



IELA CONNECT 2019

MARRAKECH • MOROCCO

STRENGTHENING
CONNECTIONS

BOOSTING LOCAL AWARENESS

October 14th, 2019

MEET



STEER



DEVELOP

MEET, STEER & DEVELOP

to enforce relations at IELA CONNECT 2019

Geneva, Switzerland, July 29th, 2019 - IELA looks forward to welcoming all exhibition & event stakeholders from the **Middle East, Northern & Western Africa at one unique event promoting business meetings**, industry steering and market development.

The **itinerary flagship event IELA Connect** will take place this year on **October 14th 2019** in **Marrakech, Morocco**, at the Mövenpick Hotel Mansour Eddahbi Marrakech. Closer business relations will be actively enforced by incorporating important local actors of the industry.

This will be IELA's first event in the MENA Region to welcome all major professionals in the **exhibition industry**: organisers, venue owners, associations and press, together with selected local institutions who figure among the significant players in this sector.

This year, IELA Connect will additionally welcome exhibition freight forwarders who are non-IELA Members from those countries not yet represented by IELA members in order to strengthen even further the network of reliable experts in the region.

Seen as our regional flagship event, IELA Connect allows all players to connect and exchange on important issues such as **Security, OH&S, and Sustainable logistics challenges**. This year's event will be no exception and promises you the opportunity to:



MEET

MEET: IELA Connect is a **networking event** for leaders and professionals of the exhibition industry in the MENA & Western African region.



STEER

STEER: IELA's objective is to strive towards progress and boost high standards in Security, OH&S and Sustainability. Knowledge will be shared with the presentation in Africa of the **IELA Security Guidelines** and the **IELA Sustainability Guidelines**.



DEVELOP

DEVELOP: IELA creates an ideal environment in which to develop successful partnerships and collaboration with **organisers, venue owners, associations and partners**. **Best processes and solutions** for the entire industry are established and the results incorporated in our official guidelines.



IELA is looking forward to this special event and follows the commitments of IELA 2018-2020 Chairman, **Vicki Bedi**, in his first post-election editorial stating the primary goals to **expand IELA's reach in unrepresented countries** and enhance member benefits **through increased regional and local level involvement**. Together we can make the difference!

And as UFI President **Craig Newman** said: *"No-one can succeed alone in our industry."*

Exhibition and event professionals wishing to attend #IELAconnect2019 should contact the [IELA Secretariat](#) for registration.



About [IELA Connect 2019](#)

IELA Connect is an itinerary event to strengthen the relationship between stakeholders of the exhibition industry on a local scale and to reinforce safety and security standards.

The first edition took place in Shanghai on October 15th 2018 and hosted the worldwide release of the IELA Security Guidelines.

The second edition will take place in Marrakech, Morocco, on October 14th at the Mövenpick Hotel Mansour Eddahbi, Marrakech.



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



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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

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IELA International Exhibition Logistics Association