

WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

CEIR INDEX
2013 SECOND
QUARTER RESULTS

UFI's
GLOBAL EXHIBITION
BAROMETER

THE MUNICH EXPERIENCE

**BREAKING
NEW
RECORDS**

Post Event Reports:

28th IELA CONGRESS & GA + 2nd IELA PARTNERING EVENT / MUNICH • JUNE 2013

PLUS ► MEMBERS NEWS ► IELA NEWS ► MEMBER'S LISTING

2014
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► CHAIRMAN'S CORNER

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►► CHAIRMAN
Robert Moore

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Dear all,

Munich was the greatest!!!! Seriously the venue, the hosts, the programme and the networking were all great. Our guest speakers **Thomas Khoo** and **Nicol Puchner** were very illuminating and of course who could forget **Waldemar Müller**! I have almost broken my chin a couple of times trying to balance a ladder there, he was very amusing and enlightening!

Adding new Board members can only strengthen IELA particularly as we now have representation from North and South America. **Mariane** is welcome as both our first South American member and only our third female Board member. As a challenge to the many company leaders in our industry that are female, come on look to next year's elections!

Another stunning fact is the number of membership applications we are receiving. **Christoph** and his team are vetting them and of course only those that meet our standards will be accepted however in my ten years on the board there has never been so much interest.

Summarising IELA has never been stronger, 157 delegates and 307 networkers in Munich showed that run with enthusiasm and focus we are an important association. Our Organiser Working Group under the Chairmanship of **Achim** is setting new goals including a Health and Safety task force coordinated by **Ravinder Sethi**, which is key to venue and organiser interests.

We even managed a 10 kms run in Munich with 17 participants through the beautiful English Gardens, so fit in both physical and mental ways!

As I write this I am preparing to welcome the Board of management to Sydney for our October Board meeting. This one will be dedicated to strategic planning to ensure the good work to date continues. I will keep you all posted on the developments. After that I will be off to UFI in Seoul to represent IELA's interests.

Cheers.◀

Robert Moore



MEMBERS NEWS

R.E. ROGERS INDIA INTO HIGH SPEED!

Formula One World Championship is the most premier car racing event in the world. It is the third time the event being held in India. Officially titled as the 2013 FORMULA 1 AIRTEL INDIAN GRAND PRIX, the event is scheduled to be held on 27th October 2013.

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, third time in a row. ◀

▶▶ www.rogersworldwideindia.com



DB SCHENKER LOGISTICS CONTINUES TO GROW IN THE MIDDLE EAST

DB Schenker continues to grow in the Middle East with the establishment of a new joint venture with its long-term global network partner Salem Freight International in Abu Dhabi.

After operating in Abu Dhabi for more than 20 years, Salem Freight International and its staff of 80 has been active in the market as Schenker Logistics LLC since 1st June, 2013. **Farook AlZeer** will extend his existing responsibilities to Managing Director of the new entity in addition to Managing Director of **Schenker LLC** in Dubai.

Customers will enjoy the benefits of **DB Schenker's** global integrated network and products such Air & Ocean Freight, Contract Logistics, Projects, Oil & Gas and specialized Vertical Markets including the aerospace dedicated solution, **DB SCHENKER** aeroparts, essential to Abu Dhabi's rapidly developing aviation sector. ◀

▶▶ www.dbschenker.com



LEKH RAJ THAKUR

Dear Friends,

It is but a sad day for all of us.

In grief, I inform of the demise of our Lekh Raj Thakur on the afternoon of Tuesday, 16th July, in New Delhi.

For several years, Lekh had a lung-oxio related issue, which was well under control. A few days ago, in an unexpected turn of events, the Lord took him away from us.

Many of you have expressed a sincere desire to do something. I am very touched.

I ask only for one and all to pray. ◀

Ravinder/Kiran and the Rogers Family



▶▶ Lekh Raj Thakur.



JANET PRINCE

As I am sure most of you know, our dear colleague, **Janet Prince** passed away on August 6, 2013 after a very courageous battle with cancer.

Janet was an extremely strong woman, and battled her illness with an enormously positive attitude and a determination that was equal to her philosophy of work.



▶▶ Janet Prince.

Janet was a pillar here at **TWI**, not only in our office in Canada, but the entire company. Over her 16 years with us, her drive and dedication were an example to us all. She would never give up, always looking for new and innovative ways to secure the business and keep the customer happy.

Janet loved to travel and travel for us she did, without ever a complaint or comment. On-site she worked tirelessly, making sure all of our **TWI** clients were looked after and pleased with the service. At times, I think some of our agents thought her requirements were a little over the top, but the customer always got what they wanted, when they needed it.

On the announcement of her passing, we received messages from all over the world, a true reflection of how highly Janet was regarded in our industry. Her passing is a great loss professionally and personally, but she leaves us all with fond memories of time spent together. ◀

Sandi Trotter
Director, TWI Group Inc. (Canada)

MEMBERS NEWS



THE BEST PIECE OF ADVICE I EVER RECEIVED



►► Robert Moore.

In 1995 when I first purchased Corrigan International, later to become Expo-Service I was told by the first organiser I met, "live the Industry". This meant be on every site, every meeting, every event.

It enabled me to become very close to my key organisers and of course become chair of the local Exhibition Industry Association.

IELA was another part of the jigsaw which became a major passion.

To younger members of our industry follow the advice and live the dream, the hard yards are worth it! ◀

Robert Moore
Senior Vice President - Commercial Global
Managing Director - Australasia
Agility Fairs & Events



MT POLSKA TRADE FAIR AND CONGRESS CENTER HAS APPOINTED UNIVERSAL EXPRESS SP. AS THE OFFICIAL AND EXCLUSIVE FREIGHT FORWARDER AND CUSTOMS BROKER

MT Polska Trade Fair and Congress Center has appointed **Universal Express Sp.** as the official and exclusive freight forwarder and customs broker for all events arranged at MT Polska Trade Fair and Congress Center located in Warsaw starting September 15th 2013.

The **MT Polska Trade Fair and Congress Centre** is the most modern exhibition, congress and event facility in Warsaw. In the first year of its operations, the venue hosted 32 events visited by over 132,406 people. The MT Polska Centre provides 15,200m² of space, including a 10,000m² exhibition hall, 4,000m² of outdoor space and 1,200m² of conference and office space.

A second stage of investment with an exhibition hall offering 6,800m² of additional space is already planned. The third stage of construction consists of a hotel with conference rooms and an underground parking garage.

We congratulate **Universal Express Sp.** for this great achievement! ◀



►► Yolanda de Paz.

MORE THAN A BUNCH OF PROFESSIONALS

I like to think of IELA as a congregation of passionate, visionary people and a blast! No doubt: IELA is just like their members: fresh, inhibited, imaginative, free-thinking, restless by night...yet outstandingly professional. And last IELA's Congress in Munich proves me no wrong.

Year after year, IELA's Annual Congress allows us to meet as family folks towards the same goal: High performance in the industry. No exception with this year Munich's Congress and Partnering Event! ◀

Yolanda de Paz
Export & Sales Manager, Resa Expo Logistic
Barcelona, Spain

MEMBERS NEWS

UFI OPENS MIDDLE EAST/
AFRICA REGIONAL OFFICE

► **Mr. Ahmad Saleh Baabood**, 1st Vice Chairman, UFI MEA Chapter
Mr. Paul Woodward, UFI Managing Director
Mr. Abdul Rahman Al Nassar, Chairman, UFI MEA Chapter
Mr. Vinay Sharma, Masstrans LLC, IELA Organisers WG
Mr. Ibrahim Alkhalidi, UFI Regional Manager, UFI MEA Chapter

Vinay Sharma with **Masstrans LLC**, representing **IELA Organisers Working Group**, joined the opening ceremony and congratulated **Paul Woodward** (UFI's Managing Director) and **Ibrahim Al Khaldi** (UFI's Regional Manager) for their new presence and strong objectives in the region.

The new UFI Middle East/Africa Regional Office will support UFI's members in the region to profit from new networking opportunities, to develop industry information resources and to implement a variety of education programmes.

► **UFI Middle East/Africa Regional Office**
Mr. Ibrahim Al Khaldi
 Regional Manager
 Expo Centre, Sharjah, UAE
 Tel/Fax: (971) 6 5991352
 E-mail: ibrahim@ufi.org - mea@ufi.org ◀

8TH IELA SENIORS CLUB GATHERING
JUNE 7TH TO 9TH 2013 , LISBOA - PORTUGAL

On Friday 7th June, close to 20 participants, met in the hall of the Altis Avenida hotel in the heart of Lisboa city, to start with a guided tour of the city. All participants were very pleased to meet each other again, sometimes after several years of no show.

We took the Gloria Funicular to go up to Bairro Alto and had a wonderful view of the several hills, the rooftops of Lisboa and the sights of the Castelo de S.Jorge. Then we strolled through the streets down to the Chiado and enjoyed refreshments at A Brasileira, where Fernando Pessoa is a permanent client (his statue is present attracting all the tourists). Our guide told us the history of Lisbon and of all the monuments we passed. In the evening a lovely drink and dinner at the hotel ended the first day. On Saturday we left to discover the country side.

A visit of the National Palace of Queluz. A beautiful place with collections reflecting 18th and 19th century living with baroque, rococo and neo-classic treasures. A walk through the gardens and off we go to Sintra. There a little rain welcomed us. We walked through the town, enjoying a little shopping and a nice lunch in a typical restaurant. In the afternoon a stop at Land's End and Boca do Inferno. Then a last stop in Cascais to discover the shops and enjoy the sun. In the evening a lovely and substantial dinner at Leao d'Ouro, with a never ending variety of local food.

On Sunday late morning a breakfast/brunch was the final get together. Time for farewell and wishes to meet again in 2014, in good health. All participants were very pleased with the programme but in particular with the very friendly and warm atmosphere. The pleasure and good feeling being together.

Lisboa: a lovely town, a place to visit and spend time. Several participants extended their stay in Portugal and enjoyed a very nice weather.

This gathering has been organised by **Claude Bouyssière**, the local connoisseur, and **Hans R.Brauchli**, the coordinator. The participants are very thankful to the sponsors. Without their support this gathering could not take place: Clamageran France, GBH Exhibition UK, IELA Board, IEL Geneva, On-Site Sweden, RE Rogers India, Schenker Germany, Transit Air Cargo Singapore, TWI USA and Ziegler ExpoLogistics Brussels.

Participants who enjoyed this gathering: **Bouyssière Claude, Brauchli Hans & Alice, Bühler Karl & Dorle, Demeure Thierry & Jane, Dumoulin Emilien & Thérèse, Duval René & Danielle, Magnusson Göran & Chris, Meister Ruth, Moser Jean-Paul & Jacqueline, Peters Rolf & Abby** .

The 2014 IELA Seniors Club gathering is already planned from 13th to 15th June in Stockholm, organised by the Magnusson's family (On-Site Exhibition AB). IELA Seniors are looking forward to this next gathering, hoping on more participants and relying on a generous support of the Sponsors.

To the active members we wish a good business year. To the Seniors we wish you to enjoy your deserved retirement.

Take care. Thanks to All for your support. God bless you! ◀

Thierry Demeure

► NEW MEMBERS

Introducing three new partners to the network
WELCOME TO IELA!

MARS LOGISTICS

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The Team

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- Unit Manager
- Operation Supervisor
- Operation Supervisor
- Assistant Operation Specialist
- Assistant Operation Specialist

About MARS Fair and Events Logistics

As the exhibition and fairs team of Mars Logistics, we can provide you all kind of services and solutions you may need for exhibition logistics such as, customs clearance, storage, on-site handling, unpacking/packing, international transport, equipment rental, labor services and domestic deliveries.

With our wide agent network of international transportation and with our experienced team, we are getting excited to offer our services to our partners.

With the support of group companies, we can guarantee that you will get a problem free service level which will help you to maintain high level of profit from your customers.

Turkey's custom process has different procedures and standards than other countries and as the leading logistics company of Turkey, we will be happy to enlighten you to clear goods on time without any risk or possible delay.

As an IELA member, we hope that we will have this opportunity to provide services that we are naturally capable of, such as international transportation, storage, on-site services.

It's an honour for us to become an IELA member. ◀



► NEW MEMBERS



WELCOME TO IELA!

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The Team

Mr. Vinay Sharma	► Director
Mr. Reza Ahmed	► Manager Fairs & Events
Mr. Anthony Miles	► Commercial Manager Fairs & Events
Ms. Cheril Archua San (Cheche)	► Asst. Manager Fairs & Events
Mr. Jayakrishnan K. (Jayan)	► Operations Fairs & Events
Mr. Melvin Francis	► Coordinator Fairs & Events

About Masstrans Freight LLC.

Masstrans Freight LLC is a vibrant and knowledge based organisation evolved to provide its clients effective and innovative solutions in a highly competitive and challenging industry. We offer a convenient "Single point Contact " service to our customers, tailored to their specific logistics needs.

Masstrans Freight LLC is multi-modal functional freight forwarding company with in-house custom brokerage licence and other essential service delivery functions like warehousing, transportation, skilled labour etc. thus ensuring customized and unique freight forwarding, exhibition & events logistics solutions to each of its global customers.

Our motivated, experienced, committed team understands customers special needs for extraordinary care, precision timing and close attention to every detail.

With offices in Dubai and Abu Dhabi, **Masstrans Freight LLC** is equipped to deliver specialized exhibition and events logistics services within not only United Arab Emirates but also cater to the rest of the Middle East through our specialised network of associates.

Masstrans Freight LLC as an export agent ensures that the exhibitors get a reliable, economical and smooth transportation of exhibits to any part of the world. ◀

Our Services

- Freight Handling by Sea, Air and Land
- Trade Fairs & Exhibition Logistics
- Sports Events Logistics
- Visuals and Fine Art Handling
- Seminars and Conferences Logistics
- Private Demos and Road Show Logistics
- Performing Events ◀

► NEW MEMBERS

WELCOME TO IELA!

MOVERS INTERNATIONAL PVT LTD.



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An ISO 9001:2000 company

www.moversintl.com

The Team

Mr. Harpreet Singh

► Vice President Operations

Mr. Munish Bhardwaj

► Head Product Development Exhibition

Mr. Rajeev Chadha

► Business Head-Exhibitions, Events & Removals

Ms. Deepti Sharma

► Sales Manager Fairs & Exhibitions

Mr. Prashant Khanna

► Sales Manager (Inbound)

Mr. Kamaldeep

► Asst. Sales Manager (Outbound)

Ms. Mamatha Kumari

► Asst. Sales Manager Exhibitions

Mr. Himanshu Grover

► National Manager (Fine Arts & Removals)

Ms. Anjali Narang

► Overseas Coordinator (Outbound)

Ms. Himanshi

► Overseas Coordinator (Inbound)

About Movers International Pvt Ltd.

Movers International founded in November 1999, is one of India's leading integrated inbound and outbound exhibition logistics service providers. We provide comprehensive services including venue logistics, warehouse management, transportation, customs clearance, freight forwarding, on-site handling, transit or long storage.

Our strength:

- Movers International is an ISO 9001:2000 company having own IATA, MTO & in-house customs license.
- Movers has a professional team of over 280 people having own offices at 13 cities in India; providing door to door services in air, sea, road and rail freight transport.
- Movers International is one of the leading companies in exhibition events, art, packing and house hold removals in India.
- Annual special rate contracts with airlines and shipping lines.

- Quality control with in-house customs clearance team at major airport & ports in India.
- Own transport vehicles for reliable and on time delivery of the goods to the venue.
- In-house professional trained packers & carpenters for last minute requirement by exhibitors for packing of machines or exhibits. We use quality packing material and English speaking supervisor.
- Material Handling equipment, drivers, labours and supervisors of the industry for hire.
- Dedicated warehouse fully insured for transit or long storage; strong room, temperature control for art exhibits. ◀

Our Services

- Trade Fairs & Exhibition Logistics
- Conference and Seminar Logistics
- Private Demos and Road Show Logistics
- Museum and Fine Art Handling
- Sports Events Freight Logistics
- Performing Events Freight Logistics
- Freight Forwarding by Air- Sea – Road – Rail ◀

Munich, June 29th • July 4th28th IELA Congress & 2nd IELA Partnering Event
ENGINEERING PROFESSIONALISMBREAKING
NEW
RECORDSin attendance, in numbers of decision makers
in one place and number of pre-arranged
business meetings.

►► **Bob Moore** and **Christoph Rauch**,
IELA's Chairman and Vice-Chairman.



►► **SECRETARIAT**
Elizabeth Niehaus

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28th IELA Congress

You can see it in their smiles: **Bob Moore** and **Christoph Rauch**, IELA's Chairman and Vice-Chairman, can't stop grinning when you ask them about Munich. It's no wonder that the two are in a good mood because IELA's positive development over the past year exceeded all expectations.

Indeed, Munich has proven itself: With 157 delegates representing 41 countries, the **28th IELA Congress & General Assembly** was an immense success. The strong attendance and commitment really did go to show the key role of the event as knowledge and networking platform, as THE meeting point of the industry worldwide.

Four new Board members were elected. **Mariane Ewbank** from Fulstandig Shows and Events Brazil, **Ulrich Kasimir** from DB Schenker Germany, **Jim Kelty** from Airways Freight Corporation USA and **Ravinder Sethi** from R.E. Rogers India.

The breakout sessions in Munich enabled the development of tighter **Working Groups**, which build the core and spirit of our association. The Working Group sessions focused on new training materials and courses, raising the awareness of the IELA Standards and evolving the IELA presence in developing countries.

A group focusing on O H & S under the chairmanship of **Ravinder Sethi** will work closely with other associations and organisers to ensure IELA members practice safe work methods on all sites they operate globally.

Our keynote speakers gave input of customer's orientated services and the challenges in the exhibition and event forwarding industry:

Mr. Thomas Khoo, "Global Overview on the ASEAN Trade Fair Industry – Where's the beef"[®].
Mr. Nicol Puchner, "Motor Shows Logistics by BMW, MINI and Rolls-Royce"[®].

[®]Both presentations are available to all members under the new MEMBER ZONE at www.iela.org.



28th IELA Congress & General Assembly

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



HOST MEMBERS



ENGINEERING PROFESSIONALISM



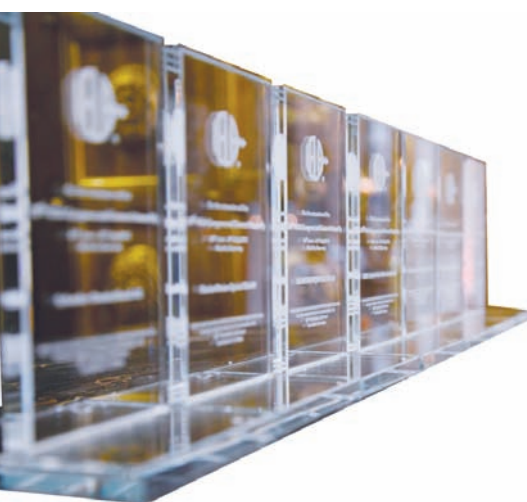
Waldemar Müller's refreshing keynote "Service should make fun!" will remain as unforgettable moment in the history of all IELA Congresses. In his inspiring and humorous way, he shared with all delegates what customers really want and how service should make fun. Learn and laugh at its best! Enjoy again the outstanding motivation program: Mr. Müller's video is also available to all IELA members via the MEMBERZONE at www.iela.org.

General comments on the 2013 DAY OUT "The Bavarian Olympics": "One of the best IELA Events EVER", **Daniel Bataller**, Gondrand International, Zurich. "Have not had so much fun in many years!", **Ravinder Sethi**, R.E. Rogers India.

Robert Moore, Chairman of IELA, commented that the Munich Congress was the most successful for many years. The addition of four new Board members meant that the America's North and South has a presence as well as the inclusion of serious industry players in **Ravinder Sethi** and **Ulrich Kasimir**. In **Mariane** we welcome our first South American Board member. This will take IELA to higher standards and give us greater global reach. The Partnering Event was the largest ever gathering of exhibition forwarders globally! Coupled with the IELA Congress the 3.273 one to one meetings generated major opportunities for exhibition logistics organisations! The success in Munich and our plans for **Amsterdam 2014** certainly will make the future of IELA very exciting! In October the IELA Board is meeting in Sydney for a two day brainstorming session to plan the important levers that will drive the association for the next five years.

The Munich outcome: We love IELA. A strong brand, a strong association delivering more tangible benefits to our members.

We look forward to welcoming our members in 2014 to the **29th IELA Congress in Amsterdam** from June 28th to July 1st 2014. ◀



CONGRESS SPONSORS



29th IELA Congress
& General Assembly

June 28th • July 1st 2014, Amsterdam



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



28th IELA Congress & General Assembly





CONGRESS SPONSORS



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

FUN at it's best

No doubt: The Bavarian Olympics has been one of the best DAY OUTs in the history of all IELA Congresses.

We were enthralled by what IELA men and women from around the world can do, and we are greatly encouraged by their passion to win and motivation in all disciplines:

- ▶ Tractor parcour
- ▶ Wheelbarrow rally
- ▶ Mattress race
- ▶ Pitchfork targeted draft
- ▶ Beer crate stacking
- ▶ Beer crate relay
- ▶ Lifting and holding beer steins

Athletes have taken great strides but few could compare to those of **Michael Beckers** with Airways Freight USA. He beat all of the odds and even went against **Erkki Koski** with Suomen Messulogiistiikka Oy Finland and **Luis Henrique Ferronato** with Waiver Brasil.

This was a tough man who knew what he wanted to accomplish and set out to do just that. **Congratulations Michael!** ◀

▶▶ **Michael Beckers (Gold), Erkki Koski (Silver), and Luis Henrique Ferronato (Bronze)** with **Kiran Sethi** of **R.E. Rogers India**, sponsor of the 2013 Day Out.



2012 Award Winners

Best Site Agent: Ishikawa-Gumi Ltd., Japan

How you got involved with the industry?

ISHIKAWA-GUMI, LTD. became a member of IELA in 1994 and has engaged in freight handling for the exhibition with members of each country closely.

Why do you think that Ishikawa-Gumi has been elected by your counterparts as Best Site Agent 2012?

For the development of exhibition industries, ISHIKAWA-GUMI, LTD. made strong efforts to become a best service provider. Our goal from the beginning was to provide the best service to the exhibitor and show organizer. This was achieved by a strong network of experts with IELA members.

At the New Delhi General Congress in 2000, we were elected "Best Export Agent", and in 2012 we have been elected "Best on site agent".

This double award is the pride of our company.

What do you think that IELA has done for you?

We sincerely appreciate IELA member cooperation.

We are very glad to hear that Munich General Congress 2013 had many participants and ended in great success. We are very honored by the award "Best Site Agent". ◀

Ishikawa-Gumi, Ltd.
Mr. Tatsuo Shigeta
Director of Exhibition



▶▶ Mr Tatsuo Shigeta, Director of Exhibition, Ishikawa-Gumi, Ltd. with Robert Moore, IELA Chairman.

Best Export Agent: EPLUS EXPO INC., Korea

How did you get involved with the industry?

EPLUS EXPO board members, Mr. J.S Lee, Mr. Steve, Mr. H.K. Yoo, Mr. J.H Cho, realized logistics' bright future and growth potential in this industry in different places.

A sudden inspiration made us think: What could be better than establishing a professional logistics consulting company run by our young mind?

Now we do the best consulting in the most efficient way to meet the needs of our clients' with our young passionate spirit.

Why do you think that EPLUS EXPO INC. has been elected by your counterparts as Best Export Agent 2012?

We are proud to say that we were elected as Best Export Agent 2012. Therefore today our major client, Samsung Electronics, has entered into the thriving market and has hosted big and small events in various places to an increasing extent. This gives us additional opportunities for business with more IELA members in more diverse venues.

What do you think that IELA has done for you?

It seems that the most crucial thing in this field is "trust" as we always face new challenges in uncharted waters.

Becoming and being an IELA member means we must be able to depend on ourselves once we get our foot on the ladder.

At the same time it gives more credibility to EPLUS EXPO Inc. until we are part of IELA members. ◀

EPLUS EXPO INC.
Mr.H.K.Yoo
General Director



▶▶ EPLUS EXPO INC., Team.



28th IELA CONGRESS

MUNICH



►► Brad Watson.

IELA Road Runner 2013

One of the things that has been most affirming to me as an IELA member has been the discovery that, no matter how far apart we are geographically and culturally, we still find common interest that inevitably strengthen our relationships within the organization... And I am not talking about our common interest in our work, but those universal kinds of interest we have outside our business. One of those interest that fifteen IELA members discovered in Munich, was running.

While organizing the event was a little bit last minute, the outcome of the first IELA 5K could not have been better. With the running guidance of professional trainer, Sonja Von Opel, the participants got a running tour that was a perfect mix of old town Munich and the natural beauty of the Englischen Garten, with enough sightseeing stops for us beginners to catch our breath, while being educated about the history of the city. The pace was enough to push us and yet still leave us with enough wind to talk, laugh, and learn about each other and yes even find a new business opportunity along the way.

Ask any of the participants and I think you hear that while the numbers were slight, the quality of time spent was great, and so we want to continue the '1-2-1 on the run' tradition in Amsterdam, so pack your running shoes and consider participating in this great opportunity! ◀

Brad Watson
Airways Freight Corp.
www.airwaysfreight.com

Editor's note:
Watch video highlights from Munich!



IELA CUSTOMS MANUAL

Doubts about Customs in other countries?
Check ultimate version of "Customs Files" on our site.

► Click on Knowledge Center
<http://www.iela.org/knowledge-center/custom-manual.html>

If you know about any changes on the customs regulation in your country, please share this important information with us:

► adminiela@iela.org.
Many thanks for your contribution! ◀

IELA 2013 STANDARDS SURVEY

Save the date! The next IELA Standards Surveys will be launched on Wednesday January 15th 2014

New format! Easier and faster! We need and want to hear you.

The survey works through critical peer to peer appraisal.
Encourage your team to participate in the 2013 Standards Surveys: It is a crucial step for your success! ◀



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2nd IELA Partnering Event

A record of 3.273 pre-arranged business meetings established IELA's Partnering Event as the largest get-together business platform of the exhibition logistics industry

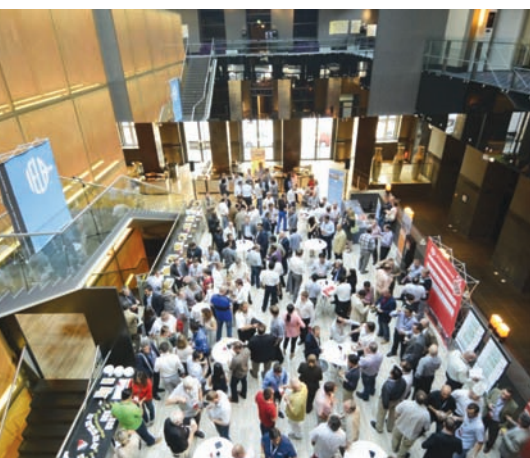
The largest event gathering exhibition logistics providers globally celebrated its second edition in Munich.

With 307 delegates representing 177 companies (84 members and 93 non-members) from 51 countries, the **2nd Partnering Event** was the biggest event ever bringing together decision makers from the exhibition freight forwarding industry worldwide.

The networking platform even exceeded our own high expectations: over 3.270 pre-arranged meetings took place on a single day only in Munich.

There had been two days full of developing business. We would be delighted to welcome you and your colleagues to the next edition in 2014. We are working already on next year's program and application forms. The registration procedure will start in November at the latest.

Save the dates and join us in Amsterdam from July 1st to 3rd 2014. Don't miss it! ◀



IELA 3rd Partnering Event

July 1st • 3rd 2014, Amsterdam



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2nd Partnering Event



Testimonials:

"Great event! That's how to get to know people!", **Matthew Dell'Orto**, Globex Logistics, USA.

"Very useful event!", **Heikki Mattola**, CHS Expo Freight, Finland.

"I just want to congratulate the team at IELA for putting together what has been the best logistics networking event that I have attended. I think the one to one meeting format, reception and end of event party was excellent... Well done to you all", **Garcia Newell**, Agility, UK.

"First of all I would like to thank you all who organized this, it was wonderful. Though I was attending it for the first time I was wondering how it would be. But right from day one that I arrived in Munich it was so graceful and the warmth all the members had for each other was great. Everything was well arranged. The meetings were partly successful which should go through, and had an opportunity to meet agents personally who I have been in touch with for over a decade." **Brunato Rodrigues**, Freightworks Dubai Express LLC, UAE. ◀



We would like to extend our heartfelt thanks and appreciation to our 2013 Congress and Partnering Event sponsors.



►INDUSTRY - NEWS

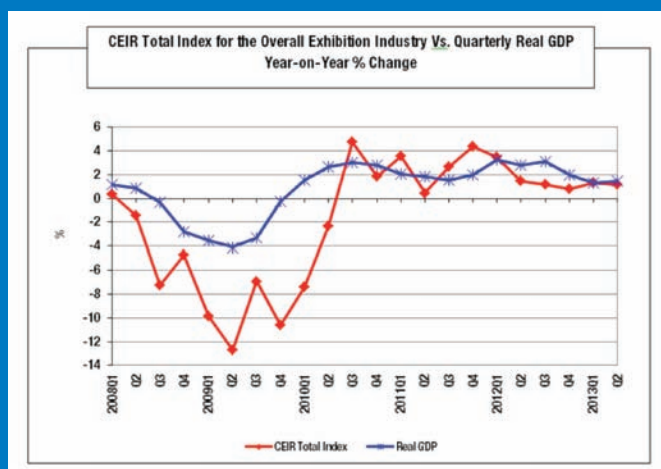


Overall Exhibition Industry Grew 1.2% Marking Three Years of Consecutive Growth

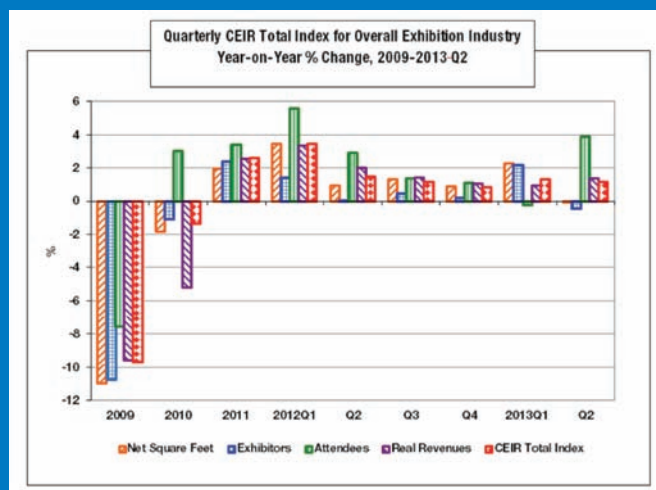
CEIR Index Second Quarter Results in line with Economists' Projection but slightly lags behind macro economy as real GDP Gains 1.4%

DALLAS, 19 August 2013 – The Center for Exhibition Industry Research (CEIR) announces that data collected for the annual CEIR Index report for the second quarter marked the twelfth consecutive quarter of year-on-year growth increasing 1.2 percent overall, which is down only slightly, 0.3 percentage point, when compared to the second quarter of last year. While the growth of the exhibition industry was on par with GDP in the first quarter, the exhibition industry slightly lagged behind the macro economy as real GDP gained 1.4 percent year-on-year.

"Overall, the second quarter results continue on a positive upswing, and they confirm that the exhibition industry has effectively weathered the recession and is a valuable business practice despite ongoing uncertainty from lawmakers in Washington," says CEIR's economist Allen Shaw, Ph.D., Chief Economist for Global Economic Consulting Associates, Inc.



The strongest metric in the second quarter was professional attendance which jumped 3.9 percent, the biggest gain since the first quarter of 2012. This increase was a percentage point higher than the 2.9 percent increase last year. Real Revenues showed a slight increase as well, 1.4 percent, but were down compared to 2.0 percent over the same time in 2012. Net Square Feet was flat this quarter and down from a 1.0 increase in the second quarter of last year. Finally, Exhibitors declined by 0.5 percent compared to 0.1 percent increase that was seen during the same time last year.



By industry sector, the leaders so far in 2013 have been Professional Business Services (BZ) increasing 3.9 percent, Raw Materials and Science (RM) increasing 3.9 percent and Food increasing 3.4 percent. Conversely, the Government (GV) sector declined dramatically, by nearly 10 percent, which is attributed to retrenchment of state and local government expenditures and sequestration imposed on federal government limiting government attendees at exhibitions. CEIR's economists found the biggest surprise with the Building, Construction, Home and Repair (HM) sector which declined by 1.8 percent even though real estate construction had a strong rebound during the same period.

It is anticipated that there will be minimal growth through 2013; however, the exhibition industry will gain momentum in 2014 and track with GDP growth for the long-term.

As an objective measure of the annual performance of the exhibition industry, the **CEIR Index** measures year-over-year changes in four key metrics to determine overall performance: Net Square Feet of Exhibit Space Sold; Professional Attendance; Number of Exhibiting Companies; and Gross Revenue. The **CEIR Index** provides exhibition industry performance across 14 key industry sectors: Business Services; Consumer Goods; Discretionary Consumer Services; Education; Food; Financial, Legal and Real Estate; Government; Building, Construction, Home and Repair; Industrial/Heavy Machinery and Finished Business Inputs; Communications and Information Technology; Medical and Health Care; Raw Materials and Science; Sporting Goods, Travel and Entertainment; and Transportation. ◀

►► For more information about the **CEIR Index**, an Analysis of the 2012 Exhibition Industry and Future Outlook report or Predict – CEIR's Annual Exhibition Industry Outlook Conference, contact CEIR Executive Director Cathy Breden, CAE, CMP, at cbreden@ceir.org or +1 (972) 687-9201.

About CEIR

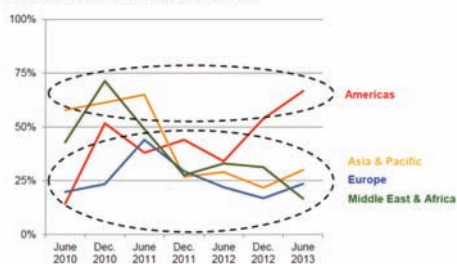
CEIR serves to advance the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering knowledge-based research tools that enable stakeholder organizations to enhance their ability to meet current and emerging customer needs, improve their business performance and strengthen their competitive position. For additional information, visit ►► www.ceir.org.



UFI's Global Exhibition Barometer 11th edition (July 2013)

The 11th Global Barometer survey, conducted in June 2013, was answered by 217 companies from 56 countries. Its results, combined with those of the previous surveys, provide an insight into the impact of the economic crisis on the exhibition industry since the end of 2008. The general outlook is positive with a majority of companies in all regions still declaring turnover increases. The first half of 2014 even appears as the first period in the last 5 years when all regions reach a strong rate of around 3 companies out of 4 expecting a turnover increase. Whereas this rate has occurred since 2010 in Asia/Pacific and in the Americas -with the exception of year 2012-, it was only reached in the second half of 2012 for Middle East & Africa and it won't be reached until the beginning of 2014 for Europe. This turnover growth does not however directly translate into operating profit, at least in 2012 and 2013, as less than one company out of 2 on average in all regions except the Americas project an increase of more than 10% when compared to 2012. In the Americas and for both 2012 and 2013, a slight majority of companies have declared an increase of more than 10% of their annual profit. The Americas also remain the only region to have a majority of respondents declaring that the impact of the "economic crisis" on their exhibition business is now over. For those companies who consider that it is not yet over, almost 10% believe that it will end in 2013, around 40% in 2014, another 40% in 2015 and the remaining after 2015. In fact, the "global economic uncertainty" and "the state of the national/regional economy" remain the top issues for a majority of companies. ◀

% of companies declaring – over the last 7 Barometer surveys – that the impact of the "economic crisis" on their exhibition business is now over



THE NEXT GLOBAL BAROMETER SURVEY WILL BE RUN IN DECEMBER 2013.

▶▶ You can download the full report in PDF : http://www.ufi.org/Medias/pdf/thetradeairsect or/surveys/ufi_global_exhibition_barometer_july_2013.pdf

Global connect on MICE expertise

Thomas Khoo, a pioneer of the exhibition industry in Singapore and a veteran organiser in Asia since 1974, gets appointed as the International Consultant to drive international events to the new KEC venue in Taiwan. The appointment was signed in Taipei on 8th August 2013.

Kaohsiung Exhibition Centre (KEC), invested by the Ministry of Economic Affairs of Taiwan (MOEA) and built at a cost of NTD 3 Billion (USD 100 millions), is the second Operate-Transfer Project for national exhibition and convention venue in Taiwan. The OT Contract was clinched by **Uniplan Taiwan Corporation**, a German-Taiwan joint venture company, against six contenders. The OT Agreement was signed on **19th August 2013** between MOEA and Kaohsiung Exhibition Centre Corporation (KECC), a subsidiary of Uniplan Taiwan Group.

"I am honoured and delighted to have guru organiser Thomas Khoo of Interfama to share his expertise and vast experience in trade fairs with the KEC Team in a new era of trade fairs in the

Kaohsiung Exhibition Centre" said **Mr. Michael Tu**, Chairman of KECC.

"I am happy to have the opportunity to participate in this exciting venture in a new venue in Taiwan. Interfama has been organising trade fairs serving over 30 industries in eleven countries in the past 40 years, and involved in tourism infrastructures like exhibition venues in Asia, including a role as consultant for MICE (Meeting-Incentive-Convention-Exhibition) to Las Vegas Sands' successful bidding for Integrated Resorts in Singapore." said **Mr. Thomas Khoo**, President of Interfama.

The **Kaohsiung Exhibition Centre** will be **officially opened on 14th April 2014** with the Fasteners Show as the first trade fair taking up the entire exhibition space. This will be followed by the first **Taiwan International Boat Show** in May 2014 and other events lined up for 2014 and 2015.

Major international events held in Kaohsiung before the opening of the KEC include the World Game in 2009 and the Asia Pacific Cities Summit 2013. **Both the two events were managed by Uniplan Taiwan Group.** ◀

▶▶ For info, contact KEC Marketing at: ly-kuo@uniplan.com.tw or info@interfama.com.sg



Audited key figures for nearly 2.500 trade fairs in Europe

Euro Fair Statistics 2012 lists trade fairs from 23 countries

The brochure entitled **Euro Fair Statistics 2013** which has now been published by **UFI, The Global Association of the Exhibition Industry**, contains audited exhibitor, space and visitor figures for 2,494 trade fairs and exhibitions in Europe. The brochure presents data from **13 auditing organisations in 23 countries**, including Germany's FKM - Society for Voluntary Control of Fair and Exhibition Statistics.

With these statistics the countries involved aim to facilitate the planning of trade fairs and evaluation of trade fair success, in particular for

companies operating Europe-wide. This is the first time the report contains trade fairs in Belgium and Luxembourg.

In total, the trade fairs and exhibitions audited reported 679,789 exhibitors, 67.2 million visitors and 24.8 million m² of rented space. 36% were fairs for trade visitors, 35% events for consumers only and 29% were fairs for trade visitors and the general public. **UFI** estimates that the audited trade fairs in this report represent 50% of the European exhibition market.

The events covered took place in Austria, Belgium, Bulgaria, Croatia, the Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldavia, Montenegro, Poland, Portugal, Romania, Russia, Slovenia, Spain, Sweden, The Netherlands, Turkey and Ukraine.

In each case one or more public accountants or other independent organisations ensured the relevant rules were observed. The FKM - Society for Voluntary Control of Trade Fair and Exhibition Statistics is responsible for the auditing system and the body of rules in Germany and for auditing a number of exhibitions abroad.

▶▶ The brochure entitled **Euro Fair Statistics 2012**, which is published only in English, can be downloaded at www.fkm.de/Downloads, or from the UFI website at www.ufi.org/research. ◀



► **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 129 members in 48 countries...

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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**



IELA currently has 129 members in 48 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. ◀



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IELA's OH&S Task Group

"Mission is Recognition".

Thank you, **John Harrison**, for embedding these words .

It was in the year 2005 that IELA voiced its first concerns to the **Industry on Health and Safety**. After all these years, I am very pleased to inform there is today an awakening.

The exhibition world is taking this matter very seriously, and IELA is a major player in this .

At Munich, under the guidance of our Chairman, a high level **Task Group**, under my leadership, was formed to take our concerns to the global bodies who matter .

The Group :

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In a short span of a few months, the Group has succeeded in putting

our concerns forth to various bodies. One-to-one messages in the Far East, IAEE, AEO, Mid-East, to name a few.

The most prominent achievement is with Ufi. Today , Ufi is not only listening, but also carrying our message to their membership. In their upcoming Congress in Seoul next month, we will be holding meetings with prominent players; the next Ufi Asia/Pacific Seminar in Bangalore (March 2014) has me as a speaker on the subject; and very relevantly, IFES have also agreed to hold hands with us .

We are being heard - credit of which goes to efforts over the years to the Johns, Achims, etc. etc.

As head of this powerful group, I assure the membership of 'concrete' results when we meet in Amsterdam. ◀

Ravinder Sethi





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Dear Friends,

Let me first of all thank you for the wonderful Congress we had in Munich. For me personally it was a great pleasure and honour to welcome you in my hometown.

This is my first report as the new **Chairman** of the **Membership Working Group**. At this stage I would like to thank **Shirish** for all the work he has done in the past years with this Group.

Since Shirish's last report IEA managed to cover one of the white spots and we are happy to welcome Caspian Freight Services Ltd. as IEA member in Azerbaijan.

In Munich we had a very constructive working session, discussing about the future action of this working group. Several important matters have been discussed:

First of all, **Sandi Trotter**, TWI Canada, has been suggested as the **Vice-Chair** for this group and Sandi fortunately accepted.

The most important matter, of course, was the discussion about identifying and getting new members for the association. All action undertaken is still under the headline "quantity AND quality". The selection process is still very hard and each applicant must be a serious player in the fairs and event logistics industry. The so-called "White Spots" are of major interest and most probably we will be able to welcome another two "White Spot" country members pretty soon.

Action after the Congress already started and we already have a couple of applications underway. The major target group was of course the group of companies which participated in the Partnering Event.

Rewriting the application kit was one of the topics. The idea was to make it more 'strict' and clearer, to rephrase, add or delete some of the questions. A small task force of five people have volunteered to take on this job.

The system of reviewing the application packs has been changed to the format we had in the past. After the Secretariat has received the completed pack, it will be sent to the Membership Working Group for their input. After a week the pack will then be forwarded to the Board to vote on the application.

The idea was entertained to place advertisements in exhibition-related magazines worldwide in order to win new members.

A new idea has been proposed. The Group wants to work on so-called 'neutral' or 'blind' applications, so that screening of application packs becomes more unemotional by not knowing the applicant's name.

Looking forward to seeing you all very soon again and whenever you have input for the Membership Working Group, please do not hesitate to contact one of the members of the Group at any time. ◀

Christoph Rauch





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► STANDARDS & CUSTOMS WORKING GROUP

Munich 2013, full package of a successful Congress

The success of a Congress is composed by: impeccable organization, interesting content, high level of audience for networking, good venue, entertainment and of course the great Bavarian food. I am glad that we had a short break to burn part of the calories gained during our fun IELA running!

The team that prepared the new marketing material such as brochures with Standards must be also mentioned for their great job. It is really nice to see members reading the material. It was even better hearing them saying that they would show it to their colleagues who were not there. We all must be conscious about the Standards.

Besides the networking and entertainment, it is during the Congress that some decisions and changes can be announced and made. In Munich it was decided the merger between the **Standards and Customs Working Group**. We became a big team with me as the Chairperson and **Michael Hunter** from GBH as Vice Chair. It is a lot of brains working on ideas and solutions.

This merger has already showed that it was a good move. We just had updated the "Customs Files" for several

countries. You can check it out in our website—very useful information! And if you know about any changes on the customs regulation in your country, please send to us.

The Survey results were also presented to the members. The response of The 2012 Survey was positive, but as I keep saying – we need and we want more members answering the questionnaire. And to make that happen we are developing a new format to make it easier and faster.

It is important to clarify that the Survey is not only the tool for the IELA Awards; it is also a valuable tool to all of us to identify where we can get better in our business. To check the own scores a password and login had been sent by the Secretariat to all members. It is simple to access and understand.

Among several key topics discussed during the Working Group meeting and also during our presentation, a quite interesting one was brought up – "how to better disseminate Standards to the staff". I think that this is a very tricky issue. Firstly, we need to ask ourselves if we follow them. I am confident that

we all work accordingly to the IELA Standards of Performance otherwise we would not be part of IELA neither working to each other, right? Secondly, do we inform our team members about our Standards? How? Using Intranet, internal manual of procedures? This is one of the tasks we have in our group and we hope to get good and practical ideas. Here is an invitation for you, in case your company already does it: Share with us.

I don't know if you could notice, but I am always saying "share with us", "please send to us". Well, my dears, I believe a lot in interactivity. That's one of the reasons I joined IELA: To interact with agents that are the best on their markets.

And all of them work following standards of procedures, providing top Services to their customers.

Exchanging ideas, methods and experiences is a good way to make our Association and ourselves stronger and stronger.

So, let's interact! ◀

Mariane





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►PR & MARKETING WORKING GROUP

Dear Friends,

After two months, it is time to start with our work.

First of all I would like to say welcome to all the **new Working Group members** who confirmed their further participation:

Eve from **Caspian Freight**, **Anne** from **GemGo**, **Alexandra** from **Swiss Expo Logistics**, **Yolanda** from **RESA**, **Sally** from **WEL** and **Claus** from **Agility**.

The "old" members **Dani** (Agility), **Vicki** (HS BEDI), **Klaus** (BTG) and me (Cretschmar) are very happy and proud to get so much new energy flowing.

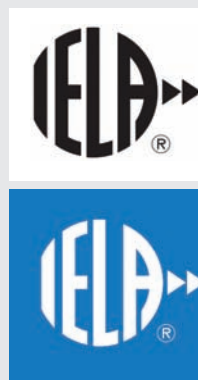
Let us start with the upcoming projects:

a) A recurring discussion is the benefit of IELA for members and possible applicants. Also at the Partnering Event I always hear the question "why shall I become a member of IELA – what is my additional benefit?" Naturally we have already written and defined

the several benefits. However as a PR and Marketing group we are in a position to evaluate the idea of additional benefits for the next year. We all are in touch with the market and the demands and wishes of IELA. Our door is now open. I am looking forward to all your comments and ideas about new benefits. We welcome all ideas big or small.

I do not want to limit this forum. It is open for discussion on a daily basis.

b) Enclosed you can find the two IELA logos used by members on their business cards or letterhead. As you can see the appearance is completely different.



Please tell me your ideas how we can make the CI of IELA stand out more clearly, without changing too much. The better the CI of IELA is defined the more serious IELA will be taken by the market. We shall define standards of using IELA logo.

c) In Munich we heard the idea of a customer flyer specifically for exhibitors. I am also looking forward for your input on this issue. Our general attitude is to "keep it simple".

d) In the upcoming months shortly before Amsterdam (maybe a year later because of the 30th anniversary of IELA 2015) we have to do the pre-selection of the proposals for a new head-slogan for IELA. Your ideas and proposals are very welcome. Elizabeth will introduce the search for the new slogan in the next few weeks to all IELA members.

e) We will be happy to discuss any other project you would like to bring to our groups attention.

Best regards ◀

Kay Lohe





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TRAINING WORKING GROUP

Training is an opportunity

IELA is stronger than ever and is most capable of improving our association further more. The decision to increase the number of members on the board of management brought not only fantastic knowledge and experience of our business into BOM, but also four new members who have been heavily involved with the IELA training. This also means better possibilities to develop IELA training offers to its members.

The first concrete step was to launch the IELA Training Manual project. The objective for the manual is to gather a general reference manual, covering the whole operational process where we are involved. The purpose of the manual is to ease and improve the efficiency to train new employees into the exhibition logistics. As we are creating a new internal tool for training, we are establishing an opportunity for future development. Use of the manual, improves IELA unity on an operational level. It will be one of the tools to meet IELA standards and quality.

The manual gives new information

to those who are new to the exhibition logistics. For professionals, it is a good reminder of the details that make the quality, and what must be discussed with people new in the business. We aim to publish the IELA Training Manual in the next IELA Congress 2014 in Amsterdam.

In the future the Training Manual, which is a collection of knowledge and information about exhibition logistics, can be used as a tool to create guides and training manuals for exhibitors. There is need to support our customers when they have new staff organizing exhibition shipments, or when they are targeting new geographical markets and exhibitions. IELA presents the best possible expertise and global coverage, so it is quite natural that exhibitors can get this support from any IELA member. We have the opportunity to support IELA members to meet these expectations.

Exhibition is face-to-face marketing and it is the most powerful marketing media. Face to face training represents the most efficient form of training. IELA Winter Seminar is held every two years in Zürich and will be held next time in January 2015. It is the most efficient training in the

exhibition logistics business. IELA Winter Seminar is an opportunity for networking, benchmarking and learning in an exciting and memorable atmosphere. Winter Seminar formats have proven successful and efficient.

IELA has successfully increased its number of members and strengthened its geographic coverage. This gives us the opportunity to arrange more training events and also take these events to new locations. We have decided to start a project to investigate the possibility to arrange a face-to-face training event in Asia. The objective of this project is to define the most suitable place, time, and format.

It is difficult to perform above expectation, and many new people from the members of the companies are needed to participate in the effort for maximum output. On the other hand, some resources are required to keep the focus on issues that are valuable for IELA members. I am sure that both projects have started to fulfill their objectives and have all the necessary support from the members. ◀

Erkki Koski



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Mr. Ravinder SETHI

►►Members Moves

Under this heading, we publish internal news from our members such as appointment, change of telephone or telefax numbers, new e-mail addresses and change of contact details. Please note that the IEA Secretariat has included all recent changes in contact details in the new IEA Membership list available on www.iela.org

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- **MASSTRANS Freight L.L.C.**, UAE
- **MOVERS INTERNATIONAL PVT LTD.**, India
- **WES GROUP (Worldwide Exhibition Specialists Ltd.)**, UK ◀

►►IEA Collateral

The next IEA REPORT will be published in January and will be distributed as printed version to all members (10 copies) and Munich delegates. Unlimited amounts are available at just CHF 3,00 each. Let us know if you would like to receive extra copies for your marketing activities

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WHO WE ARE

Passionate people make a vision come true

Our team consists of employees that bring many years of hands-on experience and valuable competences in the trade fair, event and exhibition field. These sophisticated members of the team complement each other very well and are always up-to-date. Of course, trainings in all fields on a regular basis are taken for granted.

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