



OS
2024
KUALA
LUMPUR
MALAYSIA



5th IELA OPERATIONS SUMMIT JANUARY 11th • 14th 2024



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Delivering Operational Excellence at the 5th IELA Operations Summit in Kuala Lumpur

Geneva, Switzerland, February 8th, 2024

The International Exhibition Logistics Association (IELA) is pleased to announce the successful conclusion of the **5th IELA Operations Summit**, held in Kuala Lumpur from January 11th to 14th, 2024. The event brought together key players in the exhibition logistics industry, both internal and external speakers, for three days of insightful discussions, knowledge-sharing, and networking.

Post-event feedback revealed that **97.14%** of participants declared a transformative impact on their work, with **88.5%** indicating a shifted perception of sustainability. Impressively, **96%** expressed a newfound consideration for integrating sustainability practices into their professional operations.

The summit, hosted by IELA, featured a diverse range of sessions covering crucial topics such as sustainability, operational best practices, and the future of exhibition logistics. Renowned industry experts and thought leaders shared their expertise, fostering an environment of collaborative learning.

IELA **extends sincere gratitude** to all sponsors, speakers, and participants for their valuable contributions. The event's success was attributed to the dedication of the **IELA Education & Training Working Group** led by **Ute Wiezorrek**, **Alessandra Dellavedova** and **Paulo Gameiro**, the support of sponsors, and the active participation of delegates.

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Feedback from participants





The summit also marked the renewal of the **Memorandums of Understanding (MoU)** with the **Malaysian Association of the Exhibitions Industry (MACEOS)** and the **Thai Exhibition Association (TEA)**, emphasizing collaboration on environmental, social, and governance (ESG) initiatives.

Delegates had the opportunity to engage in meaningful discussions, network with industry peers, and gain insights into the latest trends and innovations.

Key highlights of the summit included a large variety of topics and sessions:



IELA Sustainability Working Group
Chairperson



Marta Kupis, Chairperson of the IELA Sustainability Working Group and Sales & Operations Manager at Resa Expo Logistics Spain, presented the **Sustainability Case Study**, emphasizing the critical importance of sustainability, reviewing the negative impacts of climate change and outlining government actions. She discussed **IELA's initiatives to support members in achieving the 2030 and 2050 Net Zero Carbon goals**.



MITEC
General Manager



Winnee Lim, General Manager Business Development at MITEC, provided a global overview of **venues** serving the industry before focusing on MITEC in Kuala Lumpur. She detailed MITEC's exceptional logistics framework, making freight handling and logistics easier. Winnee also **highlighted MITEC's positive impact on sustainability and its ESG initiatives**.



IELA
Board Member



Orphee Beinoglou, IELA Board Member and Member of the Board of Orphee Beinoglou International Forwarder S.A., presented on **Sustainable Packaging**, covering various types of packaging, including Mushroom packaging for small items. Together with **Sudhir Dhavan**, they **engaged participants in a conversation, gaining fresh insights into sustainable packaging**.





Crew Ground Mandatory Training & Handling
MAB Academy Sdn Bhd.



Andrew Michael Danker, Dangerous Goods Instructor at Malaysian Airlines Academy, delivered an enlightening session on **Dangerous Goods Regulations for Airfreight Awareness**. He covered **government and airline variations, the 65th edition of the Dangerous Goods Regulations Manual, different DG items, and the responsibilities of shippers and freight forwarding agents.**



IELA
Chairperson

IELA
Vice Chairperson

IELA
Board Member



Sandi Trotter, IELA Chairperson & Director Business Development TWI Group Inc. Canada, **Bas Wiendels**, IELA Vice Chairperson & Director Valverde B.V., The Netherlands and **Lucien Lawson**, IELA Board Member & Director Clamageran Foirexpo, France, focused on nurturing the **Agent Relationship, emphasizing trust, respect, and partnership.** The session involved participants in discussions around real-world scenarios, promoting interactive learning.



IELA
Member



Rasyid Bin Abdullah, Member of the IELA Education & Training Working Group and MD R.E. Rogers (Malaysia) Sdn Bhd discussed **On-site & Domestic Agent responsibilities, detailing the flow of exhibition shipments, traffic flow onsite, and preparations for shipments, deliveries, and the management of empties and returns.**



VP
ASEAN CIO
Association



Dr. Carrine Teoh, VP at ASEAN CIO Association, explored **Artificial Intelligence**, highlighting its impact across various corporate use cases, including customer service, marketing, software engineering, and R&D. She discussed the **benefits, challenges, and productivity tools in the AI world.**



IELA Board Member

IELA Board Member



Alexandra Erdmann, IELA Board Member & CEO Swiss Expo Logistics Ltd., and Sudhir Dhavan, IELA Board Member & CEO R.E. Rogers India Pte. Ltd, India presented on **Safeguarding the Journey, addressing the specialized forwarding of sensitive goods**. They shared **insights into shipping food and beverages for exhibitions and presented a case study on defence exhibition logistics**.



IELA Board Member



Daniel Mithran, IELA Board Member & Treasurer, and Director JIM Project & Expo Logistics (M) Sdn.Bhd, Malaysia, and the **JIM TEAM**, presented a demonstration on **Occupational Safe Working**, showcasing to all the participants how the company ensures the safety of transporting and delivering exhibition materials. They demonstrated **best practices, safety measures, and protocols, emphasizing the commitment to creating a secure working environment in the exhibition logistics industry**.



IELA Standards & Customs Working Group Vice Chairperson



Ujjwal Gupta, Vice Chairperson of the IELA Standards & Customs Working Group and Head of International Sales & Business Development at BIG Logistics India Pvt. Ltd, India, covered **Standards & Customs**, emphasizing the importance of IELA standards, where to find them, and sharing SOPs and case studies for export, domestic, and onsite agents. He highlighted **IELA's role in maintaining high standards and discussed the customs process**.



IELA Vice Chairperson

IELA Board Member



Bas Wiendels, IELA Vice Chairperson & Director Valverde B.V., The Netherlands, and Lucien Lawson, IELA Board Member & Director Clamageran Foirexpo, France, led a dynamic session on **Tariff & Shipping Instructions**, categorizing participants as Export Agents and Import Agents. They initiated the discussion by defining a **TARIFF**, and actively involved participants by asking questions and addressing scenarios about **Tariff & Shipping Instructions**, such as **Airfreight Inbound Charges, strategies to avoid hidden costs, and detailed calculations of Onsite handling tariffs**.



IELA Education & Training Working Group Vice-Chairperson

IELA Board Member



Alessandra Dellavedova, Vice Chairperson of the Education & Training Working Group and Project Manager at Expotrans S.p.A, and **Dirk Urra**, IELA Board Member and Vice President Global Expo + Event Logistics at Kuehne + Nagel (AG & Co.) Germany, presented about **Customs & the EORI number**. They outlined the significance of the Economic Operator Registration Identification number (EORI), its application process, and its role in customs procedures. The session engaged participants interactively, fostering a deeper understanding of the EORI system.



IELA Chairperson

IELA Board Member



Sandi Trotter and **Jasmine Yang**, IELA Board Member and Manager of Fairs & Events Department at Eurotran Expo Service Co., Ltd., Taiwan, presented an interactive session on **Customer Relationship**. They explored the fundamental pillars of trust, respect, and partnership, involving participants in discussions. The session also included practical content ideas to enhance customer engagement and addressed scenarios to empower participants in managing diverse customer relationships.



All the slides of the presentation are available on [www.iela.org /presentations](http://www.iela.org/presentations) (For IELA Members only) and the replays of the sessions are available on [www.iela.org /private area](http://www.iela.org/private area) (For IELA Members only)

More information about the event on:
<https://www.iela.org/events/operations-summit/2024-kuala-lumpur.html>

Sustainability Case Study Groups



Group 1

Mentor: Louise Vigliandi

- Andréa Souza** - FULSTANDIG SHOWS E EVENTOS MC LTDA, BRAZIL
- Carlos Mejias** - ROCK-IT GLOBAL CHILE, CHILE
- Dakota Parsley** - AIRWAYS FREIGHT CORPORATION, USA
- Ling YU** - WEL GROUP, FRANCE
- Louise Jestin** - EXHIBITION FREIGHTING LTD, UK
- Maximilian Grein** - KUEHNE + NAGEL (AG & CO.) KG, GERMANY
- Ryan Lin** - EUROTRAN EXPO SERVICE CO., LTD., TAIWAN
- Vikas N.** - R.E. ROGERS INDIA PVT. LTD., INDIA



Group 2

Mentor: Louise Vigliandi

- Angela Gagliardi** - EXPOTRANS S.P.A., ITALY
- Carly Willmott** - EUROPEAN INTERNATIONAL (FAIRS) LTD, UK
- Djanwayne Bongcayao** - DNATA LOGISTICS, UAE
- Ho Ngoc Thanh** - VEGA LOGISTICS CO. LTD., VIETNAM
- Jerome Jacobs** - KING CARGO PROJECTS (PTY) LTD, SOUTH AFRICA
- Marco Rüger** - BTG MESSE-SPEDITION GMBH, GERMANY
- Rezuan Reza** - R.E. ROGERS (MALAYSIA) SDN BHD, MALAYSIA
- Udit Gupta** - BIG LOGISTICS INDIA PVT LTD, INDIA
- Yu Zhai** - CHINA INTERNATIONAL EXHIBITION TRANSPORTATION CO., LTD., P.R. CHINA



Group 3

Mentor: Marta Kupis

- Angeliki Katevaina** - ORPHEE BEINOGLLOU INTERNATIONAL FORWARDERS S.A., GREECE
- Ashlin Roy** - MASSTRANS FREIGHT LLC, UAE
- Eva Sabio Palomino** - CLAMAGERAN, FRANCE
- Hiroko Watanabe** - ISHIKAWA-GUMI LTD., JAPAN
- Karen Cheong** - CURIO PACK SDN. BHD., MALAYSIA
- Milan Kanani** - SIDDHARTHA LOGISTICS CO. PVT. LTD., INDIA
- Saran Sanprom** - ROGERS BANGKOK CO. LTD, THAILAND
- Wisse Pont** - VALVERDE B.V., THE NETHERLANDS



Group 4

Mentor: Kristin Bedemann

- Anne-Gaëlle Turin** - CLAMAGERAN, FRANCE
- Eugene Malko** - BCC LOGISTICS KSA, SAUDI ARABIA
- Film Chonchanok** - SUN EXPO SERVICES CO., LTD., THAILAND
- Luca Braun** - SWISS EXPO LOGISTICS AG, SWITZERLAND
- Mamata Kumari** - SPEDITION, INDIA
- Michael Cullerton** - INTERFLOW LOGISTICS LTD, IRELAND
- Oliver Yao** - GO-EXPRESS CO., LTD, P.R. CHINA
- Silvia Iranzo** - RESA EXPO LOGISTICS, SPAIN
- Steven Ng Trong** - AEL - ASIA EXPO LOGISTICS, VIETNAM





Group 5

Mentor: Marta Kupis

- Anita Hong** - SHANGHAI HI-EXPO INTERNATIONAL LOGISTICS CO., LTD., P.R. CHINA
- Ezwan Baker** - JIM PROJECT & EXPO LOGISTICS(M)SDN.BHD, MALAYSIA
- John Sultanov** - KOREA GLS, INC., KOREA
- Larisa Morina** - SWISS EXPO LOGISTICS AG, SWITZERLAND
- Nadia Boujemil** - E.S.I. GROUP - EXPO SERVICES INTERNATIONAL, FRANCE
- Rimas Griceniuk** - JSC PAN-LITSERVICE, LITHUANIA
- Ronel Maboi** - KATLEGO GLOBAL LOGISTICS PTY LTD, SOUTH AFRICA
- Sudhir Babu** - P S BEDI & CO PVT LTD / PSBEDI GROUP, INDIA
- Udaykumar Pillai** - DSV SOLUTIONS. LLC C/O DSV FAIRS &EVENTS, UAE



Group 6

Mentor: Kristin Bedemann

- Dhilmuni Palipane** - ACE CARGO (PVT) LTD, SRI LANKA
- Maximiliano Rosado Suarez** - RESA EXPO LOGISTICS (MADRID), SPAIN
- Melody Hung** - PANDA LOGISTICS CO., LTD., TAIWAN
- Norliana Omar** - FELIX EXPO LOGISTICS (M) SDN BHD, MALAYSIA
- Noushad Anantavida** - FILS INTERNATIONAL FREIGHT & LOGISTIC SERVICES LLC, UAE
- Sandra Ruppé** - GLOBAL EXPOSITION SERVICES, FRANCE
- Stanley Chan** - JES LOGISTICS LTD, HONG KONG
- Szymon Walczyk** - UNIVERSAL EXPRESS SP. Z.O.O., POLAND
- Vishal Chauhan** - R.E. ROGERS INDIA PVT. LTD., INDIA





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OS TEAM

Thank you to the OS Team for creating the amazing content!



Ute Wieszorrek
IELA Education & Training WG Chairperson

Alessandra Dellavedova
IELA Education & Training WG Vice-Chairperson

Paulo Gameiro
IELA Education & Training WG Vice-Chairperson

Thank you to the **OS Team, Ute Wieszorrek, Alessandra Dellavedova and Paulo Gameiro** for organising the programme of the 5th edition of the IELA Operations Summit, with the participation of the IELA Education and Training Programme Working Group, for the benefit of the IELA Members.





About the IELA OPERATIONS SUMMIT

IELA's Operations Summit biennial training event is the only dedicated forum for exhibition and event freight forwarding operations professionals, offering valuable perspectives on improving operational efficiencies, enhancing service standards, optimising worldwide relationships and increasing bottom lines.

It is organised by the IELA Education & Training Working Group targeting the IELA Members' operational exhibitions logistics staff.



About the IELA EDUCATION AND TRAINING PROGRAMME WORKING GROUP:

The WG is chaired by **Ute Wiezorrek**, General Manager Cretschmar MesseCargo GmbH, Germany, **Alessandra Dellavedova**, Project Manager at Expotrans S.p.A., Italy and **Paulo Gameiro**, Fairs & Events manager at Rangel Invest S.A., Portugal.

The mission of the ETWG is to research and develop educational avenues for the association and its members. It organises two biennial training events, the WINTER SEMINAR, targeting new staff and newcomers to the exhibition logistics industry to boost quality and know-how within the industry, and the OPERATIONS SUMMIT, the only dedicated forum for exhibition and event freight forwarding operation professionals, offering valuable perspectives on improving operational efficiencies, enhancing service standards, optimising worldwide relationships and increasing bottom lines. Both events provide a platform for students to interact with their peers from around the world and share their exhibition & event experiences and knowledge.

UPCOMING IELA EVENTS



2024 IELA CONGRESS & GA – JUNE 24th • 28th, 2024 - TAIPEI, TAIWAN



2025 IELA WINTER SEMINAR – JANUARY 2025 - TBC



2025 IELA CONGRESS & GA – END OF JUNE 2025 - GENEVA, SWITZERLAND



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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 146 members and 21 affiliates in 53 countries.

[For further information contact](#)

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