



IELA CONNECT 2019

MARRAKECH • MOROCCO

STRENGTHENING CONNECTIONS

BOOSTING LOCAL AWARENESS

October 14th, 2019



MEET



STEER



DEVELOP

IELA sets the table for discussion on Security, Safety & Sustainability in the Exhibition Industry in Marrakech

Participating experts will include (in alphabetical order)



Geneva, Switzerland – October 9th 2019: IELA, the International Exhibition Logistics Association, is organising the next edition of IELA CONNECT on **October 14th 2019 in Marrakech, Morocco.**

This will be **IELA's first event in the MENA + Western Africa Region**, welcoming all major professionals in the exhibition industry on a defined local scale with one major goal: **to reinforce relationships for a Safer, more Secure and Sustainable Industry, globally serving the Exhibition Community.**

IELA will gather local stakeholders of the exhibition and event industry from the MENA and Western Africa region to discuss, from the inside, about what is needed to be done in Security and Safety in the region in order to protect our people and set standards.

Following the presentation of the **IELA Security Guidelines**, the **IELA Operational Health & Safety Guidelines** and the **IELA Sustainability Guidelines**, the association stages a forum on-site for local actors in the industry to discuss best practices in Morocco.

The role of local actors is fundamental. They know their market and environment and have a comprehensive understanding of the benefits of security standards. **IELA** will receive professionals representing the Moroccan Exhibitions and Events Industry, and local institutions and associations such as **AMD L** (the Moroccan Agency for Logistics Development) and **IAEE** (the International Association of Exhibitions and Events) for a discussion table.

The subject for exchange and debate will be how the whole industry can **implement higher standards of security** to protect all staff involved in exhibitions at all stages of a project.



In its efforts to make a difference, IELA is committed to not only enforcing best practices in Exhibition Logistics and supporting the community of IELA members, but also to inspiring and maximizing mutual actions in the exhibition and event industry.

Organisers, venue owners, local institutions and associations are invited to join the discussion table and engage in working together to reduce the element of risk for people working in the exhibition industry.

The stage will be set to:



MEET

MEET leaders of the exhibition industry in the MENA & Western African region.



STEER

STEER towards progress and boost high standards in Security, OH&S and Sustainability.



DEVELOP

DEVELOP successful partnerships and collaboration with organisers, venue owners, associations and partners.

Event location: Mövenpick Hotel Mansour Eddahbi, Marrakech, Morocco

Date: Monday, October 14th 2019

Timing: 16:00 – 20:00 hrs

EVENT AGENDA:



16:00	Event Registration & Welcome Cocktail
16:30	Welcome Message by IELA Chairman Vicki Bedi
16:35	Protecting Our People – Case Study & Best Practices in Morocco Presentation of the IELA Security , the IELA Operational Health & Safety and the IELA Sustainability Guidelines By Nicolas Rougerie , from Timar, IELA Member from Morocco & Rachid Bensaber , Operations Expert in North Africa, from ESI Group, IELA Member in France.
17:00	Round Table Discussion: Protecting Our People Special MENA & Western Africa Region All participants are invited to join the discussion
18:00	Closing: Outlook on new Training and Certification Options
18:30	Informal networking & Cocktail reception



Why MENA?

As the Organisation for Economic Co-operation and Development (OECD) states, the Middle East and North Africa (MENA) is a diverse region, affected by economic and political transformations, but with a potential for added and more positive growth. It benefits from a privileged geographic location with access to large markets; a young and increasingly educated population and comparative advantages in several sectors such as manufacturing, renewable energies and tourism. MENA economies are implementing reforms to improve economic growth, governance structures, diversification, employment, private sector development and integrity.

In adherence with the commitments of IELA 2018-2020 Chairman, Vicki Bedi, in his first post-election editorial outlining primary goals, the expansion of IELA's reach in until now unrepresented countries, and the enhancement of member benefits through increased regional and local level involvement, are fully targeted in these actions. Together we can make the difference!

Participants in the round table discussion (in alphabetical order):

- **AMDL**, the Moroccan Agency for Logistics Development is a public strategic institution under the supervision of the Ministry of Equipment, Transport, Logistics and Water. This agency is responsible for implementing government strategies in the development of the logistics sector in Morocco. During COP22 organised in Marrakech in 2016, AMDL spearheaded the initiative « Moroccan Green Logistics » in partnership with the General Federation of Moroccan Enterprises (CGEM), featuring a Moroccan logistics charter which was adopted and signed by over fifty institutional, economic and logistics industry players as well as ten professional associations and federations.
- **Global Fairs & Events**, UFI member in Morocco, is the organiser of 8 shows in Morocco including Plastexpo, Packexpo, M.A.T., Covering & Lifestyle Expo.
- **IAEE**, the International Association of Exhibitions and Events will be represented by its **MENA Chapter President**. IAEE counts 51 members from 12 countries based in the Middle East and North Africa.
- The **Ménara Holding** group, organiser of automobile events such as «FORMULA-E» and «WTCR» via its subsidiary «Marrakech Grand Prix».

IELA CONNECT is designed to build a bridge between IELA Members, organisers, venues, associations and press. **Safety, Security & Sustainability are also your priorities?**

Contact the team & Join IELA CONNECT: Anne@iela.org

Let's connect: Working together for a safer, more secure & sustainable exhibition industry!

www.iela.org

IELA Upcoming Events



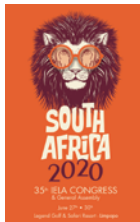
> **2nd IELA Connect**
October 14th 2019 - Marrakech, Morocco



> **3rd IELA Operations Summit**
February 13th - 15th 2020 - Bangkok, Thailand



> **9th IELA Partnering Event**
June 25th - 26th 2020 - Johannesburg, South Africa



> **35th IELA Congress & General Assembly**
June 27th - 30th 2020 - Limpopo, South Africa



Press Contact:

Ludivine Bastien
Communications Manager

IELA
4, Rue Charles-Bonnet
1211 Geneva 12, Switzerland

ludivine@iela.org



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

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 175 members and 31 affiliates in 56 countries.

[For further information contact](#)

IELA, International Exhibition Logistics Association

Elizabeth Niehaus
IELA Executive Officer

elizabeth@iela.org

www.iela.org

@IELAassociation

@IELAWORLD

@ielaassociation

IELA International Exhibition Logistics Association

