concepts to completion. Finally, the jury selects winners who receive paid traineeships with the partner companies and a VIP invitation to the **FEM Congress**, the landmark event of the industry.

At the Congress, winners get the chance to pitch their ideas and discuss them with industry leaders. A TrendSpotter Award (most online votes), and an FEM Congress Award (best pitch) are given. The Jury Award, the grand prize of the evening, is presented by the jury based on specific criteria: innovation, feasibility, relevance and implementation.

In 2018, the competition attracted 571 students from 26 countries across the fields of engineering, business, IT and social sciences.



"A unique opportunity to bring the company closer to the students"

Jos De Vuyst,
CEO, Stow



The 2019 edition

Following the success of the first edition, we are launching the second edition of the Smart Logistics Challenge. The topics will be decided by the competition partners in June.

Why should you get involved?

The Smart Logistics Challenge is the first initiative of this kind led by a European industry association. Although companies normally compete to search for talents, we understood the value of joining forces and working together to achieve common objectives: emphasizing the role of the materials handling industry in an increasingly connected world, making sure young people are aware of the opportunities our industry has to offer, finding new and creative ways to look at the trends transforming society and our industry.

How can you get involved?

There are two ways to engage with the Smart Logistics Challenge

1. As a PARTNER

to the competition, you will be actively involved in developing the concept, the themes, have direct contact with the pre-selected students in the mentoring phase and decide on the winners. You will also get visibility on all materials associated to the competition, on multiple channels and targeted to university students in Europe.

2. As a SPONSOR

of the competition, you will enjoy visibility on all materials associated to the competition, on multiple channels and targeted to university students in Europe to help position your company as innovative and forward-looking by becoming an active part of this challenge.

"A fascinating experience to see young people coming up with fresh ideas"

Matthias Fischer,
CEO, Toyota Material Handling Europe



"A captivating challenge which developed into a life-changing experience"

Diogo Cunha,
Winner, "Logistics in a Sharing Economy"

BENEFITS	PARTNER	SPONSOR
EXPOSURE: have your company featuring on all promotional materials related to the student competition (website, videos, banners, social media, brochures...)	X	X
REPUTATION-BUILDING: through increased visibility as part of an innovative, forward-looking competition targeted to students	X	X
QUALITATIVE TALENT POOL DEVELOPMENT: the competition is targeting the best universities in Europe	X	
DECIDING ON THE THEMES and overall direction of the competition	X	
Getting ACCESS TO CREATIVE SOLUTIONS and new ideas – by rating the applications received and deciding on the winners	X	
BUSINESS INTELLIGENCE: learn more about the engineers, leaders and customers of tomorrow	X	
THOUGHT LEADERSHIP: a C-level representative of your company will be on stage at the FEM Congress in 2020 to give his expertise on the topics selected and discuss with the students	X	
DIVERSIFY YOUR COMMUNICATION: you will get access to innovative materials (video snippets, gifs, infographics) addressing the latest trends of the industry	X	X



"A great opportunity to gain confidence in one's professional capacity to pilot a project end-to-end"

Sophia Arfaoui,
Congress Award winner

What are you committing to?

As a PARTNER to the contest, you will commit to:

- Offer a paid traineeship: the details of the traineeship need to be submitted before the start of the competition (locations and themes available)
- Delegate a company member to take part in the panel of judges: they will rate the submissions and decide on the finalists and the winners
- Delegate a company member to take part in the communications advisory group: they will commonly decide on a promotion strategy and actively roll it out
- Delegate a C-level company member to be a speaker at the Awards Ceremony on the occasion of the FEM Congress in Hamburg, in September 2020
- Support the project financially: **€10,000**

As a SPONSOR, you will commit to:

- Support the project financially: **€5,000**

What are the next steps?

- **7 June:** deadline for confirming all the projects partners and sponsors
- **14 June:** FEM Board meeting to decide on the second edition
- **Late June:** Kick-off meeting with Competition Partners to decide on the theme and overall direction
- **Late June:** Kick-off meeting with the Communications Advisory Group to decide on a promotion strategy
- **July – September:** creation/update of competition materials (website, jury platform, submission platform, brochure, poster, video snippets, quotes, graphics)
- **October:** launch of the engagement strategy
- **1 November:** launch of the competition

Partners already confirmed:



Lead the way today to #DeliverTomorrow !

Interested?

Contact FEM Secretariat (info@fem-eur.com / +32 2 206 6866) before 7 June 2019



FEM - The European Materials Handling Industry

Established in 1953 and based in Brussels, FEM is the European federation representing manufacturers of materials handling, lifting and storage equipment. FEM speaks for an industry that employs nearly 300,000 people directly and generates more than €60bn of annual turnover.

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