

WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

THE DUBLIN OUTCOME

Safety and security
is the industry's #1 priority

NEW IELA MEMBERS

Introducing three
new partners to the network

CONNECT,
COLLABORATE,
CO-CREATE

DUBLIN 2016 - Post Event Report

31st IELA CONGRESS & 5th IELA PARTNERING EVENT / June 25th • 30th, 2016

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

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SwissExpo
LOGISTICS



Winner of the IELA award
"BEST EXPORT AGENT"

2014 2015



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► CHAIRWOMAN'S CORNER



► CHAIRWOMAN
Mariane Ewbank

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Dear IELA Members,

The only way to start this article is with a big Thank You! to our Irish host member, Interflow, for the incredible hospitality during the **IELA Congress and Partnering Event** and to congratulate our Secretariat and team for the impeccable work they have done.

Another big Thank You! goes to the members who voted for me. I confess that I never expected to see, one day, a South American and a woman as Chairperson of IELA. My election to this post shows all members from all countries, whether a large or a small company, that everyone has the same rights and possibilities to be elected.

During the first years of being a member, I felt like the shy student sitting at the back of the class watching the big, longer-term members present ideas, discuss what is the best for IELA, make things happen, plan etc. One thought was always pounding in my head – I also have ideas, I want to do something too. To cut a long story short, I joined the Standards Working Group and was then elected Board Member. I spent a few years preparing myself, watching and learning how the Association works and what it takes to keep IELA successful. At first it was a challenge, today it is a passion.

I'm going to use this space to tell you about how my Chairmanship will be. Well, it will be "plural". What do I mean by plural? I mean that we will all be part of this Chairmanship! You will always read and listen "our" and "we" because it will not only be me or the Board making things happen. It will be all of us together.

And the first step is to listen. We want to listen to you, our members, to know what you expect from your IELA and what you would like to do for IELA. The idea is not just to listen, but also to turn good ideas into reality! You don't have to be part of the Board or a Working Group to be active and

make suggestions. We have an open and direct channel where you can voice your thoughts.

Another important task during my two years period is to make the IELA Board closer to you, its members. For the next IELA Report a new session is created dedicated to the Board Members which will keep you informed on what we are working on.

Due to the serious efforts and hard work of past Chairmen and Boards, IELA is financially healthy, solid and respected in the events industry. Combining the experience of those who took part in this journey and the fresh blood from new generations, we have as **Vice-Chairman Mr. Ulrich Kasimir** from Schenker Deutschland AG.

As part of our external agenda is the expansion of IELA awareness in unexplored territories outside Europe and the Americas. In parallel we work intensively with Associations from our industry to promote the fact that IELA members are the only viable option in the choice of logistics partners.

Education is one of our top priorities. It is our duty to develop tools to improve your teams, to enhance your network and increase the volume of work. We already have projects and programmes under development that will be in action soon and there are plenty of others to come. If you have new ideas, tell us about them!

By the way, our **Winter Seminar is coming up** from January 11th to 15th 2017. The programme is excellent. **Emmanuel Pitchelu**, Chairman of the Training Working Group will tell you more about the event in his article. One thing is certain, students will take home much more than just business cards: they will take home with them newly acquired knowledge, new experiences, friends and the most important, the IELA spirit!

Students from today can be the future WG Chairpersons, Board Members and Chair(wo)men of tomorrow. As announced in Dublin, the participation fee will be free of charge. This is another IELA advantage for you!

There is no shortage of good ideas, energy, and willingness to bring you, our members, more benefits and make you even prouder to be part of IELA.

Let's keep in touch! ◀

Cheers

Mariane Ewbank

MEMBERS NEWS



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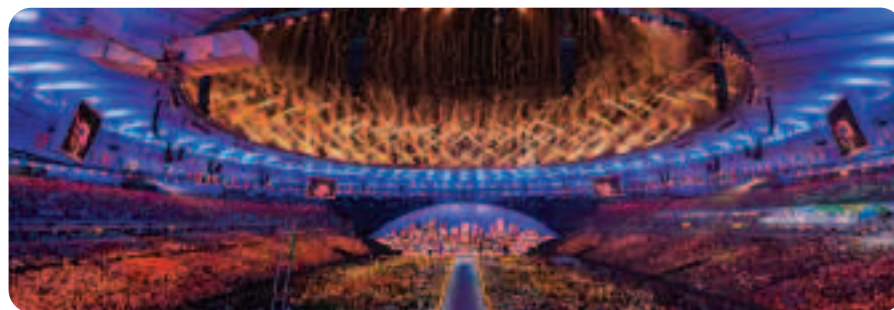


"EXCEL LONDON CALLING" AGILITY FAIRS & EVENTS UK, OFFICIAL LOGISTICS PARTNER FOR EXCEL, LONDON

Agility's London Fairs & Event team is located at UK's premiere exhibition and event centre, ExCel London. Opened in 2012, Agility has provided logistic services for many of the most prestigious exhibitions and conferences to have been staged at ExCel.

"Our on-site office facilities, warehouse and skilled personnel have enabled us to provide a full suite of services to exhibitors, organisers and other services contractors", says Garcia Newell, Business Development Director.

As the only official on-site logistics partner to ExCel, our team is on hand to assist our fellow IELA members with the services. ◀



FULSTANDIG AT RIO 2016

For the first time in South America, the Olympic and Paralympic Games were held in Rio and counted on Fulstandig's participation.

Being part of the Technical & Operations team as one of the Official Contractors, Fulstandig handled the logistics of materials used for the opening and closing ceremonies of both Games.

Following the tradition of Brazilian hospitality, our services extended from freight forwarding to touristic tips! Working with Fulstandig always goes beyond logistics. ◀

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MEMBERS NEWS



►►RERI 1986: Raj Sharma, Deepak Chabra, Ravinder Sethi, Kiran Sethi, Kuldeep Karnik, Hari Ram (from left to right)



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R.E ROGERS CELEBRATES 30 YEARS

Ravinder Sethi, the founder of **R.E. Rogers India (RERI)**, never wanted to be in logistics. After a Masters degree in Business Economics, he wanted a PhD and be a Professor of Economics. This was 1977.

Destiny, however, had other plans!

After working for a few years in the logistics world, he and his wife, **Kiran**, founded RERI. As with his career option, business was never planned - It just happened. This was 1986.

In the first year, RERI set a clear goal - be market leaders in the exhibition logistics business. This at a time when the Indian industry was literally non-existent.

At the end of their first year, they were six people, one small office and an old forklift!

The rest is history.

RERI today celebrates thirty years. Three decades gone, they employ over a hundred people, have offices all over India and a state of the art infrastructure.

They have a strong presence at associations like IEIA, UFI, IAEE etc. At IEIA, they are one of its most supportive members. A Past-Chairman, **Ravinder** still sits on IEIA's present Board.

In Ravinder's words, RERI's 'mantras' to success are:

- > we lead the way and set the rules.
- > we give quality, sustainable and safe services as a nonnegotiable option.
- > we keep pace with the fast changing digital and technical revolution.
- > we maintain relationships, both internally and externally.
- > we live in humility and respect our compatriots and competitors alike. ◀

HISTORY MADE AGAIN!!

It is now the fifth year running that R.E. Rogers India have sent a **record number of delegates** to our Congress.

Well done and we are looking forward to the same strength during the upcoming Congress in Prague 2017! ◀

MEMBERS NEWS



EUROPA APPOINTS NEW SHOWFREIGHT SALES EXECUTIVE

Ambitious logistics operator, **Europa Worldwide Group**, has created a new dedicated sales executive position within its Showfreight division.

For the first time since the business was acquired in 2013, Europa Showfreight is investing in an important position with the appointment of Deborah Khan, and highlights the commitment by the business to further grow this specialist logistics service.

Deborah Khan joins the team bringing over 25 years' experience in national and international events, sales and freight forwarding. Her role will be to develop new business and work alongside existing clients with a focus on customer relationship management and marketing.

Deborah said: *"Joining the team is a great opportunity to work with exceptional people, and the culture is very positive, open and all about achieving and sharing success. This is a major appointment and reflects the company's confidence in me to deliver ambitious results."*



►► **Deborah Khan**

E. dkhan@europa-worldwide.com

"Showfreight is an exciting sector to operate in and the variety of work makes it a very attractive proposition. It's not without its challenges, it's like moving freight from A to B then onto C. In all Showfreight requires logistical excellence backed up by high calibre people and systems. It's our job to take the headache out of the process. Complex issues like costs, regulations and deadlines are all part of the job and the new dynamic of preparing for a Brexit will certainly keep us busy especially if customs clearance becomes a reality. Europa has an excellent reputation in the logistics sector and I am looking forward contributing to the success of this division and growing revenues."

Jeff Broom, head of Showfreight at Europa, said: *"Having a highly skilled and experienced team underpins our success. This new role has been created in response to that growing success. Deborah was headhunted by Europa because of her experience. We were looking for an exceptional candidate who could bring a wide set of skill to the role and Deborah stood out as the ideal person to succeed in this role."*

Deborah has previously worked at NEC Group, Panalpina, Kemps Publishing, World Transport and the Birmingham Post & Mail.

Europa's specialist division has managed logistics and project handling at a number of high profile shows and exhibitions all over the world, including SPOGA in Cologne, Expo Vending in Brazil, British Society of Interventional Radiology (BSIR) and Heli Expo in the UK, WHEC in Seoul and SIFE in Shenzhen.

Europa's Showfreight division supplies logistics solutions for worldwide exhibitions and events. A member of the specialised network of Showfreight agents (IELA), the team organises the global delivery and collection to and from events and provides full on-site management for clients.

Europa Worldwide Group employs 600 people across 11 sites in the UK plus Hong Kong and is represented in 100 countries. ◀

►► **For further information:**

w. www.europa-worldwide.com

MEMBERS NEWS

27 YEARS OF IELA COMMITMENT, DEDICATION AND PASSION

In Dublin recently, I said goodbye to my friends at IELA. I am now back in Australia and will retire from the industry in March. So what does IELA and its history mean to me?

In 1989 I joined LEP International Australia as Managing Director and discovered we were members of IELA through our Fairs and Events Division.

I was fascinated by the industry I had just discovered. Two years later we acquired a shareholding in Corrigan International and became a dual member. In 1992 we hosted the 7th General Assembly in Sydney where I found lifetime friends. Funny when you look at the statistics: 32 members with 65 delegates!

That's a little of the early history but what does IELA mean to me now and how important has it been in my life? First and foremost, there's the friendship and great camaraderie! From the initial welcome from Hans Brauchli and Klaus Rauch in the early days to the lifelong friendship with Phil Powell - these are my earliest memories and from then on so many more deep friendships.

When I purchased Corrigan from LEP I built up a business with support from my IELA friends. At each Congress I made new contacts and regularly returned with business commitments that helped grow the business into a serious player. Through IELA I met the team from Translink and finally became part of their group and now also Agility.

Highlights in my professional life were certainly being elected to the Board in Delhi in 2005, taking the Chair of IELA in Seoul in 2011 and steering through the legal transition. Launching the Partnering Event against certain opposition gave our members value and enabled non IELA forwarders the opportunity to see how IELA works and to join us. Due to the first event in Barcelona, we gained many new members and will continue to do so! After all these years precious friendships were formed and I know they will last for a lifetime. Speaking of friendships, only this week Ravinder Sethi and I had lunch in Sydney!

So I guess it brings me to another point: what can IELA do for you? Treat IELA as family, build great friendships, use the networking wisely. You don't have to force efforts. The business will come through friendships and mutual opportunities. Most of all be passionate! We are in a great industry where large multinationals and small privately owned businesses do business together and in fact compete with each other. Use our friends in Associations like UFI well but most of all maintain a passion for one of the greatest industries ever! Also think hard about what you can do for IELA, working groups or maybe even the Board. It is hard work but very rewarding. As in my position now, you can reflect many years later on how you helped to build the organisation.

To Mariane and the new Board good luck, I know IELA is in safe hands.

I was an accidental exhibition enthusiast but will remain one forever!

Thanks to you all for being my friends and colleagues, good luck in the future and please keep in touch!!!

Cheers
Bob ◀



►► **Kereth and Bob Moore**

MEMBERS NEWS



►► For further information:
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RESA EXPO LOGISTICS NEW AFFILIATE IN MADRID NEW OFFICES AND WAREHOUSE

We are glad to introduce you to our new branch in Madrid – our family is growing!

Our offices and warehouse are located at the Coslada Logistics Hub, a strategic location close to both Madrid airport and IFEMA Madrid Fairgrounds. Our office operates mainly as Domestic Agent for shows in Madrid and Central Spanish Region.

By expanding our activities to Madrid and Central Region we improve the service to our partners, covering the 100% of the Spanish venues with our own team and facilities.

Our branch manager **Barbara Helguero** and her team are fully experienced in fairs & event logistics and will be happy to support you for any requirements. ◀

BORDEAUX 2017
 May
 12th - 14th



THE 12TH SENIORS CLUB MEETING 2017

The upcoming Seniors Club Meeting will take place in Bordeaux, France from May 12th to 14th 2017.

For further information, please contact:

Mr. Hans R. Brauchli

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SEMPEX REMAINS OFFICIAL LOGISTICS PROVIDER IN BASLE AND ZURICH

Sempex AG is happy to announce another 5-year contract as sole official logistics provider on the Swiss fairgrounds Basle and Zurich.

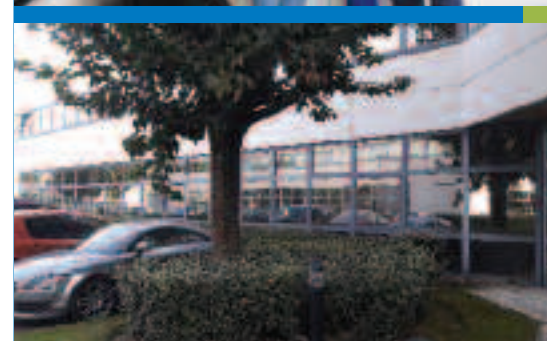
With this decision the MCH Group honoured the prosperous cooperation of the last years and assures a continuous high quality service for upcoming events.

Managing Director **Christoph Fritsch** and his team in Basle and Zurich are looking forward to receive your requests - for Basle, Zurich and all other venues in Switzerland. ◀

►► For further information:

Sempex AG - the Swiss Fair Experts
 T. +41 (0)616958011
 E. exhibition@sempex.ch

NEW MEMBERS



Introducing three new partner to the network

WELCOME TO IELA!

GLOBAL EXPOSITION SERVICES

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 Bâtiment 2A
 BP 58381 Roissy en France
 95943 Roissy CDG CEDEX
 FRANCE



Mr. Jérôme Perrin
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 F: +33 1 49 19 55 99
 globalxpo@wanadoo.fr

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The Team

Mrs. Véronique Barlay
Mrs. Sandra Ruppé
Mrs. Agnès Hellec
Mr. Jérôme Perrin

- Fine Arts and Special Events
- Domestic and European Shows
- Accountings
- Management and Exhibitions Abroad

About Global Exposition Services

Since 1997, **GES** is providing a full range of "door to door" dedicated services on worldwide events and domestic shows.

Our know-how has expanded into art shows all over the world.

On the import side, we have the expertise on all major exhibition sites but also on other Parisian show sites (Cité de la Mode, Palais Brongniart, Halle de la Villette, Pavillon Vendôme, Parc Floral, Grand Palais, Accor Arena...).

We also provide our services on all domestic events places.

GES is a member of:

- FFM2E (Fédération Française des Métiers de l'Exposition et de l'Évènement)
- UNIMEV (Union Française des Métiers de l'Évènement)
- IELA (International Exhibition Logistics Association). ◀

Our Services:

- Full range of services for fine arts movements
- International and domestic freight forwarding and handlings for events, shows, congresses
- Live events logistics
- Theater logistics
- Racing cars logistics ◀

► NEW MEMBERS

Introducing three new partner to the network

WELCOME TO IELA!

GLOBALFAST MESSE & EVENTLOGISTIK GMBH

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www.globalfast.de

The Team

Mr. Alberto Garcia Morales ► CEO
Mrs. Yesim Garcia Morales ► CFO

About Globalfast Messe & Eventlogistik GmbH

As an owner-managed company in Stuttgart, we take-up the complex logistics challenge of the 21st century.

Besides the classic forwarding business, our core competence is the control of the trade fair & event projects.

Globalfast delivers tailor-made logistics solutions flexibly and on time from single source.

Our service extent starts from the consulting over the transports up to continuous care at the venue.

In our company you will always find competent and friendly contacts, which will be happy to work out your request promptly and in a lean structure.

We guarantee a top class service and high quality standard for our customers and business partners.

We are happy now to be an IELA member, a part of the whole.

Thanks to all for your support! ◀

Our Services:

- Logistics Consultings
- Trade Fairs
- Projects
- Transport
- Customs Clearance
- Warehousing ◀

► NEW MEMBERS

WELCOME TO IELA!

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The Team

Mr. Wang Huadong ► General Manager
Mr. Yi Yao ► Vice General Manager
Mr. Zhang Xin ► Vice General Manager

About Shanghai Hi-Expo International Logistics Co., Ltd.

After 10 years of unremitting efforts, **HI-EXPO** developed to one of the biggest Fairs & Events Logistics company in China. We currently operate five branches from North to South, located in Beijing, Jinan, Shanghai, Xiamen & Guangzhou.

Rich experience in both, export and import procedures and a high sense of responsibility for every project support us in offering an all-round service.

We handle over 300 shows per year, during which we deliver goods from different warehouses to show sites worldwide.

Our additional specialty is the transportation of fine art and cultural relics.

With our highly skilled employees and modern, air-conditioned vehicles, we are ready to cater all kinds of requirements.

Our mission is to deliver all shipments safely and on time. ◀

Our Services:

- Fairs & Exhibitions
- Artwork & Cultural Relics
- Air & Sea Freight ◀



CLAMAGERAN-FOIREXPO has been appointed once again as official freight forwarder and on site lifting contractor for the 2017 event.

We are honored to assist all parties involved and will ensure a high level of logistics services to and from Paris Air Show 2017, Le Bourget along with arrangement of any domestic and international freight requirements.

Exhibit..., we do the rest!

This motto which has never changed sums up the whole philosophy of Clamageran-Foirexpo over 40 years and its contact ambition to provide optimum solutions to its customer's needs.

We are able to provide 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 (forklift - crane - cherry picker - scissor lift)
- Empties storage
- Worldwide reforwarding after show
- On site operation offices located in the official handling Village
- Bilingual - trilingual Staff
- Insurance



For any request for quotation - order - logistic assistance, please contact us:

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www.clamageran.com



POST EVENT - DUBLIN 2016

CONNECT, COLLABORATE, CO-CREATE

31st IELA Congress & General Assembly

June 25th • 28th 2016, Dublin

5th Partnering Event

June 28th • 30th 2016, Dublin

INSPIRE BUSINESS - WELCOME TOMORROW

The topics of our Congress this year made us THINK BIGGER:

Mark Pollock taught us **How do we navigate through personal challenges?** in a truly inspiring presentation.

Peter Fisk enlightened us in his explanation on **How can we develop new strategic horizons shaping markets to our advantage** becoming GAMECHANGERS.

And the IELA FORUM this year brought the Industry's number 1 topic to Dublin: **How can we manage risk in the Global Event Logistics Industry?** Under the name OH&S in the Exhibition Industry – Quo vadis?, IELA launched a unique, cross-industrial platform with IAEE, UFI, IFES and X-Venture joining us to discuss the industry's health and safety situation on a global scale.

Strengthening communication and public-relations is key. Digitalization and demographic change are complex issues but we cannot generate a **"we" feeling** in digital only: we need eye-to-eye communication and sharing with our counterparts. The **Working Group Sessions** enabled our members to participate actively, contributing to IELA's future plans and projects. Our number one concern remains the same: **Extending benefits and services to members**. In order to do this, we intend to further develop this key discussion platform and "we" feeling at all levels by intensifying our focus on interactive formats. Here is more to come.

The global Dublin outcome: **Connect - Collaborate - Co-create**. Due to a truly collaborative brainstorming, we strengthened our cooperation between members and intensified our collaboration on further projects via the development of Memorandums of Understanding with key Associations. Our objective: to co-create and further develop the industry of which we are a part.

Yes, you made it happen: IELA has reached its goal of being recognized as a key industry platform within the exhibition and event world: the stage for exchanging and sharing knowledge as well as networking with high professional peers on site.

Dublin was indeed a milestone to our Association and we want to thank you for making the 31st IELA Congress the most successful in our history: With **241 delegates representing 129 companies from 48 countries**, this year's Congress attained the highest attendance ever.

We want to thank our speakers for their commitment and support as well as for their insightful and thought-provoking impulses.

We extend our heartfelt thanks and appreciation to our host **Niall Thompson** with **Interflow Logistics** for his outstanding hospitality.

Thank you for having joined us in beautiful Dublin! We hope you had a great time, meeting friends and developing new business. This is one Congress that will be remembered for a very long time.

Last but not least: We are working hard in order to facilitate the right experience at our events, to present the right content, and to help you to connect to the right individuals. Please give us your input!

We look forward to seeing you all again in Prague 2017!

With my best regards,

Elizabeth ◀



► IELA EXECUTIVE OFFICER
Elizabeth Niehaus

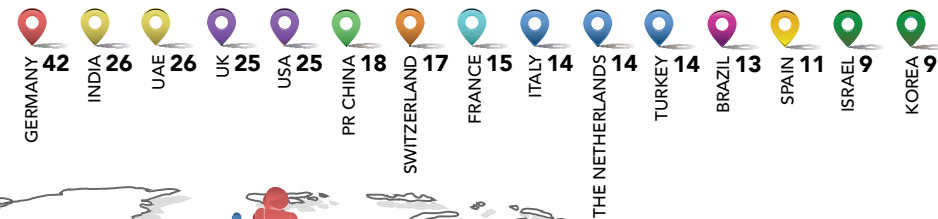
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RECORDS ON REGISTRATIONS!
IELA CONGRESS 2016
257
Congress registrations
(241 delegates +
16 companions)

RECORDS ON REGISTRATIONS!
IELA PARTNERING
EVENT 2016
389
delegates representing
220 companies
from **55** countries

Biggest event in the history of the industry
3.612
pre arranged meetings,
including Congress &
Partnering Event

TOP 10 COUNTRIES & NUMBER OF DELEGATES IN DUBLIN



NEW COUNTRIES joining the Partnering Event 2016: Latvia, Perú



Outcome of the General Assembly 2016:

Mariane Ewbank (Fulstandig Shows e Eventos MC Ltda., Brazil) has been elected as **new Chairwoman of IELA**.

The following Members have been elected as Members of the Board of Management:

Vicki Bedi (PSBedi Group, India)
Feyzan Erel (Gruptrans Co., Inc., Turkey)
Guido Fornelli (Expotrans SpA, Italy)
Achim Lotzwick (Cretschmar MesseCargo GmbH, Germany)
James Ng (Transit Air Cargo Singapore Pte. Ltd., Singapore)
Christoph Rauch (BTG Messe-Spedition GmbH, Germany)

Bernd Keil (Gondrand | Atege, Germany) and **Markus Eichenberger** (BTG Suisse Ltd., Switzerland) have been re-elected as Committee Members.

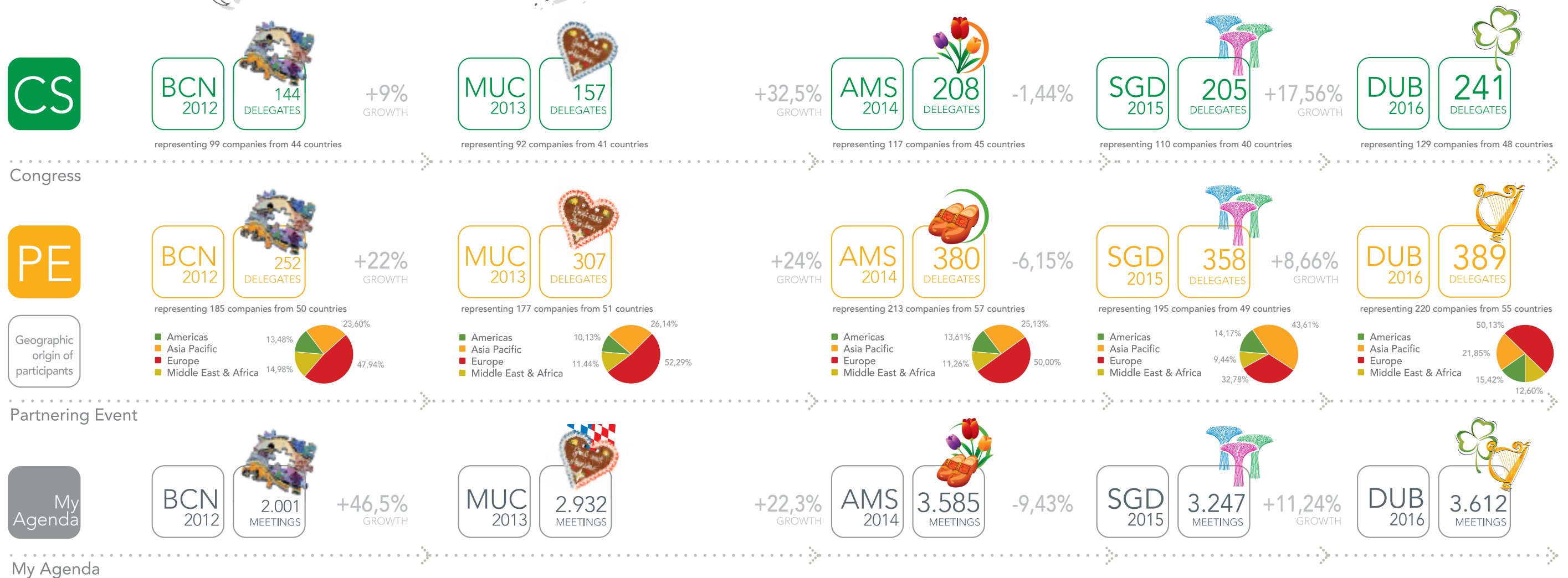
Ulrich Kasimir (Schenker Deutschland AG, Germany) has been appointed Vice-Chairman of the Board of Management and IELA Treasurer for the upcoming two-year term.

Re-elected as external auditor: Audiconsult SA, Switzerland. ◀



►►CHAIRWOMAN OF IELA
Mariane Ewbank

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INSPIRE BUSINESS - WELCOME TOMORROW

TESTIMONIALS

WELCOME CONGRESS COCKTAIL



BOARD OF MANAGEMENT MEMBERS 2015 - 2016:



Standing left to right: Vicki Bedi, Ulrich Kasimir, Feyzan Erel, Elizabeth Niehaus, Bob Moore, Ravinder Sethi, Christoph Rauch, Achim Lotzwick.
Sitting left to right: Jim Kelty, Mariane Ewbank, James Ng

HOST MEMBER



Host Testimonial



►► Niall Thompson
Interflow Logistics Ltd.

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On behalf of Interflow and our team thank you. It was a great honour and privilege to be able to host the 31st IELA Congress in Dublin.

Well done to everyone you really got into the spirit of the event. There was a great sense of excitement throughout the week.

If the truth be told I felt like a tourist in my own country, it was a lot of fun going to the different places and experiencing the hospitality.

The Partnering Event was a success and attendance was the highest ever. Time will tell if everyone gets a return on their investment but the feedback received so far was very positive in terms of business transacted.

I was delighted with the quality of our guest speakers, particularly the inspiring Mark Pollock, who left us to consider some of the real challenges in life and how to overcome them.

I also felt #IELADublin took a giant step towards embracing technology and social media so well done to all parties who participated.

Full credit must go to Elizabeth and her team for all the hard work behind the scenes that makes these events so special.

Being a host has probably been one of my most rewarding experiences. I would highly recommend it to anyone.

Lastly I want to thank the BOM and all the members for taking time out your busy lives to visit Dublin. Its not too often you get to showcase Ireland to so many and I couldn't have asked for a nicer audience.

I hope everyone took their own special memory of Ireland home and hopefully it won't be long before you return to our shores.

Go n-éirí an bóthar leat.

Niall ◀

Welcome to the IELA family!



MARY PTAK
Masterpiece International Ltd., USA

MICHAEL KECKEISEN
BTG Events Europe Ltd., Switzerland

JÉRÔME PERRIN
Global Exposition Services, France

LIRAN JACOBSBERG & RELY HASON
Showtime Expo & Events by ICL, Israel

ZHANG XIN
Shanghai Hi-Expo International Logistics Co., Ltd., P.R. China

JUAN CARLOS PÉREZ MÁRMOL
Comarflex Logística de Ferias, S.L., Spain

LUIS ALFREDO GUERRERO CHAVEZ
Waiver Logistics Peru S.A.C., Perú

31st IELA Congress

& General Assembly

June 25th • 28th 2016, Dublin



Ziad Harb

BCC Logistics, Kingdom of Saudi Arabia – NEW MEMBER OF IELA



"It was a great opportunity to meet our business partners and friends from all over the world. As we have been an IELA member for a long time starting from Lebanon office, we are happy to experience the growth and success of IELA year after year. I would like to thank the IELA team for the very well organised conference in Dublin and looking forward to see you next year." ◀



Jérôme Perrin

GLOBAL EXPOSITION SERVICES, France – NEW MEMBER OF IELA



"Becoming a member of IELA last June made it possible for us to participate in the Congress in Dublin for the first time. It was an excellent event with four days full of new experiences and encounters. We met trade professionals from all over the world and were thus able to exchange on common topics and to learn from each other's daily work. Usually, you only meet at trade fairs or when you are on a deadline, so it was great that this event not only concentrated on business but also allowed time for more relaxed conversations and activities. We met old friends, made new ones and left the Congress with a lot of new impressions and ideas.

I would like to take this opportunity to thank the members of IELA for having approved our membership and the organisers for a well managed and highly informative Congress. Together with my staff I am very much looking forward to next year's event." ◀



Mary Ptak

Masterpiece International Ltd., USA – NEW MEMBER OF IELA



"My first IELA Congress truly exceeded my expectations! It was wonderful meeting partners at this new level, the education and speakers were outstanding, and I look forward to the years to come!" ◀



Paul Creado

Rogers India Worldwide, India

"It was my first IELA event and I was feeling very good to meet the whole world under one roof!" ◀



Steve Barry

TWI Group Inc., USA

"As a 32 year veteran in this industry, I continue to be impressed with the growth of our association. The latest IELA annual meeting in Dublin was among the best that I have attended. I find the mix of meeting and social time to be just right to meet with new members, partners and to catch up with old friends. The TWI team is already looking forward to the next IELA Congress in Prague." ◀

GENERAL ASSEMBLY





INSPIRE BUSINESS - WELCOME TOMORROW

AWARDS

Annual Standards of Performance Survey

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

IELA's annual Standards Survey is the unique tool that benchmarks our member's performance. The surveys are aimed at improving the professionalism and quality IELA members provide to end-customers and show organisers.

We would like to extend our heartfelt congratulations to our Top 3 Performers in the respective categories Best Domestic Agent and Best Export Agent. Well done!

SwissExpo
LOGISTICS



►► 1st Place of the 2015
BEST EXPORT AGENT Award
SWISS EXPO LOGISTICS AG
Ms. Alexandra Erdmann
CEO



BTG
Expo GmbH

►► 2nd Place of the 2015
BEST EXPORT AGENT Award
BTG Expo GmbH
Mr. Philipp Woll



On-Site

►► 3rd Place of the 2015
BEST EXPORT AGENT Award
On-Site Exhibitions AB
Ms. Lena Widman



Best Export Agent 2015: Swiss Expo Logistics AG, Switzerland

► Your Company is the first that has been awarded as BEST EXPORT AGENT two times in a row, how do you ensure to keep a constantly high level of service and quality?

First of all, my team and I feel extremely honoured to receive the award for the second in the history of IELA, since I believe all members in the organisation are professional companies that strive to meet the high performance standards of IELA. SWISS EXPO LOGISTICS is based on a team work approach, composed of highly experienced and motivated people. This creates quality awareness internally and results in competence perception externally. Furthermore we strive for constant improvement in terms of people, processes and technology.

► What are the challenges of our industry to deliver an excellent performance and how do you try to overcome them?

One challenge is that the projects of our clients are becoming more complex, and consequently, so are their shipments. Clients strive for highest synergies in order to save costs. For example, we are getting more complex road shows and exhibition deliveries to multiple global destinations often in emerging markets where services are limited. Furthermore, we see a consolidation of Booth building companies in Europe at least, which leads to increasing complexity as well, since goods and booths are moved in parallel from different departure points.

► What does the award, voted by your counterparts, mean to you?

I am very proud that SWISS EXPO LOGISTICS LTD is the first company to receive the award for a second time in a row. Personally the award shows me that the SWISS EXPO LOGISTICS team is consistently delivering services in a professional manner, which is reflected first by our clients who entrust us with their business, and then affirmed by our IELA counterparts with whom we work. Therefore, I would like to take the opportunity to say thank you to all members who have voted for SWISS EXPO LOGISTICS and I am looking forward to interesting collaborative projects this year and beyond. ◀

2nd Place of the 2015 Best Export Agent: BTG Expo GmbH, Germany

"Since we only joined IELA in 2014, we never expected to win an award for our performance in 2015. This immediate recognition from our peers came as a very pleasant surprise to us and we are genuinely proud of this accomplishment. Over the past few years, we have worked very hard to improve our processes and to adapt to a constantly changing market environment. Receiving this award showed us that we are on the right path. We would therefore like to thank IELA and all our partners for this much appreciated feedback and their continued trust in us." ◀

3rd Place of the 2015 Best Export Agent: On-Site Exhibitions AB, Sweden

It is a great honour to be awarded by the IELA association, where quality and high standards of performance are key values.

We have always aimed to follow the IELA standards. That is why being awarded means a lot to us.

It is a confirmation that we are moving in the right direction. We will continue to use the survey as a tool for our constant improvement.

Thank you for voting and remember, we are depending on our agents to be doing a good job, so you are also part of this award! ◀

31st IELA Congress

& General Assembly

June 25th • 28th 2016, Dublin



BLUELINE



►► 1st Place of the 2015
BEST DOMESTIC AGENT Award
Blueline Co. Ltd.
Mr. Toshi Sasahara

Best Domestic Agent 2015: Blueline Co. Ltd., Japan

► How did you get involved with the industry?

When I was still in university, I went abroad to study and did a part time job at a company who regularly exhibited at Trade Shows. They worked together with a freight forwarder, who arranged all paper works and did the on-site work. This was the first contact I had with this industry. I still remember that they did everything so professionally, especially arranging manpower & equipment. After I graduated university, I joined a general logistics company, but that memory never got out of my head and so I decided to jump into this industry.

► Why do you think your company has been elected by your counterparts as the Best Domestic Agent?

We thank all members of IELA that voted for us as Best Domestic Agent. We honestly feel that we do not do anything more special than our counterparts. We make sure to respond quickly to our customers and consider every possible obstacle beforehand.

► What do you think IELA has done for you?

Through IELA, we have been able to establish a strong connection with our peers and increase our level of confidence as a company operating in exhibition logistics. ◀

GBH
Exhibition Forwarding Ltd.



►► 2nd Place of the 2015
BEST DOMESTIC AGENT Award
GBH Exhibition Forwarding Ltd.
Mr. Chris Torr

2nd Place of the 2015 Best Domestic Agent: GBH Exhibition Forwarding Ltd., UK

"We are delighted to have won 2nd place in the Best Domestic Agent award category and it was a real honour to collect this in Dublin on behalf of the entire team at GBH Exhibition Forwarding Ltd.

The award provided affirmation from our peers that the quality of our services are exceeding the industry standard.

We will use this recognition to give us the necessary impetus to move forward in our future efforts." ◀

LA ROUXNELLE
LOGISTICS AND CONSULTING



►► 3rd Place of the 2015
BEST DOMESTIC AGENT Award
LA Rouxnelle Logistics
and Consulting
Mr. Leon Roux & Mr. Mike Weeks

3rd Place of the 2015 Best Domestic Agent: LA Rouxnelle Logistics and Consulting, South Africa

"To all our friends and agents that believe in us, we want to say a very BIG THANK YOU to each and every one that has supported us through the years to make our award possible. We can only deliver what is expected from us with all your support and inputs and build on the long standing relationship with each and everyone. Once again Thank You! ◀

HOST MEMBER

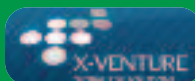
interflow

IELA CONGRESS SPONSORS 2016. THANK YOU FOR YOUR GREAT SUPPORT!!

INSPIRE BUSINESS - WELCOME TOMORROW



► **Cathy Breden**
Executive Vice President
& COO
IAEE



► **Simon Garrett**
Managing Director,
X-Venture Global Risk
Solutions



► **Sonia Thomas**
Director of
Operations
UFI



► **Bruno Meissner**
Executive Past President
IFES



► **Robert Moore**
IELA Past Chairman &
Board Member

IELA FORUM
THE DUBLIN OUTCOME:

**SAFETY AND SECURITY
IS THE INDUSTRY'S
#1 PRIORITY**

IELA FORUM 2016: Occupational Health & Safety in the Exhibition Industry - Quo vadis?

A highlight of the **31st IELA Congress** has certainly been the **IELA Forum**. Under the name "*Occupational Health & Safety in the Exhibition Industry - Quo vadis?*" IELA invited renowned industry players representing a cross-section of the exhibition industry. IELA, IAEE, UFI and IFES pulled their resources together to collaborate in their effort for a safer industry. **Cathy Breden** (IAEE), **Sonia Thomas** (UFI), **Bruno Meissner** (IFES) and **Robert Moore** (IELA) with the friendly support of security specialist **Simon Garrett** (X-Venture) gave an insight into innovative security concepts for organisers, venue providers and freight forwarders and conducted a panel discussion highlighting the importance of OH&S programmes from Health & Safety regulations to protection against external threats as terror. As move in/ move out times have been reduced drastically, it is essential not to neglect life saving regulations. This is why strong **OH&S Guidelines** are the foundations for a safe working environment, not only for the freight forwarders but for the venue providers, organisers and exhibitors.

The first steps have already been taken as IELA signed a memorandum of understanding with UFI, IEIA, AFCA, IFES, IAEE and IAVM to strengthen global partnerships boosting the exchange of information, membership benefits and cross-promotion of associations in order to raise awareness of the necessity for **Health and Safety** to all members of the global exhibition family. These MOUs will guarantee a long-lasting partnership between all major players in the different sectors of the event industry.

For the future OH&S will continue to play a vital role in the industry. Ever growing technical breakthroughs and global networks are going to open up new possibilities for a fast growing sector. Logistics is the key for success, whether a customer wants to exhibit in his home town or the other side of the earth. One of the new and interesting challenges is the differences in national regulations. IELA is working on the compilation of firm OH&S guidelines in compliance with its Standards of Performance for all members to follow. These guidelines are aimed at being the minimum standards if local OH&S guidelines are not strict enough.

There must be a collaboration, confidence and partnership between all industry players. Organisers and exhibitors consult freight forwarders about logistic aspects in the knowledge that IELA members will always consider their answers in compliance with IELA's Standards of Performance and OH&S guidelines. It is IELA's guiding principle to support organisers, venues and exhibitors by navigating through unknown seas and roads. **Mariane Ewbank**, IELA's Chairwoman, and **Elizabeth Niehaus**, IELA's Executive Officer, will be joining annual association summits* with a clear goal: **connect, collaborate, co-create**; to share ideas and discuss current demands of the international market. The ultimate goal, of course, is to give benefits back to you, our members, particularly in form of knowledge transfer and enhancing our global network. ◀

* IELA will be represented at the 83rd UFI Congress with the theme "Ripples - The Exhibition Industry in Transformation" from 9th to 12th November 2016 in Shanghai and at the IAEE Expo! Expo! Annual Meeting & Exhibition 2016 from 6th to 8th December 2016 in Anaheim. Let us know if there is an important topic that we should address.

31st IELA Congress

& General Assembly

June 25th - 28th 2016, Dublin



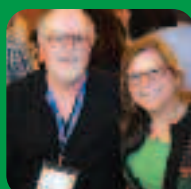
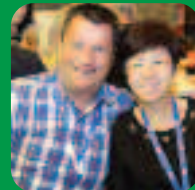
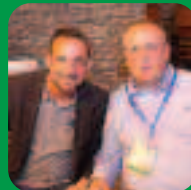
OH&S in the Exhibition Industry - Quo Vadis?



INSPIRE BUSINESS - WELCOME TOMORROW

IELA
CONGRESS 2016
257

Congress registrations
(241 delegates +
16 companions)



31st IELA Congress

& General Assembly

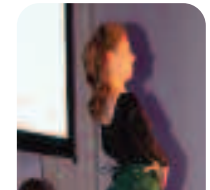
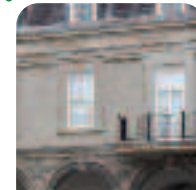
June 25th • 28th 2016, Dublin



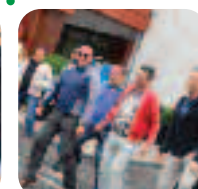
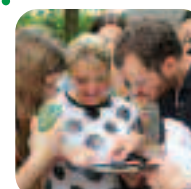
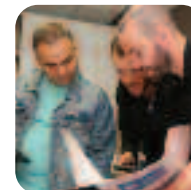
This year IELA inspired business and welcomed tomorrow in Dublin!



GALA DINNER



DAY OUT





POST EVENT - DUBLIN 2016

CONNECT,
COLLABORATE,
CO-CREATE

5th Partnering Event

June 28th • 30th 2016, Dublin

INSPIRE BUSINESS - WELCOME TOMORROW



IELA inspired business and welcomed tomorrow in Dublin



► IELA EXECUTIVE OFFICER
Elizabeth Niehaus

CONTACT DETAILS
T. +41 41 661 1718
E. elizabeth@iela.org

After last year's overwhelming attendance, the 5th Partnering Event grew even bigger than ever before. Two days of networking left us with an incredible result:

- 389 delegates representing 220 companies from 55 countries
- Over 2.347 meetings were arranged during the Partnering Event networking session

Now, after five years, it is safe to say that the launch of this event strengthened our industry even further and added an immense value to the IELA Membership.

NETWORKING is the single most powerful marketing tactic to accelerate and sustain success for any individual or organization. Networking is about making connections and building enduring, mutually beneficial relationships.

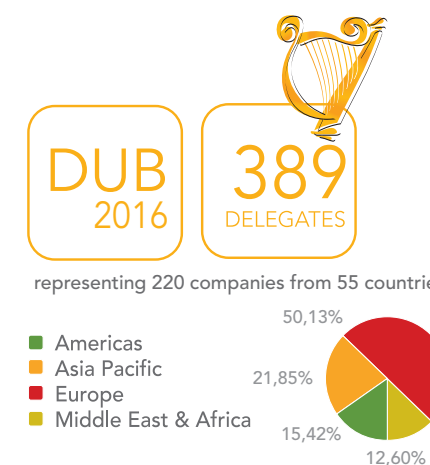
NETWORKING IS CRITICAL. Networking provides the most productive, most proficient and most enduring tactic to build relationships.

NETWORKING at the IELA PARTNERING EVENT become indispensable if you are in the Exhibition & Event Logistics Business and if you want to expand your sphere of influence.

We look forward welcoming you in Prague in 2017 and see the success continue!

With best regards,

Elizabeth ◀



INSPIRE BUSINESS - WELCOME TOMORROW

TESTIMONIALS

PE NETWORKING

**Dzintars Murnieks**

CARGO PARTNER, Latvia



"The best definition of the word 'quality' means whether our expectations about something are fulfilled. To our newcomer's big surprise we got straight away to the right place. To the place where 'quality' actually lives. Good concept, outstanding performance & lots of new friends. These are our key memories from Dublin.

We discovered, that the Partnering Event is not only a perfect tool for a new business or promotion of the business. It is a brilliant place to experience what still needs to be learned.

By using the opportunity, I would like to thank ALL & EVERYONE for our great memories about this Partnering Event. Thank you!" ◀

Jaqui Nel

EF-GSM South Africa, South Africa



"I want to congratulate IELA for an event well done. It was also really good to see the quality of companies that are joining the networking and therefore adding more value to the Association and the Partnering Event!" ◀

Vinay Sharma

Hellmann Worldwide Logistics, UAE



"Meeting the world of logistics at one place in only 3 days. We had access to 220 companies in 55 countries. It is both socially and business wise a great platform. Thank you IELA Team for all your efforts. We look forward to Prague!" ◀

5th Partnering EventJune 28th • 30th 2016, Dublin**Masao Sakurai**

Nissin Corporation, Japan



"It was the first time for me to participate in the IELA Partnering Event. I met a lot of old friends and partners on-site, but also made new ones.

The event already led to new inquiries which immediately prove the good results of this industry platform. I would like to thank you very much for the beautiful arrangement and look forward to seeing everyone in Prague next year". ◀

Axel Leuret

Transnatur SA, Spain



"I have to say that for us, it has been a really good meeting and it brought us new contacts and business for the next year! I can definitively say that it has been a success for us and we will be present again next year in Prague! The most important point in making the decision to attend this year's IELA Partnering Event was to come back and to have more business contacts, which we can confirm has been the case!" ◀

Sandi Trotter

TWI Group Inc., Canada - MEMBER OF IELA



"The events were highly successful and they just seem to get better each year. What a city Dublin is – thoroughly enjoyable.

Thank you again. The events are effective, informative and enjoyable in all due to your efforts. See you in Prague!" ◀



INSPIRE BUSINESS - WELCOME TOMORROW

IELA PARTNERING
EVENT 2016

389

delegates representing
220 companies
from 55 countries5th Partnering EventJune 28th • 30th 2016, Dublin

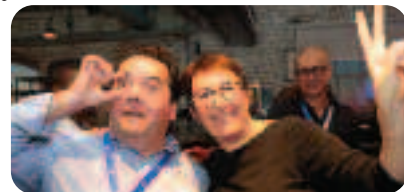
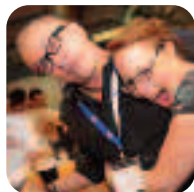
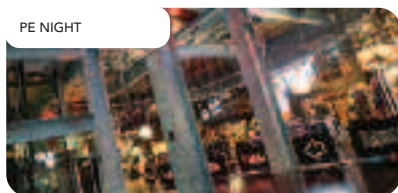
This year IELA inspired business and welcomed tomorrow in Dublin!



INSPIRE BUSINESS - WELCOME TOMORROW



PE NIGHT



2016 IELA ROAD RUNNERS



2016 IELA GOLF

►The winner of IELA GOLF Tournament is Frederic De Weck, E.S.I Group, France



HOST MEMBER



IELA PARTNERING EVENT SPONSORS 2016. THANK YOU FOR YOUR GREAT SUPPORT!!



Exhibition revenues worldwide: Four of the top ten organisers from Germany

Among the leading exhibition companies worldwide, German organisers are well-represented: Based on revenue figures for 2015, four exhibition companies from Germany were among the TOP 10. That was the result of a study concluded by the AUMA Association of the German Trade Fair Industry in August 2016.

After the British organisers Reed Exhibitions (EUR 1.183 billion) and UBM (EUR 855.5 million), Messe Frankfurt was the third-ranked company with revenues of EUR 647.8 million, followed by the French venue operator, organiser and exhibition service provider GL Events, which posted revenues of EUR 456 million. Three further German organisers occupied the places 8, 9 and 10: Deutsche Messe AG Hanover with revenues of EUR 329.3 million, Koelnmesse with EUR 321.2 million and Messe Düsseldorf with EUR 302.0 million.

Overall, companies from Europe dominate the rankings of exhibition firms with revenues over EUR 100 million. Of the exhibition companies with revenues of over EUR 100 million, eight are headquartered in Germany and seven in the UK.

The German exhibition companies posted total revenues of EUR 3.4 billion in 2015. Due to the cyclical strength of the current exhibition year, in 2016 AUMA expects revenues of between EUR 3.6 and 3.7 billion. ◀



Recent Euro Fair Statistics lists key figures for about 2,400 exhibitions in Europe

Exhibitor and visitor figures for 2,420 exhibitions in Europe are contained in the latest "Euro Fair Statistics 2015" now published by UFI. With these statistics the countries involved aim to facilitate the planning of exhibitions and evaluation of exhibition success, in particular for companies operating Europe-wide.

In total, the exhibitions reported 677,000 exhibitors, 67.3 million visitors and 24.8 million square meters net. UFI estimates that the events in this report represent about 50% of the European exhibition market.

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

The full report "Euro Fair Statistics 2015" is available for download at http://www.ufi.org/wpcontent/uploads/2016/09/2015_euro_fair_statistics_b.pdf ◀

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

	2015	2014	2013
Reed Exhibitions (GB)	1.183,0	1.104,0	1.017,0
UBM United Business Media (GB)	855,5	561,1	546,0
Messe Frankfurt (D)	647,8	554,2	544,8
GL events (F)	456,0	409,8	397,7
MCH Group (CH)	384,5	373,6	385,5
Informa (GB)	356,1	248,7	196,0
Fiera Milano (I)	337,3	245,5	245,1
Deutsche Messe (D)	329,3	280,6	312,0
Koelnmesse (D)	321,2	231,2	280,6
Messe Düsseldorf (D)	302,0	411,5	322,9
VIPARIS (F)	283,0	303,8	297,4
Emerald Expositions (USA)	281,0	225,4	132,9
Messe München (D)	277,4	309,4	353,0
Messe Berlin (D)	242,0	269,4	187,6
HKTDC (HK)	223,1	172,8	163,4
Coex (ROK)	217,0	163,1	139,0
i2i Events Group (GB)	204,0	177,3	145,3
NürnbergMesse (D)	203,7	228,7	192,8
ITE Group (GB)	183,1	223,7	229,4
Tokyo Big Sight (JP)	n/a	159,5	140,8
Fira Barcelona (E)	148,0	152,6	117,8
Jaarbeurs Utrecht (NL)	133,3	131,6	140,9
Svenska Mässan Göteborg (S)	128,9	97,4	88,0
dmg :: events (GB)	128,1	128,0	103,8
Amsterdam RAI (NL)	126,2	119,7	116,6
BolognaFiere (I)	119,0	120,0	109,9
Tarsus Group (GB)	117,9	77,4	90,9
SNIEC Shanghai (CN)	115,7	139,0	116,6
Landesmesse Stuttgart (D)	115,0	137,0	98,8
Comexposium (F)	108,5	129,3	117,5
Artesis Group (B)	107,0	92,8	94,0

About AUMA

Founded in 1907, AUMA, the German trade fair industry's umbrella organisation, combines all the forces representing partners shaping the trade fair market, in other words, exhibitors, visitors, trade fair organisers and service companies. www.auma.de

Delivering content boosting benefits for members



Ever read something online and wished you had saved it? Or bookmarked the article for later reference? Even better, reposted it on your site or social channel? You may have kicked yourself then for not having that brilliant stroke of foresight to clue you in. These days are gone with the latest tool IELA is working on!

IELA is looking for an information platform providing access to all members to a comprehensive archive of articles in the Exhibitions Industry. Our goal is to become the largest and most efficient source of information and knowledge for our members.

Which topics are relevant to you? Which kind of content do you want to see IELA sharing with you?

Please give us your input: membership@iela.org

We look forward to serving you with the latest trends, articles and industry insights!

► INDUSTRY - NEWS

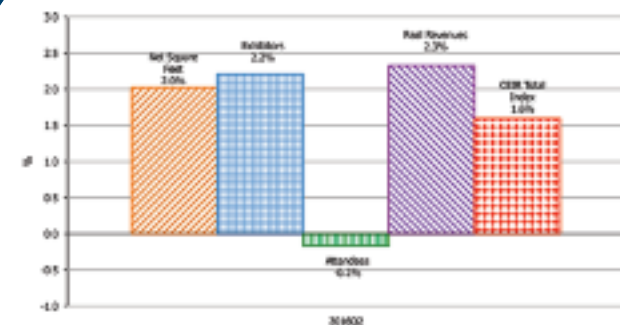


CEIR Index Results Released for the Second Quarter of 2016

Dallas, September 01, 2016: The Center for Exhibition Industry Research (CEIR) has released the recent CEIR Index results for this year's second quarter. Growth for the business-to-business exhibition industry during the second quarter of 2016 has slowed. The industry's performance, as measured by the CEIR Total Index, posted a modest year-on-year gain, less than the two quarters before.

The strong growth in **Sporting Goods, Travel and Amusement, Food, and Transportation** sectors more than offset the weakness in **Raw Materials and Science, and Education** sectors.

All exhibition metrics except attendees (-0.2%) posted moderate year-on-year a slight gain. The strongest metric was real revenues, which rose 2.3%. It was followed by exhibitors, which increased by 2.2%. Net square feet increased by 2.0% (see Figures 1).



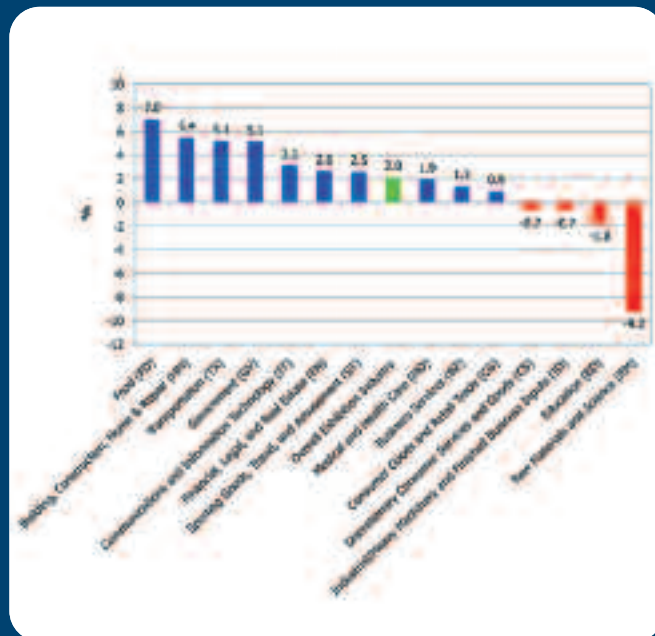
►► Figure 1: Quarterly CEIR Metrics for the Overall Exhibition Industry, Year-on-Year Growth, 2016Q2.

"The slower growth in the second quarter is a temporary setback," noted CEIR Economist Allen Shaw, Ph.D., Chief Economist for Global Economic Consulting Associates, Inc. "As oil prices stabilize and consumer spending continues to remain the main driving force, by 2017 macroeconomic growth and subsequently the business exhibition industry will pick up the pace."

For the first half of 2016, the Total Index rose 2.0% among 14 industry sectors. So far in 2016, the leading sectors have been **Food** (7.1%); **Building, Construction, Home & Repair** (5.4%); **Transportation** (5.1%); and

Government (5.1%). Most declining sectors were **Raw Materials and Science** (-9.2%) and **Education and Nonprofit** (-1.8%).

"We are seeing the direct impact the overall economy has on our industry and yet we are still quite positive about the near future outlook," said CEIR President & CEO Brian Casey, CEM. "◀



►► Figure 2: CEIR Overall Index by Sector, Year-on-Year % Change, 2016H1

About CEIR

CEIR provides industry-leading research on the North American exhibitions and events industry globally which optimizes performance, increases engagement and addresses emerging customer needs. For additional information, visit www.ceir.org. ◀



UFI's Global Exhibition Barometer

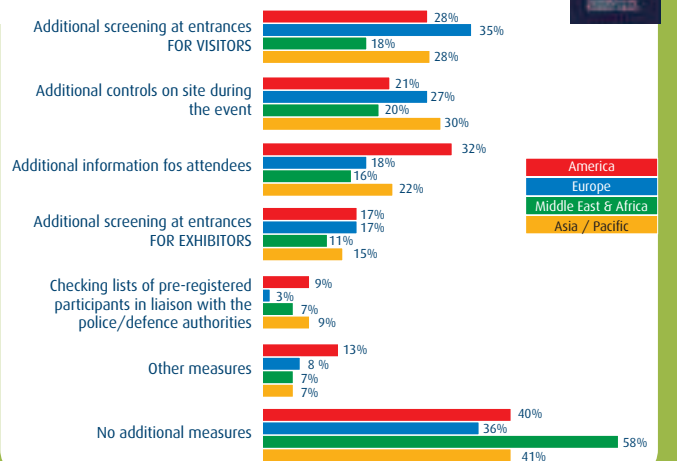
The 17th survey, conducted in June 2016, was answered by 262 companies from 56 countries. The results are detailed for 16 geographical zones, including 12 major national markets. Survey results reveals a number of key regional trends for the exhibition industry:

If we're looking for growth, the **US** reports an optimistic outlook for the remainder of 2016. And there is Asia as a whole, still with **China** in the lead. UFI's annual report on the trade show industry in Asia-Pacific, shows also that total exhibition space sold at Asian trade fairs increased by another 5.6% in 2015. With a 7.8% year-on-year growth rate of space sold **India** is showing the fastest growth rate in the **Asia-Pacific** region.

Data from **hundreds of shows** goes into these reports. The latest Global Barometer alone includes data from **56 countries**, gathered from the UFI membership together with a number of leading regional and national associations who collaborate with us on delivering the best possible data.

Security is also high on the agenda with a large majority of companies declaring having implemented additional measures in the recent months, varying from additional screening for visitors and exhibitors to additional information for attendees, controls on site during the event and also,

Recent security measures: detail by region



sometimes, checking the lists of pre-registered participants in liaison with government institutions.

Full results of the 17th Global Barometer Survey can be freely downloaded as PDF at: http://www.ufi.org/wp-content/uploads/2016/07/UFI_Global_Exhibition_Barometer_report17.pdf ◀

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

Brazil and ATA Carnet

It is official now, ATA Carnet is accepted in Brazil, however there are still some legal aspects that need to be established by local authorities.

The IEA Brazilian Members Fulstandig, Fink and Waiver will keep you posted on the development!

►INDUSTRY - NEWS



LESSONS LEARNED IN DUBLIN: SAFETY FIRST

5

 Steps for your effective trade show crisis communications

IELA is investing a significant amount of work and time into formulating Operational Health & Safety guidelines. Together with UFI, IAEE and IFES we are working on security concepts that will go hand in hand for all sectors of the industry. Accidents have always been and will always be the biggest threat to the industry and therefore the subject greatly affects IELA members. Most accidents can be avoided by implementing reasonable security standards.

Terrorist attacks are now a constant threat to society and consequently, security is at the top of every agenda – especially for those organisations involved in running events and exhibitions in big city destinations. Knowing what to do in a time of crisis has never been more relevant and crucial.

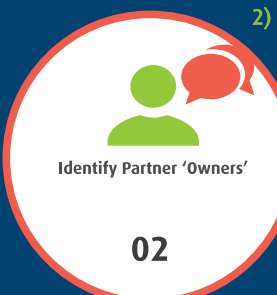
As a logistics provider, you may already have your organisation's own crisis management policy that you and your team must follow. The exhibition venues and convention centres you work with will also have their own health and safety procedures that need to be adhered to. What is however equally important is a carefully prepared crisis communications plan around your events. Knowing with whom you communicate in a crisis, as well as how and when you communicate can mean the difference between failure or success. And this doesn't just apply to a terrorist incident, but to any crisis situation that has the potential to disrupt an event – from outbreaks of fire and flooding to any other kind of emergency evacuation.

So don't leave it to chance and don't underestimate the consequences. Think about it now and include it as an integral part in your overall event management strategy. Have a look at these five fundamental steps for an effective crisis communications plan involving your events:



1) Identify Who are Your Key Partners

The first step is to think about all the different types of people you deal with at and around each of your events: exhibitors, organisers, venue operators and colleagues on-site and off-site.



2) Identify Partner 'Owners'

Once you have identified your partners, designate a contact person from your internal crisis team for every operational step. You need to have these dedicated points of contact to achieve effective communication. Collect lists from your customer database and make sure they are regularly updated.



3) Identify Your Different Communications Platforms

The next thing is to determine how you will communicate with all your partners quickly in a time of crisis. Social media (especially Twitter) are very powerful communication tools, given the 24-hour information cycle in which we currently live. However, it is important to note that social media does not guarantee reaching the masses. Aside from social media, you also have your email databases, mobile numbers and emergency contacts.



4) Find the Best Platform for your Partners

But think of other options too. Communication tools like text messages and phone calls are ideal to reach a designated organiser or partner. Social media on the other hand is a good method if you want to reach more people. Communication between your on-site team members may be better through group calls or messaging on mobile apps like WhatsApp. Bear in mind that immediately after a major incident like a terrorist attack, mobile networks may be unavailable due to excessive demand. Identify the most appropriate crisis communications channels for each venue and organiser and have contingency plans for every situation.



5) Put Together a Communications Plan

The next step is to put together a communications plan. It's difficult trying to figure out what you're going to say if you're not sure what crisis you'll be facing. The last thing you want to worry about on the day is putting some sort of plan together and chasing all the necessary approvals. Have your crisis communications plan pre-approved by the venue and the organiser in order to be ready to go. You could have a detailed plan for each type of crisis situation or you could have a more generalised one with clear action points.

Lastly, train your team members on what information is important to communicate and how to react. Keep in mind that the venue's and organiser's crisis plans are prioritised and your plans are only for execution if they do not collide with each other. ◀

everything is possible

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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 154 members and 33 affiliates in 53 countries...

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IELA currently has 154 members from 53 countries and 33 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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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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Dear Friends

It was really nice meeting you last June in Dublin. Even with a fully booked programme and lack of sleep, we were able to have fun like the memorable moments at Guinness with a great band and lots of fun during the Treasure Hunt.

In fact the Treasure Hunt was a unique experience, not only because the team to which I belonged won the prize :-)! More importantly, this experience proved once again that if we work together, our goals can be achieved. That's exactly how our Working Group has been functioning in pursuit of its goals of reaching 100% of the answers for the Survey, in covering all countries in our Customs and Venue Databases, in enhancing the awareness of IELA Performance Standards and enlarge

our membership through the development of new programmes.

Among the subjects we discussed this year, the Survey was once more the primary topic. We concluded that a new system with features and accessibility has to be developed and implemented for Survey 2016. Wait and see!

It is important for everybody to understand that the Standards & Customs Working Group is not only in charge of the Survey, but it is our responsibility to disseminate the IELA pillars – professionalism, ethics and safety. Our events are the best platforms in order to do just this. And the next event is the Winter Seminar in January 2017.

During this Winter Seminar we will plant the seed of IELA pillars in the

minds and hearts of the students. Our presentation will cover Standards of Performance, Occupational Health & Safety and accentuate the importance of the Survey.

As a matter of fact, the 2015 Survey statistics appear on the next page and the results of the survey completed on your company are available on our website. In case you don't know how to access the results, please send an email to the Secretariat.

If you did not participate in the 2015 Survey, we invite you to do so for the next edition.

Important is what you consider as priorities for us and for the partners you work with.

All the best!
Mariane ◀



Mariane Ewbank
Standards & Customs WG
Chairwoman

Michael Beckers
Standards & Customs WG
Vice Chair

How to become an IELA WINNER?

1. Be the best one!
2. Get in touch with your peers, make sure they survey your work and that you get the results.
3. Not only to share IELA's appraisal with your team to improve your services, but also to be able to compete for the Best Agents Awards. You need at least votes from seven agents working with you in order to qualify for the awards.
4. Survey the agents you work with in order to attract them to do so as well. IELA and the Standards and Customs Working Group aims for a 100% participation of the entire membership.
5. Use your chance to work on IELA's professionalism from the inside.

GIVE YOUR VOICE!



INTERNATIONAL
EXHIBITION
LOGISTICS
ASSOCIATION

2016 STANDARD SaURVEY

Start: Saturday, April 1st 2017
Deadline: Wednesday, May 31st 2017

SURVEY ME – SURVEY YOU!

SURVEY ME - SURVEY YOU was IELA's Standards & Customs Working Group campaign launched during IELA's 30th anniversary Congress 2015 in Singapore. The campaign aims for generating a higher participation within IELA's industry benchmark - the Standards of performance Surveys.

The IELA Surveys is not only a way to identify sectors for improvement within our own companies, but also a way to showcase the ongoing professionalism of IELA members within all sectors and segments of the exhibition and event logistics industry.

This year's increases of the averages in both surveys (Export and Domestic) showcase that the quality level of services is steadily rising and that our members understand the importance of the IELA surveys: Thanks to this benchmark tool IELA stands for quality.

The surveys are aimed to improving the level of service, professionalism and quality IELA members provide to end-customers and show organisers. The winner of the respective category – Domestic Agent or Export Agent – receives the Best Agent Award at the annual IELA Congress, the highest quality recognition within the Industry.

The results 2015:

The Domestic Agent Average increased by 1.41% from 5.392 in 2014 to 5.468 in 2015. The Export Agent Average increased by 5.77% from 5.445 in 2014 to 5.759 in 2015. This is the highest export agent average since the beginning of the new system records back in 2004. Our export game is truly on a high level.

Nonetheless the Surveys are only able to give valuable business intelligence results, the deep insight into our daily work and can perform as hallmark of the high quality level of our members when being attended by as many members as possible. This year the Export Agents Survey had a slight increase of voters by 0.52% as the Domestic Agent Survey saw a decrease by 10.62% of the voters.

	YEAR	DOMESTIC AGENTS	% GROWTH	EXPORT AGENTS	% GROWTH
THE AVERAGE FOR DOMESTIC AGENT INCREASED BY 1.41% FROM 5.392 IN 2014 TO 5.468 IN 2015	2004	457		381	
	2005	514	12,47%	326	-14,44%
	2006	527	2,53%	481	47,55%
	2007	666	26,38%	689	43,24%
	2008	658	-1,16%	789	15,61%
	2009	516	-21,58%	644	-18,38%
	2010	594	15,12%	735	14,13%
	2011	668	12,45%	654	-11,00%
	2012	502	-24,89%	578	-11,62%
	2013	736	46,61%	881	52,42%
THE AVERAGE FOR EXPORT AGENT INCREASED BY 5.77% FROM 5.445 IN 2014 TO 5.759 IN 2015	2014	819	11,28%	775	-12,03%
	2015	732	-10,62%	779	0,52%

Since its launch in 1987 the IELA Survey improved the service level, quality and professionalism of all IELA members. Next year in Prague the survey will celebrate its 20th anniversary and it would be great to celebrate this with an all high on participation in both the Domestic and Export Agent Surveys.

Taking part in the surveys is your chance to win the prestigious Best Agent Awards. The next ones will be handed over during the Gala Dinner and Awards Night on June 26th 2017 in Prague! ◀



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► TRAINING WORKING GROUP

Dear IELA Family members,

9 hours and 28 minutes! This is the time it took for the expected 32 students worldwide to book in for the IELA Winter Seminar in Zurich since the booking was opened on September 1st!!! Due to the high demand we are very pleased to announce that the BOM decided to increase the number of participants up to 40!

No Rihanna concert taking place, just a huge training and networking opportunity offered by IELA to meet its public! All upcoming registrations will be included on the waiting list for BOM discussion during the BOM Meeting in October.

At the last training working group presentation in Dublin our analysis of the results of the survey we had launched resulted in confirming that IELA was THE training provider. We play an important role in, and carry the responsibility for, training our newcomers. This conclusion led us to adapt ourselves to the mentality, reflexes and habits of the new generation versus our Generation X.

TRAINING THE MILLENNIALS: A NEW CHALLENGE

GENERATION X

OLD SCHOOL
(COWBOYS)

VS.

MILLENNIALS ARE

• **Plugged into technology**
(TECH SAVVY)
THE 1ST DIGITAL NATIVES
SOCIAL & CONNECTED

• **True Multi-Taskers: efficient and practical use of their time**
DON'T LIKE TO FEEL THEY'RE WASTING THEIR TIME; THEY WANT TO LEARN QUICKLY & MOVE ON

• **Practical & Results-Oriented**
Prefer merit systems to others
(e.g. Seniority)
USEFUL IS THE NEW COOL

• **Confident / Sense of "specialness"**
RAISED UNDER THE MANTRA "FOLLOW YOUR DREAMS" AND BEING TOLD THEY WERE SPECIAL

"This generation is passionate, eager, and ambitious. (...) half of the respondents don't feel like they receive enough professional development at work, and the majority (roughly 70 percent) of them see themselves leaving the corporate world at some point in favor of working independently."

Deloitte's annual Millennial Survey, 2014

GENERATION Y
→ the „why“, ME, ME, ME, and „we“ generation

MILLENNIALS
(FERRIS WHEEL RIDERS born between the early 80's and the late 90's)

COWBOYS VS. MILLENNIALS: WORKPLACE EXPECTATIONS

COWBOYS

• Command and control management style

• Individually focused work

• Managed flow of information

• Job security

• Work = income

• Structure

• Inward looking

• Influence through organization, position

MILLENNIALS

• Active, involved leadership

• Collaborative, teamwork

• Unstructured flow of information

• Employability

• Work = income and personal enrichment

• No structure; flexibility is highly valued

• Outward looking

• Influence through networks, communities

Source: Gartner Research in Lynch, 2008

► TRAINING WORKING GROUP

So it became obvious that we have no choice but to adapt the way we teach, train and interact with this new generation.

The old way where learning meant pain and suffering as compulsory stations of the cross, is all over now.

Taking account of this new challenge IELA offers two major TRAINING TOOLS

• WINTER SEMINAR (next one : 11-15 January 2017 in Zurich, Switzerland)

• Biennial OPERATIONS SUMMIT in 2018

Being the goal since the creation of this event, at the next Winter Seminar there will similarly be knowledge and expertise shared by the most experienced professionals in our industry but in addition, there will be new lecturers, role plays, interactivity and the essential and exclusive networking opportunities.

All our lecturers have confirmed their participation and we already have our students booked so our schedule is pretty much set up! We can now enjoy the following months to refine, ameliorate and finalise the details to ensure it will be yet another great IELA success!

Many thanks to all of you for your attention, input, response, activity and commitment to IELA!

Emmanuel Pitchelu ◀





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►PR & MARKETING WORKING GROUP

Dear Members,

We hope those who attended enjoyed the 31st IELA Congress and 5th Partnering Event. An extremely big thank you to Niall Thompson and his team for all their efforts making Dublin a fantastic, eventful and fun host city.

PR & Marketing Presentation

I do hope our PR & Marketing presentation was of interest. Thank you to Felix for preparing our power point presentation.

I think we can all agree that Tanya's presentation on social media was very informative. Her knowledge of this subject was inspiring and definitely made us think as a company how we can apply these tools to promote ourselves through social media. This is now in the hands of the secretariat to push forward.

Here is the link to Tanya's presentation; if you wish to view it.

http://prezi.com/hvwa2pipgjq/?utm_campaign=share&utm_medium=copy

IELA Movie

You may have seen me rushing around on the GALA night asking members to join me for five minutes with the camera man. This was for introduction of the IELA movie which

we are pleased to announce has the support and funding from the BOM. For those of you that stood in front of the camera that evening you may be stars of the IELA Movie (sorry no royalties will be paid). A big thank you to Alexandra and Eve for making this happen.

IELA Logo

During our presentation we reiterate the point of adding the IELA logo as a hyperlink as part of your email signature. Why not include the IELA logo on all stationery, letterhead, business cards, on-site work orders, shipping labels and possibility add to corporate clothing?

If we collectively use the IELA logo as much as we can the more familiar the brand becomes and this can only be good for our association and our members.

Posters

We did abandon this, however during the congress by a show of hands this is now back on the table. We will have two poster formats.

Internal use – Staff awareness educational

External use – Brand awareness for organizers venues

IELA Exhibiting at Shows

This was also abandoned, however

is now back on the burner (update to follow). If anyone has any input on this. Please let me know your recommendations via the secretariat.

IELA Story

This is a project in progress to tell the story of IELA over a period of time through industry linked media / editorials.

Regulating IELA Media Tools

During our meeting it was suggested that IELA needs to standardize all media; for example, the website, the app, publications etc., should have the same design/formatting. The logo in the same position and any wording attached to the logo to be same. We need to create a more professional look on all media tools. This was agreed. The secretariat is working to appoint a professional agency to handle this for the association.

IELA Slogan

We prepared and suggested three slogans. This is now with the BOM and will form part of the remit for the professional agency.

That's all for now folks, if you have any ideas or suggestions for our group please feel free to drop the secretariat a line. Your suggestions and input will be gratefully received.

Jim Callaghan ◀



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►MEMBERSHIP WORKING GROUP

Dear friends,

This is my first address to you since Dublin.

I introduce you again to my Vice-Chair, **Jeff Broom**, and the rest of the WG.

And, have we been busy from day one!

I probably just returned home and Jeff was already on his 'white spots' hunt. That guy is amazing - goes around doing his thing surely and quietly. Thank you, Jeff!

The Group is very energetic again. Mostly old faces, but some new ones too. A very good mix of geography and company sizes.

In the last few weeks, we have already processed some applications. Here is the good news - one approved, and one returned to the applicant.

Returned to the applicant is good news as they fell short of their credentials. This is proof of our

commitment at Dublin - we will be going through applications with a microscope. Quality not Quantity!!

I end with our present statistics:

Current nr. of members: 154 from 53 countries and 33 affiliates

Current No. of members by continent:
Americas: 21 (13,64 %)
Asia: 40 (25,97 %)
Europe: 70 (45,45 %)
Middle East & Africa: 23 (14,94 %)

Number of new members since January 2016: 11 (5 from white spot countries)

Number of rejections in 2016: 1

Number of information pack sent since Singapore: 72

No. of membership cancellations in 2016: 1 (CML Jordan, member till July 31st)

We are today a strong network of 187 partners worldwide.

God Bless
Ravinder Sethi ◀

MEMBERSHIP WORKING GROUP

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►ORGANISERS WORKING GROUP

Dear friends,

The last few months have been rich of news for the Exhibition Industry and for IELA as well.

On June 8th we celebrated the first **Global Exhibitions Day** driven by UFI and IAEE, with the support of a number of local and regional groups of organisers, venues and service providers.

During our Congress last June, we held an really interesting **IELA Forum** where we had the chance to appreciate the level of interest of the same two big associations UFI and IAEE regarding Health and Safety issues and their appreciation for our awareness as IELA members of this subject. An important proof for them is our attention to the service quality level and their needs.

This takes me to talk specifically of the **Organisers Working Group** meeting. In Dublin we had a really lively working

session. New attendees, a lot of ideas and some controversial positions. I take this opportunity to thank **Priscilla Leong** for her recently achievement: The new MOU agreed between SACEOS and IELA, the voice of MICE industry in Singapore.

We defined a roadmap for the next 12 months with targeted venues, organisers and associations at national and regional level that might be approached to exchange best practice in different areas (H&S and sustainability, to make just a couple of example). We also evaluated the value of developing educational exchange programmes with venues, organisers and associations bringing **"mission is recognition"** alive and sharing logistic knowledge to our business partners.

So now that the holidays are over within our team we will start to communicate to reach our goals for the next year keeping you updated.

Cheers.
Guido Fornelli ◀

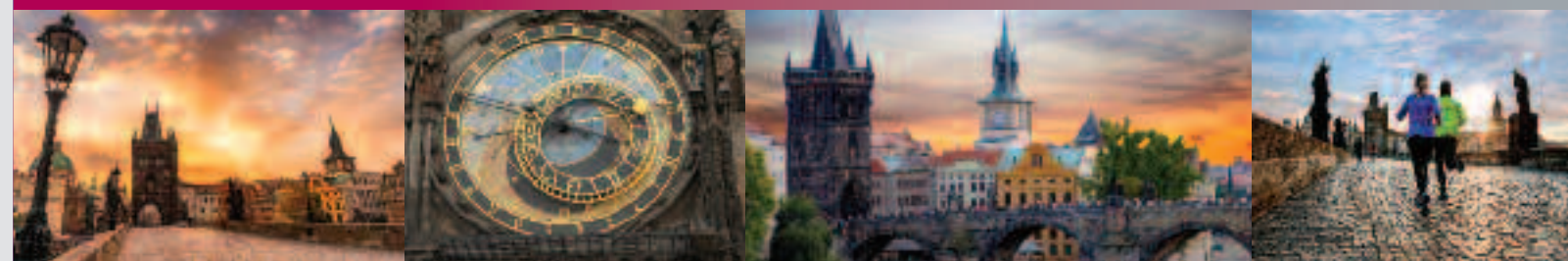


See you in

Prague 2017



ON THE THRESHOLD OF A NEW AGE



32nd IELA CONGRESS
& General Assembly

June 24th | June 27th 2017

6th PARTNERING EVENT

June 27th | June 29th 2017

Save the dates!

HOST MEMBER



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

IELA WINTER SEMINAR

WS
2017BUILDING
THE FUTURE

The major participant's benefits:

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

Giving back benefits to members:
+25% students will attend WS 2017

2017 IELA WINTER SEMINAR
Zurich, Switzerland

For the first time the **2017 Winter Seminar** will be one of IELA's new corner-stones in giving back benefits to its members.

Being held again in Zurich from **January 11th - January 15th 2017** IELA will fund the full participation costs for 40 youngsters within the industry. This unique training and networking opportunity is available only to IELA members and their staff. The Winter Seminar enables your operations employees to meet and interact with their peers and learn from industry leaders.

The membership recognised this opportunity and the 2017 class was sold out literally within a blink of an eye. Only 9 hours and 28 minutes! 40 students from 40 members out of 24 countries will generate a truly international atmosphere during the 2017 event.

As in the past successful editions the WINTER SEMINAR will provide an exclusive programme dedicated to the complex issues and procedures in our exhibition handling and logistics sector of the industry. While the classroom environment is friendly and fun, the programme content is intense. There are more than 20 hours of instruction and interaction planned for the students over a three-day period. The networking opportunities alone for the participants will add valuable contacts to their professional relationship network – which adds up to tangible benefits for employer and employee alike.

The course instructors will be IELA members and seasoned industry professionals. Programmes will be presented in both lecture format and hands-on, audience participation workshops. The programme is concluded with a comprehensive exam and selection of the Best Student Award.

When the students leave the WINTER SEMINAR they are more aware of the processes that are current and active in our industry. This includes not only the nuts and bolts of our own trade but also a growing awareness of the demands of exhibitors and organisers. Clearly, the winners are the students, with an increased level of professionalism and competence as well as their employers who benefit from these skills and newly-established networking connections.

IELA is looking forward to welcome the 40 students of our class of 2017 and our 14 volunteering lecturers in Zurich for another exciting Winter Seminar! ◀

JANUARY 11TH - 15TH 2017
ZURICH, SWITZERLAND

► Testimonials



Koray Burkay
Mars Logistics, Turkey

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

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

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



Sheridan Mercer
Airways Freight Corporation, USA

"Being so new to this industry, having the opportunity to attend IELA's Winter Seminar was such an honour. I never thought I would leave with such an invaluable new perspective on the Freight Forwarding business. I owe that to the instructors, board members and most of all my peers.

The lectures were insightful and informative and the group work was above all very constructive to real life scenarios. I think it's safe to say that everyone also enjoyed the time spent outside the classroom with one another – it goes without being said that some of us made lifelong networking connections and friendships. The day in the snow went above and beyond my expectations, I had a blast – the pictures are the proof! Thank you to everyone involved in making IELA's Winter Seminar possible and successful! I am forever grateful." ◀



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

"Participating at the IELA WS 2015 was the most meaningful time to develop myself & make new friends all over the world as a freight forwarder beginning of this year.

I was really satisfied with the environment and quality of this seminar. It was a very valuable experience for me.

The knowledge and different viewpoint I was able to gain during this seminar has definitely helped further enhance my confidence within the industry and beyond.

Moreover, not only did I gain the knowledge but also made new friends that I may work with in the future.

As a person who has experienced the IELA WS for the first time, I would strongly recommend this course to people who work in our industry.

Before joining the Winter Seminar, nobody can really know how valuable it really is." ◀



WINNER BEST STUDENT AWARD 2015

Daniel Harding
CEVA Showfreight, UK

"I wholly enjoyed the experience of the IELA Winter Seminar 2015 in Zurich, and found it enormously beneficial. It was great to meet people in the industry face to face that I had been doing work with for a while. I especially enjoyed the Speed Dating sessions which gave me the opportunity to make numerous new contacts for the future, and the workshop sessions gave me a fantastic insight into customs procedures.

I was impressed with the high quality of the event and in particular the range of knowledgeable speakers throughout the seminar, and would recommend the Winter Seminar to anyone thinking of taking part in 2017." ◀

IELA WINTER SEMINAR PROGRAMME 2017
January 11th to 15th

Wednesday, January 11th, 2017

Individual Arrival

19:00	Welcome Reception at the Hotel	Winter Seminar Team
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Thursday, January 12th, 2017

08:30	Welcome	Jim Kelty
08:45	Introduction to IELA	Mariane Ewbank
09:30	Speed Dating Part 1	Jim Kelty
10:30	Coffee Break	
11:00	Speed Dating Part 2	Jim Kelty
12:30	Lunch	
13:30	IELA Standards & Security Issues in the actual context	Mariane Ewbank
15:00	Coffee Break	
15:30	Sales & Marketing	Vicki Bedi
17:00	Customs Workshop Preparation	CW Team

Friday, January 13th, 2017

08:30	Customs Workshop	CW Team
10:30	Coffee Break	
11:00	Customs Workshop	CW Team
13:00	Lunch	
14:00	Domestic Agent's Performance	Emmanuel Pitchelu
15:00	Coffee Break	
15:30	On-Site Planning	Yolanda de Paz
16:30	The 10 minutes that change everything	Emmanuel Pitchelu & Yolanda de Paz
17:30	Export Agent's Performance	Jim Callaghan

Saturday, January 14th, 2017

08:30	Trade Fair Management Decisions & Processes	Dr. Rowena Arzt
10:00	Coffee Break	
10:15	Tariffs	Ute Wiezorrek
11:30	Autopsy of a PCO	Alain Chanavaz
13:00	Lunch	
14:00	Zurich Fairground Tour	Daniel Bataller
15:30	Final Exam	
16:30	Bus leaves for Cocktail Reception	
17:30	Cocktail Reception with BOM, CP, Guests	
19:30	End of Cocktail Reception	

Sunday, January 15th, 2017

09:00	Bus departure for A Day in the Snow
17:00	Bus departure from Hoch-Ybrig back to Zurich
19:00	Arrival in Zurich

► More Testimonials

WS
2017**Felix Sadenwasser****Swiss Expo Logistics Ltd., Switzerland**

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

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

The organisation team did a really good job and I just can recommend to all IELA members to send their staff out for IELA training seminars as it is a great chance to improve the business-knowledge and the network." ◀

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

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

During this seminar I improved my knowledge of the wide world of exhibitions and at the end of it I felt enriched also under a human point of view. The people that guided me during this route have been able to let me touch with my own hands what it means to be an IELA member and I experienced the concept of the "IELA spirit".

Last but not at least, I think that gathering people from 17 different countries all over the world is something most unique and rare!!! Thank you IELA and thank you to my company that gave me this opportunity!" ◀

**Majda Kaouache****Ziegler Expo Logistics, Belgium**

"For me, it was a real pleasure to have participated at this year's Winter Seminar. Thank you to my manager for having allowed me to participate and thank you to all people who have organised this.

I have had the opportunity to meet members of IELA from 17 different countries. I already dealt with some of them and I had the possibility to put a face to the name. And for the other ones, it was an occasion to create new professional relationships, hoping to develop some areas.

Regarding trainingship, as a newcomer in the exhibitions world, it was a great experience to learn more about the IELA group and the different aspects of our job.

It was a nice, professional and networking experience.

I recommend this experience to all newcomers.

Successful for all agents around the world and for IELA." ◀

**Ben Turner****Exhibition Freighting GSM Limited, UK**

"I personally really enjoyed my short time in Zurich at the Winter Seminar especially as I'm fairly new to the industry, I met some great people that now are good friends of mine. Hopefully meeting the group will help with future business whether it is using their local knowledge of fairgrounds in their country or gaining business from them.

The workshops that were presented to us really helped me learn new aspects of the freighting industry that I wasn't aware of before, I think that I will remember the week I had in Zurich for a long time. I am looking forward to putting my new knowledge into practice in the coming weeks during our busy period." ◀

**Edwin Wissema****CEVA Showfreight BV, The Netherlands**

"From my side, it was really nice to have met you all in Zurich, I think we are a good team to work with in the near future.

The Seminar was a great experience for me to build the connections with one another, not only via e-mails but also face to face.

A great deal of my positive experience is due to all of the wonderful people that attended and having the opportunity to build relationships with them.

Like the presenters said, some of their best contacts in the industry are the ones they met in Zurich!!!" ◀

**Zeynep Kaymas****EKOL LOJISTIK AS, Turkey**

"The WS 2015 has been a great opportunity for me. I had the chance to meet my colleagues from miles away.

From the very first day, the practices given were so interactive and really helped us to socialise with each other.

I still remember how difficult it was to depart from the new friends at the end of the seminar. The seminar enabled all of us to look through different and deeper aspects of what we do every day at the office.

Upon return, I had so much to share with my colleagues. The most important fact of the Seminar is that I now feel myself and my department as a part of a huge family." ◀

**Dave Bennett****Exhibition Freighting GSM Limited, UK**

"I thoroughly enjoyed the Winter Seminar experience. As it was my first time attending an IELA event and it was great to meet and interact with other individuals of our industry. The sessions were informative and enjoyable, and it was good to gain knowledge from experienced members of the IELA Community. I have made some great new friends and extended my list of contacts within the IELA network. I would recommend it to anyone who has the opportunity to attend the Winter Seminar in the future." ◀

Manuela Vasconcelos**Fulstandig Shows E Eventos MC Ltda., Brazil**

"I had the unique opportunity to attend last IELA Winter Seminar, in January 2015. Being part of this event was such a rewarding experience. The classroom environment was very friendly and all lectures were interesting and well presented. For me, being a student at this seminar was the perfect chance to understand the industry we are working in from different points of view. I have to say that what I liked most was meeting so many agents from so many different countries. Everybody felt really connected and managed to build a strong team spirit. This was great for networking and, why not, making new friends.

I can now say it, for sure, that I learned a lot at the Winter Seminar and this was vital to increase my level of professionalism." ◀

**Ian Roux****La Rouxnelles Logistics and Consulting, South Africa**

"The Seminar was a tremendous experience for me! To have had the opportunity to listen and learn a lot from the great speakers.

It is a wonderful way to grow your network in the Freight Forwarding industry and building a good Face-to-Face relationship with the other agents." ◀

**Ruan King****La Rouxnelles Logistics and Consulting, South Africa**

"This was an excellent opportunity to meet partners from different countries and to share thoughts, experience and opportunities.

To hear the different point of views from various partners made me feel like "we are all in the same boat!".

We received valuable advice and information from the IELA speakers during their presentations.

IELA really sets the benchmark when it comes to standards & procedures." ◀

**Heidi Scherbauer****Schenker Deutschland AG, Germany**

"For me it was a great experience. It was the first time I had the opportunity to meet so many different people from different countries that work in the same branch.

It was a lot of work but we had a lot of fun as well and I'm sure everyone will benefit from our work experience we all shared during these days.

Besides, I could learn a lot about the work of the guys on the "other side" (I am an on-site agent) which will help me to understand what they expect from me and what I can expect from their side.

The day in the snow was a very "cool" conclusion - everyone enjoined being together in this beautiful landscape. The best was our slide-down on the sleighs too.

I'm glad that my company supported this trip. Thanks to the IELA Team and all participants as well!" ◀

**Mark Bartucci****European International (Fairs) Limited, UK**

"Coming to the IELA Winter Seminar 2015, I was a little nervous but once I arrived, I was made to feel very welcome by the lecturers and the other students.

Having the opportunity to attend the training sessions and the way they were set out I was able to expand my knowledge and learn new and valuable skills from the lectures and students which I know will help me in the future.

By the end of the Seminar I had met all to other students and made some good friends and contacts that I am sure will last a lifetime.

I now feel that not only am I part of a friendly network, but part of a family that I can call on to help when in need of their assistance." ◀

**Maxime Philippe****World Exhibition Logistics WEL, France**

"The seminar was very nice and all people were very open and friendly. The speed dating was a very good idea! Thank you for this seminar." ◀



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▶▶ Members Moves

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

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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 185 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:
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