

June 2020 programme | week 8 **RELOAD**

## IELA TALK #7 EUROPE

### Winning confidence back

Session dedicated to IELA Members & Industry Partners (organisers, venues, related associations and exhibitors)

TUESDAY 23

REGIONAL TALKS

1 PM CET

Speakers

  <b>SILVIA BAUERMEISTER</b> Legal Advice, Business Development and Data Protection Officer at AUMA - Association of the German Trade Fair Industry, Germany	  <b>RIK HOOGENDOORN</b> EMECA Chairman of the Security Working Group RAI Amsterdam Manager Safety & Security	<p style="font-size: x-small;">Moderators</p> <b>CHRISTOPH RAUCH</b> BTQ Messe Spedition GmbH, Germany IELA Board Member
  <b>VINCENT LARGUET</b> Strategy and Sustainable Development Director at UNIMEV, French Meeting Industry Council, France	  <b>LOREDANA SARTI</b> General Secretary at AEFI - Italian Exhibition and Trade Fairs Association, Italy	  <b>CHRIS SKEITH</b> CEO at AEO, Association of Event Organisers, UK
 <b>EMMANUEL PITCHELU</b> E.S.I. Expo Services International, France IELA Board Member		

## IELA REGIONAL TALK #7- EUROPE

### Winning confidence back



Communication between Venues, Organisers and Logistics Suppliers is paramount for safe & secure shows

**Geneva, Switzerland – June 29<sup>th</sup> 2020**

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On June 23<sup>rd</sup> 2020 IELA RELOAD addressed a panel discussion around efforts and dynamics to win back confidence for the industry. **Christoph Rauch** kicked off the IELA Regional Talk EUROPE by asking **Rick Hoogendoorn** about the impact COVID-19 has had on his activities as venue owner. In a few introductory words, Rick Hoogendoorn outlined the volatility of the situation over the past few months by saying *“Real life is our main business....as a leading international venue, it is a rollercoaster”*, giving the example of having to close a large scale exhibition just on its second day and winding down business completely in the lockdown. In saying this however, times became busier than ever before and a large lobby programme was activated to accelerate a reopening.



From left to right:

- **Emmanuel Pitchelu**, Director of GROUP ESI & IELA Board Member (co-moderator)
- **Loredana Sarti**, AEFI - Associazione Esposizioni e Fiere Italiane General Secretary (guest speaker)
- **Christoph Rauch**, Managing Director of BTG Messe Spedition & IELA Board Member (co-moderator)
- **Chris Skeith**, AEO Association of Event Organisers, CEO (guest speaker)
- **Vincent Larquet**, UNIMEV - French Meeting Industry Council, Strategy and Sustainable Development Director (guest speaker)
- **Silvia Bauermeister**, AUMA - Association of the German Trade Fair, Industry Legal Advisor, Business Development and Data Protection Officer (guest speaker)
- **Rik Hoogendoorn**, EMECA - European Major Exhibition Centres Association, Chairman of the Security Working Group and RAI Amsterdam Manager Safety & Security (guest speaker)

The panel speakers were unanimous in identifying that confidence will be won back through heightened communication, partners working closely together and the adoption of clear safety and security rules. **Christoph Rauch** confirmed that **AUMA** has made a tremendous achievement in having exhibitions no longer being recognised as mass gatherings and therefore allowing them to take place in a controlled environment. **Silvia Bauermeister** reiterated that AUMA has been communicating strongly on the importance of trade fairs in the economy and that it is important to show a long term perspective by presenting the economic impact of trade fairs on the entire economy. **Emmanuel Pitchelu** detailed the extensive efforts of UNIMEV, the association for the French event industry, where efforts have been intensified to obtain full recognition for the industry, networking installed to effectively unite the community and targeted communication campaigns carried out to deliver the message. The fact that the government has reduced VAT to 10% is particularly good news for the service industry.

In Italy the situation is similar as outlined by **Loredana Sarti** from **AEFI**. Emphasis is on working together with suppliers (standfitters and logistics companies) as they are experts in their fields and find solutions. **Chris Skeith** from the UK repeated how important it is to be in regular – practically daily – contact with government officials and that in the UK it made things easier to have a centralised decision-making organ.

Advocacy action is being taken at local, regional and national levels. Every country has its own ruling on health, safety and distancing measures but according to **Loredana Sarti**, the industry must *“work together to promote together”* and personally sees that *“we cannot work without other European associations”*.

What is clear from the discussion is that the exhibition industry plays an important role in the economy and will survive this crisis, coming out even stronger. The application of digital solutions is already the norm and synergies are being created but as **Silvia Bauermeister** confirmed *“Face-to-face communication cannot be replaced by any digital medium...personal contact cannot be replaced”*. **Chris Skeith** sees the shift of focus on *“Not looking at capacity, but looking at density”* when it comes to organising an event, without forgetting that every show is complex and different. Vincent Larquet extended on this by introducing the concept of safe density. It will be the responsibility of all exhibition industry partners to promote both the safety and the added value of participating at an exhibition. As Rick Hoogendoorn summed up, it will be *“paramount that we work together safely”*.

Cashflow is of course echoed as a main concern throughout the industry. **Loredana Sarti** explained how the Italian government has provided financial support to employees to preserve their jobs. The trade fair industry has been badly hit but there is hope on July 15<sup>th</sup> that there will be an official announcement in Italy that exhibitions can open and that the first shows can take place in September. **Emmanuel Pitchelu** and **Chris Skeith** confirmed that similar schemes had been installed by their respective governments to support employees in their countries. **Chris Skeith** pointed out that over 20% of UK companies could however be seeing downsizing taking place.

Looking at winning back confidence from a socio-economic perspective, **Vincent Larquet** stated that *“What we called the future 10 years ago has to be implemented NOW”*. He explained that the expertise of logistics experts will have a key role in turning ephemeral events into circular events and hereby successfully being granted acceptance by civil societies. The exhibition industry must be committed to this new challenge and show proof of its commitment. It could be that trade fairs become more specialised and more local with emphasis on added value. Logistics experts would be solicited to think about *“reinventing your business model by diversifying your business”*, to consider strategic partnerships incorporating higher added-value services ranging from eco-design through to locally-based networks for the recovery, recycling and reusability of products and goods.

- Full Replay available: [https://youtu.be/\\_q-11YlJslo](https://youtu.be/_q-11YlJslo)

Early May, we began **IELA RELOAD**, the association’s recovery programme based on 2 main pillars: **weekly regional talks (IELA TALKS)** and ten **RECOVERY TALKS** as empowering resources for navigating through the crisis:



At our **REGIONAL TALKS** we invite worldwide leading exhibition organisers, venues and associations to discuss How to **Win Confidence Back** in our industry.

The sessions are dedicated to **IELA Members & Industry Partners** (organisers, venues, related associations and exhibitors) and we invite you to join the next **IELA Regional TALK AMERICAS** on **June 30<sup>th</sup>** at 5pm CET.

**June 2020 programme** Session dedicated to IELA Members & Industry Partners (organisers, venues, related associations and exhibitors)

**Speakers**

- MARY LARKIN**, UFI President & Diversified Communications USA President
- AMY CALVERT**, Event Industry Council CEO
- DANIEL GALANTE**, G3 Events Brazil Director & Sao Paulo Expo Exhibition & Convention Center Director
- JOAO DE NAGY**, UBRAFE Brazil President

**Moderators**

- DAVID DUBOIS**, IAEE President & CEO
- MARIANE EWBANK**, Fullandig Shows e Eventos MC Ufa, Brazil IELA Board Member
- CELIA NAVARRETE**, AMPROPEC Mexico President & Informa Markets Mexico Executive Vice President
- SANDI TROTTER**, TWI Group Inc, Canada IELA Board Member

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**Tuesday, June 30<sup>th</sup>**

11:00 AM WASHINGTON DC time  
10:00 AM MEXICO DF time  
12:00 PM RIO time  
5:00 PM CET

**REGIONAL TALKS**  
**IELA TALK #8 AMERICAS**  
Winning confidence back

Following session:  
**IELA TALK #9 AFRICA – July 7<sup>th</sup> – 11am CET**



Press Contact:

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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 172 members and 31 affiliates in 56 countries.

[For further information contact](#)

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 IELA International Exhibition Logistics Association

