



## IELA is back face-to-face for the Journey to Net Zero Carbon

The 37<sup>th</sup> annual congress of IELA, the International Exhibition Logistics Association, will focus on **NET ZERO CARBON EVENTS** and will address how the **NEW REALITY** affects companies, and how companies can shift, flourish **AND** do better.

**Geneva, Switzerland – June 21<sup>st</sup> 2022.** After three years without meeting in-person, the IELA Network is excited to celebrate the uniqueness & power of meeting **face-to-face**, gathering over 200 delegates from 130 companies from 47 countries in Bruges, Belgium for their annual Congress and General Assembly taking place from June 27<sup>th</sup> to 29<sup>th</sup>, followed by the **9<sup>th</sup> IELA Partnering Event** starting on June 29<sup>th</sup> until July 1<sup>st</sup>.

During this year's IELA Congress, **NET ZERO CARBON** will take centre stage at the **IELA FORUM**, discovering new concepts, opportunities & opening new conversations on the move towards sustainable operations.

IELA members will also be discussing **HOW the NEW REALITY** (volatility, uncertainty and complexity) is affecting the exhibition logistics freight forwarders, addressing how companies can shift, flourish **AND** do better in spite of the challenging world in which we are all living.

**Guido Fornelli**, 2020-2022 IELA Chairperson and Managing Director of Expotrans S.p.A., Italy, explains that *"It is clear that we are still living in great uncertainty but the massive restart of exhibitions in the last couple of months makes me feel that "the best is yet to come". We must understand how to respond to market changes and rise again, adapting our services to new needs and in particular to business sustainability which will be a main focus at our Congress. Greater cooperation among partners will be key in the future and IELA provides once again the best platform to develop new business during its Congress period."*

IELA believes in the **POWER of RESPECT**. During the event its **NEW CODE OF CONDUCT** will be presented. This is written by the **IELA Power Up Task Force** in order to promote and activate the integration of sustainability, equity and respect for individuals and the environment in all aspects.



The only event of the association opened to non-Members is the **IELA Partnering Event** which will take place for the 9<sup>th</sup> edition. This event will once again create unparalleled opportunities for international networking and the exchange of experience between exhibition & event logistics experts and partners around the world. It is designed to enhance business opportunities and provide an introduction to the association. On July 1st, additional networking opportunities will focus on Fine Art, Sports, Entertainment, Mega Events and Project Logistics.

**Sandi Trotter**, 2020-2022 IELA Vice Chairperson and Director of TWI Group Inc. (Canada), comments that *“At this critical point in our industry, it has never been more important to sustain our networking opportunities and prospects. We all share the common goal to build back better, stronger and this is the most valuable instrument for success.”*

She also highlighted the need of in-person events, explaining that *“Technology provides us with many ways to stay in touch, to make business and develop relationships. However, even with all these tools at our fingertips, face-to-face meetings remain a compelling, valid and necessary aspect of business life.”*

**Elizabeth Niehaus**, Executive Officer of IELA, explain that *“As an industry, we can and must do better. As an Association, we can embrace change and challenges much better together. As the organiser of the event, how we produce events really matters. IELA has applied several measures to reduce actively the waste and carbon footprint generated by the Congress. We look forward to sharing the journey with our delegates, reporting our progress on the different sustainable initiatives.”*

For the first time, the association’s Working Group meetings will take place as a hybrid event, inviting the members not able to travel to the event to participate online on June 28<sup>th</sup> in order to share their inputs and continue the active work of the groups. These are the only sessions to take place hybrid as the Association wishes to focus on the live experience of being back together again!

IELA thanks the event premium sponsors, **WEL World Exhibition Logistics, France & R.E. Rogers India Pvt. Ltd., India**, the event hosts, **Kristal bvba - International Fairs & Exhibition Logistics, Belgium & Ziegler Expo Logistics, Belgium**, and the sponsors of the Congress and Partnering Event for their support.

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**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 and the Host Dinner.

**About the 2022 IELA Forum:**

**Christian Druart**, UFI, and **Olivia Ruggles-Brise**, Greenview, United Kingdom, will open the 2022 IELA Forum and launch the discussion by sharing the advancements of the **Net Zero Carbon Events Initiative Road Map and How to Get Started**.



#ThinkDifferently



The programme will continue with the third edition of the IELA successful **IELA THINK CAMPUS**, moderated for the third time by **Florent Jarry**, Partner at AMR International Limited. This session will address the **Net Zero Carbon Transition**, from the **venue owner’s** perspective, with **Pierre Darrason**, **ViParis**, France, the **contractor’s** perspective with **Clara Touillon**, **GL Events**, France, the **exhibitor’s** perspective with **Mputu Schmidt**, **Convergent Group**, Belgium, the **stand builder’s** perspective with **Edwin van der Vennet**, **BeMatrix**, Belgium, the **organiser’s** perspective by **Sonia Prashar**, **MD Nürnberg Messe India Pvt. Ltd**, India and the logistics **provider’s** perspective represented by the IELA members on-site.

The second half of the Forum will centre on the discussion around the **FUTURE of IELA** and the **INDUSTRY RISK AGENDA**, with **Tom Hautekiet**, **Port of Antwerp-Bruges**, Belgium, **Bart Van Gils**, **The Agency**, Belgium, and **Daniel Bosshard**, **rtw air services**, Switzerland, addressing the **VOLATILITY IN AIR** and **SEAFREIGHT**, and the **INSURANCE** aspect being presented by **Lina Jusatiene**, **RECOUPEX**, Switzerland.



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**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 158 members and 23 affiliates in 55 countries.

[For further information contact](#)

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