

Building the Future of Exhibition Logistics

January 29th 2019, Zurich - IELA held its 9th edition of the IELA Winter Seminar in Zurich from January 16th to 20th. This event offers an exclusive training programme dedicated to addressing the complex issues and procedures of the exhibition logistics industry.

Focusing on the younger generations and newcomers among IELA staff members, this year's edition welcomed **39 students representing 38 member companies from 24 different countries**. Practically three quarters of the 2019 WS class were under 35 years old and over 50% of the participants had less than 3 years of experience in the industry.



WINTER SEMINAR GRADUATION

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Under the theme “Building the future”, the IELA-funded Winter Seminar is based on three event pillars:



CONNECT

CONNECT: The dedicated networking sessions (e.g. Speed Dating) throughout the duration of the seminar secure a professional, effective and personal network. Being in the early stages of their career, this brings unbounding positive effects for each attendee and enhances their potential.

Furthermore the students had the opportunity to get to know each other personally during the accompanying social events. A real IELA team spirit was created at the **Day in the Snow**.



LEARN

The IELA Board of Management had the pleasure of meeting the young professionals at the Board Reception and therefore strengthened the connection between IELA and the students

LEARN: During the three intensive days of training and networking the students experience 11 lectures, 3 case studies, 1 role-play session and 1 fairground tour, taught by IELA professionals and external speakers.



SUCCEED

SUCCEED: Many Winter Seminar alumni play a vital role in the industry. In a very short timeframe, past participants take part in the annual IELA Congress as representatives of middle and high management from IELA member companies. We will soon welcome our delegates at the Congress. In addition, a new Task Force has emerged from the after-hour Campfire session to support the IELA Sustainability Guidelines objective.

Christina Beuth (Head of Traffic Management & Logistics Department, Messe Frankfurt Venue GmbH) discussed the challenges and needs of large venues to ensure a functional supply chain before, during and after an event to give the students a better understanding of how to professionally work together as partners.



FAIRGROUND OWNER



IT SECURITY

Tobias Schrödel, an IT security expert, illustrated the dangers of modern technology and the necessary security measures which everyone can easily implement to make complete operation systems in companies more secure.

Rowena Arzt (Director of Exhibitions, WZF) gave insights in the workings of organisers and their requirements not only for a fluent logistics concept but for the whole planning process for international trade shows.



PERSPECTIVE OF AN ORGANISER & TRENDS

Besides having external speakers, IELA experts gave valuable lessons in the workings of the exhibition logistics industry. They not only conveyed the basics but presented that “little bit extra” which an IELA member possesses in order to give them an edge over the competition. From role-plays to case studies, every aspect was designed to give them the highest amount of knowledge in the short time available.

The three intensive days of training and networking were followed by **A Day In The Snow**. A refreshing way to create bounding moments!



STANDARDS & SECURITY ISSUES

Dominique Geiser

IELA STANDARDS & CUSTOMS WORKING GROUP,
CHAIRMAN
BTG SUISSE LTD.



EXPORT AGENT'S PERFORMANCE

Jim Callaghan

EUROPEAN INTERNATIONAL (FAIRS) LTD.



CUSTOMS – Procedure, formalities & documents

Alessandra Dellavedova

EXPOTRANS S.P.A.



ROLE PLAY AT A FAIRGROUND

Emmanuel Pitchelu

IELA BOARD MEMBER
E.S.I. EXPO SERVICE INTERNATIONAL



SPEED DATING



EXHIBITIONS FROM A TO Z – CASE STUDIES

Bas Wiendels

IELA EDUCATION & TRAINING PROGRAMME WORKING
GROUP, VICE CHAIRMAN
VALVERDE B.V.



SALES & MARKETING

Vicki Bedi

IELA CHAIRMAN
PSBEDI GROUP



ZURICH FAIRGROUND TOUR

Daniel Bataller

SEMPEX AG



DAY IN THE SNOW



View Event Photo Gallery



Joint Winners for the First Time Ever!

The results have finally arrived! In actual fact, this year is exceptional as the “Best Student” at our WS19 will not be awarded to just one but TWO of our students:



Ms. Jessica Abaty, E.S.I. Group – Expo Services International, France



Mr. Hafizzudin Noor, R.E: Rogers (Malaysia) Sdn Bhd, Malaysia

Both candidates achieved the same excellent results and so we will be welcoming both students as our guests to our upcoming Venice Congress in June 2019.

Well done Jessica and Hafizzudin! We look forward to seeing you very soon in Venice.

Testimonials



Airways Freight Corporation
USA

Dakota Parsley

In actual fact, I was expecting a few lessons on the ins and outs on the Exhibition scene... but it was so much more than that! I was lucky enough to be chosen as a representative from my company (Airways Freight Corp.), and it was such an amazing experience. They taught us about the Security and standards of an IELA member, an Export agents responsibility, they gave us insight into a Fairground owners perspective. They touched on Customs, including procedures, formalities and documents. IT Security, Domestic Agent's responsibilities and Sales & Marketing were very interesting from an Organiser's perspective. This was well worth the trip and even more so because opportunities were created for all participants to socialize and network. All in all, I feel that this event was extremely beneficial and I'm eternally grateful for the opportunity to participate'.

'I hope what I'm going to say is not too long. I could probably write an essay based on my experiences. The fact is that I absolutely loved it!

'I would advise all operative managers to take part in the Winter Seminar. It is especially useful for those who don't have much experience in this field, yet (like me). The seminar made it possible for me to understand the process flow in the exhibition field , where difficulties usually appear, specifics of the exhibition business in dependence on the country (national laws, customs procedures, etc.) where the exhibition takes place, useful knowledge about exhibition logistics from the point of view of the organiser, the venue and the exhibitor, possibility to practice Business English (important for everybody), and the most important to get to know the colleagues and partners from all over the world and get connected with them!'

Schenker & CO AG
Austria

Nadya Gerstgrasser



Waiver Logistics Colombia SAS
Colombia

Diego Ramirez

To my classmates and now new friends, teachers, IELA team, to my amazing company and all the people that make this seminar possible THANKS! Because this is for sure one of the most wonderful experiences I have ever had and this makes me feel even stronger than proud to be an IELA member.

'A lot of things come to my mind when I try to describe how amazing the IELA WS19 was to me. The opportunity to interact with colleagues from all around the world, listen to their experiences and share opinions and knowledge between , is for sure the best way to improve our skills and be well-trained for this complex but exciting world of exhibition logistics.

To the future generations, I definitely hope you can experience this seminar, because without a doubt the WS fulfilled my expectations 200%'.

'The IELA Winter Seminar 2019 is one of the best life experiences I have witnessed so far. Not only do you connect with people all over the globe to put a face to the name of the forwarders you're mailing with, but you also spend so much time with everyone. It's inevitable that you then feel a stronger connection with everybody. This one week is graved into my heart for the rest of my life'.

Ziegler Expo Logistics
Belgium

Remy Verheyleweghen



The next edition of the Winter Seminar will take place in January 2021.

The Winter Seminar, launched in 1987, is designed by the IELA Education and Programme Training Working Group to offer high quality educational sessions focused on the day-to-day of the exhibition freight forwarders and on-site operation business.

IELA wants to extend their heartfelt thanks to all participants and volunteers helping to organise this event and offering their time to lecture the students, as well as our sponsors without whom the event would not have been possible. ◀◀

IELA Upcoming Events



> **34th IELA Congress & General Assembly**
June 23rd - 26th 2019 - Venice, Italy



> **8th IELA Partnering Event**
June 26th - 28th 2019 - Venice, Italy



> **2nd IELA Connect**
October 2019 - Marrakech, Morocco



> **3rd IELA Operations Summit**
February 2020 - Hong-Kong - t.b.c.



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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](#)

IELA, International Exhibition Logistics Association

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IELA International Exhibition Logistics Association

