

WORLD

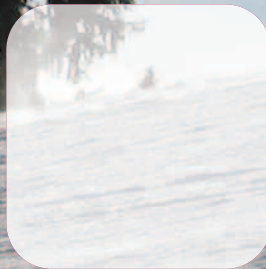
INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

28th IELA Congress
2nd Partnering Event
MUNICH PREVIEW

IELA NEW MEMBERS:
Introducing five new partners
to the network

BUILDING THE FUTURE

The WINTER SEMINAR Class 2013



Post Event Report: IELA Winter Seminar
ZURICH • JANUARY 2013

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



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▶ CHAIRMAN'S CORNER

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



▶ CHAIRMAN
Robert Moore

CONTACT DETAILS

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Dear all,

It is hard to believe that we are only 3 months away from our 28th IELA Congress. Yes, 28 years!! As I write this I reflect on my first Congress in Sydney in 1992, that's 21 years ago. Prior to that I had involvement as CEO of a multinational company but sent my staff to IELA.

We have developed dramatically over those 21 years and this year to date we have added 10 new members with several others on the waiting list. This brings us to the debate of quantity versus quality and white spots versus established countries.

There is no easy way to manage this as ultimately we try to look after our members first yet if we have applicants from an existing members country we have to consider them if they meet our criteria. Your board is constantly reviewing this as additional members give us more coverage and income to develop our association further.

You will all recently have received a request to nominate members to join the Board of Management as we are increasing

the size of the team to 11 members. This is to ensure good succession planning as several of us are due to retire from the board in 2014. It will also enable good coverage at Board meetings as we all from time to time are unavailable. Please think about this, we have some good candidates but if you feel you can contribute let us know urgently. Our strength comes from the membership so volunteer!!

To Munich, our German host companies have arranged an excellent programme which combines a focused business meeting whilst enjoying being in Munich, one of Germany's more beautiful cities.

We all look forward to seeing you there and to us all working hard to do what we do best developing business opportunities and making IELA the only Association for our great industry.

Cheers. ◀

Robert Moore



BTG®

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SPEDITION GMBH

Worldwide ■ Exhibition & Event ■ Logistics

■ BTG Messe-Spedition GmbH ...

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

Today our multilingual exhibition professionals handle annually over 500 exhibitions worldwide. With BTG locations in Germany, Switzerland, China, Russia, Mexico and Argentina and together with our global agent network, we offer specialised exhibition logistics of the highest standard. The daily implementation of the most important criteria according to which BTG works – service, quality and reliability – builds the basis of the successful further development of recent years.

Excellent contacts to foreign customs authorities, public authorities and important government offices are all a part of the parcel, as well as the mutual trust which has grown over many years to our partners at the respective fair grounds all over the world.

Give us the opportunity to impress you with our service!

BTG Messe-Spedition GmbH

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messe@btg.de



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www.btg.de ■



50th Paris International Air Show 2013

17-23 June 2013

CLAMAGERAN-FOIREXPO

– Official freight forwarder – Customs Brokerage –
On site lifting contractor



Clamageran-Foirexpo has been appointed once again as official freight forwarder and on site handling agent for the 50th Paris International Air Show (June 17-23, 2013)



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

For any inquiries, please contact the followings:

Lucien Lawson – Tel: +33 (0) 1 57 25 18 09

E-mail: l.lawson@clamageran.fr

Dominique Filiberti – Tel: +33 (0) 1 48 63 32 40

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We can skillfully and professionally ensure all movements of exhibits as well as Stand fitting material on site at Le Bourget exhibition centre in connection with any domestic and international freight requirements.

CLAMAGERAN FOIREXPO - ON SITE / OPERATION OFFICES:

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and other exhibition venues in Paris)
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LYON Eurexpo (and other exhibition venues in Lyon / middle-west and south-west regions of France)
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www.clamageran.com



► IELA NEWS

DISCOVER THE NEW IELA WEBSITE!

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THE NEW IELA WEBSITE WILL BE AVAILABLE IN APRIL

We share with all of you in this edition of the IELA REPORT the first impressions:

- **1. Homepage:** The new attractive design underlines the content optimisation, which includes the latest criteria of search engine and Typo3- content management.
- **2. Navigation:** The clearly arranged structure offers a quick and flexible navigation running like a common thread through main topics and subitems. Just one click and you receive the information you are searching for.
- **3. List of Members:** Now you can find members much easier via new searching and selecting opportunities by alphabetical order, by regional chapter and by country, which are highlighted in a world map illustrating the internationality of our members as well as our IELA network.

4. More exposure via Member's Details:

You have got the possibility to present your company profile with corporate logo and contact details as well as to upload your company brochure or other presentation. To arrange this, a quick Member's login with username and password is available on every single page.

►► **P.S.** We are looking for new photos (high definition) illustrating the trade forwarding and event logistics industry. Many thanks for sending us your favorite pictures!



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MEMBERS NEWS



DHL Trade Fairs & Events appoints new global head

Vincenzo Scrudato has been appointed Global Managing Director of DHL Trade Fairs & Events (TFE).



Mr. Scrudato has taken a key role in the development **DHL TFE** in Germany, which he has been heading up since 2011. With immediate effect he will now be responsible for all DHL TFE offices worldwide.

DHL Trade Fairs & Events is one of the leading logistics providers in the fields of trade fairs, exhibitions, events (sports, concerts, theatres, opera and orchestra) and fine art transportation. Additionally **DHL TFE** offers value added services such as packaging, customs clearance and on-site operations. ◀

►► www.dhl-tfe.com



TWI Group Celebrates 40th Anniversary

TWI celebrated its 40th Anniversary just recently in December 2012 in Las Vegas. In attendance were many of our US and Canada partners, staff, friends and family!

Started in 1972 by Stephen J. Barry Jr, TWI has gone through many changes both in our industry as well as in our company. We would like to take this time to thank the many IELA members with whom we have long been associated with. We could not have attained our success without you, our partners and clients. ◀

►► www.twigroup.com



FINK's new team member

FINK Group is expanding its events division and announces that **Claudia Valeria Almeida** has taken a position as **Events & Special Projects Manager**.

Claudia Valeria has been involved in logistics for trade shows during the past 13 years and will contribute to Fink success on logistic solutions for events. FINK keeps investing in Fine Arts and Exhibitions directly involved with Brazilian Museums, Art events and Trade Shows, and is focused to offer and provide the best quality service for its customers and agents. ◀

►► Her contacts are:

Claudia Valeria Almeida

Manager Exhibition & Special Projects Division
Transportes FINK - Brazil

Phone: +55 21 3410 9711 / Fax: +55 21 3410-9721
calmeida@fink.com.br

►► www.fink.com.br

IELA SENIORS CLUB

This year gathering will take place in Lisbon, Portugal, 7-9 June 2013 ◀



Lisbon, Portugal

►► For further information, please contact :
hansruedi.brauchli@bluewin.ch

► NEW MEMBERS

Introducing five new partners to the network
WELCOME TO IELA!

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The Team

Markus Eichenberger
Dominique Geiser
Regula Winter
Fabien Bilger
Michel Baerfuss

- Managing Director / Financial Director
- Director and Manager for all operational matters
- Senior Project Manager and Sales
- Project Manager
- Project Manager and Manager for general cargo

About BTG Suisse

BTG Suisse Ltd. was founded in August 2006. We specialize in international exhibition transports worldwide.

Apart from ensuring a perfect transport service, our focus lies on providing an ideal customer service. With our expertise we can support you in the preparation of customs documents and commercial invoices, as well as for any required letters of credit. We will also gladly take care of complete outsourcing projects on your behalf.

Our office is conveniently located in Pratteln, 5 minutes from the city of Basel. In our immediate vicinity we have the border offices in Rheinfelden, the Basel Rhine Ports, the Euro Airport Basel-Mulhouse and good transport connections to the domestic network of one of the largest Swiss freight carriers.

Our strenghts:

- reliable partner for all export-related exhibition and event freight out of Switzerland
- research and transport solutions for special projects
- organisation and assistance for your events off-site of the main Swiss exhibition centres
- multi-lingual staff with over 40 years of experience in exhibition, event and project logistics. ◀

► NEW MEMBERS

WELCOME TO IELA!

GO EVENTS MANAGEMENT INC.

Corporate Headquarters
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USA



General Management
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www.goeventsmgmt.com

The Team

Anne M. Norkin
Kelli Morrissey
Friema Hope
Michael Rivera

- Vice President
- Account Executive
- Account Executive
- Account Executive

About Go Events Management Inc.

Go Events Management is a U.S. based company specializing in transportation and on-site logistics related to exhibitions both domestically and internationally.

Our office is located in Brooklyn, New York within a 20 mile radius of Newark and Kennedy airports in addition to Port Elizabeth. We are a 24 hour operation equipped with a 30,000 sq foot warehouse enabling us to both store and consolidate cargo as required. GEM's staff is small, but we pride ourselves on a quality, personalized service to all our customers in order that they, in turn, may focus on other aspects of the tradeshow/conference experience.

Although we already work with a number of IELA members, GEM looks forward to expanding our reach globally and developing ties with new partners.◀



IELA currently has 122 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.

► NEW MEMBERS

WELCOME TO IELA!

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The Team

Niall Thompson	► Managing Director
Gwang Im Lee	► Sales and events coordinator
Michael Goode	► Project Manager
Beverley Marchi	► Project Manager
Vivian Brodigan	► Transport and International Coordinator

About Interflow Logistics Ltd

Interflow Logistics is an Irish company specialising in exhibition freight forwarding, on-site handling and project logistics. Our team of professionals will provide you with a personalised service and the flexibility you need no matter how large or small the project is.

We are very much open for business and will be interested to develop new relationships and share experiences with other IELA members. To date we have supported several other IELA members on a variety of events taking place in Ireland.

► **Where we work.** Interflow is the preferred supplier to the Convention Centre Dublin since it opened in 2010. We also service other Irish venues including the RDS, Aviva Stadium and City West Conference Centre.

► **Beyond our backyard.** Interflow manages and coordinates event logistics worldwide, and can help you with any kind of event. We do not limit ourselves to freight handling and enjoy the creative side of logistics. Our team will provide a tailor made solution to suit your needs no matter what side of the globe you are headed.

► **Our facilities.** Interflow Logistics operates a 24hr warehouse facility located within 15 minutes of Dublin City Centre. We also service Cork, Galway and Belfast providing advance warehousing to agents, event organisers and exhibitors.

► **Our other specialty.** We provide an extensive range of transport, lifting and engineering services to many industries including: Manufacturing, High-Tech, Healthcare, Retail and Consumer Goods. Our project logistics division specialises in the de-installation and relocation of industrial plant & machinery. ◀

► NEW MEMBERS

WELCOME TO IELA!

**SIDDHARTHA LOGISTICS CO. PVT. LTD.**

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The Team

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Sanjay Seth
Sameer Pandya (Sam)
Anil Kumar

- Jt. Managing Director
- Director
- Vice President
- Dy. General Manager – Exhibition Logistics
- Art Logistics

- & 200+ Professional Staff all over India.

About Siddhartha Logistics Co. Pvt. Ltd.

Siddhartha Logistics Co. Pvt. Ltd., is a leading provider of Logistics Services for Exhibition Freight, Event Cargo, Conferences, Private Demonstrations, Custom Broking, FTWZ Services, Projects, Trials, Deference & Aerospace logistics and Art-work in India. Our strong global network and significant local presence at 19 locations in India ensures tight control over your cargo.

We set ourselves apart by offering much more than just freight and onsite services. With our specialization in the domain of foreign trade in India, we help companies maximize their participation at exhibitions & events by offering them a complete gamut of services such as taxation related consultation and planning an entry strategy for India, along with the complete set of logistics services.

The first company in India to introduce the concepts of Free Trade & Warehousing Zone (FTWZ) for exhibitors, we have done away with ATA Carnets & Guarantees, and enabled simplified access to the Indian market.

Come to us for innovative solutions on how to access India and global markets and get an insight into what the right approach to logistics can achieve for your business. ◀

► NEW MEMBERS



WELCOME TO IELA!

WEL. WORLD EXHIBITION LOGISTICS

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www.world-exhibition-logistics.com

The Team

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Bernard Hayes	► Technical Director	Isabelle Kist	► Accounts Department
Sally Al-Salman	► Sales Manager	Laurent Martin	► Exhibition Coordinator
Anne-Claire Galland	► Project Manager	Jérôme Salibur	► Exhibition Coordinator
Yves Hamel	► Project Manager	Henri Jean Simon	► Truck Driver
		Geoffrey Cordier	► Warehouse Controller

About WEL. World Exhibition Logistics

Who we are. Since 2003, WEL is a logistics provider specialised in Fairs & Exhibitions & in Defence industry which guarantees a full range of services thanks with a well trained and experienced team of 12 peoples.

Our wish: to ensure our customers and agents a successful show

Our commitment: a door to door service in respect of your deadline

Our strength: an expert team with experience of exhibitions specific rules and on-site handling

► **Where we are.** Our office and warehouse are located at 10min from the CDG international airport & 20min of Paris City Centre.

We can operate in all majors city with a dedicated service from the exhibitors' warehouse up to the stand and reverse.

► **What can we offer.** We can manage & coordinate shipment for any kinds of products in any type of events all over the world.

Give us your goods and we take care and assist you from the preparation of documentation, packing and arrival at destination.

► **Other services.** Customer storage with preparation of orders and dispatch

Stand installation for key account

Models set up in private buildings or show rooms. ◀


<http://www.sxc.hu>

WINTER SEMINAR 2013 – January 16th to 20th – Zurich

BUILDING THE FUTURE

Post Event Report

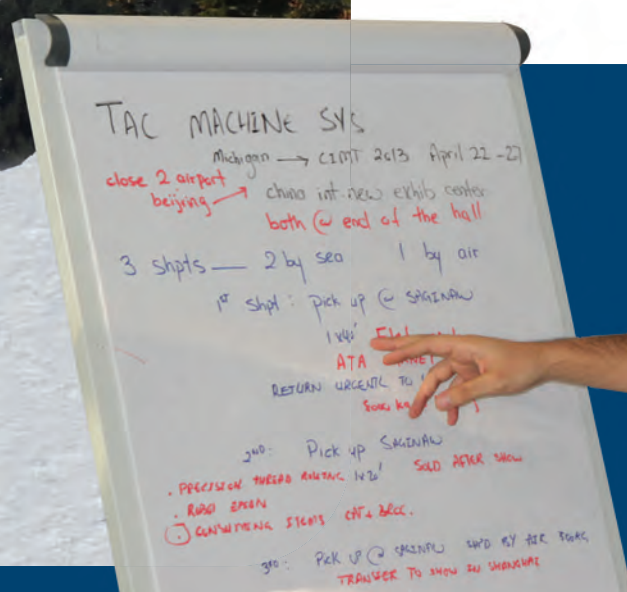
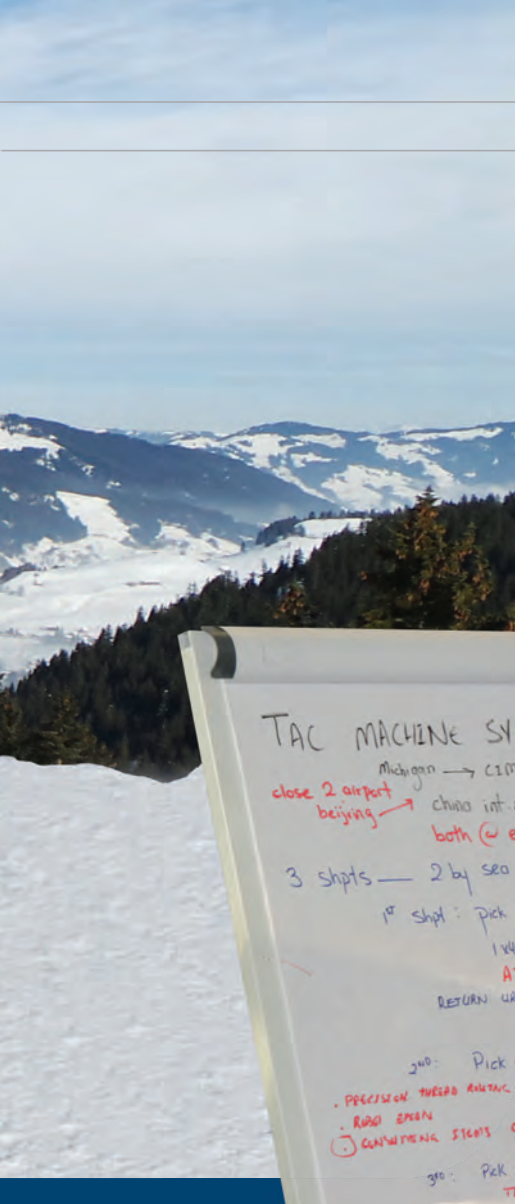
The 2013 **Winter Seminar** continued its established history of providing IELA members' operations staff with an exciting, memorable experience. The **Winter Seminar** was held January 16th – 20th, again in Zurich, Switzerland. IELA's experience from previous Winter Seminars truly influenced the unique character of this year's edition as classroom sessions and networking opportunities ignited a special synergy among the student participants.

The 2013 **Winter Seminar** was attended by 29 students from 21 IELA member companies and represented 15 countries. This worldwide coverage certainly added a varied, multi-national and interesting elements to the discussions and educational process. The students' work experience ranged from new-to-the business to seasoned veteran.

As in previous **Winter Seminar** formats (which has also become typical for most IELA events), the first evening began with a welcoming reception to allow students, presenters and Board members an opportunity to mingle and get to know each other. This process of greeting everyone was continued the following morning when the now well-established "speed dating" session provided a formal structure of face-to-face discussions. Students were allowed 4 minutes to speak with a fellow student participant before moving on to the next person. Within a short period of time, all students had an opportunity to talk individually with one another. Remarkably, once again the students remarked on their evaluation form that the speed dating session was a favorite among all other activities.

In addition to the "speed dating" session were a number of demanding classroom style seminars from Thursday through Saturday afternoon. All presentations were a combination of lecture time and student participation exercises. Topics included: the **History of IELA** that was presented by **Bob Moore**, **Application of Tariffs** presented by **Achim Lotzwick**, **Marketing** presented by **Kay Lohe**, **IELA Standards and Practices** presented by **Mariane Ewbank**, **Domestic/Site Agent Responsibilities** presented by **Emmanuel Pitchelu**, **Export Agent Responsibilities** presented by **Jim Callaghan**, and the **3-part Customs Workshop** featuring the **USA, India and China** presented respectively by **Brad Watson**, **Ravinder Sethi** and **Lisa Xu**. As a guest speaker, **Hellmut Sito Schlingensiepen** provided a unique presentation "Corporate Visual Recognition." IELA was also honored to have **Petra Lassahn** of Reed Exhibitions Germany as a presenter for the first time at a Winter Seminar (see side article).

▶ IELA EVENTS - WINTER SEMINAR 2013



All presenters were urged to deliver their topics in a highly interactive format and to involve student participation as much as possible. The half-day Customs Workshop provided an in-depth exploration into customs and handling issues in the USA, India and China. The students were divided into 3 country groups to examine and solve a case study project on their assigned area of the world. Then each group presented their findings to the remaining audience and answered questions relating to their solution. The brainstorming the evening before the Friday morning workshop by each group also became a tremendous networking experience as everyone began realizing similarities and differences in their job responsibilities regardless of the part of the world they were coming from. Another highlight of the **Winter Seminar** was an excursion around the Zurich Fairgrounds with a close look at the logistical environment during the build-up of a major trade show in this important exhibition complex. The tour was directed by **Daniel Bataller**, the manager of *Gondrand's exhibition department in Zurich* – and the local IELA member. Dani also supplied a tremendous amount of support to the success of the **Winter Seminar** by coordinating all meeting room arrangements, students' housing needs, lunch requirements and the day-in-the-snow arrangement. His assistance contributed very much to the overall success of the event and IELA owes him a gracious thank you for his efforts.

All students were given an exam as a final exercise and review at the **Winter Seminar**. The student with the highest score on this exam is also awarded as the "Best Student" of the event. This year's recipient of the honor of being named **Best Student** is **Mohd Rasyid Bin Abdullah** of **R.E. Rogers (Malaysia)**. We applaud Rasyid for his efforts and accomplishment. And we look forward to meeting him as our guest at an IELA General Assembly in Munich in June. ◀

Jim Kelty
Winter Seminar Team



2013 WINTER SEMINAR'S BEST STUDENT AWARD

IELA is proud to announce that the winner of their 2013 Winter Seminar's Best Student Award is Mohd Rasyid Bin Abdullah of R.E. Rogers (Malaysia) Sdn. Bhd.! Our sincere congratulations to Rasyid for his terrific efforts and participation at the Winter Seminar.

"We are truly proud of Rasyid and his involvement at this year's Winter Seminar and look forward to welcoming him as our guest at the IELA General Assembly in Munich in June," said Robert Moore, IELA Chairman. "There were high marks from a large number of the students, which is an indication of the quality of this year's entire class. These are the IELA leaders of the future and I am particularly proud of all of them."

The Winter Seminar is IELA's training event for its members' operational staff and held every two years in Zurich, Switzerland. Twenty-nine students completed the 2013 course.

The next IELA WINTER SEMINAR will take place in January 2015. ◀



▶▶ **Petra Lassahn**
Reed Exhibitions Germany

▶▶ **Kay Lohe**
Cretschmar MesseCargo GmbH, Germany

REED EXHIBITIONS EXECUTIVE PRESENTS AT THE WINTER SEMINAR 2013

The students at the 2013 IELA Winter Seminar were honored with the inclusion of a very special presentation by Ms. Petra Lassahn of Reed Exhibitions Germany. This was Petra's first time to be involved in an IELA event and we were extremely grateful for her efforts, experience and insights. From their high marks and follow-up comments, the students found her presentation enlightening and extremely helpful in understanding the expectations of today's organizers and exhibitors alike.

The 90-minute presentation and exercise was entitled "Success Factors For Exhibitors." Petra began with a very detailed description of the exhibition world, the types of events and all players involved. This part of the program examined the origins and basic definitions of exhibitions – actually starting from medieval times through their development as selling events and then into modern times reflecting the technological dynamism of the industrial revolution. She also explained the many different types of exhibitions and the criteria and characteristics of each.

In the exhibition world, what do the different market players expect? This was a question that was carefully and methodically answered in the remaining part of the lecture by discussing the new and increased demands of today's and future exhibitors.

Following the lecture, half of the students were asked to discuss their ideas for a successful exhibition from the exhibitor's perspective. The other half of the class had the same directive – but to approach it from the organizer's perspective. This exercise required the students to devise a complex plan with all activities from pre-show preparation through to post-show evaluation. The session concluded with both groups outlining their results involving all of the market players in the exhibition business and recommendations to address the ever-changing demands for success in our industry. The students were very attentive and their results quite intriguing.

Our thanks to Petra Lassahn for her wonderful contribution to this year's Winter Seminar. ◀



▶▶ Robert Moore & Jim Kelty



▶▶ Erkki Koski & Achim Lotzwick

WINTER SEMINAR 2013 - PARTICIPANTS

- ▶ **Shanade Collins** (Agility Fairs & Events Pty Ltd, Australia)
- ▶ **Jacqueline Horner** (TWI Group Inc., Canada)
- ▶ **Qiu Ouyang** (BTG International Freight Forwarding (Beijing) Co., Ltd, China)
- ▶ **Zhang Wei** (Sinotrans Logistics Development Co. Ltd., China)
- ▶ **Cui Xiao** (Sinotrans Logistics Development Co. Ltd., China)
- ▶ **Virginie Caquineau** (E.S.I Group, France)
- ▶ **Daniela Menzinger** (BTG Messe-Spedition GmbH, Germany)
- ▶ **Daniel Cerny** (Cretschmar Messe Cargo GmbH, Germany)
- ▶ **Annett Kreutzmann** (Cretschmar Messe Cargo GmbH, Germany)
- ▶ **Patrick Dexheimer** (DHL Trade Fairs & Events GmbH, Germany)
- ▶ **Caroline Masche** (Schenker Deutschland AG, Germany)
- ▶ **Andreas Stanglmair** (Schenker Deutschland AG, Germany)
- ▶ **Dimitrios Kostas** (Orphee Beinoglou SA, Greece)
- ▶ **Konstantinos Kolovos** (Orphee Beinoglou SA, Greece)
- ▶ **Pietro Rho** (OTIM spa, Italy)
- ▶ **Lik Chu Wan** (JIM Project & Expo Logistics, Malaysia)
- ▶ **David Imbaraj Gopal** (JIM Project & Expo Logistics, Malaysia)
- ▶ **Mohd Rasyid Bin Abdullah** (R.E. Roger (Malaysia) Sdn Bhd, Malaysia)
- ▶ **Pavel Antonov** (EXPOWESTRANS ZAO, Russia)
- ▶ **Andrey Shalupenko** (EXPOWESTRANS ZAO, Russia)
- ▶ **Anna Peshkina** (EXPOWESTRANS ZAO, Russia)
- ▶ **Marta Kupis** (RESA INTERNATIONAL EVENTS, Spain)
- ▶ **Stina Öhmann** (On-Site Exhibitions AB, Sweden)
- ▶ **Philippe Muller** (Inter ExpoLogistics Ltd., Switzerland)
- ▶ **Amer Darwish** (Darwish Logistics, Syria)
- ▶ **Christian Andrews** (European International Fairs Ltd., United Kingdom)
- ▶ **Clayton Doss** (Airways Freight Corporation, USA)
- ▶ **Andrew Finley** (TWI Group Inc., USA)
- ▶ **Jennifer Harris** (TWI Group Inc., USA) ◀

LECTURERS & PRESENTATIONS

▶ IELA EVENTS - WINTER SEMINAR 2013

▶ **Jim Kelty**SPEED DATING
USA▶ **Bob Moore**INTRODUCTION
TO IELA
AUSTRALIA▶ **Achim Lotzwick**TARIFFS
GERMANY▶ **Erkki Koski**TECHNICAL
ON-SITE
OPERATIONS
FINLAND▶ **Emmanuel Pitchelu**DOMESTIC AGENT
FRANCE▶ **Jim Callaghan**EXPORT AGENT
UK▶ **Ravinder Sethi**CUSTOMS
WORKSHOP
INDIA▶ **Lisa Xu**CUSTOMS
WORKSHOP
CHINA▶ **Brad Watson**CUSTOMS
WORKSHOP
USA▶ **Kay Lohe**MARKETING
GERMANY▶ **Mariane Ewbank**STANDARDS
BRAZIL▶ **Daniel Bataller**ZURICH FAIRGROUND
SWITZERLAND▶ **Sitó**CORPORATE
VISUAL
RECOGNITION
GERMANY▶ **Petra Lassahn**SUCCESS FACTORS
FOR EXHIBITORS
GERMANY



▶ Clayton Doss



▶ Pavel Antonov



▶ Zhang Wei



▶ Patrick Dexheimer



▶ Christian Andrews



▶ Caroline Masche



▶ Virginie Caquineau



▶ Konstantinos Kolovos



▶ Jennifer Harris



▶ Andreas Stanglmair



▶ Andrew Finley



▶ Shanade Collins



▶ Philippe Muller



▶ Andrey Shalupenko



▶ David Imbaraj Gopal



▶ Annett Kreutzmann



▶ Jacqueline Horner



▶ Stina Öhmann



▶ Amer Darwish



▶ Marita Kupis



▶ Dimitrios Kostas



▶ Pietro Rho



▶ Cui Xiao



▶ Qiu Ouyang



▶ Lik Chu Wan

▶ Andreas Stanglmair, Marita Kupis, Mariane Ewbank,
Andrew Finley

▶ Daniel Cerny



▶ Daniela Menzinger (first row, left)

Munich, June 29th • July 4nd

ENGINEERING PROFESSIONALISM

28th IELA Congress & 2nd IELA Partnering Event

28th IELA Congress & General Assembly

June 29th • July 2nd 2013, Hotel Sofitel Bayerpost Munich

►► **SECRETARIAT**
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►► **THE 28th IELA CONGRESS & 2nd PARTNERING EVENT SUPPORTED BY SEVEN GERMAN HOSTS ARE APPROACHING. BABSI & CHRISTOPH RAUCH ARE ORGANIZING A LIGHT, RELAXED EVENT THAT WILL TAKE PLACE RIGHT IN THE MIDDLE OF MUNICH, WITH MOST LOCATIONS IN WALKING DISTANCES.**

As we go to print three months before the event **215 delegates** have registered to the **2nd Partnering Event**, which really does go to show the key role of this networking platform as **the** meeting point of the Exhibition & Event Logistics Industry worldwide. The organising committee is working hard to make a great success out of Munich 2013. In this edition of the IELA REPORT, we would like to introduce you to the wonderful capital of Bavaria. You will understand why people love living in Munich so much and why we decided to organise the 28th IELA Congress here. Enjoy the reading, just forget business for a while, start planning your sightseeing tours to the magical castles and fall in love with Munich!

► In the next IELA REPORT to be published by the End of May one month before our events, we will inform you in detail about the great delegate and companion programme. ◀

With our best regards,

Elizabeth Niehaus
IELA Secretariat

HOST MEMBERS



ATEGE GmbH



E N G I N E E R I N G P R O F E S S I O N A L I S M

SPONSORS





►► Marienplatz



2nd Partnering Event

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



WELCOME TO THE CITY OF MUNICH

Munich is no coincidence the “cosmopolitan city with a heart” which attracts visitors like no other big European city. It is the perfect opportunity for you to combine business with pleasure during your stay at the IELA congress. Shopping and sightseeing, arts and culture, parks and castles, lakes and panoramas, beer gardens and gourmet restaurants: Munich and its surrounding area has everything.

The following information will help you to plan and prepare your stay during the IELA Congress & Partnering Event. We hope you will have a great time here and look forward to seeing you in Munich!

Here we go

Whether on foot or leisurely via tram: we will gladly show you the city. It takes some doing to explore Munich in just a few hours. We have created short and straight-forward tours for you so that you can experience as much as possible in Munich during your precious free time beyond the IELA congress. We have included the most important places of interest, shopping opportunities and beautiful sights in Bavaria’s capital. The tours described are designed to wet your appetite to return to Munich. We are confident that you will visit “the city with heart” again.

Anyone who has become a resident of Munich does everything in his power to remain here. And once you get to know Munich, you will understand why. After all, Munich unites the easygoing Bavarian “Gemütlichkeit” you will find in the shade of a beer garden’s chestnut tree with the hustle and bustle the city is known for. What’s more, the peaks of the Alps seem just on the outskirts of town every time the “Föhn” blows (a warm, dry wind from the south).

One cannot accurately do justice to the heart and soul of Munich by plainly portraying it as the capital of Bavaria, as an economic powerhouse, as a hub for trade fairs and conferences, as a magnet for students with its three universities, as the home of Germany’s Federal Fiscal Court as well as the patent courts for Germany and for all of Europe, and as the home town of Carl Spitzweg, Karl Valentin and Richard Strauss. Granted, all of that may explain why more than a million people live here near the Isar River – close to the shoal through which salt caravans traveled from Reichenhall to Augsburg thousands of years ago. But if you want to comprehend why people love living here so much, we advise you to embark on a journey of discovery. And fall in love with Munich!



28th IELA Congress
& General Assembly



Welcome to our city

GEMÜTLICHKEIT

There is a word which aptly describes the Bavarian way of life: **"Gemütlichkeit"**. Unfortunately there is no fitting synonym. Relaxation, peace, satisfaction.... none of these words come close. **"Gemütlichkeit"** can't really be translated into English either. That's presumably because this is not a definition or expression we're talking about, but an emotion. We'll try to describe it. Imagine a warm summer evening, sitting on plain wooden benches under centuries-old chestnut trees in the company of your closest friends and a cool mug of beer. It's the simple things that count. It doesn't matter who has achieved more or who is better-educated. It's also irrelevant who is wealthier or more beautiful. Here you can just be yourself.

And if you look around in a Bavarian beer garden, then you will find that this feeling is omnipresent. Hundreds of people from all walks of life and different religions, in elegant business suits or in flip-flops and shorts, all sitting peacefully and harmoniously side by side, enjoying this exact same feeling of simply being here.

We're looking forward to IELA 2013 in our hometown and we hope that after your trip you will know what **"Gemütlichkeit"** feels like. When we enjoy and experience summer in the city together under centuries-old chestnut trees in the company of good friends and a cool beer.

► Barbara and Christoph Rauch

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IELA 2nd Partnering Event

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Dear Guests, dear IELA Members

Welcome to Germany and welcome to our IELA Congress! It will be a big thrill to have you with us and to give you a taste of German Hospitality, Culture and Way of Life. Barbara and Christoph Rauch have been spending many hours to make your time in Munich an unforgettable experience. We owe this IELA Event to their enthusiasm, dedication and professionalism and we are looking forward to be introduced, like all of you, to the fascination which Munich and Bavaria have to offer.

Come and enjoy, and be a part of the 28th IELA Congress!

Cretschmar MesseCargo GmbH

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Messe München

The new grounds of the **Messe München** (Trade Fair Centre) in Riem offer the ideal site for successful trade fairs and conferences thanks to more than 180,000 m² of exhibition space in 17 trade fair halls, 360,000 m² of outdoor exhibition space and outstanding transport links. More than two million annual visitors appreciate the first-class design and equipment which make it child's play to realize modern events.

The modern International **Congress Centre Munich ICM** provides seating for as many as 6,000 people and rounds out the sites for top-notch events.

In the M.O.C. im Munich-Freimann, you will find attractive trade fair areas as well as conference and event rooms under one roof, and permanent order offices for the sport, shoe and fashion industries.

►► Messe München





» Karlsplatz



28th IELA Congress
& General Assembly



Tour of Munich's city centre

Begin your tour of discovering the heart of historic Munich at **Marienplatz**. You will be amazed at everything the city can show you in a short amount of time. And treat yourself to a break in one of Munich's oases – be it a restaurant, beer garden or café.

Start from **Marienplatz**; actual walking time: 1 hour; with stops and breaks: approx. 4 hours.

There is no need to rush in the morning! Most shops in the city centre do not open before 10 am.

Munich's **Marienplatz** is dominated by the **Neues Rathaus** (New Town Hall). In the middle of the Town Hall's tower is the carillon oriel: here you can watch and listen to the **Glockenspiel** at 11 am or noon and at 5pm. Why not take the lift inside the tower all the way to the top (10 am – 7pm). The façade is ornamented with portrayals of Bavarian princes, dragons and mythical beasts. In the arcades all round the Town Hall, you will find the Tourism Office and many well-established shops selling souvenirs, wood carvings, pewter or jewelry. The **Mariensäule** (Marian Column) symbolizes the defence of traditionally Catholic Munich against foreign attacks. The Toy Museum is located in the tower of the **Altes Rathaus** (Old Town Hall), which is at the edge of **Marienplatz** as you walk toward Isartor.

Walking along the left side of the **Hugendubel** bookshop, you will see Munich's oldest parish church, St. Peter. Its tower, lovingly referred to as **Alter Peter** (Old Peter), is a popular vantage point. Although you must first walk up 306 narrow steps, you will be rewarded with a remarkable view.

Go from Old Peter back to **Marienplatz**, pass the Rathaus on its left and enter Weinstraße, then

» Stachus



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turn left again onto Sporerstraße in order to approach the **Frauenkirche** (Church of Our Lady). Stroll round the entire church and admire the small-town-ambiance of traditional establishments and shops selling handmade goods. The South Tower can be visited 10 am – 5 pm. First climb 86 narrow steps before a lift takes you to the very highest lookout point over Munich's old city centre.

The "Dom Zu unserer lieben Frau" (Cathedral of Our Blessed Lady) – the full name of the Frauenkirche- was constructed in 1494. The Cathedral's interior is rather modest, with remarkably beautiful window art. In addition to numerous art treasures, visitors can also view the tomb of Louis IV, Holy Roman Emperor. Pope Benedict XVI was consecrated bishop here in 1977 and served as Archbishop of Munich and **Freising** until 1982.

Behind the cathedral, turn left onto **Löwengrube**, then right onto **Hartmannstraße** to reach **Promenadeplatz**. Renowned banks, offices and galleries have operated here for 200 years on the former site of a trading centre for salt. This square is defined by the Bayerischer Hof hotel, built by King Ludwig I in 1841 and which has been owned by the same family of hoteliers since 1879.

To its right is the **Palais Montgelas**, which was the official residence in 1918 of **Bavarian's first premier, Kurt Eisner**. You will find a modern statue of **Count of Montgelas** in the small park in front of the palace – also nice cosy place to rest. Behind the place, turn left onto **Kardinal-Faulhaber-Straße**, which holds in store several stately structures. Next to the pink-painted **Erzbischöfliches Palais**, discover - behind a historic façade - the modern **CityQuartier Fünf Höfe**. This modern and spacious shopping arcade is characterized by transparency, distinct passageways and creatively designed inner courtyards. In this high-end-complex, find unique shops offering exclusive items, the Hypo Cultural Foundation's art gallery with rotating exhibitions, and many restaurants and cafés appealing to a diverse range of tastes.

Exiting the **Fünf Höfe** via one of the passages toward **Theatinerstraße** and proceeding to your left, you will soon arrive at **Odeonsplatz**. Facing east is the yellow **Theatinerkirche St. Kajetan** (Theatine Church of St. Cajetan), which was erected by Italian master builders and stucco specialists in the mid-17th century to honour the birth of Prince Max Emanuel. This was the royal church for the **Royal Residence** opposite and is home to the House of Wittelsbach's family crypt. Opposite **Odeonsplatz** is the **Hofgarten** (Royal Garden), which forms the northern boundary of the Royal Residence. This is a wonderful place to rest!

Either at **Café Tambosi** with a view of the bustle, or pleasantly tranquil in the garden. **Bavarian King Ludwig 1** had the **Feldherrenhalle** built between 1841 and 1844 as a memorial to the Bavarian army and its victorious generals. Don't miss to go up the steps and enjoy the magnificent view along the palace and down **Ludwigstraße** toward **Siegestor (Arc of Victory)**!

►► Marienplatz





►► Fischbrunnen



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Now turn onto **Residenzstraße**, the right side which is lined with exclusive shops. If you walk alongside the **Residenz (Royal Residence)** – Munich's palace for Bavarian dukes, prince electors and kings until 1918 – you will come to Max-Josef-Platz. The Residenz was constructed in various styles over the course of 500 years and consists of a labyrinth of rooms, inner courtyards, royal chapel and royal stables. Nowadays, the Residenz is home to attractions such as the **Herkulesaal (Hercules Room)**, the **Residenzmuseum (Residence Museum)** with the **Schatzkammer (Collection of Treasures)** as well as the **Residenztheater (Residence Theatre)**. All of them are worth visiting!

To the right of the Residenz stands the **Nationaltheater (Bavarian State Opera)**, which was opened in 1818. Several masterpieces by **Richard Wagner** premiered here in the mid-19th century. In the middle of this square is a statue of the man after whom this square was named: **Maximilian I Joseph**, the first king of Bavaria. The prominent red building at the other end of **Max-Josef-Platz** is **Munich's Alte Hauptpost (Old General Post Office)**.

►► Siegestor (Arc of Victory)

Now, stroll a bit away from the city centre down **Maximilianstraße**, home to many top-fashion designer shops. Turn right and go past Kosttor. You will enter **Platzl**, an idyllic square which has become a culinary mecca in recent years. In addition to the famous **Hofbräuhaus** with its cosy beer garden and elite **chef Alfons Schuhbeck's restaurants** and shops, there is a broad spectrum of traditional and international restaurants. Opposite the **Hofbräuhaus**, turn onto small **Orlandostraße** – featuring primarily football fan and souvenir stores. At the end of **Orlandostraße**, turn right and then left onto **Sparkassenstraße**. You will pass **Marienplatz** on your right and the **Heilig-Geist-Kirche** on your left before reaching **Viktualienmarkt**. Although **Viktualienmarkt** naturally attracts tourists, you still get a genuine Munich experience here. It's well worth to saunter from one stand to the next and try different specialties. You have deserved it!



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Further useful information for you:

► Munich map with Munich attractions:
<http://www.aviewoncities.com/maps/munich.htm>

► IELA Congress & Partnering Event Programme (detailed version will be available soon)
http://www.iela-congress.com/fileadmin/IELA/media/congress_2013/Event_Programme_2013_Congress_PE.pdf

Registration forms:

► 28th IELA Congress
http://www.iela-congress.com/fileadmin/IELA/media/congress_2013/28th_IELA_Congress_2013_Registration_Form.pdf

► 2nd IELA Partnering Event
http://www.iela-congress.com/fileadmin/IELA/media/congress_2013/2nd_IELA_Partnering_Event_2013_Registration_Form.pdf

► 28th IELA Congress: Participant List – status March 26th, 2013
http://www.iela-congress.com/fileadmin/IELA/media/congress_2013/26.03.2013_Participant_List_28th_IELA_Congress.pdf

► 2nd IELA Partnering Event: Participant List – Status March 26th, 2013. http://www.iela-congress.com/fileadmin/IELA/media/congress_2013/26.03.2013_Participant_List_2nd_IELA_Partnering_Event.pdf

Munich Stories

Munich does have some idiosyncrasies. What other Germans call a **Brezel** is a **Brez'n** (pretzel) in Munich; and **Karlsplatz** is actually **Stachus**. Why is that so? Let us explain. What is the etymology of Munich? **Monks** (**Mönche**) were already living here when **Munich** was founded in 1158. Thus arose the place name "apud Munichen" – at the monks'. Ever since, the seal of Munich has included a monk of some sort. More recently in history, the monk's depiction was erroneously thought to be a child – which led to the Münchner Kindl fairy tale.

► When does the Münchner Kindl (Munich Child) go to bed?

At 9 pm, a night watchman and an angel of peace appear in the Town Hall's oriel and put the Münchner Kindl to bed. The ceremony is accompanied by composer Johannes Brahms' Wiegenlied.

► What is Münchner Freiheit?

The former public-transport station Feilitzschplatz was renamed **Münchner Freiheit** (Munich Freedom) in 1946 to honour the members of **Freiheitsaktion Bayern**, who had unsuccessfully risen up against the Nazi regime in Munich in April 1945.

► Why do people rinse their purses and wallets in the Fischbrunnen?

Every Ash Wednesday since 1426, people traditionally rinse out their purses in the Fischbrunnen (Fish Fountain) at Rathaus (Town Hall) – along with the Munich's mayor. This custom is said to protect against financial difficulties; it also symbolizes that purses are empty following Carnival and everyone would benefit from a pay rise.

► Where does the name Stachus come from?

Prince Elector **Karl Theodor** had a Square designed in 1790 which was to bear his name. Yet the official name, **Karlsplatz** (Karl's Square), never caught on. Munich residents refer to **Karlsplatz** as **Stachus** because – close to today's Kaufhof – the beloved restaurant **Stachusgarten** opened in 1755, which had been named after its proprietor: **Eustachius Förderl**. **Karlsplatz** has thus been known as **Stachus** for over 250 years.

►► Royal Garden





►► Castle Neuschwanstein



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Do you remember Cinderellas' castle?

Walt Disney had been inspired by King Ludwig II marvelous **Castle Neuschwanstein**. Seven weeks after the death of King Ludwig II in 1886, **Neuschwanstein** was opened to the public. The shy king had built the castle in order to withdraw from public life – now vast numbers of people came to view his private refuge.

Today **Neuschwanstein** is one of the most popular of all the palaces and castles in Europe. Every year 1.3 million people visit "the castle of the fairy-tale king". In the summer around 6,000 visitors a day stream through rooms that were intended for a single inhabitant.

The setting of **Neuschwanstein** could not be more idyllic. However, movement in the foundation area has to be continuously monitored, and the sheer rock walls must be repeatedly secured. The harsh climate also has a detrimental effect on the limestone façades, which will have to be renovated section by section over the next few years.

Don't miss to visit the renowned dream castles of the fairy tale king Ludwig II, built in the 19th century:
► **Royal castle of Neuschwanstein**, majestically situated in the beautiful Bavarian Alps 130km from Munich
http://www.stadtrundfahrten-muenchen.de/en/day_trips/angebot/neuschwanstein-1/

► **The rococo-style palace of Linderhof** with its fantastic grotto
http://www.stadtrundfahrten-muenchen.de/en/day_trips/angebot/linderhof-1/

► **The castle Herrenchiemsee**, a grand replica of the Palace Versailles, located on the island of Lake Chiemsee
http://www.stadtrundfahrtenmuenchen.de/en/day_trips/angebot/the_royal_castle_of_herrenchiemsee/



►► Palace of Linderhof

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Everything You always wanted to know about Munich

► Who invented the pretzel?

It is said that a lord told his baker, who was to be hanged, that he would spare the baker's life if the latter were to bake a cake through which the sun could shine three times! And thus was invented the lifesaving **pretzel**, known in **Munich** as a **Brez'n**.

► What is the origin of Oktoberfest?

The people of Munich have celebrated **Oktoberfest** since 1810, when Crown Prince Ludwig von Bayern married Princess Therese von Sachsen-Hildburghausen. The wedding festivities were held outside the city gates on the site where **Oktoberfest** takes place, Theresienwiese – named in honour of the bride.

► Why is "Weißwurst" traditionally eaten only in the mornings?

Weißwurst, or veal sausage, needs to be eaten fresh. In the past, when keeping food cool was difficult, the rule was you had to eat it before the church bells struck twelve-o'clock. According to another legend, the **Weißwurst** was sold in the mornings to craftsmen, to make space in the butchers for more expensive products in the afternoon, to sell to the better off.

► Tip: Climb into the head of the Bavaria statue

The erection of Oktoberfest structures begins in July. In front of the Ruhmeshalle, you simply need to climb up the steps inside Bavaria (over 18 metres in height) to reach the viewing platform, which affords you a superb view of the Oktoberfest fairgrounds.



►► Oktoberfest





Munich Top 20 Sights



- **1**
Frauenkirche /
Cathedral Church of Our Lady
- **6**
Englisch Garden



- **2**
Marienplatz /
St. Mary's Square
- **7**
Residence Palace



- **3**
Nymphenburg Palace
- **8**
Pinacotheca /
(Old and New)



- **4**
German Museum
- **9**
Alter Peter /
Church of St. Peter



- **5**
Hofbräuhaus /
Royal Brewery
- **10**
Karlsplatz /
Stachus



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► **11**
Olympic Park



► **12**
Allianz Arena



► **13**
Zoo Hellabrunn



► **14**
Old Court



► **15**
BMW Headquarter
and Museum



► **16**
Odeonsplatz



► **17**
Bavarian State Opera



► **18**
Munich Botanical Garden



► **19**
Viktualienmarkt /
Food Market



► **20**
Oktoberfest



► INDUSTRY - NEWS



Fourth Quarter CEIR Index Results Show Slower Growth for Industry Overall

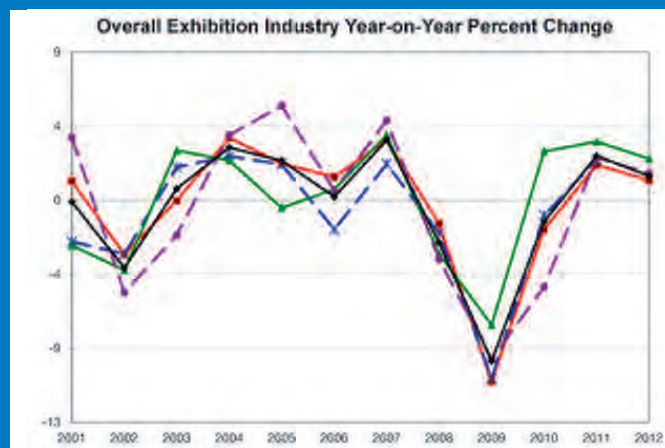
DALLAS, 19 March 2013 Today, the **Center for Exhibition Industry Research (CEIR)** has released year-end results for the **CEIR Index**. After an encouraging, first-half with growth near 2.4 percent and tracking to meet the 2.9 percent projection, performance in the second half of 2012 declined. The cooling that was reflected in the third quarter continued into the fourth quarter with the CEIR Index for the overall exhibition industry finishing at 1.5 percent growth for the year, lagging behind the revised government GDP estimate of 2.2 percent.

CEIR Economist **Allen Shaw**, Ph.D., Chief Economist for Global Economic Consulting Associates, Inc. said, "We had a positive outlook during the first and second quarters of 2012, however, the exhibition industry began to slump in the third quarter and continued through the end of the year. We attribute this to the well-publicized prospect of the "fiscal cliff" which substantially hurt business sentiment and willingness to incur travel expenses, and ultimately hurt the exhibition industry."

Based on the initial projection for the year, the sectors that were expected to do well performed better than projected. Conversely, sectors with low expectations performed worse than projected. Two sectors that exceeded projections were Discretionary Consumer Services (CS) and Sporting Goods, Travel and Entertainment (ST). Both rely on consumer confidence as does the Consumer Goods and Retail Trade sector. For example, the movie industry reported record growth despite consumer confidence today being 10 points lower than it was this time last year. Encouraging performance was also turned in by the Finance, Legal and Real Estate (FN), and Communications and Information Technology (IT) sectors.

Compared to the third quarter, Attendance, the leading indicator, slowed from 1.3 percent to 1.0 percent. Similarly slowing growth was reflected in Net Square Feet which was down slightly from 1.2 percent in the third quarter to 0.8 percent in the fourth quarter. Exhibitors slowed from 0.5 percent to 0.2 percent and Revenues which were adjusted for inflation slowed from 1.6 percent to 1.3 percent.

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 Healthcare; Raw Materials and Science; Sporting Goods, Travel and Entertainment; and Transportation. ◀



About CEIR

CEIR serves to advance the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering knowledge-based research 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, visit www.ceir.org.

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**▶▶WHAT ARE THE KEY VENUES
IN IRELAND?**

1. Royal Dublin Showground
2. Convention Centre Dublin
3. Citywest Convention Centre

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

▶What are the major customs documents required for imports?

ATA Carnet for temporary import shipments.

1 original & 9 copies of Commercial Invoice & Packing List for permanent imports.

1 original & 9 copies of Commercial Invoice & Packing List for temporary imports under bond.

MAWB or Express Bill of Lading from the carrier.

▶Is fumigation required on wooden packages?

YES: Ireland is a member of the European Union which confirms with ISPM15 regulations. All wood packaging materials must be clearly stamped in accordance with the regulations.

▶Is it possible to send the goods directly to the fair ground or do they have to be stopped by Customs first?

Venues in Ireland are NOT bonded. All customs procedures must therefore be completed at the port or airport of arrival.

▶Is Temporary Importation possible?

YES: ATA Carnets are recommended for all non EU shipments that need to be entered for temporary import. Shipments can be cleared for temporary import against a pro-

forma invoice and the clearing agent will charge a bond fee to cover the deposit lodged with customs.

▶Is a Customs Bond required for temporary imports and how is this arranged?

Goods arriving for temporary importation on a pro-forma invoice must be packed and documented separately from all other items. Customs clearance will be performed at the port or airport of entry and the clearing agent will lodge security with customs to cover the potential duty and import tax. All goods entered for temporary import must be presented to customs after the event for either/or re-exportation or transfer to permanent importation to a local buyer.

▶Do permanent imports of promotional materials need to be packed & declared separately?

YES: Goods for temporary importation, permanent importation and goods on an ATA Carnet must all be packed and documented separately.

▶Are customs inspections (physical check) mandatory?

YES: especially in the case of shipments for temporary importation.

▶What is the average period required for customs clearance?

LCL Shipments should arrive at least 10 working days prior to the show. FCL Shipments should arrive at least

7 working days prior to the show. AIR shipments should arrive at least 5 working days before the show.

▶Are sales allowed during the exhibition?

Shipments entered for temporary importation must be returned to your customs broker after the show for customs clearance formalities to be completed for either reexportation or transfer to permanent importation. Shipments cannot be sold from the stand and taken away by the local buyer. Heavy penalties will be imposed by customs for items not being available for customs clearance after the show.

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

Prohibited or restricted goods – Goods subject to a national or community prohibition or restriction may not be imported, except under licence or authorisation issued by the appropriate authority and presented at importation.

For the full list of restrictions visit <http://www.revenue.ie/en/customs/prohibitionsrestrictions/prohibitions-restrictions.pdf>

What are the major problems experienced with local customs authority, if at all?

They have a limited knowledge of the exhibition industry and the relevant customs procedures. ◀

▶▶www.cargoinfo.co.za



▶ IELA MEMBERS The International Exhibition Logistics Association is a worldwide trade association dedicated to enhancing the professionalism of the transportation logistics and freight handling segments of the event industry. IELA has 122 members in 47 countries...

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► IELA MEMBERSHIP

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

Email your recommendations to > membership@iela.org



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► MEMBERSHIP WORKING GROUP

Hi Friends,

So the countdown to **28th IELA Congress and General Assembly** has begun. This has been an historic year for IELA, when IELA has moved forward with new organisation set up completed as adopted during last IELA Congress at Barcelona. With this change quite a dynamism has been activated by the Board of Directors. Secretariat has taken up the role of following very closely prospective members for IELA and the results have been overwhelming. I express my appreciation for this activity of Secretariat which has resulted in strengthening IELA Membership.

There were 120 members of IELA at Barcelona Congress.

> **2 Members:** M/s A.J. van Deudekom and M/s Trans Impex resigned from IELA

> **1 Member:** M/s Bentraco was expelled due to non payment of Membership fees.

> **5 Additional Members accepted in IELA family since Barcelona** are BTG Suisse, Interflow Ireland, Go Events USA, Siddhartha Logistics India and WEL France.

Couple of applications received have been reviewed by Board and are expected to be inducted as members once process is completed.

One more member from Azerbaijan, a white spot, is also expected to join IELA once the process is completed.

With the **success of 1st Partnering Event at Barcelona** there are 27 hot prospects for joining IELA and 41 prospects have shown interest in joining IELA.

Thus anticipated membership in coming months is expected to touch around 129.

As was conveyed by Chairman **Bob Moore**, new Board have revised the process of processing New Applications and same are now scrutinised by Secretariat and presented to Board for review with this Role of **Membership Working Group** in scrutinising new applications has been dispensed with. As explained by Chairman, this makes the process faster and leaves members of **Membership Working Group** to concentrate on other areas related to spreading the IELA brand to new agents in areas not represented at IELA or new players who have

joined this specialised exhibition logistics field.

This will need discussions amongst members of **Membership Working Group** revising this aspect of **Membership Working Group**. We have had discussions regarding this aspect at Barcelona where creation of Data Base of agents involved in exhibition logistics particularly in area and regions not represented in IELA was discussed. It is suggested that members of the **Membership Working Group** will take on regions in their areas of operations for such exploration. Also other aspects such as promotion of IELA membership drive along with PR Group, relating with new members in IELA will be discussed during next Congress at Munich. I would welcome any other suggestion for **Membership Working Group** to make its impact in IELA ideology.

Looking forward to suggestions and contributions for making **Membership Working Group** effective in furthering goals of IELA. ◀

Shirish Kulkarni





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►ORGANISERS WORKING GROUP

The IELA Story

This past December, IELA had a singular opportunity to showcase our Association, to “tell the IELA Story”, with an exhibition stand and presence at other events at the annual IAEE (International Association of Exhibitions & Events) Congress and Exhibition: ‘Expo Expo’ in Orlando, Florida.

The IAEE represents the top echelon of Industry Associations, Executives and prominent Vendors in the US as well as a major global contingent of the same from a variety of international sectors.

Vicki Bedi (PS Bedi, India) is now a Board member of the IAEE and as such, IELA was presented with a cost-effective opportunity to exhibit at ‘Expo Expo’. I joined Vicki for the Exhibition and a couple of additional Industry Events attached to the IAEE Convention--- two of which were the Annual Exhibition Service Contractor’s Association business dinner as well as the third edition of Exhibition Summit Meeting which included most of the major Exhibition Industry Associations in the US.

In fact, of all the Industry Associations present at the Convention, IELA was the only Association interviewed on the Convention News Network covering the event---thus giving IELA additional positive exposure to the Convention exhibitors and attendees.

We shared a generous amount of time with the new incoming President of IAEE, **David Dubois**, who is quite enthusiastic about the current and future IELA/IAEE relationship.

In fact, Mr. Dubois has asked IELA to prepare a learning session / presentation to be included in the next IAEE Convention in Houston, Texas, this coming December. I will be eager to solicit the support of all of our US IELA colleagues to contribute and participate in the development of the presentation. (In fact an open invitation is extended to any IELA member who would like to contribute. I will pass along the format and seminar parameters when discussed with the IAEE.)

Also, we had time to discuss the many accomplishments of the outgoing President, **Mr. Steven Hacker** who presided over the IAEE for 21 years.

Mr. Hacker received the 2012 JMCI (Joint Meeting Industry Council) Power and Profile Award which recognizes individuals and organizations whose advocacy efforts have advanced the interests of the events and exhibitions industry.

Hacker was one of the sector’s most vocal and effective advocates. I cite this because his accomplishments have relevance to all of us in IELA; his advocacy efforts on behalf of our Industry may have similar relevance to Exhibition Industry/Government issues in all of our countries.

Working with the US Travel Association and the American Society of Association Executives, he championed expansion of the Visa Waiver Program to the US Congress. Mr. Hacker stressed that:

> Visa issues prevent 116,000 international visitors from

attending US Exhibitions each year including 78,400 buyers and 37,900 exhibitors.

> That the average spending by each international buyer and attendee is more than \$13,600.

> Spending by international exhibitors averages more than \$36,100.

> By reducing US Visa Barriers, the US economy would realize increases in business sales of about \$3billion a year.

> Reduced Visa barriers would create more than 17,500 jobs directly and 43,000 jobs indirectly.

> More than \$750 million in tax revenue would be generated.

Thanks largely to Mr. Hacker’s efforts, US Travel recently reported that:

> Approximately 90% of visa applicants are interviewed within three weeks of application submission.

> In addition, a 40% rise in processing capacity has been achieved in Brazil and soon will be in China.

Are any of these Visa issues similar in your countries? Could increased exhibition business be valuable to the business and tourism sectors of all of our countries? Obviously, the answer is yes-----the question : what, if anything, can we as IELA do to assist---to provide information to those who do advocate for relaxed Visa regulations?

► ORGANISERS WORKING GROUP

The purpose of the IELA Organiser Working Group is to spread IELA exposure to and create a liaison with the “powers to be” of the International Exhibition & Events Industry; the major Organisers, representatives and Associations that “drive” the Exhibition Industry.

We’re “telling the story of IELA” and promoting the IELA Brand. Whether we exhibit at Industry Events, provide Exhibition Logistic Industry presentations, publish pertinent Industry articles or assist with Industry Advocacy issues, we are ultimately generating potential business for our IELA Member companies which is a value added benefit, it seems to me, the prime benefit, of our IELA Membership.

To be more specific, an added goal or reason for our WG’s activity, would

be that our offer to the Global Exhibition Industry Organisers results in all IELA Members being considered, designated and recognized as “Preferred Vendors”. That kind of brand recognition would go a long way to increase the possibilities of all IELA members gaining additional business in our competitive marketplace.

Probably, that goal may not be realistic in every case. But, short of that designation, we all can “sell” the IELA Brand confident that we are and should be “Preferred Vendors” to the business advantage of ourselves and our companies.

In my conversations with Industry Executives, Associations and Organisers, I have yet to meet someone who was not impressed by the “IELA Story”---our singular Association, extensive global network, our strict standards,

experience requirements, exhibition customs experience and database etc. I suppose that all of our members will find this response to be true in their own markets and countries. Continue to “sell the IELA Story” to your advantage in whatever forum, medium or event that you can.

I recognize that all of the members of the Organiser Working Group are utmost professionals; experts both in their business knowledge and the business regulations of their specific countries. And, I know they are telling the “IELA Story” well in their countries. Please plan to continue to your individual advantage.

And I continue to thank the Group for all of its implied efforts. ◀

John Harrison





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►STANDARDS WORKING GROUP

Dear IELA members!

Before talking about the Survey that it is concluded I'd like to share with you a great experience I had in January. I was honored to take part at the Winter Seminar 2013 in Zurich to present "IELA Standards". Besides talking about the Standards I used this unique opportunity to bring to the "students" the Survey and its importance.

Most of them have never even heard about it. I had reinforced to them a lot the meaning of it and how it affects the Association. It seemed they got it and I hope they will take this back to their companies and help for the next edition of the Survey.

Now, the Survey

It was a team effort between the Secretariat and the Standards Working Group members.

It's been a long and difficult journey to have members answering the questionnaire. At the same it is also challenging. I mean challenging because we must try to find more solutions to motivate the members to answer the questions. We extended several times the deadline, we sent several reminders and got in

touch with the non-respondents, one by one. And the results are:

- > Respondents Export: 91 members
- > Respondents On-Site: 88 members
- > Non-respondent total: 13 members

Last year we had 20 non-respondents. There is a reduction, but we are more ambitious, we want to reach 100% of answering. But to get to this mark we need support from all the members. If it is not possible for person who receives the password to answer the questionnaire, it is necessary to forward to someone capable to do so.

To make brief picture of the results we had:

Site Agents

- > 502 surveys completed in 2012; 668 in 2011
- > Average Score 5.3 in 2012; 5.22 in 2011

Export Agents

- > 578 surveys completed in 2012; 654 in 2011
- > Average 5.3 in 2012; 5.11 in 2011

There is a discrete improvement from last year. But it can be due the reduction of the number of answers.

The highest rate is "7", so we are not reaching the sky, but we are not under the average.

The Survey is an X-Ray of IELA members and it is where we can see how our companies are doing and where it is necessary to improve. It is also an important tool for the Award which is recognition of the efforts of the best agent.

During the next conference in Munich we will be presenting the complete results.

We know we can do better, however we need the commitment of everybody. We are looking for solutions and if there is any idea, don't be shy, share it with us. ◀ Kind regards and see you in Munich!

Mariane

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►TRAINING WORKING GROUP

Dear IELA members!

With great pleasure I can tell you that IELA **Winter Seminar 2013** was held successfully in Zurich January 16th to 20th. We had 29 absolutely fantastic students showing great enthusiasm to hear and absorb the information provided by the lecturers as well as from each other. To see them all listening intensely and participating in the lively discussions during group work assignments was very enlightening. Please refer to full report written by Jim Kelty on this IELA Report of the IELA Winter Seminar.

Once again it was a huge effort to arrange the seminar. Special thanks go to Achim Lotzwick and Jim Kelty. Their commitment to IELA and to the benefits members receive through this training event was the core force that put it all together. Coupled with the

help of lecturers (most from IELA member companies) giving their valuable time, we can proudly say that seminar attendees got special instructions, insight and advice that is only available within the IELA organization. The students – and their employers – will benefit from this training effort for years to follow. With great appreciation I like to thank invited (non-IELA member companies) lecturers for their time and effort coming all the way to Zurich.

These **IELA Winter Seminars** have been and will continue to be organized mainly on the voluntary basis. While at times it can be hard to find lecturers, the people who have been willing and able to allocate the time to developing, organizing and participating in the seminar have been terrific and this shows a definite strength of IELA.

Throughout its history the IELA Winter Seminar has consistently been organized in a professional way with its content meeting the highest standards of training. Again and again there have always been individuals ready to put themselves on the front line and member companies ready to invest in their staff resources. This sets IELA apart from other business and industry networks. It is also a perfect example of the IELA Spirit, its passion for quality and devotion to improving our industry. A special thanks to all who were involved in this year's **Winter Seminar**.

I was grateful for the opportunity to be part of the IELA Winter Seminar. I enjoyed every second and have the passion to do it again. ◀

With kind regards
Erkki Koski



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►PR & MARKETING WORKING GROUP

Dear friends,

The Barcelona congress has gone for a while and over the past months we've been focused on our daily business. However our IELA activities are not sleeping at all!

Personally, I had the great pleasure of being lecturer at the IELA Winter Seminar in Zurich this year, where 30 young staff employees from IELA members from all over the world attended. I was impressed how well educated and skilled our students were! Their engagement and spirit to be part of the prospering IELA network was really amazing. In my opinion this young people have got the potential to be the IELA chairman in approximately 15-20 years. So we can be sure, that the future of IELA is secured in a very reliable way.

Particularly with regard to our increasing network, I am pleased to relate in my core business as chairperson for the working group as follows:

The **new homepage** will be

online in April. We are still working on the development of the **MEMBER ZONE**. One of our biggest challenges is the creation of a serious communication platform contiguous to our daily business, which also offers new business opportunities.

In addition we would like to generate a **new membership package** as those you obtained in Barcelona last year. There is the idea of revitalizing the former posters (IELA general, Export, Onsite) with a new layout to communicate in our offices worldwide what IELA is, educating our people and strengthening the IELA Brand and awareness of the quality IELA members deliver.

We would much appreciate, if you could give us your input about the content of these posters as well. Also it would be very interesting to collect some topics, which might be relevant for you under the aspect of Marketing or how you can use IELA for your personal benefit.

We are looking forward to receiving all your ideas and suggestions which IELA advertising instruments are preferred from the member's side.

Another big issue and the most important one for the upcoming months, is to start with an **IELA newsletter** with regular news about IELA, particularly about all members companies as well as industry challenges.

Unfortunately, we can only send out news that we are aware about. **So please, feel free to inform Elizabeth or me about news in your company (appointments, changing in your staff, news about quality management etc.), which you want to provide in the IELA world.** It depends on your engagement of getting in touch with us regularly as well as the quality and seriousness of the provided information. **The more information we receive, the more often we can publish the IELA news.** ◀

So enjoy your life and take care.
Kay Lohe



►► Future IELA Events

28th IELA Congress

June 29th – July 2nd 2013, Munich. ◀

Registration forms:

► http://www.iela-congress.com/fileadmin/IELA/media/congress_2013/28th_IELA_Congress_2013_Registration_Form.pdf

2nd IELA Partnering Event

July 2nd – 4th 2013, Munich. ◀

Registration forms:

► http://www.iela-congress.com/fileadmin/IELA/media/congress_2013/2nd_IELA_Partnering_Event_2013_Registration_Form.pdf



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- > Siddhartha Logistics Pvt. Ltd, India
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►► Members Resignation

- > A.J. van Deudekom B.V., Netherlands ◀

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- > Bentraco Logistics, Lybia ◀

►► Members Moves

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Have you considered ordering additional copies of the IELA REPORTS for promotional use?

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