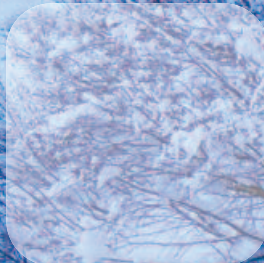
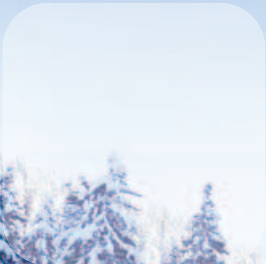


# WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

SINGAPORE 2015:  
WHERE BUSINESS UNFOLDS

NEW IELA MEMBERS  
Introducing two new partners  
to the network



IELA WINTER SEMINAR

# BUILDING THE FUTURE AGAIN

Post Event Report: ZURICH / JANUARY 14<sup>th</sup> • 18<sup>th</sup> 2015

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



## INTRODUCING CLAMAGERAN-FOIREXPO EXPORT SERVICES

As part of our continued dedication in providing superior service to our worldwide partners and clients, Clamageran-Foirexpo is reorganizing.

The export division is the natural progression of over 40 successful years of our import division meeting our clients' needs.

Thank you for your trust and great support over the years.



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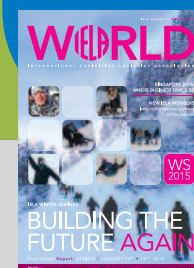
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### CHAIRMAN'S CORNER



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#### The IELA Spirit

Dear members of IELA,

**First of all Happy New Year to all of you!** I really hope that you could all enjoy a break over Christmas and New Year to relax a little, to spend some time with your families and to reflect for a moment on what has happened over the last year.

**Gong Xi Fa Cai** to our friends in Asia! I wish you all the best for the Year of the Goat – 2015 is considered an auspicious year!

As I write these lines I am still very much under the impression of the IELA Winter Seminar, which took place in Zurich a few weeks ago – a magnificent event!

The **Organising Committee** had the task of dealing with a double workload. They had to organise everything for the Winter Seminar in advance and at the same time cope with the daily business of their own jobs. With great devotion and tireless effort **Emmanuel Pitchelu, Dani Bataller, Jim Kelty and Achim Lotzwick** planned and organised everything perfectly. For all participants this was clearly apparent and perceivable in a great event, which everyone enjoyed immensely.

I want to sincerely thank you all once more!

This once again goes to prove that people from various backgrounds, religions and

cultures can all work together successfully on something really big. Associations like this are role models for integration, tolerance, respect and open-mindedness. And IELA is the best example for this.

What we feel cannot be read about in contracts nor is it written down in any list of regulations. This all has to do with the attitude and the manner in which each and every one of us encounters all that is foreign and new with compassion and interest.

#### I am talking about the IELA SPIRIT!

The highlight of 2015 will certainly be IELA's 30<sup>th</sup> anniversary, which we will celebrate together in Singapore. Working Sessions, 1-2-1 Meetings, social functions, the Day Out or even late in the evening at the hotel bar – the team spirit and commitment is omnipresent.

I'm very proud to be a part of this community.

Finally, I would like to take this opportunity to thank **Elizabeth** and her team for the great job they have been doing over the last few years. Keep up the good work! ◀

Cheers

Christoph



## MEMBERS NEWS



►► **Christophe Leprince**  
Director - IFL

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## COMPANY IFL ART TRANSPORT JOINS ESI GROUP

After the integration of **Martini** in April 2014, **Mr. Amaury Chaumet** and the **ESI staff** are proud to announce that our group just integrated the company **IFL** this January.

**IFL** is a key player in France on a niche market requiring high skilled professionals: transport and logistics for interior designers and architects' complex projects.

Thanks to this new acquisition, **ESI Group** extends its offer to the Luxury and Art market, complementary with our historical Fairs & Events main activity.

The **IFL** and **ESI** teams are now working closely with each other within the same spirit: quality, involvement, flexibility.

**IFL's** clientele is composed of interior designers, architects, galleries, auction houses, collectors, who require tailor-made solutions.

Located in Paris area, this company provides a comprehensive "white glove" service dedicated to luxury furniture, antics, artworks, valuable goods: packing, crating, inventory control, customs formalities, transportation, storage, installation and full assembly in France and worldwide.

If you require more information about **IFL's** organisation and services, please do not hesitate to contact **Mr. Christophe Leprince**, director. ◀



## TWI CANADA IS NOW A LICENSED CANADA CUSTOMS BROKER

**TWI Canada** is pleased to announce that we are now a licensed Canada Customs Broker. This is a true milestone in our 27 year history and we are excited at this latest enhancement to our product line.

This transformation will allow us to better serve international agents and exhibitors coming to Canada. By directly processing the entries with Canada Customs, we will have more control over the entry process, providing a more efficient service to our clients in this aspect of the business.

Serving the industry since 1972, **TWI Group, Inc.** is a premier tradeshow and event logistics specialist. **TWI Canada** was formed in 1988, is located in Toronto Ontario, and is proud to be a member of **IELA** (International Exhibition Logistics Association) and of **CAEM** (Canadian Association of Exposition Management).

The **TWI** team has proven its ability at more than fifteen-hundred exhibitions in more than sixty countries. ◀

►► For more information please visit:  
[www.twigroup.com](http://www.twigroup.com)

## MEMBERS NEWS



## 'DRAGON-HORSE'

In October 2014, **BTG China** and **Gehua-BTG** successfully transported and operated a mechanical 'Dragon-Horse' and 'Spider' from France.

This year marks the 50<sup>th</sup> anniversary of the establishment of diplomatic relations between China and France and the Dragon-Horse was a gift from the French Government to the Chinese Government. The French mechanical Dragon-Horse performance was one of the major events of the 50<sup>th</sup> anniversary celebrations.

The Dragon-Horse structure is 17m long, 15m high, 5m wide and weighs 47t. It is operated using the latest in automatic control systems and electronic equipment. The Dragon-Horse can walk and jump. Another structure used in the performance was a giant Spider, which is 5.7m high, 6m wide and weighs a total of 37t. These two mechanical structures performed a colourful and touching story at the celebrations.

The **Dragon-Horse** was loaded onto an Antonov-124-100 cargo machine, and was flown from Nantes in France to Beijing's capital airport. The Spider was loaded onto seventeen 40' containers and shipped by sea freight.

Due to the exceptional dimensions of the structures, it was a quite difficult and challenging job. The whole project lasted 40 days, including assembly, disassembly and the performance.

More than 100 people worked on the project every day, including French technical staff and labourers. Furthermore, a lot of heavy-lifting equipment including a total of five 100 t cranes and eight 10t forklifts were used.

**Gehua-BTG** was the official freight forwarder for this event and was responsible for customs clearance, quarantine, collection of the sea and air freight consignments and delivery to the show site. The return sea freight and formalities were also included.

**BTG China** was the onsite handling agent for this event and was responsible for coordinating with the French engineers, renting the forklifts and cranes and assisting with assembly and disassembly.

After the performance, the organiser complimented **BTG China** and **Gehua-BTG** on doing such an excellent job. ◀

## MEMBERS NEWS

STANDARDS  
SURVEYDELIVERING  
EXCELLENCE  
IMPROVING  
STANDARDS  
OF PERFORMANCEDEADLINE  
March 31<sup>st</sup>DELIVERING EXCELLENCE IMPROVING  
STANDARDS OF PERFORMANCE

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

So far, 207 completed surveys regarding the Domestic Agent, 153 surveys concerning the Export Agent were submitted.

However, we would wish for a stronger involvement aiming a higher level of service, professionalism and quality that our IELA members provide to end-customers and show organisers.

In only a few clicks, you can easily participate with your vote.

**Step 1:** After login with the provided details you can choose either to complete the **Export Agent Award Survey 2014** or the **Domestic Agent Award Survey 2014**.

**Step 2:** Now you can import as many companies as you want to vote on at one time. Simply tick the companies and use "Add" every time and use "Continue" to progress the survey. All chosen companies will be displayed and can now be voted on.

If you don't have enough time to finish the survey at once just click "Submit" and log out. You can return to the survey later on continuing the assessment. ◀

Be the next  
**IELA AWARD WINNER**  
in Singapore: Participate  
at the next survey  
(deadline: March 31<sup>st</sup> 2015)!

Set the bar higher  
and make your vote!

## MEMBERS NEWS

DHL MANAGES TRANSPORT OF  
FC BAYERN MUNICH'S EQUIPMENT

In August 2014, **DHL** became the official platinum partner and new international logistics and eCommerce partner of **FC Bayern Munich**. Since then, **DHL Trade Fairs & Events** successfully organised and executed several moves of the football club's equipment, including the two Champions League games in Rome and Manchester and its winter training camp in Doha. As part of the partnership, **DHL** supports **FC Bayern Munich** in expanding its international presence and handles the global transport of the equipment.

*"We combine our global logistics expertise with local intelligence to help the world's biggest football club transport its equipment to several destinations. It is a wonderful feeling to be so close to the team and accompany them around the globe to their next win,"* said **Philip Dianin, Team Leader DHL Trade Fairs & Events**.

In January 2015, **DHL** was responsible for Bayern Munich's cargo move from Munich to Doha, Qatar. Almost two tons of training equipment, medical supplies, catering and giveaways have been shipped to the team's hotel. For the two Champions League games against AS Roma and Manchester City FC at the end of 2014, a project team of three experts organised the transport of the club's equipment to the hotels and stadiums. For each of Bayern Munich's away games in Europe, DHL's trucks ship cargo that includes jerseys, shoes, footballs and catering material, tapping into a wide range of DHL's expertise, from event to food logistics. On site, the team also takes care of transportation between the hotel, stadium and airport. ◀

IELA VENUE DATABASE –  
SHARING KNOWLEDGE

The Standards & Customs Working Group has developed a new IELA asset: the IELA Venue Database.

You can already find 30 entries online at the MEMBER ZONE under "My IELA/ Venue Database".

So far, the information refers to venues in Brazil, USA, Korea, Finland, France, Germany and Slovenia.

Sharing Knowledge between members generates more value to the whole group.

You can download the Venue Database form at the IELA MEMBER ZONE or send us a short email, and return your input from all venues you are working at to [angelina@iela.org](mailto:angelina@iela.org).

The more we share, the more we know! ◀



## ► NEW MEMBERS



## Our Core Business

## Exhibitions &amp; trade fairs

We have served the biggest players in the CIS exhibition and event sector and are proud of our steadily growing customer base. We are particularly experienced in the following industries: automotives, investment goods, consumer goods, construction, energy, food & drink, health care, oil & gas, real estate, security & safety, and transport technology.

## Corporate events &amp; sports

In close cooperation with our partners, we facilitate all kinds of corporate and sport events, including product launches for BMW, Intel, Louis Vuitton and Renault, to name just a few. We have also provided logistical support to the UEFA Champions League Trophy Tour through Eastern Europe and to the Russian cross-country ski and Olympic bobsled teams.

## Comprehensive logistics for state and other large-scale projects

We are one of the preferred partners of the Russian state and have been appointed official provider of logistics for the relocation of the famous Polytechnic Museum in Moscow prior to its four year renovation period. Since the beginning of the project we have successfully packed, bar-coded, transported and stored more than 200.000 exhibits and an archive with more than 3.5 million books. ◀

## Our Services

- International freight forwarding.
- Customs clearance.
- Project business & logistics.
- Packaging.
- Warehousing.
- Reloading operations.
- On-site handling.
- Logistics consulting. ◀

Introducing two new partners to the network  
WELCOME TO IELA!

## BTG Expo GmbH

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Germany

General Management  
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roland.woll@btg.de



[www.btg.de](http://www.btg.de)

## About BTG Expo GmbH

## BTG EXPO – Exhibition and Event Logistics in the CIS and Emerging Markets – That's us!

**BTG Expo GmbH** is a team of specialists dedicated to managing and conducting exhibitions and events in the countries of the CIS, the Baltic and Eastern Europe. As a leading forwarding agent and one of the largest international exhibition logistics providers, we are the partner of choice for a large number of national and international exhibition organisers.

Transporting goods to an exhibition is one thing; professional handling on-site is quite a different matter. We work with our customers from all over the world to support them in their projects in the Russian market while our Russian subsidiary **ООО BTG Exhibition Logistics** provides the necessary know-how – and experienced personnel – on site. With the 2010 opening of this subsidiary, whose functions complement those of BTG Expo, we can now also help Russian companies make a success of their exhibitions and events abroad.

We not only maintain our own offices in all four major exhibition centres in Moscow, but also have (bonded) warehouses at our disposal. We offer our customers complete, professional solutions for presenting their companies. Thanks to our well-developed infrastructure and first-rate expertise, we can take care of the entire process chain from international freight forwarding to warehousing, with guaranteed proximity to the relevant locations and thus short transport times.

**BTG Expo GmbH** and its subsidiaries are companies of the BTG Group, international freight forwarding experts with over 40 years of experience in transportation and logistics, as well as in global event and trade fair logistics.

*We are happy to offer a customized solution to any logistical challenge you face. Just give us a call! ◀*

## ► NEW MEMBERS



## WELCOME TO IELA!

## KÜHNE + NAGEL (AG &amp; Co.) KG

## KN Expo &amp; Event Logistics

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## Your Main Contact

Mr. Kay Lohe

► Head of Sales and Business Development

## About Kühne + Nagel (AG &amp; Co.) KG

## What we do:

We provide individual, worldwide transport planning and coordination according to our customer's needs. Whether the shipment is international, invaluable or time-critical, we offer a complete range of services to support planning, document preparation, freight forwarding and logistics requirements of diverse projects as trade fairs, orchestra tours or famous sporting events. We are able to handle 10 kilo with the same quality than 100.000 kilo.

## Who we are:

We are a family-owned logistic group (125<sup>th</sup> anniversary in 2015) with more than 65.000 employees all over the world. In the KN Expo & Event business we are proud to have over 250 dedicated and experienced employees worldwide based in 35 wholly-owned Kuehne + Nagel offices.

We are serving over 1.000 different fairs, exhibitions and events. 24/7/365 for our clients isn't just a phrase – it means our philosophy.

## Your benefit in case of working with KN Expo &amp; Event Logistics:

We are focusing on your specific requirements and needs to support your clients. Also we are used to find customized logistic solutions together with you and your clients. As your partner, you can fully rely on our expertise and experience in transport logistics, customs procedures, on-site handling and storage. ◀



ZURICH / January 14<sup>th</sup> • 18<sup>th</sup> 2015

## WINTER SEMINAR 2015

WS  
2015BUILDING  
THE FUTURE

## POST EVENT REPORT

The 2015 Winter Seminar continued its established history of providing IELA member's young professionals with an exciting, memorable experience.

The Winter Seminar was held January 14<sup>th</sup> - 18<sup>th</sup> in Zurich, Switzerland.

The unique character of this year's classroom sessions and networking opportunities ignited a special synergy among the student participants.

## BUILDING THE FUTURE

The 2015 Winter Seminar was attended by 31 students representing 26 IELA member companies from 16 countries. It was proven again that with the number of attendance, the group is small enough to create a personal, familiar atmosphere and big enough to satisfy a high level of educational training, face-to-face discussions and networking opportunity among young exhibitions and event logistics professionals.

The IELA Winter Seminar is an exclusive programme dedicated to the complex issues and procedures in the exhibition handling sector of the industry. The networking opportunities alone for the participants will add valuable contact to their professional relationship network.

12 speakers from IELA member companies delivered volunteer work, focusing on the day-to-day business of exhibition freight forwarders and on-site operations committed to these great educational sessions. In addition to the "Speed Dating" session by **Jim Kelty** there were a number of presentations from Wednesday through Sunday. All presentations were a combination of lectures time and student participation exercises.

**Topics included:** The introduction to IELA was presented by **Christoph Rauch**, IELA Chairman, Practical work with tariffs presented by **Achim Lotzwick**, Safety presented by **Robert Moore**, Domestic Agent Responsibilities presented by **Emmanuel Pitchelu**, Export Agent Responsibilities presented by **Jim Callaghan**, Standards of Performance – Guidelines for Excellence presented by **Mariane Ewbank**, IELA Vice-Chairwoman, Site Operation Planning presented by **Yolanda de Paz** and the 3-part Customs Workshop focusing on the India, P.R. China and the USA presented by **Sudhir Dhavan**, **Lisa Xu** and **Brad Watson**.

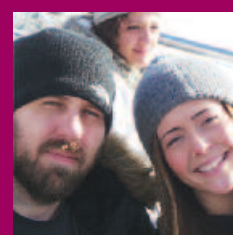
Another highlight of the Winter Seminar was an excursion to the Zurich fairground with a close insight at the logistical environment during the setting up period of a major trade show. The tour was led by Daniel Bataller, our local IELA member. We would like to thank Dani for his professional support coordinating all arrangements and the Day in the Snow. His assistance contributed very much to the overall success of the event and IELA owes him a heartfelt gratitude for his efforts.

As a guest speaker, **Dr. Rowena Arzt** (UFI's Business Development Director) referred to Trade Fair Management – Decisions and Processes. In her presentation she explained the core steps required for exhibitor management as well as current industry trends and their relevance for exhibition logistics.

**UFI** and **IELA** share roles in the training session by reason of education plays an important role for both associations! We also look forward to future joint projects in order to build the bridge and strengthen the educational initiative BUILDING THE FUTURE.

On Saturday 17<sup>th</sup>, all students were given an exam as a final exercise and review at the Winter Seminar. The student with the highest score on this exam is also awarded as the "Best Student" of the event. The 2015 "Best Student Award" will be honoured to **Daniel Harding** of CEVA Showfreight UK.

We extend our sincere congratulations to Daniel for his terrific efforts and participation at the Winter Seminar. And look forward to inviting him as our guest to the 30<sup>th</sup> IELA Congress and the 4<sup>th</sup> Partnering Event from June 27<sup>th</sup> to July 2<sup>nd</sup> in Singapore. ◀





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TWI Group Inc. (USA)  
USA



## TESTIMONIALS



Ms. Manuela Vasconcelos  
Fulstandig Shows e Eventos Ltda., Brazil

"Being part of this event was such a rewarding experience. The classroom environment was very friendly and all lectures were interesting and well presented. For me, it was the perfect chance to understand the industry we are working in from different points of view. I have to say that I highly enjoyed meeting so many agents from different countries. Everybody felt really connected and managed to build a strong team spirit. This was great for networking and making new friends. I can now say for sure that I learned a lot at the Winter Seminar and this was vital to increase my level of professionalism."



Ms. Heidi Scherbauer  
Schenker Deutschland AG, Nuremberg, Germany

"IELA Winter Seminar: A great experience! It was a lot of work but we had a lot of fun as well and I'm sure everyone will benefit from our work experience we all shared during these days. Besides I could learn a lot about the work of the guys on the "other side" (I'm an on-site agent). It will help me to understand what they expect from me and what I can expect from their side. The day in the snow was a very "cool" conclusion - everyone enjoyed being together in this beautiful landscape."



Mr. Andy Kang  
KEMI-LEE CO., LTD., Korea

"Participating in IELA 2015 was the most meaningful time to develop myself & make new friends all over the world. I really was satisfied with the environment and quality of this seminar. The knowledge and different points of view I was able to gain have definitely helped me to further my confidence within the industry and beyond. I would strongly recommend this course to people who work in our industry. Before joining the Winter Seminar, nobody can really know how valuable Winter Seminar is."



Ms. Sara Cassani  
OTIM S.p.A., Italy

"I really loved this experience for many different reasons; the chance that IELA offers is the best ever.

During this seminar I improved my knowledge of the wide world of exhibitions and at the end of it I felt enriched also from a

human point of view. The people guiding me during this route have been able to let me feel with my own hands what it means to be an IELA member and I made my concept of the "IELA spirit". Last but not at least I think that gathering people coming from 16 different countries all over the world is something very unique and rare!"



Mr. Ruan King  
La Rouxnelles, Logistics & Consulting  
South Africa

"This was an excellent opportunity to meet with young professionals from different countries and to share your experience, knowledge and thoughts. Hearing the different point of views from various partners makes you feel like "we are all in the same boat". We received valuable advice and information from the IELA lecturers during their presentations. IELA really sets the benchmark when it comes to standards & performance."



Mr. Felix Sadenwasser  
SWISS EXPO LOGISTICS AG, Switzerland

"In my opinion the Winter Seminar 2015 in Zurich has been a great success for all participants.

We had the possibility to meet new agents and colleagues with whom we are working together for a long time. The lectures and case studies have been quite interesting and offered us a complete new view into specific fields of our daily business.

I just can recommend all IELA members to send their staff out for IELA training seminars as it is a great chance to improve the business-knowledge and the network."



Mr. Koray Burkay  
MARS HAVA ve DENIZ KARGO TASIMACILIGI A.S., Turkey

"The IELA Winter Seminar was a great experience and opportunity for me to build up new friendships and business relations. Another good thing is that I had the chance to see the different sides of my daily duties which are being practiced by different people with different procedures followed in other parts of the world.

I also found the presentations that were made by different operational team members from various regions very beneficial and practical, and also fully enjoyed the time we spent outside the classroom.

I fully recommend everyone to join this environment and taste this experience.

Thanks to IELA again!"

## LECTURERS



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Agility Fairs & Events Pty Ltd  
Australia  
OH&S



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Fulstandig Shows e Eventos Ltda.  
Brazil  
Standards of Performance



Mr. Emmanuel Pitchelu  
ESI Group  
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Dr. Rowena Arzt  
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Resa Expo Logistics Spain  
Site Operations Planning



Mr. Daniel Bataller  
Sempex AG  
Switzerland  
Zurich Fairground



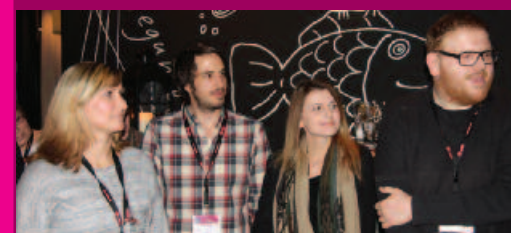
Mr. Jim Callaghan  
European International (Fairs) Ltd.  
United Kingdom  
Export Agent's Performance



Mr. Jim Kelty  
Airways Freight Corporation USA  
Speed Dating



Mr. Brad Watson  
Airways Freight Corporation USA  
Customs Workshop USA





## INTERVIEW

Three questions to Dr. Rowena Arzt,  
UFI's Business Development Director

Jim Keltz and Dr. Rowena Arzt

► **1. How was your experience meeting young professionals from the exhibition freight industry here in Zurich from all over the world? What kind of bridge could be built?**

The IELA Winter Seminar brought together a fantastic group of young professionals. There was a nice team spirit and the students were highly motivated. Even though the group was very international, it was clear that we all face similar challenges. During my presentation, it was important to highlight the global aspects of the exhibition industry and the importance of creating an international network. It is much easier to overcome challenges when working together and exchanging knowledge.

I think the IELA Winter Seminar provided an excellent opportunity for young people in the industry to develop their knowledge base and to build up their international professional network. IELA is doing a great job in organising the Winter Seminar and enabling young talents to expand their international business contacts.

► **2. Which role is training and education playing for UFI and do you see a need for cross-over industry educational sessions (e.g. between UFI, IELA, and other Associations of the industry)?**

Training and education ranks very high on UFI's agenda. We offer two onsite programmes, the UFI EMD and the ISU, both in cooperation with partner universities, and we have invested in the creation of online education tools, including our webinar programme and the UFI Education Centre.

When talking about the exhibition industry, it is important to consider all the players. The exhibition industry is like a watch where each cogwheel must fit perfectly with the other. Only when all elements work in a synchronized fashion we can deliver high quality products to our customers. We are all sharing the same exhibitor and visitor

customer pool. We should ensure that these two groups are satisfied with our services. Each of the industry players has an important stake in the delivery of quality services and customer satisfaction.

Another important area is sustainability. To achieve significant long-term results regarding sustainable development all industry players need to work together. Education can help to build the respective awareness for the topic and to share best practices.

I think it is important to integrate educational elements, which focus on the customer journey and on the "moments of truth". Our associations should work more closely to develop a process-oriented education approach.

► **3. Which are the current industry trends and why would it be recommendable in your eyes to develop education and training programmes targeting these topics?**

I see four important areas:

- 1) Digitalisation;
- 2) The entry of digital natives into the work place;
- 3) Economic Development; and
- 4) Sustainable Development.

• Digitalisation will change the way we work and will influence our procedures, our marketing communications and our products. We must ask ourselves the questions what will digitalisation mean for a specific industry, which areas will it affect, and how can it be best used.

• Linked to this topic is the fact that the workforce entering the job market, digital natives/generation Y, is quite unique. On the one hand we must ask the question, how will digital natives behave as customers and on the other hand, what is special about them as employees.

• Exhibitions reflect market trends. It is important to understand the economic trends and to draw conclusions for each industry market.

• Sustainability will become a more important factor in the future. It is an interesting - but often neglected - field. There are some interesting cases which show that just a small behavioural change can have a big impact.

The four trends above are major factors influencing the exhibition industry. They may change the scope and the way that we handle processes and projects in our professional life. I believe it is important to include these elements in training and education of our current and future staff. I look forward to continuing to cooperate with IELA as we go forward to meet tomorrow's challenges. ◀

## BEST STUDENT AWARD



Mr. Daniel Harding  
CEVA Showfreight UK, United Kingdom

## 2015 Winter Seminar's BEST STUDENT AWARD

IELA is proud to announce that the winner of the 2015 Winter Seminar's Best Student Award is Daniel Harding from CEVA Showfreight UK! Our sincere congratulations to Daniel for his terrific efforts and participation at the Winter Seminar.

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

**Emmanuel Pitchelu, Chairman of the Training Working Group**, remarked: "After careful evaluation of the Exam Papers of our students at the IELA Winter Seminar we have been amazed by the high scores that have been reached by the entire group. The Class of 2015 – true achievers."

The Winter Seminar is IELA's training event for its members' operational staff and held every two years in Zurich, Switzerland. **Thirty-one students representing 16 countries completed the 2015 course.**

13 speakers delivered volunteer work, focusing on the day-to-day business of exhibition freight forwarders and on-site operations committed to these great educational sessions.

**Thank you for your outstanding commitment!:**



We would like to extend our heartfelt thanks and appreciation to the **sponsors of the IELA Building the Future Initiative - The Winter Seminar 2015 in Zurich:**

The next IELA WINTER SEMINAR will take place in January 2017! ▶





30<sup>th</sup> IELA CONGRESS and 4<sup>th</sup> PARTNERING EVENT  
June 27<sup>th</sup> • July 2<sup>nd</sup> 2015, Singapore

# WHERE BUSINESS UNFOLDS



30<sup>th</sup> IELA CONGRESS  
& General Assembly



4<sup>th</sup> PARTNERING EVENT

June 27<sup>th</sup> • 30<sup>th</sup> 2015, Singapore

June 30<sup>th</sup> • July 2<sup>nd</sup> 2015, Singapore

WHERE OPPORTUNITIES BEGIN • WHERE CONNECTIONS BLOOM • WHERE BUSINESS UNFOLDS



► IELA SECRETARIAT  
Elizabeth Niehaus

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## Welcome to Singapore

Time certainly flies by since there are only four months left until IELA's 30<sup>th</sup> anniversary in spectacular Singapore.

It is overwhelming to recognize that so many professionals are interested in joining us during the 30<sup>th</sup> Congress and 4<sup>th</sup> Partnering Event, planning to celebrate 30 years of IELA together.

The Congress originally established in Switzerland, developed to the most important meeting point of the industry. It would be an interesting question addressed to the Founding Members, if they have ever thought that IELA was going to develop to what it is today.

Looking back on the milestones, we can be proud of this development and look forward to celebrating the great association history in the very fitting and amazing city Singapore.

A city that combines traditional culture and modern dynamics. Likewise IELA's history, liveliness and international character is reflected. You cannot possibly find a city more vibrant in South East Asia than the metropolis Singapore. And, have you heard the good news? Lonely Planet has picked Singapore as the world's top travel destination for 2015! The global travel media company gives several different reasons for placing the Republic at the number one spot in their annual list of top 10 travel destinations: Chief among them are the many new developments reshaping what Singapore is already known for – its multicultural diversity, green urban spaces as the 101-hectare Gardens by the Bay and its futuristic biodomes and, of course, unforgettable food.

Let us proudly celebrate thirty years of unique history within the IELA family and friends and get captured from the atmosphere that will surround us in Singapore.

We invite you to get an inside look at the beginnings of the association history, as **Dieter, Ernest, Hans, Jean-Paul, Klaus, Philip** and **Steve** once got together. A story, which could only be carried out into the world through the commitment of every single member. And we look forward to continuing this amazing story.

Let yourself be taken by an emotional way of storytelling, where you will slowly discover every chapter of IELA's unique success story. Just forget about business for a while and start planning your stay to get inspired by this magnificent city.

See you in Singapore - Where opportunities begin, where connections bloom, where business unfolds. ◀





► **Priscilla Leong**  
Agility Fairs & Events Global  
Managing Director

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## The Singapore Experience beckons you!

A warm welcome to Singapore! Agility is honoured to play host to the 30<sup>th</sup> anniversary celebration of the IELA Congress. The timing is perfect as Singapore is celebrating its 50<sup>th</sup> year of nationhood this year.

Singapore's multicultural, multiracial and multi-denominational society makes it one of the most popular destinations in the world. In fact, Lonely Planet has ranked Singapore as the world's top travel destination in 2015. Therefore, you can be assured of an exciting time in Singapore with lots to do, see, experience, and eat!

The IELA Congress is an important networking event that Agility looks forward to each year. It is the place "where business unfolds" and we are confident it will be another big success this year. We look forward to connecting with all IELA members and partners to share ideas, strengthen existing friendships and build new ones.

We wish everyone a fruitful meeting!  
**Priscilla Leong** ◀



► **James Ng**  
Transit Air Cargo Singapore  
Pte Ltd.  
Managing Director  
for Asia-Pacific

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## A warm welcome to Singapore!

The city that never sleeps and where the sun shines all year round!

Transit Air Cargo Singapore is proud to be the co-host for the 30<sup>th</sup> IELA Congress and General Assembly, which has come full circle and is especially meaningful: With the first official IELA board meeting being held in Singapore exactly 3 decades ago and coinciding with the 50<sup>th</sup> anniversary of Singapore's birth (SG 50).

Just as Singapore is an amalgam of cultures, ethnic diversity and people, our hope is that the carefully planned activities will allow every participant to take pleasure in doing business and to keep growing the bonds, both formal and informal, that make up the family that IELA is.

On this celebratory note, we at TACS embrace our brethren from all over the world with open arms and smiling hearts.

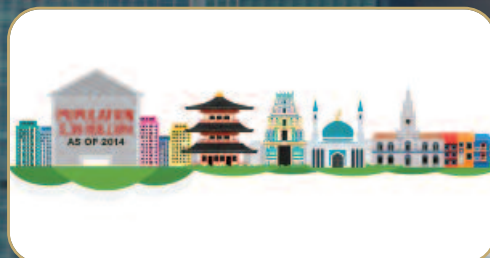
Looking forward to meeting you,  
**James Ng** ◀





### MANY CULTURES, ONE NATION

4 Main Languages are spoken:  
English, Mandarin, Malay & Tamil  
(but almost everyone speaks English).



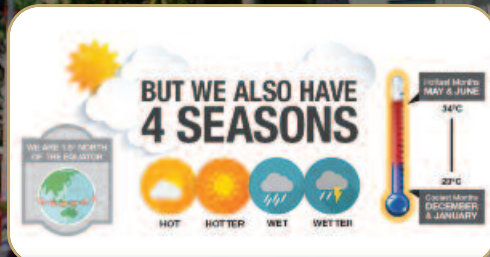
### MULTICULTURAL MIX

5,9 Million inhabitants.



### MORE THAN JUST A DOT

716.1 Km Land Area:  
300 Parks, 63 Islands,  
4 Nature Reserves.



### SUMMER ALL YEAR ROUND

Also 4 Seasons:  
Hot, Hotter, Wet, Wetter

The temperature in June/July is around 34°C.



### ALWAYS CONNECTED

In many hotels and shopping centres  
is free WIFI.



## Welcome to Singapore- a magical place in many ways!

How the city got its name is quite enchanting itself.

Originally, the city was simply named Temasek "Sea Town", but legends say that when Sang Nila Utama, the Prince of Palembang, landed on the island he encountered a strange animal he had never seen before, which he mistook for a lion. The name Singa Pura "Lion City" was created.

The merlion also seems to be proof of this ancient tale, the city's patron saint that is half lion and half mermaid. It symbolizes strength and fearlessness but also closeness to the sea.

Once a small but strategically located island, the town transformed into the center of economic life and is now recognized as a cosmopolitan city with its five million inhabitants.

In this multifaceted city, you will quickly sense the cultural diversity of its population with Chinese, Indian, Malaysian and Eurasian residents.

Singapore is one of few cities where you can actually see Christians, Buddhists, Muslims and Hindus living side by side, setting an example for the rest of the world and showing that it is not only possible but benefiting to show tolerance and respect towards others.

This positive nature and open mindedness along with their disciplined attitude has helped the Singaporeans in making their city very popular for foreign investors.

The economy is also known for being one of the freest, most innovative, most competitive and most business-friendly in the world, so doing business doesn't get any better than in Singapore.

Singapore is not only known for its openness to the world, but also as a "fine city" on everyone's lips. The English proverb is a pun on the word "fine", which means "beautiful" but also "punishment".

There are heavy fines for example for littering, eating in certain areas of MRT, crossing the street in the wrong places, importation and sale of chewing gum, as well as others.

Moreover you are not allowed to smoke in all air-conditioned places, such as malls and eateries. There are designated areas in some entertainment outlets and open-air eateries.

Singapore's diversity makes the city-state unique instead. Cultural melting pot, garden city, a blend of old-world and new architecture – explore Singapore, look forward to an unforgettable time and experience SHIOK at first hand! ◀

### SHIOK [shee-oke]:

a Singaporean expression denoting extreme pleasure or the highest quality.

That indicates a phrase of supreme satisfaction. SHIOK is the word that one uses in Singapore slang for anything exciting, great, incomparable, unique – just simply, SHIOK! – is.

Opportunities to use this phrase will be offered plenty, because Singapore is not simply to beat in diversity.

This richness of contrast deserves definitely a SHIOK!





## Singapore's Top 5 in less than 8 Hours

Here's how to see Singapore's top attractions – all in less than 8 hours in the Lion City.

**10am – Admire Marina Bay and the spectacular Gardens by the Bay**



Start your day at Singapore's iconic Marina Bay – the area that houses some of the city's most impressive architectural achievements. Feast your eyes on the commanding Marina Bay Sands, distinctive lotus-shaped ArtScience Museum and towering skyscrapers in the financial district. Pose for photos with Singapore's iconic Merlion fountain and take snaps of the city's impressive skyline across the glistening water of the bay.

Once you're suitably impressed with Singapore's CBD, wander along the newly renovated Waterfront Promenade on the bank of Marina Bay. About 15 minutes stroll will take you to the foot of the spectacular Gardens by the Bay – a huge park on 101 hectares of reclaimed land and home to the striking 'Supertrees' – giant tree-like structures that grow vertical tropical gardens and dominate the park's vista.

**12pm – Explore Chinatown and feast at Maxwell Food Centre**



Take a short cab ride from Marina Bay to Singapore's Chinatown district and absorb the sights and sounds of the bustling Chinese quarter. Join the impressive Sri Mariamman Temple and Buddha Tooth Relic Temple. Make a stop at the vibrant Chinatown street market and pick up some souvenirs for friends back home. While you're wandering through the markets try a taste of the durian fruit – a local delicacy with a distinctive smell (and even more distinctive taste!). You'll either love it or hate it, but either way tasting durian is a Singapore rite of passage. By the way it is forbidden to take the strong-smelling Durian fruit in public transport and hotels. Once the smell sets, it is hard to get rid of him again.

While you are on the local food bandwagon, wind up your Chinatown exploration at the famous Maxwell Food Centre. This traditional Singapore hawker is your go-to venue for cheap and delicious local food. Grab a seat and enjoy a Tiger beer and some Bee Hoon noodles – or if you're feeling adventurous, try Turtle Soup. You'll see why visitors to Singapore rave about the hawker food.

**2pm – Shop 'till you drop on Orchard Road**



Now it is time to walk off lunch and cool down in the air-conditioned mall paradise that Singapore is famous for. Orchard Road is the island's premiere shopping destination and caters to all tastes and budgets – from high street names and department stores, to designer labels and luxury boutiques.

**4pm – Take in the views to Sentosa Island**



As the afternoon winds on, hop in a taxi to Mount Faber Park and take the cable car to Singapore's famous leisure island, Sentosa, famed for its beaches, theme parks, luxury resorts and golf courses. It's the place where young and old come to relax, indulge and party. It has something to offer for everyone.

While there is a road bridge connecting Sentosa to Singapore's mainland, it's a far more exciting experience to take the cable car and enjoy stunning views across the harbour, city fringes and shipping lanes from hundreds of metres in the air.

**5pm – Get your culture on in Singapore's Arab Quarter**



To finish the day with some culture and colour, hop in a cab to Singapore's celebrated Arab Quarter, where the beautiful Masjid Sultan Mosque takes centre stage. Wander through eclectic streets where traditional cafes and colourful textile houses nestle together, while the soundtrack of bells and prayers can be heard through the streets. Stay on for an early dinner of Mediterranean, Middle-Eastern or Malay food, and sit back with a shisha to watch the world go by.

Let the day end comfortably at the Raffles Hotel. You should definitely try the world-famous Singapore Sling, a classic cocktail on Gin base. The Raffles Hotel is the birthplace of this cocktail. Enjoy it! ◀







### 1. The Singapore Flyer

Standing at 165 metres, the Singapore Flyer is the world's tallest observation wheel.

A 60 minute ride on the wheel will offer you a bird's eye view of the Singapore skyline and its surroundings. ◀



### 2. Gardens by the Bay

Gardens by the Bay comprises of 3 waterfront gardens - Bay South, Bay East and Bay Central, spanning 101 hectares. Bay South is the largest, with 54 hectares. Gardens by the Bay feature "Supertrees" that stretch up to 50 meters into the sky, provide shade, emit light by night and store water internally at the same time. This horticulture oasis, nestled in the heart of the city has a wide variety of plant species sourced from all over the world.



### 3. Marina Bay Sands (MBS)

Marina Bay represents all things that are modern and super-stylish, from trendy dining destinations to exciting leisure spots. Comprising a hotel, celebrity restaurants, convention centre, shops, theatres, a museum and an event plaza, among other facilities, the complex sprawls out over 155,000 square metres.

The resort's three hotel towers are connected by a Sky Park which has a 150-metre long infinity pool right at the top. Designed by famous Israeli architect Moshe Safdie, MBS's iconic architecture is now a must-see for many visitors to Singapore. ◀



### 4. The Esplanade - Theatres on the Bay

The Esplanade is Singapore's premier arts destination. It is a world-class performing arts centre made out of two rounded frames fitted with over 7,000 triangle glass sunshades. With its spiky glass facade which reminds of a popular local fruit - the durian, the Esplanade is a striking icon by the waterfront. With the resemblance to the strong, some might say pungent, smelling national fruit of Singapore, every Singaporean has an opinion about the bold design of the Esplanade. Either they love it or hate it. ◀

# TOP 20



### 5. The Merlion Park

Situated at the mouth of the Singapore River, the Merlion is Singapore's national icon. With its 8 metres, the mythical creature has a head of a lion and body of a fish. It symbolizes the history of Singapore as a "Lion City" and famous sea port. ◀



### 6. Colonial District

The Colonial District has a significant historical importance to Singapore.

The "Padang" which means field in the Malay language is the site of a celebration held after the surrender of the Japanese troops after the Japanese Occupation. The Padang is also the venue for Singapore's first National Day celebration. The area features museums, memorials and highlights such as City Hall, where documents declaring the Japanese surrender after WWII were signed. ◀



### 7. Chinatown

Chinatown was home to the early Chinese settlers. Known by local Chinese as "niu che shui" (water bullock cart), after the animal-powered barrows common on these streets in the 19<sup>th</sup> century, this is a culturally diverse "must-see" enclave. Today, you'll find fascinating Chinese heritage sites like the sacred Buddha Tooth Relic Temple and Hokkien landmark Thian Hock Keng Temple, old-school street markets as well as an assortment of restaurants and bars. There are also historical gems dedicated to Indian, Malay and even Arab communities. ◀

# SIGHTSEEING

### 8. Little India

Little India is Singapore's foremost Indian enclave and it is a riot of sights, sounds and scents. Here, you can find rows of shops selling spices, jewellery and traditional Indian clothing. At the heart of Little India is the Sri Veeramakaliamman Temple which is dedicated to the Hindu goddess of power, Kali. Built in 1855, the temple is adorned with hand painted statues of the Hindu deities. ◀



### 9. The Central Business District

The Central Business District contains Singapore's core financial and commercial districts. You can see densely packed modern skyscrapers and the area is well connected with a great number of Mass Rapid Transport (MRT) interchange stations. ◀



### 10. Night Safari

One of Singapore's most famous and popular visitor attractions, the open-concept night zoo shows more than 900 nocturnal animals from 130 species in their natural habitat and without barriers, via the use of special lighting techniques. ◀







### 11. Orchard Road

Every shopper's paradise.

Orchard Road, Asia's most famous shopping street, is home to fashion favourites, specialist stores and loads of other lifestyle choices. The shopping area extends over 2 kilometres.

Designer threads, fast fashion, upscale restaurants, ethnic wares, art galleries and relaxed hangouts – you name it, Orchard Road has it. ◀



### 12. Sentosa

Sentosa Island is Singapore's favourite leisure destination with exciting attractions, golden beaches, luxe retreats and the country's first integrated resort, an island located just 10 minutes south of Singapore city. Sentosa is an attraction for tourists and locals, offering a quick getaway from the bustling city. ◀



### 13. Raffles Hotel

Dating back to 1887, Raffles Hotel is both a monument and an institution to many around the world. One of Singapore's most distinctive colonial-era buildings, it was built by the famous Armenian businessmen, the Sarkies brothers, and is regarded as the birthplace of the world-famous Singapore Sling cocktail. Designed by architect Regent Alfred John Bidwell of Swan and Madaren, the main building of Raffles Hotel was completed in 1899. It survived the war and was declared a national monument in 1987. ◀



### 14. Boat Quay and Clarke Quay

In the early days, all ships had to sail pass the Singapore River to reach the godowns and shophouses at Boat Quay. Trade exploded, and other quays – Clarke Quay and Robertson Quay, for instance – were developed.

Today there are food stalls and music bars located on both sides of the Singapore River. And in the evening there is a pulsating life. Clarke Quay is the biggest nightlife area in Singapore, home to hundreds of clubs and bars that stretch along the Singapore River. ◀

## TOP 20



### 15. Civilian War Memorial

Singapore's Civilian War Memorial along Beach Road was built in 1967 in memory of the civilians massacred during the Japanese Occupation of Singapore from 1942 to 1945. Remains of victims found in other parts of Singapore, including Siglap, Bukit Timah and Changi, were gathered and buried under the memorial.

The "chopsticks", as some refer to it, consists of four identical pillars each about 61m high. Each represents the members of Singapore's Chinese, Malay, Indian and minority communities who lost lives during the Occupation. ◀



### 16. Art Science Museum

Inspired by a lotus flower, the futuristic ArtScience Museum is an architectural marvel by Israeli architect Moshe Safdie. Its 21 galleries are dedicated to both art and science and international touring exhibitions, including major ones such as Andy Warhol: 15 Minutes Eternal in 2012 and Mummy: Secrets of the Tomb in 2013. ◀



### 17. Universal Studios

The Universal Studios are Singapore's largest theme park, with seven different entertainment zones and 24 movie-related rides and attractions. The rides, shows, stores and photo-ops with huggable characters like Shrek and Kungfu Panda all make for an incredible day out. ◀

## SIGHTSEEING

### 18. Mount Faber

In the south of the Island there rises the 106 meters high hill, of which plateau you get offered a beautiful, breathtaking view of the city and its impressive skyline, and enjoy the gigantic port facility. ◀



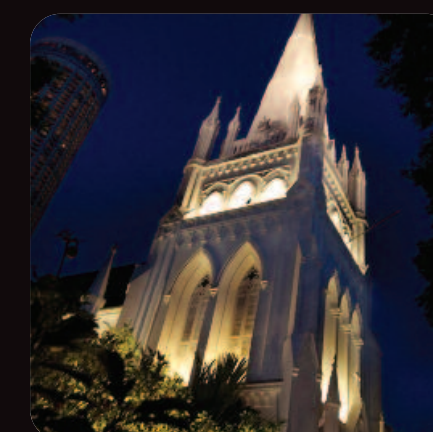
### 19. National Museum of Singapore

The building in itself is an architectural jewel. Different levels showcase numerous documents and exhibits about the historical development of China and South East Asia. The exhibition shows the growth of Singapore from a fishing village into a modern metropolis. ◀



### 20. St. Andrew's Cathedral

Singapore's largest cathedral is a stellar example of colonial-era architecture and heritage. If you're in the Civic District, you cannot miss the imposing tower and spire of St Andrew's Cathedral. This is, after all, Singapore's largest cathedral and the oldest Anglican house of worship. ◀







## 1. Hokkien Mee

Hokkien Mee has its origins in the cuisine of China's Fujian (Hokkien) province.

It is a dish of egg noodles and rice noodles in a fragrant stock, which is made from both, fresh shrimp and dried prawns, as well as pork or chicken. It is garnished with prawns, fish cake, leafy greens, pork ribs, squid, crisp deep-fried shallots, spring onions and fresh lime. The dish is served with sliced red chili, light soy sauce and sambal.

There are generally two variations of the dish. The wet and gooey type, which uses a combination of yellow noodles and thick bee hoon (rice vermicelli) and the dry type which uses the same noodles but with thin bee hoon. ◀



## 2. Char Kway Teow

Variations of Char Kway Teow can be found around the South East Asian region. Char Kway Teow is a national favourite noodle dish in Singapore.

What makes the Singapore version distinct is that both Teochew Kway Teow and Hokkien Noodles are used in the dish. Char Kway Teow is stir-fried with light and dark soy sauce, chilli, a small quantity of belachan, whole prawns, deshelled blood cockles, bean sprouts and chopped Chinese chives. The dish is commonly stir-fried with egg, slices of Chinese sausage and fishcake. Char kway teow is traditionally served on a piece of banana leaf on a plate. ◀



## 3. Chicken Rice

This dish of Hainanese origin is probably the most popular Hawker Dish in Singapore. Although it can be found in Thailand and Malaysia as well, one cannot dispute that Singapore has the most Chicken Rice stalls per capita in the world.

Steamed or boiled chicken is served atop fragrant oily rice, with sliced cucumber as the token vegetable. Variants include roasted chicken or soy sauce chicken. Don't miss out on the dipping sauces: premium dark soy sauce, chili with garlic, and pounded ginger. Play around with different combinations to discover new tastes. ◀



## 6. Fish Head Curry

Waiter, there's a decapitated head in my soup! Well, that's the highlight. A whole large head of red snapper stewing in curry gravy. Surprisingly, there's a lot of meat to be had on the bony head, but the best (and most tender) part is the cheeks.

There are generally two types of Fish Head Curry: the Indian type, which is spicier and heavier, and the Chinese/Peranakan type. ◀



## 7. Laksa

Laksa is, without a doubt, one of the tastiest things on earth and certainly one of the tastiest dishes Singapore has to offer. In Singapore, Laksa refers to thick rice vermicelli served with a curry gravy made from spices for fragrance, chilli for heat, coconut milk for that creamy rich mouth feel and tiny dried prawns. ◀



## 8. Satay

Satay is probably one of the most famous South East Asian dishes known overseas. However, many might be more familiar with the Thai version rather than the Malay version which has a spicier, sweeter marinade.

The peanut sauce is also much more robust and spicy. ◀



## 4. Crabs

Crabs can be cooked in ten different styles. The most requested style for anyone who comes to Singapore is the ever popular Chilli Crab. But among Singaporeans, Black Pepper Crabs, Crab Bee Hoon and Salted Egg Crabs are all the rage.

The modern style has the addition of eggs in the gravy and tends to be heavier and spicier. The original Chilli Crab is milder so that you can appreciate the natural sweetness of the crabs. ◀



## 5. Bak Kut Teh

Bak Kut Teh means "Pork Bone Tea" and refers to a bowl of Pork Bone Consomme accompanied by Chinese Tea.

Meaty pork ribs are boiled for hours with lots of garlic, pepper, medicinal herbs and spices. Early 20th century port coolies often relied on this as a tonic to strengthen bodies and health. Nowadays, Bak Kut Teh is simply enjoyed for its taste. ◀

# TOP 10 TO EAT

If you believe the vernacular Singapore is "the greatest feast in the east."

Food and beverage is exotic and unique at the same time: Dishes born out of the crucible of Malay, Indian and Chinese cultures, being peddled along the streets and subsequently being sold at the Hawker Centres.

So when you eat these foods, you are ingesting a part of Singapore's history and for that moment at least, you might get the gist of what it means to be Singaporean.

So whet your appetite for Singapore's rich Hawker Heritage and get inspired of the below Top 10 of things to Eat while your stay in Singapore.



## 9. Nasi Padang

When we speak of Nasi Padang in Singapore, it really is a very loose term to describe a meal that has a variety of (mostly) spicy dishes eaten with rice. Nasi Padang, strictly speaking, is the style of rice and curries that originated from the Padang region of Indonesia, but we have adapted it and made it into a Singaporean favourite. ◀



## 10. Kopi and Kaya Toast

For a typical Singaporean breakfast, it doesn't get better than a cup of Kopi with Kaya Toast and two soft boiled eggs drizzled with dark soy sauce!

The Kopi and Kaya Toast culture originated from the Hainanese cooks who used to work for the British as cookboys. This was where they learnt to make coffee and toast. When they left their service, some of them came out to introduce this "Western" food to other locals. Since they couldn't afford the more aromatic and expensive Arabica beans, they got hold of the full bodied Robusta and roasted it with butter, sugar and corn. Thus was born our very own "Kopi" which is usually served with condensed milk. Enjoy "Kopi" and Kaya toast: The contrast of brittle toast, cold butter and sweet kaya is one of the most memorable Singaporean culinary memories you can bring home. ◀

# ENJOY!





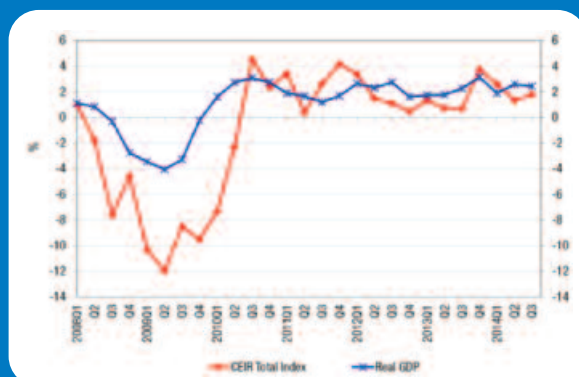
## CEIR Releases Third Quarter Results

### Overall Exhibition Industry Grew 1.8% Marking the Seventeenth Quarter of Consecutive Growth

DALLAS, 16 December 2014 – The Center for Exhibition Industry Research (CEIR) released third quarter data collected for the annual CEIR Index report. Performance of the business to business exhibition industry, as measured by the CEIR Total Index, continued to improve during the third quarter of 2014. The growth accelerated from a revised year-on-year gain of 1.3% in the second quarter to 1.8%. The third quarter of 2014 marked the seventeenth consecutive quarter of year-over-year growth. Nonetheless, the growth of the exhibition industry index lagged a bit behind GDP growth for the second straight quarter, in contrast to the previous two quarters (2014Q1 and 2013Q4) where exhibitions grew a bit faster than GDP.

The growth of the CEIR Total Index averaged 1.9% during the first three quarters of 2014, just 0.1 percent point shy of the 2.0% forecasted for 2014 the year as a whole, as published in the 2014 Predict Report.

"We are very pleased by the third quarter results and confirm our forecast that the exhibition industry will gain momentum," commented CEIR's economist **Allen Shaw, Ph.D.**, Chief Economist for Global Economic Consulting Associates, Inc.



All metrics except real revenues posted year-on-year gains in the third quarter. The strongest performer was the number of Exhibitors, which rose 3.7%. Net Square Feet increased 2.1% whereas Professional Attendance was up 1.9%. Nominal revenues increased only a modest 1.2% year-on-year, weighted down by a moderate decline in consumer goods and retail trade exhibitions. Adjusted for inflation, real revenues declined by 0.5% year-on-year.

#### 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](http://www.ceir.org).

For more information about the CEIR Index, an Analysis of the 2013 Exhibition Industry and Future Outlook, contact CEIR Managing Director Cathy Breden, CAE, CMP, at [cbreden@ceir.org](mailto:cbreden@ceir.org) or +1 (972) 687-9201. ◀



## 14<sup>th</sup> Global Barometer Survey reflects positive perspectives for 2015

Results of UFI's 14<sup>th</sup> Global Barometer survey indicate positive perspectives for 2015. The situation appears rather solid with a majority of companies from all regions declaring an increase of their turnover since at least 2011.

Detailed results for several key national markets indicate a general positive outlook on all issues for 2014 and 2015 for both the USA and China, with a small slowdown in turnover increase anticipated in China for 2015. Significant differences appear in Europe, with turnover increases expected in 2015 varying from 2 companies out of 3 in Turkey or Italy to 1 in 2 in Germany and only 1 in 10 in Russia.

Most companies are planning new business developments. 76% are planning new activities in either the classic range of exhibition activities (venue/organiser/services) or in live or virtual events (or both) and 51% plan to expand exhibition operations to new countries.

Paul Woodward, UFI MD, concludes: "In a globally fragile economic environment, the exhibition industry continues to demonstrate a fairly good performance, except in some countries with specific current issues."

The 14<sup>th</sup> Global Barometer survey, conducted in December 2014, was answered by 203 companies from 55 countries. The next Global Barometer survey will be run in June 2015. ◀



►► Full results of the 14<sup>th</sup> Global Barometer Survey can be freely downloaded as PDF at:

[http://www.ufi.org/Medias/pdf/thetrade-fairsector/surveys/ufi\\_global\\_exhibition\\_barometer\\_january\\_2015.pdf](http://www.ufi.org/Medias/pdf/thetrade-fairsector/surveys/ufi_global_exhibition_barometer_january_2015.pdf)

## Digitalisation - a vehicle of the new age of transformation

At this year's Winter Seminar **Dr. Rowena Arzt** (Director of Business Development, UFI) gave a lecture on Trade Fair Management-Decisions and Processes.

During her presentation, she mentioned the four key trends of the industry: Globalisation, Managing Community, Sustainable growth and Digitalisation/ Next generation.

Indeed, we are living in a dynamic world where speed is of essence and transformation is the key to success. The digital progress is indispensable.

From the flickering monochromatic images that appeared first on the television sets of 1930's to the 3D High Definition images in a modern day, the world that we live in has seen changes driven by innovation. The impact of digital technologies is prevalent in every spectrum of our lives and consequently the current era is also termed as the "digital age".

The process of digitalisation started some five decades back with the advent of computing technologies and digital electronics. Today digitalisation can be seen as a tool of transformation which extends beyond our lifestyle to the way we transact, interact and conduct business. Across all sectors, be that communication, media, healthcare, retail, manufacturing or trade shows and events we are increasingly seeing the use of digital technology. The landscape of this digital age is progressively being driven by innovations in e-communications, e-commerce and ever increasing deployment of the internet to create economies based on high technology, mass communication, knowledge creation and innovation. It is important to understand and appreciate the factors that are ushering in such changes and how these are impacting the modern day-to-day business.

IELA will further monitor the development of this exciting new trend analysing some pertinent issues which throw light on how digitalisation has become a vehicle of this new age of transformation.

We are confident that you will find this input useful to your business. We would be happy to research any other specific area that you would be particularly interested in, in greater detail. Let's interact and send us your comments and suggestions to [ielareport@iela.org](mailto:ielareport@iela.org). ◀

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IELA currently has 140 members from 49 countries and 23 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](http://www.iela.org)

Email [adminiela@iela.org](mailto:adminiela@iela.org) with all amendments to your company details. ◀

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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](mailto:membership@iela.org)

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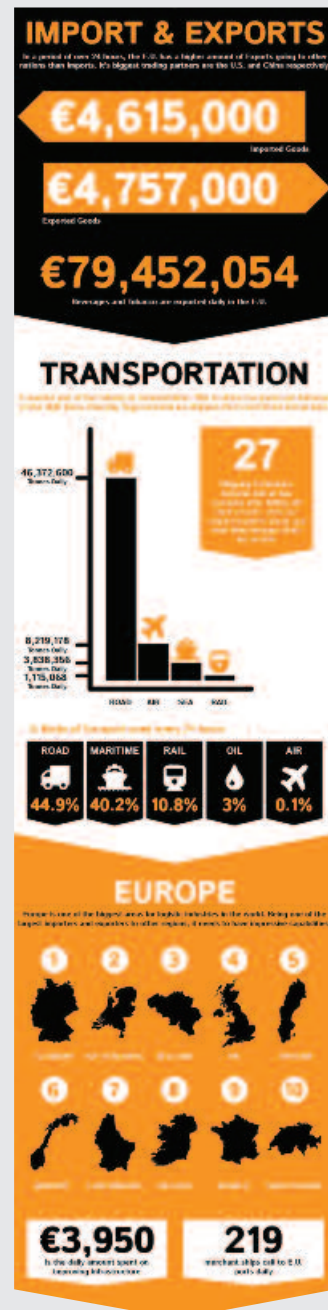
Dear Friends,

At the Board meeting in Dubai in February the infographics issue was discussed and agreed that we will move forward to use this new medium as a vehicle to get our message out there. The group has also been tasked to enlist target industry organisations globally to hyperlink with IELA.

On this subject as members does your local association know about IELA, what can you do? Meet them, talk to them and ask that they hyperlink with our site, all the good work of the secretariat and team is then on their desk top daily!

Help us to help you!

Cheers,  
**Robert Moore** ◀



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**Sushil Upadhyay**  
R.E. Rogers India Pvt Ltd, India

**Marzena Zawadzka-Szulc**  
Universal Express Sp.z o.o., Poland

## ► MEMBERSHIP WORKING GROUP

Dear Friends,

I'm pleased to share good news from the very outset.

Our numbers have increased, not only in quantity, but also in quality. Some long sought out companies are now with us, and some others are in the pipeline. Truly very encouraging. Statistics to see are there at the end of this report.

For info, applicants are always thoroughly vetted, queries sent back, and some companies even rejected. Quality is priority on our minds.

I happily also announce a change in our WG's structure. Sandi Trotter has been a great Vice-Chair for some years now. She has always been there for good advice and seasoned inputs.

Paving the way for the future, she has strongly recommended Jeff Broom

to take over her portfolio. In doing so though, she has assured to remain an active member of the Group. Thank you Sandi for all you've done!

Let's all welcome Jeff as the new Vice-Chair of our WG. He has been a very active member, and on more occasions than one, resorted to back door channels of dialogue with me, especially on sensitive issues. You'll do great, Jeff!

Lastly, statistics on where we stand today.

- > No. of application packs send after Amsterdam: **20**
- > No. of applications received: **8**
- > No. of applications sent to the Membership WG for review: **3**
- > No. of applications sent out to the membership for objections: **2**
- > No. of new members approved by the BOM since Amsterdam: **5**
- > No. of rejections: **2**

The new members are (in alphabetical order):

**BTG Expo GmbH, Germany**  
**Cogefrin Spa, Italy**  
**Kuehne + Nagel (AG & Co.) KG, Germany**  
**Liaoning Air Sea Worldwide Logistics Ltd, P.R. China**  
**Windart International Logistics Co. Ltd, P.R. China**

At the same time, we also received three resignations: **DHL Sweden, DHL Switzerland and Through Transport Taiwan** will no longer be an IELA member with effect from January 1<sup>st</sup> 2015.

This means that IELA currently has 140 members and 23 affiliates.

God Bless,  
**Ravinder Sethi** ◀







►► **CHAIR**  
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Fulstandig Shows e Eventos MC  
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►► **VICE CHAIR**  
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#### STANDARDS & CUSTOMS WORKING GROUP

**Farook Al Zeer**  
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**Alpay Altioik**  
EKOL Lojistik, Turkey

**Daniel Bataller**  
Sempex AG, Switzerland

**Jatin Bharadwaj**  
PS Bedi & Co. Pvt Ltd, India

**Matt Dell'Orto**  
GlobeX Logistics, USA

**Pieter Francken**  
Ziegler Expo Logistics, Belgium

**Dominique Geiser**  
BTG Suisse AG, Switzerland

**Sameh Guirguis**  
Samehco Int'l Forwarding  
& Exhibition Services, Egypt

**Syed Amirul Hafidz**  
R.E. Rogers (Malaysia) Sdn Bhd, Malaysia

**Ziad Harb**  
BCC Logistics, Qatar

**Jihad Khoury**  
Airlink International, UAE

**Priscilla Leong**  
Agility Fairs & Events Logistics Pte Ltd,  
Singapore

**Manuel Mazzini**  
Inter ExpoLogistics Ltd, Switzerland

**Chrys Mendonca**  
Airlink International, UAE

**Daniel Mithran**  
JIM Project & Expo Logistics (M)  
Sdn Bhd, Malaysia

**Michael Ng**  
Agility Fairs & Events Logistics Pte Ltd,  
Singapore

## STANDARDS & CUSTOMS WORKING GROUP

### Getting into the rhythm.

While I am writing this article hundreds or thousands of people are preparing to start the best holiday in the world, the Carnival!!!

What's the relation between Carnival and IELA? Those who had experienced Carnival and Samba know that all the musicians playing different instruments and dancers must be in the same rhythm. Audience watching must have the impression that the group is a single body, a continuous row, they must move with a degree of unison and good timing.

And the samba lyrics are telling a story of the theme chosen.

Dramatic changes in its parade speed, parading sometimes very quickly, sometimes slowly, are usually penalized. Standards have to be followed otherwise the audience will not feel emotion and will not get in the mood compromising the spectacular show.

And as I explained during my presentation during IELA Congress in Amsterdam this is the recipe for a successful IELA member. The audience is our clients: show organisers, exhibitors and suppliers. We are the ones who play the instruments and settle the rhythm for them to understand the necessary speedy for shipping procedures, timeframes and customs regulations. The theme of the samba lyrics for us is the event, the tradeshow our clients are organising or attending. And we have, as the conductor and the musicians; to be sure that all parts involved are in perfect harmony and the shipment hits the success.

Instead of drums and other instruments, IELA has Standards of Performance, an Annual Congress, Surveys and the Winter Seminar. And it is our goal to come up with new instruments enabling IELA Members to orchestrate spectacular shows.

The 2015 Winter Seminar was a great demonstration of the power of this instrument. The level of the students and their interest on learning was incredible. We cannot forget the interest of the companies sending their employees to attend the event. This proves that the results worth the investment and the "musicians" are always looking for more knowledge, more experience and new instruments to keep the enthusiastic and contagious rhythm.

The 2014 Survey is another instrument already being "played". We will learn where our notes need to be adjusted becoming more in harmony with our Standards.

Let's hope that in the near future more instruments are inserted in our orchestra! Our members are ready for it, aren't you?

Mariane Ewbank ◀



►► **CHAIRMAN**  
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**Jim Kelty**  
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DB Schenker AB, Div. Air and Ocean,  
Sweden

**Achim Lotzwick**  
Cretschmar MesseCargo, Germany

**Sameer Pandya**  
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**Raj Sharma**  
R.E. Rogers India Pvt. Ltd., India

**Regula Winter**  
BTG Suisse AG, Switzerland

## TRAINING WORKING GROUP

### TRAINING, CARING, SHARING, EXCHANGING.

#### Dear friends!

The **Winter Seminar** event has become a classical event and a Must amongst the various IELA activities, and I believe these 4 words could sum up the qualities of the Winter Seminar 2015, which is another good example of IELA's continuous success.

This year's WS was held from January 14<sup>th</sup> to January 18<sup>th</sup> in Zurich. A total of 31 students from 22 different IELA members and 16 countries had caught the "friendship train" to knowledge and networking.

This worldwide coverage certainly added a wealth of different backgrounds and origins that are always a great asset and a promise of wide open minds when it comes to international business.

The first evening began with the Welcome Cocktail that allowed all students to become more familiar with the members of the organising team and some of the Board members, moreover to get to know each other and feel comfortable with this new environment.

The next morning, MC **Jim Kelty**, with his now legendary "Speed dating" made sure each and every student got to know everyone amongst his fellow student participants, whilst presenting himself and having a 4 minute talk in a more formal way but in a great and lively atmosphere.

In addition to this very appreciated session were a number of presentations, spread out in two days, on various topics all related to

our core business and bringing not only pure knowledge to the students in an interactive way (Q&A games, practical exercises) but also stories, tips, and anecdotes; all provided by a team of very experienced professionals of our industry.

Topics included were: Introduction to IELA by **Christoph Rauch** (Chairman of the IELA BOM), IELA Standards of Performance by **Mariane Ewbank** (Vice Chairwoman) as well as Tariffs by **Achim Lotzwick** (BOM member).

**Bob Moore** (BOM member) made sure all students were taught about the basics of OH&S, the 3-part customs workshops were led respectively by **Liza Xu** for China, Brad Watson for the USA and **Sudhir Dhavan** for India, as well as Domestic agent performance by myself, Export agent's performance by **Jim Callaghan** and On-site operations by our new lecturer **Yolanda de Paz**.

Our guest speaker, **Dr. Rowena Arzt** from **UFI**, once again brought us all her very impressive expertise on the organisers' side of our Industry.

Not to forget a visit of the Zurich exhibition fairground during an important exhibition build-up, by our good friend and host, **Daniel Bataller** who leads the SEMPEX office at Zurich fairground. He has once again brought a lot of energy and support to make the WS 2015 happen and rock, taking care of everything, including accommodations, classroom bookings, food arrangements etc... ..and last but not least a "Day in the snow" which was another casual

networking opportunity for the students.

All students were given an exam as a final exercise and review at the end of the Winter Seminar. It was tough and quite complete with a strong input from all lecturers and the organising team.

The student with the highest score on this exam is going to be awarded as the "**Best student**" of the event. This year's winner with stratospheric results is **Daniel Harding** from **CEVA UK**. We applaud and congratulate for his excellent work and commitment and **we look forward to meeting him as our guest on the next IELA Congress in June in Singapore** where I will have the honour to offer him a well-deserved trophy.

I personally wish to say a great thank you to all the lecturers, organisers and participants who all made the WS 2015, according to both employers and students feedbacks, another great success!

Very best regards,  
**Emmanuel Pitchelu** ◀





►► **CHAIRMAN**  
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**Yolanda de Paz**  
Resa Expo Logistics, Spain

**Alexandra Erdmann**  
Swiss Expo Logistics, Switzerland

**Achim Lotzwick**  
Cretschmar MesseCargo GmbH,  
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**Anne Norkin**  
Go Events Management Inc., USA

**Eve Novikova**  
Caspian Freight Services LLC,  
Azerbaijan

**Klaus Pauluschke**  
BTG Messe-Spedition GmbH,  
Germany

## ►PR & MARKETING WORKING GROUP

Dear Friends,

I am pleased to be appointed by the Board of Management to chair the PR & Marketing Working Group. I wish to take this opportunity to thank **Kay Lohe**, former **Working Group chair**, for re-launching this working group and his efforts during his tenure, and of course Maria Lorenz of BTG for many years of dedication as the first Chairperson.

My background to this business began in 1981 working in the USA for a general service contractor as account executive. My role was primarily sales, seeking new business and account managing existing business. During this period I gained knowledge of the USA drayage system and its operation.

In 1987 I relocated to the UK and joined R.E. Rogers. Firstly as an operations coordinator, then as the Operations Manager, then as the Sales Manager. During this time I was fortunate to work and travel across all continents. In 2001 along with my business partner Jonathan Kidd, European International Fairs Ltd

was born, where I am the co-owner and Managing Director.

I am very privileged to be nominated as chair of the **PR & Marketing Group** and along with the team members and will endeavour to meet your expectations and my goal to increase the awareness of IELA to organisers. On this subject any suggestions or ideas you may have will be gratefully received. However, please do not send to me but send directly to Elizabeth at the secretariat.

To pick up on the group's activities since the last IELA meeting. Two main issues have been identified:

The IELA Poster and the IELA slogan, both of which are currently in discussion.

There will be some new projects added at the IELA Singapore conference one of which I wish to share with you now. As a new project we are asking all IELA members for their input on the IELA Report. Elizabeth will be contacting each member with a questionnaire that we will very much appreciate your input.

Here is a preview of the questions that will be asked:

### 1. Which topics of the IELA REPORT do you like most?

Members News  
New Members  
Event News  
Industry News  
Working Group Reports  
IELA Members & Affiliate list

### 2. Which topics do you think should be added?

### 3. Are you happy with the layout?

### 4. How do you use the IELA REPORT in your business?

### 5. Do you send the IELA REPORT to organisers you are working with?

You now have a preview so please do have your input ready for when Elizabeth contacts you.

One final note anyone wishing to join our group is more than welcome, please contact via email or touch base with me in Singapore.

With regards,  
**Jim Callaghan** ◀



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## THE IELA BOARD OF MANAGEMENT

### Board Functions

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► **Mr. Ron Berry**  
► **Mr. Hans Brauchli**  
► **Mr. Karl Buehler**  
► **Mr. Thierry Demeure**  
► **Mr. Dieter Fraeulin**  
► **Mr. Greg Keh**  
► **Mr. Achim Lotzwick**  
► **Mr. Robert Moore**  
► **Mr. Jean-Paul Moser**  
► **Mr. Ravinder Sethi**



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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 IELA Secretariat has included all recent changes in contact details in the new IELA Membership list available on [www.iela.org](http://www.iela.org)

### ► Cargolive, S. de R.L. de C.V.

New contact:  
Ms. Lorena Vazquez  
lorena.vazquez@cargolive.com.mx

### ► EF-GSM Ltd.

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### ► EPLUS EXPO INC.

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### ► Orphee Beinoglou international Forwarders S.A.

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### ► RESA EXPO LOGISTICS

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### ► Transmeble International Sp.z.o.o.

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### ► TWI Group Inc. (Canada)

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## ►►New Members

► **BTG EXPO GMBH, Germany**  
► **KUEHNE + NAGEL (AG & CO.) KG, KN EXPO & EVENT LOGISTICS, Germany** ◀

## ►►Members Resignation

► **DHL TRADE FAIRS & EVENTS, Sweden**  
► **DHL LOGISTICS (SWITZERLAND) LTD TRADE FAIRS & EVENTS, Switzerland**  
► **THROUGH TRANSPORT LTD., Taiwan** ◀

## ►►IELA Collateral

The next IELA REPORT will be published in May and will be distributed as printed version to all members (10 copies) and Singapore 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: [ielareport@iela.org](mailto:ielareport@iela.org).

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June 27<sup>th</sup> ∴ July 2<sup>nd</sup> 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.

30<sup>th</sup> IELA Congress, June 27<sup>th</sup> ∴ June 30<sup>th</sup> 2015, PAN PACIFIC Singapore

4<sup>th</sup> IELA Partnering Event, June 30<sup>th</sup> ∴ July 2<sup>nd</sup> 2015

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