

# WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES



**CUSTOMS  
REPORT  
U.A.E**

**MEMBERSHIP  
LISTING**  
INCLUDING AFFILIATES

**2011 WINTER SEMINAR**

# BACK TO ZURICH

WEDNESDAY 12 - SUNDAY 16 JANUARY 2011

**PLUS ►► MEMBERS NEWS ►► REPORTS ►► IELA NEWS ►► WORKING GROUP NEWS**



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## CHAIRMAN'S CORNER

It's hard to believe that we are already three month past our Congress in Paris. The Summer break gave way to a busy exhibition season with business improving everywhere.

It's hard to believe that we are already three month past our Congress in Paris. The Summer break gave way to a busy exhibition season with business improving everywhere.

At this time of the year many of you are tasked to draw up budgets and to plan the exhibition year 2011. To determine the resources you will need to meet the challenges in the near future, it will be important to understand trends and developments in the exhibition industry in the short and long term. A possible source of information is fortune-telling, though may I suggest a more business focused strategy. The "Global Exhibition Barometer" is available at [www.ufi.org](http://www.ufi.org) and is a comprehensive report that provides insight information on the impact of the economic crisis on our industry. The UFI opinion poll was answered by 175 companies from 50 countries.

The same positive outlook that UFI Members expressed is what I get when I look back at the Congress and the results that were produced for IELA. A lot of work had gone into the preparation of the General Assembly and subsequently all issues on the agenda were dealt with efficiently. As usual, the Congress provided plenty of networking opportunities which could be seized by conducting informal and casual meetings, or in a structured format during the one-on-one meetings. There was serious and determined participation in the breakout sessions and this element of our Congress is proving more and more successful. My special thanks go to Bob Moore and Anna Guichard, as well as to our local hosts, Clamageran Foirexpo and E.S.I. Expo Services International, to create four memorable days for us in Paris. Nothing in this world is perfect – and the feedback questionnaire answered by the participants in the Congress is of great help to point out the areas where IELA Membership suggests changes or improvements.

IELA Members are the most sophisticated providers of exhibition freight logistics in the world. It's a natural conclusion, that the leaders of IELA Member Companies are the most skilful, experienced and qualified exhibition logistic experts around. This became clear to me, again in Paris, when I



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listened to the contributions that were made during the various discussions that took place. IELA needs this talent and leadership to be made available to the Association. Many of you joined one of the Working Groups, and you are very active in taking part in the work during the year and at the sessions during our Congress. At this time I would like to encourage anybody who is not yet a member of a Working Group to join and to take part in the group's activities. It is a very important process for IELA, that from the Working Groups we have individuals emerging as Working Group Vice Chairperson or as Working Group Chairperson. Eventually, these leaders should become acknowledged by membership as future Members of the Board of Management. The future of our association depends on volunteer work of members that assume responsibility and who will proceed to be future leaders of the Association. Every new Chairperson, every new Member of the Board of Management, will influence the activities of IELA. They will play an important role in decision making, and can introduce her or his ideas, and beliefs, into the Association, and can truly play a part in shaping our industry. If you got an impression that I would like you to become an active member in IELA, one way or another, then I made myself understood.





Very soon the IELA Nominating Panel will invite you to submit proposals for potential Board Members. You will be given ample time for your contemplations and please take your time to exercise your right to consider candidates of your choice. You may want to speak to the individual you are suggesting, and you and that person may find that there are questions in regard to a position on the Board of Management – if this happens, please talk to any past or present Board Member and they all will be happy to provide any kind of information that is desired. It then only requires a simple message to be sent to the Nominating Panel with the name of the person you are proposing. This person will be asked by Nominating Panel if she or he is prepared to stand as candidate and if in agreement, the process is completed and the candidacy is established. A very simple process, open to all members, and very transparent.

The different Working Groups have already done a great deal of work after Paris, and you will be able to read the individual Chairperson's reports in this IELA report. I would like to draw your particular attention to the activities of the Training Working Group which will deliver the IELA Winter Seminar. You all have received the invitation letter to register your staff for this important event. There is no need to repeat all that has been said about this IELA Project – it's a lot about networking, it's a lot about education, and it's a lot about making your business fit for the future – by introducing your staff to the world of the most sophisticated providers of exhibition freight logistics in the world. You don't want to miss this opportunity. If you feel signing up an employee from your company will yield no benefit to you, please let the Secretariat know – past students and employers felt they got a lot out of the Winter Seminar and Organizing Team would like to find out why you believe this is not true for you!

For my part, I wish you all a successful business period during the closing month of the year and looking forward meeting your staff in Zurich in January,



Achim Lotzwick



## 2009 AWARDS...



Following IELA Export Agent winner Van der Helm-Hudig Rotterdam BV and Site Agent Schenker Ltd. Fairs & Exhibitions (UK) for the 2009 Surveys, the runners up are:

**Export Agent**  
EF-GSM UK  
Expotrans srl Milan

**Site Agent**  
Schenker Deutschland Hannover  
Agility Fairs & Events Logistics Pte Singapore

## SCHENKER AUSTRALIA PTY LTD WINS HIGHLY COMMENDED AWARD FOR BEST GREEN INITIATIVE 2010

The Logistics Mercury Awards program was set-up by Logistics & Materials Handling magazine in 2006 to recognise and reward excellence in supply chain, logistics, and transport management operations.

This year, Schenker Australia Pty Ltd received the "highly commended award" for best green initiative based on a number of projects they had realised in not only in Australia but also worldwide.

The company built its first green Terminal in Australia in 2009 which is registered for a Green Star - Office Interiors V1.1 rating and aiming for a 4-star Green Star rating by the Green Building Council of Australia.

The facility has a strong environmental focus based on the usage of solar energy for water heating and rainwater for irrigation as well as fire protection. Electric forklifts will further reduce carbon dioxide emissions and the implementation of a state-of-the-art waste management system shall minimize general waste by 60 percent. DB Schenker proves that environmental and economic initiatives go hand in hand.

Another important factor in reducing CO-2 emissions is the



Joe Whittle, National Manager, Business Development and Solutions Logistics and Carola Jonas, Marketing & Communications Manager AU/NZ

optimisation of intermodal transport solutions in the supply chain. Where possible DB Schenker utilizes rail freight instead of road transport to and the product DB SCHENKERSkybridge which cleverly combines air and ocean freight on routes from Europe and the USA to Australia can also reduce CO-2 emissions compared to pure air freight.

If you would like to know more about environmentally sound logistics solutions, please contact the teams at Schenker Australia Pty Ltd or visit [www.dbschenker.com.au/environment](http://www.dbschenker.com.au/environment) [www.dbecoprogram.com](http://www.dbecoprogram.com)

## ESCA, IAEE AND SISO ESTABLISH UNIFIED FRONT

In an unprecedented joining of forces, three leading industry associations teamed up to protest the July 2009 announcement made by Team San Jose (TSJ), a non-profit management corporation operating the San Jose Convention Center, that stated it was taking all convention center labor in-house as an exclusive facility beginning in August 1, 2009".



# 2011 WINTER SEMINAR

## EXHIBITION FREIGHT LOGISTICS IN ITS VARIOUS ASPECTS

**WEDNESDAY 12 TO SUNDAY 16 JANUARY ZURICH FAIRGROUND**

The WINTER SEMINAR returns to its popular venue in Zurich, Switzerland January 12 to 16, 2011. Attendance is limited to 30 students in order to maximize the learning potential and networking opportunities for the attendees. Registration is now open and applications are rolling in at a fast pace. For full detail, please contact the IELA Secretariat office, [info@iela.org](mailto:info@iela.org).

The WINTER SEMINAR is only available to IELA member companies and their operations staff. It is an exclusive program dedicated to the complex issues and procedures in our logistics and exhibition-handling sector of the industry. The classroom atmosphere will be friendly and fun, yet the program content is intense and requires the student's close attention from morning to evening. The lecturers, all volunteers from IELA member companies or industry professionals, all make audience participation a key element of their presentations. All topics are presented as a unique learning experience with plenty of time for audience interaction and question-and-

answer periods. Guest speakers will also provide an interesting look at various segments of the international exhibition marketplace.

The WINTER SEMINAR begins with an opening reception to allow students and presenters alike time to get to know each other. Additional networking times are scheduled during daily coffee breaks, lunch and after the workshop closes each day. An enlightening tour of the Zurich Exhibition Centre during a major exhibition also gives the students a close view of the local activities and procedures. The educational portion of the WINTER SEMINAR closes with another reception that includes the IELA Board of Management and legal Board members as well. The following day the students embark on the traditional "day in the snow" excursion to the Swiss Alps.

The event's activities, daily educational programs and hotel accommodations are provided at an all-inclusive fee. Only the travel to/from Zurich and evening meals are to be paid by individual students.

As in the past, the students will certainly depart Switzerland with an increase level of professionalism and competence and their employers will benefit from these skills and their newly-formed industry networking connections.

We hope you are planning to send at least one staff member to this exciting, worthwhile event. For more information and to register, visit [www.iela.org](http://www.iela.org)



### GENERAL PROGRAMME 2011

#### WEDNESDAY January 12

Individual arrival of participants  
19:00 – Welcome Reception  
Evening free

#### THURSDAY January 13

09:00 – Winter Seminar Day 1 opens  
17:15 – End of Day 1 sessions  
Evening free

#### FRIDAY January 14

09:00 – Winter Seminar Day 2 opens  
17:00 – End of Day 2 sessions  
Evening free

#### SATURDAY January 15

09:00 – Winter Seminar Day 3 opens  
17:00 – End of Day 3 sessions  
17:30 – Bus leaves for Cocktail Reception  
17:45 – Cocktail Reception with Board Members and Chairpersons  
19:30 – Bus returns to hotel  
Evening free

#### SUNDAY January 16

Excursion day in the snow

#### MONDAY January 17

All participants are travelling back home



# CUSTOMS FILE

# UNITED ARAB EMIRATES

## What are the major customs documents required for imports?

**A.** Original Stamped and Signed by Shipper Invoice and Packing List with full H.S. Codes, nett & gr. weight of items and CIF Value.

Original Certificate of Origin (for Ocean Freight shipments only)

Original Health / Halal Certificates for foodstuff and meat products

Phytosanitary Certificate for plant-related items.

Organizer NOC Letter (obtained in U.A.E.)

Please always check required documents with your local agent, as there may be additional requirements depending on the commodity.

## Is fumigation requested on wooden packages?

**A.** Not yet.

## Is it possible to send the goods directly to the fair ground or do they have to be stopped by a customs point first?

**A.** Shipment should be custom cleared at Arrival Port/Airport before moving to fair ground



## Is Temporary Import possible in U.A.E.? How?

**A.** Yes possible by placing a 5% duty Deposit. ATA Carnet is not valid yet.

## How and by whom is the Customs Bond Fee (if any) paid?

**A.** Shipments are cleared under bank guarantee by the receiving agent, as duty on deposit and after the show the status is changed, as required with duty amounts being settled for non returning items.

## Is customs inspection (physical check) on exhibits mandatory in U.A.E.?

**A.** Yes it is mandatory in U.A.E. but is subject to discretion of the Customs Inspector

## What is the average period required for customs clearance?

**A.** Average time required for customs clearance is 3 working days. However, always check with your local agent to be on the safe side. Clearance time may be longer depending on the commodity and mode of transport.

## Is sales allowed during the exhibitions?

**A.** Yes it is allowed except for restricted items that are notified to us prior to release of the shipments.

## What are the restricted & prohibited items for Permanent Importation?

**A.** Alcohol, pornographic materials, drugs, weapons, foodstuffs with banned contents, certain satellite equipments, radioactive materials are prohibited and restricted items for import.

## What are the major problems experienced in U.A.E. customs?

**A.** No problems unless there are misdeclarations and documents are not in order, Rules that were in the past not enforced strongly are being enforced now very strictly, For eg. The HS code declaration by code, country or origin, weight and no of packages. So a soft copy of the summary is required from the shipper side in excel preferably to facilitate the clearances.

## THE IELA MEMBERS IN U.A.E.:

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## H.S. CODES IN U.A.E.

Dubai customs, is insisting on the H.S. CODE to be mentioned against each item that is mentioned on the invoice. For us to make it easy it will become mandatory with immediate effect that the Exhibitor submits the soft copy of an excel sheet to us showing

the items and H.S. Codes along with the invoice/packing list. This will enable to reduce the fines that we are facing with customs. For a template for easy use, please contact your local agent.

**Irshad KHAN**  
**Freightworks – UAE**

## V.A.T. IN PORTUGAL

We would like to notify all our partners that our VAT is presently 21%

**Miguel MACARA**

**RN Trans Actividades Transitarias S.A. – PORTUGAL**

## GST CHANGES FOR IMPORTERS IN NEW ZEALAND!

The GST rate is increasing from 12.5% to 15% from 1 October 2010.

How does this affect the private or commercial importer?

### General Information

- GST is payable on all goods imported into New Zealand. The New Zealand Customs Service (Customs) collects the GST on these goods at the time of importation

- From 1 October 2010 a GST rate of 15% will apply to the importation of goods into New Zealand
- In general, the time of importation is when the imported goods arrive in New Zealand
- Entry Transaction Fees, and other Customs fees, will also be increasing with effect on 1 October 2010 in line with the increase in GST from 12.5% to 15%

Imported goods	GST rate on goods
Goods imported into New Zealand on or before 30 September 2010	12.5%
Goods imported into New Zealand on or after 1 October 2010	15%

Imported goods, such as those purchased on eBay, Amazon, and other international websites, may be subject to the payment of duty and/or GST.

Regardless of whether the imported goods incurred taxes in the country of purchase or not, it does not exempt the importer from the payment of New Zealand duty and/or GST.

**Sabine SCHLOSSER**

**Schenker Australia Pty Ltd – AUSTRALIA**

## SUBJECT US CUSTOMS RULE 10+2 UPDATE

With two months until the fourth quarter of 2010, full enforcement of Custom's ISF 10+2 initiative is nearly here. CBP will begin to assess liquidation damages, NLH (No Load Holds communicated via the AMS system through OceanCarriers at Origin ports) holds and/or fees to importers who are not complying with 10+2. True enforcement began in the 3rd quarter of this year with notifications being sent out from Customs to flagrant violators.

NOTE: October 2010 brings holds, liquidated damages, and possible monetary penalties to

ALL ISF 10+2 non-filers.

CBP received more than 6 million ISF filings in 2009, with 4.8 million already filed in the first half of this year. Over 150,000 different importers have filed. If you have not started yet, you NEED to act now! We urge the IEA membership to comply to these requirements as in many cases foreign exhibitors need to provide this information to their exhibition forwarder, at origin and in the US.

**Michael BECKERS**

**Airways Freight Corporation - USA**

## REACH FOR A DREAM



Ef-GSM have just completed a busy two month schedule in moving media equipment to and from the 2010 World Cup in South Africa. Our prize after all our hard work was to secure tickets for the actual World Cup final.

As part of our attendance on the big day, we took along little Sifundo

pictured here from Rahima Moosa Hospital in Johannesburg which specialises in children that have been diagnosed with life threatening illnesses. Sifundo supported Spain on the day as he is a dedicated Barcelona supporter and fulfilled his dream of attending this magnificent occasion with his team winning the esteemed trophy.



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**MOVE THROUGH AFRICA WITH US**

## "CATS & CUSTOMS" WATCH YOUR OCEAN CONSOLIDATORS!

"I am very fond of cats. We have one and have had others over the years.

But, unfortunately due to them we had a very bad experience with one of our shipments to the Netherlands in the 90's.

We had a quite large shipment consolidated into a 40ft ocean container with, among other things, a shipment of cat food! Of course the cat food was not a time sensitive shipment but our trade show shipment was very much time sensitive. The cat food was NOT our cargo by the way, the consolidator company mixed various goods together and we were not even aware of it.

In any case, the entire shipment was held in Rotterdam



over the week-end because of this mixture of a consolidation and 'faulty paperwork'. Our trade fair shipment was impounded because of cat food. Netherlands customs had to have a veterinarian come to the port on Monday (the day before the fair) and check out if this foodshipment was OK; this food shipment that tied everything else in the container!

It worked out but our trade fair shipment was a day late to the fair-----the clients were quite upset. I told them that, believe it or not, ultimately cats were the problem---believe it or not. Even though he was upset that his shipment was a day late; he smiled and said that he had THREE cats at home.

What a great, unbelievable but true excuse to satisfy a client!

Now everytime we feed our cat; cat food=customs problems!

If there is a lesson to be learned: how do we watch for that and prohibit that procedure and potential problem with the ocean consolidators?"

**John Harrison of UniGroup Worldwide, Inc., U.S.A.**

## POWER OF ATTORNEY IN BULGARIA

For every import or export (this does not count for ATA carnet ) we need power of attorney to obtain EORI number on behalf of Customer-apart of Power of Attorney for Customs clearance that has always been in force. The EORI number then is valid for all future imports or exports for the same Customer / Company.

**Ludmil RANGELOV**  
**Orbit Ltd. – BULGARIA**

## THE IMPORTANCE OF BEING ... ON FACEBOOK!

We would like to tell you a story that you may think is, precisely, just a story but - oh boy - I can guarantee you this is no ordinary story.

This is the story of three pallets that started in an exhibition in Deauville, France, moved on to another one in Paris and finally landed in the EGAST 2010 in Strasbourg after an odyssey worth of any well-known fiction writer.

The Exhibitions Dept of Transnatur Barcelona, in collaboration with our agent in France, ESI (Expo Service International) were to deliver three pallets that were coming from the Fair in Paris to the one in Strasbourg for our client SOSA INGREDIENTS. The EGAST Fair was due to begin on 14 March Sunday, so the goods were to be delivered on 12 March Friday.

Our client, already in Strasbourg, who was recovering from a surgical operation only the week before, phoned Axel

Leuret and Albert Marcos (Exhibition Dept at Transnatur) on Saturday morning to say that the merchandise was nowhere to be seen.

Axel, Albert and Elisabeth, once recovered from the initial shock, set themselves off to a frantic work in order to find out where the three pallets might have gone. Mr Emmanuel Pitchelu, General Manager of ESI, offered to cooperate personally in this impossible mission to find the lost merchandise. First attempt was obviously to phone the transport company subcontracted by ESI to deliver the merchandise, but don't forget that it was Saturday, that the company was closed, and mobile phones were not reachable either.

Axel and Albert started Googling like mad in order to find any connection that may lead them to someone at this local transport company in France... and FACEBOOK came

to life! A list of eighteen or so names was displayed belonging to an association of old drivers whose connection was the transport company in question. Mr Pitchelu asked France Telecom to provide all the phone numbers for these people, whom he set to phone one by one in the hope that one of them might know how to get in touch with the company. Around 5pm, he finally succeeded in talking to a retired driver who happens to know the name of the security guard of the warehouse used by the transport company. You'll be relieved to know that we were now only a few phone calls away from getting someone to open the warehouse for us on a Saturday evening.

The guard leaded us to the Manager of the warehouse who then told us that the goods were certainly in the warehouse; they were never delivered to the stand because

when the driver arrived at the Exhibition venue and saw the long queue of trucks waiting to be appointed a bay to download, he decided of his own accord to u-turn and deliver on...Monday, completely unaware of the importance of delivering for the day he had been instructed to do so.

Shakespeare said it himself much before us: 'All's well that ends well...' And so at 8pm the warehouse was finally opened for us to access the merchandise and organise an express transport that would deliver the merchandise safe and sound to our client's stand at 11 o'clock at night that Saturday.

On Sunday morning, both the client and the stand were ready to greet visitors, the latter totally unaware of the ordeal behind it all.

**Angels Ariño Cussa of Transnatur, S.A., Spain**



## 25th IELA CONGRESS



# BACK TO BASICS

IELA's Silver Anniversary was certainly celebrated in style and what a spectacular city to celebrate it in. We worked hard and we played hard, but still met our objective of getting "Back to Basics" – networking, meeting friends and writing business!

The one objective set up for the 25th IELA Congress was, for sure, reached: GOING BACK TO BASICS. The application of our mantra was done from the start. Two Board Members were responsible for welcoming and guiding new IELA members and first comers to the Congress in order to "transmit" the authenticity and value of IELA.

Sharp business was achieved at the 1-2-1 Networking Session while core subjects were discussed during the Breakout Sessions: How does IELA interface as an organisation with organiser groups? Is there a role for a co-ordinated approach to IT systems by

IELA? What does the IELA future hold? What do people want? Who should join IELA? Why don't we share customs information? Is this beneficial to members? How do we make this work?

The outcome was that focus should be given to sharing expertise and experience e.g. customs; that networking and communication were key among all members and also with other organisations within the industry such as SISO, UFI, AFECA among others. Tools such as Facebook and Video Conference could be used to enhance communication. A conclusion was that the IELA spirit needs to stay intact by focusing on high standards as well as quality.

A day out in the countryside...in the middle of Paris! The

Pavillons de Bercy welcomed the group in an "enchanted and playful environment". The weather helping, lunch under the chestnuts was perfect for some relaxing and fruitful networking ... until some delegates shortened the day to go and watch the football!

Did the World Cup create unification between the different nationalities that day, or was it just that our aim to GO BACK TO BASICS was reached?!

*"It was a constructive meeting again. Thank you!"*

THOMAS LUECHINGER, AGILITY FAIRS & EVENTS, SWITZERLAND

Many thanks to Steve Turner of EF-GSM Limited, UK; Feyzan Erel of Gruptrans Co. Inc., Turkey; René Garcia of New Age of International Business S.A. de C.V. for supplying us with most of the photos.



*"It was fun in a friendly atmosphere!"*  
HANS BRAUCHLI, INTER EXPOLOGISTICS LTD,  
SWITZERLAND





**90%**

Overall Congress organisation was very good/excellent

*"Perfect venue for social networking."*

BENJAMIN STRELOW, SCHENKER INDIA PVT LTD, INDIA

**83%**

Structure of Breakout Sessions was very good/excellent

*"Many thanks to the involved persons for the organisation of this special experience!!"*

KAI PELTZER, HANSA-MESSE-SPEED GMBH, GERMANY

**72%**

Level of interactivity was very good/excellent

*"Lovely to meet in the relaxed environment & spend time together"*

ANDY BJÖRCK, ON-SITE EXHIBITIONS AB, SWEDEN

*"Atmosphere was great - good to see especially after London. The going back to basics concept was fantastic and worked! "*

SABINE SCHLOSSER, SCHENKER AUSTRALIA PTY LTD, AUSTRALIA GMBH, GERMANY

**95%**

Usefulness of the 1-2-1 Networking Session was very good/excellent

**80%**

Overall Congress quality was very good/excellent

*"Being a service provider, I am only too aware of the time and effort that has to be devoted to make an event such as this run smoothly and efficiently. In most instances it is a thankless job that is taken for granted with the only feedback provided when something goes wrong. I would therefore like to say a big thank you to the organising team."*

MICHAEL HUNTER, GBH EXHIBITION FORWARDING LTD, UK



# SENIOR CLUB

## 5th Seniors Club Meeting Brussels

This year the IELA Seniors met in Brussels with the help of Thierry and Jane Demeure of Ziegler Expo Logistics. When we meet it was clear to us that we had to appreciate every moment together. Having Giselle and Waltraud at the meeting, reminded us that none of us are promised any tomorrows. For each of us the time spent together is precious, as we look around the room and we see lifelong friends that we hold dear in our hearts.

Our attendees were:  
Mike & Maureen Allen  
Steve & Cindy Barry  
Hans & Alice Brauchli  
Karl & Dorle Buehler  
Thierry & Jane Demeure  
Giselle Droessaert  
Emillien & Therese Dumoulin  
Sato Masao  
Ruth Meister  
Jean-Paul & Jacqueline Moser  
Noriko & Ryusei Okumura  
Rolf & Abby Peters  
Waltraud Rauch  
Sandro & Lilo Rugel

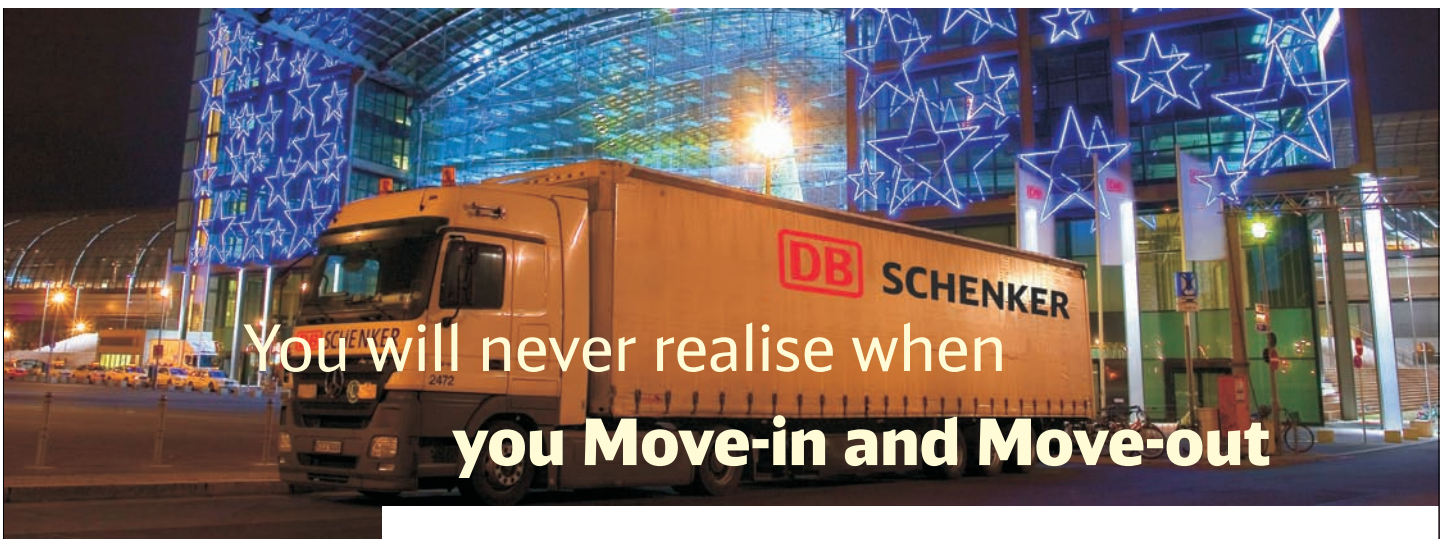


The weather was beautiful and on the first afternoon we went on a walking tour of Brussels. In the evening we walked to the Belga Queen Restaurant for a wonderful dinner. At the end of dinner the ladies were surprised by bouquets of flowers that Pentti had sent because he could not be with us this year. Oh Pentti, how could anyone live up to your reputation? We thank you for your kindness.

The next day we went to the amazing city of Bruges where we were treated to a wonderful walking tour and boat ride on the canals. We had dinner at the "Grand Place" at the La Maison du Cygne. It was a wonderful night for all of us, and the memories we shared of years gone by times was what made it best.

After a short breakfast the next morning it was time to say "au revoir", and pray that next year we will all be there again.

We would like to thank ALL our sponsors for supporting these special times together:  
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## IELA MEMBERSHIP

**To assist the pro-active approach of the IELA Executive Management, you the IELA members are asked to recommend specialist event logistics providers that you know deliver a quality service. Email Anna with contact details of any companies that you would be prepared to sponsor for IELA membership.**

**Email your recommendations to [anna@iela.org](mailto:anna@iela.org)**





**NEW CHAIRMAN**  
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Markus Sprecher  
Trans Impex, Switzerland

Sandi Trotter  
TWI Group, Canada

## MEMBERSHIP WORKING GROUP

►► **Dear all, this is my first report since taking over as Chairman of Membership Working Group from Mr. Alan Hunter.**

I would like to place on record my sincere acknowledgement for efforts made by Alan during his short period as Chairman of this Group in presenting to the Board of Management the views of the Group. Unfortunately health reasons forced me out of attending the 25th Silver Jubilee Congress in Paris and I lost an opportunity to interact with members of this Group personally. I am grateful to Feyzan and Markus who took the initiative to continue the activities of this Group in my absence. I would also like to thank the active support from all members of the Group for their discussions on new applications received during this period.

Two new members joined IELA recently: BTG International Freight Forwarders (Beijing) Co. Ltd, China and Blue Line Co. Ltd, Japan. An application is at the moment under consideration with the Board of Management.

Ms Anna Guichard, IELA's Business Development Manager has been active in responding to enquiries from various new aspirants to become members of IELA. She had been methodically scrutinising all the enquiries before sending the paper work. Of the 14 aspirants who wished to join IELA in the past six months, 9 did not fulfil the criteria and application forms have been sent to 5 companies and their response is awaited.

There has been stress on locating new members particularly in white spot areas. Any suggestion or information about companies willing to join IELA particularly in White Spot areas from all the members are welcome.

There has been unanimity amongst the Working Group that while we need to expand the number of members as it has been discussed from time to time, it should not compromise the QUALITY of the membership.

I would once again like to thank all members of this Working Group who carried on the activities of this Group during

the period I could not attend to any work and look forward to their support and active participation in guiding this Group to achieve the goals set for IELA.

**THERE HAS BEEN UNANIMITY AMONGST THE WORKING GROUP THAT WHILE WE NEED TO EXPAND THE NUMBER OF MEMBERS AS IT HAS BEEN DISCUSSED FROM TIME TO TIME, IT SHOULD NOT COMPROMISE THE QUALITY OF THE MEMBERSHIP.**



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**Ravinder Sethi**

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## ORGANISERS WORKING GROUP

►► **Dear friends,**

It is good to be back in the forefront after some years.

My first comments go to John Harrison. John has put his 'mission is recognition' slogan in full play. He has been working with full vigour and able to activate a lot of us for our common cause Congratulations, John. I am sure you will now support me to take the WG to the next level.

Which brings us to the question - what is the next level? At Paris, we concluded the next level would be to get to the second level. So, my mission is going to be precisely that - recognition in the second level of the organizers world - the managers who matter.

Having just taken over a week ago, I am drawing up a strategy on how to achieve this mission. Once approved by the Board, I will come back to you. One thing is for sure - I would expect a wide range of support, geographically, and not just limit this mission to a few.

Lastly, for our Chairman, a word of gratitude on how you are taking IELA out of the woods. Full credit to your leadership in getting us back on track. Well done, Achim! A lot still needs to be done, for which you will always have my support.

**Ravinder Sethi**

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## STANDARDS WORKING GROUP

### ►► Paris 2010 – a great event!

.....and certainly one that created very heated discussions amongst the "Standards Working Group" .....

The last few months have been filled with a lot of correspondence and exchanging of ideas amongst the Working Group members.

It all started with questions such as

- "Surveys – are they worth it?" or
- "Awards – are they fair? and
- "How about quality?"

Surely most of you, the members, also have their opinions on those topics, and like in our group, those opinions could differ quite significantly.

The results of many hours of interaction cover the following topics:

- Surveys
- Analysis of Surveys
- Awards
- Panel of Trusted Individuals/Neutral Authority
- Underperformers
- Quality System
- Feedback

Let's look at those in a bit more detail.....

The group has come to the conclusion that the Surveys are definitely worth their while and are appreciated amongst the members. Yet, the way the Surveys are done, and the questions asked, don't get approval from everyone. Therefore, we will need to look at ideas on how to improve on those levels. Overall though, the principle of having Surveys has been agreed to.

The Analysis of Surveys was another "hot topic". The group as a whole was not satisfied with the limited information that is

currently available through the Analysis, and we all believe there is more that the data can give us. A request has been given to the Board and it was put forward that it has to be a "neutral authority" that will conduct the relevant research.

Changing from "hot" to "fiery" – we got to the issue of the Awards!

There were clearly divided opinions amongst our group, some wanting the Awards to stay, some wanting the Awards to go, some wanting the Awards to change. Fact of the matter is – the Awards as they are today are not ideal. We are discussing the options of having the Awards completely separate to the Surveys, the possibility of rather having an "Agent of the Year Award" and also handing out the Awards at the General Assembly rather than the Gala Dinner. There is more detail to all the different options and this very explosive topic will be part of the BOM talks in Korea this year.

The "Panel of Trusted Individuals/Neutral Authority" is a headline that came out of the needs for a proper Analysis and a potentially changed view on Awards. The Working Group has already made relevant suggestions to the Board and again, these are under discussion during the BOM in Korea.

Then a very delicate yet important matter – underperformers. To clarify, when talking about "underperformers", this does not refer to anyone under the average score in general. It does relate to companies that are on a seriously low score. We are sure you all agree – IELA has to be about quality after all, and if members continuously show

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extremely low scores, we need action. Maybe those companies need advice?

This thought process then leads to another very important word – quality.

Many companies have quality systems in place, other ones may not be that far yet. That's where IELA can help, and at the same time, being an IELA member will also mean being a quality agent. Discussions are currently taking place with ideas such as "quality certificates", also "periodical checks", and looking at a quality system (a simple system – not as complex as ISO).

Last but not least, the issue of feedback.

Feedback from members is very important, and over the next few months you will see/hear more from our group where we will ask you for feedback on certain topics.

Of course, as always, if you have any feedback right now, let us know. We are always open to new ideas, suggestions, improvements and more.

Stay tuned – there is more to come!

**Sabine Schlosser**

#### STANDARDS WORKING GROUP

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## CUSTOMS WORKING GROUP

### ►► Dear IELA Members,

We are pleased to be with you again after 3 months over the Paris Congress, with fresh ideas and tasks.

In this edition, we would also like to give you a brief information about what you can find on the IELA Web site related to customs.

NOTICE OF A CHANGE : Mr Roland TSE of Baltrans Shanghai recently left his job at his company and Ms Tankie YIM be with us from now on, representing Baltrans Shanghai. Welcome Tankie, hope you will enjoy being a part of this group ☺

### CUSTOMS WORKING GROUP MEETING / ACTION PLAN – 2010-2011:

1. The group members agree on renaming Customs Forms as Customs Guidelines. The Guidelines will be up-dated as usual until the end of November 2010 with joint efforts of all members. An announcement about the process will be sent out to membership by Tijen Ozer.

2. We were discussing if we should send a monthly report to all members about Customs W.G. activities. In reference to various comments by W.G. members, a monthly notice to membership about our activities seems to be quite challenging and not a very easy task to meet. We all agree that IELA Report is the best platform to inform all members about what is happening and we will keep it as it is.

3. Sharing information among members: Based on our discussions since Paris Congress, we are all willing to share/exchange information and experience with membership, through IELA Report. We all agree that some interesting / funny stories from members

about customs can be published in the IELA Report (as well as OPS Club; as suggested by Rachid Bensaber) so that we can all widen our vision. **Sharing experience is essential in our business.** In that respect, all members will receive a notice from Customs Working Group, for each IELA Report so that they can post their stories with supporting pictures to be published. For each Report, we will be able to publish 1 or max 2 stories; therefore the most interesting one will be chosen by Customs W.G. Members by voting.

4. Announcements about customs on the IELA Report : Considering that there may be some important announcements by members about their local customs procedures, we will send out notices to all members for each IELA Report, so that their important announcements can be published for the use of entire membership. This will avoid last-minute surprises in the customs and will be a very nice tool for operations people (why not to publish it at OPS Club web site as well?)

5. How do we get integrated with local customs in each country ? This topic is a very interesting one. Although it seems very useful in long terms to reach the local customs officers and make them recognise IELA Members; we are all aware that the actions will be limited by government policies as well as customs officers' personal vision. Therefore, it seems to all of us, as a local and internal issue rather than being a global issue. So, it would be the best for each IELA Member to try to maintain good relations with local customs with their own efforts (as we already do).

6. How can we interact more with UFI? With the suggestion by Ravinder Sethi, we are looking for ways to have some news from IELA on monthly UFI Newsletter. Hope to give you more news about this in the next IELA Report.

### TOOLS ON THE IELA WEB SITE ([www.iela.org](http://www.iela.org)) :

Dear Members,

We have very useful information for you on the IELA Web Site. We realise that many of you are not aware of what you can find there, so please take a few minutes to review the IELA Web Site and discover our database. To reach the relevant information, please go to [www.iela.org](http://www.iela.org) and click on "Customs Manual" headline, where you will see 3 sections. Under "Map Locator", you will find all countries' customs guidelines which are up-dated every year by members. And under "External links", you will reach useful and up-date links where you can reach customs laws & regulations for each country. For any problem in access, you may contact Ms Anna Guichard ([anna@iela.org](mailto:anna@iela.org)) for assistance.

Please pass this information onto your operations staff so that they can save from the time and energy that they spend all day long to reach the right information.

Thanks for your interest and contribution. Hope to meet you all in the next IELA Report.

Best Regards  
**Tijen OZER (IELA Customs W.G. CP)**

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Mr. Hans BRAUCHLI

Mr. Ron BERRY

Mr. Ravinder SETHI

# MEMBERS NEWS & MOVES

Under this heading, we publish internal news from our members such as appointment, change of telephone or telefax numbers, new e-mail addresses and change of contact details. Please note that the IELA Secretariat has included all recent changes in contact details in the new IELA membership list available on [www.iela.org](http://www.iela.org)

## BREAKING THE NEWS - ON-SITE NORWAY OPENED 1 OCTOBER 2010!

We are pleased to announce the opening of ON-SITE NORWAY A/S from 1 October !

On-Site Norway can assist with handling at shows in Norway as well as export handling to shows all over the world.

High quality and personal service are key words for the On-Site Group.

We welcome you to contact us and look forward to a fruitful cooperation.

#### Contact persons:

Irene Johansen  
irene@onsitegroup.no  
Vivi Rognerud  
vivi@onsitegroup.no

#### Contact details

On-Site Norway as  
Lilletorget 1  
0184 OSLO  
Norway  
Tel. +4722738300  
Fax + 4722738310

## DOUBLE APPOINTMENT FOR SCHENKER AUSTRALIA PTY LTD

Schenker Australia Pty Ltd has been appointed the official Freight Forwarder of the Land Warfare Conference 2010 AND the Endorsed and Preferred Logistics Provider and Exclusive On-Site Handling Agent for the 2011 Australian International Airshow and Aerospace & Defence Exposition.

## AFFILIATES RESIGNATION

R.E. Rogers India Pvt Ltd – Bangalore

R.E. Rogers India Pvt Ltd – Hyderabad

R.E. Rogers India Pvt Ltd – Mumbai

## CHANGE OF STAFF

#### BALtrans Personnel Update

BALtrans is pleased to appoint Mr. Tankie Yim, Deputy General Manager - Sales (tankie.yim@exhibition.baltrans.com) to head the Hong Kong sales team and manage our communications with industry peers, with the leave of Mr. Roland Tse for personal reasons effective October 1, 2010.

Tankie has more than 30 years of profound experience in exhibition freight forwarding, coupled with substantial connection with China, Hong Kong and international colleagues. We are confident that his vast expertise, coupled with our committed team, will be of best interests to our customers and peers.

## CHANGE OF ADDRESS

#### IDA EXPO

#### Address:

Ataturk Cad. Yildiz Apt.  
No:10, D:6,

Sahrayicedid, Kadıköy-  
34734 Istanbul / TURKEY

Tel: ++90 216 467 65 91  
(pbx)

Fax: ++90 216 467 65 95

Contact : Ms. Tijen OZER

E-mail : Tijen@idaexpo.com

Web : www.idaexpo.com

## FUTURE IELA EVENTS

2011 Winter Seminar - Zurich, Switzerland, Wednesday 12 – Sunday 16 January

2011 IELA Congress - Seoul, Korea, Thursday 9 – Sunday 12 June

## CERTIFICATION

R.E. Rogers India is now certified for ISO – 14001-2004 – ENVIRONMENT MANAGEMENT SYSTEM

## CHANGE OF NAME

Reliable Travels Cargo Pvt Ltd has changed their name to 360 Logistics. Their contact details stay the same.

**IELA currently has 115 members in 45 countries worldwide.**  
**Please note that the IELA Secretariat has included all recent changes in contact details in the new IELA membership list available on [www.iela.org](http://www.iela.org). Email Anna [anna@iela.org](mailto:anna@iela.org) with all amends to your company details.**



## E.S.I. IS GROWING!

In order to serve its customers and agents better, ESI opens new offices:

**On-site permanent office at Paris Nord – Villepinte venue :**

**Main events there:**

October: CPHI / ICSE / IPA / SIAL /

November: USINAGES / MIDES / EXPOPROTECTION / EMBALLAGE (PACKING)

December, January & February: CARTES / MAISONS & OBJETS / LEATHER, FUR, PREMIER VISION, EXPOFIL, SIMA

Your contacts there:

**Jean-Marc MELIN:**

Phone: +33.1.4863.3422 –

Fax : +33.1.4863.3274 –  
Mobile: +33.6.7328.4749  
jean-marc.melin@group-esi.com

**Gérard GUENARD :**

Phone: +33.1.4863.3270  
Fax: +33.1.4863.3274  
Mobile: +33.6.0774.7862  
gerard.guenard@group-esi.com

**Fine Arts Events office:**

Dedicated to fine arts events in France and abroad, shipment of artworks to buyers address, gallery or museum removals, etc.

Your contact:

**Stéphane SMADJA**

Tel: +33.1.7037.5497

Fax: +33.1.7037.5353  
contact@group-esi.com

**Food & drinks department:**

Experimented in special procedures needed for such shipments: sanitary certificates, import & export licenses, transport of dry, chilled or frozen food, sanitary controls, etc. Our specialized team will assist exhibitors step by step all along their logistics operations.

Your contact:

**Alexandre SIMON**

Tel: +33.1.3992.8788

Fax: +33.1.3988.9827

Mobile: +33.6.3300.9534

Alexandre.simon@

group-esi.com



## ELITE BUSINESS UPDATE

Bruce Cutillo has now left Elite Transportation Services Ltd. As of October 1, Elite Transportation Services is no longer handling new inbound/on-site exhibition work in Thailand. Elite will continue to handle export exhibitions as usual. Ms. 'Kan', Kanlayanee, Export Manager will remain as the contact for all export work. Contact kan@elitethai.com for further information.

Elite Transportation will merge operations with the parent company, Transpo Logistics. Should you have any queries about any jobs in progress, please contact Ms. Waralee, Managing Director of Transpo Logistics, her email is waralee@transpologistics.com.

## NEW MEMBERS

We are pleased to welcome the following new member:

	<p><b>Toshi Sasahara</b></p> <p><b>Blueline</b> 3rd Floor, Saga-cho MD Building 1-18-8 Saga Tokyo 135-0031 Japan</p> <p>T :+81 3 5646 4775 F :+81 3 5646 4776 E :tsasahara@blue-line.jp W:www.blue-line.jp</p>	<p>"Tailor-made service" this is our motto.</p> <p>Since establishment in 2002, we have been involved in numerous logistical provisions for various exhibitions. And we're proud to say that our work has been favourably reviewed and valued by our clients.</p> <p>As such, we are now strengthening our services by installing three core elements into our business strategy -- market research, planning and management, and logistics.</p> <p>With the world being your playing field, your business opportunities are boundless. We at Blueline are geared to support your organization in the several aspects.</p>
	<p><b>BTG Beijing office :</b> Room 406 CIEC Business Office Center No.6 East road of Beisanhuan Chaoyang District Beijing 100028-9 China Tel: +86 10 8460 1067 / 8460 1068 Fax: +86 10 6461 9507 E-mail : zhong.yuan@btg.cn Contact : Ms. Zhong Yuan</p> <p><b>BTG Shanghai Office:</b> Room 30E World Plaza No. 855 Pudong South Road Shanghai 200120 China Tel: +86 21 5878 8241 / 5878 6327 Fax: +86 21 5878 4478 E-mail: stephen.chen@btg.cn Contact: Mr. Stephen Chen</p>	<p>BTG International Freight Forwarding (Beijing) Co., Ltd. (BTG China) is a worldwide freight forwarding company, specialized on international exhibition &amp; event logistics.</p> <p>Besides that BTG China is also handling all kind of general cargo, such as air, sea and truck freight.</p> <p>Since summer 2010 BTG China is holding the so called "A license" in China, enabling them to clear goods through customs without a third party. BTG China is one of the first medium sized companies in China to receive foreign investments to hold this coveted 'customs clearance license' and of course employs its own customs brokers.</p> <p>The professional staff of BTG China has more than 20 years experience in the exhibition &amp; events logistics industry and handles around 100 shows for Chinese exhibitors abroad as well as being the Official appointed forwarder for shows in China.</p> <p>Companies like Huawei, ZTE, CCPIT, Genertex, POLY, Hannover Messe Shanghai, Zhenwei, the China Elevator Association, and many more, have great trust in our service and we are proud to call them our clients!</p> <p>It is our aim not only to meet our clients' expectations but to strive to exceed them!</p>

# Paris Air Show 2011

## CLAMAGERAN-FOIREXPO, official freight forwarder and on-site lifting contractor



Clamageran-Foirexpo has been appointed once again as official freight

forwarder and on-site handling agent for the 49th International Paris Air Show (June 20th -26th, 2011)

We can competently and professionally ensure all movements of exhibits as well as standfitting materials on site at the Le Bourget exhibition centre in connection with any domestic and international freight requirements.

We are honoured to assist all parties involved and will ensure a high level of logistics & customs clearance services to and from Paris Air Show.



Contact:

**Dominique Filiberti**

Tel : +33 (0) 1 486 333 34

E-mail: d.filiberti@clamageran.fr

**Lucien Lawson**

Tel : + 33 (0) 1 572 518 09

E-mail: l.lawson@clamageran.fr

[www.clamageran.com](http://www.clamageran.com)

If you have any question, don't hesitate to contact us. Looking forward to seeing you in Paris Air Show 2011!

CLAMAGERAN-FOIREXPO