Dear students,

Welcome to the 2017 WINTER SEMINAR in Zurich!

We are excited to welcome you to our event and hope that it will be a rewarding and useful professional experience for you.

On behalf of the WINTER SEMINAR Team, we look forward to a successful and educational workshop. We have a full agenda during the next four days, so please take a few moments to read the following:

The WINTER SEMINAR Programme
The WINTER SEMINAR Practical Information
The WINTER SEMINAR Participants List and Lecturers List

We are confident that the next couple of days will be extremely rewarding as you learn more about IELA, the industry and its processes as well as the demands of exhibitors and organizers.

We look forward to spending this time with you in Zurich.

Yours sincerely,

2017 WINTER SEMINAR Team

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www.iela.org

DESIGN
DG CVer www.estudiidorver.com.ar
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IELA’s WINTER SEMINAR: The event concept

Training students to become professionals

Education and Training is the key to success. Since 2002 IELA qualified over 160 young professionals for future tasks in the industry. The educational programme is essential in order to receive a unique training on the subject of exhibition logistics.

The upcoming Winter Seminar focuses on strategy, best practices and trends in the industry. Under the theme "Building the future", 40 young and promising students are creating the foundation for the bright future of the industry. More than 20 hours of instruction and interaction is planned over a 3-day period.

The participants expect a mix of workshops, lectures and discussions. Key themes to be discussed and developed are IELA Standards & Security issues in the actual context, sales and marketing, practical customs workshops, business insight on how to perform as Domestic and Export Agent and Trade Fair Management Decisions and Processes.

Training is becoming increasingly important for member companies in their efforts to increase business and create efficient service processes.

Our delegates will benefit from the three event pillars:

CONNECT
Networking and connecting with peers is critical. Networking provides the most productive, most proficient and most enduring tactic in building relationships.

During the Speed Networking Session you will be able to introduce your company, your know-how and what you are looking for when choosing a partner as well as listen to your counterpart’s strengths and what they are expecting of business partners.

Experience a fun and easy way of building new meaningful business relationships!

LEARN

You will take advice from renowned speakers of the exhibition industry, sharing their knowledge on key markets & topics. You will also get the chance to take part in an exclusive guided tour and training at the Zurich Fairground.

SUCCEED

Training, education & networking are key factors to your professional success.

When leaving the Winter Seminar you will be more aware of the processes that are current and active in our industry. This includes not only the nuts and bolts of our own trade but also a growing awareness of the demands of exhibitors and organisers. Clearly, the winner is You! You will leave Zurich with an increased level of professionalism and competence, benefiting from all skills and newly-established networking connections won.
<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, January 11th, 2017</td>
<td>19:00</td>
<td>Welcome Reception at the Hotel</td>
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<tr>
<td></td>
<td></td>
<td>Holiday Inn / Reception Area</td>
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<tr>
<td>Thursday, January 12th, 2017</td>
<td>08:30</td>
<td>Welcome</td>
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<tr>
<td></td>
<td>08:45</td>
<td>Introduction to IELA</td>
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<td></td>
<td>09:30</td>
<td>Speed Dating Part 1</td>
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<td></td>
<td>10:30</td>
<td>Coffee Break</td>
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<tr>
<td></td>
<td>11:00</td>
<td>Speed Dating Part 2</td>
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<tr>
<td></td>
<td>12:30</td>
<td>Lunch</td>
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<tr>
<td></td>
<td>13:30</td>
<td>IELA Standards &amp; Security Issues in the actual context</td>
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<td></td>
<td>15:00</td>
<td>Coffee Break</td>
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<td></td>
<td>15:30</td>
<td>Sales &amp; Marketing</td>
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<td></td>
<td>17:00</td>
<td>Custom Workshop Preparation</td>
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<tr>
<td>Friday, January 13th, 2017</td>
<td>08:30</td>
<td>Customs Workshop</td>
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<td></td>
<td>10:30</td>
<td>Coffee Break</td>
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<tr>
<td></td>
<td>11:00</td>
<td>Customs Workshop</td>
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<td>12:00</td>
<td>Handling exhibitions in North Africa: A real challenge</td>
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<td>13:00</td>
<td>Lunch</td>
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<td></td>
<td>14:00</td>
<td>Domestic Agent’s Performance</td>
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<td></td>
<td>15:00</td>
<td>Coffee Break</td>
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<tr>
<td></td>
<td>15:30</td>
<td>The 10 minutes that change everything</td>
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<tr>
<td></td>
<td>16:30</td>
<td>Export Agent’s Performance</td>
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<tr>
<td>Saturday, January 14th, 2017</td>
<td>08:30</td>
<td>Trade Fair Management Decisions &amp; Processes</td>
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<td></td>
<td>10:00</td>
<td>Coffee Break</td>
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<td></td>
<td>10:15</td>
<td>Tariffs</td>
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<td></td>
<td>11:30</td>
<td>Autopsy of a FCO</td>
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<tr>
<td></td>
<td>13:00</td>
<td>Lunch</td>
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<tr>
<td></td>
<td>14:00</td>
<td>Zurich Fairground Tour</td>
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<td></td>
<td>15:30</td>
<td>Final Exam</td>
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<td></td>
<td>16:30</td>
<td>Bus leaves for Cocktail Reception</td>
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<td></td>
<td>17:30</td>
<td>Cocktail Reception with BOM, CP, Guests</td>
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<td></td>
<td>19:30</td>
<td>End of Cocktail Reception</td>
</tr>
<tr>
<td>Sunday, January 15th, 2017</td>
<td>09:00</td>
<td>Bus departure for A Day in the Snow</td>
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<td></td>
<td>17:00</td>
<td>Bus departure from Hoch-Ybrig back to Zurich</td>
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<tr>
<td></td>
<td>19:00</td>
<td>Arrival in Zurich</td>
</tr>
</tbody>
</table>

### Practical information

**Hotel Allocation**
- Holiday Inn Zurich Messe Address: Holiday Inn Zurich Messe Hotel Wallisellenstrasse 48 Zurich, 8050 Switzerland Tel: +41 44 316 1100 Fax: +41 44 316 1101

**Suggested transportation from and to the airport:**
- From the Airport Zurich (ZRH) to the hotel: 6.7 km
  - By taxi: approx. CHF 35,00 and approx. 10 minutes
  - By Train/Bus: CHF 6,50 (one way)
- Final bus station: Bahnhof Oerlikon 1.3 km, Final train station: Station Zurich Oerlikon “Bahnhof Oerlikon”, 1.3 km.

**Location of IELA’s Winter Seminar 2017:**
- Conference Room K3 (3rd Floor)
- MCH Messe Schweiz - Zurich Wallisellenstrasse 49 8050 Zurich

**The fairground is on the opposite of the hotel and classroom K3 is at the third floor.**
Meet with our experts

Mariane Ewbank is the director of Fulstandig Shows e Eventos, a full-service transportation and logistics contractor in Brazil. She was employed in the events marketplace for a number of years as an exhibitor, after which she moved over to the organiser side of the industry and managed shows and conferences for another 10 years. Her experiences in the exhibitors’ and organiser’s fields have been tremendous assets in developing and managing Fulstandig where her main focus is to concentrate on the needs and successes of her exhibition clients.

Fulstandig is an IELA member. Mariane has been elected as Chairwoman of IELA in 2016 and is Chair of the Standards and Customs working group of IELA since 2012.

Alain Chanavaz has started working in the Meeting and Exhibition Industry in 1991. He worked for a French PCO (Professional Congress Organiser), which organised more than 20 events per year, first as a technical project manager before becoming the Technical Director of the agency for 8 years. In 2010, he created his own company, Meeting Solution Architect, which helps organisations to design, shape and plan their events with practical and realistic solutions, thanks to his 25 years of experience in the Meeting & Exhibition Industry and by being involved in the organisation of hundreds of different events, all around the world.

Alain is a board member of the Meeting Design Institute as well as a board member of the French and Swiss chapter of MPI (Meeting Professional International).

Emmanuel Pitchelu, after obtaining a degree in international commerce and a few years in the commercial freight industry, Emmanuel now has been in the exhibition freighting business since the early 1990’s. During those years he has worked for some of the major French contractors in this field, including Lep Expo/Geologistics as a Project Manager, Panalpina/Panfairs Paris as Exhibition Director, Camargues/Feirpro as Sales and Development Director for almost a decade and since 2010 with ESI as Director of all import operations.

Emmanuel is recognised as a French specialist for onsite operations in Paris and throughout France, especially at the small and outdoor venues such as Palais des Congres, CNIT La defense, Carrousel Du Louvre, Jardins des Tuileries, to name a few. His department covers all major venues like the Paris Nord Villepinte, Paris Porte de Versailles and Le Bourget.

This is the third time for Emmanuel to present at an IELA Winter Seminar. ESI is a member of IELA and Emmanuel is the acting Chairman of the IELA Training Working Group.

Rachid Bensaber has more than 20 years of experience in international freight forwarding along with 15 years in international exhibitions logistics.

He gained extensive knowledge of international trade show logistics requirements on all continents. Ocean Services (FCL, LCL), Airfreight, On-Site Handling and Site Supervision in Europe, Africa, Asia, Middle East as well as North and South America.

Rachid is specialised on customs formalities, sales, marketing, operation and worldwide on-site assistance as well as management of logistic processes for exhibitions and other events all over the world.
**Dr. Rowena Arzt**

Dr. Rowena Arzt earned a Masters Degree in Business Administration and a PhD specializing in international exhibition management at the university of Cologne.

Her industry career started at the Institute of Trade Fair Management (University of Cologne) where she worked for 7 years. There, she completed a variety of research and teaching activities and was the responsible manager for several consulting projects with exhibitors, exhibition organisers and service contractors. Rowena was in charge of the UFI European Benchmark Study, a unique project comparing the competitiveness of 22 European exhibition organisers.

Her career took her to Koelnmesse, where she was appointed as Corporate Development Manager. Besides the development of new business opportunities for Koelnmesse, she was responsible for consulting one of koelnmessen’s business sectors.

From 2006 to 2016, Ms Arzt worked with UFI, the Global Association of the Exhibition Industry, in Paris as Director of Business Development. As member of the senior management team she handled the association’s event and education programmes, the development of services for UFI’s members and government liaison.

On 1 October 2016 Rowena has joined WZF in Wiesbaden with the aim to further develop the association’s exhibition programme and portfolios around the world leading fair Interzoo. In this new position, she combines two of her passions: animals and fairs.

**Ute Wiegzek** (nee Nordmann) started her career as an apprentice at L.W. Cretschmar GmbH & Co. KG in Düsseldorf / Germany in August 2001.

After her graduation she moved to the exhibition division at Cretschmar, Cretschmar MesseCargo GmbH and joined the export exhibition department, where she is working in different assignments. She maintains the Quality Management Programme, she is responsible for agent’s relationships, manages the sales team and is also involved with operations.

From 2005 onwards she studied logistics in evening school and graduated in 2008 as Bachelor Professional of Transport Management and Operations (ICC).

In 2006 Ute participated at the IELA Winter Seminar in Zurich and won “Best Student” Honours. Ute is married to André and has 2 children (1 and 5 years old).

**Sudhir Dhawan** belongs to a rare genre of highly versatile and preeminent experts in Indian Exhibition & Logistics Industry with multidimensional capabilities. Sudhir joined RERI in April 2010 as the Country Head- Sales & Operations. With over 21 years’ experience in handling sales and marketing in the field of Exhibition & Logistics Industry, Sudhir has made a name for himself in the area of marketing and business development planning & operations. As the head of the sales and Operation, Sudhir has built up a team of dedicated officers each capable of enhancing the customer base of the company on an all India basis.

Sudhir excels in working with some of the largest and reputed exhibition organisers in India and plays an important key role in developing relationship with the Organisers, International Agents and Key customers of organisation. Sudhir is also successful in providing his expertise and vital support on all operational matters for all Regions of RERI, he is presently located in Mumbai.

Sudhir has a strong desire to change the flow of the sales and marketing in the field of Exhibition & Logistics Industry to create “a new world order” with a model suitable to the ever changing needs of the industry and an integrated economic system which promises prosperity for all. The Exhibition & Logistics Industry needs an eclectic leadership to challenge the status quo and to holistically remodel several outdated systems and scientific outlook and cleanse the systems in an effective manner. Sudhir is of the view that the Exhibition & Logistics industry has probably exhausted the utility of the present systems and time has come to create better futuristic paradigms to ensure a life of ease, comfort and prosperity for the human society on this planet.
Vicki Bedi (H. S. Bedi)  
Director & CEO  
PSBedi Group

Daniel Bataller  
Manager Exhibition  
Sempex AG

Jim Callaghan  
European International (Fairs) Ltd  
Manager Director

Jim Kelly  
Airways Freight Corporation  
Sales Agent

Lisa Xu  
Transit Air Cargo Singapore Pte Ltd  
General Manager

Vicki Bedi is a Chartered Accountant, started his career as a Consultant on Fiscal & International Trade Laws of India. The practice saw him successfully associate, represent and resolve vast issues of business and public administration through professional skills.

He has been on Fiscal Law Committees of various Chambers of Commerce and Industrial / Trade Associations. In addition to serving on the Board of Management of IELA since 2013, he currently actively offers voluntary service on the Board of Directors of IAE (International Association of Exhibitions & Events), PLN (Pharma Logistics Network) and IPFN (International Projects Logistics Network).

He is committed to serving the industry through his vast experience, international & government relationships and standing in the logistics industry.

PSBediGroup began as a one man operation in 1975, but he shaped a professional organisation, built up a pan India presence and built up the biggest and best names in the logistics world. With a client base of large multinationals PSBedi has emerged as a formidable player in the Indian logistics and supply chain landscape and positioned itself as the only one in India with the unique collective certifications of IS09001:2008. Today, PSBedi stands tall with over 400 professionals, 17 branches, over 5000 man years of collective experience and world class technology.

PSBedi has been in IEA since 2006 and in IUI since 2011 - being one of the only four exhibition logistics companies in the world to be invited by IUI to become its member.

Vicki Bedi is closely associated with various NGO’s working with blind children and street children education spaces.

Daniel Bataller was born in Zurich, Switzerland but also enjoys his Spanish heritage from his mother’s side of the family. He started his career with an apprenticeship at Gondrand as a customs clerk from 1982 until 1984. He left Gondrand in 1986 to join another company but returned a short time later to Gondrand’s Exhibition Department. For several years after that he worked under the leadership of Dieter Fraeulin. After Mr. Fraeulin’s retirement in 2004, Daniel assumed the position of manager of the Exhibition Department – a job he still has and enjoys immensely.

His wife and two sons are the highlight of his life, although during the past few years the boys have demanded a great deal of his time and patience. Balancing work and home life is a common occurrence many of us in the exhibition industry are very familiar with. Daniel’s main hobby is Standard dance, where he considers himself just a beginner.

Dan’s continued support of the IELA Winter Seminars and his dedicated assistance and preparations in Zurich for the event are sincerely appreciated!

Lisa Xu graduated from Beijing Second Language Institute in 1992. She worked as a Project Manager at R.E. Rogers Singapore Pte Ltd from 1997 to 1999. Since 2002, she has been with Transit Air Cargo Singapore Pte Ltd as General Manager in charge of the China branches. She likes to travel. Many places have been listed in her “To-Do-list”. We hope she can visit all these places in the future and are very grateful for her support of the IELA Winter Seminar.

Brad Watson graduated from Ouachita Baptist University with a Bachelor of Arts as a double major in business and political science. Brad started in the transportation industry in 1990 working domestic operations at Airways Freight Corporation, a small domestic forwarder with no international operations, based in Fayetteville, Arkansas. In 1991 he was tasked with helping to create an international forwarding operation. Having no experience or senior staff with international forwarding experience, he spent the next five years learning the industry and guiding the evolution of Airways into an IATA and FMC licensed forwarder, and more recently, into a nationally licensed customs broker. During this period he gained exposure to IATA and FELS through Airways’ growing presence in the US trade show and convention business, and began helping the company secure international show appointments both in the US and abroad. This brought the company into contact with IELA, which he credits with Airways growing footprint in the industry. He serves today as Executive Vice President of International at Airways and is happy to be invited for the 3rd year as a Winter Seminar case study leader.

Jim Callaghan began his career in the exhibition industry in 1981 in San Francisco as an apprentice Account Executive for a large national drape/decoring company. In 1987, Jim relocated to the UK and joined R.E. Rogers Ltd, one of the world’s leading exhibition freight forwarding and on-site handling companies. He was fortunate to join them during a time when they pioneered and developed services and many operational programmes that are still widely used today. As an operational specialist, he covered a wide range of geographic areas starting with Singapore, China, Indonesia and Japan before moving on to the Middle East, Saudi, Bahrain and Turkey. Later in his career at R.E. Rogers he was promoted to Operations Manager and then to Sales Manager in 2000. Jim and his current business partner, Jonathan Kidd, formed European International (Fairs) Ltd. Their primary market emphasis now includes working with event organisers as an appointed international forwarder and on-site material handling fitting contractor. Most of their business is conducted outside the UK where they act as an export agent for their overseas partners in the Middle East, Europe and the Far East.

Jim Kelly has professional qualifications in all segments of transportation and logistics services within the United States and internationally, especially in the exhibitions, events and trade show industries. He has 30 years experience in international shipping, customs clearance, documentation, site administration and event management capacities. He also has expertise in managing global partnerships with worldwide coverage. He is recognised as a principal sales executive for Airways Freight Corporation, a leading exhibition and commercial transportation organisation in the United States.

Besides being Member of the Board of Management at IELA, Jim is a past Chair of the IELA PR and Training committees and is a frequent presenter for the Winter Seminars.
The IELA Winter Seminar is an exclusive programme dedicated to the complex issues and procedures in the exhibition handling sector of the industry. The networking opportunities alone for the participants will add valuable contacts to their professional network.

Face-to-face meetings are a key factor in successfully building & maintaining long-term relationships and we would like to build the bridge for you!

Experience a fun and easy way of building new, meaningful business relationships:

**Speed Meeting at WS 2017**

The IELA Winter Seminar is an exclusive programme dedicated to the complex issues and procedures in the exhibition handling sector of the industry. The networking opportunities alone for the participants will add valuable contacts to their professional network.

Face-to-face meetings are a key factor in successfully building & maintaining long-term relationships and we would like to build the bridge for you!

Experience a fun and easy way of building new, meaningful business relationships:

**How does the 2017 WS Speed Meeting work?**

During this session you spend three minutes with each counterpart, introducing yourself and your company strengths and Know-How, opening the door for new business development.

**Value of attending:**

No one wants to do business with a stranger… Get to know your fellow IELA Members!

Find partners from a variety of different countries and introduce yourself while learning more about their company.

> Meet new people!
> Make new friends!

**Day in the Snow at WS 2017**

On January 15th, 2017 we will meet at 09:00 am to enjoy a day in the snow. We will reach our destination by bus.

Please make sure to dress appropriately for the snow. It will be cold and you may get wet so clothes for changing may be a good idea. Solid shoes, a hat, scarf and gloves will protect you from the elements. Lunch will be served during the excursion.

Did you know?

IELA has generated a variety of business related files available at www.iela.org for your convenience.

*Precious information like:*

> country customs guides
> data of venues all around the world
> a great international trade shows database including all statistics

and many more is accessible for members only!

Take a look at our VENUE DATABASE, CUSTOMS MANUAL, HEALTH & SAFETY GUIDELINES, Industry Research Reports, etc.!

Test the IELA MEMBER ZONE using the following login details (password & username):

WS2017

Login & find out about all IELA benefits!
Mr. Zelia Ly
Agility Fairs & Events Pty Ltd.
Australia

Mr. Bassel Alhajjoo
Foldandig Shows e Eventos MC Ltda
Brazil

Mr. Andre Viotti De Souza Chabato
Waier Logistica Brasil Ltda.
Brazil

Mr. Juan Bautista
TWh Group Inc.
Canada

Mr. Georgios Lagademos
Orbit Moving & Storage Ltd.
Cyprus

Mr. Ann Mette Frederiksen
On-Site Denmark
Denmark

Mr. Martin Leloup
Clamegeran Fairexpo
France

Mr. Ambre Régnier
E.S.I. Group
France

Ms. Olga Jan
BTG Expo GmbH
Germany

Mr. Maximilian Schucheri
BTG Messe-Spedition GmbH
Germany

Mr. Vincent Gabel
Creschmir MesseCargo GmbH
Germany

Mr. Philippe Dionin
DHL Trade Fairs & Events GmbH
Germany

Mr. Tim Strommenger
Kuehne + Nagel (AG & Co.) KG - NTV Expo & Event logistics
Germany

Mr. Luca Frischmann
Schenker Deutschland AG
Germany

Mr. Orgehe Junior Moschopoulous-Bournagou / Orgehe Beingou
International Forwarders S.A.
Greece

Mr. Ankar Bhardwaj
PS Redi Group / PS Redi Pvt. Ltd.
India

Mr. Sureshwar Kuppuweamy
R. E. Rogers India Pvt. Ltd.
India

Mr. Duhan Tamhini
Interlogistics Limited
India

Ms. Geeta Bonazza
Cegerin SPA
Italy

Ms. Monica Dell’Orsi
Espo Trans SPA
Italy

Mr. Stefano Trombini
OTIM SPA
Italy

Ms. Laura Ambrazacescieni
ISC PANEIT- Service
Italy

Mr. Ivan Christopher Dev
JIM Project & Expo Logistics (M) Sdn Bhd
Malaysia

Mr. Raul Esteban Huesca Miranda
Cergeivre, S. de R.L. de C.V.
Mexico

Ms. Xueqin Hu
Sindtrans Beijing Company
P.R. China

Ms. Irina Novak
Universal Express Sp. Z.o.o.
Poland

Mr. Oleg Turov
LLC Expowestrans
Russia

Ms. Maybelline Dung
Tracoll Air Cargo Singapore Pte. Ltd.
Singapore

Mr. Esteban Helguero
Rosa Expo Logistics
Spain

Mr. Julian Willeg
Agility Fairs & Events Ltd.
Switzerland

Mr. Pablo Carosa
BTG Suisse AG
Switzerland

Ms. Leila Ceric
Sempex AG
Switzerland

Mr. Jan Dehlerger
SWISS EXPO LOGISTICS LTD
Switzerland

Mr. Ali Kecil
Grouptrans International Co. Inc.
Turkey

Mr. Mohammed Imran Jaffer
Robbinsy Maple
Air Logistics & Events
UAE

Mr. Mehran Fazli
Mastrans Freight LLC
UAE

Mr. Paul Lewis
Clava Shawfreight
UK

Ms. Louise King
GHK Exhibition Forwarding Ltd.
UK

Mr. Bryan Weinart
Airways Freight Corporation
USA

Mrs. Shannon Trotter
TH Group Inc.
USA
WS 2017 | CONNECT - LEARN - SUCCEED

WS2017 LECTURERS

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Festlandig Shows e Eventos MC Ltda
Brazil
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Meeting Solutions Architect
France

Mr. Emmanuel Pichelsky
Expo Services International
France
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Expo Services International
France

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Singapore

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PSRedi Group
India

Mr. Daniel Bataller
Sempex AG
Switzerland

Mr. Jim Callaghan
European International (Tennis) Ltd
UK

Mr. Brad Watson
Airways Freight Corporation
USA

Mr. Jim Kelly
Airways Freight Corporation
USA
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Germany

Mr. Sudhir Dhanwan
R.E. Rogers India Pvt. Ltd.
India

Mr. Vicky Bedi
PSRedi Group
India
YOUR IELA
Over 30 years of delivering values

BENEFITS OF BEING PART OF A QUALITY BRAND IN THE EXHIBITION & FREIGHT FORWARDING INDUSTRY

NETWORK
OF 186 PROFESSIONAL PARTNERS FROM 52 COUNTRIES (153 MEMBERS & 33 AFFILIATES)

BUSINESS OPPORTUNITIES
CONGRESS, PARTNERING EVENT, OPERATIONS SUMMIT, WINTER SEMINAR

STANDARDS SURVEY
DELIVERING EXCELLENCE, IMPROVING STANDARDS OF PERFORMANCE

EDUCATION & TRAINING
WINTER SEMINAR: 194 YOUNG PROFESSIONALS HAVE BEEN QUALIFIED FOR FUTURE TASKS SINCE 2002

KNOWLEDGE CENTER
CUSTOMS MANUAL INCLUDING 54 COUNTRY FILES, INDUSTRY NEWS, VENUE DATABASE

Would you like to receive further information? Contact the IELA Team: elizabeth@iela.org – www.iela.org