





Winning Back Confidence in the Industry:



THINK Forum 2.0 drives the Exhibitions Industry on Global Exhibitions Day 2020 June 3rd 2020

Geneva, Switzerland – June 2nd 2020



Join Wedneday June 3rd on Global Exhibitions Day 2020 #GED2020

> 8am Mexico City, 10am Sao Paulo, 2pm London, 3pm Geneva, 5pm Dubai 9pm Singapore

Invitation link to register: shorturl.at/rtAK3

IELA takes a step forward with the industry as a whole.

Firstly we take you back to a real highlight at the IELA Venice Congress in June 2019: #THINK - Think Campus podium discussion «Moving from a product-focused to a customer-centric perspective». A great success and widely acclaimed by congress delegates, this session presented the unique opportunity of bringing together a wide range of industry representatives who work to make exhibitions and events happen - exhibitors, venue owners, pavilion organisers and event organisers. This was the chance to hear their perspective and recommendations on how to make events and exhibitions even more successful.

It might appear to be a contradiction in terms but «Working Closer Than Ever Before in a current world of Social Distance» is the path to take in the future. Having experienced the necessity of confinement and isolation to combat the spread of Covid-19 infections, our priority now is **to look**

forward at the NEW N Mr. The next important stage of ADAPTATION in our industry is

on the doorstep. The importance of the global exhibitions industry is undeniable. It is now our job to

work closer together than ever before. In order for us to continue doing business, **we must rebuild and create added confidence** for local authorities, current and new customers as well as partners.

Now IELA spearheads progress by taking this step forward: as an integral part of the IELA RELOAD Programme, IELA is organising the session « IELA THINK Forum 2.0 » taking place on Wednesday June 3rd at 3pm Geneva time. The subject is «Working Closer Than Ever Before in a current world of Social Distance».





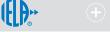


RELIMAD











Leading representatives of the industry will be online in this podium discussion moderated by **Florent Jarry**, AMR International (moderator in the 2019 Think campus session) including:



• **Ricard Zapatero Camps**, International Business Director of Fira Barcelona, member of the Executive Board of Fira Barcelona & member of the EMECA Board, an association composed of 24 leading exhibition venues in Europe.



• **Giacomo Lucchini**, Consultant and former Fiera Milano & UFI Operations and Services Committee Chair (participant in the 2019 session).



• **Markus Metzmacher**, ifm electronic Gmbh with an international exhibitor's perspective (participant in the 2019 session).



• Guido Fornelli, Expotrans, IELA Board Member.

It is not just by chance that Wednesday June 3rd has been selected for revolutionising the industry. Join us also that day for **Global Exhibitions Day**, an UFI initiative to send a strong signal to all policymakers and stakeholders of our industry on the power of exhibitions.



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!



NTERNATIONAL 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.





Press Contact:

Ludivine Bastien Confined Communication Manager with Magic Fairies

IELA

4, Rue Charles-Bonnet 1211 Geneva 12, Switzerland

ludivine@iela.org



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

For further information contact

IELA, International Exhibition Logistics Association

Elizabeth Niehaus IELA Executive Officer

- 🔁 elizabeth@iela.org 🛞 www.iela.org
- IELAassociation
- 💟 @IELAWORLD
- ielaassociation
- in IELA International Exhibition Logistics Association