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INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

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new partners to
the network

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Post Event Reports:

29th IELA CONGRESS + 3rd IELA PARTNERING EVENT / AMSTERDAM • JUNE/JULY 2014

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► CHAIRMAN'S CORNER

► CHAIRMAN
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Dear members of IELA,

The first Congress I attended was in 2002 in Las Vegas and at the beginning it was very hard to see what IELA was all about. For me it was four days packed with meetings, so many new faces, lots of impressions and business opportunities, etc, etc. It took me a while to recognize how much business you are able to generate by being a member of IELA and of course by attending the yearly Congress. At the time many people helped me to understand IELA and how to benefit from the association in the best manner possible.

12 Years later: This is my first Chairmans Corner and I am still very happy that during the Congress in Amsterdam I received this vote of confidence from you, the members. Thank you very much for electing me Chairman of the Board of Management of IELA!

For me personally it's of great importance to clearly illustrate the advantages of our association to our members, so that every single IELA member can achieve the ideal benefits from being a member. This specifically goes for the new members or those who participate at a Congress for the first time and who have the exact same impressions as I did 12 years ago.

It is not only about taking part in any networking event; IELA is family – we keep on saying this during the Congress and I am pretty sure that everybody feels that way.

I would like to encourage everyone to look at their current list of partners and then encourage potential candidates to consider becoming members. Joining IELA is a no-brainer; more than 140 members, the leaders of our industry, can't be wrong!

We experienced a remarkable Congress in Amsterdam. The meetings, the HIGH ON LOGISTICS Forum, the Working Group Sessions, the social functions – it was all great.

Our former Chairman gave an exciting report on what happened between Munich and today, and I'm sure that everyone was comfortable and at ease when our Treasurer reported on the financial situation of IELA.

I was particularly happy with **Mariane Ewbank** accepting her election by the Board as Vice-Chair of IELA. **Ulrich Kasimir** continues in his role as Treasurer.

The IELA Partnering Event was a great success and by far the biggest networking event that ever took place in the exhibition and event logistics industry with over 380 attendees and over 2,450 scheduled meetings. IELA is proud to conduct and to deliver this event to the industry. You will be able to network with the world's leading providers of exhibition transport.

My special thanks go to our hosts, who made this Congress an unforgettable memory for all of us. **Marc, Bas, Ger, Bas, Udo** and **Peter** – your hospitality was overwhelming and you made Amsterdam truly feel like home for all of us.

I personally was really excited about the high number of participants we had for the 1-2-1 on the run. This shows us that business can be done everywhere. In a meeting room or simply while jogging through the beautiful city of Amsterdam and enjoying its beauty.

Special thanks to our new Honorary Member **Bob Moore**, who has been leading our association for three years and who has been on the BOM longer than anyone else. With his experience and passion, he made a tremendous impact on the well-being of our association. I'm extremely happy, that **Bob** will continue to be available to IELA as Member of the Board of Management and as the Chairperson of the Organisers Working Group.

Besides **Bob** we also have new Working Group Chairpersons for the Membership Working Group – **Ravinder Sethi** – and for the Training Working Group – **Emmanuel Pitchelu** and all of them are already very active.

We have some very exciting projects in the pipeline. You have heard about our plans for the next **Winter Seminar**, which will take place in January 2015 and we are sure you will send staff there. You have heard about the launch of our **IELA Operations Summit 2016** in Hongkong, and we have spoken about the **Training Manual** that is being produced.

In the meantime, your Board of Management and the many volunteers will not tire to continue working for you. The Board will meet at the end of October in Rio to develop IELA further. ◀

Cheers

Christoph

MEMBERS NEWS



►► **Jeff Broom**
Exhibition Services Manager of
EUROPA SHOWFREIGHT
(A Division of Europa Worldwide Logistics Ltd)
United Kingdom



THE SKY'S THE LIMIT

Europa Showfreight has recently helped support the UK introduction of a new Bell 505 Jet Ranger X at both the **Heli UK Expo** trade show and the famous Goodwood Festival of Speed. Europa was commissioned by international rotocraft manufacturer Bell Helicopter to help prepare the Bell prototype on its arrival from the EBACE show in Geneva.

Heli UK Expo is a new, specialised trade exhibition held at Sywell Aerodrome. The show, launched in 2013, is used by the industry as a platform for new product launches and is attended by high profile clients, aircraft operators and private users from across the country.

The **Goodwood Festival of Speed** was founded in 1993 to bring motor racing back to the Goodwood estate in West Sussex — a location steeped in British motor racing history. The event, held over four days, is used by leading transportation manufacturers to preview their new models.

Jeff Broom Exhibition Service Manager from **Europa Showfreight** commented "These are two very high profile projects for us. We have worked on a number of air shows before, but both these shows presented a unique challenge as we needed to work in the middle of working airfields and make sure the mock-up was reassembled in pristine condition at both shows."

Europa's specialist division has managed logistics and project handling at a number of high profile shows and exhibitions.

Europa Showfreight is a specialist exhibition division which provides specific logistics services and support for events, exhibitors and contractors. Europa is one of the largest privately owned transport and logistics companies in the UK and was acquired by Andrew Baxter in August last year, at the time he announced plans for significant investment in the business. This has already delivered two major initiatives aimed at building Europa, its UK branch network has been extended plus Europa is soon to start construction on a state-of-the-art 262,500 sq ft (24,387 sq mt) head office and South of England hub, at Prologis Park near Dartford. ◀

►► www.europa-worldwide.com

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FAIRS & EXHIBITIONS | SWITZERLAND

SEMPEX EXPANDS ITS FAIR LOGISTICS ACTIVITIES TO ZURICH

The **Gondrand Group** consolidates its Swiss fair logistics activities under the **Sempex** brand. Building on the exceptional success of the services offered by Sempex in Basel we have now integrated all remaining fair logistics activities in Switzerland into the Sempex entity.

The Gondrand fair logistics department in Glattbrugg has been transferred to Sempex on July 1st 2014. The move enables us to better leverage the recognized Sempex brand and brings more transparency for our customers and the company as a whole.

The contacts for you as customer remains the same. ◀

►► www.sempex.ch



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CRETSCHMAR MESSECARGO, DUESSELDORF COMPLETED RESTRUCTURING

Cretschmar is proud to announce the new office location for the Domestic Exhibition Division.

Bernd and his team are dedicated to supporting you and your clients with domestic exhibition freight logistics throughout Germany. They will provide efficient and economical solutions for your Custom House Brokerage, Site-Handling / Supervision, Lifting and General Forwarding needs. All international transportation logistics are managed in-house with our own operations staff for air, road and ocean freight traffic. ◀

►► www.cretschmarcargo.de



►► **Flying the flag:**
IELA at the HKECIA
Annual Dinner 2014.

IELA WAS REPRESENTED AT HKECIA ANNUAL DINNER 2014

Joanna Lam and **Phoebe Chang** with **JES Logistics** represented IELA and joined the Hong Kong Exhibition & Convention Industry Association (HKECIA) annual dinner on May 30th 2014.

The **HKECIA** focuses on raising operational standards in the industry through training and educational programmes as well as to exchange business opportunities, information and to forge partnerships.

IELA's Roll up was set up at the registration counter visible to all guests (e.g. HK Government official, Macau Trade & Investment Promotion Institute, venue owners from Mainland China, Hong Kong and Macau, organisers, etc.).

Thanks to our member, **JES Logistics**, for making IELA visible in the Asian exhibition industry. ◀



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AGILITY FAIRS & EVENTS SINGAPORE – FINE ART LOGISTICS

Agility Fairs & Events Singapore took a big decision to enter and develop the **Fine Art Logistics** market some seven years ago, having identified the fine art segment as a potential growth sector. Today, Fine Art Logistics has become one of its new engines of growth, in addition to its traditional Exhibition Logistics business. Unknown to many, Agility Fairs & Events Singapore has now risen to become a major fine art logistics player in Singapore and the Asia Pacific region.

Following years of planning and promotion by the Singapore government, Singapore is experiencing a surge in fine art activities. Major developments in the country - the Gillman Barracks art cluster, integrated resorts and art exhibitions - have resulted in the Fine Art industry experiencing a boom in Singapore, where there is growing demand for art-related services such as art handling, storage and insurance.

Singapore's art scene in the past few years has seen successful editions of art fairs which Agility was involved in as the Official Art Handler- Art Stage Singapore, Affordable Art Fair Singapore (Spring and Autumn editions), Art Apart Fair (Summer and Winter editions). Autumn 2014 will see the inaugural Milan Image Art & Design Fair and the Singapore Art Fair being handled by Agility as the Official Art Handler.

Agility is also involved as the Official Art Handler for art fairs in the region, including the Affordable Art Fair Hong Kong and Art Expo Malaysia editions. Agility is making big strides in appointments at upcoming art fairs in other parts of Asia.

As for the lively museum scene, Agility counts the Marina Bay Sands ArtScience Museum, Singapore Science Centre, the Singapore Art Museum and the National Gallery Singapore amongst the clients they have served. They have successfully handled exhibitions such as "Harry Potter Exhibition", "Dinosaurs – From Dawn to Extinction", "Dinosaur Exhibition - Titans of the Past", iLight Marina Bay, Night Festival, M F Hussain Exhibition, and Li Chen's Outdoor Sculpture Exhibition.

Ghazali Saad, Agility's General Manager (Business Development & Fine Arts) who drives its Fine Art Logistics business, sums up the positive business potential by saying: *"Before 2007, we handled a few sporadic art jobs and realised that there was a niche market for the provision of a range of services from packing and shipping to logistics and storage of fine art. Agility's clients now include the region's biggest art fair organisers, galleries, art collectors, museums and international auction houses".*

Agility has set up the infrastructure to support the business, including a special air-suspension, temperature-controlled truck as well as a temperature- and humidity-controlled 10,000 sq. ft. of warehouse space for fine art storage within Agility's own compounds. The facility is equipped with 24-hours security, CCTV surveillance and an alarm system that is linked to their security vendor. This is complemented by a comprehensive training programme for their team of art handlers to ensure the quality delivery of professional art handling services to their clients. ◀

►MEMBERS NEWS



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►► BTG's new facilities in Buenos Aires.

BTG ARGENTINA RELOCATED

We are pleased to announce our relocation into new facilities.

We have 3500sqm of warehousing space and 300sqm of office space.

We are confident that this change will generate an increase of our business in the local market.

BTG Argentina is not just the only IELA member in that country but also the only company specialized in fairs and exhibitions in this market with their own facilities. The quality of our services and to have our own resources makes our company to be different from the rest of the local competitors. ◀

►► www.btg-argentina.com

CREATING A NEW IELA SLOGAN – WHAT COMES NEXT?

The **PR & MKT Working Group** already started a discussion about a new **IELA slogan** during the Munich Congress in 2013. In 2014 the discussion went more into depth.

The fundamental ideas/ questions are what IELA is about and what does IELA and its members stand for. We define ourselves as a worldwide trade association dedicated to enhancing the professionalism of the transportation logistics and freight handling segments of the exhibition and event industry, where membership is providing a world-class service.

Among others, **Felix Sadenwasser** from **SWISS EXPO LOGISTICS LTD.** emphasizes that in his mind IELA and even its members stand for a mixture of world class service, high customer management, and an accumulation of very high know-how, experience and professionalism.

To sum it up, it is difficult to describe IELA in a short claim. Here, you are prompted for support to create a new IELA slogan.

Some of you have already sent in ideas – But we want more! Send us your suggestions for IELA's new slogan till January 15th 2015, the winner will be rewarded for his or her input. ◀

►► For further information please contact Angelina@iela.org.



►► IELA Brochure from 1988.

MEMBERS NEWS

IELA SENIORS CLUB / 9TH MEETING

June 13th • 15th 2014, *Stockholm*

To all sponsors: Thank you very much for your support!

Saying it in words of a famous song of the great artist Tina Turner: *"You're simply the best!"*

We met on **Friday, June 13th** 2014 in the afternoon for a guided tour in the old town of Stockholm and to the Royal Castle. Our guide was a dynamic Lady named Aviva. She knows almost everything about Stockholm's past and presence and she speaks several languages so she was able to explain everything to all of us.

The old part of Stockholm is called "Gamla Stan" and it is the heart of the city. There are many little shops, cafes, musicians, restaurants etc. and it is very picturesque.

At the Royal Castle we got an impression how official guests of the Royal Family live during their stay in Stockholm. After the tour we had some time to relax until we met for a welcome drink and a delicious dinner at the hotel – sponsored by On-Site Sweden.

On **Saturday 14th** we enjoyed a nice breakfast with a Swedish specialty: marinated Herring. Having that for breakfast was a new experience for most of us. It was delicious.

Then we enjoyed a guided bus tour through the city of Stockholm including a visit of the City Hall, which is the host of the Nobel Prize Dinner, and the Vasa Ship Museum.

At noon time we boarded for a lunch on the M/S Enköping which is the world oldest registered passenger vessel. What an experience! We went off the boat at one of the nicest little islands of the some thousand "Stockholm Schären": Vaxholm. It was great fun walking around for some shopping and enjoying the beautiful beaches and architecture of the traditional houses.

In the early afternoon we went back to the hotel and got ready for a dinner at the famous restaurant "Ulla Winblad". Great restaurant, great food, great wine and great company in great mood!

On **Sunday 15th**, after breakfast we had a farewell drink and a



► Brauchli, Hans R. + Alice, Demeure, Thierry + Jane, Flink Pentti, Magnusson, Göran + Chris, Moser, Jean-Paul + Jacqueline, Peters, Rolf + Abby, Rauch, Waltraud, Rugel, Sandro + Lilo, Von der Heydt, Edgar + Marita, Widman, Peter + Lena.

toast on all organisers of this fantastic and unforgettable "get together in Stockholm".

We are now looking very much forward to the **10th IELA Seniors Club Meeting in 2015 in Vienna**.

► Sponsors:

Agility Fairs & Events, *Australia*
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TWI Group Inc, *USA*
Ziegler Expo Logistics, *Belgium*.

► Participants:

Brauchli, Hans R. + Alice, *Switzerland*
Demeure, Thierry + Jane, *Belgium*
Flink Pentti, *Finland*
Magnusson, Göran + Chris, *Sweden*
Moser, Jean-Paul + Jacqueline, *Switzerland*
Peters, Rolf + Abby, *Germany*
Rauch, Waltraud, *Germany*
Rugel, Sandro + Lilo, *Switzerland*
Von der Heydt, Edgar + Marita, *Germany*
Widman, Peter + Lena, *Sweden* ◀

Save the date:
**September
4th • 6th 2015**
Join us in
Vienna, Austria!

MEMBERS NEWS



► Vinay Sharma represented IELA at the Middle East Event Show (MEES): *"Wonderful experience! Standing and speaking two days long was tough, but the joy was to achieve 'Mission is recognition' and move towards implementation. Introducing IELA and explaining it to the industry was great! Look forward to doing it more for the membership!"*

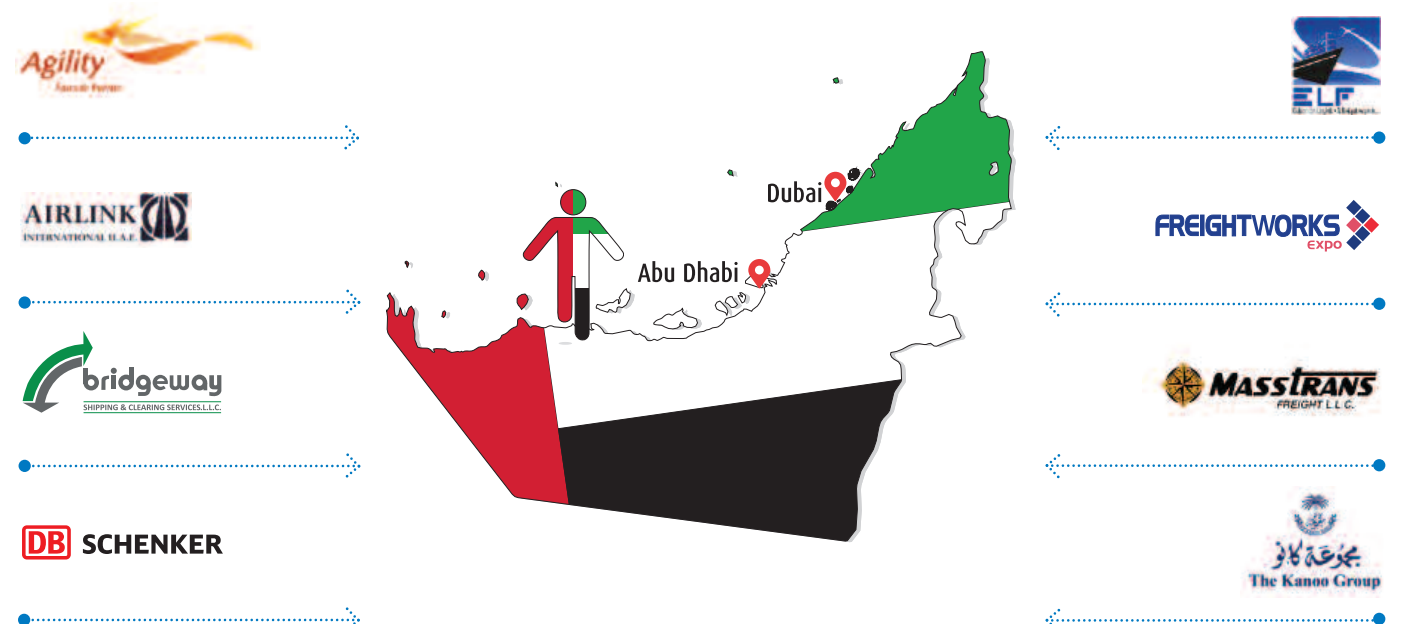
RAISING IELA'S AWARENESS IN THE UNITED ARAB EMIRATES MEES DUBAI 2014

The Middle East Event Show (MEES) took place in Dubai from May 20th to 21st 2014.

Vinay Sharma with Masstrans LLC and Vice Chair of IELA's Organisers Working Group represented IELA at this event.

The Board of Management decided to support IELA's local members in the region with a unique opportunity and platform flying the IELA Flag, gaining visibility, boosting the IELA brand and communicating to Organisers and Venue Vendors the quality represented by the association's members.

The goal during the two day show was to have a well represented stand so that informative meetings with organizers could take place. The endeavor should be to spread the word of IELA in terms of importance, credibility and visibility to fulfill "Mission is recognition". ◀



► NEW MEMBERS

Introducing six new partners to the network
WELCOME TO IELA!

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Ms. Illary Merighi	► Sales

About COGEFRIN S.p.A.

Founded in 1968, **Cogefrin S.p.A. International Freight Forwarding** is a leading company for high-qualified forwarding services worldwide, with Branches in Milan and Verona (Italy) and a representative Office in Moscow. Our dedicated **Show & Exhibition Department** can offer Export Door-stand forwarding services (including all documents necessary for the exhibitions – import & export, customs declarations, etc.), On-site handling, Insurance, transport and deposit, On-site assistance, Return transport or delivery towards other destinations. We are specialized in Automotive, Machine tools & Plants Industry - in particular for Oil & Gas, Pharmaceutical, Food & Beverage, and the Packaging Industry.

Reliability, Experience, and Investment in people training, structures, technology, quality and a network of agents and correspondents of renowned experience all over the world, allow us to be an International Competitive Choice. ◀

Our Services

- Worldwide Land, Rail, Ocean, Airfreight & Multimodal Services – Import/ Export/ Cross Trade Groupage/ FCL, express services, Oversize & Overweight cargoes, hazardous cargo.
- **International Show & Exhibition services** specially to Russia, CIS Countries, South America, USA, Far East, Gulf and North Africa.
- Customs clearance, Intrastate.
- Logistic Services: storage & temporary deposit in our Hub of 70.000 sqm of warehouses, logistic outsourcing, distributing, integrated logistics and special packaging.
- Assistance before, during and after delivery
- Network of reliable and exclusive Agents and Partners, all over the world. ◀

► NEW MEMBERS

WELCOME TO IELA!

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Ms. Melissa Jin	► Operation Manager
Ms. Helena Ju	► Exhibition Coordinator
Mr. Louie Ahn	► Exhibition Coordinator
Ms. Lucy Kim	► Operation Coordinator

About KOREA GLS, INC.

Korea GLS, Inc., established in 2010, is an international freight forwarding company.

We provide fast, precise and safe freight forwarding services based on know-how earned from our years of export, import and exhibition freight forwarding experiences. We don't spare our efforts to provide customized services to satisfy our valuable clients throughout the world based on partnerships with leading global logistics companies.

Korea GLS provides one-stop logistics services such as international transportation, sea/air/integrated transportation, cargo storage and customs clearance. We have established a global top customized system for each logistical feature, and we have global infrastructure which enables us to understand logistics information and flow anywhere in the world.

Korea GLS would like to arrange inner system to improve each employee's capability, rather than to expand the size of the company. We would like to show you our continuous qualitative growth.

We are confident that we have the best competitive power re-recognizing the role and importance of logistics. We are excited working with you following our motto, which is to go forward to the future keeping pace with change of era - not staying in present. ◀

Our Services

- Overseas exhibitions logistics service.
- Domestic exhibitions logistics service.
- Forwarding – one-stop transporting logistics service.
- Customized packing service.
- 24/7 storage service, and prompt delivery service. ◀

► NEW MEMBERS

WELCOME TO IELA!

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About LIAONING AIR SEA WORLDWIDE LOGISTICS LTD.

Liaoning Air Sea Worldwide Logistics Ltd. was established in 1999.

Air Sea Worldwide (ASW) is the head office of Liaoning Air Sea Worldwide Logistics Ltd. and is based in Hong Kong. We are a trusted, high-powered logistics provider and stay connected globally through an extensive network of branches and agents, with offices and facilities that are strategically placed at major cities and supported by over 800 staff.

The International Exhibition Department of **Liaoning Air Sea Worldwide Logistics Ltd.** specializes in the exhibits transportation business and customs declaration, providing clients with professional exhibits transportation and consulting services. We offer dedicated services for trade fairs, art galleries, concerts and sports events etc.

Air Sea Worldwide now handles 80% of exhibitions in Dalian. We have rich experience in handling both domestic and overseas exhibitions transportation. ◀

Our Services

- Customs declaration, transportation, storage, delivery to booth, return or selling of exhibits for exhibitions in China.
- Customs declaration and transportation of concert equipment in China.
- Customs declaration and transportation for overseas exhibitions and international conferences.
- Customs declaration and transportation of selling exhibits.
- ATA Carnet (The best option for customs clearance of exhibits). ◀

► NEW MEMBERS

WELCOME TO IELA!

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About netlog Polska Sp.z.o.o.

Partner for Logistics and Trade Show Services.

Consulting and implementation of logistics processes of trade fairs and other events.

netlog Polska Sp.z.o.o. arranges organisation from exhibitor's site, delivery to and from the trade fair booth, storage, document generation and customs handling, as well as flight and hotel organisation.

Regardless what is stored, budgeted, it must be transported: Your exhibition booth, your concert and any event are just the case for our logistics experts, including construction, decoration and catering - Full Package Services!

We make it possible. No matter what, no matter where. ◀

► NEW MEMBERS

WELCOME TO IELA!

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- Manager Business Development, Sales

About SCHENKER INC.

DB Schenker has operated in the United States since 1947. We offer a full line of transportation and supply chain solutions within North America and our global network helps us provide our customers with superior reach and speed of delivery. Our scope includes integrated transportation and supply chain solutions throughout the USA and to and from 130 countries.

With international and regional hubs for air and ground freight as well as ocean gateways at all of the world's major ports of call, our customers can now benefit from customized supply chain solutions provided by a single source.

Our dedicated **Fairs & Exhibitions, Events logistics** team will take care of international customs, temporary importation, and ATA carnet requirements so that what you need, is where you need it, when you need it.

We get you to your show – and back – on-time, every time. At DB Schenker we know your valuable and sensitive event equipment needs to travel all over the world and timeframes for shipping, customs and delivery are tight.

Furthermore, Schenker's dedicated team for Sportsevents provides an extensive portfolio in the provision of logistics services to Broadcasters, Media and Press Agencies, Sponsors, Suppliers, Hospitality and Marketing Agencies, Sports Federations and Teams that require any logistics services to a Sporting Event.

The Fairs & Exhibitions, Events group also offers dedicated White Glove Services to the high-tech and electronics industry, covering the 'final mile' delivery, unpacking and even setting up any equipment no matter how delicate it might be. ◀

Our Services

- DB Schenker's complete event supply-chain management includes but is not limited to:
- Personalized consultation at the early stages of planning the event.
- Single point of contact, regardless of the mode of transport.
- Trade fair transportation and exhibits import – globally.
- Combined package of stand set-up, exhibits and advertising materials.
- Compilation of time and process schedules for your transport.
- Temporary storage of manufacturing and advertising material.
- Stand supply right on time.
- Customs clearance and documentation.
- Tailored transport and exhibition insurance.
- Well-experienced, multi-lingual and technically as well as commercially competent specialists.
- Provision of our own equipment, e.g. forklifts, cranes, trucks and special equipment (outside of the US).
- Empties: collection, storage and delivery (outside of the US). ◀

► NEW MEMBERS

WELCOME TO IELA!

WINDART INTERNATIONAL LOGISTICS CO., LTD.

Rm925, Floor9, Tegen Innovation Building
No. 7 Shangbao Road, Futian District
518034 Shenzhen
P.R.CHINA



General Management

T: +86 755 88311650

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emily_wu@windartlogistics.com

www.windartlogistics.com

The Team

Mr. David Yi

Ms. Emily Wu

Mr. Sam Su

Mr. Stream Lin

Mr. Kevin Chen

- President
- Overseas Vice President
- Operation Manager
- Sales Manager
- Customer Service Manager

About WINDART INTERNATIONAL LOGISTICS CO., LTD.

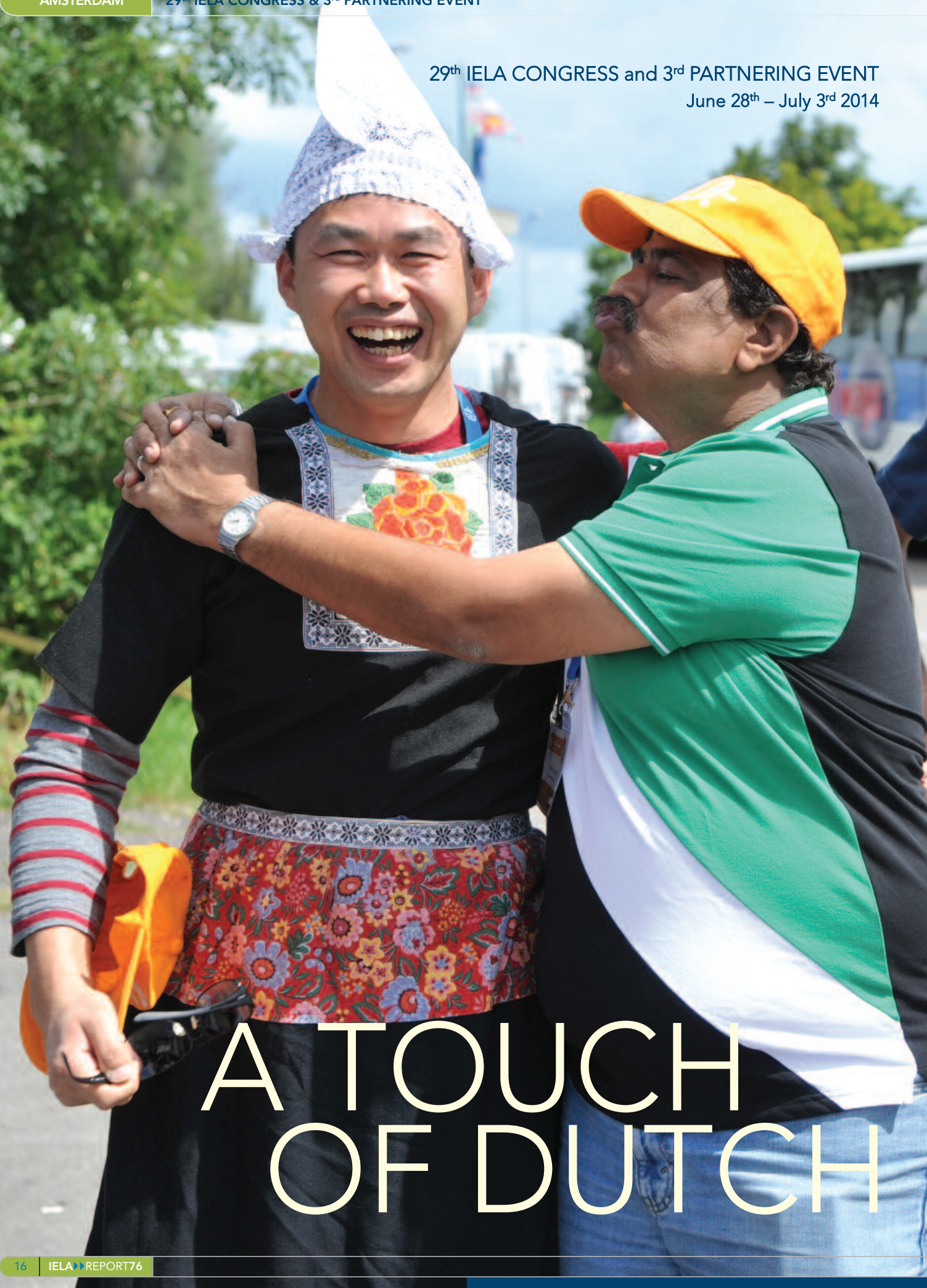
Windart Logistics is one of the leading forwarder companies, focusing on providing exhibition logistics solutions for exhibitors in China as well as around the world. All the provided services include door-to-door transportation, customs clearance, bonded storage, air and ocean freight forwarding, etc.

We help Chinese exhibitors to ship out their goods to over 60 international exhibitions every year to all parts of the world. With our wealth of experience in event shipping, we will ensure that your shipment progresses safely and smoothly to its destination.

As member of IELA, we look forward to any enquiry and cooperation opportunity from you. ◀

29th IELA CONGRESS and 3rd PARTNERING EVENT

June 28th – July 3rd 2014



A TOUCH OF DUTCH



29th IELA Congress & 3rd Partnering Event

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



29th IELA Congress, Amsterdam

Three years passed by quickly: Barcelona, Munich, Amsterdam. Exciting cities - each unique for itself but all of them are associated through something common: the **IELA experience**.

The growth in membership, number of attendees and 1-2-1 meeting sessions speak for themselves. 208 delegates representing 117 member companies from 45 countries attended at the **29th IELA Congress**; 380 delegates from 213 companies representing 57 countries participated at **IELA's 3rd Partnering Event**.

Over 3,585 pre-arranged meetings took place, making Amsterdam the biggest networking event in the history of the exhibition and event logistics industry.

Among all experiences and developments there is one thing that is obvious: IELA is growing together more than ever and is engrossed in team spirit.

With each congress and each new member, you can feel the energy, engagement and downright inspiration from which we can only be happy to be infected with.

Year after year we focus on the challenge to exceed all expectations for the future events.

In retrospect, it is amazing to observe this development, which was completed, and it is gratifying to obtain the same response of the attendees' survey feedback.

The IELA Team looks forward to new projects and progress. We are looking forward to the coming years and welcoming you to **IELA's 30th anniversary** in spectacular Singapore.

Preparations are in full swing. Stay tuned and see you in Singapore, where business unfolds!

Let's celebrate and make IELA's 30th anniversary unforgettable. ◀

CS

BCN
2012

144
DELEGATES



+9%
GROWTH

MUC
2013

157
DELEGATES



+32,5%
GROWTH

AMS
2014

208
DELEGATES



representing 99 companies from 44 countries

representing 92 companies from 41 countries

representing 117 companies from 45 countries

Congress

PE

BCN
2012

252
DELEGATES



+22%
GROWTH

MUC
2013

307
DELEGATES



+24%
GROWTH

AMS
2014

380
DELEGATES



representing 185 companies from 50 countries

representing 177 companies from 51 countries

representing 213 companies from 57 countries

Partnering Event

My
Agenda

BCN
2012

2.001
MEETINGS



+46,5%
GROWTH

MUC
2013

2.932
MEETINGS



+22,3%
GROWTH

AMS
2014

3.585
MEETINGS



My Agenda

Host Testimonials



Peter Busscher

CEVA Showfreight B.V., *The Netherlands*

*"The mission in Amsterdam was to get **"HIGH ON LOGISTICS"** (as well to have fun) and IELA most certainly delivered on both counts. Time has flown since the congress/ partnering event and we are now in a period that is always a very busy time for the industry. In our fast moving world there's no time to reflect on the congress only time to simply utilise the new relationships built and the existing partnerships strengthened during Amsterdam. The bedrock of our unique industry is mutual cooperation and friendship and it was good to see the spirit of these sentiments so clearly evident in Amsterdam.*



Udo Smit

Let's continue to move this great industry of ours forward and I look forward to seeing my new friends and colleagues in Singapore next year."



Bas Wiendels

Valverde B.V., *The Netherlands*

"Without any hesitation we can say that Valverde was a proud host of IELA Amsterdam.

We believe that the Amsterdam edition was a landmark for IELA and furthermore a great joy to work together with the IELA team aiming for the very best...



Marc Uitenbroek

We've had such a great time welcoming old and new friends in our beloved city!

Our goal was for participants to experience that with Valverde it's all about reliability in which people are making the difference.

We are building partnerships that result in high service levels into every direction, which come with heart."



Ger Kluter

Hudig & Veder Forwarding B.V., *The Netherlands*

"We surely enjoyed being your host for the Congress and Partnering Event in our fascinating capital.

As we have all experienced, people in Amsterdam are used to crossing borders. They all work together in an inspiring international environment.



Bas Oversier

The historical landmarks in Amsterdam all provide proof of intensive and successful tradesmanship throughout the ages.

It was a great experience to see you all working hard and with great pleasure. Regardless of what it will bring you in the future, you are now part of this historical Dutch tradition!"



Congress Delegates Testimonials

Roland Kreitmayr

Schenker Deutschland AG, *Germany*

"The IELA Congress is naturally for each exhibition forwarder the highlight every year. But it is unbelievable how great it has developed since 2012. It is organised excellently. You can see this by the feedback from the participants. The numbers of those involved companies and nations speak for themselves. It seems everyone plans to attend IELA's 30th Anniversary in Singapore. IELA is the only real platform in the industry. Here you can address topics with people that normally you cannot find anywhere else. This is why so many take advantage, not to mention it is perfectly organised by a team highly motivated, always adding something new to each passing year making it worthy. This makes it therefore a full package which is why it is so easy to say YES to want to participate."



Bera Benitez

CargoLive S.A. de R.L. de C.V., *Mexico* – NEW MEMBER

"It was our first year as member of IELA so it was very important to us. We participated two years before as non members but we can see the difference between the Congress and the Partnering Event. It was great that everybody was kind and polite and it's a really good feeling."



Chris Ray

AMR Group Inc, *USA* – NEW MEMBER

"It has been a very enlightening experience. I am leaving here with so many new contacts and actual business that is going to materialize right away. I am very impressed! As a new member I felt very welcomed, some of the people I have known for some time already, but yes I felt very welcomed and I appreciate that."



Niall Thompson

Interflow Logistics Ltd., *Ireland*

"It was a good result: The hosts did a great job, great choices, great to see the numbers so high for the Partnering Event. The attendance is also strong of people that are coming back to the events year in year out."



Delivering Excellence improving Standards of Performance

IELA Awards 2013: Best Site Agent and Best Export Agent

IELA's annual **Standards Survey** is the unique tool that benchmarks our member's performance. The more IELA members that take part, the more valuable business intelligence results will be to YOU.

The surveys are aimed at improving the level of service, professionalism and quality IELA members provide to end-customers and show organisers.

IELA's strict entry requirements focusing on exhibition & event expertise assures the highest level of quality service in the market.

The Association makes strong efforts since 1985 to deliver best service providers by a strong network of experts developing the exhibition industry and boosting excellence within it.

As the leading association in the global exhibition transportation logistics sector, IELA is committed to ensure professionalism throughout all aspects of the industry and its membership reflects this ethos.

Through the surveys the service level is rated in the following four categories:
1-2 Poor; 3-4 Average; 5-6 Good; 7 Excellent.

Since 2011 the average scores show a steady growth:

► **Site Agent 2013:** 5,491 (in 2011 the average was 5,218; the average increased to 5,349 in 2012).

► **Export Agent 2013:** 5,504 (in 2011 the average was 5,109; the average increased to 5,369 in 2012).

Be the next **IELA AWARD WINNER in Singapore**: Participate with your vote at the next Survey starting January 15th 2015, set the bar higher and don't forget to smile for the cameras. ◀



Best Site Agent: ELF Shipping LLC, UAE

► How did you get involved with the industry?

ELF SHIPPING LLC became a member of IELA in 2013. Thanks to the support of the founders and existing members who have been working with us and with the previous companies that some of us were employed with. It is these members who sponsored us who gave us the opportunity to be a part of the IELA family once again.

► Why do you think ELF SHIPPING LLC has been elected by your counterparts as the Best Site Agent 2013?

The hard work, dedication and focus of the team have paid off. It is an achievement that will be cherished for years to come. The democratic culture of IELA electing the right candidate on its merits without any bias and good fortune got us elected for this prestigious award. We would like to give a big thank you to all who voted for us.

► What do you think IELA has done for you?

IELA has given us exposure in leaps and bounds. This infant company has attained a status in the field of Exhibition and Logistics that most companies dream of.

We are thankful to the wonderful IELA Team and the members for their support. ▶

ELF Shipping LLC
Mr. Irshad Khan
Director



Best Export Agent: Airways Freight Corporation, USA

It was both a great shock and a great honour to be voted **Export Agent** of the Year by our IELA colleagues. It has not been that long since we first joined the organisation and attended our first IELA Congress in Athens. As a new member at that meeting, we learned two things rather quickly. One was the importance of participating in the evaluations of our colleagues. We were new to the organisation, and had shown up at that meeting without having completed the surveys of our colleagues. There was talk of calling out those companies who had not submitted surveys and we were so embarrassed. Fortunately for us that did not happen but we learned a good lesson from that about the importance of participating in the peer review.

The second thing we learned was that our own view of how we were performing as a member company was not consistent with how our peers who reviewed us had viewed our performance. The results of our first surveys were not impressive. We received average to below average scores in many categories. It was the first time we had ever received evaluative data from our agent partners, and while it was humbling, it did help us identify areas that we needed to work on. In some areas, we had deficiencies, and in some areas, it was more of a perception issue where some event or single experience had left an undesirable impression on a partner. In either case, the surveys helped us identify those and gave us both a chance to address them and keep our self perception of our performance in line with reality.

The standards committee works hard at continuing to refine the IELA evaluation process, and we are a good example of how this process and IELA can help a member get better at what we do. Receiving the **Export Agent Award 2013** has been a great affirmation of our efforts and also affirmation that our participation in IELA makes us better. ▶

Airways Freight Corporation
Mr. Brad Watson
Vice President, International Air Services





AMSTERDAM SUCCESS & NOTHING LESS



This year IELA got
HIGH ON LOGISTICS in Amsterdam,
and the figures speak for themselves

RECORDS ON REGISTRATION!

IELA
CONGRESS 2014

225 Congress
registrations
(208 delegates +
17 companions)



+ 32,5%
GROWTH

THANK YOU FOR YOUR GREAT SUPPORT



29th IELA Congress
& General Assembly

June 28th • July 1st 2014, NH Hotel Krasnapolsky, Amsterdam



3rd Partnering Event

July 1st • 3rd 2014, NH Hotel Krasnapolsky, Amsterdam



HOST MEMBERS



valverde

HUDIG & VEDER
SINCE 1795

CONGRESS SPONSORS



PARTNERING EVENT SPONSORS



Partnering Event Delegates Testimonials

**Abdul Ghani Bin Zainolabidin**APT Showfreight, *Singapore*

"The event was great and was very well organised and I had a good time in meeting with old friends and making new ones throughout the Partnering Event."

"Thank you guys for the great job and keep up the good work and hope to see you in Singapore next year."

**Lloyd Bramwell**GES Logistics, *United Kingdom*

"I was very, very impressed. Everything was very well organised, very straight forward. Tons of people, more than I can even handle or could have imagined. I really, truly enjoyed myself."

**Richard Harper**Harper Logistics, *South Africa*

"Many agents working in the exhibition industry and it was a great opportunity to exchange thoughts and interesting ideas with IELA members."

"The amount of agents attending the event meant companies took this partnering event very seriously, if I was not there then, definitely I would have missed important networking opportunities for my company."

**Laura Kao**TransGroup International, *USA*

"Thank you for this amazing event! That is really how you combine work with fun! I'm still HIGH ON LOGISTICS from all of it."

IELA Golf Open, Amsterdam



▶▶ Alexey Levitskiy
Expowestrans LLC,
Russia

The annual **IELA Golf Open Tournament** held after the close of the Partnering Event on July 3rd 2014 was played at the Golfbaan Naarderbos. The course has an NGF-A status and is designed by **Gerard Jol**, a famous **Dutch Golf Course** architect.

This year 12 players in total took part in the event. Some very good golf was played as those who did play were experienced golfers.

Winner was **Frederic de Weck (ESI Group)** followed by his countryman and colleague **Amaury Chaumet (ESI Group)**. Both were tied with 38 points and the winner was decided by the second tiebreaker.

The second was a clear sweep for France after the 2012 IELA Golf Open in Barcelona.

In third place was last year's winner **Raj Sharma of R.E Rogers India**.

The first winner of the "Best Woman's Prize" during an IELA Open was **Jennifer Fu** with **MyFreight International, China**.

The others who took part were (in alphabetical order): **Mario Carniglia** (OTIM SPA, Italy), **Cristobal Cascante** (ITSFAIRS, Spain), **Jonathan Kidd** (European International Fairs Ltd., United Kingdom), **Laurent Labarrere** (ESI Group, France), **Alexey Levitskiy** (Expowestrans LLC, Russia), **Sergey Mints** (Expowestrans LLC, Russia), **Benjamin Strelow** (Schenker Inc., USA) and **Ty Warren** (GlobeX Logistics, USA).

After the golf tournament finished the trophies were presented and a fun get together was held and enjoyed by those who played before returning to the hotel.

A big thank you goes to those who sponsored the event and the prizes including **Expowestrans LLC**, **OTIM SPA** and **Nat Wong** (late President of Agility Fairs and Events, Singapore).



▶▶ The IELA Golf Open 2012-2013-2014 were kindly sponsored by **Expowestrans LLC, Russia**.



AMSTERDAM SUCCESS & NOTHING LESS

RECORDS ON MY AGENDA!
3.585
pre-arranged
meetings
Biggest event in the history of the industry!



This year IELA got
HIGH ON LOGISTICS in Amsterdam,
and the figures speak for themselves

RECORDS ON REGISTRATION!
3rd PARTNERING
EVENT
380 delegates
representing
213 companies
from 57 countries



+ 24%
GROWTH



►INDUSTRY - NEWS



CEIR Releases Second Quarter Results at CEIR Predict Conference

CHICAGO, September 11th 2014 – At the **CEIR Predict Conference**, the Center for Exhibition Industry Research (CEIR) released second quarter data collected for the annual CEIR Index report, and the results marked a modest year-on-year gain of 1.0 percent. All four metrics posted year-on-year gains with the strongest performance in Real Revenues, which rose 1.4 percent.

The growth of the exhibition industry lagged behind GDP during the second quarter of 2014, a reversal of the previous two quarters.

The sectors leading in performance to-date in 2014 are Food, increasing 6.2 percent; Discretionary Goods and Services (CS), increasing 5.4 percent; and Communications and Information Technology (IT), increasing 4.3 percent. Conversely, the Education and Non-profit (ED) sector declined by 3.5 percent, which is attributed to retrenchment of state and local government expenditures. The Raw Materials and Science (RM) sector declined by 0.6 percent, even though fundamentals remained sound during the same period.

For more information about the **CEIR Index, an Analysis of the 2013 Exhibition Industry and Future Outlook** report or Predict – CEIR's Annual Exhibition Industry Outlook Conference, contact CEIR Managing 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 13th Global Barometer of the Exhibition Industry identifies contrasting perspectives (July 2014)

The **13th Global Barometer** survey, conducted in June 2014, was completed by 210 companies from 63 countries. The results, combined with those of previous surveys, provide a general overview of the impact of the economic crisis on the exhibition industry since the end of 2008.

At a global level: The situation appears solid with a majority of companies declaring an increase in their turnover. Almost one company out of two declared an increase of annual profit of more than 10% since 2010. However 56% of the respondents declare that the impact of the "economic crisis" on their business is not yet over, though most anticipate its end in 2015. This situation related to the general economic climate is confirmed with replies received to the question on "the most important business issues" where the "state of the national/regional economy" and "global economic uncertainty" has been consistently selected as among the 3 most important business issues for the past 4 years. "Local competition" and "internal management challenges" were also considered significant.

At the national level a relative slowdown is expected in China where indicators still remain positive: 25% of respondents declared an increase of 10% of their annual profit for 2014, compared to 52% for 2013. 72% believe that the "economic crisis" is now over, or will be by the end of 2015. Environmental challenges are also high on their list of issues. The general outlook is more positive in the USA where 50% of respondents project an increase of more than 10% of their annual profits in 2014 and 80% of respondents anticipate an increase of turnover in the coming year. 7 companies out of 10 in the USA declare that the impact of the "economic crisis" is now over. In Europe, Germany and Russia show contrasted results: 53% of respondents in Germany, but only 13% in Russia, project an increase of more than 10% of their annual profits in 2014. One company out of two in Germany, but only one in five in Russia, declare that the impact of the "economic crisis" is now over.

The next global Barometer survey will be run in December 2014. ◀



▶▶ You can download the full report in PDF:

http://www.ufi.org/Medias/pdf/thetrade_fairsector/surveys/ufi_global_exhibition_barometer_july_2014.pdf



UFI presents Europe Statistics 2013

The latest edition of the **"Euro Fair Statistics 2013"** report, contains the certified statistics of 2,181 fairs and exhibitions from 22 European countries, which UFI, the Global Association of the Exhibition Industry, released at the end of July 2014.

These statistics include data from 13 official national bodies and organizations, including AEFI (Italy), AFE (Spain), BDO & Associates (Portugal), CENTREX (Central East Europe), CLC Vecta (The Netherlands), FEBELUX (Belgium & Luxembourg), FKM (Germany), FKM Austria, FUTFO (Finland), SFC (Sweden), UNIMEV-OJS (France), RUEF (Russia) and UCCEC (Turkey).

With these statistics, the countries especially the pan-European active companies want to facilitate the evaluation process of the success of the Organiser and exhibition.

The report covered audited exhibitions with a total of 601,323 exhibitors, 60.5 million visitors and 22.1 million square meters registered. The report contains fairs in Belgium, Bulgaria, Germany, Finland, France, Italy, Luxembourg, Netherlands, Austria, Poland, Portugal, Republic of Moldova, Romania, Russia, Sweden, Slovenia, Spain, the Czech Republic, Turkey, Ukraine and Hungary. 35% of the exhibitions were targeted at trade visitors, 29% at public visitors and 36% at both target groups. UFI estimates that the report represents 50% of the European market.

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 Fairs and Exhibitions 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 Statistics 2013, which is published in English only. You can download the full report in PDF:

http://www.iela.org/fileadmin/ielaz/media/pdf/Market_Industry_Information/eurofairstatistics2013.pdf, or from the UFI website www.ufi.org/research.



▶▶ By Chris Skeith
ESSA Director

Partnership for international success

As the director of the **Event Supplier and Services Association (ESSA)** it is my role to support and promote the work of the association and its members. When **Mariane Ewbank** came to our G50+ Conference event late last year as the International Exhibition Logistics Association IELA representative, she provided some advice and perspective to the international panel that clearly demonstrated that **IELA** and **ESSA** should strive to help build links between their members.

Of course, we already have members who belong to both organisations, like **CEVA Logistics** but Mariane and I both felt that we should do more to encourage our members to find common ground and interest, and establish fruitful partnerships.

The case is clear - IELA members are acknowledged leaders in event freight and logistics and **ESSA members** are event suppliers and contractors with a desire to extend their markets beyond the UK. About 20% of **ESSA's membership** delivers their services outside the UK, and I think there is enormous scope to increase this figure.

The key factor in increasing this figure is the involvement of other international event contractors who can take designs and project specifications and help our members execute them internationally. Sometimes this means a local contractor who can build a stand closer to the point of delivery, thereby cutting down "event miles" and in other instances it means establishing ongoing partnerships with freight forwarding and logistics companies with the expertise and local knowledge required for timely and successful project outcomes.

For our members, the value of **ESSA** lies not only in being a credible assurance of high quality goods and services, but in the expertise they are able to share and learn from their industry network. I'd like to extend this network outwards, to include industry partners as well, and I'm convinced that the deep well of expertise that IELA represents can be a fantastic resource for **ESSA members**. IELA members willing to build partnerships with **ESSA members** will benefit from working with companies with impeccable credentials and a track record of excellence. ◀

▶▶ **ESSA - Event Supplier and Services Association.**
For more information, please click: www.essa.uk.com

►INDUSTRY - NEWS

Millennials reshaping the world

Insights into the Global Millennial Mindset – and what to do about it

Millennials (also known as the Millennial Generation or Generation Y) are the demographic age group following Generation X, with birth years ranging from the early 1980s to the early 2000s.

What if we told you that, by the 2025, 75 percent of the global workforce will be Generation Y.



Millennials are most media savvy generation ever, and they are as committed to reaching business goals as the rest of their coworkers.

So how can companies engage with these Millennials? An enlightening research report was published by SDL. The purpose of this study was to understand how Millennials operate as consumers in order to understand the millennial mindset and to inform better marketing and business practices.

In case you never thought of using Twitter, Facebook & Co. for your marketing activities maybe you should think again: 19 out of 20 Global Millennials own a smartphone and touch it 43 times per day. ◀

▶▶ You can download and read the full report here:
http://www.iela.org/fileadmin/ielat2/media/pdf/Market_Industry_Information/understanding_global_millennials_summary.pptx

The Millennial Mindset

Global Millennials...

- ▶ Question whether you know how to market them.
- ▶ Touch multiple devices daily.
- ▶ Accept that some types of personal information will be collected.
- ▶ Connect with companies in social media to get discounts and freebies.
- ▶ Are more likely to engage with trusted brands.
- ▶ Discover content through social networks.
- ▶ Want to engage in their preferred language.
- ▶ Expect a fast response & instant gratification.



Turnover of Exhibition Companies worldwide

The Association of the German Trade Fair Industry (AUMA) has published its 2013 Trade Fair Industry Review in September 2014.

Same as in 2012 Reed Exhibitions (UK) is still at the forefront of the most successful exhibition organisers worldwide, amounting a total revenue of 1,01 Billion Euro in 2013. The second largest company is GL events from France, with a turnover of 809,10 Mio. Euro, focusing on exhibition and event services as well as operation of fair and congress centres. It follows the Live Communication sector of United Business Media (UK) with a revenue of 546,00 Mio. Euro.

Overall European companies lead the trade fair sector. Among the Fortune 30 in terms of sales, there are only three companies from overseas: Hong Kong Trade Development Council, Tokyo Big Sight (Japan) and Emerald Expositions (USA). However eight companies are in the Top 30 from Germany, seven companies from Great Britain, three from France and two from Spain, as well as from the Netherlands and Italy each one. In total the German exhibition companies generated a turnover of around 3,2 billion Euros. ◀

Turnover of Exhibition Companies worldwide (more than Euro 100 million)

	2013	2012	2011
Reed Exhibitions (GB)	1,017.0	1,051.0	813.0
GL events (F)	809.1	824.2	782.7
United Business Media (GB)	546.0	538.9	475.3
Messe Frankfurt (D)	544.8	536.9	467.5
MCH Group (CH)	385.5	323.1	266.4
Messe München (D)	353.0	298.4	222.5
Messe Düsseldorf (D)	323.0	380.5	372.7
Deutsche Messe (D)	312.0	251.3	292.8
VIPARIS (F)	297.4	327.6	299.9
Koelnmesse (D)	280.6	227.4	235.3
Fiera Milano (I)	258.1	263.4	278.0
ITE Group (GB)	229.4	216.5	180.5
Informa (GB)	196.0	179.0	158.3
NürnbergMesse (D)	192.8	236.0	173.3
Messe Berlin (D)	190.0*	246.8	182.1
HKTDC (HK)	163.4	155.7	141.6
Coex (ROK)	n/a	n/a	160.0
NEC Birmingham (GB)	148.6	133.0	n/a
i2i Events Group (GB)	145.3	124.3	111.1
Jaarbeurs Utrecht (NL)	140.9	149.2	152.9
Tokyo Big Sight (JP)	140.8	176.1	194.7
Emerald Expositions (USA)	132.9	138.4	138.2
Fira Barcelona (E)	117.8	115.1	114.7
Comexposium (F)	117.5	145.8	201.2
Amsterdam RAI (NL)	116.6	134.7	133.9
BolognaFiere (I)	109.9	114.0	101.4
dmg::events (GB)	103.8	111.8	153.2
Landesmesse Stuttgart (D)	98.8	129.0	99.0
IFEMA Madrid (E)	88.9	100.0	107.1
Svenska Mässan Göteborg (S)	88.0	104.6	90.5

* preliminary

▶▶ You can download and read the full report here:
http://www.auma.de/en/DownloadsPublications/PublicationDownloads/AUMA_Review2013.pdf



Bringing the World to Thailand
and Thailand to the World

Rogers Thailand meets all your exhibits need

Rogers Thailand
efficiently delivers your exhibits and supports
your business through our global alliances
for successful exhibitions.



“Professional in heavy machinery packing & moving with
one-stop service exhibition logistics.”



Rogers Bangkok Co. Ltd.

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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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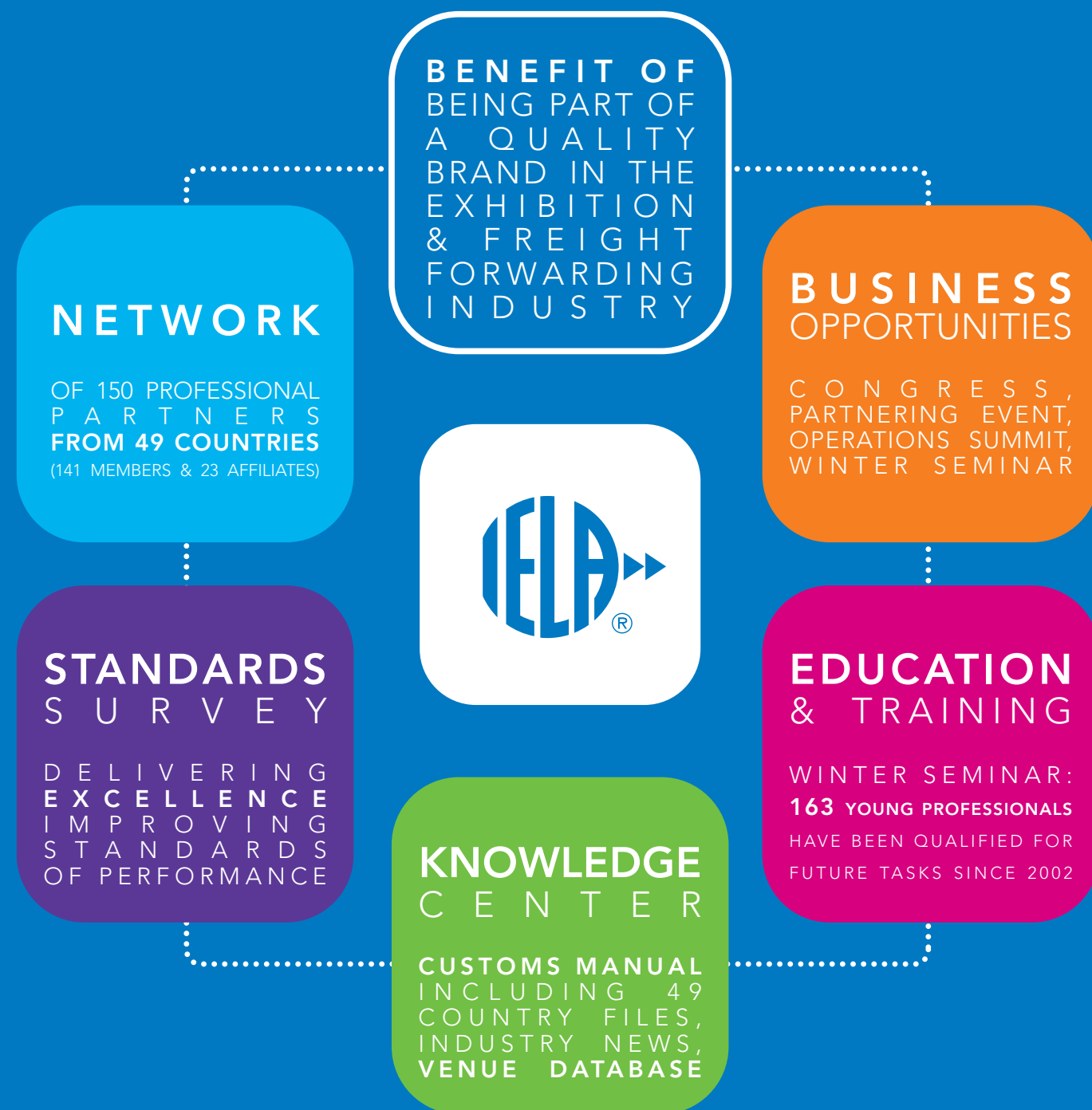
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To assist the pro-active approach of the the IELA Secretariat, you the IELA Members are asked to recommend specialist event logistics providers that you know deliver a quality service.

Email the contact details of any companies that you would be prepared to sponsor for IELA membership to: membership@iela.org

CELEBRATING 30 YEARS OF DELIVERING VALUES



**IELA SINCE 1985. LET'S CELEBRATE TOGETHER IELA'S 30TH ANNIVERSARY
IN SPECTACULAR SINGAPORE**

Where opportunities begin
Where connections bloom
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30TH IELA CONGRESS & 4TH PARTNERING EVENT

June 27th ∴ July 2nd 2015 ∴ Singapore

LET'S MAKE IT MEMORABLE - JOIN US IN SINGAPORE 2015.

Save the dates and be part of IELA's flourished history, present and future.

30th IELA Congress, June 27th ∴ June 30th 2015, PAN PACIFIC Singapore
4th IELA Partnering Event, June 30th ∴ July 2nd 2015

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Dear Friends,

The **Organiser and H&S Group** met in Amsterdam before the European holidays to look at the programme for 2014/15. Under the Chairmanship of **Bob Moore**, **Vinay Sharma** agreed to take on the position of Vice Chair (Organiser) and **Guido Fornelli** the Vice Chair (H&S). The decision was made to ensure both important areas are covered by key members.

I am thrilled to have two enthusiastic supporters, **Vinay** a long term exhibition forwarder but new to IELA and **Guido** a former Board member and Treasurer of IELA. As a group we decided that the old catchphrase "The Mission is Recognition" would remain our mantra. We need all IELA members

to ensure that their local organiser associations are hyperlinked to our site!

We talked about Infographics and the need to have some "sexy" data and links for organisers and venues to feed from. We also asked that the secretariat explore a specific landing page for organisers and exhibitors to find out what we do.

To keep it short there is a lot of work to do but with a great team of people. Now the holidays are over we will be starting to communicate and develop our programmes.

Cheers,
Robert Moore ◀



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Dear Friends,

What a Congress!!!

It has been a few months since Amsterdam, but the memories remain like it was yesterday. What amazing figures! For the Congress we had 208 delegates representing 117 members from 45 countries, and for the Partnering Event we had 380 delegates representing 213 companies from 57 countries!

True, it was a combined effort that made it a success, but I would fail if extra credit is not given to my predecessor, Christoph, and his Group. They brought us to a healthy membership count, prior to the Congress and this surely helped when we recruited for Amsterdam.

Not to forget **Elizabeth and her team** - well done guys!

So much for the past - let's move to the future.

Since Amsterdam, application forms have already gone out to quite a few companies (some prominent!), with some coming back for process to the Group.

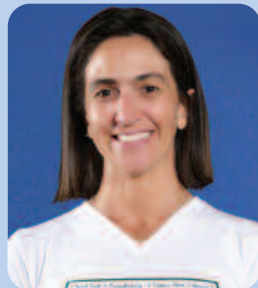
These are still early days, and we are certain of a good year. More specific info will be shared with you as time goes on.

However I do wish to re-stress this Group's pledge in Amsterdam. Karl Buehler's words in 1996, "Quality not Quantity", will be strictly adhered to.

Last, but not the least, we have an amazing Group - very proactive even in these early days. I would achieve nothing without them.

God Bless,
Ravinder Sethi ◀





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STANDARDS & CUSTOMS WORKING GROUP

Dear all,

What a Congress we had in Amsterdam! Records broken, bridges built, new Chairman, **Mr. Christoph Rauch** from BTG Germany, new members enjoying IELA, and with them new perspectives for all of us.

Our **Standard & Customs Working Group** has also a new Vice-Chairperson, **Mr. Michael Beckers** from Airways, who is replacing **Mr. Michael Hunter**. Thank you Mr. Hunter for your contribution during the last year. And welcome **Mr. Beckers**, we are counting with usual priceless contribution as member of this group.

Priceless was also the meeting our group had during the Congress. Good ideas came up, a common sense in favor of our IELA was the focus and I believe we reached really good points and targets that we will work hard to reach.

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The Survey was again the big point of discussion. The numbers from Survey 2013 were good, however we all agreed that we want more and also agreed that with a team effort we can raise the number of answers. We will have a task force to chase the non-respondents before closing the system, if we don't succeed we will go to the company who sponsored this member and ask assistance to motivate this member to answer the questionnaire. This task force had a trial in Amsterdam, we talked to the non-respondents and most of them apologized and explained that they were too busy at the time, but promised to do next one, a few were new members and were not comfortable to do it, but promised to complete the Survey next year. And one said that did not have time for such silly thing. I never expected to hear something like that.

We all must be conscious of the importance of the Survey. As I said many times, we sell quality and must know if we are providing high quality services and the only way to know if we do is through the Survey. A few minutes dedicated to answer the questionnaire is very valuable and means a lot to our Association.

Low scores was also one of the subjects. We concluded that first of all we must classify the scores to use as reference, and that's what we did: 1-2 Poor; 3-4 Average; 5-6 Good; 7 Excellent. We all proposed that something must be done when a member gets low scores (average between 1-2). At the moment we are pleased that no member had low scores in the last Survey. However, we must define a plan of what to do when we have them. The issue was also discussed by the BOM and it has been decided that a letter will be sent by the Survey System informing the outcome of the survey was below average and ask if they would agree that Mr. Ulrich Kasimir as Member of the Board contact them in order to assist.

Other subject that was on the table during the WG Session was our Venue data base. The format was approved and by the time you read this edition of IELA Report you will be able to access information on the main pavilions all over the world. The form is also available on the website in case you have details of a non-listed venue and want to share with the other members. The same is possible for Customs File. Just access the form, fill out and contribute.

Now, talking about the bridges built during the Congress. This year at the Forum we had the opportunity to have as guests two of the largest event organisers in the Benelux, **Mrs. Cornelia Baijens** (Managing Director of easyFairs in the Netherlands and Belgium) and **Mr. Peter Willem Burgmans** (Managing Director of MCI NL). During their participation it was possible to hear their needs, demands and expectations regarding the freight forwarding service. We, as agents, could also give our points of view and suggestions. The main conclusion of the Forum is how important and productive the close relationship between show organiser and freight forwarder is because both sides aim the same – make the exhibitor happy with his cargo delivered in time.

It was clear that organisers and exhibitors want good service; they want agents they can trust their cargo in time too. They want to be sure that worth the money they invested on trade shows. And that's why we must keep improving our services and always working according to high standards of performance – that's us, that's IELA.

I hope to have more chances to build more bridges with other segments of the event's chain in our Congresses such as event suppliers. As many bridges we built, more business we will have.

Bridges are built with interaction, so let's interact!
Mariane Ewbank ◀



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R.E. Rogers India Pvt. Ltd., India

Regula Winter
BTG Suisse AG, Switzerland

TRAINING WORKING GROUP

Inoculating the “Exhibition Virus” to the newcomers in our Industry

Dear friends!

First of all I wish to thank a bunch of people in the industry that were kind and crazy enough to throw me into the fire, in giving me the honour of becoming probably one of the first French Chairmen of any IELA working group in years.

I wish indeed to deeply thank **Achim Lotzwick, Jim Kelty, Erkki Koski** as my main triumvirate of mentors that have always been a great support with me along the many years of working together as agents, and within IELA since I first attended the Athens Congress in 2006. The Working Group they handed over to me is in great shape, running well, with strong projects on track and full of knowledge and expertise.

I shouldn't forget to also thank the BOM and its new young and charismatic Chairman, **Christoph Rauch**, and people like **Bob, Ravi** and **Vicki** who also gave their great support to my arrival (I might have forgotten a few, forgive me if that's the case and thanks to you as well!).

I wish to thank my team of new volunteers that followed me during IELA Congress in Amsterdam and participated in our fruitful working sessions, with a particular thought for **Anneli Larsson** and **Regula Winter**, who among others had strong input in the group and helped me so much for the preparation of my presentation (with the skilled and efficient help of **Elizabeth** and her team).

Last but not least, thanks so much to my CEO, **Amaury Chaumet**, who gave me “carte blanche” to represent **ESI** within IELA with the vital and all time help of my dear **Evelyne Duval**.

Another IELA Congress has passed, and good memories, fun, friends and

business making, will stay in our minds until the next one in Singapore.

This fantastic networking platform has proved its efficiency over the years and I firmly think that holding the IELA flag high is the most important thing to do in order to maintain this family together and strong for the future.

At least that is what I will try to do in managing the training working group with all available and willing volunteers.

What's up with the training working group for now?

3 main projects are in the agenda in order to bring our passion to our young operational staff and all newcomers in our industry:

1) The Winter Seminar

Being pretty much of a brand name with a sharp and efficient set up organisation, no big changes are expected for the coming session in its basic structure, but you can still add any ideas or suggestions (you'll find all info at: www.iela.org/events/winter-seminar/iela-ws-2015.html or please contact the IELA Secretariat, **Elizabeth** will surely answer all your questions).

2) The Training manual

The BOM Training Committee led by **Ravinder Sethi** and **Vicki Bedi**, among others, is currently in the Training Manual's preparation process and a rough and workable draft of this fantastic tool is said to be ready in October probably before RIO BOM's meeting

3) The staff Exchange programme

This is a very new idea that was in the air for a while, and that I was

thinking of bringing to surface in one way or another, could really have very interesting developments within IELA members worldwide.

We shall therefore need to find ways on how to get it organised as we shall probably have to face legal and government issues depending on the countries involved such as duration of the exchange or of the stay of one staff in a foreign country. Would it be training periods or real expatriated work? We are just at the beginning of the brainstorming process and many questions still arise.

However I think that maybe the first step would be for everyone in their own country to find out what would be necessary if you would agree to take a staff / trainee in your company? The members of my working group should be the first to investigate in their respective countries (Canada, India, Switzerland, Finland, USA, Sweden, Korea, Colombia, and Germany). But quite obviously all IELA members could also search and bring their own ideas and tips.

The feedback I have from some members on this idea is very good but it might be wise to check on a higher scale, I shall request the help of IELA Secretariat in order to do so (could be done through a survey).

Let's brainstorm further on all above and share our thoughts.

Looking forward to seeing many of you in Zurich in January!!! Youth is the future!

Very best regards,
Emmanuel Pitchelu ◀

IELA WINTER SEMINAR

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The major participant's benefits:

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

▶▶ For more information
Registration Form:
http://www.iela.org/fileadmin/iel2/media/pdf/IELA_Events/IELA_Winter_Seminar_2015.pdf



Provisional Programme:
http://www.iela.org/fileadmin/iel2/media/pdf/IELA_Events/WINTER_SEMINAR_2015_Provisional_Programme.pdf



IELA Winter Seminar 2015, Zurich, Switzerland

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.

The IELA Winter Seminar is suitable for new employees (forwarders, on-site personnel, sales & marketing), experienced employees from new IELA member companies and all employees who seek more knowledge for the daily basis.

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

When leaving the Winter Seminar students will be more aware of the processes that are current and active in our industry. This includes not only the nuts and bolts of our own trade but also a growing awareness of the demands of exhibitors and organisers. 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.

Training is becoming increasingly important for member companies in their efforts to increase business and create efficient service processes. ◀

▶ Testimonials



"I thoroughly enjoyed the Seminar. It has been a while since I had attended a training, but the experience was refreshing and excellent. I learned a lot, particularly via the practical exercises, and by shared experience from all the trainers/lecturers. I believe every operation personnel should attend this. All the lecturers were phenomenal, well experienced and certainly created a very nice learning environment. The seminar has presented a wealth of knowledge in an easy to digest format.

At the end of the day, not only did we gain the knowledge but also made new friends and new business connections with all the participants. I would strongly recommend this course to both novice and experienced operational people in our industry. And in addition much of the knowledge gained has been passed on to the staff in my department." ◀

Mohd Rasyid Bin Abdullah | Best Student 2013 |
R.E.Rogers (Malaysia) Sdn Bhd, Malaysia



"I really enjoyed the experience the speakers shared with us. It was great to get an in depth look at different aspects of what we do, and also a glimpse into areas we may not directly be involved in.

I especially enjoyed the visit by the organizer. This really helped me to better understand the process and how it affects the shows and agents.

It was also beneficial to hear from people just like you, involved in the day to day tasks and solutions they offered for different scenarios. Practical and usable information.

I truly enjoyed this experience and made some new friends, can't have too many of those!

It was nice to spend time outside of class, socializing and getting to know people you may work with many miles away." ◀

Jennifer Harris | TWI Group Inc., USA



"I thoroughly enjoyed my opportunity to participate in the IELA 2013 Winter Seminar. The course outline was great and the lecturers were all captivating. The knowledge and different perspective I was able to gain during this course has definitely helped further my confidence within the industry - this was also a wonderful opportunity to meet my peers and develop my network within the Exhibition Freight Forwarding Industry." ◀

Shanade Collins | Agility - Fairs & Events, Australia



"I found the Winter Seminar 2013 a very enjoyable experience, meet some great contacts and learnt many valuable things that are and will continue to be of great benefit to both my employer and my career.

I did have a reasonable amount of industry knowledge prior to attending the seminar but though the training groups I was able to build on this knowledge and become a lot more confident in the decisions I make." ◀

Christian Andrews | European International Fairs Ltd., UK

Don't miss the opportunity!
SAVE THE DATE: January 14th-18th 2015!

▶▶ For more information please contact
Elizabeth or Markus at the IELA Secretariat:
Elizabeth@iela.org + Markus@iela.org

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►► 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

► **Agility Logistics Ltd**

New contact:
Mr. Christian Setz
✉ csetz@agilitylogistics.com

► **Blue Water Shipping A/S**

New email:
✉ clb@bws.dk

► **BTG EXPOTRANS S.A.**

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Av Bernardo Ader 2250
B1605FEF Buenos Aires
T: +54 113221 6934 / 6935
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✉ laura@btg-expotrans.com.ar

► **CHS Expo Freight Oy**

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01530 Vantaa
T: +358 20 7669 421
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✉ heikki.mattola@chs.fi

► **DHL Logistics (Switzerland) Ltd Trade Fairs & Events**

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✉ michael.leu@dhl.com

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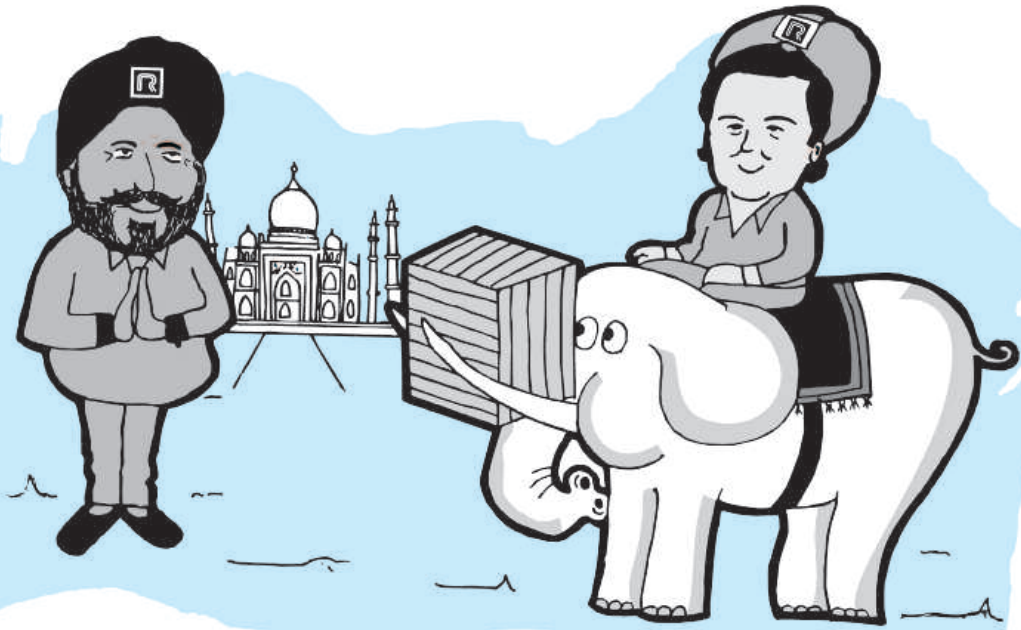
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