

WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

IAEE's WHITE PAPER

Future Trends Impacting
the Exhibitions
and Events Industry

NEW IELA MEMBERS

Introducing four
new partners
to the network



AMSTERDAM

THE ORIGINAL

COOL

AMSTERDAM PREVIEW:
29th IELA CONGRESS + 3rd IELA PARTNERING EVENT / June 28th • July 3rd 2014

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



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►CHAIRMAN'S CORNER

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►►CHAIRMAN
Robert Moore

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Hi to all our members,

Firstly a very Happy New Year to you all! To our Asian members "Gung hey fat choy" and enjoy the year of the Horse. The year of the Horse reflects freedom and happiness so those born in the year of the Horse will be seen to be energetic and smiling on exhibition sites globally!

It is very appropriate to reflect on the past year and the achievements of IELA. As I have said before our first Congress under the new Association banner was one of our best ever. The networking was a great success and showed the desperate need for a professional, well organised event for our industry. Munich was a great location and our German hosts could not have made us more welcome.

Our membership continues to grow and as this report is written we have over 10 new companies lining up to join IELA. Whilst we are increasing our members we will not compromise on our Standards and not all applicants have been granted the honour of joining this great Association.

In Brussels over 6 years ago certain objectives were set and we are now breaking through to the levels of membership to enable us to create many value added initiatives for all members.

The Board of Management is working very hard and meets in Delhi at the end of January.

Ultimately our main objective is to position IELA where organisers, associations and venues

think IELA as the brand of the exhibition logistics industry and will only use an IELA member for their work. As with the recent MOU's signed with peak industry bodies such as UFI to forward our safety initiative we are getting closer to that key recognition. When you see the standard of guest speakers at our Congress in Amsterdam you will realise the respect we now have.

We of course also have our Winter Seminar in Zurich next January which for our new members is designed to educate up and coming staff about the industry from the IELA point of view. We usually have 30 students in Zurich and this is always acknowledged as one of the best ways to bring our staff to the next level. They work hard and also get the chance to play a little. Many lifelong friendships and business relationships are formed and senior organisers, forwarders and board members are amongst the lecturers.

As you can see from this I am still passionate about this wonderful association. Sadly in Amsterdam my days in the Chair will be over however my feelings for this great industry, friendships and enthusiasm will still endure as frankly I doubt there is a better Association for encouraging all of this in any other industry.

To Elizabeth and the secretariat many thanks for your help in the past year, keep up the good work!

As we go to press, another event in our industry has been postponed, which we see as a positive reflection on the strength of IELA!

Once again enjoy 2014 and see you in Amsterdam! ◀

Robert Moore



DHL TRADE FAIRS & EVENTS WINS TWO MAJOR CONTRACTS IN GERMANY

DHL Trade Fairs & Events can look back on a very successful year 2013. The DHL Global Forwarding, Freight subsidiary was able to extend its contracts for providing logistics services with Messe Leipzig as well as with Messe Frankfurt for five years each. Both companies belong to the biggest and most important fair organisers in Germany.

"Winning both contract extensions is a great acknowledgement of our work. Being the sole freight forwarder on both fairgrounds is an excellent reference and also strategically important for our business growth", commented **Vincenzo Scudato**, CEO DHL Trade Fairs & Events.

DHL Trade Fairs & Events has been the logistics partner for Messe Frankfurt since 2008. Both companies have developed an innovative electronic control system in close cooperation, with which all logistics processes at the exhibition center are steered. The same IT system will be set up in Leipzig, which played into the organisers' decision to go with just a single logistics provider in the future.

On both fairgrounds, **DHL** is responsible for the logistical last mile at the venue as well as value-added services like customs clearance, temporary warehousing, on-site fair organisation, and onward transportation of exhibits.

This success is completing the global Trade Fairs & Events portfolio being also official logistics provider in Geneva, Vienna, Verona, Birmingham, Gent, Istanbul, Oslo and Moscow. ◀

► www.dhl-tfe.com



NEW YEAR – NEW OFFICE FOR CEVA SHOWFREIGHT NETHERLANDS

The International department of **CEVA Showfreight Netherlands** have relocated to new offices at Schiphol airport.

Peter Busscher explains *"With the growth of our International department it is the right time to move to bigger premises. Having increased warehouse capacity at the airport allows us to ramp up not just our export services but also our import services to the whole of the Netherlands. This allows us to provide a hands on service for any shipment bound for the RAI, Jaarbeurs and Ahoy exhibition centres."*

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CEVA Showfreight

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The Netherlands ▶

MEMBERS NEWS

A GREAT FEELING: FIRST YEAR IELA MEMBERSHIP



WEL WORLD EXHIBITION LOGISTICS, FRANCE. **PATRICK REJAUD**

► How did it feel to become part of the family? Did the Induction Meeting help?

Let's just say after 25 years in the business and the 10th anniversary of WEL, it was about time we did! It was great to see the who's who at the first induction meeting, it gave us insight.

► How was the Congress for you?

We had to be a minimum of 2 representatives per company to cope with so many meetings. The Congress was fantastic!

► Which event did you enjoy more?

The events were all interesting, and Bob is a great guy, and was one of the best speakers in my opinion.

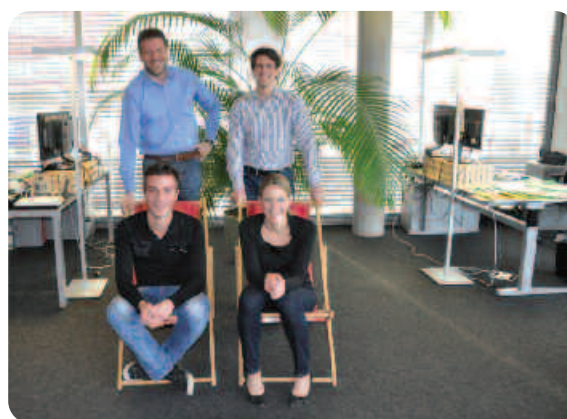
► How was the global outcome of your first year as a member?

I am not expecting any miracles in a lot of added business, to be honest we have received few inquiries. The majority of companies have their business already established, so to me, the Congress and Partnering Event are what is most important for relationships.

Thank you Patrick! ◀



BTG SUISSE LTD., SWITZERLAND. **MARKUS EICHENBERGER AND DOMINIQUE GEISER**



► How was it to become part of the family? Did the Induction Meeting help?

The welcome to the IELA Family was a very warm one. We felt accepted from the first minute of our arrival and people were interested to hear our business offers. They were also very helpful when we looked a little lost in the crowd.

The introduction meeting was very helpful to us as well, so we could get to know the rules of IELA and the benefits IELA can offer us. It was also good to see the group of new members before joining the crowd of existing members.

► How was the Congress for you?

We look back to a successful congress with lots of new personal contacts within the industry.

► How was it to have two networking opportunities (one during the Congress and the other one with non-members). How would you compare Barcelona as non-member and Munich as member?

Since we had 3 more days to network with the IELA Members only, both formal and informal, the benefit for our company was even better. It is a little easier to keep the overview within the IELA Family before the arrival of the large crowd of non-members on top of the IELA members.

► Which event did you enjoy more?

The IELA Congress was more enjoyable.

► How was the global outcome of your first year as a member?

Relationships to existing partners could be strengthened due to personal contacts and meetings. We are in contact with a couple of new partners and hope to build up strong relationships with them too.

Thank you both for your feedback! ◀

MEMBERS NEWS



DID YOU KNOW...?

TRANSIT AIR CARGO HANDLED MORE THAN 15 EXHIBITIONS IN MYANMAR OVER THE PAST 12 MONTHS!

Many might not be familiar with the new name Myanmar as we still affectionately address her as Rangoon or even Burma. Bordering the Andaman Sea and the Bay of Bengal, Myanmar has plenty of wonders for the eye, a country where stunning and ancient temples gaze over a nation of 60 million people. The capital city of Myanmar is Naypitaw, which is the third largest city behind Yangon and Mandalay.

Recent years have seen political and economic changes in the country; these developments have allowed trade and investment delegations to visit the country in recent months to further explore economic opportunities.

With the opening of the country's economy, trade has increased tremendously thereby creating opportunities to organize trade shows and help boost the economy in the process of modernization.

Temporary Importation

International exhibitions and trade shows are still in their infancy stages, therefore various procedures are still in the evolving stages of development.

For instance, in order for the temporary

importation of exhibits to take place; a show license is required and approval is endorsed by the numerous government-related associations such as the Ministry of Commerce. Hence only the official freight forwarder appointed for the exhibition is allowed to process the temporary importation bond without exception.

As Myanmar is not signatory to the ATA Carnet system, ATA Carnet is not accepted and recognized in Myanmar.

Permanent Importation

Most exhibits / products imported into Myanmar either as commercial goods or as goods that will eventually be sold during the show are subjected to duties ranging from 7% up to 20%. Aside from duties, withholding tax and commercial tax shall be applicable as well.

Exhibition Venues in Myanmar

There are currently only two available venues for trade shows and with the thriving economy; building new venues is in the pipelines.

Current Track Records

Transit Air Cargo Myanmar announced the

opening of our Myanmar office with effect from December 2012. To date, we have successfully handled more than 15 official exhibitions in both exhibition venues. We have an experienced team of staff, manpower and equipment that allows us to operate in both venues economically and efficiently.

Aside from international exhibition freighting, our Myanmar office serves to better provide international freight forwarding, project consignment and door-to-door services to our clients.

In terms of communications, Myanmar is still one of the least connected places in the world and electricity outage is rather common, so for all future enquiries please do contact the following personnel in Singapore:

Mr James Ng
Email: james.ng@tacs.com.sg
Ms Hilda Mok
Email: hilda.mok@tacs.com.sg

Ms Naz Yusoff
Email: naz@tacs.com.sg

Tel: +65 64381686

Kyei Zu Tin Ba De (Thank you). ◀

MEMBERS NEWS

IELA SENIORS CLUB

This year's gathering will take place in Stockholm, June 13th-15th 2014. ◀

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



▶ Stockholm

EXHIBITION LOGISTICS LEADER IN FRANCE



**TRANSPORT – CUSTOMS BROKERAGE –
ON SITE HANDLING
FOR EXHIBITIONS - FAIRS - CONGRESSES**



CLAMAGERAN-FOIREXPO

CLAMAGERAN-FOIREXPO – ON SITE / OPERATION OFFICES:

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

- **PARIS EXPO - Porte de Versailles**
(and other exhibition venues in Paris)
Tel.: +33 1 572 518 01/18 70
Fax: +33 1 453 028 81
Email: paris@clamageran.com
- **Paris Nord Villepinte-Le Bourget**
shows at Disneyland Paris-City of Lille
and Northern regions of France
Tel.: +33 1 48 63 32 53
Fax: +33 1 48 63 32 38
Email: villepinte@clamageran.com
- **Eastern & Western regions of France**
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Fax: +33 4 78 90 51 61
Email: lyon@clamageran.com
- **South of France - Monaco - Marseille**
Tel.: +33 6 208 377 98
Fax: +33 1 453 028 81
Email: french-riviera@clamageran.fr
- **LYON Eurexpo**
(and other exhibition venues in Lyon
and region)
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Fax: +33 4 789 051 61
Email: lyon@clamageran.com
- **Europe - Overseas trade shows**
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Fax: +33 1 486 323 05
Email: export@clamageran.com
- **Worldwide agents services**
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Fax: +33 1 453 028 81
Email: paris@clamageran.com



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► NEW MEMBERS



Our Services

- ATA Carnet handling
- Import/Export temporary and definitive
- Music shows / Live Entertainment
- Sports Events
- Art & Film Industry Events
- Over dimensions and/or Overweight equipment transportation
- Special Projects ◀

Introducing four new partners to the network
WELCOME TO IELA!

CARGOLIVE S. DE R.L. DE C.V.

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tradeshows@cargolive.com.mx

www.cargolive.com.mx



The Team

Mr. Diego Marinelli

► Director

Ms. Lorena Vázquez

► General Manager

Ms. Bera Benítez

► Tradeshows Executive

Mr. Nicolás Cucidis

► Industrial Projects Manager

About Cargolive

Efficiency, speed and cost-effective solutions are our major goal when dealing with trade shows and exhibitions in Mexico. **Cargolive Tradeshows** is a division specialized in providing hand crafted, time-critical services both internationally and domestically via air, ocean and ground to exhibitions within our country and all over the world.

Our service covers all entry ports in Mexico's major cities and small ones providing an ultimate door to door experience in order to exceed our customer's expectations.

Originally specializing in entertainment and live events, our group has expanded its business into many industries that need the same special care and personal attention and now we are also expanding into wider regions within Central America with own offices in Costa Rica.

Cargolive' team is a young yet highly experienced group of people who follow the principles of respect, integrity and mutual cooperation as its core work ethic. ◀

► NEW MEMBERS

WELCOME TO IELA!

CHS EXPO FREIGHT

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www.chs.fi

The Team - CHS Expo Freight is part of CHS Group

Mr. Heikki Mattola	► Operations Director
Mr. Ossi Hämäläinen	► Traffic Manager
Mr. Heikki Halmetoja	► Group CEO
Mr. Eemeli Malinen	► Accountant

About CHS Expo Freight - Full-service event and culture logistics worldwide with experience

We are a privately-owned independent Finnish logistics company catering for the needs of event organisers, participants in fairs and exhibitions as well as customers in the culture scene. **CHS Expo Freight** together with our dedicated global partner and agent network provides our customers experienced, tailor-made and flexible logistic services all around the world. Our full-service package consists of customs clearance, handling of goods, warehousing, as well as all transport by sea, air, road, courier, and with special requirements whenever needed.

Finnish companies actively take part in all kinds of fairs and events. Moreover, the Finnish cultural scene is not lively only domestically but extends also into export. In long-standing co-operation with cultural operators, our committed and experienced personnel, who are well-known in the trade, have established **CHS Expo Freight** as a trusted logistic partner.

In cultural logistics, an exhibition is sometimes a travelling one, where the entire exhibition may move during a period of two to four years from one country to another several times. An exhibition originating in Finland may first travel to another EU-country, then continue its journey to the Far East, the USA, the Americas, and finally, before returning home, to Australia. **CHS Expo Freight**, in co-operation with its dedicated partners, follows the process during the entire life of the exhibition taking care of all the practicalities, logistics and supervision.

In playing a vital role in the kinds of projects described above, **CHS Expo Freight** has gained experience, which helps us to anticipate our customers' needs and wishes. This is most important especially in event logistics. Together with our global IELA member network, we in **CHS Expo Freight** guarantee first-class worldwide service. As a financially solid AA classified company, we also take pride in promptly attending to all costs and expenses connected with our customers' projects. ◀

Our Services

- Fair and exhibition logistics - for all kinds of attendees as well as conference organisers.
- Culture logistics - for cultural organisations, theatres, opera, ballet, orchestras, artists, circuses, etc.
- Event logistics - for all kinds of sporting events, shows, pop music concerts, etc.
- Art logistics - for museums, art galleries, and art objects.
- Deliveries for technical equipment - special transport equipment, warehousing, and personnel for hospitals' MRI equipment as well as all kinds of safes. ◀

► NEW MEMBERS



WELCOME TO IELA!

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LIMITED

www.xptrs.com.cn

Contact Person

Ms. Snow Xie

Freight Forwarding Dept. Manager

T: +86-21-6013 1865

xieweiwei@xptrs.com.cn

The Team

Exhibition & Fairs

Offering professional logistic solutions for overseas and domestic exhibition & fairs under authorization of organisers, as well as forwarding agents and exhibitors.

Forwarding

Our forwarding business scopes cover customs clearances, quarantine inspections, booking arrangements, bounded transit and storage services for multiple means of transport.

On-site Handling

Responsible for picking up and inland transportation assembling and dismounting services for huge & heavy machines, unpacking and repacking for various exhibits

About Shanghai Expotrans Ltd.

SHANGHAI EXPOTRANS LTD, hereinafter called the company, is a joint-venture established in 1988 of three partners, SHANGHAI INTERNATIONAL EXHIBITION CO., LTD, SINOTRANS SHANGHAI (GROUP) CO., LTD and SCHENKER INTERNATIONAL (H.K.) LTD. The company is a first-grade forwarder agent in China specialized in expo logistics, which also runs general cargo business.

The company, as an enterprise providing customs clearances, quarantine inspections, booking arrangements, bounded transit and storage services as well as on-site handling, has many experienced staffs, a worldwide logistic network and excellent equipments. Since established it has provided excellent service to over 1200 international exhibitions. ◀

► NEW MEMBERS



WELCOME TO IELA!

PMST TRANSMEBLE INTERNATIONAL Sp.z.o.o.

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The Team

Mr. Andrzej Bobiński
Mr. Ireneusz Pinczak
Mr. Marcin Frontczak

- President of the Management Board
- President of the Management Board
- General Director

About PMST Transmeble International Sp. z o.o.

The international fair forwarding company "PMST Transmeble International Sp. z o.o." was established in February 1994.

At present "PMST Transmeble International Sp. z o.o." is a specialist fair forwarder rendering contractual services to fairs in Poznań, Gdańsk, Szczecin, Bydgoszcz, Kraków, Bielsko-Biała, Łódź, Lublin and via Exposed, to the fair in Warsaw.

"PMST Transmeble International Sp. z o.o." provides the forwarding services in the territories of Europe, Asia and America and while maintaining rich relations with the partners worldwide.

The company has been the Official Poznań International Fair Forwarding Agent.

"PMST Transmeble International Sp. z o.o." is a Member of the Polish International Freight Forwarders Association, the Polish Chamber of Exhibition Industry. It operates its own customs agency and has a specialist AEO certificate and ISO CSQ IQNet 9001:2008 certificate. ◀

Our Services

- Trade Fairs & Exhibition Logistics
- Airfreight
- Seafreight
- Road transport services
- Customs clearance services
- Storage services
- Unloading/loading services ◀

29th IELA CONGRESS and 3rd PARTNERING EVENT
June 28th – July 3rd 2014

HIGH ON LOGISTICS

The Industry's best in Amsterdam

HOST MEMBERS



valverde

Van der Helm - Hudig
adviseurs b.v.



29th IELA Congress & 3rd Partnering Event



AMSTERDAM

June 28th • July 3rd 2014, NH Hotel Krasnapolsky, Amsterdam

Amsterdam the Original Cool



IELA SECRETARIAT
Elizabeth Niehaus

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Why you ask? Could it be the wooden shoes, carefree atmosphere, hip jazz bars, or the fact that from its humble beginnings as a 13th century fishing village this place turned into an electric city filled with tall blondes, drinking beer in local breweries, relaxing and knowing how to really enjoy life to its fullest.

Everywhere you look you'll find something beautiful, whether it's the scenic canals, the flower market, or the beautiful mixture of new and old architecture of the multicultural city, you will realize there isn't a place cooler than Amsterdam.

This is the reason why it is Europe's most popular tourist destination; receiving millions of international visitors, though many don't seem to want to leave once they have had a taste of this incredible place.

There is variety of culture to be found here, there are people from over 175 nations living in Amsterdam! More than half of Amsterdam residents speak more than one language, English being the most common second language. So no worries if you're a visitor, someone will most likely speak your language. Check out the article: What You Thought You Knew About Amsterdam, you'll be astonished what you learn. The city is full of surprises and is a must on the list of places to visit. New and old traditions thrive here together side by side, that's what makes Amsterdam the original cool. Check out what to expect from Amsterdam on our website: <http://www.iela-events.com/hotel-travel/amsterdam.html>. Our site has ALL the information you are looking for, from Hotel and Travel, to visa procedures. Find out who the only guy in Amsterdam is, that doesn't speak English when you watch the Original Cool video!

Get ready to get **HIGH ON LOGISTICS in Amsterdam!** Its only six months before the event and we already have 100% more registrations at this time than the year before! Don't forget to register before the Early Bird Deadline February 28th 2014. We are convinced we will exceed the 307 delegates and the 3.273 meetings that took place in Munich last year.

We want to see you in Amsterdam, networking with the best of the industry! Our hosts, **Peter Busscher, Marc Uitenbrock, Bas Wiendels, Ger Kluter** and **Bas Oversier** are looking forward to showing you a "touch of Dutch". Amsterdam is the perfect place for a balanced combination of business and pleasure. Register now and be part of the most important event of the industry.

IELA Congress, General Assembly & Partnering Event, Amsterdam 2014, get HIGH ON LOGISTICS with us!

With best wishes, ◀

Elizabeth

valverde

Welcome to our city!

Valverde is proud to be amongst the hosts of this exciting 29th edition of the IELA congress!



Bas Wiendels
Valverde Netherlands

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E. bas@valverde.nl

We will meet in the international and dynamic city of Amsterdam that with its diversity, very much reflects the way we enjoy doing business.

Learning from different cultures, experiencing other trades, it all comes down to a shared passion for High Standard Event Logistics.

Therefore, at **Valverde** we look forward to another successful IELA event that will strengthen the great relationships between the IELA members and partners.

And because Amsterdam is also a great place to combine business with pleasure: we suggest we do Amsterdam proud and seek for the perfect balance.

We look forward to welcoming you in Amsterdam. ◀

Bas



TULIPS

Holland is famous for their Tulip Fields and Amsterdam is a popular tourist stop for its flower markets. However tulips are originally from Turkey. In the Ottoman Empire in 1554, the Sultan of Turkey sent the first tulip bulbs in Europe to Augsburg, Anwerp, and Amsterdam. The tulip was different from any other flower in Europe at the time, and became a status symbol of Holland's trade fortunes bringing in huge trade profits.

Amsterdam has the only floating flower market in the world, and one of the most fragrant places of interest in Amsterdam. You will find all sorts of flowers. Bulbs are ready for export so you can enjoy them at home too!

FLOWER MARKET:
Singel 610-616, Amsterdam
+31 20 625 8282 ◀

DUTCH CHEESE WHEELS

What is it with the cheese in Holland? These huge wheels of cheese have been around for some time, Gouda cheese dating back to 1184! Making it the oldest cheese in the world still made today. The cheese was named after the Dutch city Gouda because it was historically traded there. The wheel is formed during the process when the cheese is made. Why the wheel you ask? Cheese is made from cultured milk that is heated until curds separate from the whey. When a certain percentage of the mixture is curds, they are pressed into circular molds for several hours. These molds are the reason behind the traditional, characteristic shape, the wheel. It was also easier for merchants to sell the cheese on the market this way. Visit the Amsterdam Cheese Museum for a wine and cheese tasting!

AMSTERDAM CHEESE MUSEUM:
Prinsengracht 112, 1015 EA Amsterdam
+31 20 331 6605 ◀



FIETSEN

The bicycle capital of the world, the Dutch main way of getting around is fietsen. About 881.000 bikes circulate throughout the roads of Amsterdam. That is why each inhabitant owns on average more than one bicycle. Unfortunately, bicycle theft in Amsterdam is widespread. To chain them is a must! In 2012 more than 7.856 bicycles were stolen and reported to the police. There are 400 km of bike paths in Amsterdam. These bike paths (Fietspad) are coloured brown, in order to differentiate them from a footpath. There is a wide net of traffic-calmed streets and world-class facilities for cyclists to use. Amsterdammers ride a wide variety of bicycles including the traditional Omafiets - the ubiquitous Dutch roadster with a step-through frame. If you are looking to take a bike tour there are plenty of shops you can rent from. Most standard city bikes feature one speed, (its pretty flat in Amsterdam so don't worry), and have pedal brakes, (yes like your first bike as a kid). Happy riding!

MIKES BIKE TOURS:
Kerkstraat 134, Amsterdam, +31 (0)20 622 79 70. Get there with Trams 1, 2 & 5 (Keizersgracht or Prinsengracht stops) ◀



What you thought you knew about Amsterdam:

What attracts people to Amsterdam? Water canals, coffee shops and Antje Pikantje? Here are a few things you may have been wondering about, and a few hidden figures that are worth the trip while in Amsterdam.

DUTCH WOODEN CLOGS

Klompes, the wooden clog, originated in Holland. These shoes have been popular in the Netherlands for about 700 years. They are not just a fashion statement but actually do serve a purpose. The clog shoe became the most common work shoe in Europe for a reason: Wood Clog wearers claim the shoes are warm in winter, cool in summer and provide protection from nails, fishing hooks and sharp implements. Wooden clogs are still worn by manual laborers in the Netherlands today. Make sure you stop by De Klompenboer/Wooden Shoe Factory in Amsterdam, and learn how they are made.

WOODEN SHOE FACTORY:
int Antoniesbreestraat 39-51
1011 HB Amsterdam ◀



WINDMILLS

As soon as you enter Holland you are bound to see them: Windmills. Ever wonder what made them so popular here? Since 25 percent of the Netherlands lies below sea level, and another 50 percent is within 4 feet of sea level, there is a high concern about flooding and water displacement for the Dutch. Windmills played a vital role in pumping water out of low-lying areas to avoid flooding. This is the reason there are so many. Windmills allowed the Dutch to expand their economy and maintain their land against the sea. Windmills were the force behind many sawmills. They provided the energy to drive the stones for the milling of corn and other grains. There are 8 windmills at the heart of Amsterdam, but only two can be visited. If you want to see a mill after an architectural makeover, visit Gooyer or Fuenmolen located east of Amsterdam. It is a brewery that still sells the traditional Dutch Y-lake (ijmeer) beer. It is the easiest to get to as it is within walking distance of the Maritime Museum.



DE GOOYER WINDMILL:
Fuenkade 5, Amsterdam ◀



What you might not know about Amsterdam:



BRIDGES CHAMPION

With over 1,281 bridges, Amsterdam has more bridges than Rotterdam (800) and Berlin (920). Many of the canal houses were built during the Dutch Golden age, you can recognize them by their beautiful gables and dual entrances. You will also notice that with all these canals and canal houses there are many bridges adding to the beautiful cityscape. Many of them tell a story, as some were even built as far back as 1648. They can be romantic and yet some are just so majestic, they can only be described as an inspiring feat of engineering. A necessity because of the waterways and canals, but also very well thought out and well designed part of the cityscape. Many of these bridges have won awards. For example the Python Bridge is one of the most unusual bridges in Amsterdam. It's red snake-like shape bridges Sporenburg and Borneo Island. It is also one of the newest, built in 2001 and won the International Footbridge Award in 2002. ◀



QUEENS DAY

Koninginnedag is a national holiday in the Netherlands celebrating the Queen's birthday. It is also a typical occasion for the world famous Orange Craze. The color orange refers to the name of the Royal family, the House of Orange. Since the Dutch like to party they usually also start the celebrations on the evening of the day before. Starting at 7 a.m. and continuing on until the morning of the Queens Day. This is called Koninginnenacht, or Queens Night. Many different events, some of the best are held outside and are free for everyone! One can enjoy multiple parties moving across the city from one party to another. Don't think because Queen Beatrix abdicated that the celebrations will stop. On the contrary! In 2014 the celebration will be renamed Kings Day, held on the 27th of April, the Birthday of the new King Willem-Alexander. ◀



CANAL BIKES AND BUSES

There are plenty of ways to get around in Amsterdam. You have heard about the bicycles, and the boat rides, trams, and taxis, but ever heard of Canal bikes and buses? Since 1984 one of the tourists favorite activities is the pedal boats that can be used to get around the city. If you are looking for a unique way to get around then the Canal bikes might just be something for you. This way you are away from the busy streets and can discover Amsterdam at your own pace, stopping along the way as you prefer. If you are not a fan of the Canal Bikes you can also go for a ride on the Canal Bus. A fun cruise with a day ticket valid till 12 am the next day! This means you are able to hop on and hop off all day as you please. The Canal Bus stops at all the main museums and the shopping areas which can all be easily reached. Remember the best way to see Amsterdam is from the water! ◀

More information under <https://www.canal.nl/de/canal-bike> + <https://www.canal.nl/en/canal-bus>. ◀

AMSTERDAM BELOW SEA LEVEL

The Netherlands is a geographically low-lying country, with about 20% of its area and 21% of its population located below sea level and half of the country lying less than one meter above sea level. Nederland, or Netherlands when translated in various languages actually means "low country". Most of the areas below sea level are man-made, caused by centuries of extensive and poorly controlled peat extraction, lowering the surface by several meters. Amsterdam is well below sea level and at the lowest point of Amsterdam it is 6.7 meters below sea level. Water is everywhere present and dominant in Amsterdam. It has always been a source of living for this city, and it will continue to be. Dikes are probably older than 1,000 years and have been keeping Amsterdam dry since its foundation. ◀



"SUPERDUTCH" ARCHITECTURE

Some of the biggest names in the architectural world include MVRDV and KCAP, Ben van Berkel and Joe Coenen. Architecture in the Netherlands went into full swing in the 1990's with the economic boom. Many new building projects made it possible for architects to be able to experiment without fear. The state promoted the juniors with scholarships and competitions, much of the young talent were able to build their first houses, even though they had just received their Diplomas! This is how the generation became the "Superdutch". These young architects played with the possibilities and had freedom as designers, without boundary. This niveau style has since been regarded as world-class. ◀



Hare Majesteit Koningin Máxima



No one in Holland is more popular than the beautiful wife of King Willem-Alexander. However this wasn't always so, only since 2011 has **Máxima** come to be so loved with the people of the Netherlands.

Máxima Zorreguieta Cerruti, Argentine-born, grew up in Buenos Aires and she had a successful career in banking before meeting the Prince. Her father, Jorge Horacio Zorreguieta, was a cabinet minister during the regime of Argentine General Jorge Rafael Videla, and this later caused controversy when news of the couple's relationship and their eventual marriage plans broke.

On March 30th, 2001 the couple announced their engagement. Maxima addressed the nation in fluent Dutch during the live broadcast. She was granted Dutch citizenship by the Royal Decree on the 17th of May 2001 and now has dual citizenship, Argentine and Dutch.

In February 2002 the couple was married in a civil ceremony, which her parents were absent from due to the controversy. The religious ceremony was held in Amsterdam at Nieuwe Kerk ("New Church"). Since then **Máxima** and **Willem-Alexander** have had three children: the first born Catharina-Amalia (2003), Princess Alexia (2005) and Ariane (2007). On April 30th, 2013 Willem-Alexander's mother Queen Beatrix, formally abdicated and he became the king of the Netherlands. Upon his accession to throne, **Máxima** became queen consort, making princess Catharina-Amalia heir.

Máxima may not have had blue royal blood, but she won the hearts of the Dutch, through her dedication to learning the Dutch language and history and she made mastering the constitutional law of the Netherlands a high priority. Her love for her husband and for the Dutch culture helped her win over those that had their doubts because of her controversial past. The concerns were laid to rest and Máxima has become a respected member of the Royal family, taking seat at the Council of state and performing other official duties with her husband, including acting as a representative of the royal family. **A true Queen of Hearts.** ◀





The Amsterdammer Principle: "Moet Kunnen"

The Dutch live by the principle *Moet Kunnen*, which translates to "must work".

What pulls people to Amsterdam? Is it the canals, art and freedom or is it there something more to it? In Amsterdam citizens make the rules. They choose which laws to abide by, making an outsider to this type of monarchy feel like the land is lawless. It seems foreign, yet many visitors are drawn to this type of attitude. Where other countries insist on tough laws and strict compliance, it is often in the Netherlands that prohibition alone is not likely to turn things for the better, this is where Amsterdammers say "gedogen and moet kunnen", or in other words what you can't change, tolerate.

The increased influx of many races, religions, and cultures after the Second World War, has on a number of occasions strained social relations. With 176 different nationalities, Amsterdam is home to one of the widest varieties of nationalities of any city in the world. The share of the population of immigrant ancestry in the city proper now is about 50%.

This is what has transformed the city of Amsterdam into a tolerant and open city. With so much culture come different ways of conscious, the Amsterdammers have learned to live, and let live. It is no secret that in Amsterdam the purchase of marijuana is legal. What you might not know, is that the selling of marijuana is actually in principle not allowed, it is only tolerated. When it comes to prostitution or the use of drugs the Dutch feel that if it's going to happen anyway it is better to legalize and control it than to let it fester underground. Most people will disagree with this statement but it seems to work for Amsterdam.

In Amsterdam every citizen is a king, riding along on their fiet, free to do as they will, headstrong, with equal rights. Now just because the citizens have the say, don't think there aren't any laws, especially if you are just visiting. You may be able to smoke a joint on the street, but don't think it is ok to take your beer out on the street with you, because that's against the law. You may be able to get away with ignoring a red light even, but remember you don't have to do it, just because it is not prohibited. And if you don't agree with something, than tolerate it.

Moet kunnen, make it work. Go down to the local bar where the bankers and farmers meet for biertje and bitterballen, sticking their heads together to complain about what they must tolerate, the famous Amsterdammer way of life. Anyone is welcome to join in, they don't discriminate here. ◀



10 TOP ATTRACTIONS IN Amsterdam



1

DAM SQUARE

Exactly in Amsterdam center you will find **Dam Square**. This historical white, rectangular pillar rises high, stretching about 70 feet high. The National Monument was designed by J.J.Oud a respected architect of his time. Erected on May 4th, 1956 it is a memorial to the victims of World War II. Embedded behind its walls are urns containing soil from the Dutch provinces and colonies. The square has a dark history, well-known as the **Dam Square Shooting**. May 7th 1945, Canadian liberators were to arrive to the city. Two days before Germany had surrendered but the city was still filled with many German soldiers. Many people were waiting for the Canadian liberators and it is said that German soldiers began to grow angry and began shooting into the crowds. The motives behind the shooting are still unclear today. Just over 20 were killed and 120 were injured, it is something that would not be forgotten. Today **Dam Square** is used as a location for demonstrations, events and a meeting place for many people. The Dutch celebrate National Memorial Day (Nationale Dodenherdenking) in observance of when the National Monument was set up in 1956. ◀

AMSTERDAM CANAL CRUISE

With more than 100 kilometers of **canals**, 90 islands and 1.281 bridges, it is no wonder that so much time is spent by tourists and the Dutch themselves on the river or riverbed of the Amstel. The canal system was the successful outcome of city planning in the early 17th century. The plan envisioned interconnecting canals for multiple purposes, such as water management, trade, and residential development. Today there are plans to connect the north of Amsterdam to the city center. Residents of Amsterdam spend much of their past time on boats going on afternoon cruises, sitting on the riverbed having coffee. Zwanenburgwal is one of the most beautiful canal and street in the center of Amsterdam. The painter Rembrandt and philosopher Spinoza lived here. Zwanenburgwal flows from Sint Antoniessluis sluice gate (between the streets Sint Antoniesbreestraat and Jodenbreestraat) to the Amstel river. The canal was originally named Verversgracht ("dyers' canal"), after the textile industry that once dominated this part of town. ◀



2.



3

THE VAN GOGH MUSEUM

The **Van Gogh Museum** was designed by Dutch architect Gerrit Rietveld. It first opened in 1973 and houses the world's largest collection of Vincent van Gogh works. Vincent van Gogh was the eldest son of a Dutch Reformed minister. He pursued several careers before settling to become an artist at the age of 27 years old. Over the course of his decades long career (1880 -90) he has produced over 900 paintings and more than 1,100 works on paper. The Museum also has a large collection of other 19th century artists, such as Paul Gauguin, and Jean-François Millet. ◀



10 TOP ATTRACTIONS IN Amsterdam

The Red Light District (DE WALLEN, "The Quays")

The heart of Amsterdam is alive: it is unique and dynamic. The **Red Light District** is not just about sex, but for many it is a place full of artistic, historic and cultural interest. It is one of the most beautiful, largest and best kept city centres in the world. It boasts streets and alleyways full of character, as well as fascinating canals and historic buildings. There are interesting churches and museums and a huge diversity of cafés, restaurants and small shops. In "De Wallen" Prostitutes can be seen in a number of streets in this world-famous district. The area has historically been an important centre of prostitution: the district was assigned to prostitutes for the plying of their trade as long ago as 1413. During the 15th century, the number of mariners that came to Amsterdam increased rapidly together with the number of prostitutes that entered the city. With the increased prostitution, crime also went up and therefore, prostitution was not always tolerated in Amsterdam. It was illegal for long periods of time in history, but was legalized in 2001 again. Window prostitution arose around 1930 because the police did not allow prostitutes to stand in the doorway where they were seen by the public. Instead, the prostitutes were allowed to lure the customers from behind a small ajar in a curtain in the window. Nowadays, in the red-light district the prostitutes still stand behind a window, but they don't have to hide behind a curtain anymore. This part of the city centre has always been a special place; a mix of chic and shady. ◀



4

RIJKSMUSEUM

The **Rijksmuseum** has been a working museum for more than 125 years. The current building, which was designed by the architect Pierre Cuypers, was opened in 1885. To those approaching from the direction of the old town, the museum looks impressive and somewhat severe. From the Museumplein, however, it looks more like a fairytale castle. After more than a century of intensive use, this huge building needed a radical makeover. The museum needed 15 years to be completely restored. The reopening was counted down on a huge digital clock on the neo-Gothic Buildings façade. Of the 8.000 objects on display in 80 galleries, only one remains in its original place at the end of the "Hall of Honor", Rembrandt's "Night Watch". The Rijksmuseum encourages new generations to be involved with Old Masters. Don't miss it! ◀



5

THE SCIENCE CENTER NEMO

A short 15 min walk from the Main Central Station in Amsterdam and you will arrive at the **Science Center Nemo**. It contains five floors of hands on science exhibitions and is the biggest science center in the Netherlands. Main concepts on the first floor are DNA and chain reactions which include giant dominos and DNA experiments. Every half hour there is a show which features a large chain reaction circuit. On the second floor there is a water cycle display on electricity and a display on metals and buildings. The giant science lab invites visitors to be part of experiments such as testing vitamin C in certain substances and looking at DNA, memory tests, mind problems and sense testers. Once you have been scientifically enlightened go up to the fifth floor and take in the view of the city surroundings. There are a number of things to do at the Science Center Nemo, so grab your lab coat and get ready to have your mind worked. ◀



6

10 TOP ATTRACTIONS



7

OUDE KERK

Translated as 'oldest church', **Oude Kerk** is the oldest church in Amsterdam dating back to the 14th century. It is located in a small square right in the middle of the red light district. Originally the gothic structure was built as a basilica, but during the centuries the church was constantly expanded and evolved into a cross shape floor plan. It was first dedicated to Saint Nicholas, patron of Amsterdam. However after it was demolished during the Reformation when Calvinists destroyed sculptures and ornaments, it was renamed to Oude Kerke. The interior of the church is very plain as the result of the puritan Protestants looting the church. Some decorations survived, including misericords, tombstones, and murals. The highlight of the church are the four glass stained windows that miraculously survived the destructions of the Reformation. Three of the windows show biblical themes. Opposite is the stained glass window commemorating the Peace of Munster, which resulted in the independence of the Netherlands. It is also known for its organ concerts which are played on the church's large organ that was built in 1724! ◀

THE HEINEKEN FACTORY

If you are a fan of Dutch pilsner beer then this is the place for you! This brewery was established in 1864. Today **Heineken** has become a multinational company and is one of the three largest producers in the world. It is a family company. Its largest stockholder is Charlene de Carvalho-Heineken. The industrial facility was built in 1867 serving primarily for brewing. The museum displays the impressive brass beer tanks, the famous gold medal from the Universal Exhibition in Paris, France from 1889, old photographs and state decorations the family received. Learn how to pour the perfect beer or create your own beer bottle! ◀



8



9

THE ANNE FRANK HOUSE

The **Anne Frank** house is an important part of the story about a young Jewish girl who fled with her family during WWII to the Netherlands. **Anne Frank** wrote a memoir while hiding in the annex of the famous Anne Frank house on the Prinsengracht in Amsterdam. Her diary has been read by millions who come to Amsterdam in her memory to see where she hid and wrote about her experience as a Jew hiding from the Nazis. **Anne Frank** was four years old in 1933 when her family decided to immigrate to the Netherlands because of increasing dangers to Jews in Germany. From 1942-1944 the family was forced to go into hiding. After 2 years of hiding, the Frank family was found out and put in a concentration camp. Visitors to the Anne Frank house can get a better understanding of how hard it must have been for this family of four to hide in this small annex for so long. Tourists also have the chance to see some of her writing and other belongings. ◀

THE FLOWER MARKET

The most fragrant place to visit in Amsterdam, other than the cheese museum, is the the Singel **flower market**. Founded in 1862, they call it the floating flower market because the small shops that are located inside a row of floating barges. You can find every kind of flower, in either bouquets, or bulbs, to take home and plant. No matter what your favourite flower, you are most likely to find it here. ◀



10



MORE INFORMATION

Not to be mixed up: Holland and The Netherlands

Most people refer to Holland in the same way they would refer to the Netherlands, but **this is wrong**. The difference lies in how the Kingdom of the Netherlands came to be. The Netherlands, which is the Kingdom as we know it today, came into existence after Napoleon in 1830. It consists out of 12 provinces. Out of these 12 provinces the major cities are located in South Holland and North Holland, and so back when sailors landed in these major cities the people in these provinces would respond to sailors asking where they landed, by answering Holland. Since then Holland has been a synonym for the area that would later be called The Netherlands. ◀

Amsterdam: The Financial heart of The Netherlands

The Dutch capital is a leader in finance and trade. International finance was built on the capital by the merchants of the 17th century, the Golden Age. The world's first public stock exchange was founded in Amsterdam, and was an example for stock markets all over the world. The Dutch East India Company or VOC was the first multinational company, established in Amsterdam. The city is now has a broad based economy. With over 120,000 jobs in business and financial services, these are the most important sectors. Together, the stock exchange, the central bank and the regional head offices of numerous Dutch and international firms make Amsterdam the financial and business heart of the Netherlands and a prestigious international business center. ◀

The Netherlands Soccer Team Uniforms

The Netherlands national football team famously plays in **bright orange shirts**. But why, if the Netherlands national flag is red, blue and white? Orange is the historic national color of the Netherlands. It originates from the coat of arms of the Dutch founding father William of Orange-Nassau. It all started with William The Silent. He was born in the House of Nassau as Count of Nassau-Dillenburg. He became Prince of Orange in 1544 and is thereby the founder of the branch House of Orange-Nassau and the ancestor of the monarchy of the Netherlands. This is how the color orange ended up on the National Soccer Teams uniform. The top red band of the current flag was originally orange. The current Dutch away shirt is white, with a red patch surrounding the badge and continuing to the top of the left shoulder, and a blue patch at the right bottom of the kit. ◀



Coat of arms in Amsterdam

The **Saint Andrews Crosses** appear everywhere in Amsterdam. The coat of arms is the official symbol of the city of Amsterdam. The sign appears everywhere you look. You will see the sign on the sides of buildings and also famously on those little plugs that keep cars from driving on the sidewalks. The **XXX** symbol is three St. Andrew's Crosses in white on a black stripe on a red background. On the flag they appear horizontally, but most other places they appear vertically. St. Andrew was a fisherman who lived in the 1st Century AD and was said to have been crucified on an X-shaped cross. The Amsterdam **XXX** symbol dates back to the year 1505 when the city was a fisherman's town, so the coat of arms was established as the symbol for the city itself, and was flown as a flag on all ships registered in Amsterdam. ◀



Amsterdam Airport Schiphol:

Schiphol is ranked as the forth busiest airport in Europe. 51 million passengers passed through the airport in 2012. **Schiphol** actually started out as a military airbase in 1916. The area in which the airport lies was a large lake at one time. In the shallow waters of the lake many violent storms claimed ships. This was the main reason for reclaiming it. In English **Schiphol** translates to "Ship Grave", a reference to the many ships lost in the area. ◀

TIMELESS



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Making the difference

In the last year we have achieved a lot and are proud and excited to make this year a greater success. **With 307 delegates representing 177 companies from 50 countries, IELA's 2nd Partnering Event was the largest get together of the exhibition freight forwarding industry worldwide.** A true accomplishment! We exceeded our own expectations when over 3,270 meetings took place in Munich. IELA is stronger than ever and very capable of improving these numbers. The strong attendance really did go to show the key role of IELA as the networking platform and meeting point of the industry worldwide.

We are very excited and charged with new energy for the 29th IELA Congress and 3rd Partnering Event in Amsterdam 2014.

We would like to extend our heartfelt thanks and appreciation to our present 2014 sponsors: Airways Freight Corporation, Agility Fairs & Events Logistics Pte Ltd (Singapore), BTG Messe-Spedition GmbH, Europa Showfreight, Expotrans S.r.l., Expowestrans LLC, Fulstanding Shows e Eventos MC LTda., GBH Exhibition Forwarding Ltd., IAL Nigeria Limited, KEMI-LEE Co. Ltd., Masstrans Freight LLC, Netlog-Network Logistix, Orient Marine Lines Pvt Ltd, PSBedi Group, Resa Expo Logistics, R.E. Rogers India Pvt. Ltd., TWI Group, Valverde B.V. and Ziegler Expo Logistics.

We are looking forward to welcoming you all onsite. Join us in Amsterdam! ◀

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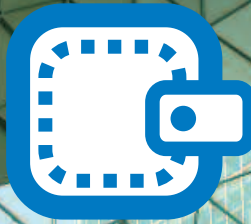


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easyFairs worldwide in numbers:



Portfolio Shows +90

175,651
Visitors 2012-13

7,624
Exhibitors 2012-13



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► ORGANISER'S CORNER

BUILDING THE BRIDGE
IN THE EXHIBITION
INDUSTRY

Organiser's Portrait: **easyFairs** Benelux BV –
Development 2004-2013

► Total of shows launched since 2004	22
► Total number of exhibitors (national + international)	2238
► Total number of visitors (national + international)	73.000
► Total of sold net sqm.	49.953

NUMBERS OF COUNTRIES WHERE **easyFairs** IS ACTIVE

- Austria
- Belgium
- Canada
- Colombia
- Finland
- Germany
- The Netherlands
- Norway
- Poland
- Russia
- Singapore
- Spain
- Sweden
- Switzerland
- United Kingdom





- Founded in: 2004
- Number of employees (status December 2013): 43
- Motto: Visit the future



►► Ms. Corneliën Baijens
Managing Director
easyFairs Netherlands BV



180
Employees worldwide



Revenues (2012-13)
€42.2 million

5 QUESTIONS FROM IELA TO MS. CORNELIËN BAIJENS – , MANAGING DIRECTOR OF EASYFAIRS NETHERLANDS BV

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

For the exhibition industry I don't see any specific geographical areas. All over the world when there are communities of people who like to trade, network and are involved in innovation there is a need or a possibility for exhibitions. Of course there are more well developed exhibition areas like Europe, USA and Asia and Latin America. We are now all focused on getting the most out of regions like Asia and Latin America, but maybe we should also be prepared for the next new market: Africa.

As **easyFairs** Benelux is focused on the markets in Belgium, Netherlands and Luxembourg we are more focused on finding niches in these markets. Of course **easyFairs** Group is interested in new markets, but sees still enough opportunities in the countries we are currently in (Sweden, Denmark, Norway, Finland, UK & Ireland, Germany, Austria, Switzerland, Poland, Belgium, Netherlands and Spain). We also organize exhibitions in Canada, Singapore and we will organize exhibitions in Russia and Turkey.

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

Yes, I agree. However I would rather see them as our partners. We are all part of the exhibitor experience. For an exhibitor the experience of

an exhibition starts with the build-up and ends with coming back to the office. If one of the suppliers is not up to the standard of the exhibitor it will give him or her a bad experience. And this will fire back to the organizer and can result in a negative decision for the next edition. Therefore it is essential that all suppliers to the organizer have the same goal and the same level of service and the best way to handle this is by being partners!

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

This role should be more and more like a partner and be part of the total experience at an exhibition. It should assist exhibitors in avoiding problems and hassle at an exhibition: this could be done in an early phase or as soon as the exhibitors have committed to a show. Planning ahead of transport of their material, making sure that everything is cleared with customs and that everything arrives on time at the show, just before the exhibitor themselves arrives. It will be a welcome surprise if the material stands at the right place as communicated by the exhibitor. The empty boxes etc are already stored and of course after the show the material will be picked up and delivered without any problems at the exhibitors office. For this service the exhibitor gets one invoice with a good price for the services rendered. Future or already possible?

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

Of course is the IELA membership an important criterium. However, the vision and the values of the company we select should reflect our own principles/values. If you want to work in a partnership you need to complement and strengthen each other.

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

easyFairs is committed to pursuing best practices that enable sustainable business growth. There are three dimensions to our commitment:

- We offer trade shows with significantly lower environmental impact than traditional exhibitions; and
- We develop trade show concepts that promote sustainability; and
- We look for alternatives to activities that have a negative impact on the health and safety of human beings, wildlife and the environment. Our objective is to achieve zero carbon footprint for our activities.

This results in our selection criteria for suppliers of products and services for sustainability and environmental impact wherever possible. For the members of IELA this should also be part of their mission. One could argue that for a handling & logistics provider could be difficult, but all little bits help for instance an electric forklift is a little step towards a more sustainable future.

Corneliën, thank you very much for your input! ◀



► INDUSTRY - NEWS

IAEE White Paper by Francis J. Friedman



IAEE White Paper Examines Future Trends in the Exhibitions and Events Industry

The International Association of Exhibitions and Events™ (IAEE) released mid December its white paper, **Future Trends Impacting the Exhibitions and Events Industry**, created by the IAEE Future Trends Task Force, chaired by Francis J. Friedman, president of Time Place Strategies, Inc.

"This white paper offers an exceptional overview of what to expect in terms of continuing the emphasis on face-to-face marketing," says Friedman. "The goal was to create a picture of the next three to five years in the exhibition industry. Things are changing at a rapid rate and this report provides IAEE members with strategies they can use to anticipate and successfully respond to these changes."

IAEE created the Future Trends Task Force to identify and address major trends it felt will impact the exhibitions and events industry. This white paper presents the results of 13 future trends the task force anticipates will impact and shape our industry. Future Trends Impacting the Exhibitions and Events Industry examines the following points:

- ▶ The broad range of generations co-existing in the workforce and their different communication styles.
- ▶ Collecting "Big Data" to hone in on the most relevant information.
- ▶ New technologies for data capture, recording and reporting.
- ▶ The impact of emerging technologies in the business environment.
- ▶ Social media marketing.
- ▶ Creating year-round communities for an exhibition or event.
- ▶ Experiential trade shows.
- ▶ Addressing and capitalizing on non-attendee engagement.
- ▶ Educating exhibitors in the ongoing value of face-to-face marketing.
- ▶ International trends impacting U.S. exhibitions.
- ▶ Variables affecting internet connectivity at exhibitions and events.
- ▶ Private events in the corporate marketing plan.
- ▶ The complexity of managing these elements in the future. ◀

▶ You can download the white paper at the IELA Website under <http://www.iela.org/knowledge-center/market-industry-information.html> or visit www.iaee.com.



Exhibition Industry on the rise

The exhibition industry is growing despite economic uncertainty around the globe. This is the conclusion of UFI's **12th Global Barometer Survey** issued in January.

The **12th Global Barometer survey**, conducted in December 2013, was answered by 178 companies from 57 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.

Reviewing the consolidated results over five years, UFI notes that the situation appears rather solid with a majority of companies declaring an increase of their turnover and around one company out of two declaring an increase of annual profit of more than 10% since at least 2011.

Still, 63% of the respondents declare that the impact of the "economic crisis" on their business is not yet over and 2015 is when most of them believe it will be. This strong concern related the general economic situation is confirmed with the question on the most important business issues where the "state of the national/regional economy" and "global economic uncertainty" have been consistently selected as among the three most important business issues for the last four years, together with "local competition" and "internal management challenges".

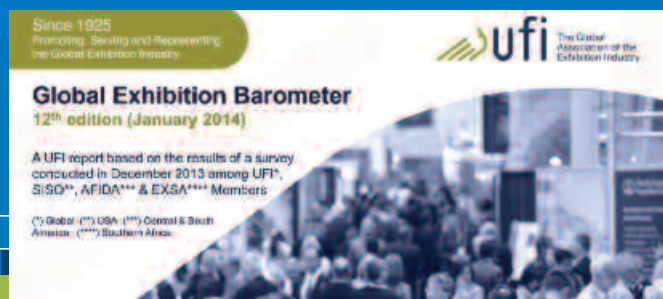
Finally, most companies are planning new strategic business developments:

- ▶ 75% are planning new activities in either the classic range of exhibition activities (venue /organizer/services) or in live or virtual events (or both).
- ▶ 49% plan to expand exhibition operations to new countries.

Full results of the 12th Global Barometer Survey can be freely downloaded at www.ufi.org/research.

THE NEXT SURVEY WILL BE CONDUCTED IN JUNE 2014. ◀

▶ Editor's note: Have access to the most important industry research reports under <http://www.iela.org/knowledge-center/market-industry-information.html>



▶ INDUSTRY - NEWS



Flying the flag

Over the last 29 years, IELA has been engaged in developing strong relationships with a group of Industry stakeholders, building partnerships across the world.

IELA is proud to say we now have 27 strategic cooperations with very important world industry partners. We flew the flag "mission is recognition" and now we are reaping what we have sown:

1. Spreading awareness:

In December alone 10 key organisations visited our website.

2. Consolidating cooperation through common projects:

In the last four weeks Memorandums of Understanding have been signed between UFI, IAEE, IFES, AFECA and IEIA to bring awareness to all members of the global exhibition family about the importance of Health and safety. IELA takes O H & S very seriously as a priority for exhibition sites our members work on internationally.

IELA is striving to be recognized as a brand delivering excellence and we want our customers and partners to know IELA members belong to the elite echelon of the world's best exhibition and event logistics providers.

It is key that all over the world industry associations and significant players are aware of IELA and work with us. Have a look at the Industry Partner overview:

<http://www.iela.org/iela-partner/industry-partners.html>.

If your national Association is missing, contact us immediately and give us their details. Let's work together to enable world-coverage of strategic cooperation. Your company will be first to benefit. ◀

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BOARD MEETINGS

Board Meeting in Sydney, October 31st – November 1st 2013
Board Meeting in New Delhi, January 26th – 27th 2014

The BOM Strategy Meeting in Sydney made one thing positively clear, IELA is a member driven association and your Board is looking at ways of growing benefits for you!

At the BOM Strategy Meeting at the Sydney Convention & Exhibition Centre the members of the Board brainstormed activities of the last two years, to see what could have been done better and what positive results there were. The topic IELA member benefits were discussed. Activities being developed are:

Training Manual:

Jim Kelty and **Achim Lotzwick** are working hard on this great tool. IELA's Training Manual will be presented during the WINTER SEMINAR 2015 in Zurich.

Strengthening the IELA brand:

The **O-WG** is identifying Organisers who have not yet worked with IELA and are developing tactics to reach them: Identifying speaking opportunities, reciprocity deals with Associations and exhibitor panels. Communication is the key and we must identify when there is a contingency to communicate, this must be taken advantage of. The WG has been busy developing these activities to ensure that IELA continues to improve and thrive.

Venue Data Base:

The **S&C-WG** is working on a great new tool. Being developed as we speak is the Venue Data Base, where you will find all the most important information related to a venue. This will be exclusively for members only. **Michael Hunter** is working on the format layout of the database and the WG is brainstorming what the content should include. The first samples are very impressive. We are excited to see the end results.

More information, more educational opportunities:

Some additional projects discussed at the BOM meeting were the IELA app and new networking events targeting operational level. Discussed were new educational programs, a new members manual as well as an external auditing programme including certification. We are happy to have had such a great brainstorming session in Sydney helping us identify all these projects that are now in developing stages to be presented.

The Board is engaged in making IELA run better than ever. Our projects are the tools that make IELA what it is today, a growing success. The BOM strategy meeting in Sydney was an excellent way for us to highlight what is most important to IELA standards and values.

We are in full swing for Amsterdam 2014! We are working hard to make this a truly wonderful Congress. In the meantime we moved on to New Delhi for our first Board meeting in 2014.

For those of you who attended the IELA Congress in Delhi nine years ago we revisited the Taj palace Hotel. The meeting was very productive and focused on the transitions to take place in Amsterdam where I will step down after my term as Chairman. More details will follow on this. Other significant events were that **Achim** resigned as Chair of the Organisers Group due to increased workloads with his full time job! **Achim** will still be heavily involved with the Training Group and the training Manual. He has also volunteered to develop a concept for a new IELA Networking Event.

Mariane and **Vicki** will transition to work on the Congress. The OH & S sub group continues to gather steam with an MOU now signed with UFI and of course you will all have received your survey on line. Please remember this is not optional but a requirement of your membership.

Our next Board meeting will be in Amsterdam to arrange for an exciting time for all of you!!!! ◀

Bob Moore
IELA Chairman



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 134 members in 48 countries...

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► IELA MEMBERSHIP

To assist the pro-active approach of the the IELA Secretariat, 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 to: membership@iela.org



IELA currently has 134 members from 48 countries and 22 affiliates

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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► ORGANISERS WORKING GROUP

Dear Members of IELA,

In the last IELA report you received a report from Ravinder Sethi, who is the head of a sub group of the Organiser Working Group that drives the issue of Occupational Health and Safety with UFI and many of the premier trade associations and major players in the exhibition industry.

Obviously more activities are under way which are the direct result of a recent membership survey performed and the discussions at our working group meeting conducted during the IELA Congress in Munich last June. We have found that it is clearly the wish of our membership to continue promoting IELA globally to exhibition organisers and venue operators. The ultimate goal is to keep the IELA membership highly visible in the organiser community. We also realized during our meeting in Munich that a one-idea-fits-all-approach will not be effective. The different regions in the world, different cultures, different sizes and focus of organisers, and different shapes and sizes of venues will not allow us to work with a uniformed

business plan in the worldwide marketplace. The Working Group's conclusion is to encourage active IELA Members in every region to promote IELA and its missions within their local business environments.

In the past, fantastic work has been accomplished in enhancing the IELA brand with the CEO-level of show organisers and organiser associations by individuals like Phil Powell, John Harrison, Ravinder Sethi and Bob Moore. The Organiser Working Group and the IELA Board of Management share the opinion that this visibility of IELA must now also be equally expanded to the project managers and operations managers of our customers. Our industry is definitely about face-to-face communication. And industry events are an ideal platform for IELA to maintain this visibility. To have even more impact at such occasions, IELA will strive to obtain invitations for speaking opportunities or for conducting training seminars/workshops on exhibition freight logistics attached to appropriate events. This is not a day dream project plan, but a realistic intention that can be carried out by IELA volunteers in spite of the

individual demands of our day-to-day work.

Some of the activities carried out since Munich Congress that we would like to especially highlight include the efforts of Vinay Sharma of Masstrans Freight L.L.C., who agreed with UFI headquarter for the Middle East to promote IELA with organisers in the region and Mariane Ewbank of Fulstandig at ESSA G50 Conference in England. I also had the opportunity to present "Customs Clearance for Exhibition Freight in India" at a workshop organised by Düsseldorf Chamber of Commerce, which was a fantastic opportunity to promote IELA and particularly the skills of our members.

The Organisers Working Group is open to everybody in IELA. As its chair, I would be thrilled to hear from IELA Members to identify any opportunities where we can be live on stage, increase our visibility, and explain the vibrant services our association and its members provide to the industry worldwide every single day. ◀

Achim Lotzwick





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► MEMBERSHIP WORKING GROUP

Dear Friends,

First of all let me wish you all a happy and prosperous New Year!

During the period since my last report in September there has been a lot of activity within the Membership Working Group.

Since the Munich Congress, and the Partnering Event in particular, IELA has received plenty of emails from companies showing their interest in becoming members. Some of them didn't meet the criteria, but many did.

No. of application packs sent after Munich: **56**

No. of applications received: **9**

No. of applications which failed the screening process by the Secretariat: **1**

No. of applications sent to the Membership Group for review: **8**

No. of applications still to be sent to the BOM: **1**

No. of new members approved by the BOM: **7**

No. of rejections: **0**

These figures show very clearly that the screening process, which includes the Secretariat and the Membership Working Group, works very well.

The new members are
(in alphabetical order):

Cargolive, Mexico

CHS Expo Freight, Finland

EKOL Lojistik, Turkey

MARS Lojistik, Turkey

PMST Transmeble International, Poland

Shanghai Expotrans, P.R. China

WES Group, United Kingdom

Furthermore we have two new

affiliates which are Masstrans in Abu Dhabi and Airways Freight in Chicago.

This means that IELA currently has 134 members and 22 affiliates.

We are pretty sure and confident that we will receive some more applications from companies, who really qualify for IELA and are well known in the market. We are in constant communication with them and are certain we can win them over as members.

We are working on ten 'hot' prospect companies and in particular one application from a company from a white-spot country is currently underway.

I wish you all a very good start in the New Year and look forward to seeing you all soon again. If you have some input for the group, please do not hesitate to contact one of us at any time. ◀

Christoph Rauch





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► STANDARDS & CUSTOMS WORKING GROUP

We did a lot, but we can do much more!

This is the first IELA World Report of 2014 and to start the year on a positive vibe I wish all of our members a very busy year. To our clients increasing their shipments, to customs getting easier and less complex, and vessels that don't delay. Last but not least, that our IELA gets stronger and stronger.

I decided to split this article in three parts:

1. We did a lot where we can review the activities of Standards & Customs Working Group.

2. We can do much more which is just a glance of what we want to do this year and how we can do it.

3. My experience as BOM Member – the first South American agent and the only skirt at a table occupied by ties.

Let's Begin:

1. We did a lot. Yes, we achieved some goals this year:

- a. Dissemination of IELA Standards during the Winter Seminar in Jan. 2013 – our new generation must know it and work accordingly;
- b. Update of the Standards brochures – task done with the Marketing Group
- c. The increase of answers to our Survey and reduction of non-respondents;
- d. The interaction of the SWG members with the non-respondents in making them participate in the Survey. This was a very important

move, showing the commitment of our group members;

e. The merger between the Standards and Customs Working Group. We became a big group with a lot of potential to find solutions, as well as, present and develop important tools for our IELA;

f. The development of the new Survey System launching on Jan. 15th – DO NOT FORGET TO ANSWER, WE NEED TO HEAR YOU!!!

g. The creation of a strategy to get more answers for the Survey; Wow, if you count, it is listed above 8 actions, that's a lot, but...

2. We can do much more:

a. The Venue Database – this is our newest project. Still in development and will be presented in Amsterdam. We are confident that this will be another very important tool for all of us.

The idea is to have during the year items "b", "c", "d" and the entire alphabet of actions. During the year, ideas and suggestions are brought up by the group to be discussed and developed. It is a job that requires good eyes, creativity, commitment and action. Anyone can participate and contribute, all thoughts and ideas are welcomed. We can expand upon that and implement them. If you have any suggestion, please come see us. Our ears and minds are wide open to hear you.

3. My experience as a BOM Member:

You must be wondering why someone wants to write about it. Well, my dear

Members; the reason is that I question if all 100% of the members know what we do including our responsibilities and how it feels.

When my company, Fulstandig, became a member I never expected to get to the BOM. Why is that? The answer is easy, we are a South American company coming from a country where everybody is scared of customs challenges and all the "fun" aspects of shipping. I never thought that we could be heard; being a part of a Working Group would be the limit. But I must say that I was wrong.

The IELA that we have today wants everybody taking a chair one day and contributing to the Association. This contribution reflects on your business and mine.

The explanation for this contribution is simple. When we assume our chair on the Board we have to put aside the competition and focus on our strengths and what we can do to make our Association stronger, as well as, improving the members benefits. Most importantly, developing tools that support and advance our business and show to the exhibition world that IELA is a key player for a successful event anywhere on the planet.

I feel very honored to be part of it and you can experience that too.

Let's always do more! ◀
Mariane



►► IELA Surveys 2013 Vote now on www.ielasurveys.com

Give your vote for the best Export & On-Site Agents of the Year!

The Standards Surveys are a unique benchmark for our industry. The more IELA members that take part, the more valuable business intelligence results will be to YOU.

Don't miss the deadline: Saturday, March 15th 2014. ◀



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BTG Messe-Spedition GmbH,
Germany

PR & MARKETING WORKING GROUP

Dear Friends,

In the last couple of months we have been full of ideas and inspiration. The last suggestions from the Working Group were integrated as tools as soon as we heard them- no sooner said than done!

At this point, I would like to extend my thanks and appreciation to the fantastic input and engagement of the whole Working Group! **Alexandra, Anne, Claus, Dani, Eve, Klaus, Sally, Vicki, Yolanda: Thank you for your great ideas, élan, and solution-oriented suggestions!**

It is a GREAT pleasure for me to work with you all, brainstorming and thinking out of the box in order to boost the IELA brand as a trade name for quality and professionalism.

One of our discussions in the last months was what the most obvious benefits of IELA membership are and how we could highlight those. An issue we engaged in strongly. The Working Group suggested to the Board of Management to make available specific market and industry information to IELA members only. A membership is attractive for agents so they can open cooperation with reliable agents abroad with their professionalism and credibility. This is one of the arguments to become a member. To make IELA's Industry Know-How more attractive, the Board decided to follow the WG's advice and restructured the website.

Now key information is specifically accessible in the MEMBERS ZONE only (under "MY IELA" protected under login) as IELA's global database of specialized customs procedures and regulations (Custom Manual).

Another good move, due to the fact that nowadays transfer of knowledge needs to be more international, is the fortification of IELA's KNOWLEDGE CENTER. When we talk about strengthening, we mean the further composition of the Knowledge Center close to the Industry's needs. Please have a look at the website to find more information on key market research reports and Industry information as "Future Trends Impacting the Exhibitions and Events Industry" by IAEE White Paper, "CEIR Index Results" or "Global Exhibition Barometer" by UFI etc. Also, to make everybody's life easier, a general file with all worldwide public holidays is now available for access under the same category.

Thinking about future actions: As a further step we want to deliver more benefits to IELA Members via the Website: The Standards & Customs WG is working on a great new tool – the new Venue Database. Do you have any other ideas? Which kind of information is interesting to you? The WG looks forward to hearing from you so that we can work on your suggestions delivering more benefits to you.

Communicating our strengths & our strength is communication:

Delivering excellence due to the Standards of Performance is IELA's goal. We are working on the new IELA POSTERS to communicate back via this great tool to our teams and customers. To make sure that our Standards of Performance highlight the professionalism of IELA and so they can learn more about our Association. The brainstorming is still going on, so that the sending out date has been set back.

On another note, the last months showed that indeed the strongest benefit of IELA is the communication and competence within the network: Several members were looking for agents in different white spots, the network almost immediately reply suggestion of reliable partners. This is why membership is worth it!

Last but not least, we are very pleased to announce the launch of a new campaign searching for a new Association slogan. "The Group that looks after you worldwide" has been IELA's motto over the last 30 years of existence. The new slogan should be presented in Singapore 2015, just in time for IELA's 30th Anniversary! Your ideas and proposals for a new head-slogan for IELA are very welcome and much appreciated. The winning team will be greatly rewarded!!!

Let the flow of ideas begin! Don't hesitate to share your thoughts with us.

All the best, ◀
Kay Lohe





► **CHAIRMAN**
Erkki Koski

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► TRAINING WORKING GROUP

Dear all,

The year 2014 will be challenging regarding IELA training. We are working on the IELA Training Manual which will be an excellent tool for member companies internal training. The manual will cover pretty much the whole exhibition logistics. Therefore it has to be kept on general level. It is because of this that it's important to remember that it will be gathered and written by our business field experts from IELA member companies and so it will have the professional point of view of exhibition logistics.

It will uniquely be the first of such a manual for exhibition logistics and an important achievement for IELA.

We are also working on the project to investigate possibilities to arrange training in Asia. Most suitable times would be August or December based on the business seasons. Those time frames would fit well into IELA Winter Seminar

schedule, meaning that IELA would take a step to arrange training on yearly bases. The biggest questions are still open however. The format and content of the training. All ideas and suggestions from all members are welcome.

I would like to point out that the next IELA Winter Seminar will be held on January 14.–18.01.2015 in Zurich. Based on the feedback from students and their employers the form of the event will be the same as before. The IELA Winter Seminar is an exclusive program dedicated to the complex issues and procedures in the exhibition handling and logistics sector of the industry. The networking opportunities alone for the participants will add valuable contacts to their professional relationship network.

We aim to have some new topics in every seminar. Last time Petra Lassahn from Reed Exhibitions Deutschland GmbH shook the class successfully with the topic “*Success*

factors for exhibitors”. The class loved to jump into new perspective. The groups of students did fantastic job and truly showed that it's important to know your customer needs more widely than only from your own services.

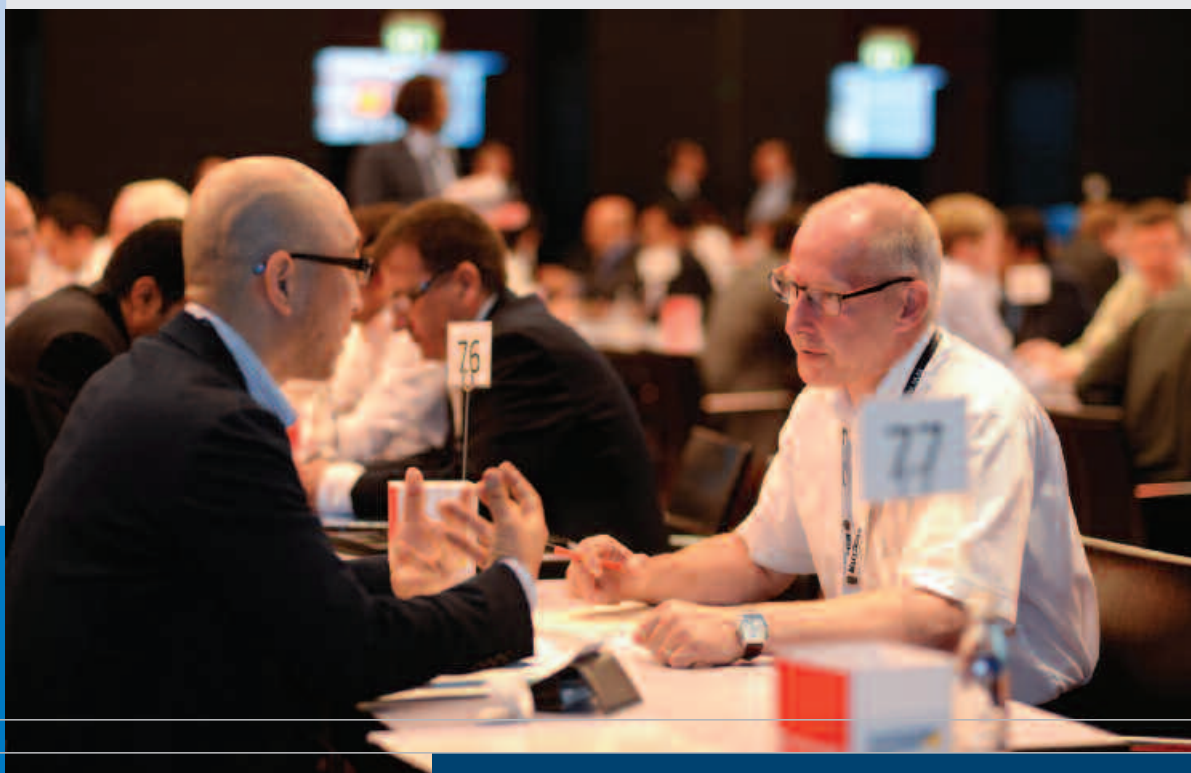
Clearly, the winners are the students with an increased level of professionalism and competence as well as their employers who benefit from these skills and newly-established networking connections.

Please be active and also give your input on this so that we could find such fantastic topics for the next time.

I wish you all a fantastic business year 2014 and thank you for your support during 2013.

With kind regards, ◀

Erkki Koski



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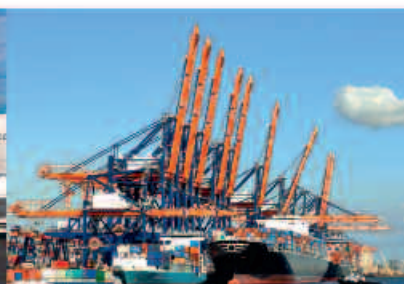
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WHAT WE DO

Trade fair logistics is our mission

We offer a global logistics network as well as tailor-made logistics solutions for our clients trade fair appearance. We build an individual transportation concept considering all available carriers. One of our core competencies is to manage all customs related documents such as Carnet ATA, temporary and permanent clearance. Whether by land, air or sea: The exhibits of our clients will get to their presentation safely and on time.

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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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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► DHL Logistics (Switzerland) Ltd
Trade Fairs & Events

New Email:
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► DHL Trade Fairs & Events (Sweden)

New Email:
sales.fairs@dhl.com

► Elite Transportation Services Ltd

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siriporn@elitethai.com

► Expowestrans LLC

(former ZAO Expowestrans)

► GONDRAND – Fercam Group
(former Gondrand Spa.)► Kristal byba -
International Fairs & Exhibition Logistics

New address:
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Building 829a
1830 Machelen
T: +32 2 751 4680
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►► New Members

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- CHS EXPO FREIGHT, FINLAND
- EKOL LOJISTIK AS, TURKEY
- SHANGHAI EXPOTRANS LIMITED, CHINA
- TRANSMEBLE INTERNATIONAL SP.Z.O.O., POLAND ◀

►► New Affiliates

- MASSTRANS FREIGHT LLC – ABU DHABI, UAE
- AIRWAYS FREIGHT CORPORATION CHICAGO OFFICE, USA ◀

►► IEA Collateral

The next IEA REPORT will be published in May 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

Contact Elizabeth for details on bulk discounts and to place your order:
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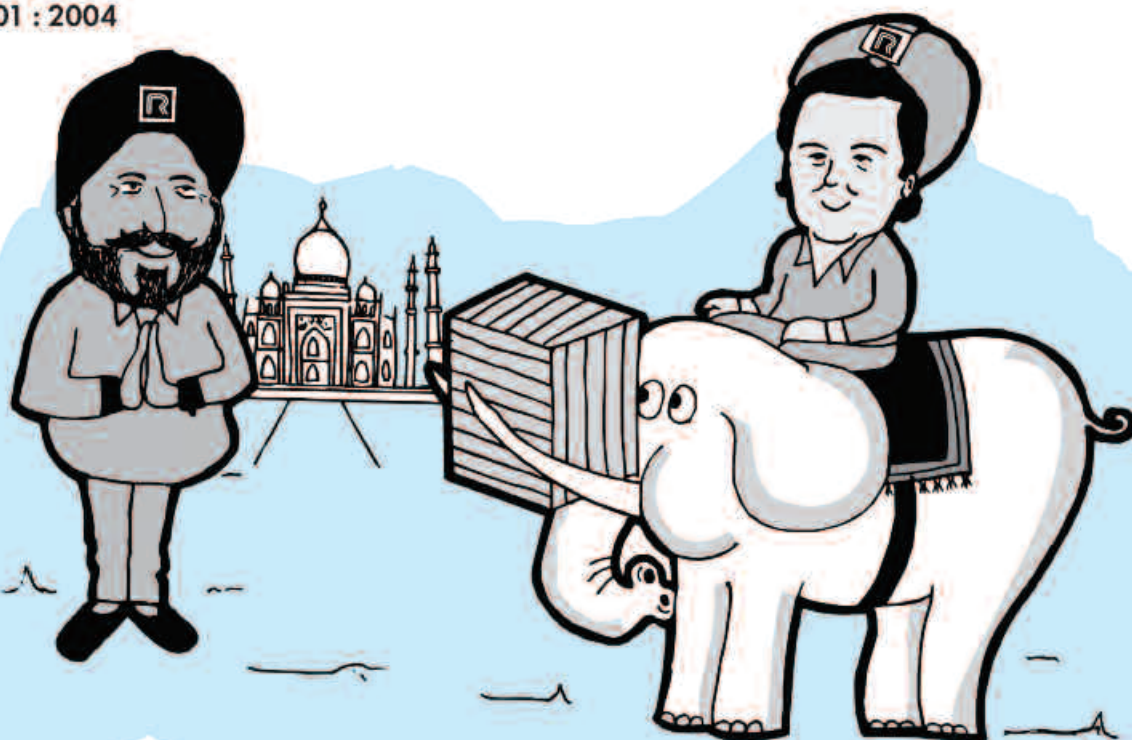
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