**PRESS RELEASE – IELA INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION**

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**Delivering Operational Excellence at the 5th IELA Operations Summit in Kuala Lumpur**

KUALA LUMPUR, [Date] — The International Exhibition Logistics Association (IELA) is pleased to announce the successful conclusion of the **5th IELA Operations Summit**, held in **Kuala Lumpur** from **January 11th to 14th, 2024**. The event brought together key players in the exhibition logistics industry, both internal and external speakers, for three days of insightful discussions, knowledge-sharing, and networking.

The summit, hosted by IELA, featured a diverse range of sessions covering crucial topics such as **sustainability, operational best practices**, and **the future of exhibition logistics**. Renowned industry experts and thought leaders shared their expertise, fostering an environment of collaborative learning.

Post-event feedback revealed that **97.14%** of participants declared a **transformative impact on their work**, with **88.5%** indicating a **shifted perception of sustainability**. Impressively, **96%** expressed a **newfound consideration for integrating sustainability practices into their professional operations**.

IELA extends sincere gratitude to all sponsors, speakers, and participants for their valuable contributions. The event's success was attributed to the dedication of the **IELA Education & Training Working Group** led by **Ute Wiezorrek**, **Alessandra Dellavedova** and **Paulo Gameiro**, the support of sponsors, and the active participation of delegates.

The summit also marked the renewal of the **Memorandums of Understanding** (MoU) with the **Malaysian Association of the Exhibitions Industry** (MACEOS) and the **Thai Exhibition Association** (TEA), emphasizing collaboration on environmental, social, and governance (ESG) initiatives.

Delegates had the opportunity to engage in meaningful discussions, network with industry peers, and gain insights into the latest trends and innovations.

Key highlights of the summit included a **large variety of topics and sessions**:

**Marta Kupis**, Chairperson of the IELA Sustainability Working Group and Sales & Operations Manager at Resa Expo Logistics Spain, presented the **Sustainability Case Study,** emphasizing the critical importance of sustainability, reviewing the negative impacts of climate change and outlining government actions. She discussed IELA's initiatives to support members in achieving the 2030 and 2050 Net Zero Carbon goals.

**Winnee Lim**, General Manager Business Development at MITEC, provided a global overview of **venues** serving the industry before focusing on MITEC in Kuala Lumpur. She detailed MITEC's exceptional logistics framework, making freight handling and logistics easier. Winnee also highlighted MITEC's positive impact on sustainability and its ESG initiatives.

**Orphee Beinoglou**, IELA Board Member and Member of the Board of Orphee Beinoglou International Forwarder S.A., presented on **Sustainable Packaging**, covering various types of packaging, including Mushroom packaging for small items. Together with Sudhir Dhavan, they engaged participants in a conversation, gaining fresh insights into sustainable packaging.

**Andrew Michael Danker**, Dangerous Goods Instructor at Malaysian Airlines Academy, delivered an enlightening session on **Dangerous Goods Regulations for Airfreight Awareness**. He covered government and airline variations, the 65th edition of the Dangerous Goods Regulations Manual, different DG items, and the responsibilities of shippers and freight forwarding agents.

**Sandi Trotter**, IELA Chairperson & Director Business Development TWI Group Inc. Canada, **Bas Wiendels**, IELA Vice Chairperson & Director Valverde B.V., The Netherlands and **Lucien Lawson**, IELA Board Member & Director Clamageran Foirexpo, France, focused on nurturing the **Agent Relationship**, emphasizing trust, respect, and partnership. The session involved participants in discussions around real-world scenarios, promoting interactive learning.

**Rasyid Bin Abdullah**, Member of the IELA Education & Training Working Group and MD R.E. Rogers (Malaysia) Sdn Bhd discussed **On-site & Domestic Agent** responsibilities, detailing the flow of exhibition shipments, traffic flow onsite, and preparations for shipments, deliveries, and the management of empties and returns.

**Dr. Carrine Teoh**, Chief Strategy Officer at Bond Holdings, explored **Artificial Intelligence**, highlighting its impact across various corporate use cases, including customer service, marketing, software engineering, and R&D. She discussed the benefits, challenges, and productivity tools in the AI world.

**Alexandra Erdmann**, IELA Board Member & CEO Swiss Expo Logistics Ltd., and **Sudhir Dhavan**, IELA Board Member & CEO R.E. Rogers India Pte. Ltd, India presented **Safeguarding the Journey**, addressing the specialized forwarding of sensitive goods. They shared insights into shipping food and beverages for exhibitions and presented a case study on defence exhibition logistics.

**Daniel Mithran,** IELA Board Member & Treasurer, and Director JIM Project & Expo Logistics (M) Sdn.Bhd, Malaysia, and the **JIM TEAM**, presented a demonstration on **Occupational Safe Working**, showcasing how the company ensures the safety of transporting and delivering exhibition materials. They demonstrated best practices, safety measures, and protocols, emphasizing the commitment to creating a secure working environment in the exhibition logistics industry.

**Ujjwal Gupta**, Vice Chairperson of the IELA Standards & Customs Working Group and Head of International Sales & Business Development at BIG Logistics India Pvt. Ltd, India, covered **Standards & Customs**, emphasizing the importance of IELA standards, where to find them, and sharing SOPs and case studies for export, domestic, and onsite agents. He highlighted IELA's role in maintaining high standards and discussed the customs process.

**Bas Wiendels**, IELA Vice Chairperson & Director Valverde B.V., The Netherlands, and **Lucien Lawson**, IELA Board Member & Director Clamageran Foirexpo, France, led a dynamic session on **Tariff & Shipping Instructions**, categorizing participants as Export Agents and Import Agents. They initiated the discussion by defining a tariff, and actively involved participants by asking questions and addressing scenarios about Tariff & Shipping Instructions, such as Airfreight Inbound Charges, strategies to avoid hidden costs, and detailed calculations of Onsite handling tariffs.

**Alessandra Dellavedova**, Vice Chairperson of the Education & Training Working Group and Project Manager at Expotrans S.p.A, and **Dirk Urra**, IELA Board Member and Vice President Global Expo + Event Logistics at Kuehne + Nagel (AG & Co.) Germany, presented about **Customs & the EORI number**. They outlined the significance of the Economic Operator Registration Identification number (EORI), its application process, and its role in customs procedures. The session engaged participants interactively, fostering a deeper understanding of the EORI system.

**Sandi Trotter** and **Jasmine Yang**, IELA Board Member and Manager of Fairs & Events Department at Eurotran Expo Service Co., Ltd., Taiwan, presented an interactive session on **Customer Relationship**. They explored the fundamental pillars of trust, respect, and partnership, involving participants in discussions. The session also included practical content ideas to enhance customer engagement and addressed scenarios to empower participants in managing diverse customer relationships.

The Sustainability Case Study – Groups Presentations

**Group 1**

Andréa Souza - Fulstandig Shows e Eventos MC Ltda, Brazil

Carlos Mejias - ROCK-IT GLOBAL CHILE, Chile

Dakota Parsley - Airways Freight Corporation, USA

Ling YU - WEL Group, France

Louise Jestin - Exhibition Freighting Ltd, UK

Maximilian Grein - Kuehne + Nagel (AG & Co.) KG, Germany

Ryan Lin - Eurotran Expo Service Co., Ltd., Taiwan

Vikas N. - R. E. Rogers India Pvt. Ltd., India

**Group 2**

Angela Gagliardi - Expotrans S.p.A., Italy

Carly Willmott - European International (Fairs) Ltd, UK

Djanwayne Bongcayao - dnata logistics, UAE

Ho Ngoc Thanh - Vega Logistics Co. Ltd., Vietnam

Jerome Jacobs - King Cargo Projects (PTY) LTD, South Africa

Marco Rüger - BTG Messe-Spedition GmbH, Germany

Rezuan Reza - R.E. Rogers (Malaysia) Sdn Bhd, Malaysia

Udit Gupta - BIG Logistics India Pvt Ltd, India

Yu Zhai - China International Exhibition Transportation Co., Ltd., P.R. China

**Group 3**

Angeliki Katevaini - Orphee Beinoglou International Forwarders S.A. , Greece

Ashlin Roy - Masstrans Freight LLC, UAE

Eva Sabio Palomino – Clamageran, France

Hiroko Watanabe - Ishikawa-Gumi Ltd., Japan

Karen Cheong - Curio Pack Sdn. Bhd., Malaysia

Milan Kanani - Siddhartha Logistics Co. Pvt. Ltd., India

Saran Sanprom - Rogers Bangkok Co. Ltd, Thailand

Wisse Pont - Valverde B.V., The Netherlands

**Group 4**

Anne-Gaëlle Turin – Clamageran, France

Eugene Malko - BCC Logistics KSA, Saudi Arabia

Film Chonchanok - Sun Expo Services Co., Ltd., Thailand

Luca Braun - Swiss Expo Logistics AG, Switzerland

Mamata Kumari – Spedition, India

Michael Cullerton - Interflow Logistics Ltd, Ireland

Oliver Yao - Go-Express Co., Ltd, P.R. China

Silvia Iranzo - RESA EXPO LOGISTICS, Spain

Steven Ng Trong - AEL - Asia Expo Logistics, Vietnam

**Group 5**

Anita Hong - Shanghai Hi-Expo International Logistics Co., Ltd., P.R. China

Ezwan Baker - JIM Project & Expo Logistics(M)Sdn.Bhd, Malaysia

John Sultanov - Korea GLS, Inc., Korea

Larisa Morina - Swiss Expo Logistics AG, Switzerland

Nadia Boujemil - E.S.I. Group - Expo Services International, France

Rimas Griceniuk - JSC PAN-LITService, Lithuania

Ronel Maboi - Katlego Global Logistics Pty Ltd, South Africa

Sudhir Babu - P S BEDI & CO PVT LTD / PSBEDI GROUP, India

Udaykumar Pillai - DSV Solutions LLC C/o DSV Fairs &Events, UAE

**Group 6**

Dhilmini Palipane - ACE Cargo (Pvt) Ltd, Sri Lanka

Maximiliano Rosado Suarez - RESA EXPO LOGISTICS (MADRID), Spain

Melody Hung - Panda Logistics Co., Ltd., Taiwan

Norliana Omar - Felix Expo Logistics (M) Sdn Bhd, Malaysia

Noushad Anantavida - Fils International Freight & logistic Services LLC, UAE

Sandra Ruppé - Global Exposition Services, France

Stanley Chan - JES Logistics Ltd, Hong Kong

Szymon Wałczyk - Universal Express Sp. z.o.o., Poland

Vishal Chauhan - R. E. Rogers India Pvt. Ltd., India

BIG THANK YOU to the EVENT SPONSORS

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* R.E. Rogers (Malaysia) Sdn Bhd (Rasyid)
* Swiss Expo Logistics AG
* TWI Group Inc. (Canada)
* TWI Group Inc. (USA)
* WEL Group

All the slides of the presentation are available on www.iela.org / presentations (For IELA Members only) and the replays of the sessions are available on www.iela.org / private area (For IELA Members only)

More information about the event on <https://www.iela.org/events/operations-summit/2024-kuala-lumpur.html>