

WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

DUBLIN 2016

INSPIRE BUSINESS, WELCOME TOMORROW

CUSTOMS FILES

ESTONIA, KINGDOM OF SAUDI ARABIA , PERU

NEW IELA MEMBERS

Introducing nine new partners to the network

IELA OPERATIONS SUMMIT

LEARN, SHOWCASE & NETWORK

Post Event Report: HONG KONG / JANUARY 28th • 30th 2016

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



Euronaval 2016, Paris Le Bourget, France

October 17-21, 2016

CLAMAGERAN-FOIREXPO – Official freight forwarder – Customs Brokerage – Sole on site lifting contractor

As a result of over 40 years of experience in international exhibition logistics, on site handling and forwarding skills dealing with all major Aerospace and Defense shows in France (Paris Air Show – Eurosatory – Millipol), we are very honored for our appointment for Euronaval 2016 by Sogena & GICAN organizers. Euronaval is the leading trade show in the naval defense and maritime industry sector (335 exhibitors from 28 countries)

Clamageran-Foirexpo is your "one stop logistics services" provider in France. We are honored to assist all parties involved and will ensure a high level of logistics services to and from Euronaval 2016 and will provide you all with the following services:

- Door to booth transportation services worldwide
- Port or airport collection - inland transportation
- Customs clearance
- Interim storage before or after show (IN/OUT)
- On site lifting (forklifts – cranes – cherry picker-scissor lifts)
- Empties storage
- On site assistance (on site offices during build up – show – breakdown periods)
- Insurance
- Worldwide re-forwarding after show



Eurosatory 2016, Paris Nord Villepinte, France

June 13-17 2016

Clamageran-Foirexpo has been once again appointed as official freight freight forwarder and on site lifting contractor.

We thank you all for your support over the years and looking forward to assist you for incoming show in June 2016.

In the meantime for any further question regarding both shows (Eurosatory & Euronaval), please do not hesitate to contact us:

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► CHAIRMAN'S CORNER



►► CHAIRMAN

Christoph Rauch

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Dear friends,

First of all Happy New Year to all of you and to our friends in Asia Gong Xi Fa Cai!

I just returned from Hong Kong and this is the first day back at my desk, so I am still very much under the impression of the first **IELA Operations Summit**.

We had a fantastic time in Hong Kong, beginning with the Welcome Cocktail and on to the presentation of the various high-profiled speakers and not forgetting the boat trip between Kowloon and Hong Kong Island and of course the speed-dating between all the participants.

We received consistent positive feedback from the participants and confirmation that IELA has initiated yet another important event. All the participants can regard themselves as true pioneers, having taken part in the very first IELA Operations Summit.

A lot of hard work went into making this event a success and I really must thank **Bob Moore, Elizabeth, Markus** and the **team** for delivering such a magnificent event to us.

I would also particularly like to say a warm and sincere "Thank You" to the Management of the Hong Kong Convention and Exhibition Centre, who were our hosts for the IELA Operations Summit. Thank you for making us feel so at home at your fantastic venue!

IELA now has two events in January, in alternating years and for different target audiences - the IELA Winter Seminar for the young operational staff of IELA members and the IELA Operations Summit, which, as the name suggests, is aimed at IELA members' operations experts on management level.

In just a few months the next highlight will be just around the corner: the **IELA Congress in Dublin**. As the annual highlight of the exhibitions and events logistics industry, this is of course an absolute "must-go event" for every serious player in the industry.

Personally, I can hardly wait to see you all again in Dublin and I'm already looking forward to the Congress. ◀

Cheers

Christoph

P.S.: I am delighted to share with you that IELA has reached an all time high of members, with **151 members from 53 countries and 32 affiliates!**

We are so honoured that so many companies around the world place their confidence in IELA to help them achieve their goals.

Our "Number One" priority is to deepen our engagement with members. We are here to serve you, to help you improve your businesses. We are proud of being part of this great association and we look forward to brainstorm with all of you during our stay in Dublin, working together for a stronger IELA.



MEMBERSHIP REWARDS

GET MORE FROM YOUR MEMBERSHIP

For the year 2016 IELA has launched a new **media campaign** exponentiating branding efforts and spreading IELA awareness.

Our main goal: to increase recognition of organisers and exhibitors, boosting association adherence and loyalty and awaking non-members and multipliers interest.

For this purpose, three key magazines have been identified for strategic cooperation:

- Exhibition World
- Exhibitor Magazine
- Trade Fairs International

We are very pleased with the press exposure achieved over the past five months! Have a look at all articles, which have been published recently under **IELA IN THE NEWS**: <http://www.iela.org/news/iel-a-in-the-news.html>

In addition to this, we are very pleased to share with you that we have negotiated exclusive conditions for IELA members. Have a look at the specific target markets these three magazines cover and gain recognition for your company.

Exhibition World / Mash Media

Mash Media is the leading publisher of magazines and directories for the event, exhibition, meetings and conference sectors.

Within their magazines and directories you will find listings of current exhibitions worldwide, databases of suppliers to the conference and exhibition world, analysis of the latest news and trends and much more.

Throughout 2016, IELA members are able to profit from special advertising rates within the Exhibition World magazine.

The special rates are as follows:

Advertisement	Original Price	IELA Member Price
Full page adverts in hard copy Exhibition World magazines	£ 3.445,-	£ 2.000,-
Half page adverts in hard copy Exhibition World magazines	£ 1.995,-	£ 1.100,-
Newsletter Banner in online Newsletter of Exhibition World	£ 500,- per week	£ 300,- per week
Purchase exhibition organiser data (3.000 UK contacts)		£ 1.800,-
Banner advert on www.exhibitionworld.co.uk	£ 2.000,- per month	£ 800,- per month
3 rd party mail shots	£ 350,- per 1000 contacts	£ 175,- per 1000 contacts

►► In case of questions or if you would like to book an advertisement please contact:

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Director International Portfolio
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Exhibitor Magazine

The key objective of Exhibitor Media Group is to be the indispensable source of expert education on trade show and corporate event marketing, through the delivery of high value and demonstrably superior solutions via seminars, conferences, publications and the Internet. Their reputation for uncompromising editorial integrity assures readers and customers of solutions they can apply with confidence.

EXHIBITOR magazine, in partnership with IELA, is pleased to announce exclusive, discounted pricing available to IELA members for a one-year listing in EXHIBITOR magazine's award-winning Find It – Marketplace.

EXHIBITOR magazine's Find It – Marketplace: The Buyer's Guide to Trade Show Exhibiting, is America's most-popular tool for locating and sourcing exhibit products and services. One listing puts you in front of more than 150,000 exhibition industry buyers, making it the world's largest single-market for exhibition stand-builders, service providers and exhibitors.

As an advertiser in Find It – Marketplace, your listing will appear online in desktop and mobile formats, in EXHIBITOR magazine's annual print edition and Index, and throughout the year in Find It – Marketplace email updates. One low price gives you continuous affordable, multi-channel marketing that works all year long.

Discounted price is \$1485 for an Enhanced Listing (A savings of over \$1000 USD!). Your listing will include: In-depth product/service description, company feature page, expanded photo gallery and contact info, all presented in our standardised searchable buyers guide format.

►► In case of questions or if you would like to book an advertisement please contact:

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►► Your contact person at TFI is:

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Trade Fairs International

TFI informs trade exhibitors and visitors as well as stand constructors and their suppliers of the dynamic developments in the fair industry. With an audited circulation of about 12,000 copies, TFI is an indispensable advertising medium for all service providers in the fair industry who want to secure and expand their market shares at home and worldwide.

All IELA members will receive a free copy of the Trade Fairs International magazine for the whole year 2016.

Kindly let us know if you have not received your personal copy and send us your address update to angelina@iel-a.org. We will inform TFI immediately, so that you will get your copy of the next edition for sure. ◀

MEMBERS NEWS



BTG BREAKING NEW GROUND

Service, reliability and quality – the motto that **BTG** has been following for decades, is also the motto that the most recent addition to their expert team completely identifies herself with.

Effective 1st January 2016, **BTG Messe-Spedition GmbH** appointed **Mrs. Sabine Schlosser** as **Manager, Strategy & Development**.

This important announcement reflects BTG's clear commitment to broaden its horizon – building up on existing strengths – to develop further, to innovate and create.

Sabine's extensive knowledge in the fields of fairs & exhibitions, sports, arts, roadshows and special events all around the world is well known, her stories of amazing events could fill libraries.

Articles featured in previous IELA reports gave a glimpse of the incredible logistics tasks behind events such the Olympic Games or a Papal visit (World Youth Day).

The synergy of BTG's highly competent exhibition staff and the knowledge described above are now setting the foundation for a new era at BTG.

BTG's strong portfolio in fairs, exhibitions & roadshows is now expanding to further products such as events, festivals, sports, arts & culture. With the first movements already on the way, BTG is definitely open for new business. Continuing the motto – service, reliability and quality – all the way! ◀

▶▶For any requests, please do not hesitate to contact Mrs. Sabine at:

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DECA EXPRESS CHILE HAS BEEN APPOINTED OFFICIAL FREIGHT FORWARDER FOR FIDAE 2016

It is a pleasure to announce that **DECA EXPRESS CHILE**, has been appointed Official Freight Forwarder for "FIDAE 2016".

▶▶For further information:

CONTACT DETAILS

Mrs. Alicia Mayer

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The biggest Air show in South America. This event will be located in Santiago de Chile between March 29th until April 3th, 2016.

As always will be a big pleasure to attend request from our IELA partners. ◀



IELA'S SENIORS CLUB MEETING 2016

May 6th – 8th 2016, Florence

This year's meeting of IELA's Seniors Club will take place in **Florence, Italy**. ◀

FLORENCE 2016
May
6th - 8th

▶▶For further information:

CONTACT DETAILS

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MEMBERS NEWS



FINNISH OLYMPIC COMMITTEE CHOOSES CHS GROUP AS ITS LONG-TERM LOGISTICS PARTNER

The **Finnish Olympic Committee** has chosen the Finnish **CHS Group** as its logistics and forwarding partner and the parties have signed a long-term agreement on co-operation. This partnership is of significant importance to the Finnish Olympic Committee, for during the current olympiad a total of 14 teams will travel from Finland to different sports events. This emphasises the crucial role of functioning logistics and forwarding services in the competition activities of the Finnish Olympic Team.

The number of international competitions with several sports disciplines has increased. In addition to the Summer and Winter Olympics as well as the Paralympics, the Finnish Olympic Committee sends teams to the European Youth Olympic Festival (EYOF), the Youth Olympic Games (YOG) and the Universiades. The co-operation between CHS and the Finnish Olympic Committee will become concrete for the first time in May, when the sea freight for the Finnish Olympic and Paralympic Teams leaves the Port of Helsinki and heads towards Rio de Janeiro.

▶ We are very pleased to be able to concentrate our energy on promoting sports, as we can be confident that our freight will arrive reliably at the destination. We are sending for instance the bikes with which our athletes will cycle within the Olympic Village by sea to Brazil. In addition to these, our teams' other equipment as well as various Finnish products and foodstuffs, which are used to create a cosy atmosphere and reminding our athletes of home during their stay in the village, are transported in containers to Rio. The good functioning and trustworthiness of logistics is further enhanced by the fact that our athletes' sailing boats will be transported from Europe to South America through a unique arrangement specific to different countries, Leena Paavolainen – director of the Olympic Games unit, responsible for the Finnish Olympic Team's preparation process on the road to Rio – describes.

▶ We are pleased and honoured by the beginning co-operation with the Finnish Olympic Committee. Within CHS Group, the unit taking care of sports logistics, i.e. the transportation and freight forwarding of the Finnish Olympic Committee in practice, is CHS Expo Freight. We have extensive experience in specialised logistics and I have personally taken part in arranging transportation to the Winter Olympics in Vancouver and Salt Lake City. Now that we are heading towards the Summer Olympics in Rio de Janeiro, we have already begun to prepare the smooth running of the Finnish Olympic Team's transportation needs. I find this early preparation very important as Brazil's customs requirements are challenging. I am, however, confident that we will be able to secure functioning transportations, as CHS Expo Freight has well-chosen professional co-operation partners at the destination, Heikki Mattola – director of event logistics at CHS Expo Freight – comments.

The Finnish Olympic Team's preparations for the Summer Olympics in Rio de Janeiro are well under way. A new, somewhat different logistics challenge is ahead at the beginning of 2018, when the next Winter Olympics will be held in Pyeong Chang in South Korea. Within the close co-operation between the Finnish Olympic Committee and CHS Group, which will continue until 2019, high-level working models will be set up to ensure the reliable transportation of the Finnish Olympic Team from Finland to anywhere in the world. ◀

▶▶The **Finnish Olympic Committee** manages and develops Finnish world-class sports in an ethically sustainable way towards international success. The core unit of the Finnish Olympic Committee is the Finnish World-Class Sports Unit, which manages and coordinates the activities of the Finnish world-class sports network.

CHS is a privately-owned Finnish logistics company operating in international logistics, transportation, warehousing, supply chain management, and forwarding services including customs clearance. **CHS** also offers specialised logistics services such as event, exhibition and culture logistics, life science logistics, and technical distribution.

▶▶Additional information:

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CHS Group

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MEMBERS NEWS



NEW SET UP IN TERM OF SALES, MARKETING AND BUSINESS DEVELOPMENT WITHIN DHL TRADE FAIRS AND EVENTS GMBH

We are proud to announce our new set up and contact persons for the field of Marketing, Sales and Business Development.

Sabine Pizzati has taken over the role of Head of Sales and will be happy to assist in any sales related topics. Sabine.Pizzati@dhl.com

Achim Rauser is the responsible Head of Business Development at DHL Trade Fairs and Events. Achim.Rauser@dhl.com

Judith Oppermann has taken over the responsibility for all topics related to Marketing and Communication. Judith.Oppermann@dhl.com ◀



Ms. Sabine Pizzati
Mr. Achim Rauser
Ms. Judith Oppermann



ESI WON THE TENDER AS OFFICIAL LOGISTICS PARTNER AND "WENT GREEN" AT THE COP 21 (INTERNATIONAL CONFERENCE ON CLIMATE ISSUES)

30/11 – 11/12/16, LE BOURGET, FRANCE

Thanks to **Sabine Guénin**, sabine.guenin@group-esi.com (see picture) and her team, ESI has successfully met the government and UN very demanding requirements in an extremely difficult period in terms of security.

Moving in and out, over 700 shipments of freight from a 12000cbm advance warehouse to 2 storage tents on site and then dispatching to 2 different zones on a daily shuttle system with more than 30 staff permanently on site, doing shifts 24/7 to ensure top service. ◀



Mrs. Sabine Guénin



INTERFLOW LOGISTICS IS PROUDLY ANNOUNCING THE APPOINTMENT OF MRS. BERA BENITEZ AS ACCOUNTS EXECUTIVE

Bera Benitez will assume a business development role within the company with a focus on export sales.

Some of you will know **Bera** from her previous position with Cargolive, Mexico.

Bera has extensive exhibition and live event experience. She has handled operations for music band tours, theatre, sports, art and tradeshows. Bera has handled projects for well-known bands such as Lady Gaga and Pearl Jam as well as productions for Cirque du Soleil and the Walt Disney Company.

We are delighted to welcome Bera. We are also truly looking forward to welcoming everyone to Dublin for the 2016 IELA Congress!! ◀



►►For further information: CONTACT DETAILS

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MEMBERS NEWS



TRANSPORTES FINK PERFORMANCE AT LAAD 2015

All organisers and trade show professionals know that choosing the right freight forwarder to support the cargo logistics for any event makes the difference between satisfied exhibitors or unhappy ones, directly affecting the result of the show.

FINK has received the LAAD 2015 Best Agent Performance Award from **Clarion Events**. LAAD is the biggest Defense Show in Brazil. Its logistics are probably the most challenging, considering all the restrictions and license requirements. We are very proud to help our customers differentiate themselves and to assure a smooth and timely delivery, which allows them to focus in selling without any worries about their cargo logistics.

FINK continuously innovates its logistics operations. Specialised professionals with deep knowledge of Brazilian customs and legislation for trade shows, a modern system that allows full control of temporary admissions, trucking and storage operations, full compliance and focus on quality and excellent communication are key to keep the trust and preference of the customers in such a sensitive industry.

With almost 100 years of existence, **FINK** was the pioneer in Trade Shows in Brazil, contributing to the success of the most important logistics projects in the country, including the recent mega events. FINK was the first cargo consolidator in Brazil and dedicates all efforts to increase Brazilian international trade development.

FINK is part of a traditional Brazilian group, specialised in logistics for trade shows, fine arts and household goods shipments. Additionally, our group operates port terminals in the main ports of Brazil, Santos and Rio de Janeiro, an airport in the Southeast of Brazil and operates just in time logistics for the automotive, steel and oil industries. ◀

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LA ROUXNELLE: BEST LOGISTICS SUPPLIER 2015

We are proud to inform you that **LA Rouxnelle Logistics and Consulting** was once again awarded with "The Best Supplier – Logistics" award for 2015 by EXSA. To crown the evening, Jerome Jacobs – Manager Gallagher Convention Centre was awarded with "The Best Employee – Logistics" award on top, who is a staff member of LA Rouxnelle. ◀



MEMBERS NEWS



ORPHEE BEINOGLIOU S.A. HAS BEEN INCLUDED IN FORTUNE'S ANNUAL LIST OF THE 30 FASTEST GROWING ENTERPRISES IN GREECE FOR 2015

We are very proud to announce that **ORPHEE BEINOGLIOU S.A.** has been included in **FORTUNE's Annual List of The 30 Fastest Growing Enterprises in Greece for 2015**. What a great way to end this year even more if we consider the challenging times that we are all currently experiencing here in Greece!

The list, published by FORTUNE Magazine, is developed and compiled by InfoBank on an annual basis, and in doing so, the growth and stability of companies are evaluated based upon the financial reports of cross-industry enterprises (both Greek and multinational organisations) for the last four fiscal years.

ORPHEE BEINOGLIOU S.A. was **ranked 13th** amongst the 30 companies with the fastest growth in the country. This year's list included companies from a broad range of industries, such as pharma, retail, manufacturing, oil & gas; but we are **the only company** representing the Transport & Logistics sector.

This incredible recognition does not just happen; it is the result of a significant amount of effort and dedication from both our team members and our external partners every single day, in order to be able to offer a **unique and seamless level of service**. It also reinforces our belief that **excellence of service** is paramount and our **commitment to quality** should never waiver. This is our philosophy and our promise to all who do business with us.

Thank you to everyone for being a part of this exceptional achievement and contributing to our growth. I am certain that, together, we shall enjoy many more great moments along the road to future success in the years to come. ◀



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UNIVERSAL EXPRESS IN WARSAW HAS MOVED

The **Universal Express Team** in its new office in Warsaw. ◀

MEMBERS NEWS



Gondrand Group - Spediteur der MCH Messe Schweiz

►► For further information:

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SEMPEX ANNOUNCES NEW TEAM MEMBERS

SEMPEX AG proudly announces the appointment of two new team members.

Starting from January 2016 on, **Mrs. Katrin Witzke** and **Mr. Daniel Cuccotti** took up their positions as Business Development Managers based at the branch office in Basel.

Both are highly experienced in the fair and event business for many years and will support the local and international activities of the Swiss group.

"We are happy that our team is steadily growing and we are able to expand even our international performances", said Christoph Fritsch, **Managing Director of SEMPEX AG** Switzerland. ◀



WAIVER AND XPO ANNOUNCE MERGER TO CREATE LEADING EVENTS LOGISTICS CORPORATION IN BRAZIL

Effective Today, I am pleased to announce **Waiver** and **XPO** merger to create leading event logistics corporation in Brazil.

WAIVER EXPO will be based in Rio and São Paulo to attend to all our customers' demands for specialised logistic services in Tradeshow and Corporate Event markets.

As a result of this merger **Claudia Grigolon** and **Edson Santos** are joining the Waiver team as the Company's Executive Directors.

Claudia Grigolon is going to respond all Commercial and Marketing activities, while **Edson Santos** will be in charge of all Operation and Custom procedures.

Claudia and Edson have large experience in time sensitive logistics where they were able to build an unparalleled reputation during over 15 years that make them a perfect fit in Waiver Logistics Group.

We are all very excited to welcome Claudia and Edson in our group. They are going to be fundamental to continue our efforts to create a leading event logistic corporation in Brazil.

Please join me to welcome Claudia and Edson to Waiver Expo. ◀

►► For further information:

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► NEW MEMBERS

Reaching an all time high of IELA Members!

The first quarter of the year 2016 is already over. IELA has started the year with high ambitions to bring the association forward and spread the IELA spirit further. Therefore, we are proud to announce that IELA currently has **151 members out of 53 countries and 32 affiliates**.

After Singapore, the IELA family grew strongly with **9 new members** joining us.

We are especially happy that companies of **4 former white spot countries Estonia, Iran, Kingdom of Saudi Arabia and Peru** decided to become members and make IELA a more widespread association.

To all new members: A warm welcome from the BOM and the IELA secretariat! We hope you will find a lot of resources and opportunities that come with an IELA membership.

In case of questions the IELA secretariat happily stays at your disposal.

We hope you all had happy Easter holidays and are looking forward to see you all in Dublin this June for the upcoming IELA Congress and Partnering Event 2016!

IELA membership is proven to enhance a company's business opportunities

Here are a few of the **benefits** that, as a member of IELA, you would enjoy:

- > Access to a network of over 183 trusted and professional partners worldwide.
- > Contact with potential clients through IELA's partnerships with event organizations such as UFI, IAEE, AEO and others.
- > Training and shared learning seminars that develop staff at all levels.
- > Use the IELA brand, a recognised marque of quality throughout the world.
- > Stay informed of legislative and other issues that may affect your global business.
- > Access to a global database of specialised customs procedures and regulations.
- > A continued focus on increasing the professionalism of exhibition & event logistics.
- > Annual Standards Survey – A unique customer service development tool that benchmarks company performance.
- > Website exposure via IELA's member listing, including your company profile, contact details, company brochure and press releases.
- > Editorial coverage in the quarterly IELA REPORT – the association's magazine.

How to apply:

- Have at least 24 months experience in the sector.
- Send us your IELA Application Form including general information about your company and professional activity.
- The endorsement of three sponsors who are IELA members for 24 months.
- Copy of your Liability Insurance Policy.
- Copy of your company registration by the Chamber of Commerce (or local company registration authority).
- Letter of creditworthiness from your bank.
- Your company brochure.



For further information please
contact our Secretariat:
membership@iela.org | www.iela.org

► NEW MEMBERS

Introducing nine new partners to the network

WELCOME TO IELA!

BCC LOGISTICS

Olaya Street,
Al-Rossias Commercial Center, 6th Floor,
Riyadh
KINGDOM OF SAUDI ARABIA



General Management

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The Team

Mr. Joseph Harb
Mr. Ziad Harb
Mr. Imad Yammine
Mr. Ziad Zgheib

- CEO
- Regional Vice President
- Country Manager
- Fairs & Exhibitions Supervisor

About BCC Logistics

BCC Saudi Arabia is a leading freight forwarder specialised in handling shows, events and exhibitions. We offer professional logistics solutions for organisers, exhibitors and worldwide agents.

BCC Saudi Arabia is part of the BCC network (ISO certified; member of IATA, FIATA, IELA and FIDI-FAIM), being the leader in handling exhibitions in the MENA region having offices in Lebanon, Qatar, Iraq and the Kingdom of Saudi Arabia.

We provide all types of shipping and transportation services, clearance on all seaports, airports and borders; and delivery for all over the Kingdom of Saudi Arabia.

Our staff is highly qualified, professional and dedicated to offer the best service that suits the Saudi Arabian market and our partners worldwide.

BCC Saudi Arabia is appointed as official freight forwarder for several exhibitions held in the three cities, Riyadh, Jeddah and Dammam.

Our team is young, yet highly experienced and very mature in knowledge of the business.

For BCC Saudi Arabia, it is always Showtime, we are happy to serve you 365 days a year. ◀

We offer all logistics services:

- Air Freight
- Sea Freight
- Land Freight
- Project
- Customs clearance Warehousing and Distribution Fairs & Exhibitions
- Packing & Removal ◀

► NEW MEMBERS

WELCOME TO IELA!

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The Team

Mr. Mathias Schatzmann	► Managing Director
Mr. Michael Keckeisen	► Director of Operations / Project Manager
Mr. Erich Forrer	► Project Manager
Mr. Michael Roeming	► Project Manager
Mr. Fabian Rupf	► Project Manager

About BTG Events Europe Ltd.

BTG Events Europe Ltd., was founded in February 2014. We specialise in international exhibition transports worldwide and project transports.

Our office is located in Widnau, surrounded by mountains in the eastern part of Switzerland, at the border to Austria and close to Germany.

Our team has over 30 years of experience in exhibition business.

Your benefits from working with BTG Events Europe Ltd:

- > reliable partner for all export-related exhibition and event freight out of Switzerland
- > research and transport solutions for special projects
- > multi-lingual staff with over 30 years of experience in exhibition, event and project logistics

Besides exhibitions in Europe, we serve you also in Eastern Europe, in the Balkans and the CIS countries. ◀



Our Services:

- Fairs, Events, Congress & Exhibitions
- Land & Air Transport
- Customs clearance services ◀

► NEW MEMBERS

WELCOME TO IELA!

COMARFEX LOGISTICA DE FERIAS, S.L.

C/ Fontanella, 21 - 23, 2F, Suite#5
08010 Barcelona
SPAIN



General Management
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F: + 34 93 319 13 83
comarfex@comarfex.com

www.comarfex.com

The Team

Mr. Juan Carlos Perez	► Managing Director
Mr. Pedro Coma	► Fairs & Exhibitions Manager
Mr. Xavier Mompert	► Project Manager
Mr. David Martinez	► Project Manager

About Comarfex Logistica de Ferias, S. L.

Comarfex is an international exhibition freight forwarder founded in June 2006 and at present, is one of Spain's leading integrated inbound and outbound exhibition logistics providers.

Our professional exhibition team has long-term experience and is highly qualified to provide comprehensive services for trade shows and exhibitions including temporary & permanent customs clearance, storage, on-site handling, unpacking/packing, international transport, equipment rental, labor services and domestic deliveries.

Comarfex is the official freight forwarder and partner of the main Spanish Exporters Associations and our export shows division is specialised among others, in machinery shows offering complete range of services door - booth - door to any exhibition venue in the world.

Our domestic shows department will provide to our agents, organisers and customers the best on-site logistic services on the main fairgrounds, convention & congress centers in Spain. ◀



Our Services:

- Import for exhibitions held in Spain
- Export for exhibitions held outside of Spain
- Customs Clearance, Temporary, TIB, ATA, Permanent
- On-site handling, including Forklifts, cranes and other rental equipment
- On-site storage
- Pre and post show storage
- On-site supervision by experienced staff
- Domestic & bonded transports
- International transports, Air, sea, truck
- Special projects
- Special and heavy transports ◀

► NEW MEMBERS

WELCOME TO IELA!

MASTERPIECE INTERNATIONAL LTD

1699 Wall Street, Suite 725
IL 60056 Mt. Prospect
USA



General Management
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F: +1 8478 069 599
mptak@masterpieceintl.com

www.masterpieceintl.com

The Team

Ms. Mary Ptak ► Trade Show Division Manager

About Masterpiece International Ltd.

Masterpiece International Ltd. was founded in 1989 as a customs broker, freight forwarder and logistics provider specializing in the business of fine arts shipping and has since become a recognised leader in the industry. Masterpiece was originally built on the principle that all clients deserve exceptional, personalized service, and the company is still led by those values today.

SPECIALTY DIVISIONS

Masterpiece International's reputation of offering the highest level of service to the fine arts and general freight sectors led other niche industries to trust us with the transportation of their specialised goods. Today, we leverage our skills and experience to provide the best logistical services to the Trade Show, Entertainment, Auto and Yacht Transport Industries.

Masterpiece International Ltd. treats every shipment like a Masterpiece.

Our unprecedented expertise and reliability has built a reputation amongst organisers, exhibitors, and industry partners worldwide. Our team embraces the urgent nature of shipping for international trade shows, and provides the best service along the way. Our worldwide network of agents, in conjunction with our 16 domestic offices, provide a comprehensive door-to-booth service. ◀

Our Services:

- Customs Brokerage
- Freight Forwarding
- Hazardous Materials Handling
- Round trip door-to-booth Transportation
- Insurance Coverage
- Worldwide Consolidation Services
- On-site Drayage & Storage
- Warehousing
- On-site Supervision & Documentation
- Set-up & Dismantle of Goodsc ◀

► NEW MEMBERS

WELCOME TO IELA!

SHANGHAI BRIDGE-LINK INTERNATIONAL LOGISTICS CO., LTD.

Room 530, 28th BVLD,
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PR CHINA



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www.bridge-link.com.cn

The Team

Mr. Alex Pan ► Manager

About Shanghai Bridge-Link International Logistics Co., Ltd.

We dedicate our skills to the tailored logistic solutions for your overseas trade fairs. Our expertise helps you to reach every corner of the world with our expanded network. Our passionate team and experienced, reliable agents are able to satisfy your unique demands worldwide. Our agents serve over 30 countries and regions throughout the world. We fully dedicate our experience to handling the logistics of trade fairs, which include custom clearance, warehousing, point-to point distribution and on-site services. We commit to punctuality, safety, and real-time tracking during the delivery. Our commitment forges our expertise. We promise to offer our customers professional logistic services. We pay attention to the details in handling logistics of trade fairs and always pursue improvement to drive your success.

We handle nearly 200 global exhibition shipments every year for Chinese exhibitors. We published several articles regarding international exhibition logistics in China in the most famous exhibition magazine "China Exhibition & Conference". We handled exhibition shipments to the Netherlands for "PLMA 2010", "POWE GEN 2010", "Stainless Steel World Conference & Exhibition", "FESPA", "EAS Amsterdam", "Integrated System Europe", etc. We have a lot of experience in handling exhibition shipments to Dubai as well, for we handle "INTERSEC", "Middle East Electricity", "Arab Health", "Arab Lab", "AEEDC", "Sign and Graphic Imaging Middle East", "Automotivika Middle East", etc. We also handle several shipments for Brazil exhibitions, such as "Sign Brazil", "FIEE Eletrica", "MOVIMAT 26TH INTRALOGISTICS FAIR", "Brazil Welding Show", etc. Meanwhile, more exhibition shipments are shipped to Germany, the US, India, East Asian countries and other European countries. Cooperating with our global agents, we assure Chinese exhibitors' cargo reaches any venue all over the world. ◀

Our Services:

- Exhibits Outbound via sea/air
- Exhibits Inbound via sea/air
- Exhibits warehousing & Insurance
- Conference/Performance/Compete facilities Logistics General Cargo Import & Export Forwarding ◀

► NEW MEMBERS

WELCOME TO IELA!

SHOW TIME EXPO & EVENTS by ICL

Airport City
P.O.B 1100
Lod 70100
ISRAEL



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F: +972 3977 7334
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www.show-time.co.il

The Team

Mr. Liran Jacobsberg
Ms. Relly Hason
Mrs. Noa Peretz
Mrs. Tal Kedar
Mrs. Yael Maor
Ms. Mirit Beer

- CEO
- General Manager
- Operation Manager
- Project Coordinator
- Account controller
- Marketing & Business Development

About Show Time Expo & Events by ICL

Show Time Expo & Events has over 10-years of experience, knowledge and expertise in international forwarding. We operate according to the highest world standards providing an extensive range of innovative, creative solutions for any conceivable need anywhere in the world.

Show Time Expo & Events provides specialised solutions for handling complex shipments, ATA carnet, demo, high-tech presentations, Military & defense projects, clinical experiments, sporting events, fine art, dangerous handling, high-value equipment and more.

Show Time Expo & Events professional experts are dedicated to providing you 24/7 real-time customised logistic solutions for your exact requirements in transport logistics, customs procedures, on-site handling and storage along with project consultancy, coordination and budget planning.

Show Time Expo & Events is part of Israel Cargo Logistics (ICL) Group that provides comprehensive logistics solutions under one roof for all logistics requirements including freight forwarding (air & sea, import & export), Cross Trade shipment, customs clearance, packaging engineering, relocation services, 4PL & RMA management and domestic services to both international and local markets.

It is an honor for us to join the IELA family! ◀

► NEW MEMBERS

WELCOME TO IELA!

TRCL – TEHRAN RAKHSH CO. LTD.

2, Hooman Street
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ISLAMIC REPUBLIC OF IRAN



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The Team

Mr. K. Emrani
Mr. Rahmani
Ms. N.Shahabi
Mr. F. Esmailian
Ms. T. Peykan
Mr. R. Esmailian
Mr. M. Soleymani

- Managing Director
- Deputy Managing Director
- Accounting - Foreign
- Export / Import
- Exhibition Supervisor
- Project & Exhibition
- Customs

About TRCL – Tehran Rakhsh Co. Ltd.

TRCL - Tehran Rakhsh Company Limited, initially started its activities in 1981 as a wholly owned Iranian company, with a license issued by the government to engage in international freight forwarding, transportation by land /sea/air, customs clearance, warehousing, truck and container terminal, crating, packing, and other related services.

Total customer satisfaction is the prime objective of the TRCL management team. The team is young, dynamic and well experienced. The success of TRCL customer led management team, who believe in new service development, effective marketing and best customer service, is what makes TRCL a trustworthy company in the industry both in the I.R.I. and globally. In 2014, TRCL was awarded the Certificate for best management in international transport and forwarding by Iran Ministry of Road & Transportation.

The division Fairs and Events was established in 1983 acting as official on-site fair forwarder of IIEC (Iran International Exhibition Company). Our exhibition office handles all kinds of exhibits which are addressed to exhibitions in Iran and represents major reputable fair forwarders, cooperates with organisers abroad and the majority of foreign Embassies' commercial sections in Iran. Some of the reputable fair logistics companies we co-operate with, include : Kuehne & Nagel – KN Expo Duesseldorf, Panalpinia – Panfars Hamburg, Agility in Far East and BTG – Germany. TRCL exhibition department also handles shipments from Iran destined to international exhibitions abroad. ◀

Our Services:

- Shipping instructions
- Dispatch from origin
- Effecting temporary customs formalities and stand delivery
- Pick up from stands after the show and delivery to customs warehouse
- Re export customs formalities and dispatch to origin or any other destination upon customer request.
- Effecting permanent customs clearance of sold cargo ◀

Our Services:

- Domestic and international air/sea freight
- Logistic management
- Dedicated express vehicles for urgent/sensitive shipments
- Warehouse facilities
- In house custom brokerage
- Regulation and formalities expertise
- Issuing government certificates
- Temporary import, bond fees, ATA carnet
- IOR service
- Military & defense handling expertise
- Road-shows & special projects logistics
- Product launch
- On-site storage, full/empty containers or cases
- Insurance services
- Dedicated on-site team
- Packing & crating services
- Booth designing
- Ticketing and accommodation
- Official contracts with all major venues in Israel ◀

► NEW MEMBERS

WELCOME TO IELA!

UPEX LS LTD

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ESTONIA



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www.upex.ee

The Team

Mr. Urmas Palk
Mr. Andrei Iljin
Mr. Meelis Mitt

- Owner & Managing Director
- Operation Supervisor
- Accountant

About UPEX LS Ltd.

UPEX LS Ltd. is a vibrant and knowledge based organisation evolved to provide its clients effective and innovative solutions in a highly competitive and challenging industry. We offer a convenient "single point contact" service to our customers, tailored to their specific logistics needs.

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

UPEX LS Ltd. has long term experience in fair and exhibition forwarding, we have forwarded exhibits to more than 3.000 events across the globe. UPEX LS Ltd. has a network of partners covering all the major exhibition centres in the world.

UPEX LS Ltd. has been organising and providing forwarding services of concerts and shows in Estonia and abroad. We can assist and help customers with organising concerts or other events at all stages, from planning to implementation.

UPEX LS Ltd is a reliable partner in professional and highly qualified removal services. We have the resources and abilities for on-time, effective and cost-friendly services.

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

UPEX LS Ltd. is a company offering special logistical solutions to satisfy all customer's needs.
Our main areas of activity are:

- Trade Fairs & Exhibition Logistics
- Seminars and Conferences Logistics
- Sport Events Logistics
- Performing Events Logistics
- Museum and Fine Art Handling
- International and Domestic Removals
- Freight Forwarding by Air, Sea and Land
- Customs Agent Services
- Warehousing Services ◀

► NEW MEMBERS

WELCOME TO IELA!

WAIVER LOGISTICS PERU S.A.C

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The Team

Mr. César Guerrero
Ms. Katherine Nieto
Ms. Janet Malca
Mr. Luis Guerrero
Ms. Leyla Julca
Ms. Carmen Fuentes
Mr. Juan Pérez

- Operations – Coordinator
- Operations - Assistant
- Finance and Accounting
- Country Manager
- Reception
- Pricing
- Operations - Head

About Waiver Logistics Peru S.A.C.

We are an International Freight Forwarder and Logistics Operator specialised in time-sensitive shipments and projects.

Our Mission

We are committed to provide freight forwarding solutions to our customers by focusing on understanding their business needs and aligning our company and services to assist them in meeting their objectives.

Our Strategy

We focus on two main strategies: To consolidate and integrate our organization structure in Latin America in order to keep the focus on our individual customer needs while constantly motivating and training our people as well as to keep a strong business relationship with our worldwide network, partners and suppliers.

"Our purpose is to be of great service to our customers by providing passion and innovative solutions. Learning from them as much as possible and putting the best of us everyday". ◀

The services we provide according to the state of logistics are:

- International transportation by air, sea or land
- Air and ocean chartering
- Heavy – lift, ocean, air and inland freight engineering
- Customs brokerage
- Cargo handling (especially transshipments by river barges)
- Warehousing
- Supply chain management
- Extensive worldwide coverage
- Maritime and inland surveys
- International insurance through the most reliable insurance companies ◀



OS 2016 POSTER EXHIBITION



Thank you for having joined us!

IELA's first **Operations Summit** in history was held in January 2016 and marked the first cornerstone of the Board of Management's initiative "Giving back benefits to our members". Under the theme "The New Angle of Networking" IELA offered a fully sponsored event to the operational level of its member companies.

The **2016 Operations Summit** was held from January 28th - 30th at the HKCEC in Hong Kong. The unique character of this year's classroom sessions and networking opportunities ignited a special synergy among the participants.

The 2016 Operations Summit was attended by 67 delegates representing 67 IELA member companies from 29 countries.

Even though the Summit took place in an exhibition peak time, by the number of attendance, it was proven again, that IELA created another event in a personal and familiar atmosphere with a high level of knowledge and quality, good opportunities for face-to-face discussions and networking among event logistics professionals.

This year's first event was the next step within IELA's campaign "Building the Bridge" between Organisers and Exhibition Freight Forwarders.

It started with the IELA Forum during our 2014 IELA Congress in Amsterdam and continued during the IELA Panel at our 2015 IELA Congress in Singapore.

IELA Operations Summit brought together the organisers and the freight forwarders once again.

The IELA Operations Summit included a structured networking during two afternoon sessions as well as educational seminars and presentations of renowned guest speakers of the Trade Fair Business.

The networking opportunities for the participants will add valuable contacts to their professional relationship network.

Five well-known speakers from the organisers' side of the industry as well as 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.

Topics included: The introduction and overview of IELA was presented by **Robert Moore**, IELA Board of Management Member;

POST EVENT REPORT

THE NEW ANGLE OF NETWORKING



LEARN



SHOWCASE



NETWORK

Why to choose a specialist exhibition freight forwarder presented by **Sandy Cunningham**, UBM Asia Ltd.'s Regional Director of Operations;

The life of an organiser presented by **Stuart Bailey**, Diversified Events Hong Kong LLC's Managing Director;

The Chinese and Hong Kong market - size and importance presented by **Mark Cochrane**, BSG Asia's Managing Director and UFI Regional Manager Asia-Pacific and IELA Standards and Safety presented by **Mariane Ewbank**, IELA Vice-Chairwoman.

Another highlight of the Operations Summit was a guided tour through the Hong Kong Convention and Exhibition Center with a close and detailed insight at the logistical environment. The focus of the tour was on how to prioritise the trucks to this multi-story building through planning and hydraulic container lifts. The tour was led by **Janice Ng** and **Jessica Wong**, both of the Event Planning & Co-ordination Department of the HKCEC.

In addition to the presentations, the well-known system of the "Winter Seminar Speed Dating" sessions was used during the Operations Summit. This led to the fact that each delegate could meet each one of his 66 counterparts. In the 67 meeting sessions, each lasting for five minutes, a total of 2.261 meetings were held.

We are looking forward to future projects in order to build the bridge between organisers and associations and to strengthen the initiative THE NEW ANGLE OF NETWORKING. ◀



SPEAKERS TESTIMONIALS



Sandy Cunningham

Regional Director of UBM Asia Ltd.



"Events like the IELA OS certainly help to breach the gap between Organisers and freight forwarders. We rely so heavily on all service providers, like freight forwarders. Platforms like these are very useful to raise the Standards and meet the expectations of customers." ◀



Stuart Bailey

Diversified Events Hong Kong LLC



"It was really interesting for me to be here and hear about some of the issues freight forwarders have. It was fascinating to hear about some of the great challenges freight forwarders face and think about solutions how we can perhaps help to solve some of them." ◀

MEMBERS TESTIMONIALS



Ludmil Rangelov

Orbit Ltd., Bulgaria



"Hong Kong is a fantastic place and the experience of the first IELA OS has been great. The presentations have been really lively and the meetings were very intense. It was very fruitful to meet the Operations Stuff as these are the people you work with." ◀



Alex Pan

Shanghai Bridge-Link International,
PR China – NEW MEMBER 



"I am really proud of being a member of IELA and to gain access to so many important resources. It was a very good decision for us to attend the OS, because we were able to exchange our ideas with our partners of the industry and listen to valuable presentations regarding customs clearance and the viewpoint of the organiser." ◀

WINTER SEMINAR VS. OPERATIONS SUMMIT DELEGATE EXPERIENCE



Manuela Vasconcelos

Fulstandig Shows e Eventos MC LTDA, Brazil



"The experience being part of the IELA Operations Summit has been amazing so far. I went to the Winter Seminar in Zurich last year which was great already, but this is a whole different level. The Winter Seminar was really great to set foot in the industry. During the OS I had the chance to meet a lot of experienced agents from all over the world." ◀



NEW MEMBER TESTIMONIAL



Michelle Jones

Masterpiece International Inc., USA— NEW MEMBER



"As a new member, this was the first IELA event I attended. It was very educational and I had the chance to meet a lot of people in the industry. I would describe my OS 2016 experience as very productive." ◀

IELA CONGRESS VS. IELA OPERATIONS SUMMIT TESTIMONIAL



Nili Menuhin

Amit Ltd., Israel



"The Operations Summit has been amazing. It was very informative, very educational and added value to IELA. This OS further stresses the purpose of being a member, we recognise each other, we meet, we network. The difference between the IELA Congress and the OS is that you see the people behind the face of the company, the ones that you email with and work with and from my point of view, it is important to connect with them. It makes working together globally much easier as you understand what the company is about. After yet another IELA event, I can truly say that you gain power as an IELA Member through knowledge exchange, networking with professionals of the industry and constantly building on connections made. Being here makes you understand the value of attending and that it is worth all efforts, to register, to book accommodation, to make yourself available for these days, read the paper, read the article and to contribute." ◀

SPONSOR TESTIMONIALS



Jennifer Padilla

TWI Group Inc. Canada, Canada



"It was an amazing experience for me. This was the first IELA event I attended. It was amazing to meet all the people that I work with on a daily basis and to be finally able to put a face to the name. My personal highlight was the guided tour through HKCEC. As I am an operations person, working in the office is more of what I do, but learning about the venue and the organisers side was really helpful for me. I think the goal of learn, showcase and network was definitely reached completely. The networking was of really high quality and really efficient." ◀



LeAnn O'Malley

TWI Group Inc. USA, USA



"I am lucky enough to have attended three other IELA events before, but I was a huge supporter of the idea of this Operations Summit, to get the people at our level that move the cargo everyday to be able to network face to face a little bit further than just the learning experience of the Winter Seminar. I definitely enjoyed meeting the people I emailed with for more than 15 years. Some questions that have been going back and forth through email for the past years, now all of a sudden have been answered directly, clearly and concisely. This knowledge we will be able to take back with us and show all of TWI." ◀

INSPIRE BUSINESS

31st IELA CONGRESS and 5th IELA PARTNERING EVENT
June 25th • 30th 2016, Dublin

WELCOME TOMORROW



31st IELA Congress
& General Assembly

June 25th • 28th 2016, Dublin



5th Partnering Event

June 28th • 30th 2016, Dublin



► IELA SECRETARIAT
Elizabeth Niehaus

CONTACT DETAILS
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The Emerald Isle

"Ireland feels like a dear old friend...an old friend who greets me with warmth and cheer no matter what the weather is, who serves up the best food and tea ever to cross my lips. An old friend who makes me feel at home so far away from home." – Anonymous

Ireland is famous for its **Craic**, music, folk dance, verdant landscape, and production of beer and whiskey. Another notable source of Ireland's fame is its rich mythological tradition.

The term **"The Emerald Isle"** is synonymous for Ireland and its rolling hills and vales of green – at least forty shades, or so the famous Johnny Cash song goes.

The Irish are very proud of this little island, which is the fastest growing economy in Europe. Irish people prefer to see their glass of Guinness as half full rather than half empty any day. They are friendly people, easy going, amenable and relatively laid back.

The public transport system with good motorways links the main cities of Dublin, Cork, Galway and Belfast which is in Northern Ireland.

Ireland is made up of 32 counties, 26 of them belong to the Republic of Ireland (Irish) while 6 still remain in Northern Ireland (British). It's a long story (800 years and more).

2016 is a year of tremendous significance for both, Ireland of the past and the modern time. Six days in April 1916 changed the course of Irish history forever, as determined men and women banded together to rebel against English rule and strike an unshakeable blow for Irish independence in the Easter Rising. On Easter Week, the capital will further flourish as Dublin plays host to a series of unique occasions and events designed to honour the past and reflect the present of their nation's capital.

Dublin, and indeed Ireland, has come a long way in 100 years. Their music, art and literature have travelled the world and made an impact on millions of hearts and minds. In fact, in 2010 Dublin was designated as an UNESCO City of Literature in recognition of its cultural profile and international standing as a city of literary excellence. Today, the city is a multi-cultural, creative hub and as we reflect, we also celebrate the evolution of one of the world's greatest cities.

So come for the hospitality and stay for the Craic!

Craic is a Gaelic word, with no exact English translation. The closest you get is "fun."

We guarantee during our IELA Congress 2016 in Dublin we will experience some Craic. ◀

Elizabeth



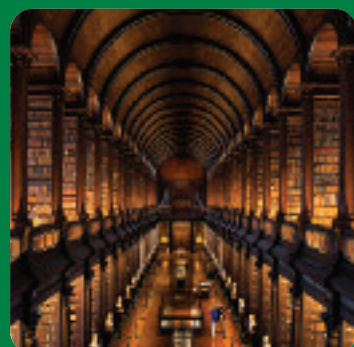
Quick Facts

Ireland's national anthem is called "Amhrán na bhFiann" (A soldiers Song).

Ireland's symbol is the Harp (not the shamrock Contrary to popular belief).

The country's biggest export is Pharmaceuticals.

The Irish flag is Green, White and Orange. Green representing the Gaelic tradition of Ireland. White representing the aspiration for peace between them. Orange representing the followers of William of Orange in Ireland. ◀



31st IELA Congress & General Assembly

June 25th • 28th 2016, Dublin



5th Partnering Event

June 28th • 30th 2016, Dublin



HOST MEMBER



► Niall Thompson
Interflow Logistics, Ireland

CONTACT DETAILS
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niall@interflow.ie

Céad míle fáilte (a hundred thousand welcomes)

Interflow Logistics are very proud to host the 31st IELA Congress and General assembly.

A small country with a big reputation, helped along by breath taking landscape and a very warm **welcome**, it is our honour and privilege to welcome you to the Emerald Isle.

Ireland does **inspire** and we hope it will have the desired effect whether its business or pleasure.

We are very excited to share our hospitality, culture and the experiences that make Ireland so unique. We are confident you will leave with lifelong memories, some new business and a desire to return as soon as possible.

Safe travels. See you in Dublin! ◀

Niall Thompson

Best of Dublin

Templebar



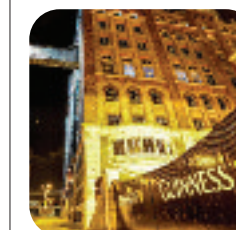
Temple Bar is reputed to be Dublin's "bohemian quarter" - it certainly is full of entertainment, art and culinary action. It is generally regarded to be on the list of top attractions of Dublin and visited by everybody and their grandmother for the "Ceol agus craic." (Crack and music).

Trinity College



Established in 1592, **Trinity College** Dublin was modelled on the English universities of Oxford and Cambridge and is Ireland's oldest university. Trinity is one of the most respected colleges internationally. It contains many historical artefacts (the book of Kells) and houses one of the most famous libraries. With a host of famous people like author Bram Stoker, poet Oscar Wilde and Jonathan Swift, author of Gulliver's Travels, have all walked Trinity's hallowed halls.

Guinness Stout & Jameson Whiskey



Sitting on the south bank of the River Liffey, this **Guinness** enterprise claims to be the #1 tourist attraction of Dublin - and it certainly seems to be, judging by the crowds who line up to admission each day. Step inside and enter a giant pint-shaped glass atrium, and then follow a walk-through "Guinness Experience" tour, explaining how the famous black brew is made (of barley, hops, water and yeast).



John Jameson's original building in Dublin is now known as Old Jameson Distillery. Although it is no longer an active production site, it has been converted into a heritage centre that tells the story of Irish whiskey using an audio-visual on the tradition of distilling, with a walk-around tour of the whiskey-making process - from malting and storing barley, and mashing and fermentation, to distilling and maturation.

National Botanical Gardens



Located in Glasnevin, County Dublin, the **National Botanic Gardens** are noted for their fine plant collections holding more than 15,000 plant species and cultivars from a variety of habitats from around the world.

Irish culture (essential reading)

Greeting: handshake

When meeting new people, a firm handshake with eye contact is expected. Sometimes a friendly greeting is enough. Save kisses for closer friends and relatives.

Meeting people: conversation

Irish people happily chat with strangers while waiting for a bus, queuing or travelling. One of the safest topic is certainly the weather. However, try to avoid criticising Ireland and Irish culture; the locals do not appreciate it from the outsiders. People willingly smile or nod when passing a stranger on the street; they can also say “hello” or “nice day”. This is not an attempt to start a conversation, you should just return the greeting.

Pub culture

The pub is more than just a place to have a drink in Ireland, it is a very important meeting place and very much engrained in the culture along with the idea of the “craic”. The most important thing to know is the system of rounds. It is recommended to offer to buy drinks to everyone else in your company as soon as possible so that you do not miss your turn. One of the most insulting comment from an Irish person is that somebody never stands his or her round. You should also be careful when turning down a drink as it can also be considered insulting by some.

Time

The Irish tend to be more relaxed as far as time is concerned. They may not be punctual for business or social meetings. Even though they are a very hard-working nation, they do not like to rush and value their personal life and spending time with family and friends.

Your behaviour

Do not display too much affection publicly – the Irish are not very comfortable with that. They may be very warm and welcoming but they expect polite behaviour from you at the same time. Keep the initial meetings low-key.

Tipping

It is not as common in Ireland as in many other Western countries. Many restaurants apply a service charge so there is no need to tip there. If the service is good, a 10-15% tip will be acceptable. However, waiters in Ireland do not depend on tips for their income. Tipping in pubs is even less common, if you leave a tip on the counter, the bartender will assume you forgot your change and will try to return it to you. If you really feel like giving a tip to the bar staff, you should hand over a few euros and say i.e. “Have one for yourself later”.

Give up the stereotypes

Do not ask Irish people if they have ever seen leprechauns. Unless you really want to make your new friends annoyed from the very start. And we don't say ‘top of the morning to you’ pronounced ‘Tap a’de marnin te ya’ meaning ‘Good day’. ◀

The Best of Ireland

The Wild Atlantic Way



The **Wild Atlantic Way** is not a destination but a journey. Here, you'll discover warmth in the wild continuous landscape and visit the most spectacular places: UNESCO World Heritage site Skellig Michael (where scenes from the new star wars were filmed); the largest karst landscape in the world, The Burren; and the traditional Irish towns dotted along our western coast.

The cliffs of Moher



Situated in County Clare and bordering the Burren Area, the **Cliffs of Moher** are one of Ireland's most spectacular sights. Standing 230 metres above the ground at their highest point and 8km long, the Cliffs boast one of the most amazing views in Ireland. On a clear day, the Aran Islands are visible in Galway Bay.

The Ring of Kerry & Killarney National Park



Home to Interflow Logistics, this 179km circuit of the Iveragh (pronounced eev-raa) peninsula pops up on every self-respecting tourist itinerary, and for good reason. The road winds past pristine beaches, medieval ruins, mountains and loughs (lakes), with ever-changing views of the island-dotted Atlantic. Even locals stop their cars to gawk at the rugged coastline – particularly between Waterville and Caherdaniel in the southwest of the peninsula, where the beauty dial is turned up to 11.

The **National Park** comprises of 10,000 hectares (24,700 acres) of beautiful lake and mountain scenery. The Park is famous for its native natural habitats and species including oakholly woods, yew woods and red deer.

The Burren



Even in the wildest of places you can find calm and even in the raw, weather-beaten conditions there is warmth. The **Burren** means ‘the great rock’ and this moonscape of karst limestone is a World Heritage Site. Between the cracked limestones that stretches over 250km you'll find pretty wildflowers, rich in flora and fauna. As well as megalithic tombs and monuments older than Egypt's pyramids, you'll take away memories that will last a lifetime.

West Cork & Cork



Like watercolours made real, **West Cork's towns** seem to have sprung from a dream. Perhaps it's because the timeless air of the Beara Peninsula allows nature to set the pace. The Atlantic Ocean here meets the Gulf Stream, and the micro-climate allows for lush vegetation. With harbours, coves and colourful towns, there's plenty to do. Sail around one of the 100 islands; visit castle ruins; and take in one of West Cork's stunning sunsets – known locally as ‘Europe's last’. ◀

31st IELA Congress

& General Assembly

June 25th • 28th 2016, Dublin



5th Partnering Event

June 28th • 30th 2016, Dublin



Irish food

Aside from Irish stew (which has always been a hit), our island's food hasn't exactly been famous throughout the world. Now, though, the island's smartest eateries and best chefs are rediscovering Ireland's culinary heritage, with respected artisan producers are turning out everything from award-winning black (blood) pudding to acclaimed raw milk cheese.

The result? Our produce is hitting the shelves in some of the world's most salubrious delis and department stores (Dean & DeLuca in United States), and a wave of Irish chefs are reawakening traditional recipes.

Foods that have been ignored for years are being revived and served up in hip cafés and restaurants all over the island, with regional specialities.

You can try a “blaa” (a soft white roll) in Waterford; tuck into an Ulster fry for breakfast in Belfast; snack on dulse (salty seaweed) in coastal areas; or discover your adventurous side with some fried Lough Neagh eel.

Then there's soda bread, potato farls, Irish stew, crab claws and seafood chowder. And that's not forgetting the potato or Guinness.

Other interesting spots

GPO - Scene of the 1916 Uprising*



1916 Commemorations. This year marks the centenary of **The Easter Rising (Irish: Éirí Amach na Cásca)**. Also known as the Easter Rebellion, The Easter Rising was an armed insurrection in Ireland during Easter Week, 1916. The Rising was mounted by Irish republicans to end British rule in Ireland and establish an independent Irish Republic while the United Kingdom was heavily engaged in World War I. It was the most significant uprising in Ireland since the rebellion of 1798. There is an extensive programme of events in the capital and I strongly advise everyone to join in the celebrations.

Blarney Castle



For over 200 years, world statesmen, literary giants, and legends of the silver screen have joined the millions of pilgrims climbing the steps to kiss the **Blarney Stone** and gain the gift of eloquence.

Once upon a time, visitors had to be held by the ankles and lowered head first over the battlements. Today, we are a bit more safety conscious. The Stone itself is still set in the wall below the battlements. To kiss it, one has to lean backwards (holding on to an iron railing) from the parapet walk. The prize is a real one as once kissed the stone bestows the gift of eloquence also known as “The gift of the gab”.

Gaelic Games

The main sport on a national level in Ireland is the **national indigenous GAA games** of hurling and **Gaelic football** which enjoy nationwide popularity ahead of rugby and soccer. Croke Park in Dublin is the historic home of Gaelic games in Ireland and hosts all major national competition finals. The stadium has undergone extension regeneration over the past ten years and can hold up to 82,300 spectators. All-Ireland competitions in both Gaelic Football and Hurling take place each year in which all of the island's 32 counties compete to be crowned All-Ireland champions with the finals usually taking place in the month of September. ◀

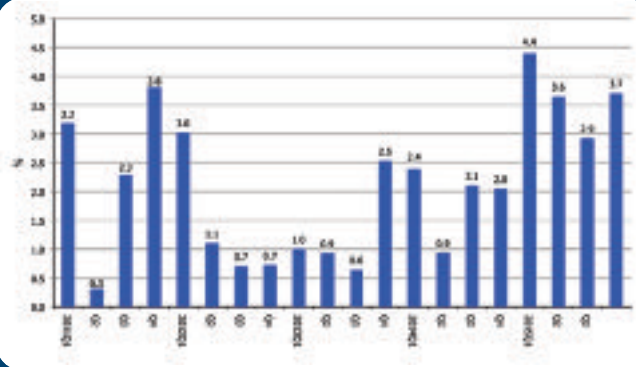


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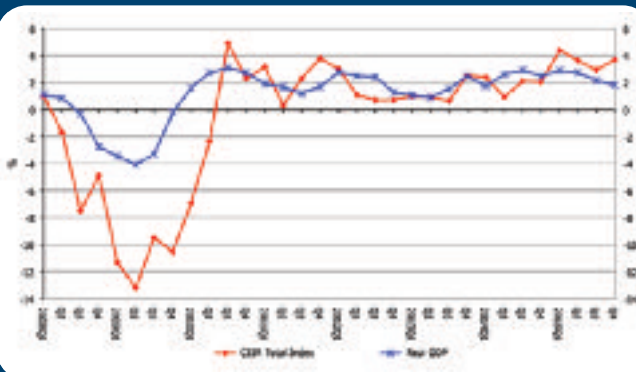


CEIR Index Results Reflect Strong Finish in 2015: Overall Q4 Gain of Nearly Four Percent

According to the **Center for Exhibition Industry Research (CEIR)**, the business-to-business exhibition industry ended 2015 with a big splash. The performance of the industry, as measured by the CEIR Total Index, posted a strong year-on-year gain of 3.7% in the fourth quarter (see *Figure 1*). This growth is the second highest rate since the second quarter of 2012. It also marked the 22nd consecutive quarter of year-on-year growth. Over the three years, 2012 through 2014, the exhibition industry growth generally lagged the pace of GDP, but the industry has now outperformed the macro economy for four quarters straight, and by a wide margin (see *Figure 2*).



►► Figure 1: Quarterly CEIR Total Index for the Overall Exhibition Industry, Year-on-Year Growth, 2011Q1-2015Q4.



►► Figure 2: Quarterly CEIR Total Index for the Overall Exhibition Industry vs. Quarterly Real GDP, Year-on-Year Growth, 2008Q1-2015Q4.

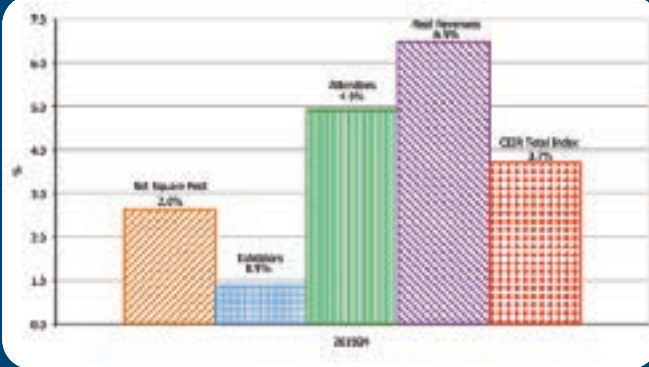
About CEIR

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.

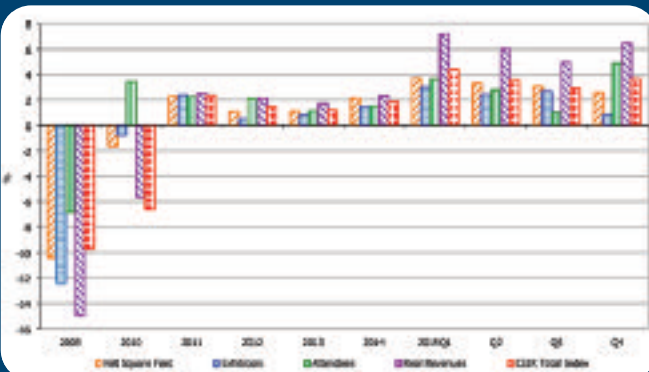
<http://www.iaee.com/articles/detail/IAEE/CEIR-Index-Results-Reflect-Strong-Finish-in-2015>

"The strong momentum in the exhibition industry could carry forward into 2016 and offset weaker macro factors," noted **CEIR Economist Allen Shaw, Ph.D.**, Chief Economist for Global Economic Consulting Associates, Inc.

All four exhibition metrics in the fourth quarter posted year-on-year gains. As was the case during the first three quarters of 2015, the strongest metric was Real Revenues (nominal revenues adjusted for inflation) – which rose an impressive 6.5% – followed by Attendees, increasing by 4.9%. Net Square Feet increased 2.6%, and Exhibitors rose 0.9% (see *Figures 3 and 4*).

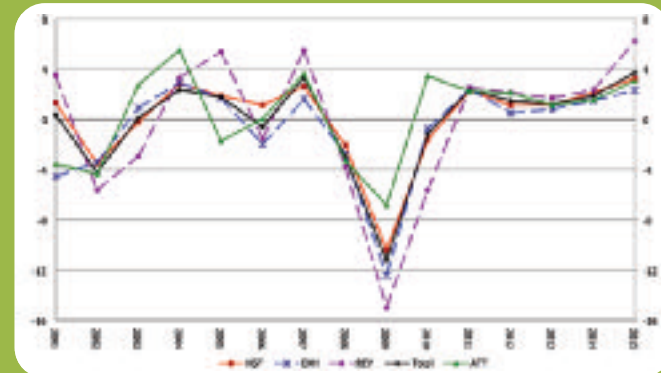


►► Figure 3: Quarterly CEIR Metrics for the Overall Exhibition Industry, Year-on-Year Growth, 2015Q4.

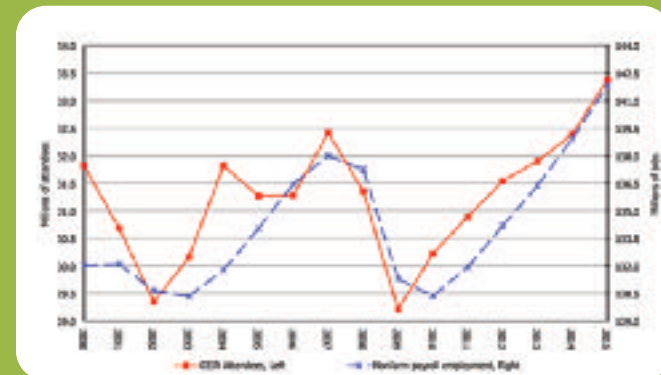


►► Figure 4: Quarterly CEIR Metrics for the Overall Exhibition Industry, Year-on-Year Growth, 2007-2015Q4.

In line with expectations as presented at last year's CEIR Predict Conference, the Total Index increased by a robust 3.7% for 2015 for the year as a whole, 1.8 percentage points higher than in 2014. Real Revenues had strongest growth among the four metrics, gaining 6.2% from 2014 (see *Figure 5*). Attendees continued its upward trend since the end of the recession in 2009. In 2015, attendees exceeded its previous peak in 2007, 33.4 million and 32.4 million, respectively. To a large extent, the gains in Attendees during the last few years has been propelled by a strengthening job market (see *Figure 6*). Since Attendees is a leading indicator of the exhibition industry, good news on attendance bodes well for business in coming years.

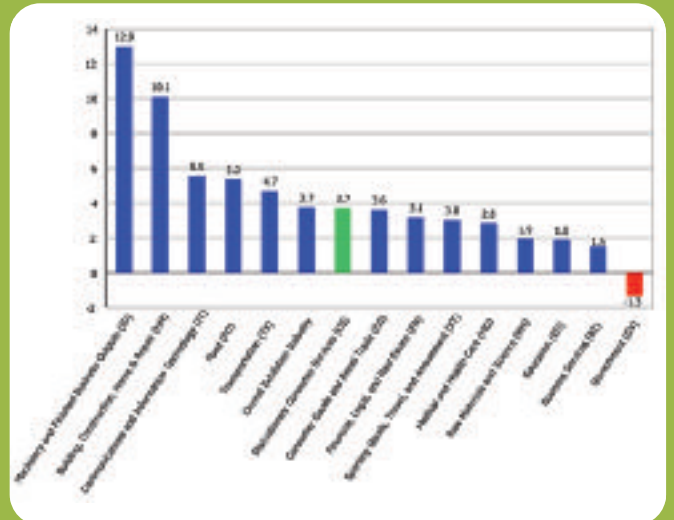


►► Figure 5: Annual CEIR Metrics for the Overall Exhibition Industry, Year-on-Year % Change, 2000-2015.



►► Figure 6: CEIR Attendees vs. Nonfarm Payroll Employment, 2003-2015.

The overall exhibition industry's performance varied by sector. The best performing sectors were (1) Industrial/Heavy Machinery and Finished Business Inputs (ID) and (2) Building, Construction, Home and Repair (HM), which gained 12.9% and 10.1%, respectively (see *Figure 7*). Both sectors benefited from rebounds in housing construction and robust auto sales. On the other end of the spectrum, the weakest sector was the Government sector, where the index declined by 1.3%. This is hardly a surprise as governments at all levels and functions continued to face tight budgets, especially for training, education and travel.



►► Figure 7: Ranking of the CEIR Total Index by Sector, Year-on-Year % Change, 2015.

"We anticipated 2015 would deliver positive results and yet we were pleasantly surprised that the industry outperformed our original projections," said **CEIR President & CEO Brian Casey, CEM**. *"While there are varying perspectives on the future performance of the U.S. economy, we remain optimistic for the year ahead. Stay tuned for our full 2015 Index report scheduled for delivery on or around April 1st."*

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

Go to page http://www.ceir.org/store_products.view.php?id=2603 for information on how to purchase the complete CEIR Index Report, which analyzes the 2014 exhibition industry and provides a future outlook for the next three years.

Predict: CEIR's Annual Outlook Conference will be held 14-15 September 2016 at the Ronald Reagan Building and International Trade Center in Washington, D.C. The event provides an outlook on the global economy and the exhibition industry's performance. Visit www.ceir.org/predict for more details. ◀

► INDUSTRY - NEWS



Global Exhibition Barometer 16th edition (January 2016)

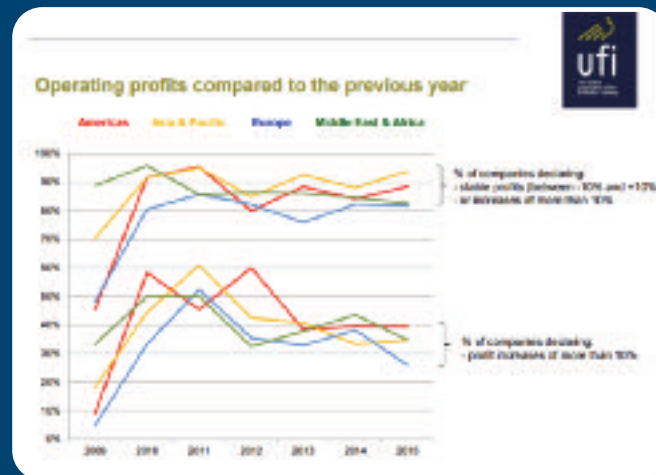
The Global Barometer survey has been measuring the pulse of the exhibition industry since the end of 2008. The 16th survey, conducted in December 2015, was answered by 240 companies from 58 countries. In the new format of this report, the results are detailed for 12 geographical zones, including 8 major national markets.

Overall, the results indicate positive turnover expectations in 2016 for a large majority of companies in North America and Europe, with the exception of Russia. In Asia-Pacific, Middle East and Africa the situations remain generally positive, but with a certain level of uncertainty. In Central and South America, half of companies are expecting decreases of turnover, but an improvement is expected in Brazil for the second half of 2016.

In terms of operating profits, around 3 to 4 companies out of 10 on average, have declared an increase of more than 10% in their annual profits for 2015; US and the Middle East outperform these results. Lower levels are identified in Brazil and Russia.

The most important business issues remain related to the general economic situation with the state of the economy in home market and global economic development uncertainty consistently selected as among the three most important business issues for the last five years, together with competition from within the industry and internal challenges. The impact of digitalisation comes fifth globally, and fourth in Europe.

In terms of strategy, a large majority of companies intend to develop new activities, in either the classic range of exhibition industry activities (venue/organiser/services), other live events or virtual events, or in

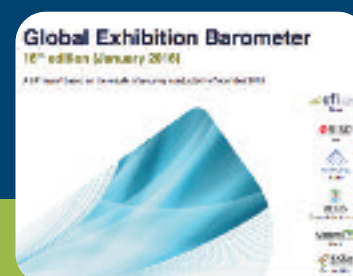


►► The 16th Edition of the Global Barometer can be downloaded at http://www.ufi.org/wp-content/uploads/2016/01/UFI-Global_Exhibition_Barometer_report16b.pdf

both: 75% in the Middle East & Africa, 86% in Asia/Pacific, 87% in Europe and 93% in the Americas.

In terms of geographical expansion, only one to two companies out of 10 on average in all regions, declare an intention to develop operations in new countries.

Regarding higher HR acquisition costs due to increasing turnover among young staff, the survey results show that this issue does exist globally with every third company stating an increase. However, associated comments tend to indicate that this is also an issue which is set to increase. ◀



About UFI - The Global Association of the Exhibition Industry

UFI is the association of the world's leading tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI represents over 650 member organisations in 83 countries around the world. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For more information about UFI, please contact Angela Herberholz, UFI Marketing and Communications Manager Email: angela@ufi.org, www.ufi.org



IELA IN THE NEWS

One of our great achievements of our 30 years anniversary PR campaign was the publication of a double sided article within the HEADQUARTERS Magazine/ January Edition.

Who is behind the Headquarters Magazine? ESAE and UIA.

About ESAE:



The European Society of Association Executives (ESAE) is the voice of association leaders in Europe and a platform for senior-level association managers in Europe.

About UIA:



Non-profit, apolitical, independent, and non-governmental in nature, the UIA has been a pioneer in the research, monitoring and provision of information on international organisations, international associations and their global challenges since 1907. The UIA has consultative status with ECOSOC and associate status with UNESCO.

The outcome: The IELA article reached over 11.500 association executives all over the world, a target group we never reached before.

Name	Publisher Organiser	Print Online	Publication Circuit	Copies Distributed Target Readers	Regional Target	Location	Readership
Headquarters Magazine; MIM Europe Magazine	Meeting Media Company	Print + Online	6 per year printed	11500 association executives	Europe Asia Pacific Latin America Africa	Brussels, Belgica	78% International associations organising congresses 20% meeting industry (agencies, IAPCO) 2% Association Executives

Help us waving the flag and send us your suggestions for further publications!

►► Contact us at ielareport@iela.org



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►► WHAT ARE THE KEY VENUES?

Estonian Fairs (Eesti Näitused), Tallinn

Tartu Fairs (Tartu Näitused), Tartu

► What are the major customs documents required for imports?

Invoice, proforma invoice, packing list and certificate of origin.

► Is fumigation required on wooden packages?

Yes. Standard ISPM15.

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

Before delivery to fairground goods must be cleared. Possible to do in customs terminals or in customs point (clearance on wheels).

► Is temporary importation possible?

Yes. By proforma invoice or ATA Carnet.

► Is a Customs Bond required for temporary imports and how is it arranged?

Customs bond is required for temporary imports.
1) Customs broker or agent will guarantee Bond.
2) Importer can pay Bond to customs (tax department) account and Bond will be refunded after reexport proved.

► Do permanent imports of promotional materials need to be packed and declared separately?

No.

► Is customs inspection (physical check) mandatory?

Physical check is not mandatory but randomly.

► What is the average period required for customs clearance?

From 1 hour up to 3 days and sometimes more. Custom clearance and docs via EDI. Normal clearance 1 hour. Yellow corridor - customs asking additional documents. Price too low / high or new importer or importer have some misunderstandings in the past. Excise goods etc. Red corridor - physical check after you can't clear yellow corridor.

► Are sales allowed during the exhibition?

Yes

► What are the restricted & prohibited items for permanent importation?

Narcotics, medicine, excise goods, weapons, explosives are restricted or prohibited. No problem if importer have license.

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

If all documents are ok, then no problems should rise. The human factor plays a role, of course. Estonia belongs to the Euro zone and has the same customs tariff and rules. ◀



► CUSTOMS FILE - KINGDOM OF SAUDI ARABIA

►► WHAT ARE THE KEY VENUES?

Riyadh International Exhibition and Convention Centre.

Jeddah International Exhibition and Convention Centre.

Dammam International Exhibition Centre.

► What are the major customs documents required for imports?

Attested Invoice and COO, packing list, AWB or BL, Insurance certificate (in case needed), SASO (in case needed), other docs as per the shipment details.

► Is fumigation required on wooden packages?

No need for Fumigation.

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

All the goods have to stop by the customs before entering the kingdom.

► Is temporary importation possible?

Temporary import is so difficult (but we can work on it) and most of the shipments are imported under permanent basis.

► Is a Customs Bond required for temporary imports and how is it arranged?

Below small explanation: Some high value shipments can be imported on a duty deposit basis. IF KSA Customs grants this, and then it is possible to reclaim the duty when the goods are re-exported. *The refund is entirely at the discretion of the inspecting officer, but if the following guidelines are adhered to there will be a better chance of a successful reclaim.*

>Goods and documents MUST show a serial/model number. Duty will not be refunded on any items that do not have this on both the item and corresponding documentation. These serial numbers must be embossed or plated, stickers are not allowed.

>Cargo must arrive within our stated deadlines, and documentation must be 100% correct.

>The reclaim amount must be more than US\$ 850 otherwise the process is uneconomical.

>The cargo must be re-exported via the same port and mode of transport as used for importation.

>The cargo must be re-exported immediately, and cannot be held in Kingdom for private demos, etc.

Duty refund amounts are calculated by Saudi Customs on FOB values, even though duty payments are made on CIF values.

The refund system is a lengthy procedure, and can take up to 8 months to complete. It also slows down the re-export process; you must bear this in mind if you need your cargo urgently after the exhibition.

► Do permanent imports of promotional materials need to be packed and declared separately?

Yes it is better to send them in courier, or in low quantities along with the shipment.

► Is customs inspection (physical check) mandatory?

Yes.

► What is the average period required for customs clearance?

For air freight it might take from 3 to 4 working days, and for sea freight might take between 1 week and 10 days if all the documents are correct.

► Are sales allowed during the exhibition?

Most of the shipments are imported on permanent basis, so at the end of the exhibition, the exhibitor can sell whatever he wants.

► What are the restricted & prohibited items for permanent importation?

Below some details:

The importation of alcohol, in any form, is strictly prohibited.

Saudi Customs have been known to confiscate literature to support the Saudi Printing industry. Whilst we strongly discourage hand-carrying goods into the Kingdom, it is a good idea that

your representative takes a supply of literature to guard against this eventuality. In some instances Saudi Customs may decide that literature requires Ministry approval. This can delay clearance by 2 to 3 weeks.

Do not send foodstuffs for hospitality purposes. Items such as tea, coffee, soft drinks, etc. can be purchased locally.

Certain goods are restricted for import into the Kingdom and are subject to approval. Please contact us if you intend sending any of these:

Fertilizers / Chemicals / Seeds / Plants / Grains / Animal Feeds / Animals / Defense & Military Equipment / Communications Equipment / All Hazardous Cargo.

Saudi Arabia is a strict Islamic State and the following are considered offensive.

Pictures of women working with men / References to Islam / 3D representations of human or animal life forms / Pictures or references to Saudi Arabia, pigs, alcohol.

Please do not send any kind of chemical or fertilizers, even samples or otherwise, for the Exhibition. Chemicals of any kind, whether in the form of powder or liquid, cannot be imported into Saudi Arabia without prior approval from the Ministry. Customs will not release the chemical/fertilizer items without valid import permit. BCC, being the handling agents, cannot obtain this permit for any one. Even we had experienced similar problem during last exhibition where the Organizer could not obtain permit for fertilizers.

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

Quite often KSA Customs Authorities will delay the clearance of your shipment due to changes in documentation required for clearance or due to their misunderstanding of the materials you are sending. Should this happen it can take up to 3 weeks for them to process the shipment for clearance. This can be avoided by paying a 'fine' to the customs officer, this will be advised on a case by case basis and is COMPLETELY out of our control. NO receipt can be provided in this instance. ◀



► CUSTOMS FILE - PERU



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►► WHAT ARE THE KEY VENUES?

Lima

Callao

Arequipa

► What are the major customs documents required for imports?
Technical specifications (brand, model, country of origin).
Commercial Invoice
Packing List.
AWB/BL.

► Is fumigation required on wooden packages?
Yes. ISPM 15.

► Is it possible to send the goods directly to the fair ground or do they have to be stopped by Customs first?
It is not possible. The goods must be stopped by Customs first.

► Is temporary importation possible?
Yes. Except consumables.

► Is a Customs Bond required for temporary imports and how is it arranged?
Yes, it is. Through authorized banks.

► Do permanent imports of promotional materials need to be packed and declared separately?
Yes. They should be always separated from the goods imported temporarily.

► Is customs inspection (physical check) mandatory?
Yes.

► What is the average period required for customs clearance?
From 3 to 4 business days.

► Are sales allowed during the exhibition?
It is not allowed, unless we are informed beforehand and we nationalise the goods (paying duties and taxes).

► What are the restricted & prohibited items for permanent importation?
Restricted: chemical inputs, communication equipment, food and drinks, hazardous refrigerant gases, medical equipment, used vehicles, some military equipment, explosives, pyrotechnic, toys, etc.
Prohibited: Illicit drugs, pornography, pirated material, cultural heritage, some military equipment and devices, some chemical inputs, used clothing, war weapons, others.

► What are the major problems experienced with local customs authorities, if at all?
Fines and penalties apply for very mistake on the declaration.
They don't work on Sat- Sun.
The processes are rather slow since they check throughout all the shipments. ◀



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& General Assembly

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The International Exhibition Logistics Association is a worldwide trade association dedicated to enhancing the professionalism of the transportation logistics and freight handling segments of the event industry. IELA has 151 members in 53 countries...

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IELA currently has 151 members from 53 countries and 32 affiliates

Please note that the **IELA** Secretariat has included all recent changes in contact details in the new **IELA membership** list available on **www.iela.org**

Email **adminiela@iela.org** with all amendments to your company details. ◀

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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**



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IT IS REALLY EXCITING TO REPORT ABOUT IELA'S SUCCESS AT THE UFI CONGRESS IN MILAN LAST NOVEMBER

During the Congress that broke the record of attendees for the UFI Association with an astonishing number and quality of attendees, global coverage and level of speakers, IELA was mentioned in different occasions, even during their General Assembly.

This extraordinary result and recognition, IELA has certainly reached thanks to our different Chairmen and BOM Members, who actively participated in the life of this UFI in the last twenty years: Klaus Rauch, Ron Barry, Ravinder Sethi, just to mention a few.

Certainly the momentum should be kept and the Board is working very hard on this, because UFI represents the exhibition industry to the maximum.

If the Board is performing well, our WG needs to focus on their role to reinforce this visibility more deeply at

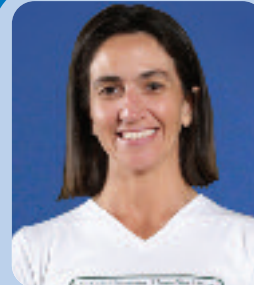
a regional and local level, enhancing this image of professionalism of IELA Members, who fulfill the customer's needs by delivering exhibits but also giving them support to analyse and identify the trends and requirements of the event industry in many ways: H&S, environment, digital app.

In my previous report to my group colleagues, I already mentioned everything about tools and goals we need to achieve.

I am sure a large and great team like our WG will be able to present a number of new hyperlinks or MOU, signed in different regions of the World and new ideas to develop further in Dublin.

Looking forward to meet you all there.

Cheers,
Guido Fornelli ◀



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GONG XI FA CAI! HAPPY NEW YEAR!

It is easier to write than to say it.

This is the Year of the Monkey and during our IELA Operations Summit in Hong Kong I learned the meaning of the "Monkey" from the locals. And I realised that it has a lot in common with the first edition of our new event.

If you had the pleasure of attending the event, or if you had one of team there, you can tell me if I am right or not – agile, sharp, creative, innovator: Speed Networking Sessions, High Level Speakers and showcasing the posters of the delegate companies – for the first time ever.

As per the Chinese explanation, the Monkey is ambitious and does not spare any efforts to accomplish his mission. And that's exactly what was done for the OPS Summit. IELA put in the same package speakers from the operation side of the organisers, a fantastic venue with impeccable infrastructure and a perfect environment. It was amazing to hear the fearless questions coming from the audience.

We reached our goals with an

intensive and dynamic programme with a non-stop networking. From breakfast until the last drink to call the night, delegates were exchanging knowledge and experiences and making new friends.

From Standards point of view I was pretty satisfied with the response I got during my presentation where the delegates and me navigated through IELA Standards of Performance and Operation Health & Safety. It was an interactive presentation. Interesting comments came from the delegates and even knowing that in certain countries H&S is not relevant yet, they all knew the importance of it and we, IELA, can not close our eyes for it.

As you know, our Working Group is working on IELA Health & Safety guidelines and during the event, we had the chance to show what we have done so far for the first time.

I think it is important to make very clear that IELA Health & Safety Guidelines are recommendations only and as such, they should be considered in conjunction with all local applicable safety and health regulations. Pretty soon, we will present to Members the

final version of the guidelines.

Another point that I made sure to talk to the delegates was the "Survey". It is not a secret that we don't save energy to spread out the importance of the Survey, so the OPS Summit was another opportunity to make everyone aware of it.

Talking about the Survey, please don't forget to do yours and ask your partners to survey you – Survey you, Survey me!

If you can't find the email sent to you with your login and password, please send a message to the secretariat; a new message will be re-send to you immediately.

And to close this article I want to mention for the last time the main characteristic I learned about the Year of the Monkey. As per Chinese tradition, the Monkey never gives up of his objective and as I keep saying year after year I'll never give up on getting more and more answers for the Survey!

Gong Xi FaCai!
Mariane ◀





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► TRAINING WORKING GROUP

ADAPTABILITY IN THIS CHANGING WORLD

Dear Friends

The last tragic events that occurred in Paris last year led us to think that a rapidly changing world, for good and for bad, requires a rapidly adaptable

behaviour. Indeed, what we took for granted in the past may not respond to nowadays reality. Therefore, a quickly changing world demands a wide open mind and obviously continued training to sustain this evolution.

Therefore we need to find new ways, new ideas, new horizons.

TRAINING WORKING GROUP SURVEY

The Training Working group Survey was one of the main projects my Working Group members, my vice chair Yolanda de Paz, and myself had in mind in Singapore. This has been launched towards membership to find their expectations in terms of Training. I am extremely glad this project came to reality and by now everyone must have received it and hopefully has given all their answers. However, to leave enough time for a thorough analysis of the feedback we obtained from the members, we shall publish the results in the next IELA REPORT and I believe this survey will be a key and a real platform for the Training Working Group to reach out to new goals and develop new programmes in the near future.

We had chosen to ask just a few very simple questions that could lead to a nice brainstorming and hopefully to an array of proposals:

A - Do you have a formal training programme in your company?

If yes, could you give us some information on its process and highlights?

► TRAINING WORKING GROUP

B - What areas would you be interested in for your staff-training so that we could put extra emphasis on one subject or another at the Winter Seminar for instance?

Choose amongst the following ones:

- > Import Game operations
- > Export Game operations
- > Tariffs
- > Health and Security
- > Sales
- > Customs
- > On-site customer service / disposals
- > Any other topics?

C - What do you expect from training in general?

FINDING NEW STAFF: SPREADING OUR PASSION OUTSIDE THE EXHIBITION INDUSTRY BORDERS IS THE CHALLENGE

Who amongst us can say they never had trouble finding young new staff,

willing and able to join the exhibition family? Difficult indeed.

Along the years, ESI like many of you I am sure, have welcomed (and still do) numerous Interns within their company, these come in majority from Logistics, International Commerce or Transport schools. Quite obviously, as far as I know there is not a single public "Exhibition freighting school" in the world. Hence, that is a way to find the "golden nuggets" we need. Still it is difficult to teach all we need to know to do our job isn't it? Besides, not all of these youngsters want to stay in our Industry once they have discovered how demanding it is. As I always say: they must be infected by the "exhibition virus" to be willing to stay with us.

This permanent contact with teachers, School directors etc. gave us the idea to offer our services to some of them to make presentations and lectures from time to time at their

premises and then being able to access a larger public, make our Industry better known, and then create new vocations. I will soon make a lecture in one of these universities and try to spread the exhibition word!

Maybe some of you guys have already done such presentations in the past and it would be very interesting to obtain some feedback and impressions from you. I would also be interested in obtaining testimonials on cases of good training you have witnessed with associations, organisers, even exhibitors we may get inspiration from.

I wish to thank all of you in advance to make your ideas and suggestions swing, rock and roll from backstage to the front stage of the show.

Many thanks and very best regards.
Emmanuel Pitchelu ◀





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►PR & MARKETING WORKING GROUP

OUR ACTIVITIES

Dear Members,

We hope you have had a great start into 2016. With Dublin only a few months away, we look forward to seeing you there. As mentioned in the last report, do enjoy the craic, have a whale of a time and say *Sláinte!* before taking a sip of your pint of Guinness. Again we wish Niall Thompson and his team good luck

Group Activities

Since my last report we are pleased to advise on the following:

IELA (Logo) with Hyperlink

Our aim was to create the IELA Logo template with an inclusion of a hyperlink to the IELA website. Unfortunately, this was not possible. For those who would like include this, just simply create a hyperlink as indicated below:



The purpose of this was to add the IELA Logo and hyperlink as part of your signature on your emails. Just imagine how within a short period of time, we could reach hundreds and thousands of individuals and companies worldwide, if each member added this as part of their signature.

We appreciate that for a variety of reasons many of you may not be able to do this, but for those who can, we thank you.

IELA Slogan

We have many suggestions on this subject that coincide with the poster design and the advertising campaign. All suggestions will be presented in Dublin for consideration, discussion and possible further action.

Social Media

It goes without saying that social media is an excellent advertising and promotional tool, both internally and externally. For example, the IELA App as well as Facebook and Twitter etc. The benefits of using social media has been strongly recognised by the PR and Marketing Group. We will be giving a presentation on this subject during our Dublin meeting, that we hope will be dynamic and enlightening for all.

Advertising/Editorial

Efforts contributed by the group were taken onboard by the secretariat. As a reminder advertisements/articles were made in the following publications:

Mash Media / Exhibition World (UK)

January 2016 Issue: Article about Logistical conclusion (interview with Ravi and Christoph) and advertisement

go to page:
http://www.iela.org/fileadmin/iel a2/media/pdf/IELA_in_the_news/E xhibitionWorld_Issue1_2016_Logistic al_conclusion.pdf

November 2015 Issue: Post Singapore Report **go to page:**

http://www.iela.org/fileadmin/iel a2/media/pdf/IELA_in_the_news/e xhibitionworldIssue4.pdf

TFI / TradeFairs International (Germany)

September 2015 Issue: Article about "IELA turns 30 - Experts for trade fair and event logistics" and advertisement **go to page:**

http://www.iela.org/fileadmin/iel a2/media/pdf/IELA_in_the_news/T FI_September_52015_Article_IELA_C ongress_in_Singapore.pdf

go to page:

http://www.iela.org/fileadmin/iel a2/media/pdf/IELA_in_the_news/TFI_Se ptember_52015_IELA_advertisement.pdf

and go to page:

http://www.iela.org/fileadmin/iel a2/media/pdf/IELA_in_the_news/T FI_Mai_2015_30th_IELA_Congress_in _Singapore.pdf

Exhibitor Media Group / Exhibitor Magazine (USA)

To view the online company page **go to page:**

<http://www.exhibitoronline.com/f indit/company.asp?ID=902>

To view our online listing pages **go to page:**

<http://www.exhibitoronline.com/f indit/listing.asp?ID=1745>

and go to page:

<http://www.exhibitoronline.com/f indit/listing.asp?ID=1746>

►PR & MARKETING WORKING GROUP

In addition to the agreements with Mash Media, TFI and Exhibitor Magazine, the magazine *Head Quarters* responded and included an interview: **go to page:**

<http://meetingmediagroup.com/da ta/meetingmediagroup.com/upload/c ms/attributeinstance/39/568/file.pdf>

All issues both old and new can be viewed **go to page:**

<http://www.iela.org/news/iel a-in-the-news.html>, please take a peak.

This is an on-going campaign within the group. However, we encourage and welcome any suggestions and ideas on this matter.

IELA Exhibiting at shows

The group investigated a number of options for promoting IELA on exhibitions. However it was rightly decided by the BOM to reject this idea

due to costs, as well as other factors. The BOM discussed and suggested exposing IELA further. Any member exhibiting at an event that they consider suitable to promote IELA by means of a roll up, etc. is strongly appreciated. If any of you are exhibiting and wish to promote IELA please contact the secretariat for marketing tools etc.

IELA Posters

This has been shelved by the Group and put in the hands of the BOM. It was agreed by all that if it is desired by members, then this will be tendered out to a professional art/design company.

New Topics

Achim along with the board has asked our Group to focus on some new activities.

IELA TV, IELA App, IELA Story

The App has already been mentioned and the group is very excited about the concept of IELA TV. Many ideas have been put forward and a presentation will be ready for Dublin. The IELA story will form part of the advertising campaign. The concept is to tell the IELA story over a period of time via editorials in selected magazines. We wish to give the reader a true insight of IELA, its history, its ethics, its members, how we operate, training, aims etc. The development of this story can involve any member and it is important that we get this right to promote IELA throughout the exhibition & event industry.

With kind regards,
Feicfidh mé go luath thú,

Jim Callaghan ◀





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Feyzan Erel Gruptrans International Transport and Trade Co. Inc, Turkey
Roberto Fumani Inter Expologistics Ltd, Switzerland
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Seon Jeon KEMI - LEE Co., Ltd, Korea
Roland Kreitmayer Schenker Deutschland AG, Germany
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Nuttacom Rungrassamee Rogers Bangkok, Thailand
Mohamed Ghazali Saad Agility Fairs & Events Logistics Pte Ltd, Singapore
Sushil Upadhyay R.E. Rogers India Pvt. Ltd., India

► MEMBERSHIP WORKING GROUP

Dear friends,

After an outstanding Operations Summit in Hong Kong I'm so pleased to report the great results we have achieved since our last Congress in Singapore.

Thanks to our White Spot Countries Campaign, we have been able to win so far 9 new members, four of them representing new countries, exceeding the magical number of 150 members:

UPEX LS Ltd. - Estonia **WHITE SPOT COUNTRY**

Tehran Rakhsh Co., Ltd. - Islamic Republic of Iran **WHITE SPOT COUNTRY**

Showtime Expo & Events by ICL - Israel

BCC Logistics - Kingdom of Saudi Arabia **WHITE SPOT COUNTRY**

Waiver Peru S.A.C. - Peru **WHITE SPOT COUNTRY**

Shanghai Bridge-Link International - P.R. China

COMARFEX LOGISTICA DE FERIAS S.L. - Spain

BTG Events Europe Ltd. - Switzerland

Masterpiece International - USA

We are today 151 IELA members and 32 affiliates from 53 countries! I have been looking forward to this moment for 30 years!!!

But this is not the end, additionally four further application are already in the pipeline and many other exciting new potential partners are also in contact with us and the Secretariat. We still have a long way to go.

Another important project we are working on is the **IELA Membership Review Mechanism**. With the help

of this key tool, IELA members will engage in a constant internal benchmarking process. This internal analysis will have several objectives: to highlight the development potential of the members, to constantly enhance service quality and to maintain standards within the association.

I look forward discussing with you all during our Working Group brainstorming session in Dublin!

God Bless
Ravinder Sethi ◀



THE IELA BOARD OF MANAGEMENT

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► ADVERTISE HERE

To advertise in this magazine please contact Elizabeth Niehaus at ielareport@iela.org

►► 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

► **BALtrans Exhibition & Removal Ltd.**
 New address:
 Unit 2606-10, 26/F., Tower 1
 Ever Gain Plaza, 88 Container Port
 Road, Kwai Chung, N.T
 Hong Kong
 T: +852 2798 6628
 F: +852 2796 5606
 pauline.leung@exhibition-bal-trans.com

► **Sinotrans Beijing Company**
 New address:
 No. 400, 4th Floor of Hall 1
 The International Exhibition
 Center
 No. 6 North 3rd Ring East Road,
 Chaoyang district
 100028 Beijing
 T: +86 10 8460 1162
 F: +86 10 6467 7828
 shizhigang@sinotrans.com

► **Universal Express Sp. z.o.o.**
 New address:
 ul. 17 Stycznia 45B, Zepirus
 Building
 02-146 Warsaw
 T: +48 22 100 28 90
 F: +48 22 100 28 99
 marzena.zawadzka-szulc@uex.pl

►► New Member

► **BCC LOGISTICS**, Kingdom of Saudi Arabia ◀
 ► **BTG EVENTS EUROPE LTD.**, Switzerland ◀
 ► **COMARFEX LOGISTICA DE FERIAS, S.L.**, Spain ◀
 ► **MASTERPIECE INTERNATIONAL LTD**, USA ◀
 ► **SHANGHAI BRIDGE-LINK INTERNATIONAL LOGISTICS CO., LTD.**, P.R. China ◀
 ► **SHOW TIME EXPO & EVENTS BY ICL**, Israel ◀
 ► **TEHRAN RAKHSH CO., LTD.**, Islamic Republic of Iran ◀
 ► **UPEX LS LTD.**, Estonia ◀
 ► **WAIVER LOGISTICS PERU S.A.C**, Peru ◀

►► IELA Collateral

The next IELA REPORT will be published in June and will be distributed as printed version to all members (10 copies) and Dublin 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.

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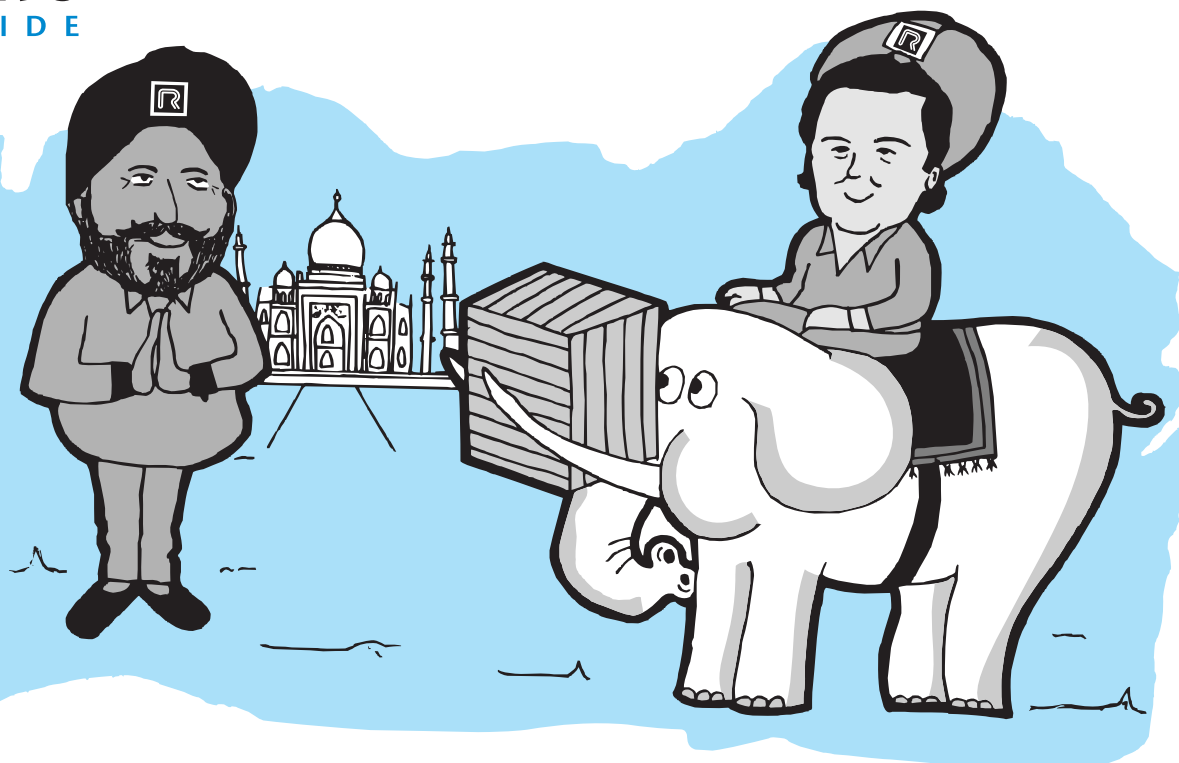
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In addition, we play a very prominent role in the national / global fraternity as leading members of various key associations.

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