



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION



PRESS



BRUGES
2022
BELGIUM



NET ZERO CARBON

9th IELA PARTNERING
EVENT

JUNE 29th • JULY 1st



Powerful return to in-person events for IELA and the Exhibition & Event Logistics Freight Forwarders

ACCELERATING SUSTAINABLE BUSINESS IN BRUGES

Geneva, Switzerland, July 26th, 2022



As was the case for all event professionals after the last three years of online meetings, the return to live IELA events was a pure celebration!

The **37th IELA Congress** and **9th IELA Partnering Event** in Bruges which took place from **June 27th to July 1st 2022** was greatly applauded by all attendees as a **business accelerator**. It depicted the end of troubling times and the beginning of a new era. Even if there is still a certain amount of uncertainty, a strong feeling prevailed that **"the best is yet to come"**. Greater cooperation among partners will be key in the future and the Congress is the best platform for doing just this.





Under the motto of **“Dive into the heart of the global event & exhibition logistics industry”**, the association opened its Congress with the Induction Meeting by welcoming the new members who joined the association over the last 3 years; **BIG Logistics India Pvt. Ltd.**, India, **LEMAN S.A.**, Denmark, **ONSITE Trading and Services W.L.L.**, Qatar, **Rock-it Global**, Chile, **Spedition**, India and **Transmel Overseas**, Morocco, and two new Chinese companies, **China International Exhibition Transportation Co. Ltd**, and **Panda Logistics Co., Ltd Taiwan** who could not join the event in person. This year the Welcome Cocktail started with the handing over of a **STRONG Certificate to all delegates** which recognises and values the particularly **STRONG efforts of the IELA Members in fostering business in thousands of vertical industries around the world and in creating a contingency network in times of uncertainty**. A well-deserved certificate and a very fun moment for all delegates called to the stage by country grouping.



IELA Board of Management election results

The second day kicked off with the **IELA General Assembly 2022** on Tuesday June 28th and the election of the **new 2022-2023 Board of Management**, welcoming 3 new Board Members elected for a 2-year term, **Orphee M. Beinoglou Jr.** with Orphee Beinoglou International Forwarders S.A., Greece, **Lucien Lawson** with Clamageran Foirexpo, France and **Jasmine Yang**, Eurotran Expo Service Co. Ltd., Taiwan and the re-election of **Alexandra Erdmann** with Swiss Expo Logistics Ltd., Switzerland and **Daniel Mithran** with Jim Project & Expo Logistics (M) Sdn. Bhd, Malaysia.



With 2 new Board members under 35 years of age, the new team, led by chairperson **Sandi Trotter, TWI Group Inc., Canada**, is ready for the new challenges in our post-covid environment: *"After 3 long years of forced hibernation, it was truly a pleasure to have the opportunity to return to our beloved Congress and Partnering events. Encouraging also to see the resilience of our industry, bouncing back so much faster than anticipated or predicted. It certainly proves the best is yet to come. Our industry and our association are strong and have weathered the storm. While the future still holds a lot of challenges for us – net carbon zero, transport capacity and shortages, staffing shortages, to name a few, we are up to the task and will maintain our high standards and continue to lead the industry. Bruges has left us with a very bright and positive outlook. This year, we look forward to being a leading voice in the industry Net Carbon Zero initiatives, strengthening our education and training modules, carrying out a thorough review and enhancement of our member benefits as well as continuing efforts to support our members through the rebuilding process".*



3 NEW BOM MEMBERS



Orphee Moschopoulos Beinoglou Jr. -

Orphee Beinoglou International Forwarders S.A., Greece

Lucien Lawson - Clamageran Foirexpo, France

Jasmine Yang - Eurotran Expo Service Co. Ltd., Taiwan

2 BOM MEMBERS



WERE REELECTED FOR A 2-YEAR TERM:

Alexandra Erdmann - Swiss Expo Logistics Ltd., Switzerland

Daniel Mithran - Jim Project & Expo Logistics (M) Sdn. Bhd, Malaysia

THE BOM MEMBERS REMAINING



FOR ONE MORE YEAR ARE:

Sudhir Dhavan - R.E. Rogers India Pvt. Ltd., India

David Palomo Sanchez - Suomen Messulogistiikka, Finland

Sandi Trotter - TWI Group Inc., Canada

Bas Wiendels - Valverde B.V., The Netherlands



The **IELA Working Groups** heightened efforts in continuing to help IELA to advance by addressing current challenges as well as future trends: **Standards & Customs, Membership, Education & Training** and **Industry Relations**. For this reason, the new Board of Management decided to formally create a new Working Group dedicated to **Sustainability**.

The Congress event featured also a formal networking exchange where all members enjoyed the opportunity to meet personally a large number of old and new faces at this ever so important platform.

The IELA Congress assigned its annual Forum **to discussing how to respond to market changes by rising up again**, adapting services to new needs and in particular to business sustainability.

The discussion was opened by Keynote **Tim Cole** who explained why **"The Best Is Yet To Come"**. In his latest book, **"All Means Business"**, scheduled for release in October, he warns against complacency in dealing with the effects of digitalization and urges entrepreneurs and managers to action.



Christian Druart, UFI, and **Olivia Ruggles-Brise**, Greenview, launched the discussion by sharing the advancements in the Net Zero Carbon Events Initiative which started more than 6 months ago in relation to the Glasgow COP26.

The programme continued with the third edition of the successful **IELA THINK CAMPUS**, moderated for the third time by **Florent Jarry**, Partner at AMR International Limited who this time placed the **Net Zero Carbon Transition, at centre stage**. The panel consisted of representatives from major players in the industry **who are making their way down the sustainability path in daily operations**.



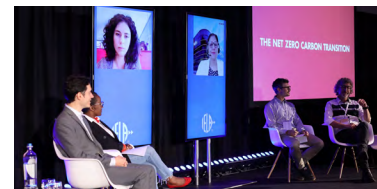
Florent Jarry commented *"the IELA Conference offered an exceptional opportunity to discuss the impact of the net zero carbon pledge with representatives of the entire exhibitions value chain. Participants highlighted the importance of mindset changes and, crucially, of cross-industry collaboration"*.

Beginning with the **exhibitor's** perspective, **Mputu Schmidt** from Convergent Group, Belgium explained how important it is to exhibit at shows in order to find distributors and explore new markets. The main priority has become to **use local services** in order to avoid transport costs and travel. **Measuring the footprint** is included in the criteria when making transport decisions but matchmaking sustainability and cost cutting remains a challenge. The **stand solution provider's** perspective given by **Edwin van der Venet** from BeMatrix, Belgium reiterated this point by saying *"Sustainability does not have that return on investment, but it does"*





not need to be more expensive as long as we start doing things differently, and we accompany them (meaning our clients)". He sees the key in **supplying reusable goods** to stand builders and **local storage** is also a good starting point.



The push for change comes from all sides: **Clara Touillon** from GL Events, France explained, from the **contractor's** perspective, that their **"customers are pushing and it changes the way suppliers are operating"**. Nowadays it is not sufficient to say that the solutions on offer are sustainable. The client expects a **full explanation of the definition, requesting methodologies and carbon footprint assessment** of logistics services and materials. It is required now that logistics providers give this information. **Pierre Darrason**, Viparis, France outlined a few of the measures taken by **venue owners** at shows to reduce the carbon footprint emissions and accentuated how compulsory it has become that **"every actor must integrate sustainability in their activity"**. It has become an important point on the agenda and venues and organisers programme meetings together to discuss how their events can become more sustainable.



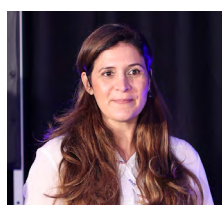
Sonia Prashar from NürnbergMesse India gave us an insight from the **organiser's** perspective in India. She commented that **"in order to be future ready, we need to embrace business practices that are sustainable"** and this will be possible only through **"partnerships beyond business"**. Edwin van der Vannet seconded this opinion by saying **"we have to rethink a market. Collaboration is key"**. He explained how they worked in collaboration with customers to reduce shipping, hotel rooms etc. and concentrate on using local people and services.



Mputu Schmidt defined the situation as a **"switch from a commercial relationship to a partnership"**. Everyone was clear on the point that the **whole value chain is being addressed and time is of the essence to fight against global warming**.



The second half of the Forum centred the discussion on the **INDUSTRY RISK AGENDA**. The **TRANSPORT INSURANCE** aspect being presented by **Lina Jasutiene**, RECOUPEX, Switzerland, and a podium discussion moderated by IELA Board Members **Alexandra Erdmann** with Swiss Expo Logistics Ltd. and **Sudhir Dhavan** with R. E. Rogers India Pvt. Ltd., which addressed the **unprecedented challenges confronting the SEA AND AIR FREIGHT INDUSTRY** and its partners after a difficult period. An explanation was offered on **dealing with volatility** to ensure that future growth is secured.



The main problems identified as causing stress in the industry are the **higher freight charges and a lack of capacity**. The panel member **Bart Van Gills** from The Agency in Belgium specialises in **international road transport** and explained how they were hit by volatility and high freight rates. He asked if the container carriers are the only ones to blame for the current price-market situation and if there are any side effects of the very high sea freight levels seen in the transport market. **Demand remains at a high level** together with the **pressure on the price, capacity and the people**.

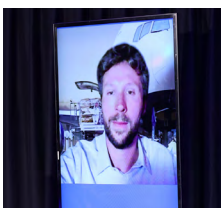


Tom Hautekiet from the Port of Antwerp-Bruges, Belgium agreed that the situation is very challenging. With **disruption due to a high number of incidents**, Tom stated that **"For us as a Port, it is extremely**





important to understand how to plan ourselves in the chain". He explained what precautionary measures are being implemented (minimizing congestions, shortage of containers, etc.) and how other challenges are being handled (traffic, Covid challenges, less manpower etc.). When there is saturation in **all ports, staff shortages, late arrivals, full warehouses**, everyone in the supply chain is now prepared to **come around the table to discuss solutions**. Digitalisation, efficiency and future modes of transport are just some of the topics.



Daniel Bosshard from RTW Air Service represents several carriers in the Swiss market. The pandemic made his company the main player on the Swiss market overnight as passenger carriers were not flying anymore and freight carriers stepped in. **Adaptation was quick to manage the new situation**. With **fuel prices increasing weekly and capacity issues complicating the market**, innovation is being driven in areas such as synthetic fuel.



Lina Jasutiene, from the insurance's perspective, defined the pandemic as a ticking bomb for smaller shippers. She presented her views on insurance post Pandemic and precautionary measures to be taken during this period on transport insurance and its claims. Lina stated how cargo claims immediately rose as clients were convinced that *"every penny counts"*.

Balancing demand and supply remains a challenge. Strategic plans involve the introduction of a **more efficient digital system and new software being available in the air cargo business**. **Interconnectivity in ports is fundamental** in intensifying the operational role of ports. A very positive point is that **collaboration between supply chain partners has been strengthened**.



A new session was included in the IELA Congress programme this year: **The Future of IELA**, which received a high level of interest. It was a working session where the BOM reached out to its members for their feedback and input on the direction of the association in the future. **Sandi Trotter** from TWI Group Inc., Canada and **Bas Wiendels** from Valverde B.V., The Netherlands were moderators and created a working atmosphere where those present could work on suggested topics which interest IELA Members and greatly influence the general direction and goals of the association in the future e.g. Membership & Standards and Congress Format.



One of the many informal networking moment was the **Host Dinner** in the local brewery De Halve Maan where the **IELA Awards** were presented in-person, an action which has been "on hold" over the last years and which was carried out online.



The **Congress Closure** took place at the **Bruges City Hall** with the mayor of the city. A cocktail was kindly served by **Visit Bruges Convention Bureau** who has been a great partner during the organisation of the event.



The IELA Congress was followed by the **9th IELA Partnering Event**, the only IELA event open to non-IELA members which was organized over two and a half days. This year included an Add-on on July 1st with additional networking opportunities focused on **Fine Art, Sports, Entertainment, Mega Events and Project Logistics**. The event created in 2012 during the Barcelona congress aims at introducing IELA as a welcomed expert freight forwarder in these specialist sectors of activities, all highly dependent on time-critical delivery and high standards of performance.



NEW IELA MEMBERS

WHO RECEIVED THEIR MEMBERSHIP CERTIFICATE DURING THE INDUCTION MEETING

- **BIG Logistics India Pvt. Ltd.**, India
- **LEMAN S.A.**, Denmark
- **ONSITE Trading and Services**, Qatar
- **Rock-it Global**, Chile
- **Spedition**, India
- **Transmel Overseas**, Morocco

Two New Members could not attend the event:

- **China International Exhibition Transportation Co. Ltd**, from P.R. China
- **Panda Logistics Co., Ltd**, Taiwan





Even though it was not the largest congress in terms of participants and number of pre-arranged meeting, it has clearly been identified as the **best congress ever** in terms of quality business contacts. **Ravinder Sethi** with R.E. Rogers India highlighted that *"Our primary aim of sending the biggest contingent to Bruges was to reconnect with friends and partners to get a feel of our post-pandemic world. To our very pleasant surprise, Bruges was probably the most productive and enjoyable Congress for Team Rogers till date"*.



Eve Novikova with Caspian Freight Services LLC based in Azerbaijan commented that *"It was an absolute pleasure to meet all the colleagues and friends at the IELA Congress in Bruges this year. Over the last two years all the companies involved in events and exhibitions went through a very difficult time. This meeting in person helped us to put this horrendous period thoroughly behind us: we shared lessons learned, our experiences, best practices and simply had some fun catching up with one another. It was so lovely to see that absolutely everyone is snowed in with projects and looking for staff, loads of new opportunities and plans for the future"*.



Laura Kao, with TWI Group Inc. (USA) explained that *"The past 2.5 years may have separated us and kept us on survival mode, but IELA brought us together again. It's more than just networking, it provides a great platform for exchanging ideas, collaborations, working on solutions, better our practices & industry, reconnecting, building strong partnerships and much more. I am also excited about our new Chairperson, (go Sandy! and seeing new blood at BOM. Technologies will advance, virtual meetings will progress, but nothing can replace the connection of face-to-face, a firm handshake, a genuine smile, and a friendly hug"*.



About the IELA CONGRESS

The IELA Congress is the association's annual flagship. It is a mix of socialising, sharing knowledge, networking, and strengthening business relationships among members. The event is divided into 4 parts: the General Assembly, the IELA Forum, the Working Group Meetings and the Networking Sessions, along with events like the Welcome Cocktail, the Host Dinner and the Gala & Award Night. The 37th edition welcomed 154 delegates from 89 companies from 40 countries.



About the IELA PARTNERING EVENT

The Partnering Event, open to non-IELA Members, is the annual Networking Event. It is designed to enhance business opportunities and provide an introduction to the association. It is the only platform that places so many exhibition logistics experts in one place.

Each delegate could benefit from 21 slots of formal 1-2-1 meetings (via our MyAgenda tool) on June 30th extra networking opportunities focused on Fine Art, Sports, Entertainment, Mega Events, and Project Logistics, on July 1st, with and plenty of informal networking during the Partnering Event Welcome Cocktail, the Partnering Event Night. The 9th IELA Partnering Event welcomed 210 delegates from 129 companies from 47 countries

Our mission is to create unparalleled opportunities for international networking and exchanging knowledge and experience with exhibition & event logistics experts and partners around the world.



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION



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We would like to express our heartfelt thanks and appreciation to
our 2022 Congress & Partnering Event Sponsors and Hosts:

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For more information please contact the IELA Secretariat: adminiela@iela.org



**Press Contact:****Ludivine Bastien**

Communications Manager

IELA

4, Rue Charles-Bonnet

1211 Geneva 12, Switzerland

ludivine@iela.org**About IELA:**

The **International Exhibition Logistics Association** is the global industry network enhancing the professionalism of the transportation logistics and freight handling segments of the exhibition & event industry. IELA works with venue owners, organisers and national associations educating, training and sharing expertise for safe and secure operations around the world. The quality brand IELA is currently represented by 154 members and 22 affiliates in 54 countries.

[For further information contact](#)**Elizabeth Niehaus**

IELA Executive Officer

elizabeth@iela.org www.iela.org

@IELAassociation

@IELAWORLD

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IELA International Exhibition Logistics Association

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