



IELA RELOAD Programme: It's now all about bouncing back to "out of the ordinary" normality in the exhibition logistics industry

The new IELA RELOAD Programme creates a global advocacy platform for faster industry recovery

Geneva, Switzerland – April 30th 2020

Exhibition logistics suppliers are getting prepared for **the NEW NOW** in the Exhibition Industry by joining the **new IELA RELOAD Programme** to be launched on **May 4th 2020** to **address and adapt to the fast-changing and still uncertain rules regarding international forwarding.**

- With 173 Member companies from over 56 countries, IELA is in possession of comprehensive data resulting from the **IELA COVID19 IMPACT SURVEY**, a means of preparation for global recovery planning.
- **IELA RELOAD** provides IELA Members with an **advocacy platform** to share, conceive and initiate best practices in the **NEW NOW**.
- Activities include **e-learning**, **recovery talks** and **regional sessions** which focus on successfully **rebouncing by limiting losses and increasing strengths** in profitable service areas.

As a major tool in its **#togetherSTRONG Campaign**, IELA has created a **new advocacy platform** for its members to exchange on the **expectations and foreseeable needs to be addressed** in order to achieve a **faster global recovery** in the exhibition and event logistics industry.

Specialising in experience at a global level, the first two regional talks will take a look at Asia Pacific and Europe. IELA invites industry partners from these regions to join the sessions.

The **IELA TALK ASIA PACIFIC** will be moderated by **Ravinder Sethi**, Chair of the IELA Committee, Executive Member & International Ambassador of the Indian Exhibition Industry Association, and Chairman & Managing Director of R.E. Rogers India Pvt. Ltd.

IELA TALK EUROPE & IELA TALK LATIN AMERICA will feature **Barbara Weizsaecker**, Secretary General EEIA, European Exhibition Industry Alliance, and **Ana Maria Arango**, Regional Manager LatAm at UFI, Global Association of the Exhibition Industry as speakers.

The sessions will be live online via videoconference. All IELA members' staff can attend the session via the private area. Industry partners wanting to join the session should contact the IELA Secretariat (www.iela.org/contact/contact.html)

More information about the **IELA RELOAD May 2020** programme on bit.ly/IELAreloadMay2020



About #togetherSTRONG Campaign:

IELA, the International Exhibition Logistics Association, launched the campaign **TOGETHER STRONG** campaign on **March 5th 2020**, **honouring and giving support to every single individual in the exhibition and event industry** during this period of uncertainty, which **fosters business in thousands of vertical industries all over the world**.

Together with associations, organisers, venues and service providers etc., we are building the contingency network to cater to the industry's needs. For this reason, and due to the nature of home office participation which offers unrelenting flexibility to combat the loss of cancelled activities, IELA invites all event professionals to join the initiative TOGETHER STRONG and support the Global Exhibitions Day, TOGETHER and STRONG!

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.



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