

# WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES

## INDUSTRY NEWS

2011 ANALYSIS AND OUTLOOK

## CUSTOMS REPORT SOUTH AFRICA

# A CHOICE OF VALUES



27<sup>TH</sup> IELA CONGRESS & GENERAL ASSEMBLY

IELA PARTNERING EVENT • BARCELONA • 24-29 JUNE 2012

PLUS ► MEMBERS NEWS ► IELA NEWS ► MEMBER LISTING ► WORKING GROUP NEWS



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## ▶ EDITOR

Elizabeth Niehaus ▶▶ [elizabeth@iela.org](mailto:elizabeth@iela.org)

## ▶ ADVERTISING

Elizabeth Niehaus ▶▶ [elizabeth@iela.org](mailto:elizabeth@iela.org)

**IELA Secretariat / Executive Management**  
**TQ Consulting GmbH**  
 Lindenhof 6  
 6060 Sarnen, Switzerland  
 T. +41 41 661 1718  
 F. +41 41 661 1719  
 W: [www.iela.org](http://www.iela.org)

## ▶ DESIGN

DGCVer ▶▶ [www.estudiogdcver.com.ar](http://www.estudiogdcver.com.ar)

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## ▶ CHAIRMAN'S CORNER

Dear IELA Members, This is my second IELA Chairman's come and I am thrilled to write it and to hold this position



▶▶ CHAIRMAN  
 Bob Moore

CONTACT DETAILS  
 T. +61 9 933 033 03  
 E. [remoore@agilitylogistics.com](mailto:remoore@agilitylogistics.com)

with organisers, venues and industry associations. The work done this year with UFI, IAEE, EEAA and others reflects our activities. The fact that several of us sit on industry associations and meet with industry groups reflects the way we are respected as a group of dedicated industry professionals.

Dear Friends,

We are now well into 2012 which is our 27th year. Time goes very quickly but how often do we reflect the number of years we have been in the industry and how it has developed from the handful of founders in Geneva all those years ago!

We are the only Association representing the exhibition logistics industry and have continued to grow our membership and global reach. We have seats at various association tables and continue to be the industry organisation with links to all major organiser associations.

Since our last report your Board met in Zurich. Quite an experience for this Australian having left Melbourne in 37 C and arriving in Zurich at - 8C. For those of you that have not served on the IELA Board the meetings are highly focused and cover all areas of our operation. As you know currently IELA is a Swiss based cooperative and time has been spent with the legal board preparing for a transition to a "non profit" Swiss based Association. In Barcelona we will vote to change to a status that will give us more flexibility in these rapidly changing times and enable us to utilise all the talent available to IELA on one focused Board. People ask why we need rules and regulations but any association has to be managed correctly. We are there for all our members no matter whether they are multinational companies or sole traders in a far flung place. We are there to represent you all

To highlight that further in Barcelona we are focusing on core areas for our members. Sustainability which is a key subject for organisers and venues, OH & S (Occupational Health and Safety) and how we educate our clients that we deliver services others cannot (Couriers and general freight forwarders)!

We have two great speakers, an exciting programme and of course following our Congress the opportunity to network with other non IELA members to broaden our opportunity base.

On a sad note many of you will be aware that Bob Rogers, the founder of R.E.Rogers Ltd died on April 7th. Bob was known to many of us and at some time I am sure paths would have crossed. He was not only one of the industries founding fathers but also a great leader. I had the pleasure of working on site with him many years ago in Jakarta and I must say a lot of my knowledge and attitude to the industry came from those 10 days with Bob. We will all be thinking of his direct and exhibition family at this sad moment.

To all of you enjoy the rest of 2012 and see you in Barcelona. We look forward to the hospitality of Pablo and his team and of course to more than a couple of Sangrias! ◀

See you all there

Bob



## MEMBERS NEWS

ISHIKAWA-GUMI'S  
100<sup>TH</sup> ANNIVERSARY

A driving force in the exhibition forwarding industry, the company Ishikawa-Gumi celebrates this year its centenary year, having been founded in 1912.

Its initial activity was in the field of customs brokerage and warehousing to then move on to international freight forwarding in the 1950's.

The reputation of the Ishikawa-Gumi company grew quickly with a variety of customers from diverse industries e.g. automobile, marine equipment, space technology, aviation etc. The company became a name for excellence in event forwarding in Japan.

When it comes to handling valuable cargo, determination and respect for quality services are the utmost priority for every project. Confirmation of the excellence offered by the company is shown in its appointment by the AEO (Authorized Economic Operator) as "Authorized Customs Broker" in 2010. ◀

▶▶ [www.ishikawa-gumi.co.jp](http://www.ishikawa-gumi.co.jp)

## MEMBERS NEWS

EXHIBITION FREIGHTING'S  
30<sup>TH</sup> ANNIVERSARY

**Len Troost, founder of Exhibition Freighting, reflects on the early years**

It was early March, 1982, when I found myself redundant and broke, with a wife, two children and a mortgage to support. I thought I was having a bad day – then my company car was repossessed.

A promising phone call with a prospective client, a visit to a helpful bank manager (you can tell this all happened 30 years ago) and a meeting with an accountant, and suddenly Exhibition Freighting existed. Working from home and with the wonderful support of my wife Brenda we were in business.

The early days were hard. Catching the night ferry to Ostend, checking freight in or out somewhere in Europe and returning on the next night's ferry gets very wearying. Back in the eighties there was no European Union so every country had its own border control and paperwork. French customs were notoriously difficult and not at all interested in your need to catch a particular ferry: if you even looked at your watch they would take great pleasure in delaying you as long as possible as they studied your passport and inspected your car.

1983 was a significant year for the company. First we won the contract to take British Telecom to Telecom Geneva, then we were appointed the official freight forwarders for the International Television Symposium in Montreux, which in those days alternated years with IBC.

It was also the year we first came into contact with our biggest client to date: Quantel. Our partnership has endured over the years, and I believe it is as strong now as it ever was.

In 1985 Exhibition Freighting was one of the first members of the International Exhibition Logistics Association (IELA). This organisation was set up to improve the standing and standards of logistics companies working in the exhibition industry, and we played a very proactive role in it. I chaired the standards and ethics committee for a number of years, and served on several other committees.

In 1985 we also took the plunge to use computer technology to help us, and in 1987 we were the first to use a portable computer on site at an exhibition. How times have changed!

What has not changed are the core values of the company. The staff has grown, but all have the same work ethic, dedicated to providing all of our clients with unrivalled service, whatever they need to ship and wherever it was going. ◀

▶▶ [www.exhibitionfreighting.co.uk](http://www.exhibitionfreighting.co.uk)



## IELA BEST PRACTICES

We, the *IELA members*, are all aware of the enormous benefits gained due to our official industry alliance. Among others, we have the opportunity to exchange experiences and know-how between professionals. We would like to present one particular project which goes over and beyond the traditional function of the association and which opens up an exciting opportunity for *IELA members* to play a leading role in training future generations in the logistics industry.

**Thierry Demeure**, shortly retired from **Ziegler Expo Logistics** in Belgium, was delighted to send his son **Sebastien** on a job placement, extremely well-organized by **Ravinder Sethi** with **R.E. Rogers India Pvt. Ltd.**, for 2 months as part of his final studies in logistics management. Sebastien has the opportunity to attend 9 international exhibitions in Delhi, Bangalore and Mumbai. Following this period, he will be leaving for Melbourne for a traineeship lasting 4 months at Schenker Australia, arranged by Ron Koehler. They have a placement programme for approx. 40 students each year and consequently take on students as full-time employees. There is no better way to transfer the knowledge to next generations and to carry out an efficient recruitment process!

Of course the success of the placement project is also very much dependant on the enthusiasm of the tutors involved in coordinating and defining the tasks and, more importantly, accompanying the students. We recognize and highly esteem the willingness and commitment shown by **Ravinder Sethi** at **Rogers India** and by **Ron Koehler** at **Schenker Australia** in this particular case.

We believe that there are only benefits to be gained from student programmes, **OPS Club** and **Winter Seminars**. On reading about these very positive experiences, we hope that other *IELA members* will be encouraged to start up a similar placement project in their company as soon as possible.

It is the **IELA** for which we are working: on the one hand we are an association, on the other a brand recognized as a trade name for quality and professionalism. The tasks of our senior members is to transfer their knowledge, experience, enthusiasm and drive to the younger generations in order to promote global excellence in exhibition and event logistics. ◀

►► **Call to action** – Have your say! Send in your news, opinions, letters and pictures for publication and stimulate debate. Contribute to the new column “Best Practice”, 150 words max to [elizabeth@iela.org](mailto:elizabeth@iela.org)

## NEW DEVELOPMENT OF E.S.I. GROUP



After having merged with F.E.I. in January 2011, E.S.I. Group integrated French company EXPO PLUS as a subsidiary company last February.

The main activity of EXPO PLUS is the dedicated assistance to key accounts companies of Defense & Aeronautics industry, that participate to international exhibitions or private shows, such as round-trip demonstrations.

This new stage of our developing strategy allows us to complete the range of the logistical solutions we can provide to our customers and agents, and to face with confidence the fast changes of our industry and the new requirements of our clients.

Our staff is therefore strengthened with new skills : In complement to our global offer for usual international fairs and exhibitions, split in domestic / abroad events, we have now specialized departments dedicated to special industries or activities :

- Food & drinks
- Defense & aeronautics
- Nuclear & fossil energy
- Live shows
- Fine art shipments
- Industrial projects to / from C.I.S.
- Round-trips, private show rooms requiring on-site assistance & maintenance

The EXPO PLUS team moved into our new building, located within CDG airport area : we are now more than 45 professionals, all dedicated to the Events Industry, collaborating closely under the leadership and management of Amaury CHAUMET.

The long term actions undertaken, the long-standing support of our partners, and the achievement of this new challenge consolidate our leading position in France, for domestic and export events, and allow us to feel safe for the future.

Looking forward to meet again the IELA family in Barcelona, I remain at your disposal if you have any comment or question on the above. ◀

**Evelyne Duval**

►► [evelyne.duval@group-esi.com](mailto:evelyne.duval@group-esi.com)

## MEMBERS NEWS



### IELA SENIORS CLUB

The 7th Seniors Club meeting will take place in Dublin, Ireland from Friday 8 to Sunday 10 June 2012.

For more information or registration, please contact : [hansruedi.brauchli@bluewin.ch](mailto:hansruedi.brauchli@bluewin.ch)

P.S. Should members have staff going into retirement let Hans know who might be interested in joining the **IELA Seniors Club**:

►► [hansruedi.brauchli@bluewin.ch](mailto:hansruedi.brauchli@bluewin.ch) ◀



►The 2011 Winter Seminar Class

### WINTER SEMINAR 2013

#### Back to Zurich

From January 16-20, 2013 the Winter Seminar will return to Zurich and Erkki Koski and Daniel Bataller are already very busy preparing the event.

The Winter Seminar is indeed a great IELA membership benefit: training the new generation in Exhibition and Events Logistics and boosting business relationships.

Offer outstanding educational and business opportunities to your operational staff sending them to attend the IELA WINTER SEMINAR 2013!

We have 30 vacancies only. The registration Fee is CHF 2.350,--

For more information please contact **Erkki Koski** at [Smlog.erkki.koski@smlog.fi](mailto:Smlog.erkki.koski@smlog.fi) or **Elizabeth** at the Secretariat [elizabeth@iela.org](mailto:elizabeth@iela.org). ◀

### WELCOME 3 NEW MEMBERS TO IELA



Our South African colleagues at **La Rouxnelles Logistics & Consulting** have proven their excellence in the field of event logistics. Their reputation as real professionals led them to be appointed as sole clearing and forwarding agent by a number of large well-known events. International companies rank among their customers. The company's owner and founder Leon Roux has industry experience dating as far back as 1985. We have succeeded in taking a photo of him 'on the job' during one of those scarce moments when he is actually sitting down for two minutes! Have a look at page 27.

The Malaysian company **JIM Project & Expo Logistics** has now been added to our list of specialists in Asia Pacific. Enormous flexibility alongside modern custom-built machinery and vehicles make them an irreproachable partner for your logistics project.

Last but not least: **Korea Interlink Inc. (KOINK)** joined IELA early April. KOINK was founded in 1994 and since then has been involved in the exhibition and event industry.

By joining the IELA network, we hope to reinforce business for our three new members and in turn, learn from their extensive experience and professionalism which will be an enrichment for our group and its activities around the globe. ◀



## Breaking All Records: From June 24th-29th The floor is yours!

Uninterrupted Networking with your worldwide counterparts in a unique environment: the Hotel ARTS in Barcelona.

# A CHOICE OF VALUES

## 27th IELA Congress & 1st IELA Partnering Event

### IELA 27<sup>th</sup> IELA Congress General Assembly & Partnering Event



#### ►► SECRETARIAT Elizabeth Niehaus

**CONTACT DETAILS**  
T. +41 41 661 1718  
E. [elizabeth@iel.org](mailto:elizabeth@iel.org)

#### ►► BRINGING TOGETHER THE WORLD'S KEY PLAYERS, NEWCOMERS AND NICHE SOLUTIONS PROVIDERS TO ONE PLACE: BARCELONA.

**PROFIT FROM EXCLUSIVE  
NETWORKING OPPORTUNITIES,  
MEETING COLLEAGUES AND FRIENDS  
AND SECURING BUSINESS!**

We are delighted with the outstanding response of the industry with the highest numbers of CEO's meeting at one place ever: 130 delegates confirmed their participation at the 27th IELA Congress. 210 decision makers representing 47 countries registered so far to the 1st IELA Partnering Event.

We have organized six days of educational, interactive and fun-filled networking just for you. For all delegates and accompanying persons there is a fun-packed programme which opens with a Welcome Cocktail reception at the fantastic Hotel ARTS on Sunday. Then as the Companions head off the next day to enjoy Barcelona, Delegates will join one of the most important General Assemblies ever. The Congress starts on Tuesday with keynote addresses from Jochen Witt and from Rowena

Arzt! During the DAY OUT in Sitges you will be part of the BEST Paella Competition ever!

On Wednesday evening the 1st IELA Partnering Event will open its gates to new business opportunities with a Welcome Cocktail following with a full-packed 1-2-1 meeting programme on Thursday. On Friday you have the choice: either join the IELA Golf Open, visit FIRA BARCELONA or continue with scheduled informal business meetings. You have the freedom to choose!

It's been 6 months now since we took on responsibility for the IELA Secretariat. We focus our time and energy on continuing to improve how IELA works for you. Our mission is to add value to your business: this means fulfilling our role of promoting our industry and becoming an informative networking channel for all

members all over the world but in addition to this, to improve the efficiency, effectiveness and profitability of your business.

After 27 years of activity, we are now a very well-established organization with a number of respected traditions to protect. At the same time, we must recognize that our world is continuously and rapidly changing. New communication tools must be developed, new and emerging markets must be accessed which consequently result in applying new methods of doing business. We are proud of being part of this development and we look forward to brainstorming with you during our stay in Barcelona, working together for a better IELA. ◀

With our best regards,

**Elizabeth Niehaus**  
The IELA Secretariat

#### ►► SPONSORS







# 27<sup>th</sup> IELA Congress

General Assembly & Partnering Event

## Programme



**Sunday, 24<sup>th</sup>**

### Time

14:00 - 20:00  
t.b.c.  
17:00 - 18:00  
19:00 - 21:00



### Function

**Congress Registration**  
**Informal WG Meetings**  
**Introduction for First Timers & New Members**  
**Welcome Cocktail IELA Congress, Reception**

### A CHOICE OF VALUES:

STRENGTH AND COOPERATION WIN

*Sunday 24<sup>th</sup> • Friday 29<sup>th</sup> June 2012*

**BARCELONA • HOTEL ARTS, PORT OLIMPIC**

### Location

Saló Albéniz  
*To be advice by your WG Chairman*  
Saló Granados  
Hotel ARTS - Café Veranda



**Monday, 25<sup>th</sup>**

### Time

07:00 - 08:00  
08:00 - 08:30  
08:30 - 10:30



### Function

**Breakfast for Delegates & Companions**  
**Registration to General Assembly**  
**Welcome & Roll Call**  
**General Assembly & Transition**  
- Chairman's Report  
- Legal Board Report  
- Treasurer's Report  
**Transition**  
Presentation by IELA Chairman & LB Chairman  
**Coffee Break**  
**Conclusion of Transition**  
**Working Group Reports**  
**Lunch**  
**Formal Networking Part 1 (1-2-1)**  
**Coffee Break**  
**Formal Networking Part 2 (1-2-1)**  
**Host Dinner on the Beach**



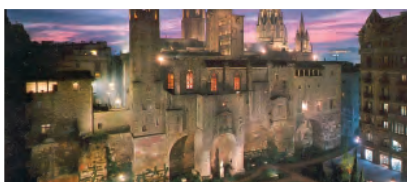
### Location

Hotel ARTS - Café Veranda  
Foyer Gran Saló Gaudí  
Gran Saló Gaudí

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Foyer Gran Saló Gaudí  
Gran Saló Gaudí  
El Gallito

**Monday, 25<sup>th</sup>**

09:30 - 16:00

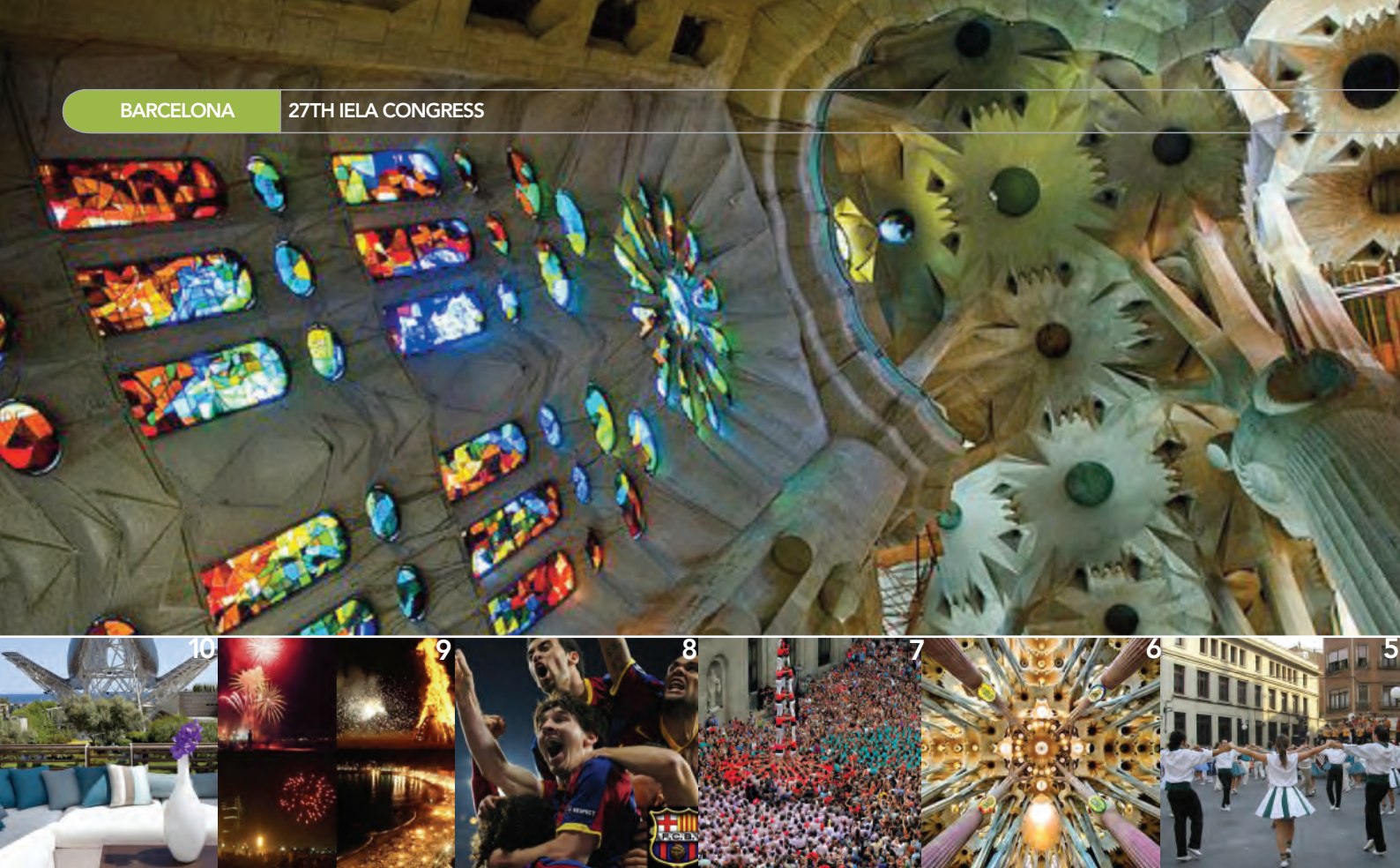


**Companion Programme: GAUDÍ & Modernisme + Tapas Bar**

A dedicated tour to a unique mind, a unique architect, a unique work.

►► Enjoy Gaudi: [www.barcelonaturisme.com/Park-Guell](http://www.barcelonaturisme.com/Park-Guell)





### ►► Pablo Martínez

#### CONTACT DETAILS

T. +34 93 233 4745

E. pmartinez@resainternacional.com



Dear friends,

I look forward to welcome you all in Barcelona!

You will love our entertainment programme and great venues: **El Gallito** during our **Host Dinner**, **El Xalet de Montjuic** with a great view over the city during our **Gala Dinner**, **Sitges** during our **Day Out** and the **Boo Beach Club** for our party during the **IELA Partnering Event Dinner**.

I'm pleased that our companions will have time to enjoy Barcelona at its best.

We as participants will have a full-packed agenda including the biggest open networking event organised ever! ◀

Nos vemos!

Pablo

### ►► BREAKOUT SESSIONS

#### Session 1 ► Sustainability

Many exhibition venues are building to 6 star green standards. They are putting pressure on organisers and contractors to look at and embrace environmentally friendly practices.

How do we as contractors assist in making this happen and how do we enrol the exhibitor in the process?

#### Session 2 ► Occupational Health and Safety

OH & S is not a subject that we can take lightly. We operate plant and equipment as site managers and export agents work around that equipment. In many countries unsafe practice leads to heavy fines or even jail terms. Life is to be valued and we need to ensure the work we carry out does just that.

How do we draw up guidelines for IELA members that can be implemented on sites we control and how do we use this as a differentiator that will encourage organisers and venues to appoint IELA members?

#### Session 3 ► Competition

Let us not kid ourselves, general freight forwarders and courier companies see our market as lucrative. Without a knowledge of our industry they underprice and our site agents often are left to sort the problems out!

How do we educate organisers and venues that an IELA member takes door to stand responsibility and that they will make their exhibitions work? The main message being our experience and network is necessary and vital to the success of the show.

#### Session 4 ► The IELA Brand

Our brand is well recognised and respected in many areas of the exhibition world. We need to get it out there and gain coverage in newer and developing markets. We also need to look at regional chapters.

1. How do we "spread the word" through associations, organisers groups and exhibitors?
2. IELA meets annually and is well connected in Europe and the USA, how do we extend this in the Middle East and Asia. Is it through Regional Chapters and/or Asian and Middle East Educational seminars similar to the Zurich Winter Seminar? ◀





# 27<sup>th</sup> IELA Congress

General Assembly & Partnering Event



## Programme



Tuesday, 26<sup>th</sup>

### Time

07:00 - 08:30  
08:30 - 09:45  
09:45 - 10:30  
10:30 - 10:50  
10:50 - 12:30

12:30 - 14:00  
14:00 - 15:00

15:00 - 15:15  
15:15 - 16:15  
16:15 - 16:45  
16:45 - 17:00  
17:00 - 17:15  
20:00 - 24:00



### Function

**Breakfast for Delegates & Companions**  
**Working Groups Sessions**  
**Working Groups Presentations**  
**Coffee Break**  
**Presentation on global State of Exhibitions**  
**by Jochen Witt (Industry Expert)**

**Lunch**  
**Presentation on Sustainability**  
**by Dr. Rowena Arzt (UFI - Director of Business Development)**

**Coffee Break**  
**Breakout Sessions**  
**Breakout Sessions Presentation**  
**2013 / 2014 Congress Presentation**  
**Closing Address**  
**Gala Dinner & Awards Night**



### Location

Hotel ARTS - Café Veranda  
Gran Saló Gaudí  
Gran Saló Gaudí  
Foyer Gran Saló Gaudí

Gran Saló Gaudí

Foyer Gran Saló Gaudí

Gran Saló Gaudí

Foyer Gran Saló Gaudí  
Gran Saló Gaudí + Granados  
Gran Saló Gaudí  
Gran Saló Gaudí  
Gran Saló Gaudí  
Xalet de Montjuic

Tuesday, 26<sup>th</sup>

09:30 - 16:00



**Companion Programme: Barrio Gótico & Barcelona Gourmet**

Behind the scenes:

We will enjoy a masterclass with **Iker Eratzkin** and his team in the historical Boqueria market.

We will prepare delicious "pintxos" and "tapas", surprising our family and friends when back home.

►►Enjoy this video: [www.boqueria.info/aula-introduccio.php](http://www.boqueria.info/aula-introduccio.php)







## ► CONGRESS DETAILS

### Hotel

#### Hotel Arts Barcelona

Port Olímpic, Marina 19-21, Barcelona, Spain  
 T: +34 93 221 10 00 / +34 93 514 13 00  
 F: +34 93 221 10 70  
 W: [www.hotelartsbarcelona.com](http://www.hotelartsbarcelona.com)  
 W: [www.ritzcarlton.com/barcelona](http://www.ritzcarlton.com/barcelona)  
 Booking Reservations Code: IE8IE8A

### Tube & bus planner

[www.tmb.cat/en/home](http://www.tmb.cat/en/home)

### From Airport by train

The RENFE train service runs approximately every 30 minutes to and from Barcelona airport to the city centre. Travel time approximately 25 minutes. If travelling from the airport to the city centre you can get off at Barcelona Sants, Passeig de Gràcia or Clot which is serviced by metro stops. From here you can change for the Barcelona metro underground system to go to your final destination. If you are arriving into Terminal 1, a shuttle bus will take you from outside of the terminal to the train station entrance.

A single ticket to Sants Station costs 3.15 Euros + 1.45 Euros for the metro. Alternatively you can use the T10 Ticket for your journey to and from the airport to Sants Station. The T10 ticket costs 8.25 Euros and can also be used for other journeys on the buses and metro.

### From Airport by taxi

The journey to the city centre will take you between 20 to 30 minutes depending on road conditions. If you are travelling from Terminal 1 rather than Terminal 2, this will add an extra 4kms to your journey and take approximately 5 minutes more. Expect to pay around 25.00 Euros for the journey into the centre from T2 and 30.00 Euros for your journey from T1. There will also be an additional surcharge charge for each bag you're carrying. You will find a taxi rank outside any of the main terminals. Taxis operate 24 hours a day and are plentiful. All official Barcelona taxis are black and yellow.

### From Airport by personalized shuttle

Approx. 20 mins; one way; EUR 160,-

For more information also check out  
[www.ielea-congress.com](http://www.ielea-congress.com) ◀

## ► KEYNOTE SPEAKERS



**Jochen Witt**, President & CEO JWC, Cologne, Germany, is a much sought after speaker and writer in the trade fair industry and related industries because of his unique combination of long experience in the trade fair industry along with an exceptional know how in the area of strategy and marketing consulting. Prior to assuming his current position, Jochen held the position of President and CEO of Koelnmesse GmbH from 1998 until April 2007. During that time he successfully managed the international expansion of Koelnmesse's portfolio, the expansion of the service business and the modernization of the exhibition grounds in Cologne. Jochen was chairman of the European Chapter of UFI from 1999 to 2005 and UFI President from October 2006 to October 2007.

In Barcelona Jochen will take **a close look at the status of the current global economy and latest development within the exhibition industry**. His particular focus will be on markets in Europe, North America, China and India. He will provide the audience with his views on future economies of selected regions and the resulting prospects for the exhibition business. Jochen will also cover general trends in the exhibition business and opportunities for the service industry.



**Hand in hand towards sustainability** is the topic of **Dr. Rowena Arzt**, Director of Business Development UFI, Paris, France. To successfully organize exhibitions, many different players need to work together hand in hand. This is also true when it comes to sustainability. Sustainability is in the responsibility of all players involved into the organization of a trade show. Based on UFI research, the presentation of Rowena will illustrate some successful industry cases for sustainable development within the exhibition industry. It will address challenges and highlight some of the current trends.

**Dr. Rowena Arzt** began her career as a research and teaching assistant at the Institute of Trade Fair Management in Cologne, Germany, where she worked for seven years. There, Dr. Rowena Arzt was involved in the development of the Institute, its programmes and services. She initiated a variety of research studies and was responsible for the coordination of a number of consulting projects with exhibitors, exhibition organisers and service contractors. Her career then took her to Koelnmesse as Manager for its Corporate Development Department. In 2008 Dr. Rowena Arzt joined UFI, the Global Association of the Exhibition Industry. In her position she is responsible for the associations' event programmes, for research and education programmes and government relations. ◀





# 27<sup>th</sup> IELA Congress

General Assembly & Partnering Event



Wednesday, 27<sup>th</sup>

Time

09:00 - 15:30



Function

**Day Out - Excursion to Sitges**

Be part of the Best Paella Competition ever!



Location

Sitges

19:00 - 21:00



**1<sup>st</sup> IELA Partnering Event**

Welcome Cocktail

Hotel ARTS - Café Veranda



Thursday, 28<sup>th</sup>

Time

07:00 - 08:30



Function

**Breakfast for Delegates & Companions**



Location

Hotel ARTS - Café Veranda

09:00 - 09:15



**1<sup>st</sup> IELA Partnering Event**

Welcome Address To IELA Chairman

Gran Saló Gaudí

09:15 - 10:45

10:45 - 11:15

11:15 - 12:30

12:30 - 14:00

14:00 - 15:30

15:30 - 16:00

16:00 - 17:30

19:30 - 23:00

**Networking (1-2-1)**

**Coffee Break**

**Networking (1-2-1)**

**Lunch**

**Networking (1-2-1)**

**Coffee Break**

**Networking (1-2-1)**

**Networking Dinner**

Gran Saló Gaudí

Foyer Gran Saló Gaudí

Gran Saló Gaudí

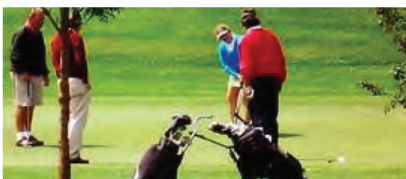
Foyer Gran Saló Gaudí

Gran Saló Gaudí

Foyer Gran Saló Gaudí

Gran Saló Gaudí

BOO Beach Club



Friday, 29<sup>th</sup>

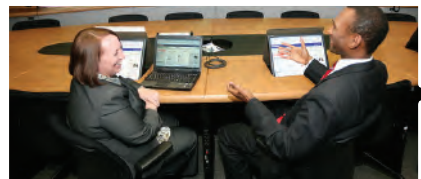
Time

07:00 - 08:30



Function

**Breakfast for Delegates & Companions**



Location

09:00 - 14:00

**Various Options**

**Golf Tournament**

**Tour to Fira Barcelona**

**Informal Networking**

Barcelona Golf Club

Fira Barcelona

Hotel ARTS & Others







## 27<sup>th</sup> IELA Congress

General Assembly & Partnering Event

### IELA - GOLF



►► **EXECUTIVE DIRECTOR**  
**Alan Hunter**

**CONTACT DETAILS**

T. +44 114 269 0641  
E. [alan@gbhforwarding.com](mailto:alan@gbhforwarding.com)

As I write this article all golfers all over the World are eagerly waiting for the first Major of the season to start, the Masters at Augusta. Following on will be the US Open at the Olympic Club in San Francisco in June, with The Open at Royal Lytham & St Annes in July.

However, equally as important as far as IELA members are concerned, on Friday the 29th of June there will be The IELA OPEN at the Golf de Barcelona Golf Club, formally known as the Masia Bach Golf Club. The course is situated 35 minutes drive from Barcelona. This year the competition is truly "Open" as it is not only open to IELA members but also non IELA members who have taken part in the first Open partnering event, so networking will be continued on the golf course.

The course was designed by the famous Spanish golfer, and this year's Ryder Cup captain, Jose Maria Olazabal in 1990 and consists of either 18 or 9 holes. The course is a challenge for all standards of golfers with the every hole designed to make players think and consider their strategy. In 2007

the club hosted the World Ladies Match Play event.

The course is situated adjacent to the mountains of Montserrat and is attractive and well maintained and is considered to be the second best course in the Barcelona area. It is recommended that a buggy is used to play this course as it is hilly in places. Walking the course is not recommended. If possible, please have your handicap certificates available.

Arrangements will be made for transport to be available from the Hotel Arts direct to the course at approximately 7am. The tee will be reserved from 8.30 am, so there will be plenty of time to check in, collect the clubs, which are available for hire, as well as collecting the buggy, to be shared by two players. The shop will be open for any purchases such as gloves, tees, balls etc.

After play has been completed lunch will be available after which the presentations will take place. A superb trophy will be presented, kindly donated to IELA by Nat Wong, a previous winner of the

IELA golf tournament. The trophy will be played for annually in future wherever the Congress takes place. Suitable trophies to keep will be presented to both the Gents and Ladies winners.

It is anticipated that transport will depart from the Club at 4pm to return to the hotel. For those who wish to return earlier, then taxis are available. Alternatively for those who wish to go straight to the airport from the club, which takes about 30 minutes, then this can also be done by taxi whenever required.

At the time of writing we have 24 entries from players representing over 15 countries around the world, a truly International tournament. Enjoy the scenery, the golf and the networking.

For all costs and information please contact **Sabrina** at the **Secretariat**, [sabrina@iela.org](mailto:sabrina@iela.org) or **Mario Carniglia** at Otim Spa in Italy, [mario.carniglia@otim.it](mailto:mario.carniglia@otim.it) ◀

See you all in Barcelona.

**Alan Hunter**





## ►INDUSTRY - NEWS

### ANALYSIS OF THE 2011 EXHIBITION INDUSTRY AND FUTURE OUTLOOK

**Final 2011 CEIR Index Results Released /** Growth is 15% Better than Forecast

The Center for Exhibition Industry Research (CEIR) announced the release of the CEIR Index Report, an Analysis of the 2011 Exhibition Industry and Future Outlook today, and the outlook is positive. Despite a sluggish macro economy, the overall exhibition industry posted a relatively strong rebound of 2.7%, outpacing real GDP growth by 1 percentage point in 2011. The gain in the exhibition industry was reflected in all four metrics of measurement. This marks an end of three consecutive years of declines. The relatively strong rebound was better than expectations, finishing 15% higher than forecast.

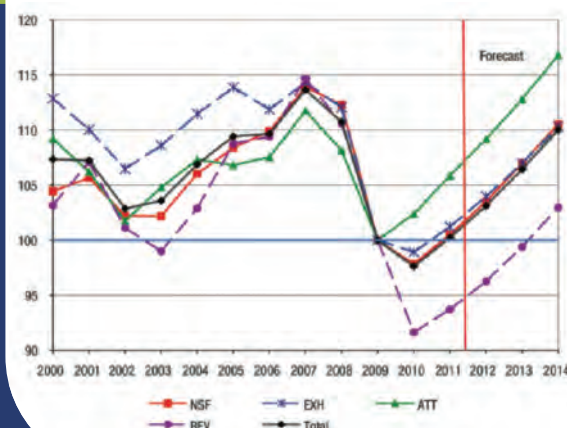
CEIR Chairman of the Board, **Chris Brown**, Executive Vice President of Conventions and Business Operations, National Association of Broadcasters, said, "Knowing that the CEIR Index serves as the barometer for the exhibition industry, I am excited by the 2011 overall results and even more so by the future outlook. The definitive results from our economists confirm their predictions from last year, and the three-year forecast is very encouraging."

Each metric measured by The Index saw positive growth. Net Square Feet (NSF) grew 2.7%, the number of Exhibitors increased 2.3%, the number of Attendees increased 3.4%, and Real Revenues grew 2.3%. Since the number of attendees tends to be a leading indicator, strong growth in that area

bodes well for the industry going forward.

There was varied growth across the sectors. Government (GV) (7.0%) and business process-related exhibitions, including Machinery and Finished Business Outputs (ID) (11.2%), Communication and Information Technology (IT) (8.1%), and Transportation (TX) (5.7%), grew the fastest. The growth of those sectors was stronger than anticipated. In contrast, Building, Construction, Home and Repair (HM) (-5.3%), Sporting Goods, Travel, and Amusement (ST) (-0.8%), and Medical and Health Care (MD) (0.2%) experienced negative or negligible growth. For those industries, the underlying macroeconomic indicators over the recession and the recovery turned out to be weaker than the original government data indicated. The macroeconomic drivers in 2011 were also more anemic than the Index forecast. Thus, the growth of those exhibition sectors was weaker than anticipated.

"The predictive feature that was added last year has been very revealing," said CEIR President and CEO, **Doug Ducate**, CEM, CMP. "CEIR's economists, Dr. Allen Shaw of GECA and Dr. Jeff Werling of Inforum, were on point with their predictions for 2011, and they have done an excellent job of analyzing and reporting the data that exhibition organisers and corporations with an



event portfolio can use to gauge results against the entire industry and events within a specific sector."

"The results seen in 2011 are very promising and serve as a strong platform for the next three years," said **Dr. Shaw**. "With a decade of data and observing the resilience of the exhibition industry through recession and a fragile global economy, the outlook is positive." The U.S. economy finished 2011 with upward momentum and employment growth also accelerated in the second half of 2011 and into 2012, adding 1.2 million jobs. The coming year should see continued recovery in all metrics and across all sectors covered by the Index, in line with a moderate expansion of the macro economy.

As an objective measure of the annual performance of the exhibition industry, the CEIR Index measures year-over-year changes in four key metrics to determine overall performance: Net Square Feet of Exhibit Space Sold; Professional Attendance; Number of Exhibiting Companies; and Gross Revenue. The CEIR Index provides exhibition industry performance across 14 key industry sectors:

Business Services; Consumer Goods; Discretionary Consumer Services; Education; Food; Financial, Legal and Real Estate; Government; Building, Construction, Home and Repair; Industrial/Heavy Machinery and Finished Business Inputs; Communications and Information Technology; Medical and Health Care; Raw Materials and Science; Sporting Goods, Travel and Entertainment; and Transportation.

The CEIR Index will be released at 2012 SISO CEO Summit on 26 March and a forecast update will be presented at the CEIR Predict conference in New York on 13 September 2012. Exhibition organisers who contributed data to the Index will receive the Index with the Introduction and Methodology, The Macro Economy and Overall Exhibition Industry, and the sector report in which their event(s) fall. For information on how to purchase the complete CEIR Index, visit [www.ceir.org/the-big-ts/exhibition-index/index-preorder](http://www.ceir.org/the-big-ts/exhibition-index/index-preorder). For more information about contributing to the Index or about the Predict conference visit [www.ceir.org/predict](http://www.ceir.org/predict).

**Source:** The Center for Exhibition Industry Research (CEIR), March 2012. ◀

#### About CEIR

The Center for Exhibition Industry Research (CEIR) serves to advance the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering research-based knowledge tools that enable stakeholder organizations to enhance their ability to meet current and emerging customer needs, improve their business performance and strengthen their competitive position. For additional information, go to [www.ceir.org](http://www.ceir.org).



## ▶ INDUSTRY - NEWS



## The Mission is Recognition



► [www.expodatabase.de/menue/report/epaper/2012/report-2-2012/](http://www.expodatabase.de/menue/report/epaper/2012/report-2-2012/)  
Read more ► Page 56

## ► INDUSTRY - NEWS



## Changes in applicable Taxes & Duties of India this year

1. This year there has been increase in Central Excise Duty of India like for most of the General cargo where last year it was @ 8%-10% of Customs Assessable Value + Customs duty & from now onwards it will be calculated @ 12%, because of this the Total applicable Duties in India which were @ 26.849% of assessable value will be now 29.28%
2. Excise Duty on CTH No. 8702, 8703.23, 8703.24, 8703.32, 8703.33 & 8703.90 was @22% + Rs. 20,000/- per Unit of Customs Assessable Value + Customs duty & now it will be @ 27%
3. Service Tax including Educational cess was charges @ 10.30% last year but from 1st April onwards it will be @ 12.36%

**Source:** Jatin Bharadwaj, Deputy General Manager- Exhibitions – PSBediGroup, India. ◀





## ►CUSTOMS FILE - SOUTH AFRICA



►► **CHAIRMAN**  
Michael Hunter

**CONTACT DETAILS**  
T: +44 114 269 0641  
E: michael@gbhforwarding.com

### ►► **WHAT ARE THE KEY VENUES IN SOUTH AFRICA?**

**Sandton Convention Centre –**  
Johannesburg

**Expo Centre (Nasrec) –**  
Johannesburg

**MTN Dome – Johannesburg**  
**Gallagher Estate –**  
Midrand Johannesburg

**International Convention**  
**Centre – Durban**

**Cape Town International**  
**Convention Centre – Cape Town**

These are the main venues, but a number of smaller venues are in other cities throughout the country.

### ► **Do Customs accept ATA Carnets?**

**A.** Yes. ATA Carnets are accepted without any notable restrictions. A standard letter of authority will be required in favour of the agent presenting the documents to customs.

### ► **Is it possible to clear cargo for temporary importation under a Commercial Invoice?**

**A.** Yes. A customs bond is paid to customs, to cover full duties and taxes which might be applicable to the shipment. Only after customs has accepted the bond and processed it, the Clearing Agent can submit the shipment for clearance. This is then liquidated only after re-export has been booked and exported under customs supervision.

### ► **What are the standard documentary requirements?**

**A.** Temporary and permanent import need a copy of commercial invoice (NOT Pro-forma), packing list and waybill / BL. If a permanent import from Europe, an EU1 required in order to get the reduced duty rates charged by customs. Certificate of Origin, Insurance certificate very seldom required. For any foodstuffs the phytosanitary certificates is required as well as the fumigation certificates if wooden

packaging is used, unless the wood has the correct stamps/markings clearly on the cases.

### ► **Are Customs inspections or physical checks mandatory or a regular occurrence?**

**A.** Yes. Temporary imports are always inspected. Shipments under permanent importation are inspected on an "ad hoc" basis, depending on the products.

### ► **What are the general cargo deadlines?**

**A.** Sea cargo FCL: 10 to 15 days prior to delivery to the venue.  
Sea cargo LCL: 12 to 16 days prior to delivery to the venue.  
Air cargo: 5 to 7 days prior to delivery to the venue.

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

**A.** Sea cargo FCL & LCL: normally 4 to 5 days, but with an examination this could take longer.  
Airfreight: normally takes 2 to 3 days, depending if bonds are lodged with customs for temporary imports.

### ► **Is it possible to sell temporary import shipments from the stand during the exhibition?**

**A.** Yes. But the goods will need to be returned to the warehouse after

the event pending final import procedures in order to liquidate (cancel) the bonds with customs.

### ► **What are the major problems experienced with local customs authorities?**

**A.** Limited knowledge of the relevant customs procedures and varying levels of interest by customs officials.

### ► **What items are restricted or prohibited for permanent importation?**

**A.** Foods stuffs, animal or plant products, weapons, medicine and rubber products. Most are subject to import permits or licenses.

### ► **Is fumigation required on wooden packing materials?**

**A.** Yes. South Africa applies ISPM 15 regulations. Any materials that are not stamped with the correct markings must be accompanied by certificates of treatment.

### ► **What website(s) can provide further assistance to agents shipping to South Africa?**

**A.** [www.cargoinfo.co.za](http://www.cargoinfo.co.za) is a general website where customs duties, tracking and some general information can be obtained. ◀

►► [www.cargoinfo.co.za](http://www.cargoinfo.co.za)



**IELA MEMBERS** 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 121 members in 47 countries...

#### ARGENTINA

**BTG-EXPOTRANS S.A.**  
Azopardo 1337, 1st. floor  
Ciudad de Buenos Aires  
T: +54 11 4363 9350  
F: +54 11 4363 9351  
laura@btg-expotrans.com.ar

#### AUSTRALIA

**Agility Fairs & Events Pty (Australia)**  
P.O. Box. 1328  
Tullamarine, VIC, 3045  
T: +61 3 933 033 03  
F: +61 3 933 033 37  
remoore@agilitylogistics.com

**Schenker Australia Pty Ltd**  
Private Bag 53  
Alexandria NSW 2015  
T: +61 2 9333 03 12  
F: +61 2 9333 04 96  
sabine.schlusser@dbschenker.com

#### AUSTRIA

**Lagermax Internationale Spedition GesmbH**  
Radingerstrasse 16  
5020 Salzburg  
T: +43 662 4090 2295  
F: +43 662 4090 692  
hansgeorg.kracher@lagermax.com

**Schenker & Co. AG**  
Stella-Klein-Löw-Weg 11  
T: +43 (0) 57 686 231 - 520  
F: +43 (0) 57 686 231 - 529  
heimo.schwarzbauer@schenker.at

#### BELGIUM

**Kristal bvba – International Fairs & Exhibition Logistics**  
Brucargo West Bldg 829A  
1931 Zaventem  
T: +32 (0) 2 751 4680  
F: +32 (0) 2 751 4720  
lieve.myvis@kristal-logistics.com

**Ziegler Expo Logistics**  
Brussels Expo  
Parc des Expositions  
T: +32 2 475 45 40  
F: +32 2 475 45 69  
jean-marc\_salmon@zieglergroup.com

#### BRAZIL

**Fulstandig Shows e Eventos MC Ltda**  
Rua Eli, 164 - Vila Maria  
São Paulo  
T: +55 11 2207 7650  
F: +55 11 2207 7654  
csmac@fulstandig.com.br

**Transportes Fink Ltda - Fairs and Exhibitions**  
Estrada dos Bandeirantes, 2856  
Rio de Janeiro 22775-110  
T: +55 21 3410 9700  
F: +55 21 3410 9721/4751  
fairs@fink.com.br

**Waiver Logistica Brasil Ltda**  
Rua Alfredo Pujol 285 / Conj 13  
Santana  
T: +55 11 2281 7882  
F: +55 11 2281 7782  
claudia.almeida@waiverlogistics.com

#### BULGARIA

**Orbit Ltd**  
16, Prodan Tarakchiev Str.  
1540 Sofia  
T: +359 2970 6300/400/500  
F: +359 2970 6333  
hhgs@orbit.bg

#### CANADA

**TWI Global Exhibition Logistics**  
2000 Argentia Road  
Suite 450, Plaza 4  
T: +1 905 812 1124  
F: +1 905 812 0133  
strotter@twiglobal.com

#### CHILE

**DECA Express S.A.**  
Avenida Claudio Arrau No. 9452  
Comuna de Pudahuel  
T: +56 2 488 1100 / 1163  
F: +56 2 488 1010  
alicia.mayer@decaexpress.cl

#### CYPRUS

**Orbit Kazoulis Ltd.**  
P.O. Box 51773  
T: +357 (25) 751155  
F: +357 (25) 755820  
nick@orbitcy.com

#### CZECH REPUBLIC

**CENTRUMSPED s.r.o.**  
Vystaviste Prague  
17000 Prague  
T: +420 2201 03 654  
F: +420 2333 75 625  
dospisil@centrumsped.cz

#### DENMARK

**Blue Water Shipping A/S**  
Trafikhavnskej 11  
6700 Esbjerg  
T: +45 7 9134 015  
F: +45 7 9134 677  
cbaek@bws.dk

**On-Site Denmark Aps**  
Kongevejen 18  
2791 Dragør  
T: +45 3282 0210  
F: +45 3282 0211  
lars@onsitegroup.dk

#### EGYPT

**Quick Cargo Door-to-Door Services**  
P.O. Box 415 Dokki, Cairo-Egypt  
T: +2 02 353 90 262  
F: +2 02 353 90 383  
khayat@quick-cargo.com  
ghada.wahab@quick-cargo.com

**Samehco Int'l Forwarding & Exhibition Services Co**  
32, Andalos St.  
T: +2 02 245 43 155  
F: +2 02 245 55 911  
sameh.guirguis@samehco.com

#### FINLAND

**Suomen Messulogiistiikka Oy**  
P.O.Box 55, 00521  
Helsinki  
T: +358 10 309 6600  
F: +358 10 309 6611  
erikki.koski@smlog.fi

#### FRANCE

**Clamageran Foireexpo**  
Parc des expositions  
Porte de Versailles  
T: +33 1 57 25 18 09  
F: +33 1 45 30 28 81  
l.lawson@clamageran.fr

**E.S.I. Expo Services International**  
ZAC du Moulin  
BP 65025 - Roissy en France  
T: +33 1 39 92 87 88  
F: +33 1 39 88 98 27  
contact@group-esi.com

#### GERMANY

**Agility Fairs & Events GMBH**  
T: + 49 511 874157 0  
F: + 49 511 874157 99  
arauser@agilitylogistics.com

**BTG Messe-Spedition GmbH**  
Parkstrasse 35  
86462 Langweid  
Augsburg  
T: +49 821 4986 145  
F: +49 821 4986 231  
messe@btg.de





### Cretschmar MesseCargo GmbH

Reisholzer Bahnstraße 33  
40599 Duesseldorf  
T: +49 211 740 1270  
F: +49 211 740 1276  
achim.lotzwick@cretschmar.de

### DHL Trade Fairs & Events GmbH

Am Eifeltor 12  
Cologne  
T: +49 221 39802 51  
F: +49 221 39802 20  
vincenzo.scrudato@dhl.com

### GONDRAND I ATEGE

vorm. Gondrand & Mangili mbH  
Frankfurt-Main  
T: +49 69 974 653-00  
F: +49 69 974 653-44  
bernd.keil@gondrand-logistics.com

### Hansa-Messe-Speed GmbH

Bornberg 94  
42109 Wuppertal  
T: +49 (0) 202 271 580  
F: +49 (0) 202 271 5858  
joerg.kessenbrock@hansa-messe-speed.de

**Schenker Deutschland AG**  
Corporate Office,  
Fairs & Exhibitions  
T: +49 6107 74410  
F: +49 6107 74413  
fairs-zentrale.frankfurt@  
dbschenker.com

### GREECE

#### Orphee Moschopoulos-Beinoglou S.A.

2A, Evripidou St.  
17674 Kallithea  
T: +30 210 946 6100  
F: +30 210 940 9089/ 943 0833  
mtsantes@beinoglou.gr

### HONG KONG

#### BALtrans Exhibition & Removal Ltd.

Unit A, 1/F., Sunshine Kowloon  
Bay Cargo Centre  
T: +852 2798 6628  
F: +852 2796 5606  
pauline.leung@exhibition.  
baltrans.com

#### JES Logistics Ltd

26F Winsan Tower Wanchai  
T: +852 2563 6645  
F: +852 2597 5057  
albert@jes.com.hk

#### Schenker International (HK) Ltd

Exhibition & Event Dept.  
T: +852 2585 9662  
F: +852 2824 0328  
clement.law@dbschenker.com

### HUNGARY

#### Masped-Expo Ltd

Szikratávíró u.17-21  
Budapest  
T: +36 1 263 7851  
F: +36 1 263 7892  
mvamos.expo@masped.hu

### INDIA

#### 360 Logistics

360 Logistics Pvt Ltd.  
Road no-6  
Mahipal Pur Extn  
T: +91 11 476 77 340 345  
F: +91 11 476 77 334  
bhuwan@360logistics.net

#### Orient Marine Lines Pvt Ltd

49, Rani Jhansi Road  
New Delhi 110 055  
T: +91 11 23 51 40 40  
F: +91 11 23 62 54 77  
shirishk@orientm.com

### P S Bedi & Co. Pvt. Ltd | PSBedi Group

D-10, South Extension Part - II  
T: +91 11 460 55 270  
F: +91 11 415 52 911  
hsbedi@psbedi.com  
exhibitions@psbedi.com

### R.E. Rogers India Pvt. Ltd.

1, Commercial Complex  
Pocket H & J, Sarita Vihar  
T: +91 11 26 94 98 01  
F: +91 11 26 94 98 03 / 59 00  
rerid@rogersworldwideindia.com

### Schenker India Pvt. Ltd

Milan Lipar, Director Fairs &  
Exhibitions and Removals  
Gurgaon  
T: +91 124 464 5000  
F: +91 124 464 5100  
kuldeep.razdan@dbschenker.com

### Translink Express (India) Pvt. Ltd.

123 Udyog Vihar,  
Gurgaon  
T: +91 124 239 92 73  
F: +91 124 239 92 72  
del@translinkindia.com

### ISRAEL

#### Amit Ltd

AMIT Building,  
Air-Port City  
T: +972 3 972 0001  
F: +972 5 456 16637  
ron@amit.co.il

#### Hermes Exhibitions & Projects Ltd Logistic Services

12 Ayalon st.  
T: +972 8914 6317  
F: +972 8914 6316  
hagit@hermes-exhibitions.com

### ITALY

#### Expotrans S.r.l.

Commercity - Isola P44  
00148 Roma  
T: +39 06 6500 48 46  
F: +39 06 6500 31 81  
guido.fornelli@expotrans.it

#### Gondrand S.p.A.

Via dei Trasporti  
20060 Vignate  
Milano  
T: +39 02 959 33  
520/521/523/302  
F: +39 02 95 66 360  
may@gondrand.it

#### OTIM Spa

Via Porro Lambertenghi, 9  
20159 Milano  
T: +39 02 699 12 207  
F: +39 02 699 12 231  
giampiero.beltrami@otim.it

#### Saima Avandero Spa

Fairs Logistics Division  
Via Dante 134  
T: +39 04 98 69 24 13  
F: +39 02 92 13 47 66  
rpasini@saima.it

### JAPAN

#### Blueline Co. Ltd.

3rd Floor, Saga-cho  
MD Building  
T: +81 3 5646 4775  
F: +81 3 5646 4776  
tsasahara@blue-line.jp

#### Ishikawa-Gumi, Ltd

9-4, 5-Chome, Higashi  
Shinagawa  
T: +81 3 3474 8102  
F: +81 3 3474 9841  
igl-exhi@ishikawa-gumi.co.jp



## ▶ IELA MEMBERS

### Kintetsu World Express Sales Inc.

TDS Mita Building  
5th Floor, 2-7-13 Mita  
T: +81 3 5443 9455  
F: +81 3 5443 9457  
hiroyuki.kurokawa@jp.kwe.com  
nobumasa.kataoka@jp.kwe.com

### JORDAN

#### CML (Consolidated Marketing & Logistics Corp.)

322 King Abdullah  
II Street  
T: +962 6 585 6956  
F: +962 6 585 7757  
raja.khouri@cml-jo.com

### KOREA

#### EPLUS EXPO INC.

150-14 Samsung-Dong  
Lime Building 2F  
T: +82 2 566 0089  
F: +82 2 566 9514  
ryan@eplusexpo.com

#### Expologis Inc.

Trade Tower Room 4002  
Seoul.135-731  
T: +82 2 551 5807  
F: +82 2 551 5200/5201  
minkim@expologis.com

#### KEMI - LEE Co., Ltd

157-22 Eyon B/D  
Kangnam-Gu  
T: +82 2 561 3400  
F: +82 2 553 8458  
superlee@kemi-lee.co.kr

#### Korea Interlink Inc

1110, Miwon BLDG43,  
Yoido-dong  
Youngdeungpo-gu,  
Seoul 150-733  
T: +82 2 786 5251  
F: +82 2 785 4789  
justin\_oh@kiisel.co.kr

### LEBANON

#### BCC Logistics

Badawi, Corniche El Naher  
Beirut  
P.O.BOX:17-5040  
Lebanon  
T: +961 1 585 582  
F: +961 1 585 580  
ziad.harb@bcclogistics.com  
georges.harb@bcclogistics.com

### LIBYA

#### Bentraco Logistics

P.O. Box 91997  
T: +218 21 444 4972 / 444 2579  
F: +218 21 333 9036  
feras.b@bentracologistics.com

### MALAYSIA

#### JIM Project & Expo Logistics (M) Sdn. Bhd

Wisma JIM, No.23  
Selangor  
T: +603 7846 1811  
F: +603 7846 1944  
daniel@jim.com.my

#### R.E. Rogers (Malaysia) Sdn Bhd

No. 7, Jalan Warden U1/76  
Taman Perindustrian Batu Tiga  
T: +603 5510 8611  
F: +603 5510 6296  
chris@rerkul.com.my

### MEXICO

#### Jaguar Trafimar Logistica, S.A. de C.V.

Homero 1425  
205 Col. Polanco  
T: +52 55 5557 8088  
F: +52 55 5580 6424  
m.lara@jaguartrafimar.com.mx

### New Age of International Business S.A. de C.V.

Benito Juarez # 41,  
Col. Urbana  
Ixhuatepec  
Ecatepec Edo. de Méx.  
T: +52 55 57 69 74 15 Ext. 101  
F: +52 55 57 14 72 97  
rene.carvajal@naibgroup.com.mx

### NETHERLANDS

#### A.J. van Deudekom B.V.

Amsterdam RAI  
T: +31 20 495 3719  
F: +31 20 698 1385  
bas.oversier@deudekom.nl

#### CEVA Showfreight - NL

Postbus 1012  
6920 BA Duiven  
T: +31 20 587 4466  
F: +31 20 587 4477  
jan.van.houwelingen@cevalogistics.com

#### Valverde B.V.

Triport 1, 6th Floor  
T: +31 20 653 8555  
F: +31 20 653 7685  
info@valverde.nl

#### Van der Helm Hudig Rotterdam BV

P.O. Box 1049  
T: +31 10 506 6187  
F: +31 10 501 6185  
expo@helmhudig.nl  
g.kluter@helmhudig.nl

### NIGERIA

#### IAL Nigeria Ltd

IAL Place  
T: +234 1 879 9302 / 3  
F: +234 1 545 1091  
ial@ialnigeria.com

### P.R. CHINA

#### Agility Fairs & Events Logistics (Shanghai) Co Ltd

Building #9, International  
Business Park (IBP) Changning District  
T: +86 21 6236 6060  
F: +86 21 6236 5657  
fairs-china@agilitylogistics.com

#### Bondex Logistics Co., Ltd

International Capital Plaza  
Room 2407-2408  
No.1318 North Sichuan Road  
T: +86 21 6876 0411  
F: +86 21 6876 0433  
roland.tse@bondex.com.cn  
cathy@bondex.com.cn

#### BTG International Freight Forwarding (Beijing) Co., Ltd.

Room 503 Building 4,  
T: +86 10 8460 1067  
F: +86 10 6461 9507  
zhong.yuan@btg.cn

#### Kerry EAS Logistics Limited

No. 21, Xiaoyun Road  
Dongsanhuan Beilu  
T: +86 10 6464 75 54  
F: +86 10 6464 72 46  
adali@kerryeas.com

#### Shanghai ITPC International Transportation Co., Ltd.

28F Bldg 2, Lane 137  
T: +86 21 6260 6613  
F: +86 21 6260 6624  
jake@itpc.net.cn

#### Sinotrans Beijing Company

400, 4th Floor/Hall 1  
China Intern. Exh. Center  
T: +86 10 8460 1638  
F: +86 10 6467 7828  
shizhigang@sinotrans.com

#### Sinotrans Logistics Development Co., Ltd

Rm. 722, Sinotrans Plaza  
T: +86 10 6229 5216  
F: +86 10 6229 5798  
jinxiaomiao@sinotrans.com





**Unitex Logistics Ltd, China**  
Flat D, 18/F, Tower A,  
1 Wang Kwong Road, Kowloon Bay,  
T: +86 755 2515 3486  
F: +86 755 2515 3480  
joycelian\_expo@uif.com.hk

#### POLAND

**Universal Express Sp. z o.o.**  
ul. Szyszkowa 35/37  
T: +48 22 878 35 66  
F: +48 22 878 35 01  
marzena.zawadzka-szulc@uex.pl

#### PORTUGAL

**CVTRANS – Trânsitos e Transportes, Lda**  
Zona Industrial da Rainha  
4410-066 Serzedo – VNG  
T: +351 22 753 6960-68  
F: +351 22 753 6969  
c.regal@cvtrans.pt

**RN Trans Actividades Transitaras S.A.**  
Rua do Arsenal, nr.  
1100-040 Lisboa  
T: +351 21 324 62 07  
F: +351 21 324 62 11  
fairs@rntrans.pt

#### QATAR

**Airlink International Qatar W.L.L.**  
PO Box 23036, Al-Doha  
T: +974 465 7660  
F: +974 467 5668  
m.dib@airlinkqatar.com  
airlink@qatar.net.qa

**BCC Qatar**  
2nd Floor-Asia Travel Bldg.,  
Airport Road-Facing  
Capital Police,  
Doha  
T: +974 444 3436/ 7/ 8  
F: +974 444 3430  
joe.aoun@bcclogistics.com  
ziad.harb@bcclogistics.com

#### RUSSIA

**Expowestrans ZAO**  
14, Krasnopresnenskaya quay  
Exhibition Complex  
T: +7 495 605 66 50  
F: +7 495 605 34 31  
adviser@ewt.ru

#### PAN-BALTService Ltd.

103, Bolshoy Prospect  
Vasilievsky Island  
T: +7 812 322 60 38  
F: +7 812 322 60 98  
info@pan-baltservice.spb.ru

#### SINGAPORE

**Agility Fairs & Events Logistics Pte Ltd (Singapore)**  
No. 5, Changi North Way  
T: +65 6463 9868  
F: +65 6214 9592  
fairs@agilitylogistics.com

**Transit Air Cargo Singapore Pte. Ltd.**  
111 Neythal Road  
Singapore 628598  
T: +65 64 38 16 86  
F: +65 64 38 14 66  
james.ng@tacs.com.sg

#### SOUTH AFRICA

**LA Rouxnelles Logistics and Consulting**  
381 Nevada Crescent  
Pretoria  
T: +27 12 991 7580  
F: +27 12 991 7899  
leon@larouxnelles.co.za

#### SPAIN

**Resa Expo Logistic**  
C/Ciencias-Entrada 1  
Apartado de correos 2045  
T: +34 93 233 47 45  
F: +34 93 263 18 94  
pmartinez@resainternacional.com

#### SWEDEN

**DHL Global Trade Fairs & Events**  
Björnstigen 85  
T: +46 8 543 45365  
F: +46 8 543 45812  
johan.zethelius@dhl.com

#### On-Site Exhibitions AB

P.O.Box 6289  
400 60 Gothenburg  
T: +46 31 707 30 70  
F: +46 31 707 30 75  
goran@onsitegroup.se

**Schenker AB, Div Air & Ocean**  
Fairs & Exhibitions, Gothenburg  
T: +46 31 3370 409  
F: +46 31 3370 507  
katarina.nilsson-moe@db-schenker.com

#### SWITZERLAND

**Agility Logistics Ltd**  
Bleichstrasse 27, P.O. Box  
4002 Basel  
T: +41 61 691 33 77  
F: +41 61 691 70 36  
tluechinger@agilitylogistics.com

**DHL Logistics (Switzerland) Ltd**  
Trade Fairs & Events  
Heldastrasse 66  
T: +41 81 755 13 35  
F: +41 81 755 14 13  
mathias.schatzmann@dhl.com

**Gondrand AG (Switzerland)**  
Messezentrum Zuerich  
T: +41 44 315 44 10  
F: +41 44 315 44 15  
daniel.bataller@gondrand-logistics.com

**Inter ExpoLogistics Ltd**  
Geneva Palexpo  
T: +41 22 798 13 28  
F: +41 22 798 13 87  
manuel.mazzini@iel.ch

**Trans-Impex AG Ltd**  
Tiefenackerstrasse 49  
9450 Altstaetten  
T: +41 71 750 03 40  
F: +41 71 750 03 44  
info@timp.ch

#### SYRIA

**Nazha & Darwish**  
P.O. Box 60690  
T: +963 11 211 1870 ext 138  
F: +963 11 212 8911  
abla@nazhagroup.com

#### TAIWAN

**Crown Van Lines Co., Ltd**  
4-4 Fl, No. 165 sec.  
5 Men Sheng East Road  
T: +886 2 2746 7621  
F: +886 2 2746 7622  
exhibition@crownvan.com

**Through Transport Ltd.**  
8th. Floor., No. 94-96,  
Section 2  
T: +886 2 2502 8003  
F: +886 2 2507 0650  
ben@csl.com.tw

#### THAILAND

**Elite Transportation Services Ltd**  
102, 3rd Floor Soi  
Sukhumvit Road  
T: +66 2 258 2991  
F: +66 2 258 5990  
siriporn@elitethai.com

**Rogers Bangkok Co. Ltd**  
90/1 Moo.4  
Bangchalong,  
Bangplee  
T: +66 2 752 6417-9  
F: +66 2 752 6420  
nuttacom@rogers-asia.com



## ► IELA MEMBERS

### TURKEY

**Ertem International Transport Co. Ltd.**  
Baris Mh. Samsun Cd.  
Rea Is Mrk. Istanbul  
T: +90 212 852 00 60  
F: +90 212 852 00 61  
ersan@ertemgroup.com

**Gruptrans International Transport and Trade Co., Ltd.**  
Kirim Cad.36-1  
Emek-Ankara 06510  
T: +90 312 215 43 44  
F: +90 312 215 50 90  
feyzan@gruptrans.com

**Ida Expo**  
Ataturk Cad. Yildiz  
Apt. No:10, D:6,  
T: +90 216 467 65 91  
F: +90 216 467 65 95  
tijen@idaexpo.com

### UNITED ARAB EMIRATES

**Agility Fairs & Events Dubai UAE**  
P.O. Box 36683  
T: +971 4 813 1100  
F: +971 4 886 3878  
gJacob@agilitylogistics.com

**Airlink International U.A.E.**  
P.O. Box 10466  
T: +971 4 883 8111  
F: +971 4 883 8122  
chrys@airlink.ae

**Bridgeway**  
P.O. Box 8109  
T: +971 4 886 1170  
F: +971 4 886 1077  
manoj@bridgewayshipping.com  
malik@bridgewayshipping.com

**Dubai Express (L.L.C.) - Freightworks**  
Freightworks Branch  
P.O. Box 5514  
T: +971 4 204 4460  
F: +971 4 204 4470  
irshad.khan@freightworks.com

**Kanoo Exhibition Services**  
Al Quoz Industrial Area  
P.O. Box 290  
T: +971 4 347 60 26  
F: +971 4 347 60 31  
rfullarton@bicskanoo.com

**Salem Freight International**  
P.O. Box 44256  
Suite 801, Al Saman Tower  
T: +971 2 6277 333  
F: +971 2 6262 669  
sfiuae@emirates.net.ae

### UNITED KINGDOM

**CEVA Showfreight - UK**  
Unit 3a, National Exhibition Centre  
B40 1PJ, Great Britain  
T: +44 121 782 88 88  
F: +44 121 782 28 75  
phil.powell@cevalogistics.com

**EF-GSM Ltd**  
The Old Stables House Farm  
Redhill Wateringbury  
T: +44 162 281 68 88  
F: +44 162 281 74 85  
steve@ef-gsm.com

**Europa Showfreight**  
Tilton Road  
Bordesley Green  
T: +44 121 766 80 00  
F: +44 121 773 49 20  
jbroom@europa-worldwide.co.uk

**European International (Fairs) Ltd**  
Units 6&10, Skitts Manor Farm  
Edenbridge  
T: +44 173 286 03 30  
F: +44 173 286 03 31  
jim.callaghan@european-intl.com

**Exhibition Freight Ltd**  
The Oasts, Ground Floor Mill Court  
Mill Street, East Malling  
T: +44 173 287 23 38  
F: +44 173 287 23 39  
neil@exhibitionfreighting.co.uk

**GBH Exhibition Forwarding Ltd**  
10 Orgreave Drive, Handsworth  
T: +44 114 269 06 41  
F: +44 114 269 36 24  
michael@gbhforwarding.com

**Schenker Limited Fairs and Events Services**  
Southfields Business Park  
T: +44 126 863 22 00  
F: +44 126 841 64 90  
derek.cassidy@dbschenker.com

### USA

**Airways Freight Corporation**  
3849 West Wedington Drive  
T: +1 479 442 6301 ext 100  
F: +1 479 442 6080  
bradw@airwaysfreight.com

**GlobeX Logistics Inc.**  
3068 E. Sunset Road, Ste. 12, Las Vegas  
T: +1 702 433 1059  
F: +1 702 433 2948  
twarren@globexlogistics.net

**ROCK-IT CARGO Fairs & Exhibitions**  
2025 E.Linden Avenue Linden  
T: +1 908 486 3939  
F: +1 516 706 7677  
bill@rockitcargo.com

**Transit Air Cargo, Inc.**  
2204 E. 4th Street  
Santa Ana, CA 92705  
T: +1 714 380 5500 x 810  
F: +1 714 571 0330  
gsyner@transitair.com

**TWI Global Exhibition Logistics**  
4480 South Pecos Road  
Nevada 89121  
T: +1 702 691 9032  
F: +1 702 691 9045  
gkeh@twiglobal.com

**UniGroup Worldwide, Inc.**  
One Worldwide Drive  
St. Louis, MO 63026  
T: +1 732 308 0029  
F: +1 732 308 0094  
john\_harrison@unigroupinc.com



## ► IELA AFFILIATE MEMBERS

### BRAZIL

Fink Sao Paulo S/A  
Sao Paulo, SP  
T: +55 11 3835 3399  
F: +55 11 3835 3366  
fairs-sp@fink.com.br

### GERMANY

Cretschmar MesseCargo GmbH  
Leipzig  
T: +49 34 1520 430 14  
F: +49 34 1520 430 10  
karsten.klitscher@cretschmar.de

DHL Trade Fairs & Events GmbH  
Frankfurt / Main  
T: +49 69 9767 14112  
F: +49 69 9767 14130  
vincenzo.scrudato@dhl.com

DHL Trade Fairs & Events GmbH  
Hannover  
T: +49 511 861 733  
katrin.witzke@dhl.com

DHL Trade Fairs & Events GmbH  
Leipzig  
T: +49 341 678 7245  
F: +49 341 678 7241  
heike.eckardt@dhl.com

Schenker Deutschland AG  
Berlin  
T: +49 30 3012 995 421  
F: +49 30 3012 995 429  
fairs.berlin@schenker.com

Schenker Deutschland AG  
Cologne  
T: +49 22 1981 31 88 10  
F: +49 22 1981 31 88 90  
fairs.koeln@dbschenker.com

Schenker Deutschland AG  
Dusseldorf  
T: +49 211 436 2810  
F: +49 211 454 2648  
fairs.duesseldorf@dbschenker.com

Schenker Deutschland AG  
Essen  
T: +49 201 959 791-12  
F: +49 201 959 791-25  
fairs.essen@schenker.com

Schenker Deutschland AG  
Frankfurt am Main  
T: +49 69 750 360  
F: +49 69 740 965  
uwe.seidel@dbschenker.com

Schenker Deutschland AG  
Hamburg  
T: +49 40 3554 7430  
F: +49 40 3418 45  
fairs.hamburg@dbschenker.com

Schenker Deutschland AG  
Hannover  
T: +49 511 87005 20  
F: +49 511 87005 49  
fairs.hannover@schenker.com

Schenker Deutschland AG  
Munich  
T: +49 89 9492 4300  
F: +49 89 9492 4339  
fairs.muenchen@schenker.com

Schenker Deutschland AG  
Nuernberg  
T: +49 911 81748-10  
F: +49 911 81748-25  
fairs.nuernberg@dbschenker.com

Schenker Deutschland AG  
Stuttgart  
T: +49 711 18560-3300  
F: +49 711 18560-3349  
fairs.stuttgart@schenker.com

### ITALY

Expotrans S.r.l.  
Bologna  
T: +39 051 864 466  
F: +39 051 864 823  
maria.mambelli@expotrans.it

Expotrans S.r.l.  
Milan  
T: +39 023 666 9600  
F: +39 024 540 2024  
alessandra.dellavedova@expotrans.it

### SWITZERLAND

Gondrand LTD  
Basel  
T: +41 61 692 92 32  
F: +41 61 692 93 82  
m.chrobok@gondrand.ch

### UNITED ARAB EMIRATES

Airlink Abu Dhabi L.L.C.  
Abu Dhabi  
T: +971 2 634 9597  
F: +971 2 639 1417  
jamil@airlinkauh.ae

### USA

TWI Group, Inc.  
Los Angeles  
T: +1 310 568 9300  
F: +1 310 338 0316  
dcamier@twiglobal.com

TWI Group, Inc.  
New York  
T: +1 718 712 6300  
F: +1 718 712 6053  
rilibertelli@twiglobal.com

TWI Group, Inc.  
San Francisco  
T: +1 650 357 1302  
F: +1 650 357 7563  
mgiddens@twiglobal.com

> Registered Office – IELA, Route François-Peyrot 30, 1218 Grand-Saconnex, Switzerland / [info@iela.org](mailto:info@iela.org)

## ► 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 the contact details of any companies that you would be prepared to sponsor for IELA membership.  
Email your recommendations to > [membership@iela.org](mailto:membership@iela.org)



### ►CHAIRMAN Shirish Kulkarni

**CONTACT DETAILS**  
T. +91 11 23514040/  
45359921(direct)  
E. shirishk@orienttm.com

#### MEMBERSHIP WORKING GROUP

**Daniel Battaller**  
Gondrand AG, Switzerland

**HS Bedi**  
P S Bedi & Co Pvt Ltd, India

**Feras Bensaoud**  
Bentracco Logistics, Libya

**Feyzan Erel**  
Gruptrans, Turkey

**Michael Hunter**  
GBH Forwarding, UK

**Kay Lohe**  
Cretschmar, Germany

**Lucien Lawson**  
Clamageran Foirexpo, France

**Manuel Mazzini**  
Inter ExpoLogistics Ltd, Switzerland

**Achim Rauser**  
Agility Fairs, Germany

**Markus Sprecher**  
Trans Impex, Switzerland

**Gary Syner**  
Transit Air Cargo, USA

**Sandi Trotter**  
TWI Group, Canada

**James Tsang**  
Unitex Expo, China

## ►MEMBERSHIP WORKING GROUP

### Hi Friends,

I am sure first quarter of 2012 kept all of you very busy with so many events happening all over the World. Now we all are preparing to meet again at 27th IELA Congress to be held at Barcelona from June 24 to June 29th. As envisaged this is also involving non IELA members in the Partnering Event and would throw opportunities to get new members from areas where there are no IELA members.

During period from my last report in September 2011, as per directions from Executive Director, Mr. Gary Syner, accepted to be Vice Chairman of Membership Working Group. I look forward to his valuable support in pursuing the objectives of Membership Working Group. Mr Ron Kohler, Mr H S (Vicky) Bedi and Mr James Tsang opted out of this Group.

> No of enquiries received since last report: 32.

> No of application packs sent: 48 (32 new enquires since new secretariat + 16 reminders from former secretariat).

> No of applications received: 4.

> No of applications sent to Membership working group for review: 4.

> No of applications sent to BOM for approval: 4 (La Rouxnelle + Pelichet Expositions SA + JIM Project & Expo + Korea Interlink).

> No of new members approved by BOM: 3 (La Rouxnelle + JIM Project & Expo + Korea Interlink).

> No of rejections: 1 (Pelichet Expositions SA).

> No of new members: 3 (La Rouxnelle + JIM Project & Expo + Korea Interlink).

> No of members confirmations pending: none.

There has been continued discussions in the Group regarding recommendations and views expressed by the members of the Group and response by BOM. With a member of BOM attached to each Working Group this issue seems to have minimized as member of the BOM

attached to the Group represents the views of members of the Working Group to BOM and feed back on the response of BOM is also received. This is a positive result out of discussions at Seoul. I am sure this process will continue to bring members of the working group to BOM and in turn to IELA objectives.

There are still concerns that though new members are joining IELA we still have very little progress regarding getting members from countries which are not represented at IELA as well as those which are considered as White Spot Countries. Efforts on this front are being made by various members of Membership Working Group and I would welcome information regarding such potential applicants from countries in White Spot or the countries which any one of you feel have potential exhibition logistic activities. We should discuss this in detail at Barcelona.

Looking forward to see you all at Barcelona and move forward with our Goals at IELA. ◀

Shirish Kulkarni



### ►CHAIRMAN Erkki Koski

**CONTACT DETAILS**  
T. +358 40 5469 555  
E. erkki.koski@SMLog.fi

#### TRAINING WORKING GROUP

**Daniel Battaller**  
Gondrand AG, Switzerland

**Jim Kelly**  
Airways Freight Corporation, USA

**Achim Lotzwick**  
Cretschmar Messecargo, Germany

**Miguel Macara**  
RN Trans, Portugal

**Christoph Rauch**  
BTG Messe-Spedition, Germany

## ►TRAINING WORKING GROUP

### Dear IELA members!

Here's some great news for all member companies! The next edition of the **IELA Winter Seminar 2013** will be held on Wednesday, January 16th to Sunday, January 20th. The location will remain the same at the Zürich Exhibition Centre.

According to the feedback from member companies, the major benefits offered by visiting the show for their staff and students were as follows:

- > An excellent networking opportunity
- > The possibility to carry out "benchmarking" with competitors and the industry as a whole
- > To receive a unique training on the subject of exhibition logistics
- > Focus on the actual work of freight forwarders and the competencies of the IELA e.g. marketing, on-site operations etc.
- > Take advantage of the professional

environment to enhance your team-building qualities

The **IELA Winter Seminar** is suitable for the following target groups:

- > New employees (forwarders, on-site personnel, sales and marketing)
- > Experienced employees from new IELA member companies
- > All employees who seek more knowledge for his/her daily tasks

We have experienced and specialized personnel working in the organizational team for this event. I am particularly pleased to have several attendees from the last seminar in the Training Working Group. By applying this first-hand knowledge in our work, we can create an even better event in 2013.

Training is becoming ever increasingly important for member companies in their efforts to increase business and create efficient service processes. I challenge you all to work with us to

achieve maximum results. Support the Training Working Group in reaching the following objectives:

- > the creation of new training seminars, focused on precise topics adapted for more experienced personnel as advanced training after the IELA Winter Seminar event
- > take the IELA Winter Seminar 2014 to Asia.

All your opinions, suggestions and general comments are vital in our efforts to develop effective tools. After all, your needs are the basis for our work! I believe that we will be receiving a great deal of feedback from you before the IELA congress in Barcelona. Save the dates January 16th-20th 2013 and for reservations contact us under the following address: [erkki.koski@smlog.fi](mailto:erkki.koski@smlog.fi) ◀

Best regards  
Erkki Koski





## ►► CHAIRMAN John Harrison

**CONTACT DETAILS**  
T. +1 732 308 0020  
E. john\_harrison@unigroupinc.com

### ORGANISERS WORKING GROUP

**Vicki Bedi**  
P S Bedi & Co Pvt Ltd, India

**Feras Bensaoud**  
Bentracco Logistics, Libya

**Kevin Cai**  
Baltrans, China

**Jim Callaghan**  
European International, UK

**John Harrison**  
UniGroup Worldwide, Inc, USA

**Leann Harrison**  
UniGroup Worldwide, Inc UTS, USA

**George Jacob**  
Agility Logistics, UAE

**Bernd Keil**  
Atege, Germany

**Ryan Loh**  
Agility Logistics, China

**Sandeep Mithal**  
Translink Express, India

**Bob Moore**  
Agility Fairs & Events, Australia

**James Ng** (BOM Designate Member), Transit Air Cargo, Singapore

**Florence Ng**  
Agility Logistics, Singapore

**Surjeet Singh**  
R E Rogers, India

**Simona Steppich**  
BTG, Germany

**Nat Wong**  
Agility Logistics, Singapore

**Binbin Xu**  
Baltrans, China

## ► ORGANISERS WORKING GROUP

### The Progress of Professionalism!

I welcome the opportunity in this column to join with all of my fellow IELA colleagues, once again, as Chairman of the Organiser and Venue Working Group. It's been a while. Even so, "standing back" from the Group over the past years has provided time to reflect and provide perspective on the activity and purpose of the Group.

I suppose most of you are familiar with the 'Mission is Recognition' theme coined to act as a motto for the Group. Yes, I believe the task of this Group is to propagate the IELA 'Brand' to the International Exhibition/Events Industry; a Brand 27 years in the making. We are a Brand which represents, to this particular Business Community, an Association of International Exhibition Logistics experts of the highest order.

It goes without saying that our services are an integral component of any successful Trade Fair or Event. But too often, because it's so obvious and taken for granted, it's not said. We should say it.

So, one way to "say it", I would suggest is that an ultimate goal for this group is to establish a reciprocal web link with every meaningful Industry Association, Governmental Body pertinent to our Industry. That's the first part of the equation.

The second part is IELA Member Benefits produced by the Group's activity. This issue has arisen as a question from time to time. I suggest the answer is simple: each and every IELA member has to take advantage of the IELA 'identity' the Group is helping to establish through its efforts. The Group will help 'open the door'; it's up to the ingenuity and professionalism of each member to take advantage of the introduction.

If IELA members didn't have this professional expertise, they would not

be IELA members.

To provide a reference point and a model for Industry inclusion in each of our markets, I cite my recent activity with the new series of Exhibition Summit Meetings in the US.

These are the types of Industry Bodies that IELA is in concert with here in the US:

- > American Business Media
- > Center for Exhibition Industry Research
- > Corporate Event Marketing Association
- > The Exhibitor Appointed Contractor Association
- > Exhibit Designers & Producers Association
- > Exhibition Services & Contractors Association
- > Healthcare Convention & Exhibitors Association
- > International Association of Exhibitions and Events
- > The International Association of Venue Managers
- > The International Center for Exhibitor and Event marketing
- > The International Union of Painters and Allied trades
- > Major American Trade Show Organisers
- > National Association of Consumer Shows
- > Professional Convention Management Association
- > Society of Independent Show Organisers
- > Trade Show Exhibitors Association
- > United Brotherhood of Carpenters and Joiners of America

The list does not include pertinent US Governmental agencies which compose another entire category for potential business.

I would suggest that we can use this list to provide a model to ascertain if there are comparable Associations in

each of our countries and "seek to connect".

Many in IELA might ask, "what does all this contact in the US have to do with me in my country?" Well, as I explained to all of these Association representatives, 96% of IELA membership is OUTSIDE the US. (This same statistic can be said for most IELA members in their countries.) Most of our membership will be probably be concerned about shipping their clients into the US. For that reason, IELA clients represent business to these Associations. IELA clients "buy space" in US Shows. These Associations are doing everything they can to advocate for easing of travel and visa restrictions so they can increase their overseas market share for their Shows.

I also explained to them that our overseas IELA membership can act as a resource for them in their particular countries for, in many cases, more than simply exhibition logistics i.e. stand-builders, auxiliary services etc.

IELA Recognition has been established to the degree that IELA was invited to participate in these Exhibition in Summit Meetings to stand on equal terms with these major Associations and recognized as an important, integral component of the International Exhibition Industry.

If asked why an Association should "hyper-link" with IELA, my answer is:

To PROMOTE THE PROGRESS OF PROFESSIONALISM IN OUR INDUSTRY. It's difficult for an Association to logically deny that.

More on the specific goals and activities of the Industry Summit Meetings later. See you soon! ◀

**John Harrison**



►►CHAIR  
Sabine Schlosser

**CONTACT DETAILS**  
T. +61 2 9333 0312  
E. sabine.schlosser@dbschenker.com

►►VICE CHAIR  
Mariane Ewbank

#### STANDARDS WORKING GROUP

**Abia Darwish**  
Nazha & Darwish, Syria

**Bas Overster**  
A.J. Van Deudekom B.V., The Netherlands

**Christoph Rauch**  
BTG Messe-Spedition GmbH, Germany

**Claudia Almeida**  
Waiver Logistica Brasil Ltda, Brazil

**Farook Al Zeer**  
Salem Freight International, UAE

**Georges Harb**  
BCC Logistics, Lebanon

**Jihad Khoury**  
Airlink International, U.A.E

**Manuel Mazzini**  
IEL Inter ExpoLogistics Ltd, Switzerland

**Michael Beckers**  
Airways Freight Corp, USA

**Samer Darwish**  
Nazha & Darwish, Syria

**Tijen Ozer**  
Ida Expo, Turkey

**Ziad Harb**  
BCC Qatar, Qatar

## ►STANDARDS WORKING GROUP

### It's that time of the year again

Well, firstly it seems like the year has only just started, and when you turn around, it's April already.

Just like that, in a blink of an eye. Well, well, where did that time go again?

Anyhow, whilst we are all playing busy bees, we still somehow managed to get to the Standards Surveys, and it's great to see that we do have consistency on certain levels.

First of all, let us give you the overview by comparing the last 3 years – so here the number of responses received for 2009, 2010 and 2011.

	Site Agents	Export Agents
2011	668	654
2010	594	735
2009	516	644

As you can see, the number of surveys for "Site Agents" had quite a dramatic spike – great news indeed! Unfortunately not the same can be said for the "Export Agents", here the numbers went down (yet not as far down as in 2009).

Nevertheless, overall this shows a positive participation – which we hope will even increase more next time around, with our new surprise for you in store (stay tuned... and check out the end of this article).

Before we get to that topic though, have a look at the ratings as such. Here we go:

The single figures as well as the average figures don't show much of a difference to the figures from the previous years.

For "Site Agents", the average result in 2010 was set at 5.261, now in 2011 we see 5.22. Quite similar.

Same for the "Export Agents", with an average of 5.187 in 2010 compared to 5.11 in 2011.

It is good to see the consistency, which shows that we truly can be proud of the quality each of our members stands for.

And "quality" is one of the hot topics that our Working Group has been discussing over the last few months.

We had some very good input, looking at the options of taking knowledge out of the processes and procedures of other entities, such as ISO, FIDI, FAIM and more, for example. Driving "Quality" within IELA must be a key focus for us, and the way we go about it is crucial for its success.

The outcome must be a benefit for all members, and the process cannot be a burden. We need to look at all pro's and con's of the various processes to establish what's the most useful, effective and sensible way of emphasising "Quality @ IELA".

In all our discussions, we have reached one major milestone – we did manage to agree on some revised

questions for the Standards Surveys.

The overhaul was a long time coming and truly necessary, we needed something that could reflect more of our day-to-day business, something more user friendly.

There is more background to that, for example connecting the new set of questions for the Surveys to the new Standards of Performance...so as you can see, quite a bit to discuss in Barcelona.

Last but not least, as "Outgoing Chair" of the Standards Group, I would like to thank every single member – past and present – for their great input and dedication. Without your efforts and dedication we would not have achieved all of what we did in the last 4 years, and I thoroughly enjoyed being part of such a great team.

### THANK YOU!

A big thumbs up for Mariane, who – as the Vice Chair within our Group – has already shown great dedication to drive the ideas from the Standards Group even further.

I know for sure that Mariane is the perfect choice to be the future Chair of the Standards Group, and I do want to wish her personally all the best for the role. Passing on the "reigns" in Barcelona will be easy, knowing that Mariane will lead the team in future. ◀

All the best!  
Sabine Schlosser

### ►►2011 SURVEY RESULTS

SITE Agents		2011
1	Were you satisfied with the confirmation of shipment arrival	5.029
2	Were you Satisfied with removal, storage and return of empty cases?	5.194
3	Quality of site agents Shipping Instructions & Deadlines?	5.393
4	Accuracy / ease of use of tariff/quotations?	5.219
5	Was freight delivered on-time as requested?	5.394
6	Were you satisfied with the efficiency and accuracy of the final billing?	5.123
7	In general the level of service I received from On-site agent was:	5.202
8	Quality and efficiency of on-site labour?	5.191
Average		5.22
EXPORT Agents		2011
1	Were you satisfied with the Export Agents on-site instructions?	5.099
2	Were you satisfied with the export agents pre-advice instructions?	5.142
3	Was the site representative (if applicable) knowledgeable and efficient?	5.324
4	What was the quality of the disposal instructions?	5.03
5	Did the export agent settle your final billing on time and to your satisfaction?	4.938
6	In general the standard of service I received from the export agent was	5.12
Average		5.11





### ► CHAIRMAN Michael Hunter

#### CONTACT DETAILS

T. +44 114 269 0641  
E. michael@gbhforwarding.com

### ► VICE CHAIR John Harrison, UniGroup Inc, USA

#### CUSTOMS WORKING GROUP

Laura Anchava  
BTG, Argentina

Rachid Bensaber  
Clamageran, Foirexpo, France

Jatin Bharadwaj  
PS Bedi, India

Sudhir Dhavan  
R.E. Rogers, India

Sameh Guirguis  
Samehco, Egypt

Priscilla Leong  
Agility Fairs & Events, Singapore

Göran Magnusson  
On-site, Sweden

Sergei Mints  
EWT, Russia

Tijen Ozer  
Ida Expo, Turkey

Jorge Reina  
Resa Internacional, Spain

Christian Rolgk  
Freightworks, Dubai

Jean-Marc Salmon  
Ziegler Group, Belgium

Mathias Schatzmann  
DHL, Switzerland

Sabine Schlosser  
Schenker, Australia

Heimo Schwarzbauer  
Schenker, Austria

Hiroiyuki Sengoku  
Blueline Co. Ltd, Japan

Renata Vinhas  
Transportes Fink Ltda., Brazil

Tankie YIM  
Baltrans Shanghai, China

## ► CUSTOMS WORKING GROUP

*"Value Added Tax (VAT) is paid for by citizens, collected by businesses and accounts for over 20% of national revenues. It therefore has a significant impact on every single EU citizen. However, it is now 40 years since the EU VAT system was first set up, and the regime no longer fits with our service-driven, technology-based economy. The time has come for an ambitious VAT reform."* said **Algirdas Šemeta**, Commissioner for Taxation, Customs, Anti-fraud and Audit.

In Europe, the desire to update outdated regulations appears to be high on the agenda. In a European Commission Press release dated 6 December 2011, it was stated that one of the overriding objectives of the European Commission is that the VAT system must be more workable for businesses.

A more workable system means greater integration, as far as exhibition forwarders are concerned, between member states. Shipments arrive from all corners of the world for exhibitions throughout the community and many of those shipments are intended for sale, especially in the case of capital equipment. The current systems and procedures to transfer between member states is inefficient and complicated. While some of our members (Site Agents) receive revenue from Bond fees and Transit

security fees, some of us (Export Agents) would like a more simple way of transferring sold goods direct from the venue rather than having to transfer under T1 status.

Unfortunately, the deadline for the proposed simplification of EU customs procedures has been postponed from the planned implementation date of June 2013. The Modernised Customs Code has now been re-titled the "Union Customs Code" and the earliest expected date for implementation will now be the end of 2017, though a worst case scenario has been estimated as late as 2033.

IELA, by way of the Customs Working Group, is looking at ways to actively engage with policy makers and contribute towards changes that may benefit our members.

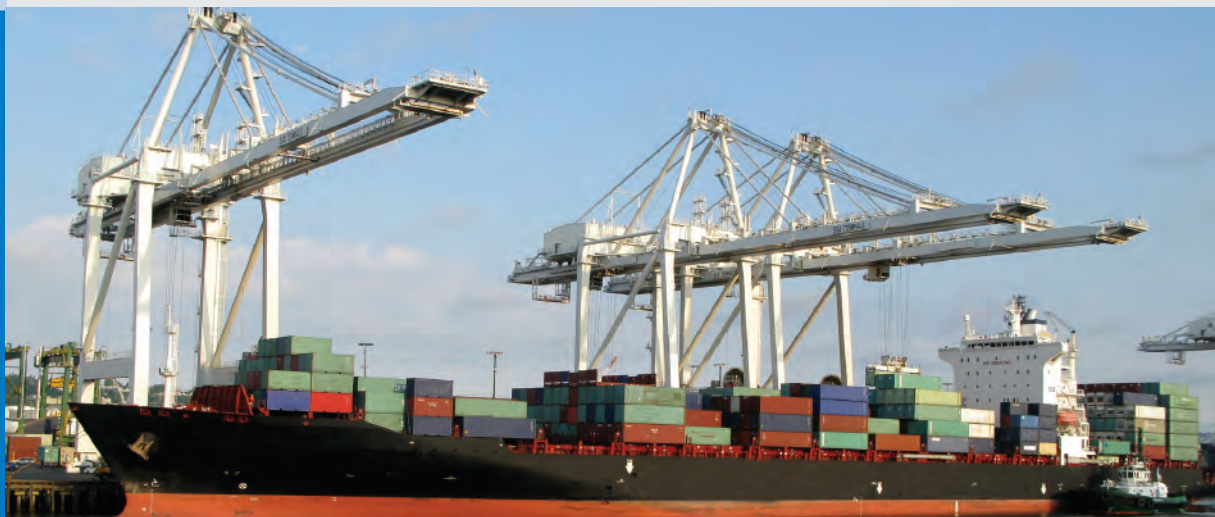
The World Customs Organization (WCO) is celebrating its 60th anniversary and has designated 2012 as the "Year of Connectivity". The WCO is the same as any other international community, much like ourselves, trying to find ways to progress and improve on the systems that are in already in place. We live in a world of instant access to information via global communication and it is a little frustrating that we all work in our own particular ways, without any common integration of systems.

However, as Mikuriya San quite rightly states in his recent report to the WCO "As a community, it is imperative that we continue to further and enhance....instruments, tools, activities and partnerships in order to strengthen connectivity.....".

It is incumbent on us all to try and find ways to share and exchange information that is relevant to the way we operate and to consistently improve our overall efficiency with the ultimate goal of providing an ever-greater level of service to the people, companies and organizations that rely upon our services. As a working group, we are looking at ways of enhancing the Customs Manual and look to the whole membership to contribute in achieving this goal. ◀

See you all in Barcelona!

**Michael Hunter**





► **CHAIRMAN**  
**Kay Lohe**

**CONTACT DETAILS**  
T. +49 211 45 467 12  
E. [kay.lohe@cretschmar.de](mailto:kay.lohe@cretschmar.de)

► **VICE CHAIR**  
**Daniela Romaniw**

**PR & MARKETING WORKING GROUP**

**HS Bedi**  
PS Bedi Group, India

**Evelyne Duval**  
Group ESL, France

**John Harrison**  
UniGroup Worldwide, USA

**Bill Langworthy**  
ROCK-IT CARGO, USA

**Daniela Romaniw**  
Agility Fairs & Events, Australia

**Ben Wang**  
Through Transport Ltd, Taiwan

## ► PR & MARKETING WORKING GROUP

### The last half year's activities in the PR & Marketing Committee

I actually refused the first request to become Chairman of the IELA PR Working Group! It was very soon after however that I realized that this job offers an interesting opportunity. I am dedicated now to reviving the PR Working Group in its comeback (it was Maria Lorenz of BTG who originally founded the PR working group).

Faced with the challenge of finding members for the group, although the IELA congress had already taken place and the report had been publicised, I began the campaign by contacting long-standing IELA friends and succeeded in recruiting the team of 6 colleagues: Ben Wang, Vicki Bedi, John Harrison, Bill Langworthy, Evelyne Duval and Daniela Romaniw.

So we started the project: to be honest, we had not as yet identified the major tasks of our job in the Working Group so we spent the first months analyzing the IELA homepage in order to establish ways in which to use this medium of promotion to its full. We were pleased to find lots of interesting facts to help us and a great deal of potential.

The full restructuring of the homepage will obviously take a while to complete.

We are currently not in the position to present the new homepage but we are very interested to hear your comments, opinions and wishes for the future IELA website. Please feel free to contact me with your suggestions on the IELA presentation on the worldwide web at [kay.lohe@cretschmar.de](mailto:kay.lohe@cretschmar.de)

The main purpose of the PR- and Marketing committee is to efficiently and effectively publicise IELA all over the world! This means that we are looking for sound and interesting information, news and facts for the IELA report, its newsletter and other related publications. If you think that you have a newsworthy event to talk about, an interesting experience to share with us or simply important information you want to publicise from the exhibition world (organiser, exhibitor, standbuilder, forwarder, etc.), please do not hesitate to contact our committee. We appreciate your input!

In addition to the daily activities of the Working Group, we would like to draw your attention to the fact that we work very closely with other work groups and projects:

> if the Organiser's Committee wants to get in touch with organisers, their first contact is with us in order to inform them on or provide them

with the available tools to do so (e.g. a publicity film is in the planning, the concept for a brochure is in the process of being developed etc.).

> If the Standards Committee plans to improve the quality standards and present these as IELA strong points, we as the PR Working Group will ensure the publication of this information in variety of medium.

> last but not least, if the Customs Committee would like to publish the customs rules in each country, my friend Michael can seek our advice on how to do this in a structured way.

We invite all members of IELA to contact us if you have a forthcoming project and seek advice and support. Our door is open to you all!

We will be dealing with a lot of new activities in the coming months. As we have only just started up our group, we welcome new active members as "staff" for the future. Contact us if you are interested.

Let's start in Barcelona: join our group and let us present IELA together to the world. ◀

**Kay Lohe**





## NEW MEMBERS

We are pleased to welcome the following new members:



### LA Rouxnelles Logistics and Consulting

In the deadline driven world of events, it is crucial to have a competent and reliable logistics team in place. The conference and exhibition industry is a case in point, where managing the logistical requirements of a multitude of stakeholders across a broad spectrum of locations and doing it all to strict deadlines, is no small task. **LA Rouxnelles Logistics and Consulting** is a logistics service provider that has become an established leader in the conference and exhibition industry. It specialises in the niche field of exhibition freight forwarding and on-site contracting, which requires a more meticulous skill-set and a higher level of accountability than traditional commercial freight forwarding. This privately-owned South African-based company has a wealth of experience both locally and abroad. As a local company it understands the continent to a far greater degree and is well-acquainted with and used to dealing with local customs and complex logistical matters within South Africa and many other African countries.

**LA Rouxnelles Logistics and Consulting** has securely established itself in the soccer industry as the official clearing and handling agent for the Soccerex shows in South Africa in 2007, 2008 and 2009. The company further

confirmed its importance to Soccerex, one of the world's largest soccer exhibition companies, when it was chosen to assist the organisers in the appointment of a logistics agent for the 2010 Soccerex conference in Singapore.

**LA Rouxnelles Logistics and Consulting** was thus a natural choice for the Japan Broadcasting Corporation (NHK) when it came to appointing a local company to handle all its cargo logistics for the FIFA World Cup in South Africa in 2010.

As the sole official clearing and forwarding on-site agent for the 123rd IOC (International Olympic Committee) Session hosted by South Africa in July 2011, **LA Rouxnelles Logistics and Consulting** again proved that a hands on approach accompanied with personal attention to shipments is essential for rendering a high standard of service.

For the COP 17 UN Climate Change Conference 2011 **LA Rouxnelles Logistics and Consulting** handled freight on-site for Japan, Germany and the United States for their side events as well as all logistics regarding the eRuf Roadster electric sports car and the eChopper electric motorcycle which was showcased by Siemens one of the main attractions of the event.

More recently, **LA Rouxnelles Logistics**

**and Consulting** has been appointed as the official Customs Clearing, Forwarding and On-site Handling Agent for the 13th FIPF International Conference and Trade Show which will be held in Durban South Africa during July 2012. (International Federation of Teachers of French)

**LA Rouxnelles Logistics and Consulting** was established in its current guise by Leon Roux in 2005, but Roux's top-level logistics experience extends as far back as 1985. The first nine years of his career were spent in the military industry, dealing with all forms of military imports, exports and special events. Roux subsequently identified a gap in the market for a specialist exhibition freight forwarding provider and started his own company in 1994. He has, for example, arranged chartered flights to transport the Rooivalk helicopter, G6 cannon and Orex helicopters to overseas shows and holds a Conventional Arms Development, Manufacturing and Services permit.

After more than a quarter of a decade in the logistics industry, Roux now operates within a broad network of trusted international affiliate agents and has established himself as one of the most reliable operators in an industry that hinges on reliability.

**LA Rouxnelles Logistics and Consulting** is also a member of EXSA, Exhibition & Event Association of Southern Africa. ◀



#### ▶ LA ROUXNELLES LOGISTICS AND CONSULTING

##### CONTACT DETAILS

Mr. Leon Roux  
381 Nevada Crescent,  
Pretoria, South Africa  
T. +27 12 991 7580  
F. +27 12 991 7899  
E. leon@larouxnelles.co.za  
W. www.larouxnelles.co.za



#### ▶ KOREA INTERLINK INC. (KOINK)

##### CONTACT DETAILS

Mr. K.R Min, Mr. Justin Oh  
#1110 Miwon Bldg. Yoido  
Dong, Youngdeungpo Gu,  
Seoul, Korea  
T. +82 2 786 5251  
F. +82 2 761 3609  
E. kr\_min@kiisel.co.kr  
justin\_oh@kiisel.co.kr  
W. www.kiisel.co.kr

### Korea Interlink, Inc (KOINK)

Korea Interlink Inc. (KOINK), as the international freight forwarder in South Korea, has grown under "best and professional service" for all kind complex transportation since 1994.

We are serving your valuable cargoes by our best efforts with full speed, safety and accuracy also we are providing total logistic services, in both air and ocean forwarding, customs clearance, exhibition set-up, packing and unpacking, isothermal-isohumidity control warehousing and

inland transportation through our local and worldwide networks.

We can guarantee that KOINK can be the most reliable and most sincere partner of your worldwide network and continue to cooperate with you in your various overseas businesses.

#### Reason to be a your first choice

- > Personalized service, cost efficiency and a comprehensive range of services.
- > Knowledge of local exhibition centers in Korea.
- > Passionate staff who understand the

need for extraordinary care.

- > Precision timing and close attention to every detail.
- > Professional handling in exhibition industry since 2000.
- > Specialized service for corporate exhibition events.

#### Our Mission

We are committed to build trusted customers relationship thought quality assurance in our personalized and customized service with maximum satisfaction. ◀



## NEW MEMBERS

We are pleased to welcome the following new members:



### ►► JIM PROJECT & EXPO LOGISTICS

#### CONTACT DETAILS

Mr. Daniel Mithran  
(M)Sdn.Bhd  
Wisma JIM, No.23  
Selangor, Malaysia  
T. +603 7846 1811  
F. +603 7846 1944  
E. daniel@jim.com.my  
W. www.jim.com.my



### JIM Project & Expo Logistics, Malaysia

**JIM Project & Expo Logistics Malaysia**, is a specialist Event Logistics and site-handling contractor.

**JIM** is actively involved in the Domestic and International Exhibition Industry and has successfully handled exhibits, standfitting and props for over 2000 organizations in the last Decade.

**JIM** attained the ISO 9001-2008 and OSHAS 18001 certification a few years back, is registered to work at all venues in Malaysia, maintains

Customs Brokerage licences at the Port and Airport, operates it's own climate controlled warehouse and provides temporary import bonds as a convenience to promoters, organisers and exhibitors.

**JIM** is totally committed towards this Industry and in the last 21 years has grown from strength to strength in improving professionalism in handling all aspects of exhibition freight handling. Towards this **JIM** has invested in state of the art equipment that covers lifting and moving gear up to 600 tons in weight, container handling / transporting side loader, trucks with cranes, air-ride / climate control

trucks, forklifts of various sizes and drive trains (gas, diesel, petrol & electric). **JIM** has also invested in custom building various on-site transport dollies and equipment to enhance the return deliveries at the close of an exhibition. The self-sufficiency developed, ensures that **JIM** is able to service the Industry 24 hours a day, 365 days a year without much dependence on sub-contractors.

Having recently been admitted into IEA, **JIM** brings with it a wealth of experience, dedicated staff and innovative solutions to value add to this Organization. ◀





## THE IELA BOARD OF MANAGEMENT

### Board Functions

#### CHAIRMAN

Robert Moore  
remoore@agilitylogistics.com

#### VICE CHAIRMAN

Christoph Rauch  
christoph.rauch@btg.de

#### TREASURER

Christoph Rauch  
christoph.rauch@btg.de

#### MEMBERS

Feyzan Erel  
feyzan@gruptrans.com

H S Bedi  
hsbedi@psbedi.com

James NG  
james.ng@tacs.com.sg

Achim Lotzwick  
achim.lotzwick@creschmar.de

#### EXECUTIVE DIRECTOR

Alan Hunter  
alan@gbhforwarding.com

#### SECRETARIAT

Elizabeth Niehaus  
elizabeth@iela.org

#### HONORARY MEMBERS

Mr. Stephen J. BARRY  
Mr. Ron BERRY  
Mr. Hans BRAUCHLI  
Mr. Karl BUEHLER  
Mr. Thierry DEMEURE  
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To advertise in this magazine  
please contact Elizabeth Niehaus  
On [elizabeth@iela.org](mailto:elizabeth@iela.org)

### ►► Future IELA Events

#### 27th IELA CONGRESS & GENERAL ASSEMBLY

June 24th - 27th in Barcelona

The annual IELA Congress is one of the biggest gathering of exhibition and event logistics specialists. For more information please contact [elizabeth@iela.org](mailto:elizabeth@iela.org) ◀

### ►► Future IELA Events

#### 1st IELA PARTNERING EVENT

June 27th - 29th in Barcelona

This event will be indeed a great opportunity to develop your business. For more information please contact [elizabeth@iela.org](mailto:elizabeth@iela.org) ◀

### ►► Future IELA Events

#### WINTER SEMINAR 2013

January 16th - 20th in Zurich

The Winter Seminar will return to Zurich. Erkki Koski and Daniel Bataller are already very busy preparing the event. For more information please contact [erkki.koski@smlog.fi](mailto:erkki.koski@smlog.fi) or [daniel.bataller@gondrand-logistics.com](mailto:daniel.bataller@gondrand-logistics.com) ◀

### ►► Members Resignation

Société des Entrepôts Vevey SA, Vevey - Switzerland

Sunjin Shipping & Air Cargo Co., Ltd., Seoul - Korea

Trasnatur SA, El Prat de Llobregat, Madrid, Valencia - Spain ◀

### ►► 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](http://www.iela.org) ◀

IELA currently has 121 members in 47 countries worldwide.

Please note that the IELA Secretariat has included all recent changes in contact details in the new IELA membership list available on [www.iela.org](http://www.iela.org)

Email [adminiela@iela.org](mailto:adminiela@iela.org) with all amendments to your company details.



CLAMAGERAN-FOIREXPO

# EXHIBITION LOGISTICS LEADER IN FRANCE



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ON SITE HANDLING FOR EXHIBITIONS - FAIRS - CONGRESSES**

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Tel. in France: 01 439 518 03 – Tel. from Overseas: +33(0)1 439 518 03

■ **PARIS EXPO - Porte de Versailles**  
(and other exhibition venues in Paris)  
Tel.: +33 1 572 518 01  
Fax: +33 1 453 028 81  
Email: paris@clamageran.com

■ **Paris Nord Villepinte-Le Bourget**  
**Disneyland Paris**  
Tel.: +33 1 486 333 71  
Fax: +33 1 486 332 38  
Email: villepinte@clamageran.com

■ **Northern & Eastern regions of France**  
Tel.: +33 1 572 536 40  
Fax: +33 1 453 028 81  
Email: france\_sud@clamageran.com

■ **LYON Eurexpo**  
(and other exhibition venues in Lyon / middle-west and south-west regions of France)  
Tel.: +33 4 789 006 00  
Fax: +33 4 789 051 61  
Email: lyon@clamageran.com

■ **South of France & Monaco**  
Tel.: +33 6 208 377 98  
Fax: +33 1 453 028 81  
Email: french-riviera@clamageran.fr

■ **Europe - Overseas trade shows**  
Tel.: +33 1 486 332 20  
Fax: +33 1 486 323 05  
Email: export@clamageran.com

■ **Worldwide agent service**  
Tel.: +33 1 572 518 09  
Fax: +33 1 453 028 81  
Email: worldwide.agent-service@clamageran.com



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