

## **CEVA Logistics and Emmelibri embark on new ground-breaking book distribution project**

- *CEVA Logistics and Emmelibri (Gruppo Messagerie) have signed a Letter of Intent to create an innovative book distribution center at Stradella (PV).*
- *The project will be delivered through a joint venture which should be established in the coming months. The project outlined in the Letter of Intent envisages the creation of a joint venture and a contract with Messagerie Libri for a 12-year duration.*
- *Significant investments are planned for 2021*

**Milan, Italy 27 May 2020 - CEVA Logistics Italia and Emmelibri (a Messagerie Group company) have signed a Letter of Intent to launch a joint project aimed at developing an innovative logistics and book distribution center in Italy. The realization of the project includes the creation of a joint venture and the signing of a contract for the supply of logistic services to Messagerie Libri with a 12-year duration envisaged.**

Emmelibri, through Messagerie Libri, is the most important Italian distributor of independent publishing material with a reputation for punctuality, reliability and constant commitment to improving the quality of service for over 100 years. CEVA and MeLi have worked together since the 90's. CEVA has been responsible for the physical handling of all products distributed by Messagerie Libri through the City of Books logistics hub at Stradella in Pavia since 2013.

### **Merging of Logistics Activities**

CEVA Logistics Italia currently manages Messagerie Libri's book distribution services from the Stradella facility and these operations will be merged into the new entity. Messagerie Libri will not be part of the corporate agreement and it will remain a subsidiary of the Messagerie Group, owned by the Feltrinelli Group.

The two companies, leaders in their respective fields of activity, have reached an agreement aimed at creating one of the most modern and state-of-the-art logistics warehouses of its type in Europe with significant investments planned for 2021.

### **Equal ownership of project**

The agreement provides for the new project to be equally shared by CEVA Logistics (a subsidiary of the CMA CGM Group, a world leader in shipping and logistics) and Emmelibri (a company 100% controlled by Messagerie Italiane) in the JV and will include the senior management of both companies in the project, Christophe Boustouller, CEO of CEVA logistics Italia, and Renato Salvetti, CEO of Messagerie Libri.

Messagerie Libri's experience in the distribution of publishing products, combined with CEVA Logistics' specialisation in the field of logistics, represents a great opportunity for the Italian book market to grow and develop through new and innovative distribution services for the benefit of Italian publishers and the market in general.

Says **CEVA Logistics Italia's CEO, Christophe Boustouller**: *"I'm really happy with this agreement signed with Meli. A new chapter is opening today which is even more promising, than the more than ten-year collaboration which already exists between CEVA and MeLi. This new partnership will allow us to better face the challenges of the future in the logistics industry in a truly dynamic way. We will continue to bring our expertise and know-how as we have done across all these years. In the meantime, I would like to thank all the employees of CEVA, of La Città del Libro and the entire MeLi team who have recognized us as the leader in Italian logistics."*

*"We are very pleased with this agreement, which we have worked on for a long time together with Roberto Miglio, Managing Director of Messaggerie Italiane, in the wake of the long relationship with our logistics partner CEVA Logistics Italia," **Alberto Ottieri, Vice President and CEO Emmelibri srl**, says. "Messaggerie will enter the logistics sector with a direct involvement, working alongside the specialist company CEVA Italia, to face together the challenges of the future in the field of logistics and technological innovation, at the service of our publishing customers and of the entire Italian book market."*

## **For additional information please contact:**

### **Media:**

Walter Dussaucy  
Chief Communications Officer  
[walter.dussaucy@cevalogistics.com](mailto:walter.dussaucy@cevalogistics.com)  
T: +33 4 13 65 07 18

Cathy Howe  
Pilot Marketing  
[ch@pilotmarketing.co.uk](mailto:ch@pilotmarketing.co.uk)  
T| +44 (0)208 941 5381

Lucrezia Tassotti  
Communication strategist  
[Lucrezia.Tassotti@cevalogistics.com](mailto:Lucrezia.Tassotti@cevalogistics.com)  
T| +39 334 1304354

### **About CEVA Logistics**

CEVA Logistics, a global asset-light third-party logistics company which designs and operates industry leading supply-chain solutions for large and medium-size national and multinational companies. Its integrated network in Freight Management and Contract Logistics spans more than 160 countries. Approximately 78,000 employees are dedicated to delivering effective solutions across a variety of industry sectors where CEVA applies its operational expertise to provide best-in-class services. CEVA is a subsidiary of the CMA CGM Group.

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