

INTERNATIONAL  
EXHIBITION  
LOGISTICS  
ASSOCIATION

## NEW IELA MEMBER IN MOROCCO

- IELA aims at increasing its membership in Africa and look for exhibition logistics experts companies to join the association.
- Through knowledge-sharing with all African Exhibitions Industry stakeholders at it's various events and programmes, IELA will create a pool of Exhibition Logistics Professionals.
- Last January 4<sup>th</sup>, IELA confirmed the membership application of Timar, being the first IELA Member in Morocco.
- IELA has already programme two major events in the African continent: IELA Connect 2019 (Marrakech, October 2019) and IELA 2020 Congress and Partnering Event (Johannesburg, June 2020).

**Geneva, March 13<sup>th</sup> 2019** - It is with great pleasure that IELA, the International Exhibition Logistics Association, has approved the membership of **Timar S.A.** logistics from Casablanca, Morocco. A new asset within the IELA Network that will be happy to give support with their know-how of the Moroccan and West African markets.



IELA is the global industry network that supports high quality performance and professionalism in the exhibition logistics industry and support 173 companies from 56 countries around the world. Already counting on eight members from four different African countries (Egypt, Morocco, Nigeria and South Africa), IELA looks to increase its strength in the continent and is working on locating new suitable members in Africa.



IELA Chairman **Vicki Bedi** confirms the importance of developing activities in African countries: *“With strategic goals in mind, IELA already signed last year MOUs with major African players such as AAXO and SAACI. We are now delighted to welcome new members to IELA from the African region who will enhance our global know-how and expertise”.*

**Sandi Trotter**, Chair of the IELA Membership Working Group, explained *“Our objectives remain concerned with quality over quantity. The numbers are great to boast and are a reflection of our influence in the industry. However, the numbers are only a small part of the big picture. We cannot dilute our power with members who do not share the same values, as it will affect our ability to inspire, develop and shape our industry”.*

This is why our registration process includes several expertise check-ups and not all applications are accepted. The IELA Brand relies on the integrity of this process and the professionalism of the freight forwarders within our association, ensuring trusted partners to exhibition and event organisers practically all over the world.

IELA aims to work for a safer and more secure exhibition and event industry. Last year, we released the IELA Security Guidelines as a continuation to the IELA Operational Health and Safety Procedures. And in October 2019, we will release the IELA Sustainability Guidelines, to globalize and develop widespread standards.

Developing Safety & Security Standards to then share this knowledge in educational and training programmes indeed became one of IELA's passions.

At each and every one of our events, we integrate networking and training sessions.

- > [The next Congresses](#) taking place will be in Venice (June 2019), addressing the topic of The Human Factor, and in Johannesburg (June 2020).
- > [Our next Partnering Events](#), the only networking event open to non-members of the exhibition logistics industry, will take place at the same location directly following our congresses.
- > [The Next IELA Connect](#), our regional itinerant event, will take place in Marrakech, Morocco in October 2019.
- > [The next training events: Operations Summit](#) (January 2020), Winter Seminar (January 2021)

See the presentation of our new Member Timar in the latest edition of our magazine:

[goo.gl/GYkcUg](http://goo.gl/GYkcUg)



## IELA Upcoming Events



> **34<sup>th</sup> IELA Congress & General Assembly**  
June 23<sup>rd</sup> - 26<sup>th</sup> 2019 - Venice, Italy



> **8<sup>th</sup> IELA Partnering Event**  
June 26<sup>th</sup> - 28<sup>th</sup> 2019 - Venice, Italy



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



> **3<sup>rd</sup> IELA Operations Summit**  
February 2020 - Hong-Kong - t.b.c.



Press Contact:

**Ludivine Bastien**  
Communications Manager

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

[ludivine@iela.org](mailto: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 173 members and 31 affiliates in 56 countries.

[For further information contact](#)

**IELA, International Exhibition Logistics Association**

**Elizabeth Niehaus**  
IELA Executive Officer

[elizabeth@iela.org](mailto:elizabeth@iela.org)

[www.iela.org](http://www.iela.org)

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IELA International Exhibition Logistics Association

