

WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES



LAS VEGAS
WINTER SEMINAR &
REGIONAL CHAPTER

**MEMBERSHIP
LISTING**
INCLUDING AFFILIATES

CONGRESS SPECIAL

FULL REPORT INSIDE!



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CHAIRMAN'S CORNER

Wow! For many reasons, I was wowed at this year's IELA General Assembly in London. In this day and age of our economic slow down, to be wowed by our traditions, the achievements, the possibilities, the focus, and the new changes

When I joined the IELA Management, I was wowed by the time and energy of our leaders. Paying homage to our traditions, I would first like to recognize and thank all the legal board members that have just recently finished their terms. Since 2004, we were required to arrange the transition of the Secretariat which at the time Ruth Meister and Hans Brauchli ran. This was due to their pending retirements. It has been a long road, nearly five years of planning and overcoming obstacles. With the help of our Legal Board, their leadership and advice, we are in our final stages of our secretariat transition from Switzerland. I would like to thank Thierry Demeure, Markus Sprecher and especially Hans Brauchli for all their hard work and sacrifice. I especially would like to thank Phil Powell for his chairmanship of IELA these past two years. He leaves me a challenge to follow in his leadership. He has created a very positive environment for all of us on the Board, and has focused us on delivering member benefits.

I am wowed by the achievements we have today. If you noticed at our meeting, we had great things to celebrate such as the quality of attendees, the high quality speakers, the networking sessions, business to discuss, future opportunities to explore, IELA excitement, solid association financial results, a new board of management and a new legal board, and a spirit of "can do". Much of this is attributable to member that have contributed greatly and especially to our UK secretariat and to our fantastic sponsors. I was so wowed by the level and quality of sponsors, that I even purchased a sponsorship level myself! Great momentum we have.

I was wowed because I have seen your input and your feelings and your



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gusto or "joie de vivre" as an IELA member. Let's face it, our first day at the assembly was a heated one and very difficult. Due to the passion and the emotions of the legal part of our assembly, many of you, the members, were very disturbed. Many of you taught me a new definition to the word "good luck" on our first day, when you would give me a pat on my shoulder and say good luck ??? Good luck felt like Good Bye. But, as they say, 85% of communication is from our own body language and tone. In the days following, you all have communicated to me an intense feeling of support, belief and commitment to IELA. When at the end of our legal part, I asked all of you to confirm if you supported our assembly, agreed to the results and were in agreement with my agenda going forward. I really appreciate your overwhelming support and confirmation. Due to the difficulties of the legal part, it could have been an

A MESSAGE FROM THE EXECUTIVE

P.S. Next Year's Congress will be even better!

We have been overwhelmed by the feedback received since the London Congress closed. Words such as 'excellent', 'fantastic', 'brilliant' and 'best ever' have been used freely by delegates.

So, what were the ingredients of the success?

Using the analogy of a cake, the base was provided by the financial generosity and the expert guidance of the UK hosts. The next vital ingredient was the support of the many sponsors who are listed again page 7.

In the middle of the cake was the sweet bit – the variety of locations, attractions and entertainments made possible by the financial support.

The mixture that made the top layer was the dynamic and the spirit provided by 200+ attendees from 46 countries!

The icing was provided by the attention to detail shown by your Executive Director Declan Gane, the creativity of Event Manager Sally Jones and the superb support of Anna Guichard.

In truth the cake was nearly ruined by the contents of the General Assembly. For my part and that of your outgoing Chairman Phil Powell, I wish to state that we hated having to make the presentations that we made.

The rest, as they say, is history. The best description I have heard of the situation is that IELA was in need of a re-birth and, unfortunately, it was a painful one!

So, here's the conclusion. The Board of Management and the Executive (ESN) were distracted by the



transition and the election issues for long periods of time during the Congress. Next year, with full attention being on the 25th Congress, there is every reason to believe that Paris 2010 can be even better!

Finally, it is not just about the Congress. A new Board dynamic and, thanks to all members who voted at the GA, IELA is now on the final straight for the transition. This means that your Board and Executive can now spend much more time helping, there is so much more that IELA can achieve to help you and your business in the coming months as we move out of the economic downturn.

Next stop Las Vegas – we hope to see you there!

Trevor Foley

option that another "second and exceptional" legal assembly would have been required, but as all of you have given your overwhelming support for our results, this potential wasteful exercise is avoided and we can focus on member benefits instead of political agendas. I have heard from so many of you that you accept and embrace the changes that were and were not discussed. For this I am humbled and thank you. Together, the possibilities and focus are now on the right road – the members all benefit.

I am wowed because of the new changes, our future IELA Goal is very clear. It is appropriate to quote the English proverb which says "If you dam a river it stagnates. Running water is beautiful water." With this, our goal will be to drive and push member benefits. We will build upon the fantastic benefits that our past leaders have delivered to IELA. We will focus on the membership qualities and categories that you have discussed. We will focus on increased standards and increased trade between IELA Partners by increase our networking and time to meet. We will have a better website to create efficiencies for all IELA members, we will expand our contacts with organizers to bring more business to IELA members, we will focus on white spot countries where we need members, we will focus on updating our customs information, a valuable tool for us and our clients. We will focus on training our operational staff and giving them an opportunity to build relationships and to bring more business.

It has been stated by that "our true worth will be measured by the objects we pursue". We will pursue member benefits for IELA. We will focus on the future. In the meantime, embrace the challenges ahead and focus on what you are best at!



CALL TO ACTION

1. CHECK YOUR MEMBER DETAILS

Either pull-out the Members' List inside this issue and email updates to anna@iela.org or go to your IELA page using your log-in and password. Email Anna for any queries

2. SPEAK TO US

tell us what you are doing

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With members coming from all 46 countries where IELA has a presence and all but a handful of our 119 members represented at the 24th IELA Congress, the scene was set for a record breaking event in London in June. Back in the northern hemisphere for the first time in three years this 2009 turned out to be the biggest ever gathering of exhibition and event logistics specialists.

A SIZZLING SUCCESS

For many it has already proved to be the best yet - the record number of attendees and record temperatures too ensured that delegates and their companions enjoyed the traditional mix of business with pleasure. For those that missed it, the new-look, four day event opened with a Cocktail Reception on Thursday 25th June at the Radisson SAS Portman Square when delegates were introduced, many global business partners meeting face to face for the first time.

BUSINESS

The conference opened on Friday morning with keynote addresses from Simon Burton, managing director of Exposure whose own show had closed just the night before. Simon spoke on 10 topics about development and future strategies and tactics in an interactive presentation that has already led to the launch of the IELA Facebook group. He was followed by Brand Events' Chris Hughes, whose gripping personal story of how logistic strategy has now

become an integral part of his event creation process went down very well – after years of ignoring our sector, we are now his 'best friends.'

Focus moved to internal matters in the afternoon when after lively debate, IELA members voted in favour of a Board of Management Resolution to move from the current co-operative structure to a new legal structure. The vote to dissolve the current entity was not carried out. Based on this, a new team has been formed to clarify and to present to all members the new legal structure, which is a UK Limited By Guarantee Company, new articles and by laws and the focus is to give all members plenty of time to review these details for voting at the 2010 congress in Paris. In the evening the UK Member Hosts, Agility Fairs & Events, CEVA Showfreight, Exhibition Freighting, EF-GSM, GBH Exhibition Forwarding and Schenker UK took everyone for a spin on the London Eye before dinner and dancing while enjoying a cruise along the Thames.



87%

Overall Congress
quality was
very good/
excellent

"It was a wonderful congress but a bit hot..."

IRSHAD KHAN, FREIGHTWORKS, DUBAI



"I have been thinking about the Congress in the past few days – it has been an outstanding event! Allow me to congratulate you."

RON BERRY, THE AMIT GROUP, ISRAEL

90%

Usefulness
Congress was
very good/
excellent



"Big thanks to you and your team for all your good arrangements at IELA Congress 2009, which we highly appreciated and enjoyed. Personally, I think it is one of the most successful congresses that I have ever attended. Good management, packed programs, and a record number of attendees."

ELAINE WONG, BALTRANS EXHIBITION & REMOVAL LTD., HONG KONG

"Thanks for everything concerning the congress I thought it was the best ever by miles."

NEIL GOATCHER, EXHIBITION FREIGHTING LTD, UK



"Sincere congratulations and thanks for the first class global organisation of our 24th IELA Congress in London. Everything was perfect & timely well organised: the hotel, meetings, breakfast, lunches, day out, evenings ... we just enjoyed it. The 24th London Congress will remain in our memory as a milestone in the emancipation process of IELA."

THIERRY DEMEURE, ZIEGLER EXPO LOGISTIC, BELGIUM



89%
Usefulness of the
Breakout Sessions
was very good/
excellent

"This rare opportunity of meeting so many people of our unique industry turned out to be fascinating and fruitful, a true combination of business and pleasure, work and leisure. It gave me new ideas, and enabled me to form new friendships."

HAGIT TOMBAK, HERMES EXHIBITIONS, ISRAEL

PLEASURE

The IELA Congress is renowned for its successful blend of business with pleasure and the second day always consists of a 'Day Out'. This year was no different and on one of the hottest days ever recorded in London, delegates made their way on old Routemaster double-deckers to the Old Royal Naval College in Greenwich to sample the delights of a typical 'English Country Garden'. With Morris Dancers, England Cricketers and a Tug of War competition, there was plenty of activity for those who wanted to join in, and for those looking to lay back and enjoy the entertainment the Falconry Display went down a hoot as did the Marching Band. With coconut shies, candyfloss and ice cream this international audience received a 'full on' English Fayre experience.

Sunday saw delegates back in conference debating topical issues in breakout sessions including 'IELA - The Mission is Recognition', "Sustainability - Not Worth the Paper its Written On?" and "Business Plans to Meet the Challenges of an Economic Crisis". As a truly democratic organisation, members were next presented with bids from three cities vying to

host the 2011 IELA Congress and after a secret vote Seoul, Korea came out top and will be a wonderful new city-host to add to impressive past list. A final address by IELA's new Chairman Greg Keh of TWI Group Inc closed the formal part of congress with a call to all parties to demonstrate resolve, unity and to move forward together for a successful future.

EXCELLENCE

The congress was brought to a close at the Gala Dinner fittingly held in this year celebrating the 250th anniversary of the birth of Charles Darwin, at London's Natural History Museum. Dining in the spectacular surroundings beneath the famous dinosaur, IELA bestowed Honorary Membership on Ravinder Sethi, of RE Rogers India, past chairman and global face of the organisation who now joins an exclusive band of industry leaders.

Before the partying began in earnest however, the excellence awards were presented with trophies going to Schenker Deutschland, Hannover, Germany as best Export Agent 2008 and to R.E. Rogers (Malaysia) as 2008 Site Agent winner. Many congratulations.



"It was just a great organization. Thanks to you and all"
FEYZAN EREL, GRUPTRANS CO. INC, TURKEY



"I'd like to congratulate you, guys, for such nice work on the organization of the event in London."
MARIANE EWBANK, FULSTANDIG SHOWS E EVENTOS, BRAZIL



"..thanks for a first rate meeting. The speakers were the best we have ever had, the structure of the business days was well paced and relevant. Great job."
MARGARET CHURCHILL, AGILITY - FAIRS & EVENTS USA



"Well done!"
LEANN HARRISON, UNIGROUP WORLDWIDE UTS, USA



99%
thought the venue
for the Host's
Evening was
very good/
excellent

"Thank you very much for accepting me as a guest at this year's IELA Congress in London! I learned a lot and had a great time during the Congress sessions and at the evening events (especially at the London Eye!), and met very nice and interesting people. It feels great to be part of the IELA family!"
VERA KIMMESKAMP, UNIVERSITY OF COLOGNE, GERMANY

THANKYOU



Many thanks again to Feyzan Erel of GRUPTRANS Co. Inc. Turkey and Bill Langworthy of ROCK-IT CARGO Fairs & Exhibitions USA for supplying us with most of these great images

WORLD NEWS

REGIONAL CHAPTER - THE AMERICAS

Following the launch of The Regional Chapter meetings in Asia in January, the next gathering of IELA members, as well as specially invited guests, will be in the Americas on **Thursday 3rd December in Las Vegas**, alongside the 2009 IELA Winter Seminar.

This new networking event is a great opportunity for local professionals to engage with other specialists to learn, network, do business and enjoy a unique IELA social occasion. In addition, non-IELA members that meet the demanding standards for IELA membership, will also be invited to this exclusive event, delivering even greater value to the event for all parties.



The Regional Chapter will begin at 1300 hrs with a light buffet lunch, followed by three presentations and conclude with a cocktail reception ending at 1900 hrs – time then to continue the networking at your leisure!

EXTRA COPIES

Every member gets 10 complimentary copies of this IELA Report, but an unlimited amount are available at CHF 3.00 each. Contact Anna anna@iel.org for details on bulk discounts and to place your order.



Have you seen this man?

ITS AN HONOUR

RE Rogers India were quick off the mark to capitalise on Ravinder's Honorary IELA Membership. Another great example of 'win-win' exposure for both IELA and this long standing member. Send us your examples and you too will get a mention in the IELA Report. Well done, congratulations and keep it up!

An Indian company brings home pride from heart of global exhibition industry...

RE Rogers creates history...getshonorary membership of IELA.

In the ever happening exhibition industry, the latest buzz is the 24th IELA Congress & General Assembly - their 'rock' place in London, UK from 25th to 28th June, 2009.

IELA - The International Exhibition Logistics Associates (IELA) is a world-wide trade association dedicated to enhancing the professionalism of the transportation logistics and freight handling segments of the exhibition industry. The Congress gave the time to its delegates to catch up with friends from far a field and to get to know and welcome new ones. Do business and enjoy the company of fellow professionals from around the world! Along with the business hours, the programme of the Congress had enough scope for socializing and experiencing London.

The Congress witness some content worthy discussions on the issues like Recognition, Sustainability, Business plans to meet the challenges of economic crisis, Customs, Training, Standards and

Open forums for questions and answers. It also had tremendous scope for one-to-one business meetings and networking in formal and informal ways.



Four Indian companies including RE Rogers India Pvt. Ltd., PS Bodi Group, Orient Marine Lines Pvt. Ltd. and Trans-Link Express (India) Pvt. Ltd. showed up at this event. For Indian counterpart, a moment of pride was waiting to come across! It's for the first time in the history of IELA, that an Asian company has been given honorary membership for its outstanding contribution to the exhibition freight business! And that company is RE Rogers India Pvt. Ltd. "It brings us huge amount of happiness and pride that we have achieved this. I humbly accepted this honor as a part of Indian exhibition industry which is set to mark its strength in front of the global exhibition community" said Mr. Ravinder Sethi, Managing Director, RE Rogers India Pvt. Ltd.

GREAT EXPOSURE

The quarterly IELA Report is an ideal medium to get your message across to partners, competitors, organisers and more. Contact Anna anna@iel.org for details and reserve your spot before it's too late!

THE MISSION IS RECOGNITION



Watch out for the imminent launch of the all new IELA website and give us your feedback and comments. The new site brings together the new IELA branding and includes a host of new features including a daily updated news feed from leading global media players. The enhanced Member Zone means that IELA members take control of their own page, so no excuse now for incorrect address and contact details! Keep your eyes open for the launch which will be announced in an eNews Update.



100TH OPS CLUB MEMBER!

Many congratulations to Tugrul Sarman (left) who on his return from a recent event in



Damascus was presented with a Euro 100 surprise prize by his boss and new IELA Board Member Gruptrans' General Manager Feyzan Erel (right), as the 100th person to join the Ops Club online.

Ops Club is an online meeting place for people that do the real work to share thoughts, gossip, hints, photos and more with fellow 'hands-on' professionals. Since Tugrul joined and after the interest shown at Congress, numbers have swelled to 118!

<<STOP PRESS>> <<STOP PRESS>>

Check out the new IELA FACEBOOK group

facebook

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 119 members in 46 countries...

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IELA MEMBERSHIP

Following the discussions on strategic objectives at the London General Assembly in June, the outcomes was that focus should be made on White Spot Countries, without compromising on 'quality', one of the unique identifiers that ensure IELA member companies stand out from the crowd.

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 or Declan with contact details of any companies that you would be prepared to sponsor for IELA membership.

Email your recommendations to anna@iela.org or Declan@iela.org



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MEMBERSHIP WORKING GROUP

►► Dear IELA members,
As you all have heard at our congress in London, we have had a record year in terms of membership. We have great quality new members, we have had the largest assembly, and we have a new focus. During congress, we spent time focused on identifying what members want and it is clear that we as an association will be focused on:

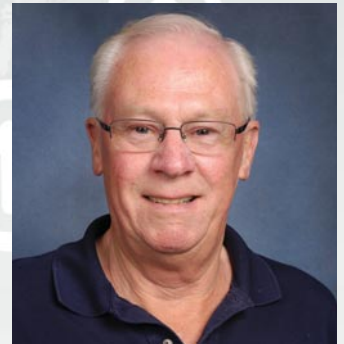
- **White Spot Areas** - A focus on recruiting members from areas where IELA currently does not have a member.
- **Trial, Developmental, or Provisional Membership** - A focus on members who should qualify for IELA and how IELA can enhance their ability and quality and experience.
- **Affiliate Membership category** - Currently we focus affiliate membership on same country offices. What about international offices.

During our congress, the Membership Working Group

met separately and also discussed our own focus which is very clear - it is only quality. In addition, we focused on making sure that we push all members to our session so that we could hear from all members, and not just the loudest members. We had a lot of input for sure.

During my period as Membership Chairperson, I would like to thank the hard work of all my group members, the intense and positive truths / conflict which they openly gave, and the strong results that came from these. I would like to thank the Secretariat and Anna Guichard for their steadfast hard work.

I would like to welcome Manuel Mazzini and Feras Bensaoud as our new members to our group. Just prior to the congress, Manuel had sent me some very interesting questions on his thoughts about the goals and commitment of this working group. They were very challenging to me, because the questions were similar to what some of the existing members of my group were telling to me. Coming from Manuel, it reinforced that now was the time to re-evaluate our goal and to get in alignment. I am happy that Manuel will be on the team because with conflict based on truth, we get great results! Thank you Manuel. Getting Feras on our team is a great achievement also. Feras is a new member that speaks at least 10 more languages than I do. He has a great perspective on what members want from other members. He also is knowledgeable in many of the white spot areas and has some great ideas already. Perhaps, it is time for a board meeting to be



New CHAIRMAN
Alan Hunter

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held in the middle east to explore some of the white spot areas! Welcomed to our team is Vicki Bedi. Vicki is passionate about all things IELA and is also a new member. His unique drive, passion, and experience in law and accounting brings a unique perspective to our committee. When we talk about quality members, selling to new members, recruiting new members, these are the things that he is great at and will help immensely.

I would like to also now introduce and congratulate Alan Hunter of GBH Forwarding as our new chairperson of the Membership Working Group. He is perfectly suited to lead our group to its new focus. As a company owner who has created a transition from his entrepreneurial ownership to the new and future management of his company, he is well suited to bridge IELA from our tradition, foundation and strength to the change and new paradigms challenge our future. Welcome Alan, good luck and thank you to all.

MEMBERSHIP WORKING GROUP

Danny Bataller
Gondrand Zurich
Feyzan Erel
GrupTrans Turkey
Imran Rahmani
Agility Fairs & Events, Pakistan
Ron Koehler
Schenker Australia
Markus Sprecher
Trans Impex
Shirish Kulkarni
Orient Marine Line India
Lucien Lawson
Clamageran France
Sandi Trotter
TWI Group, Canada
Kay Lohe
Cretschmar Germany
HS Bedi
P S Bedi & Co Pvt Ltd India
Feras Bensaoud
Bentraco Logistics Libya
Michael Hunter
GBH Forwarding

DURING MY PERIOD AS MEMBERSHIP CHAIRPERSON, I WOULD LIKE TO THANK THE HARD WORK OF ALL MY GROUP MEMBERS, THE INTENSE AND POSITIVE TRUTHS / CONFLICT WHICH THEY OPENLY GAVE, AND THE STRONG RESULTS THAT CAME FROM THESE





CHAIRMAN
Jim Kelty

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TRAINING WORKING GROUP

►► The Training Working Group met in London during the recent IELA Congress to push on in its mission to research and develop educational avenues for the association and its members. If you would like to join this group, please contact me or the IELA Secretariat. All ideas or suggestions that would benefit our training activities are always welcome.

Our discussions in London centred on plans and programmes for the 2009 IELA Winter Seminar re-scheduled for November 30-December 4, in Las Vegas, USA. It was decided that this Winter Seminar will again follow the same successful format of past events. More than 25 hours of educational and networking content – both in lecture and hands-on workshop sessions – will be provided. Attendance will be limited to just 30 students to ensure quality interaction among the students as well as personal attention

IELA IS ALSO HOLDING ITS AMERICAS REGIONAL CHAPTER MEETING IN LAS VEGAS AT THE END OF THE WINTER SEMINAR ON THURSDAY, DECEMBER 3.

from the presenters during the course. These instructors will be selected from the IELA membership and guest speakers will be recognized industry professionals. Full details will be released by the IELA Secretariat in the immediate future, but below is a brief preview of the schedule and presentations.

IELA is also holding its Americas Regional Chapter meeting in Las Vegas at the end of the Winter Seminar on

Thursday, December 3. This added event will afford the students an excellent opportunity to be a part of the association's typical activities and network with members and industry professionals alike.

Other Training Group business involved a review of its sponsorship and support of the University of Cologne's International Summer University program. Working Group member, Achim Lotzwick, presents "The Importance of Logistics to International Show Organizers and Exhibitors" to the event's attendees. The University postponed this year's event until 2010 and IELA will continue its support for this exciting programme again next year.

Our Working Group also continues its discussions with UFI about potential programs and/or cooperation in each other's educational plans. As these develop further, details will be announced in future IELA Reports.

TRAINING WORKING GROUP

Daniel Battaler,
Gondrand AG, Switzerland

Bruce Cutillo,
Elite Transportation Services,
Thailand

Jan van Houwelingen,
CEVA Showfreight,
The Netherlands

Jim Kelty,
Airways Freight, USA

Erkki Koski,
Suomen Messu- ja Logistika,
Finland

Anneli Larsson,
Schenker, Sweden

Achim Lotzwick,
Cretschmar Messcegaro,
Germany

Miguel Macara,
RN Trans, Portugal

Christoph Rauch,
BTG, Germany

IELA Winter Seminar 2009

Monday, November 30		Arrivals Welcome reception
	19:00	
Tuesday, December 1		Seminar opens, Welcome comments "Speed-dating" Introductions History of IELA Workshop on Tariffs Responsibility of on-site agents Responsibility of export agents
	08:30	
Wednesday, December 2		Customs workshops 3 Regions: Asia, USA, Europe Guest speakers Ops Club benefits Stump the experts
	08:30	
Thursday, December 3		Customer service workshop IELA standards of performance UFI presentation Exam / questionnaire Join the Regional Chapter Meeting Evening Reception
	08:30 15:00 18:30	
Friday, December 4		Day out
	09:00	
Saturday, December 5		Departures



CHAIRMAN

John Harrison

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ORGANISERS WORKING GROUP

▶▶ "AN ABIDING BELIEF"

Our Group's compliments to Greg Keh, TWI, USA as the new Chairman of IELA.

Coincidentally, in London, for the first time in IELA's 24 year history, it can be said that the major international Trade Fair Associations and Organisers of North America are linked to IELA; either by active membership or certainly by reciprocal web links.

We must thank Sandi Trotter of TWI Canada for her work with the Canadian Association of Exposition Management. Thanks to Rene Carvajal Garcia, New Age of International Business in Mexico, for his contact and IELA link with AMPROFEC, the Major Trade Fair Association for Organizers and Service Providers in Mexico--- this completing the southern tier of this connection.

And praise, to the many USA IELA members who established, promoted and maintain relationships with the likes of the International Association of Events & Exhibitions, the Major American Trade Show Organizers, the Society of Independent Show Organizers, the Exhibition & Convention Executives's Forum, to name a few.

(By the way Rob Moore of Agility and Sabine Schlosser of Schenker & Company have also established full IELA coverage in Australia!)

While, I believe this is a comprehensive achievement for the IELA Organiser Working group, better still is the infusion of new members to our group in London.

I would like to formally acknowledge and welcome to our Working group:

• **Vicki Bedi from PS Bedi India**— His ambition for IELA is promising; my compliments to him and his company for their IELA membership and generous support of IELA. I'm sure he will embody our notion of the "Challenge is Change". I welcome his enthusiasm,

company's vision, and look forward to his contributions.

- **Feras Bensaoud, Bentraco Logistics & Shipping of Libya** who brings much promise, potential, sense, and an articulate voice, to the promotion of IELA in North Africa and beyond.
- **Rene Carvajal, New Age of International Business-Mexico** who provides us with additional capability in Mexico; his effectiveness already demonstrated with the AMPROFEC Association link.
- **Agustin David from BTG Argentina** who looks to expand the presence of IELA with the government of Argentina beyond a logistical capability; as an active partner to increase the trade fair volume in his country and region – a "new" way to look at IELA; IELA as an 'associate' partner, utilizing our knowledge and resources, to promote the development of a country's international trade fair base.

We acknowledge Erkki Koski, Suomen Messelogistikka Oy, Finland. He asks; 'How many appointments as 'Official Freight Forwarder and On Site Agent' do IELA members have worldwide? The answer to that supports our 'Brand' with Organizers; helps to establish an important 'Selling Point', reinforces who we are and why. We will document that. Thanks Erkki!

Our new members bring expertise, ideas and added energy to IELA; they compliment our formidable current Working Group.

Ravinder Sethi's executive position with UFI is singular; his IELA representation there prominent. The complexion and issues of UFI significantly bear on all of us. UFI's member Organisers, Associations and Service providers are legion; they represent a life-line to our business. Their industry concerns and issues will continue to be reported to us.

Telling the IELA story may say more about us than our own companies. Many of us are regional or, at best, in one country. IELA affords many of us a global perspective and recognition that we might, otherwise, not present.

And, once again, our Mission is Recognition... Our Group believes, fundamental to IELA, there is an abiding belief that IELA Recognition will create increasing business for our Association; and then to our companies from the over 1900 recorded Global Trade Fair Organisers & Event Producers; and of course, in connection with these efforts, business from our fellow IELA members. Direct benefit is not always easily and immediately documented. But, we do believe our efforts WILL produce business for our companies because of our IELA association and membership. If we don't believe this, why are we here?

The IELA Congresses are great; the information valuable, the friendships formed and reinforced are worthwhile. We serve our company's interest. That's fine, that's good and that's the way of it. Maybe better, we should expand and 'enlighten' our interest to include IELA as part of our normal sales approach and message.

In this day of web activity, our competition is no longer a secret.

Phil Powell our recent past Chairman said: "the Challenge is Change". He's right. And, this Group believes that. With no abiding belief in what this association stands for, the continual promotion of business and upgrading of our Brand and Product, to change for the better, the purpose of our IELA membership is devalued; it makes it null. Our Group believes we have nothing to lose by promoting our 'grand association' to one and all. That's really the purpose of what we do. Thanks to all for your efforts!

ORGANISERS WORKING GROUP

Guido Fornelli
Expotrans s.r.l.Leann Harrison
Unigroup Worldwide, Inc UTCLucien Lawson
Clamageran FoirexpoAchim Lotzwick
Cretschmar MesseCargo GmbHGoran Magnusson
On-Site Exhibitions ABSue Montilha
Nazha and Darwish LtdRob Moore
Agility Fairs & EventsMarcelo Paradelo
Walver Logistics Brazil LtdaRavinder Sethi
R.E. Rogers India Pvt.LtdElaine Wong
Baltrans Exhibition and Removal LtdVicki Bedi
P S Bedi & Co Pvt Ltd
Sungmin Lee
Kemi Lee sm@kemi-lee.co.krFeras Bensaoud
Bentraco LogisticsRené Carvajal
New Age of International BusinessAgustin David
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CHAIRMAN
Sabine Schlosser

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Ludmil Rangelov
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David Richards
Agility Fairs & Events, UK

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Bas Oversier
A.J. van Deudekom B.V.

Manuel Mazzini
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Col. Chopra
P S Bedi & Co Pvt Ltd

Elaine Wong
Baltrans International &
Removal Ltd

Hagit Tombak
Hermes Exhibition & Projects

Jihad Khoury
Airlink International, Dubai

Klaus Pauluschke
BTG Messe-Spedition GmbH

Marcelo Paradela
Waiver Logistics

Mariane Ewbank
Fulstandig Shows e
Eventos MC Ltda

Michael Beckers
Airways Freight Corp

Ravinder Sethi
R E Rogers India Pvt Ltd

Sue Montilha
Nazha & Darwish

STANDARDS WORKING GROUP

►► **Moving fast towards the ultimate IELA quality.....!**
A great and interesting congress has come to an end in London – with more and more valuable input from members when it comes to standards, improving performance and true quality ambitions.

As mentioned throughout the congress, the Standards Working Group is about a lot of things – we are about surveys, analysis & action, performance improvement, highest quality, reputation in the market, and much more. Yet most of all we want to provide members with useful tools to make sure that being an IELA agent means being a highly qualified events logistics provider, a trusted source around the world.

On the subject of surveys, we can clearly say that the numbers of surveys completed has increased significantly from 2008 to 2009 (more than 20% increase in participation). Unfortunately, not all of the surveys could be used for the final analysis, for reasons explained during the congress. Let's be very clear on this - the surveys are not supposed to be a marketing tool and to get a sister company on stage at the awards nights.... The surveys are tools to be used by you, the single member, to be able to view your own ratings and think about those results.

The average ratings for 2009 were 5.265 for site agents and 5.423 for export agents – check out your rating on the web and see how you are placed. Are you close to the average, above or below? This will give you a good feeling of what the others think of your services. And in turns this can help you to see where you are pretty good at already and where there may be opportunities for improvement.

It's only meant to help you – try to check it out and see if it

IN THE LAST FEW MONTHS, WE HAVE ALREADY ESTABLISHED THE IELA QUALITY PROTOCOL FOR SITE AGENTS AS WELL AS THE IELA QUALITY PROTOCOL FOR EXPORT AGENTS, WHICH ARE KIND OF "CHECKLISTS" ON QUALITY SERVICES PERFORMED.

can be of use for you!

Yet.....measuring performance is one thing – and improving performance another.

To help members to improve performance, we want to set up a library of tools which everyone can use (not a must, just something to help you if you want). In the last few months, we have already established the IELA quality protocol for site agents as well as the IELA quality protocol for export agents, which are kind of "checklists" on quality services performed. We are currently working on a few more forms such as the commercial invoice/packing list, return instructions and pre-advice.

The commercial invoice/packing list will be up and running on the web in the next few weeks, and you will receive a notification via IELA news. This form in particular could be very useful to you, as you can download it in both excel and pdf versions. The excel version is set up in the way, that figures automatically add up (and you can change formulas if you want).

As many agents – for years – still have been using word formats for this form in particular, this will make their lives a lot easier. So stay tuned and watch out when the announcement comes out through the IELA news.

Last but not least, the enthusiasm and support for the Standards Working Group has been overwhelming at the London congress. I am very pleased to announce that we now have 10 new members in our group, which is a fantastic result - the more input from people all around the world, the better!

A warm welcome to (in alphabetical order, by first name):

- Col. Chopra,
P S Bedi & Co Pvt Ltd
India
- Elaine Wong,
Baltrans International
& Removal Ltd
P.R. China
- Hagit Tombak,
Hermes Exhibition & Projects
Israel
- Jihad Khoury,
Airlink International
UAE Dubai U.A.E.
- Klaus Pauluschke,
BTG Messe-Spedition GmbH
Germany
- Marcelo Paradela,
Waiver Logistics
Brazil
- Mariane Ewbank,
Fulstandig Shows e
Eventos MC Ltda
Brazil
- Michael Beckers,
Airways Freight Corp
USA
- Ravinder Sethi,
R E Rogers India Pvt Ltd,
India
- Sue Montilha,
Nazha & Darwish Syria

Welcome team and keep the ideas coming!



CHAIRMAN
Tijen Ozer

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CUSTOMS WORKING GROUP

►► Well, another IELA Congress is over with a lot of crucial moments and nice memories. I believe it has been a very efficient congress due to its high number of participants and the delicately planned organization. Thanks to the IELA Secretariat and all UK hosts for their great efforts to make the congress a remarkable one for us.

We also had a very nice meeting during the congress where our Working Group members have found the opportunity to discuss the efficiency of the Customs Forms on the IELA web site and other upcoming projects.

We all agreed on that Customs Forms are very important marketing tools for IELA and useful guidelines for our members. However, the forms should be more compact, consisting of general information about the countries, rather than having specific information which may be different for each member company. Therefore, the forms will be reviewed and updated in shape by 1st October 2009 and I must thank Sameh Guirguis for volunteering to lead this important task.

You all know that we have been discussing implementing an on-line system to fill-in & up-date the Customs Forms for a while. We are now one step further and looking for the most efficient way to avoid any conflicts and discrepancies among the multiple members of the same country. We hope to finalise this system

WE WILL ALSO LOOK INTO THE POSSIBILITY OF HAVING A CUSTOMS WORKSHOP DURING THE WINTER SEMINAR THROUGH JOINT EFFORTS WITH THE TRAINING WORKING GROUP, WHERE WE CAN FIND THE CHANCE TO SHARE EXPERIENCES WITH THE OPERATIONS PEOPLE AND JUNIOR STAFF IN OUR COMPANIES.

before the end of the year so that it will be easier for everybody.

Thanks to all members who supported us with their suggestions and who filled in our questionnaire during the congress and gave back to us. We had some very interesting comments and suggestions on what and how we are expected to do for the membership. Those who could not find the opportunity to give us the filled-in questionnaires, can send them

by e-mail to Tijen@idaexpo.com. Every single comment is very valuable for us.

We will also look into the possibility of having a customs workshop during the Winter Seminar in December through joint efforts with the Training Working Group, where we can find the chance to share experiences with the operations people and junior staff in our companies.

Another very important task we are keen on finalising within this year is that, we would like to have a complete customs classification of goods for the use of IELA members. Considering that finding out the right classification for the items we export and import, consumes a lot of time and energy, we are looking for possibilities of purchasing the information and putting on the IELA website. Those who have suggestions on how we can reach this information, are kindly requested to contact myself.

And finally I would like to thank members who joined Customs Working Group during congress. Now we are a large group from different regions of the world which gives us the confidence that we can serve you in a wide range:

So please see the up-date members list of the IELA Customs Working Group on the left.

Thanks again and hope to meet with you in the next IELA Report!

CUSTOMS WORKING GROUP

Tijen OZER
IDA Expo - Turkey

Ravinder SETH
R.E. Rogers - India
Sameh GUIRGUIS
Samehco - Egypt

Inam RAHMANI
Agility Logistics - Pakistan
Sergei MINTS
EWT - Russia

Roland TSE
Balttrans - Shanghai/China

Ersan ERTEM
Ertem Nakliyat - Turkey

Kuldeep RAZDAN
PS Bedi - India

NEW MEMBERS

Maria MAMBELLI
Expotrans - Italy

Sabine SCHLOSSER
Schenker - Australia

Jorge REINA
Resa Internacional - Spain

Coco
Air Sea Transport - China

Cathy
Air Sea Transport - China

Surjeet Singh SACHDEV
R.E. Rogers - India

Heimo SCHWARZBAUER
Schenker - Austria



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Mr. Karl BUEHLER

Mr. Thierry DEMEURE

Mr. Dieter FRAEULIN

Mr. Jean-Paul MOSER

Mr. Hans BRAUCHLI

Mr. Ron BERRY

Mr. Ravinder SETHI

MEMBERS 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

25TH IELA CONGRESS HOSTS



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IELA EVENTS

**2009 IELA Seniors' Club
Paris, France:**

25.09.09 – 27.09.09

**2009 IELA Winter
Seminar, Las Vegas, USA:**
30.11.09 – 5.12.09

**Regional Chapter -
Americas, Las Vegas,
USA: 3.12.09**

The next IELA Congresses will
take place in:

**25th Jubilee IELA
Congress, Paris, France:**
24.6.10

**26th IELA Congress,
Seoul, Korea: TBC**

AFFILIATES RESIGNATIONS

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Schenker Australia Pty Ltd.

Tullamarine VIC - Melbourne

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Schenker Stinnes Logistics –

Fairs & Exhibitions

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**IELA currently has 119 members in 46 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.**

**Email Anna anna@iela.org
with all amends to your company details.**

NEW MEMBERS

We are pleased to welcome the following new members:

	<p>Bentraco Logistics PO Box 91997 Tripoli Libya</p> <p>Main contact: Mr Feras Bensaoud T: 00218 21 4444972 / 4442579 F: 00218 21 3339036 E: bensaoud.f@bentracologistics.com W: www.bentracologistics.com</p>	<p>Bentraco Logistics is one of the leading forwarders in Libya. We are members of several international associations such as FIATA / TIACA / WCA / DGLN and with offices in Tripoli, Benghazi, Misurata, we are able to offer many services covering all of Libya such as:</p> <ul style="list-style-type: none"> • Exhibition freight forwarding specialized service around the world (leader in the Libyan Market since 2003). • National and international trucking services, pickup and delivery service. • Air & Ocean Logistics. • Over dimensional Cargo. • Project Cargo. • Dangerous Goods transport and certification (only company in Libya offering this service). • Packing, crating, and palletizing of goods. • Door-To-Door Service from / to any Libya. • Oil & Gas Logistics. • In-house customs brokerage.
	<p>DHL Logistics (Switzerland) Ltd Trade Fairs & Events Heldastrasse 66 CH-9470 Buchs SG Switzerland</p> <p>Main contact: Mr Mathias Schatzmann T: 0041 81 755 13 35 F: 0041 81 755 14 13 E: mathias.schatzmann@dhl.com</p>	<p>DHL's specialised service for all of your trade fairs and events transportation needs. You might choose from a complete range of exhibition services to ensure a perfect show.</p> <p>Whether you are exhibiting works of art, large processing machines, you can rely on DHL to deliver your exhibits, stands and promotional material on time, anywhere in the world.</p> <p>Our comprehensive portfolio of trade fairs and events services enables you to concentrate on visitors and customers while we take care of your logistics.</p> <p>Customer Benefits</p> <ul style="list-style-type: none"> • access to industry knowledge experts who will assist you in planning and coordinating your annual worldwide fair activities • customised logistics services that meet your special requirements - worldwide presence at important trade fair centres giving you the expertise on site to support you with your show • customs formalities and clearance expertise to ease the process for you • high service flexibility ensuring we tailor our solutions to meet your goals • dedicated on-site teams that will be there to provide you with the support that you need • complete range of exhibition services giving you flexible options to deliver the best results. <p>Expert knowledge for all your needs</p> <p>Our experienced employees across our business offer you optimal handling of your trade fair logistics needs. Tailor-made solutions are developed for all logistics requirements before and after the fair or event.</p> <p>You can decide on the preferred mode of transport - road, air or sea - to and from the trade fair site, and then leave all document handling, customs clearance and import/export formalities for international transport to DHL.</p>
	<p>GlobeX Logistics Inc. 3834 Silvestri Lane, Ste. B Las Vegas 89120 Clark United States</p> <p>Main Contact: Mr Ty Warren T: 001 702 433 1059 F: 001 702 433 2948 E: twarren@globexlogistics.net W: www.globexlogistics.net</p>	<p>GlobeX Logistics Inc. was started in January 2005 to provide Domestic and International Forwarding services to exhibitors worldwide. The focus of GlobeX Logistics is to provide a single point of contact to our customers, who are purely focused on getting the job completed.</p> <p>Our staff was selected based on experience and knowledge of the industry. All members are experienced in the Exhibition Industry, having performed roles in all aspects, from show management to exhibiting. With this knowledge base, we feel that we understand what the customer wants, what the customer needs, and how to deliver upon those requirements.</p> <p>Below are some of the services that GlobeX Logistics offer:</p> <ul style="list-style-type: none"> • Import for exhibitions held in the US • Export to exhibitions held outside of the US • Government Licensing • Customs Clearance • On-Site Handling, including forklifts, cranes and other specialize equipment • Domestic Transportation, including common carrier, van line and airfreight service • Global Tours • Project Logistics

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- Member of various Indian/International Trade & Industry Associations



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