

WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES

2013 WINTER
SEMINAR in Zurich:
Don't miss it!

Organiser's Corner:
Millennium Analysis
Messe München International

A CHOICE OF GREAT VALUES

> Photo: IELA CONGRESS

Post Event Reports:

27th IELA CONGRESS & GA + 1st IELA Partnering Event
BARCELONA • JUNE 2012

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



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▶ CHAIRMAN'S CORNER

Dear IELA Members, this is my third IELA Chairman's corner and I am thrilled to write it and to hold this position



▶ CHAIRMAN
Robert Moore

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Dear IELA Members,

When I reflect on the past twelve months it is frightening how quickly time has passed! From Seoul to Barcelona involved an amazing amount of work, particularly from the Legal Board to prepare IELA for the vote on the transition. We all learned a lot about Swiss law and it was very satisfying to have the overwhelming support from our members in Barcelona. We hope all will be finalised then in November.

Barcelona was a truly great Congress, and we must thank Pablo Martinez for his hospitality. Local knowledge is very important and the day out in Sitges summed up the Spanish culture! I still have the Paella song ringing in my ears, thank you Jeff Broom, a great Welsh voice!

The networking was very successful, 252 delegates was by far the biggest attendance at any exhibition logistics meeting. From testimonials received very good business was conducted and we have several more applications for membership. Most of you will not know that this year we commissioned our own networking software which worked very well. Next year in Munich we plan to break the room into two to make the meetings more personal!

The Working Group chairs did excellent jobs and the enthusiasm from their members was a joy to see. IELA is built on members working for their colleagues and the success of our organisation depends on the overall enthusiasm of the working groups.

Some very exciting things are happening probably the most important is the release of our own short video. This can be used as part of your promotions as a company and for IELA at industry events. To Achim, many thanks for the work putting this together. A copy will be sent to each of you and will be included on our website. John Harrison and his team will be using this to promote IELA through the Organiser and Venues working group.

The winter seminar in Zurich takes place in January which is another great benefit we offer our members. I have been fortunate enough to attend a few of these in my Board member capacity and not only do our younger members get very good training in exhibition logistics but they network and build lasting friendships. Often this leads to good business!

In November IELA will be represented at the UFI Congress in Abu Dhabi by Vicki Bedi and myself as board members and of course Ravinder Sethi as a board member of UFI.

Finally thanks to the board and legal board members who have put so much into IELA this past year. To our new secretariat and their team thanks for Barcelona, roll on Munich!! ◀

Bob
Robert Moore

MEMBERS NEWS



► Kurt Skov and wife Gyritha - and all staff in the background. Taken at Blue Water Arena - the local Stadium in Esbjerg where the staff-party was held.

► BLUE WATER SHIPPING



BLUE WATER CELEBRATES 40 YEARS IN THE TRANSPORT BUSINESS

On 1st September Blue Water Shipping celebrated its 40th anniversary – and so did Kurt Skov, who founded the company in modest surroundings at Esbjerg Airport in 1972.

The anniversary was celebrated with customers and business relations at the Headquarter in Esbjerg, Denmark. Around 1,500 Danish and international guests visited the reception held on Friday 31st August, which also marked the official opening of the new headquarter – 10,000 sqm.

1st September the anniversary was celebrated with the staff. 800 Blue Water employees from all over the world attended the party - an event with both the purpose to celebrate and to build the unique Blue Water team spirit.

"Skilled and competent employees are the foundation of Blue Water. For this reason, the company must also be an attractive place to work, which can attract motivated, competent and service-minded employees - and, just as in the world of sports, we must find and develop the best talents, who - together with the experienced players - can make up the strongest team based on our unique Blue Water team spirit," says founder and managing director **Kurt Skov**, who was surprised and delighted by the many guests and congratulations.

Much has happened during **Blue Water's 40 years** of existence: it has grown from three employees at one office to more than 1,000 employees at 55 offices in 26 countries. Today the company offers a variety of unique, highly specialized transport and logistics solutions within 7 business segments.

When **Blue Water** was founded the ambition was to create a local freight forwarding company, which could provide clients with a slightly better service and higher quality than our competitors. Today, **Blue Water** is a large, international company, but the company's fundamental strategy hasn't changed much since 1972.

*"We keep our clients in focus - and wish to build good relations with them in order to provide transport and logistics solutions which fit their needs. And we want to be **"Best in Town"** - the best, local freight forwarder in the business areas, in which we operate, whether the assignment is local or global,"* **Kurt Skov** stated at the reception.

Kurt Skov sees a great future for **Blue Water Shipping**. *"We must continuously follow the global development in the world markets, financially as well as politically - and be prepared to make rapid, necessary adjustments to suit market conditions. Our financial situation is healthy, and we spend a lot of money and resources on company development. If we manage to adapt, not just follow the industry, but to lead, then Blue Water will enjoy a strong financial growth in the coming years, and we will strengthen our competitive position to the benefit of our clients",* said **Kurt Skov**. ◀

► www.bws.dk



BLUE WATER SHIPPING

MEMBERS NEWS



AEO STATUS FOR BTG MESSE-SPEDITION GmbH



In May of this year BTG Messe-Spedition GmbH was given the AEO status by the main customs authorities in Augsburg.

This means that BTG Messe is seen to be particularly reliable and trustworthy and can make use of special benefits within the scope of the customs clearance formalities.

AEO stands for Authorised Economic Operator. The aim of the initiative is to prevent non-transparent business practices in a globalised world and to make international supply chains more transparent and thus more secure.

In the meantime, the AEO certification is perceived worldwide as an important quality and safety feature: it confirms that a company is a reliable and trustworthy partner within international trade management circles.

Another advantage for the certified companies: all customs formalities can be completed more efficiently.

The European Union (EU) and the United States (U.S.), through a decision of the EU-U.S. Joint Customs Cooperation Committee (JCCC), agreed on mutual recognition of the Customs-Trade Partnership Against Terrorism (C-TPAT) program in the U.S. and the Authorised Economic Operator (AEO) programme of the European Union (EU) on 4 May 2012.

We congratulate BTG Messe GmbH for this great achievement! Well done. ◀

▶▶www.btg.de



FLYING THE FLAG

As part of the Organiser Working Group's on-going "Mission is Recognition" campaign, IELA will participate with an own stand at the Expo!Expo! in Orlando from December 4th to 6th.

Vicki Bedi and John Harrison will be proudly flying the IELA flag at the IAEE's Annual Meeting & Exhibition. ◀

▶▶About IAEE: Organized in 1928 as the International Association of Exposition Managers to represent the interests of trade show and exposition managers, the International Association of Exhibitions and Events™ is today one the leading association for the global exhibition industry. Today IAEE™ represents over 8,500 individuals who conduct and support exhibitions around the world.

▶▶www.iaee.com



▶ R.E. ROGERS INDIA

R.E. ROGERS INDIA INTO HIGH SPEED!

Formula One World Championship is the most premier car racing event in the world. It is the second time that it is being held in India. Officially titled as the Airtel Grand Prix of India, the event is scheduled to be held on 28th October 2012.

Going by its reputation, F1 would open new horizons for the sports industry in the country, infusing foreign investment and also setting a further growth path for the travel, hotel and exhibition industry.

IELA member, **R.E. Rogers India**, has been appointed ONCE AGAIN by the Indian Promoter's to supply the logistic services for the movement. ◀

▶▶www.rogersworldwideindia.com



MEMBERS NEWS



DHL



GREEN LOGISTICS – DELIVERED BY DHL

Trade fair logistics do their bit in reducing emissions and protecting the environment. DHL offers a range of innovative solutions to achieve this goal.

Through all aspects of business and private life, environmentally sustainable solutions have increasingly moved into the public focus over the recent years. **Deutsche Post DHL** aims to minimize its business impact on the environment and therefore set itself an ambitious goal – improving CO₂ efficiency by 30 percent by the year 2020 across the whole group, including all services provided by subcontractors.

Ahead of time the company achieved its first interim target, improving CO₂ efficiency of its activities until 2012 by 10% compared to 2007. This is the focus of the comprehensive GoGreen program introduced in April 2008, which is implemented across all divisions of DHL.

Cutting down on forklift running time and distances

The need for sustainable solutions applies to all logistic services, including trade fair logistics. Within **DHL Global Forwarding, Freight**, it is **DHL Trade Fairs & Events (TFE)** who works at finding innovative solutions for this sector, partly by developing innovative solutions to highly specific trade fair requirements, partly by drawing on the broad range of solutions that DHL has developed already for all its business units.

Take forklifts for instance: For MesseFrankfurt, one of the biggest trade fair organizers worldwide, **DHL TFE** has implemented a software-based tool that calculates the closest and most economic forklift available for any given task, reducing unnecessary routes and empty running time to a minimum. While this system reduces the trade fair's carbon footprint, it also optimizes forklift availability and speed, saving exhibitors time at peak hours.

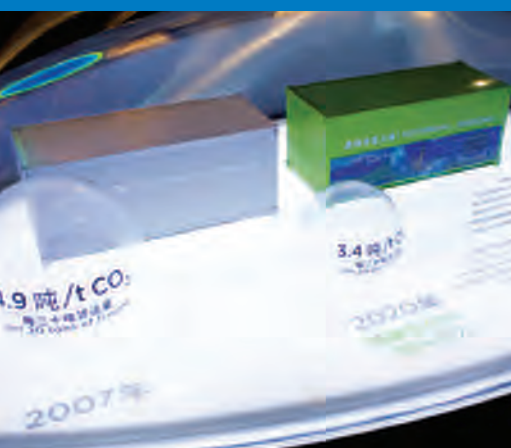
*"In combination with other measures such as using electric instead of Diesel-powered forklifts and using electric or hybrid vehicles on the fairgrounds, **DHL TFE** offers fair organizers a competitive edge", says **Vincenzo Scrudato**, Managing Director at **DHL TFE**. "More and more companies demand such green solutions. Fair organizers respond to these demands by making sustainable services mandatory when tendering for logistics contractors."*

A global network that makes a difference

DHL Global Forwarding, Freight, the Business Unit within which **TFE** operates, uses at its sites worldwide creative solutions in order to reduce its own carbon footprint. This includes for example the implementation of solar energy, energy conservation, the use of rain water instead of fresh water as well as efficient waste management and recycling. As part of its **GOGREEN** services, **DHL Global Forwarding, Freight** has developed three synchronized solutions for climate neutral transportations. >>



DHL



DHL



DHL

DHL's CO₂ Report provides a detailed overview of CO₂ emissions for all transport services. The reporting considers individual transport weight, volume and route and can be compiled monthly, quarterly or yearly. Customers can include this data into their own CO₂ reporting.

In combination with the CO₂ report, carbon-neutral shipping is offered. The CO₂ emissions from each transport will be calculated and then compensated by emission certificates of internationally acknowledged climate protection projects, including a biomass power plant in India, a wind power plant in China or a hydropower plant in Brazil.

The internet-based service **GOGREEN** carbon dashboard reveals the sources of the CO₂ emissions throughout the entire supply chain. The Carbon Dashboard includes CO₂ emissions of all carriers into the calculation, enabling different transport scenarios, further facilitating the CO₂ management.

Carbon offsetting – customers make their own choice

The principle of carbon offsetting is used to offer carbon-neutral services to DHL's customers. It does not form part of the company's own efforts to reach its CO₂ efficiency target. In 2011, the total amount of offset carbon via the **GOGREEN** service exceeded 134,000 tons. DHL was thus able to invest even more in reducing CO₂ through climate protection projects by buying CO₂ certificates.

CO₂ emissions are offset 100 percent by emission credits, which external climate protection projects benefit from. The internationally recognized auditing company SGS (Société Générale de Surveillance) annually verifies the emission calculation, the amount of CO₂ reduction as well as the emission offset process through the **GOGREEN** service.

Most of the climate protection projects supported by the **DHL Group** comply with the Clean Development Mechanism (CDM) offered by carbon credits following the rules of the Kyoto protocol. Upon request, DHL offers carbon credits from VCS climate protection projects for B2B logistics. VCS stands for a global standard and program for approval of credible voluntary carbon offsets.

In 2010, DHL also initiated its very own climate protection project in Lesotho, where the company distributes "Save80" wood-burning stoves to 10,000 households. These stoves use up to 80 % less firewood and help reduce carbon emissions. DHL expects the first carbon credits from this project to be issued by 2013. Once all the stoves have been distributed, the Lesotho project is expected to generate carbon credits for 20,000 tons of CO₂ annually. ◀

▶▶ www.dhl-tfe.com



▶▶ Valarie Kaiser

NEW CFO OF TWI GROUP

It is with great pleasure that we would like to announce that **Valarie Kaiser** has been promoted to **Chief Financial Officer of TWI Group**.

Valarie has been with TWI since 1991 as Assistant Controller, and has held many positions within TWI including Controller and Vice President of Finance. Valarie has also taken on a key roles managing our Billing and Operations Departments. Her contribution to our executive team is vital.

Please join me in congratulating Valarie in her new position. ◀

Greg Keh
TWI Group

▶▶ www.twiglobal.com

MEMBERS NEWS



LAUNCH OF TRANSIT AIR CARGO YANGON, MYANMAR OFFICE

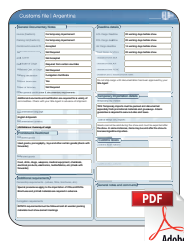
TRANSIT AIR CARGO SINGAPORE PTE LTD announces the recent opening of our Yangon office in Myanmar office with a local partner.

Our Yangon office will complement our international networks of services in the exhibitions logistics and International freight forwarding.

Mr James Ng, our Managing Director, describes the expansion as *"...an exciting new opportunity, allowing Transit Air Cargo to expand its businesses into Myanmar which is the next emerging market in South East Asia. We can provide a total solution to our customers / organizers/exhibitors/agents"*. ◀

►►For more information please contact Hilda Mok or Naz Yusoff: myanmar@tacs.com.sg

IELA CUSTOMS FILE



Members who would like to receive the latest copy of a Customs File are asked to contact the Secretariat and provide them the name of the country or countries they are interested in.

Customs Files will be available as a download under the Customs Manual of the new IELA website which is currently under construction.

When I get the autumn rush out of the way, I will spend some time updating the content, checking the details are correct and begin developing the iPad App that was discussed in Barcelona.

If you need any further assistance, please don't hesitate to contact me. ◀

All the best
Michael Hunter
Customs WG Chairman

►►michael@gbhforwarding.com



►►IELA Seniors Club gathering 2012 in Dublin

IELA SENIORS CLUB

7th edition of IELA's SENIORS CLUB gathering in Dublin (IRELAND) June 8th to 10th, 2012

Get together on Friday early afternoon of 17 participants at the Clarence Hotel, selected by **Alan & Celia Hunter**, a well known art deco hotel, owned by the famous rock group U2.

The afternoon started with an "hop on/ hop off" city tour with a typical Irish weather (wet & cold), followed by a hot chocolate or Irish whisky. A welcome drink and diner at the hotel closed the 1st evening.

Saturday: Sunny weather! Visit to the Wicklow country side. Met along the coast some cold water swimmers enjoying their swim while we were warmly dressed. Nice lunch, visit & shopping at woolen mill, followed by a visit to Powerscourt house & gardens, waterfalls...The evening: marvelous gastronomic dinner at first class restaurant "L'Ecrivain" where all the ladies received a lovely "Pentti" gift (perfume).

Sunday: Substantial brunch at the hotel. All participants thanked warmly Alan & Celia Hunter for the great organisation and agreed with the proposal of Claude Bouyssière to organise next **IELA's SENIORS CLUB** gathering 2013 in Portugal.

Former business colleagues/ partners enjoyed true friendship (with no ROI) and are looking forward to meet again.

Participants: Judite & Claude Bouyssière, Alice & Hans R. Brauchli, Jane & Thierry Demeure, Danielle & René Duval, Pentti Flink, Celia & Alan Hunter, Christina Björck & Göran Magnusson, Abby & Jean-Paul Moser as well as Abby and Rolf Peters. For health reasons Steve & Cindy Barry, Karl & Dorle Bühler, Emilien & Thérèse Dumoulin, Masao Sato and his daughter Noriko were unable to attend.

Newly retired members are most welcome. We hope to meet more friends in the following years.

This reunion was made possible thanks to the generous sponsors to whom we address our sincere thanks: **BTG Augsburg, Clamageran, Cretschmar Cargo, IELA, Inter Expologistics, RE Rogers New Delhi, Schenker Kelsterbach, Trans-Impex, Transit-Air Cargo Singapore, TWI and Ziegler.**

Congratulations and thank you to Celia & Alan Hunter for the successful organisation of the 7th edition of IELA's SENIORS CLUB gathering 2012! ◀

►►Would you like to join the SENIORS CLUB? Please contact hansruedi.brauchli@bluewin.ch

Logistics solutions for the largest youth event in the world.

DB Schenker Australia Pty Ltd was the official logistics provider of the World Youth Day Sydney, handling the receiving/releasing of 275.000 backpacks and millions of breakfast and lunch meals as well as the safe transportation of Pier Giorgio Frassati. We remind the great 2008 challenge.

► IELA
BEST PRACTICE



► Sabine Schlosser

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June 2012, another successful IELA congress came to an end, and it was time to say goodbye to the beautiful city of Barcelona.

Just as I was on my way out, Elizabeth and Sabine from the Secretariat crossed my path again at the Hotel Arts reception, and as it happened, we got chatting once more. Funny that...

I actually cannot remember how we got into this whole topic of **World Youth Day** and all, and it does not really matter anyhow, all what I remember is that the ladies got curious and wanted to know more. So much more in fact that they contacted me afterwards to see if I did not mind telling the story about the famous **Pier Giorgio Frassati** for the "**Best Practice**" corner of the IELA report. Alright then, I said, if you think the others would like to know, I'll tell a bit about it.

Now - it is a little while ago and you have to forgive me if I don't remember every little detail - this story goes back to 2008, but I'll try my best.

At the time, **Schenker Australia Pty Ltd** was the official logistics provider to the **World Youth Day Sydney 2008 (WYD08)**, the largest youth event in the world, taking place in Sydney from 15-20 July 2008. The event also marked the first visit of **His Holiness Pope Benedict XVI to Australia**.

Since 2006 already, we had been moving the Cross and Icon from Madagascar throughout Asia, the Pacific Islands and New Zealand into Australia, and when it arrived here in 2007, we kept moving it around the country for another year.

Since February 2008, we had opened an extra 8,500 sqm warehouse in Sydney's west solely for the purpose of performing logistics work for WYD08. Together with volunteers from WYD08 (upto 150 per day), more than 200,000 backpacks with items such as rainponchos, booklets and souvenirs were packed, as well as millions (yes, you read correctly, millions) of breakfast and lunchmeal packs for the pilgrims.

We handled many other projects around WYD08, including the famous Popemobile - and for the car fans amongst you, it is indeed a Mercedes Benz - however all of that was not that interesting for Elizabeth and Sabine. What they really liked was the story of Pier Giorgio Frassati....

Blessed Pier Giorgio Frassati, born in Turin/Italy in 1901, died in 1925. He was an Italian Catholic activist, and a member of the Third Order of S^t Dominic. Pier Giorgio Frassati was called Man of the Eight Beatitudes by Pope John Paul II, who beatified him on 20 May 1990.

Blessed Pier Giorgio Frassati's remains had never left Turin before, yet for the WYD08 the Church and the family had agreed to send him on the big journey, for the first time ever. As you can imagine, a transport of this type has challenges written all over it.

To start off with, this is a "human remains shipment", and some of you may know the paperwork and procedures accompanying such transport.

Then, **Pier Giorgio Frassati** is a Saint, and unfortunately not a holder of any passport. In addition,



► http://en.wikipedia.org/wiki/World_Youth_Day_2008



► frchrisryanmgl.wordpress.com

the body was in the crypt in Torino, had never left from there, and it was a matter of critical importance to figure out on "how to move the body" without damaging anything. We certainly wanted to make sure that the Saint would reach Sydney's S' Mary's Cathedral in the right shape, and also be returned to Torino the same way. A lot was at stake here....

Months of planning, pages over pages of documentation, and finally - the **Blessed Pier Giorgio** was on his way. We had arranged to build a tailor-made crate, temperature and humidity controlled, and all was set in motion. The farewell from Italy was not your "usual airfreight" - far away from it. We had representatives from Pier Giorgio Frassati's family, the Vatican, customs and other authorities, and of course our team onsite and at the tarmac to send him off from Italy.

The whole trip was under strict control - let's face it, the overall shipment weight was only 150 kgs (including coffin and crate), and the paperwork nearly weighed as much.....

Then the big day - Pier Giorgio Frassati's arrival at Sydney airport.....The plane arrived on time, and we were all there. All - and wow - and what a group! Of course we had airport staff, airline staff, customs, quarantine, representatives from the Vatican as well as from the Catholic Church here in Australia, our team including the project manager as well as our truck driver, a real crowd indeed.

Our project manager still talks today about how strange it was when the forklift driver, who brought the crate from the plane across to the team on the tarmac, turned around to show his ID badge - his name was "Pope". Coincidence?

And before anything else, the crowd around the crate/coffin went into prayer, as a welcome greeting for the Saint. Certainly an unusual sight for all participants, a different kind of transport....

Customs clearance was done very quickly, however the Quarantine Officer thought for a moment to use his drill to open up the Vatican seal - not such a good idea. With some of the church representatives clearing their throats, the Quarantine Officer looked at his drill, looked at the people around, and decided it may be better not to.....

Well, I guess we all love a good story, and Blessed Pier Giorgio Frassati made it safe and sound. He was placed in S' Mary's Cathedral in the centre of Sydney during WYD08, for pilgrims from all around the world and Australia to have this great opportunity to be close to him. And of course - he made it back safe home to Turin as well...

And I hope you enjoyed this little story about a small but wonderful and different kind of transport. ◀

Kind regards,

Sabine

DB SCHENKER

►Note: **Schenker Australia Pty Ltd** was the logistics provider to World Youth Day Sydney 2008. About 500.000 young people from 200 countries attended the event during the week, and more than 1.000.000 came for the weekend. Special events such as the World Youth Day have very specific transportation needs. Besides very special import/export shipments, DB Schenker also handled the warehousing event logistics for WYD08, which turned out to be Sydney's biggest event since the Olympics Games in 2000.

DB Schenker Australia was handling the receiving/releasing of 275.000 backpacks and millions of breakfast and lunch meals.

►►**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

Zurich • 16th to 20th 2013

IELA WINTER SEMINAR 2013
in Zurich fully booked
2 ½ months before the event!

► <http://www.sxc.hu>

The IE LA WINTER SEMINAR is an exclusive programme dedicated to the many complex issues and procedures in the exhibition handling and logistics sector of our industry. The networking opportunities alone for the participants will add valuable contacts to their professional relationship network.

- ▶ An excellent networking opportunity.
- ▶ The possibility to carry out meaningful discussions with competitors and the industry as a whole.
- ▶ To receive unique training on the subject of exhibition logistics.
- ▶ Focus on the actual work of freight forwarders and the requirements of IEA members' e.g. marketing, on-site operations etc.
- ▶ Take advantage of the professional exhibition logistics environment to enhance team-building qualities.

While the classroom environment is friendly and fun, the programme content is intense: More than 20 hours of instruction and interaction are planned for the students over a 3-day period.

When leaving the WINTER SEMINAR students will be more aware of the procedures that are current and active in our industry. This includes not only the nuts and bolts of our own trade but also a growing awareness of the demands of exhibitors and organizers. Clearly, the winners are the students who will leave with an increased level of professionalism and competence as well as their employers who benefit from these skills and newly-established networking connections.

Training is becoming increasingly important for member companies in their efforts to increase business and create an efficient service to exhibitors. ▶



▶▶ IELA Winter Seminar 2013 - Registration Form.pdf



▶▶ IELA Winter Seminar 2013 - Programme.pdf



<http://www.sxc.hu>

WINTER SEMINAR - TESTIMONIALS



►► **Daniela Romaniw**
Agility Fair &
Events Logistics
Pty Ltd –
Australia.

► **Daniela Romaniw, Agility Fair & Events Logistics Pty Ltd – Australia**

"The Winter Seminar is a great opportunity to learn, share ideas, network, be inspired and most importantly gain new contacts.

I was impressed by how friendly, welcoming and helpful everyone was - I am sure no one felt out of place or isolated.

It was a fantastic event if you're looking to network with like-minded people – fellow students, presenters and guest speakers and of course the organization committee which did an outstanding job".



►► **Lisa Xu**
Transit Air Cargo –
Singapore, Beijing.

► **Lisa Xu, Transit Air Cargo - Singapore, Beijing**

"It was a great chance for me to meet so many agents in one time, and to set up the close network with them in a short time. Via interesting case studies, we could understand more about the customs regulations in different countries, which is helpful for outbound agents like us".



►► **Patty Osburn**
Airways Freight
Corporation –
USA.

► **Patty Osburn, Airways Freight Corporation - USA**

"The IELA meeting I attended was such a rewarding experience, professionally & personally. From the moment we arrived, we began learning about the rules, regulations, and tips from our peers, as well as industry leaders, & professionals from around the globe. From the team exercises, to the classroom type setting with the guest speakers, it was a great structured environment. Literally, every aspect of shipping was covered, and I learned so much! The opportunity to socialize & network was also instrumental, not only for building friendships, but it was also a great opportunity to increase world-wide contacts within the industry. It's nice to be able to reach out to someone we're familiar with, when shipping to new destinations, as well as meet some of our industry peers we already work with. This was a great experience!!! In the short period of time, we learned so much about each countries customs requirements & guidelines, from packing regulations, to different import & export procedures, inter-country moves, site handling at events, and even marketing & accounting tips within the industry. You truly gain a wealth of industry insight & knowledge". ◀

BARCELONA 27th IELA Congress & 1st Partnering Event

The 27th IELA Congress & 1st Partnering Event had been an historical success.

Over 2.000 meetings took place between 252 delegates from 50 countries. We were overwhelmed with the results, becoming the most important business platform of the industry.

A CHOICE OF VALUES

Farewell Barcelona - Grüß Gott München!



►► **SECRETARIAT**
Elizabeth Niehaus

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►► 27th IELA Congress – June 24th – 27th 2012

With 144 attendees from 99 companies representing 44 countries, the **27th IELA Congress & General Assembly** was an immense success at the HOTEL ARTS in Barcelona, Spain from 24th until 27th June 2012.

This year's congress was presented to us with a fresh format and design. Opening with a Cocktail reception located close to star-architect Gehry's goldfish sculpture, the 27th IELA Congress in Barcelona offered 4 days packed with tradition, energy and networking.

The formal **General Assembly** opened proceedings on the first morning with brief Reports by the Chairman (Robert Moore, Agility Fairs & Events Australia) and Treasurer (Christoph Rauch, BTG Messe-Spedition Germany GmbH). The main debate was focused on the change of the current legal structure of IELA, from a Swiss Cooperative into a Swiss Association. Ulrich Kasimir (DB Schenker AG) representing the Legal Board presented the pros of the new structure and pointed out the main legal differences. An overwhelming majority voted in favour of this important resolution.

The Working Group Chairmen presented exciting results from the last 12 months. Here are some of the highlights:

> 1. **Customs** (Michael Hunter, GBH Exhibition Forwarding Ltd., UK): IELA has joined the TCG Group of the European Commission, a platform for European Customs and trade organizations to discuss the development and implementation of Customs Policy within the European Community. Recognized as a key industry Association, IELA is now part of the European discussion arena together with other associations such as IATA, TIACA & WSC, representing IELA's members interest.

> 2. **Standards** (Sabine Schlosser, DB Schenker Australia): Farewell Sabine and Welcome to Mariane Ewbank (Fulstandig Shows e Eventos MC Ltda) as the new WG Chair! After 4 years and many great achievements, Sabine Schlosser handed over the Chair to Mariane. The efforts of the last years are substantial: The IELA Survey participation has increased strongly, thus minimizing by 50% the number of non-respondents.



> 3. **PR & Marketing** (Kay Lohe, Cretschmar MesseCargo GmbH, Germany): The first six months after the re-launch of the PR & Marketing Group have been very active and productive. The WG goal is to boost the competitive advantage of being an IELA member, publicizing IELA efficiently and effectively all over the world, raising IELA brand awareness. The first steps which have been done had a great impact already:

- a. we achieved excellent exposure in the international press during the 1Q 2012
- b. and we are very pleased our main communication tool the new IELA REPORT. The main goal for the following 6 months is the new IELA WEBSITE. We are working on the development of innovative tools to boost the IELA brand in 2013, which means an even better positioning of our companies on our markets.

> 4. **Training** (Erkki Koski, Suomen Messulogistiikka Oy, Finland): A great development delivering more members benefits: The WINTER SEMINAR will be organized again in January 2013 and other training tools are being developed for additional target groups (in + out-bound).

In the afternoon the **1-2-1 sessions** took place, using for the first time the on-line scheduler MY AGENDA, designed for IELA and now part of the IELA assets. A perfect agenda setting as well as a listed slot list with openings still available allowed all delegates to coordinate new meetings on site thus increasing the potential for business meetings in a short space of time and increased the effectiveness of the event.

On Tuesday, June 26th the stage was handed over to our **Key Note Speakers**:

> 1. **Jochen Witt**, President & CEO at JWC, Cologne, Germany, took a close look at the status of the current global economy and latest development within the exhibition industry.

> 2. **Dr. Rowena Arzt**, Director of Business Development at UFI in Paris, focused on walking hand in hand towards sustainability.



1st IELA Partnering Event, Barcelona 2012 TESTIMONIALS:

"I'm not finding words to say. It is very, very fantastic, so many benefits. So this is why I search to be a member. It is perfect to see two hundred and fifty agents in a very short time - it's a very useful business. Thank you very much for the professional organization!"

Dr. Magdy El-Zeki, Overseas International Service (Egypt)

"It's very good, it's very nice and it's my pleasure to be here. I appreciate the web you designed - one click and you get the appointment - very, very good. We want to become a part of IELA."

Uttam Gupta, BIG Logistics India Pvt. Ltd. (India)

"I think it's a familiar atmosphere; I'm glad to be here to meet old and new friends. Keep on getting bigger and bigger! Now we become a very big family. I'm happy to be here. I'm looking forward to save enough money to become IELA member. The service from the secretariat is fantastic."

Tongchai Chiochan, Sun Expo (Thailand)



Best Agents 2011

The winners of the annual peer-to-peer, service-level based awards were presented at the Gala Dinner:

> 1. **DHL Logistics Switzerland Ltd** as EXPORT AGENT WINNER 2011 (accepted by Mathias Schatzmann, see picture) and

> 2. **BTG Messe-Spedition GmbH** as SITE AGENT WINNER 2011 (accepted by Christoph Rauch, see picture)

Also **Daniel Bataller** with Gondrand AG (Switzerland) got the Individual Merit Award for his outstanding efforts during the past IELA Winter Seminars in Zurich, which he missed to receive in Seoul 2011 (see picture). The evening then finished off with the amazing view from the venue on top of Montjuïc Mountain over the whole city of Barcelona.



27th IELA Congress & General Assembly





1st IELA Partnering Event



MORE TESTIMONIALS:

"I think the event is very well planned, the meetings were well structured. We developed some incredible partnerships from the agents even though we are on the outside of the IELA family. Looking in, it looks like it's a very nice place to be when you're on the inside looking out. Thank you very much for putting a fantastic event together and I look forward to the next event."

Niall Thompson, Interflow Logistics Ltd.
(Ireland)

"The Partnering Event is very, very great. We are all satisfied to meet each other. You see how many persons came here and a lot of contacts, a lot of business doing here; we are quite satisfied with this event."

Sergey Mints, Expowestrans
(Russia)

We would also like to thank our host RESA Expo Logistics and our Congress sponsors Agility Fairs & Events, Cretschmar Cargo, DB Schenker, PS Bedi, GBH Exhibition Forwarding, R.E.Rogers Worldwide, Orient Marine Lines, Transit Air-Cargo, BTG Messe Spedition GmbH, Clamageran-Foirexpo, EF Global Show Management, Bridgeway Shipping & Clearing Services LLC, HMS Messelogistik, Kemi-Lee, Fulstandig, Europa Showfreight Logistics Show Freight Division and Ziegler Expo Logistics for their support.

►► 1st IELA Partnering Event - June 27th -29th 2012

This year's IELA gathering was made of renewal and changes. Being in discussion for many years and long awaited the event in Barcelona came up with a milestone: The 1st open-networking event in IELA history.

It was indeed a great success with over 2.000 meetings taking place: Two days fully focused on structured and informal networking with 252 agents from 50 countries, including 136 IELA-members and 116 non members. We were overwhelmed with the results, becoming the business platform of the industry worldwide.

The event kicked-off on Wednesday, June 27th, with a cocktail reception at the beautiful outdoor venue of the Hotel Arts. Already there IELA members and non-members had the opportunity to exchange contacts and also meet old friends. The day after a vibrant atmosphere filled the meetings rooms of the Hotel Arts. Even on-site people still arranged meetings, wanting to increase the effectiveness of their stay. A whole day full of making valuable contacts and business.

We are working on the next programme & application forms. We will begin with the registration procedure in October at the latest (of course in synchronicity with the Spirit of Bavaria).

We would be delighted to welcome you and your colleagues to the next event in 2013. Don't miss it: Save the dates and join us in Munich from June 29th to July 4th 2013! ◀



▶ IELA - GOLF



▶▶ EXECUTIVE DIRECTOR
Alan Hunter

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▶▶ The IELA Open Golf tournament

The annual golf tournament held after the close of the Congress was held at the Golf de Barcelona Golf Club, formally known as the famous Masia Bach Golf Club, which is situated about 35 minutes drive from Barcelona. The course was designed by the famous Spanish golfer, and this years European Ryder Cup Captain, Jose Maria Olazabal.

This year the event was truly "Open" as it was not only open to IELA members to participate but also non IELA members who had taken part in the first Open partnering event, so that networking could continue on the course.

Despite an initial encouraging show of interest in the event, in fact only five took part. This was disappointing but nevertheless it did not take away from the enjoyment of those who did make the effort to get up early and make their way to the beautiful, but what was considered to be a difficult course. It was definitely a case of "Quality" rather than "Quantity" as far as the competitors were concerned!

Some very good golf was played as those who did play were experienced golfers. The winner, and first holder of the magnificent trophy presented to IELA by **Nat Wong** (late President of Agility, Singapore), was **Amaury Chaumet** from E.S.I. Group in France. In second place was his colleague from E.S.I. Group, **Frederic de Weck**. A clean sweep by France.

The others who took part were **Xu Xu** from Sinotrans, Beijing, China, **Alexey Levitsky** from Expowestrans, Moscow, Russia and **Mario Carniglia** from OTIM, Milan, Italy.

After the golf was finished the trophies were presented and an enjoyable social time was enjoyed by those who played before returning to the hotel.

Thanks go to those who sponsored the prizes including **Expowestrans** and **GBH Exhibition Forwarding Ltd**. There was also a prize for the ladies but unfortunately none took part this year but we hope that there will be much more interest next year, from both the men and the ladies attending in Munich. In the past we have had as many as 20 taking part in the IELA golf tournament which is open to golfers of all standards and ability.

The beautiful trophy from **Nat Wong** will be played for again next year with many other prizes.

As soon as a suitable course has been chosen in the Munich area details and relevant information will be published on the IELA website as well as the IELA Report. ◀



► INDUSTRY - NEWS



CEIR releases New Version of "How the Exhibit Dollar Is Spent" Report

Have you ever wondered as an exhibitor where the money goes? The Center for Exhibition Industry Research (CEIR) has released an updated version of its 2007 report **"How the Exhibit Dollar Is Spent."**

According to the report, 99 percent of exhibitors find unique value delivered by business-to-business exhibitions, which other marketing channels cannot provide. These exhibitors assign top ranking to the value of face-to-face interactions at exhibitions, which they assign high value to when it comes to achieving priorities with marketing and sales.

"The data in this report is a much needed resource for exhibiting companies to plan and budget the cost of their participation in events," Doug Ducate, president and CEO of CEIR, says in a release. "It also provides a guide for organizers and service providers on the many different cost centers that comprise the overall cost of exhibiting."

Overall, the report says, exhibitions capture the largest share of their marketing dollars among exhibiting companies. Direct exhibit dollars are spent in the following ways:

- Exhibit space: 36 percent
- Show services (material handling, installation and dismantling, electrical, furnishings, Internet, etc.): 17 percent
- Travel and entertainment: 14 percent
- Exhibit design (including graphics): 11 percent
- Shipping: 10 percent
- Promotion (pre-show, on-site and post show activities): 6 percent
- Lead management and measurement (Lead retrieval equipment, post-event follow-up and tracking, etc.): 4 percent
- Exhibit staff training: 1 percent
- Other: 1 percent

Attendees and exhibitors rank exhibitions and sales calls highest in terms of the value of face-to-face interactions, according to a separate report released by CEIR late last month, "Use and Value of Face-to-Face." For exhibitors, exhibitions (43 percent) and in-person sales calls (44 percent) are statistically tied for first ranking, with no other option ranking close.

While 47 percent of exhibitors say the Great Recession has prompted decreases in exhibiting budgets, 40 percent have reduced the number of exhibitions and 44 percent note the number or budget for private travel has decreased, according to the "Use and Value" report. Looking to the next two years, however, CEIR finds that 54 percent of exhibitors will maintain the same number of exhibitions while 24 percent plan to add events to their schedule.

Other survey results included the following findings:

- > Exhibitors assign top ranking to the value of face-to-face interactions at exhibitions.
- > Exhibitors assign high value to exhibitions in helping them achieve their high priority marketing and sales objectives.
- > Business-to-business exhibitions capture the largest share of marketing dollars among companies that exhibit.

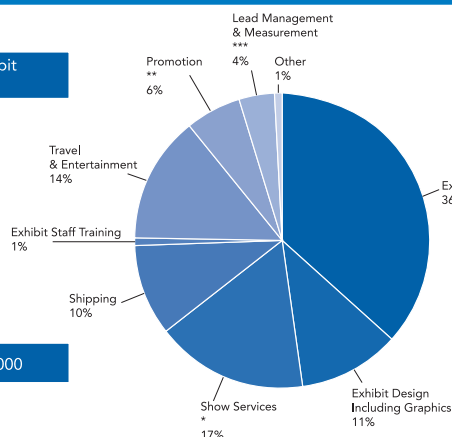
Survey results are based on a study conducted by CEIR this summer, polling a sampling of exhibitors from The International Center for Exhibitor and Event Marketing, as well as Exhibitor's Top 250 exhibitions' list. A total of 233 exhibitors participated. The direct spend estimate of \$24 billion annually on exhibiting was updated using CEIR's Predict Model. In addition, data provided by the Exhibit Designers and Producers Association (EDPA) also was a source of information, according to CEIR.

EDPA Executive Director **Jeff Provost** said, "EDPA is happy to partner with CEIR to support this valuable research with its annual custom economic report to give both exhibitions and events industry professionals as well as chief executive officers and chief marketing officers a solid depiction of how the exhibit dollar is spent and the unique value exhibitions hold in the marketing space." ◀

▶▶ The study was made possible by a grant from the Exhibition Industry Foundation and is available under following link

▶ www.ceir.org/store_products.view.php?id=2513

How the Direct Exhibit Dollar is Spent



Total: \$ 24,540,000,000

Source: Center for Exhibition Industry Research

* Show services include material handling, installation and dismantling, electrical, furnishings, Internet, A/V, floral, food and beverage, cleaning service, etc.

** Promotions include pre-show, on-site and post-show activities—collateral, advertising via all channels, sponsorships, giveaways, etc.

*** Lead management and measurement includes lead retrieval equipment, post-event follow-up and tracking, etc.

► INDUSTRY - NEWS



Safety is the top priority within Belgian logistics sector

easyFairs® survey reveals need to modify employee behaviour

easyFairs carried out the survey to identify the sector's most pressing concerns ahead of its PROLOGISTICS 2012 trade show (Brussels Expo, 26 & 27 September 2012).

259 logistics professionals and experts responded, with 37% of them naming safety as a priority. The other leading issues named by survey respondents were supply chain optimisation (32%) cost reduction (30%) warehouse processes (24%) and multimodal transport (22%).

Employee behaviour appears to be the main cause for safety concerns in logistics. Nearly half (43%) of respondents said they were looking for techniques to modify employee behaviour with the aim of achieving a safer work environment. ◀

►►Source: easyFairs, Press Release 7/2012 Brussels ►www.easyfairs.com

Good to know: Webinars and Education Opportunities

The International Center for Exhibitor and Event Marketing (www.iceem.net) is a coalition of industry organizations and leaders providing a powerful focal point for outreach to the exhibitor and event marketing professional community. It serves as a resource for all who are actively engaged in exhibit and event marketing.

One of The Center's goals is to share information, expertise, and experience. The Center Webinars offer strategic information about the business of trade shows. Webinars feature top speakers and thought leaders sharing trade show tips, tricks, resources and solutions for some of the most critical challenges facing event marketers, show organizers, and exhibitors today. Live and archived webinars are available for USD 29,00. ◀

►►For more information please visit www.iceem.net/events/webinars#February2012
►►Source: The International Center for Exhibitor and Event Marketing ►www.iceem.net



IELA Portrait at AUMA COMPACT 17/2012

In an interview with AUMA Ulrich Kasimir (DB Schenker AG Germany) presented IELA's strengths and benefits for customers at its glance.

Thank you Ulrich for this great exposure!
AUMA COMPACT is the German "Bible" of the exhibition industry with over 3.300 professional readers worldwide. ◀



►►www.auma.de/_pages/d/23_Newsletter/2301_Auma-Compact/download_12/AUMA_Compact17_2012.pdf
Read more text available in German only ►Page 2/3
►►AUMA – Association of the German Trade Fair Industry ►www.auma.de

We promised you to present organisers portraits in every edition of the IELA REPORT. As a kind of introduction to our 2013 Congress & Partnering Event in Munich, we start of course with the Bavarian Star Messe München International.



▶IMAGES WITH COURTESY OF MESSE MÜNCHEN INTERNATIONAL

▶ORGANISER'S CORNER

BUILDING THE BRIDGE
IN THE EXHIBITION
INDUSTRY

Organiser's Portrait: Messe München International

Messe München-Millennium Development	2001*	2010*	2011
▶Total of shows in München	21	22	18
▶Total number of exhibitors	32,761	37,895	31,379
▶Number of exhibitors of which from outside Germany	8,217	9,216	6,453
▶Total number of visitors (national + international)	2,307,317	2,364,322	1,753,776
▶Total of guest shows in München (by external organisers)	302	240	254
▶Total of sold net sqms	1,207,119	1,094,351	619,022
▶Turnover rate	14	13	11
▶Messe München sales (EUR millions)	229.6	257.9	189
▶Group sales (EUR millions)	253.3	301.8	222
▶MMG employees (Annual average)	479	565	544
▶Group employees (Annual average)	549	756	737

*BAUMA year



- Founded in: 1964
- Number of employees (status December 2011): 737
- **Motto: Connecting Global Competence**



http://www.munichre.com/publications/302-03163_en.pdf



http://www.messe-muenchen.de/media/dokumente/downloadliste/englische_version/mimi_annual_report_2010_E.pdf



http://www.messe-muenchen.de/media/de/dokumente/unternehmen_1/geschaeftsbericht_2011_final.pdf

5 QUESTIONS FROM IELA TO MR. NORBERT BARGMANN – DEPUTY CEO, MESSE MÜNCHEN GMBH



► **Norbert Bargmann**
Deputy CEO
Messe München
GmbH



► **CV_Norbert Bargmann_Deputy CEO**
Messe Munich.pdf

►1. What global geographical areas do you see as the markets for the exhibition industry? How is your organisation preparing for these new markets?

In our international business we focus on five strategic markets: China, India, Russia, Brazil and Turkey. Our trade shows abroad are either called after their established brand names (e.g. bauma China, ISPO Beijing or electronica China) or they are organized in cooperation with local partners. This approach also ensures that both exhibitors and visitors obtain the same quality of service that Messe München is renowned for. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network.

►2. Handling & Logistics Providers as well as Stand Contractors are more being looked as the Organisers' Vendors, rather than their Partners. Do you agree with this? Is it good? If not, what can the Partners do to change it?

I disagree. Exhibitions and logistic partners have to communicate at a very early date and have to exchange information. Therefore all persons being involved in organizing exhibitions and events have to work together very closely based on partnership.

►3. As an organiser of large events, what would be your expectations from a Onsite Handling & Logistics Solutions Provider working at your shows? Also, what would you believe will be the evolving role of an Onsite Handling & Logistics Solutions Provider in future?

We expect from our logistic providers, that

they arrange the customs clearances in, and outbound including customs bond fee, that they inform exhibitors about customs regulations, time frames for onsite delivery and offer consolidated transports to reduce the transport costs for our exhibitors and reduce the onsite traffic due to the consolidated transport. They have to coordinate the forklifts and cranes via modern it-based working disposition systems in order to avoid waiting times and reduce emissions. They have to deliver goods and empties just in time.

►4. What are the major factors which Messe Munich uses for deciding and choosing its Official Onsite Handling Agent? Is the IELA Membership, standing for high quality standards, an important selection criteria?

Our forwarders must have state of the art environmentally friendly equipment and processes, they must be reliable, highly qualified, have a good cost-performance ratio, experiences with the exhibition industry (national / international), a good network of international agents and experiences in customs regulations.

►5. How in your opinion IELA and its members play an active role and contribute effectively in the efforts of Messe Munich of fulfilling its goals towards Sustainability? Which are the specific areas where you would like IELA and its members to focus on this issue?

They support worldwide networking and give the benchmark for good, effective and sustainable forwarding. They support the exhibitions in the above mentioned tasks.

Mr. Bargmann, thank you very much for your input! ◀



► 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 119 members in 47 countries...

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Hi Friends,

The historic Barcelona IELA Congress saw some important decisions made regarding the transition from a Cooperative Society to an Association during the General Assembly. Another turning stone was the 1st Partnering Event held with record attendance of more than 250 delegates.

The impact of this historic Congress was evident not only amongst attendees but also among those who were not able to be present and had heard of the success of the event. A record number of 80 membership Packs have been sent since July 1st 2012 to those who have heard about and shown interest in joining IELA (74 as targetted members, 31 of which participated in the Partnering event at IELA).

This Congress also saw some initiatives being applied in the coordination of Working Groups. The Chairpersons of the Working Groups discussed improvements in the interaction between Working Groups as it was felt that there are a great deal of interrelated activities.

There were discussions regarding the monitoring of new members and their experience with IELA on the advantages of their admission to IELA for General membership. It was felt that in case new members need any support, this can be coordinated by the Membership Working Group liaising with other Working Groups and the Secretariat.

During the formal meeting held on June 26th chaired by Shirish Kulkarni and attended by Achim Rauser, Daniel Bataller, Feyzan Erel, Lucien Lawson, Manuel Manzzini

and Sandi Trotter, new attendees were Tom Huang, Chrys Mendonca. Various aspects of roles and the workings of Membership working groups was discussed. Valuable input from Tom Huang regarding reservations of Forwarders from some of the Asian countries was voiced citing reasons like the high cost of joining IELA.

Benchmarks were discussed for the evaluation of applications based on major criterias like Experience, Finances, Quality as well as specific details furnished by Sponsorers. A system would weigh out all applications according to these benchmarks. It was felt that this will eliminate doubts about qualifications as a member for new applicants.

It was felt that views and comments about new applicants from the existing members originating from the same region would be considered if presented in an unbiased way.

Activities of the Working Group should be more focused on getting more members and not just confining its activities to the scrutiny of application criteria. The responsibility of gathering more information about the possible members in areas where there is no IELA member should be undertaken by each member of the working group. Regions will be divided amongst the members and a time schedule imposed.

In view of reservations of members from regions not represented at IELA due to various factors, I suggested creating a database of agents working in these regions with remarks from existing IELA members regarding their association with these such

members. The database would be kept at the Secretariat. This idea follows also the results of research in four countries : Bangladesh, Vietnam, Sri Lanka, Kenya which lists companies providing exhibition logistic services and the comments on experience from existing IELA members on their services. This exercise is to be extended to all other countries and members of the Membership Working Group will divide countries into their respective regions and submit the feedback. This will enable Secretariat to create a Database of agents in countries where there is no IELA member at present. This will be useful to existing IELA members to get such information readily as and when they desire.

Finally the number of members of the Group have been reduced: it is desired that Mr Tom Huang, Crown Van Lines, Taiwan, Mr Chrys Mendoca, Air Link International, UAE and Mr Ng Chee Leng, and Mr Mhmd. Ghazali Saad of Agility Fairs and Events, Singapore be accepted in the membership working group as Mr Kay Lohe and Mr. Michael Hunter have taken on the responsibility of PR+ Marketing and Customs Working Groups respectively. There are no members from the Asian region in Membership Working Group except Shirish Kulkarni. ◀

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Brad Watson

Airways Freight-Fayetteville, AR USA

►ORGANISERS WORKING GROUP

Dear Colleagues,

In the few months since the Barcelona Congress, things are taking shape in the Organizer WG. I'm pleased to report and comment on the following:

> 1. You see listed in the column, our fellow IELA colleagues who have affirmed their intent to participate in the Group's activities. This represents the most current membership structure of the Group. I sincerely thank all of them for their intended time and consideration.

> 2. I'm privileged to announce that Priscilla Leong of Agility Logistics Singapore has agreed to Vice-Chair the Group. Priscilla brings much experience and Industry Affiliation to the IELA "Table". Her connections in Southeast Asia, China and beyond will serve us well. This is a particularly good move because Priscilla represents an excellent geographical "counter-point", for example, to efforts my colleagues and I are pursuing in North America, Mexico and Canada and for our other IELA colleagues worldwide.

> 3. A "Regionalization" concept for the WG: I have in mind, for example, to ask Feras Bensaoud of Bentraco Logistics in Libya to act as a regional "point person" in North Africa and surrounding environs. I will ask

others to assume similar positions within their regional framework.

I believe our greatest productivity will come from our efforts in our own "back yards"; in those areas where we are most familiar; our own countries and close proximity.

> 4. The IELA Video is now complete and will be available soon in a CD-ROM Format. This is a great tool to utilize which will enable us to "Open Doors and Introduce IELA". It provides, I believe, a good argument to establish Key IELA Web Links with Organizers, Industry Associations, Governmental Industry Bodies etc. (Remember this kind of effort will not only build the IELA "Brand", create more value in your IELA Membership, but will give you the opportunity to generate business for your own individual companies.)

During my presentation to the IELA Congress in Barcelona, I asked "Why an IELA Hyper Link"?

- Because it's a cost-effective way to promote the IELA Brand.
- The Link with an Industry Bodies can imply an endorsement of IELA.
- It opens the door to IELA members for potential business.
- The IELA Link has a broader appeal than that for any individual IELA member.

As a modest goal, I will ask each one of our Group members to create

a new IELA Web Link (or more) by the next Congress in Munich. This accomplished, it will measurably be a good deal. Of course, there are other methods to promote IELA (and your own company) through possible speaking engagements to various Industry bodies, exhibiting at various Industry functions, participating in Industry Seminars, writing for Industry publications and other methods. (I believe it worthwhile, if you have not done so already, to approach the various Governmental Bodies in your countries that influence International Exhibition and Event affairs, that fund them; that promote them. i.e. "Tourist Associations", Foreign Commercial Services etc.? A "re-visit" may be worth it. Update them, for example, on changes in Visa applications that they may not be aware of. Show them the IELA Video.

This is where we all come in; all ideas, suggestions, comments are welcomed and solicited not just from the Organizer WG but from all of IELA members. There are no "bad ideas". The goal is to generate "solid and valid" purpose to the Group. That=Business! I believe through these efforts, you'll find you and your companies realizing personal benefits as well.

Thank you all for your continued support for the Group. ◀

John Harrison

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STANDARDS WORKING GROUP

I cannot start this report without saying first, **Thank you, Sabine** for all you've done for IELA and our **SWG**. Again using the same words I said in Barcelona, My shoulders are still very heavy due to the huge responsibility to take over after the brilliant years of having our dear Sabine in the command of our group. It is at the same time, a big challenge and a great honor.

In Barcelona the Chairmen of all groups had the chance to sit as an unique group and discuss what we could do together to improve the marketing tools and enhance the association. We all have the same goal – to make our Association stronger and our members more competitive and efficient.

During our working group discussion, we reached the 5 below import points that we will work on through this year and conclude for the next congress:

- > 1. Surveys – non respondents – how to revert it
- > 2. Setting minimum standards

- > 3. Quality minimum standards
- > 4. Customer feedback
- > 5. Revisiting SOP's

The surveys are always a topic of discussions. This time we discussed on how to use better the results of the survey. They are a very important tool to evaluate the members and assist those that are under performance to help them recover the quality of services. We will also keep using the results for the awards.

Quality model, a complex issue that our group has started to design. We have been doing researches, discussing and putting together ideas to reach a final format. This is a very exciting project written by several hands that will give to IELA members recognition of quality.

We want to highlight in this article that our WG ears and mail box are always available to receive your comments and suggestions even not being a member of the group. ◀

Let's interact! Thank you.
Mariane

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TRAINING WORKING GROUP

Dear IELA members!

The main focus of the Training Working Group is the upcoming IELA Winter Seminar. We have already over 20 participants. This shows that training plays a very important role in IELA. Thank you all members investing in your personnel through IELA training!

The great interest for the seminar inspires us to make the next seminar best ever. Same time we are creating tools to standardize main content. Not only to secure high quality but also to create a basis which make it possible to take Winter Seminar to

other parts of the world.

This project needs a lot new people to involve in arrangements and as lectures. I'd like to point out that everything within IELA is done on voluntarily basis.

This restricts the resources but is also a strength keeping focus on the value of the outcome.

Therefore we will carry out a survey how IELA members like to develop training. We truly need your support and ask you to give your valuable time to reply upcoming surveys.

Thanks to Elizabeth and her team for their outstanding work which has increased communication within IELA and giving great support for all of us. ◀

With kind regards
Erkki Koski

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Jim Keltly
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Achim Lotzwick
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Ziegler Expo Logistics, Belgium

Matthias Schatzmann
DHL Freight, Switzerland

Sushil Upadhyay
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► CUSTOMS WORKING GROUP

The Customs Working Group meeting held at the Annual Congress in Barcelona focused on two main topics. The development of the **IELA Customs Manual** and the Associations membership of the European Commissions', Customs Policy **Trade Contact Group**.

Maintenance of the **IELA Customs Manual** has been the Working Groups' core role for several years. The purpose of the manual is to provide all IELA members with a single reference point for Customs documentation and basic regulations. It was unanimously agreed that there is no substitute to a complete set of Shipping instructions specific to an event or exhibition. However, a database of general information can prove to be useful in a wide variety of situations.

The Customs Manual has been re-formatted and will continue to evolve. Ideas have been proposed to expand the information contained within the manual and the membership will be advised of updates as and when they occur.

The European Commissions Customs Policy Trade Contact Group (TCG) meet every 3 months in Brussels and is a forum for Customs Policy makers to discuss implementation of European Customs processes and most specifically, the Union Customs Code (UCC) formerly the 'Modernised Customs Code' (MCC).

IELA is now a member of the TCG and is able to contribute to discussions relating to European Customs Policy. While we may not be able to influence the direction of customs policy, we can at least monitor the effects that future policy may have on the business that we conduct.

Since attending the July meeting in Brussels, several associations that have been active in the TCG since it was founded in 2008 have expressed their concerns over the future direction of the UCC. The key aim of the original MCC was to establish 'Centralised Clearance' and allow for simplified customs procedures for companies (including Freight Forwarders, such as ourselves) who meet criteria currently applying to

'Authorised Economic Operators'. However, the initial enthusiasm shown by the European Member States and the European Commission, to implementing the proposed changes, seems to be declining and is threatening any positive future changes.

Any developments on the UCC will be reported on the IELA website, but any member having an opinion on this subject is asked to contact the CWG. ◀

Michael Hunter





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►PR & MARKETING WORKING GROUP

IELA's next sunrise

More than two months have gone by after a really prosperous and well organized congress. I personally felt after the one week in Barcelona like I had "arrived home". Also, during the numerous formal and informal speeches, I had the feeling that there was a fresh, new spirit there!

Unfortunately, all of us at IELA weren't really able to secure and maintain this spirit, in addition to the daily business, over the last few weeks because of vacation time.

That also means that my group didn't "produce" new input in their function as the PR- and Marketing committee. There is no doubt that this has been my own fault, because I didn't send any kick-off signal to do anything.

But we weren't 100% lazy: We designed a first draft of the structure of a new homepage. We hope to finalize this "skyscraper-project" by the end of 2012.

I am in the last round of finalizing our Powerpoint presentation (shown in Barcelona). This should be ready around the end of September.

Also, we are planning on starting with the IELA-Newsletter in the next few weeks. That means more involvement from my group as well.

On Top, Elizabeth and I had a meeting with Vicki Bedi with really interesting results:

One aspect of the PR - and Marketing group is to create and produce external communication to

the exhibition industry, to organizers, to associations etc. Regarding this function we are already well on our way.

However, the particular word "marketing" also means the internal communication in between the IELA family. To be honest, this issue is in a deep sleep for the moment. Traditionally the people of IELA (this includes everyone, not only the top twenty key persons) have the chance to speak in person (face-to-face) with each other once or twice a year (twice in case of attending congress and winter seminar). After this there are no other chances to meet each other. I am, of course, fully aware about costs and kilometers!

But we have to improve this step by step, flowing consistently like a sunrise.

My personal ideas are as follows (just to show everyone that we all have to think and act in unique and new ways):

> a. Every year UFI organizes a best practice award. In addition to the yearly survey award of IELA, we can found a second award. Just to organize this with all the ideas, with the presentations and with the final voting we are getting more internal communication.

> b. In Barcelona, we realized that all the working groups have similar issues but going up to Barcelona every WG worked only by focusing on themselves. As a first result we decided that all chairpersons have to meet face to face twice a year. First at the congress, second at the winter seminar or another officially organized meeting. The initial conclusion of this improvement is that we have to intensify the

communication between the group members of all groups (that means we would involve 60 more persons of IELA). With the great input of Erkki Koski we are working on designing a communication platform on the new homepage.

As you see the lion never sleeps, but IELA and all IELA people need your further input and ideas to secure the spirit of Barcelona and to follow the way to a big family with more and more benefits for every one of us.

By the way: What benefits do you expect as an individual from being part of IELA. Send me your responses at:

kay.lohe@cretschmar.de
or to elizabeth@iela.org.

Today I am looking for a wonderful red-skied sunset. Starting tomorrow we have to be focused on the next sunrise!

Take care and enjoy your life. ◀

Yours,
Kay Lohe



IELA currently has 119 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

Email adminiela@iela.org with all amendments to your company details.

►► IELA Network Life



November 2012:
79th UFI Congress 2012, Abu Dhabi, UAE



December 2012:
Expo!Expo! IAEE's Annual Meeting & Exhibition, Orlando, USA

For more information please contact elizabeth@iela.org ◀

►► Future IELA Events

WINTER SEMINAR 2013

January 16th – 20th in Zurich ◀

28th IELA Congress & General Assembly
June 29th • July 2nd 2013, Hotel Sofitel Bayerpost Munich

HOST MEMBERS

Agility BTG DB SCHENKER DPAE GOSMANN HMS

ENGINEERING PROFESSIONALISM

Kick-Off: End of October 2012 ◀

2nd Partnering Event
July 2nd • 4th, 2013, Hotel Sofitel Bayerpost Munich

Kick-Off: End of October 2012 ◀

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►► Members Resignation

Trans-Impex AG Ltd, Switzerland ◀

►► Members Moves

Since August 2012 **MASPED-EXPO International Freight Forwarder Ltd.** has been assimilated into **MASPED LOGISTICS, Logistics and Customs Agency Ltd.**

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►► Affiliate Moves

Ziegler Expo Logistics new affiliate in Brussel:

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T.+32 2 475 4540

F.+32 2 475 4569

jean-marc_salmon@zieglergroup.com ◀

►► IELA Collateral

We hope that a new IELA Brochure will be available before the end of the year; however, in the meantime, have you considered ordering additional copies of these IELA Reports for promotional use?

Every IELA Member receives 10 complimentary copies of the printable issue, but did you know that unlimited amounts are available at just CHF 3.00 each?

Contact Elizabeth@iela.org for details on bulk discounts and to place your order.

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Best Site Agent 2011



On the occasion of the annual congress of IELA, BTG Messe-Spedition GmbH was awarded the title of Best Onsite Agent 2011. It was and is BTG's aim to not only fulfil the expectations of our customers and partners, but to exceed them.

Therefore we like to see this award as confirmation of the efforts we have made to provide our customers and partners with the highest level of exhibition logistics not only in Germany, but also in Moscow, Shanghai, New Delhi or elsewhere. We are delighted to receive this award and want to thank everyone

sincerely and we look forward to the further exciting years of cooperation to come.



■ BTG Messe-Spedition GmbH ...

...has successfully been operating in the exhibition and event logistics business for almost 40 years.

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