

# WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES



2011  
WINTER  
SEMINAR

MEMBERSHIP  
LISTING  
INCLUDING AFFILIATES



PASSIONATE  
PEOPLE  
PRODUCE

26TH IELA CONGRESS & GENERAL ASSEMBLY 9-12 JUNE 2011

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

## ▶▶ CHAIRMAN'S CORNER

Dear IELA Members,  
Recently I had a dream and I would like to share it with you.

In this dream, I was participating in a future IELA Congress taking place in Africa. The venue was chosen in recognition of the dramatically increasing importance of the African Exhibition Market and the business opportunities developing for IELA Member Companies. The official Congress Language was Chinese and there was a lot of concern that the non-native Chinese participants (like Americans and Europeans) were not participating enough in the discussions during the Congress because of these language problems.

Many interesting discussions took place in the Working Group Meetings and the Breakout Sessions.

There was a lot of enthusiasm about the new E-learning training program developed by IELA.

This web-based training course introduces new staff of IELA Members in a very short time to all aspects of exhibition logistics. Different modules were available for Domestic Agent, Export Agent and also for Marketing and Controlling. The IELA Diploma was widely accepted in the Exhibition Industry as a certification of true professionalism.

Trade Associations and Exhibition Organizers were inviting IELA to participate in their Training Programmes to teach aspects of exhibition freight logistics to their students while the CEO Level of Exhibition Organizers could enjoy a dedicated seminar which was attached to the IELA Congress. IELA Members benefited from this situation by finding unique networking opportunities with these potential customers.

There had been very exciting news from the IELA Information Technology Working Group and their Chairman, Mr. Bill Gates. The IELA App was available for any smart phone operating platform and was widely used by organizers, venue operators and exhibitors alike. This program supported operations and tied the user into the IELA Environment.

In co-operation with the IELA Public Promotion Working Group, Social Media now



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played an important role for IELA and its members. There was plenty of information, case studies and practical help available to make Twitter, Blogs and Social Networks work for our members. Members used the technology frequently and reported an increase in their business revenue.

IELA had assumed the leadership in Sustainability. All members engaged in to the UFI programme on environmental responsibility, which was developed together with IELA. Exhibition Organizers realized that co-operating with an IELA Member had a very serious and positive impact on the carbon foot print of their exhibitions.

The Organizer Working Group was proud to report, that it was a requirement for all UFI Members to always employ an IELA Member for any exhibitions. This was an important criterion for Show Organizers to match UFI Operational Quality Standards.

There was also news from the OpsClub. The second annual meeting has taken place and attendance was up from 120 the first year (Shanghai) to 165 the second year (Sao Paulo). With the implementation of the Youth Chapter Congress, IELA had completed the program to offer structured networking to the future generation of industry leaders.

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# MEMBERS NEWS

There was very exciting news from the IELA Operations Working Group: hardly any new exhibition venues were built worldwide without consulting IELA on the requirements for freight handling.

IELA Logistics was reporting on the first fiscal year of operation and a huge surplus had been achieved. IELA Logistics, a 100 % subsidiary of IELA, was incorporated in an African White Spot Country at a new exhibition venue to meet demand of venue operator because no local transport company was available. All IELA Members were eligible for their share of the profit and the payout of the dividend would take place after the Congress.

Courier companies were not accepting shipments to exhibitions anymore as they realized that their operations couldn't deliver the quality of service that was being delivered by an international exhibition logistics provider. All branches of courier companies always referred customers to their local IELA Member.

When I woke up, it took me a minute to realize that this was a dream. And then I thought I should tell you about it because for many realities that exist today, at first there was a dream, then a vision, then an action plan and finally accomplishment. Don't get me wrong, I'm not talking fantasy, I'm talking vision. If we are not inspired, we will be missing taking advantage of the opportunities in an exciting exhibition world around us. Instead we will suffocate in routine, and the only dreams we will have will be nightmares.

I'm sure that our Congress in Seoul will be vibrant and will create ideas that will make IELA more attractive to us, the members, and also to global clientele. In the end, everybody wins – we, and our customers.

Sweet dreams,



**Achim Lotzwick**



## EUROPA SHOWFREIGHT - NEW SITE FOR BIRMINGHAM DEPOT

Europa is expanding its business by moving its Birmingham operations to a new purpose designed distribution and logistics centre at ProLogis Park, Midpoint, Birmingham in August 2011. The move will further enhance service levels for both existing and new customers in the future.

Located within minutes of the M6, M6 Toll and M42 motorways, ProLogis, Midpoint is the best connected location in the West Midlands, critical in achieving optimal transit times.

The terminal has been designed especially for Europa's needs and consists of 155,000 square feet of purpose built warehouse and offices. The expansion will over time generate more than 70 new jobs for the local community. The European Express Road Division will benefit from a 40 cross dock loading facility plus a level access for loading up to a further 5 trailers under a canopy for 'out of scope' consignments. The Logistics Division will comprise of 14,500 circa pallet locations and shelving for customer specific pick and pack contracts.

This is the second successful cooperation between ProLogis and Europa following a previous deal at Grange Park, Northampton, five years ago.

The new unit is designed to achieve a EPC 'A' and BREEAM 'Excellent' rating and will be carbon neutral in construction, reinforcing Europa's environmental approach when considering new developments.

Grenville Turner, Managing Director – Europa, said: "In our business, location is key. We looked at a number of options and Midpoint has been selected as the best location which will allow us to achieve our expansion ambitions and demonstrates our commitment to enhancing the service we provide to meet the needs of our customers now and in the future. Being able to design a facility specifically adapted to our business needs is a huge advantage and will enable us to achieve our strategic objectives."



## 25 YEARS OF EXCELLENCE

R.E. Rogers India celebrated its 25 years in business on March 26, 2011, in New Delhi.

The executive committee of UFI had accepted an invitation to be in Delhi for its meeting along with this event.

The evening was attended by an extremely large gathering of organizers (Indian & global), venue owners, other partners, along with many logistics agents. More than a dozen IELA agents were present.



Raj Sharma, Ravinder Sethi (R.E. Rogers India), Kiran Sethi, Eric Everard - UFI President, Vincent Gerard Past MD, UFI and Paul Woodward - MD UFI

## ESI AND FEI INTEGRATE THEIR EVENT LOGISTIC EXPERTISE

Robert BOOZER (CEO of FEI) and Amaury CHAUMET (CEO of ESI – pictured) have finalized a merger agreement between their two companies. Both firms have been leading the industry of tradeshow and exhibition logistic in their respective branches:

The aim of this union is to offer a GLOBAL, COMPETITIVE and QUALITATIVE OFFER, in accordance with our common values:

- To provide a personalized and dedicated service to our clients
  - To offer advanced logistic solutions to any project and event, by using our integrated expertise
  - To maintain our flexibility and reactivity guaranteeing a first class service
- This merger creates a unique force in the events industry in our country:
- An integrated team representing 50 experienced men and women, operating worldwide
  - The forthcoming project to gather the various activities on a sole operations site: 5,000 sqm of warehouse and office facilities, located on CDG airport area, dedicated to the logistic and storage of exhibits – HQE standards,



temperature controlled environment, 24 hours security and 24 hours access

- OAE certified brokerage service for fairs and exhibitions, operating 7 days a week
- A dedicated fleet of vehicles and handling equipments
- IATA & customs brokerage agreement
- A network of more than 70 specialized agents, worldwide, reinforced by an active membership in IELA
- 5 permanent offices on main exhibition sites

Amaury CHAUMET is designated as the CEO of the two companies, and Robert BOOZER will assist him as Senior Consultant. ESI and FEI retain their respective company

name and brands, united within a sole holding company.

"I have been involved in Logistics for Events during the past 20 years, and from the beginning, I have always been valuing the quality of services as the key of growth and success. Quality and knowhow are possible thanks to experienced professionals, who focus on the level of operations and assistance provided to our clients. This union between ESI and FEI enables us to be a global leader in our industry, for events in France and abroad. The expertise of our two teams assures the high level of services we can provide, and therefore the assurance of our success" said Amaury CHAUMET.



## WAIVER - PEOPLE ON THE MOVE

Since April 1st, Marcelo Paradela has taking a new position with Waiver as Director of Sports Events Logistics. Marcelo has been with Waiver for 13 years and over this period has worked as Traffic Director in the Rio de Janeiro's branch and as Trade Shows Director at Waiver São Paulo's branch.

Waiver's Sports Division new offices address:  
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**www.waiverlogistics.com**



Claudia Valeria Almeida (pictured) has taken a new position as Trade Shows Manager Brazil. Claudia Valeria counts more than 10 years experience coordinating Trade Shows in Brazil.

You can contact her as per below contact details:  
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# ▶▶ CUSTOMS FILE - SYRIA

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

- A
- Commercial Invoice and Packing List (can be combined)
  - COC for certain items
  - Health Certificate for certain items
  - Participation Letter

## Q Is fumigation requested on wooden packages?

A Yes, it is.

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

A Shipments by Sea/Road are sent straight to the fairgrounds and customs clearance takes place there. Shipments by air will be customs cleared at the airport and sent straight to the fairgrounds too.

## Q Is Temporary Import possible in Syria?

A Yes, temporary Import is possible. In fact all exhibitions shipments (with exception of promotional materials and giveaways) are automatically admitted as temporary and in case of permanent, then at the end of the show, there will be a need to close the temporary customs file either by re-exporting or by proof of sale/payment of Duties & Taxes.

## Q How and by whom is the Customs Bond Fee paid?

A Customs bond would be applicable on temporary items and should be paid by their local sponsor (organizer or local representative). Unfortunately this is a very difficult point with the Syrian Customs as exhibitors would have to provide them with a local sponsor to be able to import the shipment. Depending on the shipment, our

company might be able to be their sponsor at a set fee, however this decision is taken on a one-to-one basis depending on the commodity of the shipment.

## Q Is customs inspection (physical check) on exhibits mandatory in Syria?

A Officially speaking YES it is, however this is not what happens on a daily basis and most of the shipments do not go through this procedure, but again, we cannot guarantee that it will not, so to be on the safe side, YES, it is required.

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

A AIR: 2-3 working days; SEA/LAND 5-7 working days (Due to our large experience with customs, we are very likely to reduce this period but again, nothing we can promise in advance).

## Q Are sales allowed during the exhibitions?

A Sales are allowed, however sold items cannot be handed over to the buyer before the end of the exhibition and finalization of temporary import file. The buyer must also have an appropriate import license.

Taxes/Duties must be paid and this must be negotiated between the exhibitor and the buyer.

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

A Weapons & Fire Arms, Radio Transmitters, Political and Military Literature, Pornographic Material, Drugs and other items offensive to Islamic Religion.

## Q What are the major problems experienced in Syrian customs?

- A
- Inconsistence about sales procedures during exhibitions
  - Change of rules at the very last minute without prior notification
  - Corruption

THANK YOU TO NAZHA & DARWISH LTD. FOR THEIR PARTICIPATION IN THIS ARTICLE.



## THE IELA MEMBER IN SYRIA:

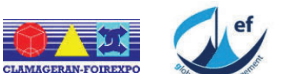
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WE ARE ALL AWARE THAT  
WORKING BETTER AND WORKING  
TOGETHER BENEFITS THE ENTIRE  
INDUSTRY. WITH THIS IN MIND,  
THE THEME OF THE 2011 IELA  
CONGRESS IS...

# PASSIONATE PEOPLE PRODUCE!

Thank you to our sponsors.



R.E. ROGERS INDIA PVT. LTD.

**IELA IS COMMITTED TO PROVIDING AN ENVIRONMENT WHERE YOU CAN SHARE INSIGHTS AND IDEAS, DISCUSS THE PRACTICAL ISSUES ON YOUR AGENDA AND SEEK ADVICE ON THE CHALLENGES YOU FACE. AS EVER, WE KNOW THIS IS BEST ACHIEVED BY YOU DOING THE TALKING NOT US!**

The 26th IELA Congress will take place in Seoul, Korea, from Thursday 9 to Sunday 12 June. Hosted in the stunning environment of the Seoul Grand Hyatt, you will experience Korean hospitality at its very best. The congress brings

together over 110 people from 36 countries, making this a record number of participants for an IELA gathering in Asia.

As with any other family reunion, the Seoul Congress offers an excellent opportunity to catch up with industry friends from around the world and to meet and welcome new ones. The programme, specially created to celebrate engagement between members, will give you all the tools to extend your network, enhance your business and energise your thinking.

In addition to the many informal opportunities to connect, we have devoted more time this year to the 1-2-1 meetings which will allow you to build relationships, collaborate, forge strategic partnerships and, quite simply, do business!

Whilst the focus is not on lengthy presentations, there are plenty of chances to access some fantastic learning to help you grow your knowledge and understanding of the international event logistics community and to keep up to date with IELA's activity. A very important part of the programme, the Board of Management elections will take place on the morning on Friday 10th June. This is an invaluable

occasion to have your say as to the future management and direction of YOUR association.

You will also be able to explore the incredible cultural riches Seoul has to offer. Our Korean hosts will welcome IELA members for a delicious feast on Friday evening at FRADIA, a floating cultural space on the Hangang River. And this year's fabulous Day Out on Saturday 11 you will experience and learn about Korean ancestry in a traditional Folk Village which has been developed to convey the wisdom and the spirit of Korean history.

And to ensure it is as simple as possible for you to maximise the amount of time spent together, we have responded to popular demand and will host our lavish gala dinner in the spectacular surroundings of the hotel.

We look forward to welcoming you to Korea for the 26th Congress.

If you haven't already registered, go to [www.iela.org/congressregistration](http://www.iela.org/congressregistration) and join us for this exciting meeting of minds and gathering of the most influential people in the industry. Packed with interactivity and inspiration- the winning combination to ensure commercial success because **Passionate People Produce!**





## 26TH IELA CONGRESS - SEOUL 2011 - PROGRAMME

### THURSDAY 9TH JUNE

Time	Function	Location
1400 - 2000	Registration - Congress	Namsan VI
1700 - 1800	Induction for New Members & First Time Congress Attendees ONLY	Namsan V
1900 - 2100	Welcome Cocktail sponsored by RE Rogers India Pvt Ltd	Poolside Waterfall

### FRIDAY 10TH JUNE

Time	Function	Location
0700 - 0800	Private Breakfast for delegates & companions	Namsan III
0730 - 0830	Registration to the General Assembly	Lobby (Namsan I+II)
0830 - 0845	Welcome & Roll Call	Namsan I+II
0845 - 1030	GENERAL ASSEMBLY	Namsan I+II
	Chairman's Report	
	Legal Board's Report	
	Treasurer's Report	
	BOM Elections	
1030 - 1100	Coffee break sponsored by BTG Messe-Spedition GmbH	Namsan III
1100 - 1230	Election results	Namsan I+II
	Address from new IELA Chairman	
	Working Group Reports	
	Q & A	
1230 - 1400	Buffet Lunch sponsored by Orient Marine Lines	Namsan III
1400 - 1600	Formal Networking 1-2-1 (Part One)	Namsan I+II
	Refreshments available between 1530 & 1630 sponsored by Clamageran FOIREXPO	Namsan Foyer
1600 - 1800	Formal Networking 1-2-1 (Part Two)	Namsan I+II
1815	End of Conference Day 1	
1845	Departure for Host Evening sponsored by Kemi-Lee Co. Ltd & Expologis Inc.	
2230	Return to Hotel	

### SATURDAY 11TH JUNE - DAY OUT sponsored by Kemi-Lee Co. Ltd

Time	Function	Location
0700 - 0930	Private Breakfast for delegates & companions	Namsan III
1000	Departure from the Hotel	
1630	Return to Hotel	
	Free evening (informal networking)	

### SUNDAY 12TH JUNE

Time	Function	Location
0700 - 0800	Private Breakfast for delegates & companions	Namsan III
0800 - 1000	Working Groups	Namsan III, V, Regency
1000 - 1030	Working Groups presentations	Namsan I+II
	Breakout session announcement	
1030 - 1050	Coffee break sponsored by Bentraco Logistics	Regency & Namsan Foyer
1050 - 1230	Breakout Sessions - IELA Forum	Namsan III, V, Regency
1230 - 1400	Buffet Lunch sponsored by Transit Air Cargo inc	Grand Ballroom III
1400 - 1545	Feedback - Breakout Sessions and Q & A	Namsan I+II
1545 - 1615	Coffee break sponsored by Bentraco Logistics	Namsan Foyer
1615 - 1700	Congress 2012 presentation	Namsan I+II
	Congress 2013 presentations and vote	
1700 - 1715	Chairman's Closing Address	Namsan I+II
1715	End of Conference Day 2	
1930 - 2300	Gala Dinner sponsored by PS Bedi & Awards night	Grand Ballroom

The programme details are subject to change.



THE 2011 WINTER SEMINAR CONTINUED ITS LONG-ESTABLISHED HISTORY OF PROVIDING IELA MEMBERS' OPERATIONS STAFF WITH AN EXCITING, MEMORABLE EXPERIENCE.

# 2011 WINTER SEMINAR



**The Winter Seminar was held January 12-16, again in Zurich, Switzerland. IELA's experience from previous Winter Seminars truly influenced the unique character of this year's edition as classroom sessions and networking opportunities ignited a special synergy among the student participants.**

The 2011 Winter Seminar was attended by 29 students from 20 IELA member companies and represented 16 countries. This worldwide coverage certainly added a varied, multi-national and interesting elements to the discussions and educational process.

There were a few new topics added to the standard Winter Seminar favorites this year to increase the scope of the educational content and eventually increase the quality of the entire program. The students' work experience ranged from new-to-the business to seasoned veteran.

As in previous Winter Seminar formats, which has also become typical for most IELA events, the first evening began with a welcoming reception to allow students and presenters an opportunity to mingle and get to



know each other. This process of greeting everyone was continued the following morning when the now well-established "speed dating" session provided a formal structure of face-to-face discussions. Students were allowed 4 minutes to speak with a fellow student participant before moving on to the next person. Within a short period of time, all students had an opportunity to talk individually with one another. Remarkably, one of the students remarked on their evaluation form that "the speed dating was the best way to get to know each other I have ever joined in."

Following the "speed dating" session were a number of demanding classroom style seminars from Thursday through Saturday afternoon. All presentations were a combination of lecture time and student participation exercises. Topics included: the History of IELA, Accounting/Controlling, Application of Tariffs, Sales & Marketing, IELA Standards, Domestic Agent Responsibilities, Export Agent Responsibilities, Stump The experts and the 3-part Customs Workshop featuring the USA, Europe and Turkey. As a

guest speaker, Trevor Foley provided a lively industry presentation "Live Events Work" that was enjoyed by the audience. IELA was also honored to have Rowena Artz, the Director of Business Development at UFI' Paris headquarters as a guest speaker. She presented the topic of Trade Fair Management – Decisions & Processes.

All presenters were urged to deliver their topics in a highly interactive format and to involve student participation as much as possible. The half-day Customs Workshop provided an in-depth exploration into customs and handling issues in the USA, Europe and Turkey. The students were divided into 3 country groups to examine and solve a case study project on their assigned area of the world. Then each group presented their findings to the remaining audience and answered questions relating to their solution. The brainstorming the evening before the Friday morning workshop by each group also became a tremendous networking experience as everyone began realizing similarities and differences in their job responsibilities



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regardless of the part of the world they were coming from. A highlight of the Winter Seminar was an excursion around the Zurich Fairgrounds with a close look at the logistical environment during the build-up of a major trade show in this important exhibition complex. The tour was directed by Daniel Bataller, the manager of Gondrand's exhibition department in Zurich – and the local IELA member. Dani also supplied a tremendous amount of support to the success of the Winter Seminar by coordinating all meeting room arrangements, students' housing needs, lunch requirements and the day-in-the-snow. His assistance contributed very much to the overall success of the event and IELA owes him a gracious thank you for his efforts.

Employers of the students offered valuable comments and suggestions after their staff had returned to their offices. Some of their observations included: "The Winter Seminar is absolutely essential to support IELA and give it life and a future", "... our staff was really positive ... she came back with renewed enthusiasm and a better trust of her capacity", "... how can we expand on the networking side

and include many other individuals". Comments from the students on their evaluation forms were also encouraging. All messages will be thoroughly reviewed by the Training Working Group members in planning for the next Winter Seminar.

All students were given an exam as a final exercise and review at the Winter Seminar. The student with the highest score on this exam was awarded the "Best Student" of the event. This year's recipient of the honor of being named Best Student is Laura Jessop of EF-GSM in England. We applaud Laura (pictured) for her efforts and accomplishment.



## WELCOME BACK TO ZÜRICH



**After a short break of 3 years the IELA Winter Seminar 2011 was successfully held again in the metropolitan city of Zürich. Why try other places when you have such a great location combined with fun? It doesn't matter how far it is and how long the participants travel by plane, everybody likes to visit Zurich.**

It was a pleasure to help organise everything here in Zürich and it was a gratification to see how much the participants enjoyed their stay.

New this year, the students stayed in the hotel right opposite the exhibition ground. The participants only had to cross the street... No way to sleep longer, no excuses at all to miss the start of the training.

It was also interesting to keep an eye on each person at the "Welcome Reception" on the Wednesday evening when people of different countries and religions met for the first time. Some of them were shy, funny, communicative, leaders, well they covered all types. But finally they had fun and grew into the famous IELA family.

After we had a look to see if everybody was present, we missed one guy from Dubai who didn't get his VISA on time and perhaps we missed four of the Americans who preferred "ice skating" in Atlanta (icy airport...). Eventually, after their really long journey we could greet them the next day at the airport. Nice happy end!

The evening when the 30 students met at "Blindman's

Buff" remains unforgettable. This is a restaurant where people have to eat in the dark. It's characteristic Swiss food. Some of the participants enjoyed the special atmosphere and the food, some of them would have preferred a steak... But it is like it is: other countries, other food and is what makes it fascinating.

Even though all participants to the Winter Seminar are on-site and export agents, and they had an explanation on how to find the restaurant they still got lost! This only because everybody thought everyone else knew how to read the map... Agents! They could find every city in the world but they get lost in a city...

This year we had much less snow but nevertheless our "Day out in the snow" was successful. People enjoyed sledding under the nice and sunny weather, the good food and perhaps the live act after lunch: an Austrian artist/musician. But what a shame, no IELA member would dance on the floor :-)

The result of such a Seminar is not only business like. Some of the participants become friends and this is the future of our industry.

I always laugh when some of those participants call or write me and say: "Hi Dani, I'm... I've participated in the IELA's Winter Seminar 2 years ago. Do you remember me?" Well it's real difficult to keep everybody's name in memory. They only have to memorize one name when I've got to memorize 35! Forgive me guys...

Daniel Bataller



*"Thank you a lot! This has been one of the most exciting moments of my little career in this challenging field."*

CHIARA ROSSOLIMO, OTIM SPA MILAN, ITALY



*"I had the best time at the conference, it truly was a great experience that I will never forget."*

PATTY OSBURN, AIRWAYS FREIGHT, USA



*"I came to IELA seminar to absorb the info and experiences of the renowned speakers. I didn't realise I'd absorb new 'world-wide' friendships also."*

KENT WILSON, TWI, USA



*"Congratulations on professional handling of Winter Seminar 2011."*

ANIL GEORGE JOHN, FREIGHTWORKS, UAE



*"All was perfect except the absence of opportunity to see the city during daytime."*

YULIA KABAYLOVA, EXPOWESTRANS, RUSSIA



Many thanks to Kent Wilson (TWI USA), Lisa Xu (Transit Air Cargo Singapore) and Patty Osburn (Airways Freight) for supplying us with most of the photos.



**The International Exhibition Logistics Associates is a worldwide trade association dedicated to enhancing the professionalism of the transportation logistics and freight handling segments of the event industry.**

**IELA has 115 members in 45 countries...**

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**Registered Office - IELA, Route François-Peyrot 30, 1218 Grand-Saconnex, Switzerland**

## 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**  
**Shirish Kulkarni**

►► **CONTACT DETAILS**

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**MEMBERSHIP WORKING GROUP**

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HS Bedi  
P S Bedi & Co Pvt Ltd, India

Feras Bensaoud  
Bentraco Logistics, Libya

Feyzan Erel  
Gruptrans, Turkey

Michael Hunter  
GBH Forwarding, UK

Ron Koehler  
Schenker, Australia

Kay Lohe  
Cretschmar, Germany

Lucien Lawson  
Clamageran Foirexpo, France

Manuel Mazzini  
Inter ExpoLogistics Ltd,  
Switzerland

Markus Sprecher  
Trans Impex, Switzerland

Sandi Trotter  
TWI Group, Canada

## MEMBERSHIP WORKING GROUP

►► **It is my pleasure to present this report on the Membership Working Group. As mentioned in previous reports the Membership Working Group is most vibrant and interactive.**

Most of the members take prompt and active participation in discussions on various issues related to Membership of IELA. Support and prompt reactions from Manuel, Daniel, Feras, Michael and Markus on various issues enable this Group to have open discussions on different issues related to the work of the Membership Working Group.

Efforts have been made in this period to evaluate options for accepting members from white spot countries or areas where there is less representation of IELA Members considering the size of the market in that area. Different criteria of Membership such as Full Member/Associate Member or any other categories of membership were also discussed. It was felt that since this is an issue wherein larger part of the Membership should be involved, this may be discussed at the IELA Congress

in Seoul. It is desired to have opinions from Membership regarding various categories of Members. This is mainly to accommodate members from White Spot areas who may not fulfil all the criteria of IELA Membership. I am looking forward to useful discussions on this issue at next IELA Congress.

During this period we welcomed two new members. CV Trans from Portugal and European International (Fairs) Ltd based in the UK. The application from Agility UAE is with IELA Members for comments. And we have four applications currently being reviewed by the Membership Working Group.

11 enquiries have been received in this period since Jan 19th and application packs have been sent to these interested parties. Their completed applications are awaited for further action.

We have now 115 FULL Members and 21 AFFILIATED Members. We have strictly followed the policy of not compromising on Quality and hope this policy as encouraged

by majority of Membership will continue to guide this Group for reviewing new Member's applications.

Looking forward to seeing you all in Seoul for more positive inputs in enlarging our IELA Family.

**IT IS DESIRED TO HAVE OPINIONS FROM MEMBERSHIP REGARDING VARIOUS CATEGORIES OF MEMBERS. THIS IS MAINLY TO ACCOMMODATE MEMBERS FROM WHITE SPOT AREAS WHO MAY NOT FULFIL ALL THE CRITERIA OF IELA MEMBERSHIP.**



**CHAIRMAN**  
**Tijen Ozer**

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## CUSTOMS WORKING GROUP

►► **Dear IELA Members,**

Hello again, after a busy period. Please see below the latest news from Customs Working Group. Hope to see you all in Seoul.

1. Customs Guidelines have been updated as usual by the end of **November 2010** with joint efforts of all members and they are available on the IELA web site. Thanks to all members who contributed in updating process.
2. **Sharing information among members:** Based on the recent agreements following Paris Congress, we have been sharing information and experience with membership, through IELA Report. It is nice to see interesting stories from members related to customs that widen our scope and give a better understanding on customs issues in

different parts of the World. Sharing experience is essential in our business. In that respect, we invite all members to share their experiences with us.

3. **Announcements about customs on the IELA Report :** Members' announcements on customs issues are published on each IELA Report. Please keep in mind that IELA Report is a useful tool to inform members about latest news from your country/region, just use it ...

This is all from us for the time being. Any contribution is always welcome, see you all very soon !

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

**CUSTOMS WORKING GROUP**

Coco HUANG, Bondex Logistics Co. Ltd, China

Laura ANCHAVA, BTG, Argentina

Rachid BENSABER, Clamageran Foirexpo, France

Ersan ERTEM, Ertem Nakliyat, Turkey

Sameh GUIRGUIS, Samehco, Egypt

Pankaj KHANNA, PS BEDI, India

Maria MAMBELLI, Expotrans, Italy

Sergei MINTS, EWT, Russia

Inam RAHMANI, Agility Logistics, Pakistan

Jorge REINA, Resa Internacional, Spain

Sabine SCHLOSSER, Schenker, Australia

Heimo SCHWARZBAUER, Schenker, Austria

Ravinder SETHI, R.E. Rogers, India

Renata VINHAS, Transportes Fink Ltda., Brazil

Tankie YIM, Baltrans Shanghai, China

Cathy ZANG, Bondex Logistics Co. Ltd, China



**CHAIRMAN**  
**Sabine Schlosser**

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**STANDARDS WORKING GROUP**

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Michael Beckers, Airways Freight Corp, USA

Col. Chopra, PS Bedi Group, India

Sudhir Dhavan, RE Rogers India Pvt Ltd, India

Lena Ericson, On-Site Exhibitions AB, Sweden

Mariane Ewbank, Fulstandig Shows e Eventos MC Ltda, Brazil

Neil Goatcher, Exhibition Freight Ltd, UK

Jihad Khoury, Airlink International, U.A.E

Olusegun Lawal, IAL Nigeria Ltd, Nigeria

Thomas Luechinger, Agility Fairs & Events, Switzerland

Manuel Mazzini, IEL Inter ExpoLogistics Ltd, Switzerland

Sue Montilha, Nazha & Darwish Ltd, Syria

Bas Oversier, A.J. Van Deudekom B.V., The Netherlands

Tijen Ozer, Ida Expo, Turkey

Marcelo Paradelo, Walver Logistics, Brazil

Klaus Pauluschke, BTG Messe-Spedition GmbH, Germany

Ludmil Rangelov, Orbit Ltd, Bulgaria

Christoph Rauch, BTG Messe-Spedition GmbH, Germany

Kuldeep Razdan, Schenker India Pvt Ltd, India

Ravinder Sethi, RE Rogers India Pvt Ltd, India

Hagit Tomnak, Hermes Exhibition & Projects, Israel

Tankie Yim, BALtrans Exhibition & Removal Ltd., Hong Kong

## STANDARDS WORKING GROUP

►► **"Imagination is more important than knowledge, for knowledge is limited while imagination embraces the entire world." (Albert Einstein)**

A great quote – and maybe a key thought for IELA in 2011.....

In our last report, we provided an insight of all the various topics our group members had been working on.

Questions about issues such as surveys, analysis of surveys, awards, quality systems and feedback were discussed, and certain decisions were made or at a minimum formed an agenda item for the last board meeting. No doubt more discussions will have to take place, and more decisions will need to be made – so full steam ahead for Korea.

In the meantime though, we have also received the results for the 2010 surveys – so let's have a look:

No doubt, it is very promising to see that (a) the number of completed surveys is on the increase again and (b) the average ratings have seen positive trends.

All in all, we are on a roll – well done to all and thank you to everyone who has taken the time to complete the surveys!

This is certainly a very positive development and we hope to continue that upwards trend for the future.

Furthermore, this year, we truly want to spend a bit more time on the "quality" of the questions for our surveys, and see how we can make the surveys more useful, more helpful and more attractive for all members.

We all agree, we need to build on our knowledge, yet we need something "new and exciting" too. So get ready, 2011 will see

**ALL IN ALL, WE ARE ON A ROLL - WELL DONE TO ALL AND THANK YOU TO EVERYONE WHO HAS TAKEN THE TIME TO COMPLETE THE SURVEYS!**

some change for the surveys.

So I leave you with another quote of Mr. Einstein.....

**"Insanity - doing the same thing over and over again and expecting different results."**  
**(Albert Einstein)**

**Sabine Schlosser**

	SITE AGENTS	EXPORT AGENTS	GROWTH IN %
2010	594	735	15.12%
2009	516	644	14.13%

SITE AGENTS	2010	%	2009
Quality of site agents shipping Instruction	5.353	1.42%	5.278
Accuracy/ease of use of tariff/quotations	5.151	0.16%	5.143
Were you satisfied with confirmation of shipment arrival?	5.036	0.40%	5.016
Was freight delivered on-time as requested?	5.572	1.53%	5.488
Were you satisfied with storage of empty cases?	5.249	-0.15%	5.257
Quality and efficiency of on-site labour	5.263	-0.57%	5.293
Were you satisfied with the accuracy of the final billing?	5.131	0.73%	5.094
In general the level of service received from the on-site agent was	5.331	0.23%	5.319
<b>Average</b>	<b>5.261</b>	<b>0.47%</b>	<b>5.236</b>

EXPORT Agents	2010	%	2009
Where you satisfied with the export agents pre-advice?	5.218	103.08%	5.062
Were you satisfied with the export agents on-site instructions?	5.167	2.34%	5.049
Was the site representative knowledgeable and efficient?	5.417	-0.44%	5.441
What was the quality of the disposal instructions?	5.113	3.52%	4.939
Did the export agent settle your final billing on time and satisfactorily?	5.024	3.61%	4.849
In general the level of service received from the export agent was	5.184	2.65%	5.05
<b>Average</b>	<b>5.187</b>	<b>19.13%</b>	<b>5.065</b>





**CHAIRMAN**  
**Ravinder Sethi**

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## ORGANISERS WORKING GROUP

►► **At the very start, let me thank all those members working in this Group who have been working voluntarily, without any coaxing.**

To name just a few - Agility, Transit Air in the Far East; Cretschmar and others in Germany, with Auma; our Korean friends with Kespa; and others - it is very healthy to see this sort of involvement.

Take the example of the US: despite positive efforts with the IAEE by our members (especially Chris Ray), lack of a financial back-up from IELA puts us back to square one. So, the onus for some areas remaining 'grey' comes down to the IELA Management, and not the members in this particular case. Steve Hacker is in Delhi, and I will be meeting up with him.

There are some other areas as well, which need attention - South America, China. We need to talk more in Seoul.

Now, let's go back to Paris. Here, we decided to take our 'mission is recognition' to the next level with organizers. To get to organizers at their middle level, to those who actually deal with us. I really have a very simple way on how to get this going.

Following this Report, my request is for each one of you

to send it to twenty (only twenty) of your customers at the second level - couldn't be simpler, right?

Believe me, in Seoul I will ask everyone for a feedback on this.

Next, I seek for a change in this WG; or rather, an enhancement of its role. More and more, our businesses are linked with venues - be it for empanelments or where organizer/venue are the same entity. In Seoul, we will discuss it further, but I am leaving this until after I having spoken to our Chairman.

Last, but not the least, we need to speak of budgets. I would like to get inputs from anyone of you, where one feels we need to invest for our benefit. If legitimate, I am sure we can pursue it with the BOM on a positive note.

So, friends, to re-cap:

- Associations, read the UFI corner in this report.
- Further follow with Associations in 'grey' areas.
- Recognition to the 'second level'.
- Venues in this WG.
- Budgets.

God Bless,

**Ravinder Sethi**

**LAST, BUT NOT THE LEAST, WE NEED TO SPEAK OF BUDGETS. I WOULD LIKE TO GET INPUTS FROM ANYONE OF YOU, WHERE ONE FEELS WE NEED TO INVEST FOR OUR BENEFIT. IF LEGITIMATE, I AM SURE WE CAN PURSUE IT WITH THE BOM ON A POSITIVE NOTE.**

**ORGANISERS WORKING GROUP**

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Cretschmar MesseCargo GmbH

Bob Moore  
Agility Fairs & Events

Chris Ray  
Globex Logistics

Elaine Wong  
Baltrans Exhibition and Removal Ltd

Feras Bensaoud  
Bentraco Logistics

Göran Magnusson  
On-Site Exhibitions AB

Guido Fornelli  
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Leann Harrison  
Unigroup Worldwide, Inc UTS

Lucien Lawson  
Clamareran Floreexpo

René Carvajal  
New Age of International Business

Sue Montilha  
Nazha and Darwish Ltd

Super Lee  
Kemi Lee

Vicki Bedi  
P S Bedi & Co Pvt Ltd



# UFI CORNER

THE LAST FEW MONTHS HAVE SEEN SOME VERY POSITIVE DEVELOPMENTS BETWEEN UFI AND IEIA. AT VARIOUS UFI ACTIVITIES MORE BROAD - BASED CONTACTS HAVE BEEN MADE WITH IEIA MEMBERS. THIS HAS HELPED A LOT FOR PUTTING ACROSS OUR ISSUES TO UFI, AND, AS A CONSEQUENCE OTHER COUNTRY / REGIONAL ASSOCIATIONS.

## UFI CONGRESS, SINGAPORE, 10-13 NOV 2010

Labelled as the biggest Congress to date, IEIA was well represented by its Chairman, Achim Lotzwick, along with UFI members (pictured) Agility and RE Rogers India, as also Transit Air Cargo (being one of the local hosts).



Achim, once again, took the lead of presenting IEIA at the Associations Committee meeting. Along with me, he stressed the need to look at some of our major concerns - specifically 'health and safety'.

In addition, UFI agreed to let all our members get access to certain materials (i.e. presentations), compared with the earlier policy of it being restricted only to the Chairman. Details of this are still being worked out.

We were informed that UFI members do go into our Customs web link (Trade Fair Sector, Useful Links - Guidelines for dealing with customs, and International Associations related with the exhibition industry) and find it very useful. Well done, Tijen

## SENIOR CLUB

THE 6TH SENIOR CLUB MEETING WILL TAKE PLACE IN MUNICH, GERMANY, FROM FRIDAY 27 – SUNDAY 29 MAY 2011

In close collaboration with Waltraud Rauch, Jean-Paul Moser, Thierry Demeure and Hansruedi Brauchli have been busy preparing once again a packed programme for the Senior Club 2011 gathering.

The Senior Club will be welcomed at The Excelsior Hotel, a comfortable four star hotel ([www.excelsior-hotel.com](http://www.excelsior-hotel.com)). After a short guided walking tour of Munich, participants will enjoy dinner the Munich Olympic tower

Restaurant. The following day, travelling by boat and horse-drawn carriage, the group will head for the castle of Herrenchiemsee. The programme will close on Sunday 23 May after brunch.

Thanks to our sponsors

BTG Messe-Spedition GmbH

Clamageran Foirexpo Cretschmar MesseCargo GmbH

Inter ExpoLogistics Ltd.

R.E. Rogers (India) Pvt Ltd.

Schenker Ltd. Germany

Société des Entrepôts de Vevey Ltd.

Trans-Impex Ltd.

TWI Global Exhibition Logistics, USA

Ziegler Expo Logistics

## UFI OPEN SEMINAR, BANGKOK, 25TH FEB, 2011

Again, better represented by IEIA - Agility, PS Bedi, RER, to name a few.

We made a break through here. A full session was devoted to 'Health and Safety' at venues. IEIA's concerns for some time now were highlighted to a well attended audience - the main issue of very short build-up / break-down periods ultimately led to the high costs of venues for organizers being the cause of it. This issue is now being taken up by me again and hopefully (finally) something will come about. Here, I must give credit to Nat Wong and James Ng who are doing a lot behind the scenes working on this - as is our Chairman via Auma - thank you Gentlemen.

## INDIAN EXHIBITION INDUSTRY ASSOCIATION (IEIA) OPEN SEMINAR, NEW DELHI, 24TH MARCH, 2011

The UFI President, Eric Everard, and Managing Director, Paul Woodward were part of this Seminar. In attendance from IEIA were Orient Marine Lines, PS Bedi, RE Rogers, and Translink India.

## UFI EXECUTIVE COMMITTEE MEETING, NEW DELHI, 26TH MARCH, 2011

On my invitation as Vice-President, UFI, and in conjunction with RE Rogers 25th anniversary, the Executive Committee accepted to have this meeting. Attended by a large Indian and International arena of organizers/venues, there were almost a dozen IEIA members (as also non-members) present. The social evening gave an excellent opportunity for interaction between the top brass of UFI and our members.

## UFI EXECUTIVE COMMITTEE MEETING, GHENT, BELGIUM, 20TH JUNE, 2011

In Seoul, the membership should reflect on what, if anything, you wish for me to take up at this meeting. Ravinder Sethi

## THE IEIA BOARD OF MANAGEMENT

### Board Functions

#### CHAIRMAN

ACHIM LOTZWICK

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#### VICE CHAIRMAN

ROBERT MOORE

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#### TREASURER

CHRISTOPH RAUCH

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#### SECRETARIAT

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#### Honorary Members

Mr. Stephen J. BARRY

Mr. Ernest M. DROESSAERT

Mr. Karl BUEHLER

Mr. Thierry DEMEURE

Mr. Dieter FRAEULIN

Mr. Jean-Paul MOSER

Mr. Hans BRAUCHLI

Mr. Ron BERRY

Mr. Ravinder SETHI



# MEMBERS NEWS & MOVES

Under this heading, we publish internal news from our members such as appointments, change of telephone or telefax numbers, new e-mail addresses and change of contact details.

## FUTURE IELA EVENTS

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

## MEMBERS RESIGNATION

Korea Transport Moving & Storage Co., Ltd. and Schenker of Canada Limited have resigned from Membership

## CHANGE OF STAFF

DHL Trade Fairs & Events GmbH, Germany. Mr Marcus Ashworth is now replacing Mr Richard Bell.  
E: marcus.ashworth@dhl.com  
T: +49 221 398 0246

## CHANGE OF NAME

Sinotrans Group International (HQ) has changed their name to Sinotrans Logistics Development Co., Ltd

## CHANGE OF ADDRESS

### ESI GROUP IS MOVING

Effective from the 11th March 2011, ESI and FEI teams moved together in a brand new building, located in CDG airport area.

Office & Warehouse :  
ZAC du Moulin  
2 Rue du Meunier

95700 Roissy en France  
www.group-esi.com  
The respective numbers remain unchanged:  
E.S.I. team :  
Phone : 0033 1 39 92 87 88  
Fax : 0033 1 39 88 98 27  
Contact@group-esi.com

F.E.I. team :  
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Fax : 0033 1 30 11 52 52  
fei-expo@wanadoo.fr

## NEW MEMBERS

We are pleased to welcome the following new members:

	<p><b>Candido Regal</b></p> <p><b>CVTRANS – Trânsitos e Transportes, Lda</b> Zona Industrial da Rainha Rua Dr. Joaquim Morais Júnior, 193/203/205 4410-066 Serzedo – VNG Portugal</p> <p>T: +351 227536960-68 F: +351 227536969 Mobile: +351 915700014 E: c.regal@cvtrans.pt W: www.cvtrans.pt</p>	<p>CVTRANS is an International Freight Forwarder specialized in the logistics of Fairs and Exhibitions which makes CVTRANS your worldwide ideal partner:</p> <ul style="list-style-type: none"> <li>- Customs formalities (import &amp; export);</li> <li>- On-site's range of solutions;</li> <li>- Storage of empty packages;</li> <li>- Transportation by road, air, sea to everywhere;</li> <li>- Our experienced and bilingual staff fully dedicated;</li> <li>- Our own working facilities;</li> <li>- Our specialized know-how, recognized by several organizers;</li> <li>- Your unique support in Angola: LCL, FCL, Air Freight, Logistics – Luanda</li> </ul> <p>International Fair Official Freight Forwarder</p>
	<p><b>Jim Callaghan</b></p> <p><b>EUROPEAN INTERNATIONAL (FAIRS) LIMITED</b> Units 6&amp;10, Skitts Manor Farm Moor Lane Marsh Green, Edenbridge Kent TN8 5RA United Kingdom</p> <p>T: +44 1732 860 330 F: +44 1732 860 331 E: jim.callaghan@european-intl.com W: www.european-intl.com</p>	<p>European International (Fairs) Ltd was founded in 2001 by personnel from within the exhibition freight forwarding industry. Who collectively have over 100 years experience of exhibition freight forwarding, customs clearance and on-site handling, covering all continents.</p> <p>Our core business is providing event organisers with a high quality, effective &amp; efficient exhibition transport/handling solutions working as sole contractors covering all industry sectors on a worldwide basis.</p> <p>As members of IELA we can offer excellent agent to agent services for exhibitors from the United Kingdom and Ireland attending overseas events. Facilitate inbound shipments to the UK and Ireland as well being able to offer complete event/exhibition logistical services and management on a sub-contractual basis anywhere in the UK and Ireland.</p> <p>Our office is located close to Gatwick airport that includes our own warehouse facilities. In addition to exhibition freight handling we also provide in-house publication stock control &amp; retention management, office archiving, storage &amp; retrieval.</p>

**IELA currently has 115 members in 45 countries worldwide.**

**Email [anna.anna@iel.org](mailto:anna.anna@iel.org) with all amends to your company details.**

**NEXT IELA REPORT** October 2011 (No 68) Deadline for articles: Wednesday 14 September Email [report@iel.org](mailto:report@iel.org)

# EXHIBITION LOGISTICS LEADER IN FRANCE



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