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PRAGUE 2017

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32nd IELA CONGRESS
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INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION



►IN THIS ISSUE

CHAIRWOMAN'S CORNER 3

IT'S ALL ABOUT
MEMBERS NEWS 4-7

IT'S ALL ABOUT
NEW MEMBERS 8-11

IT'S ALL ABOUT
IELA NEWS 12-15

IT'S ALL ABOUT
POST WINTER SEMINAR 16-27

IT'S ALL ABOUT
PRAGUE CONGRESS 28-33

IT'S ALL ABOUT
INDUSTRY NEWS 34-36

IT'S ALL ABOUT
PEOPLE 37-39

IT'S ALL ABOUT
MEMBER'S LISTING 40-51

IT'S ALL ABOUT
IELA WORKING GROUPS 52-58

STANDARDS & CUSTOMS 53

EDUCATION & TRAINING PROGRAM 54-55

THINK TANK 56

MEMBERSHIP 57

INDUSTRY RELATIONS 58

NEWS & MOVES 59

► EDITOR & ADVERTISING
Elizabeth Niehaus ►►ielareport@iela.org

IELA Secretariat
TQ Consulting GmbH
Lindenhof 6
6060 Sarnen, Switzerland
T: +41 41 661 1718
F: +41 41 661 1719
W: www.iela.org

► DESIGN
DGCVer ►►www.estudiodgcver.com.ar

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CONTENT •

►CHAIRWOMAN'S CORNER



►CHAIRWOMAN
Mariane Ewbank

CONTACT DETAILS

T. +55 11 2207 7650

E. mewbank@fulstandig.com.br

IELA Members, Happy 2017!

This is the first IELA Report of the year and your Chairwoman, your Board and Secretariat want to communicate good vibes to the entire Membership!

These are the same good vibes that inspired us to start with the **Winter Seminar**, working on putting together new education programmes, making strategic changes that will take IELA to the next level in terms of our position in the future events industry, and so many other tasks that we shared along the way.

Speaking of the **Winter Seminar**, the largest edition so far of our traditional event took place early January in Zurich. We believe so much in the importance and efficiency of the programme that we increased the number of students to 40 and it became an **IELA funded event**, which was free of charge for all members! The Organising team composing by Emmanuel Pitchelu (ESI Group, France), Chairperson of Training Working Group, the Board Members Jim Kelty (Airways Freight Corporation, USA), Achim Lotzwick (Cretschmar MesseCargo GmbH, Germany) did a fantastic job elaborating a very interesting programme and inviting special lecturers. Daniel Bataller (Sempex AG, Switzerland) made sure that we were very well accommodated at the venue and that the students had a great day in the snow. Elizabeth and the clever Dennis from the Secretariat team managed beautifully the operations side. You can read more details about the event in Emmanuel's article.

At the moment of writing this note, February has not gone by yet and we already announced another **Education Programme – IELA Webinars**. Members will have the opportunity to attend seminars without leaving the office. This is one of the great benefits that your IELA is offering to you. **The first webinar will be on Sales**. We are working on others themes that are certain to contribute to improving skills and techniques in your teams and business.

Of course I cannot present the year 2017 without sharing with you how we closed 2016. We ended the year with **154 members, 33 affiliates and 54 countries!** We had three great events: the first edition of **Operations Summit** in Hong Kong, the **IELA Congress** in Dublin and also the **Partnering Event** in Dublin. We delivered good content to our Members and provided the perfect environment for networking.

In 2016 we also had the opportunity to work on the awareness of IELA in the events industry. We were invited to make a presentation about our Association at the **UFI Congress** in Shanghai. During the presentation we delivered the message that **our members are the right option as freight forwarders for Organisers** and those requiring the transport of exhibits around the world. IELA was also invited to moderate two seminars at the Congress. IELA was similarly present at **Expo! Expo! In Anaheim, USA**. We were there not only to promote our Association, but also to participate in a very delicate and important discussion – **Security**. Pretty soon new rules and protocols for security at events will be imposed. It is in our interests to participate in the development of these rules and to ensure their feasibility when it comes to freight forwarding.

Do you think we have finished with our news? Nooooo, we have more to share with you. We have some changes in the **Working Groups**; we have your Board Members telling you a little bit about themselves; we have the WG Reports and much more. Keep reading the next pages of the **IELA Report** and you will find out.

I really hope to keep the good vibes the whole year through!

Enjoy your reading and let's keep in touch! ◀

Cheers



ORPHEE BEINOGLOU HAS JUST COMPLETED THE CONSTRUCTION OF ANOTHER BIG LOGISTICS HUB & STORAGE FACILITY IN ATHENS, GREECE

ORPHEE BEINOGLOU has just completed the construction of another big Logistics Hub & Storage Facility in Athens for accommodating its operations, located in the industrial area of Aspropyrgos appr. 20 kms from the city and 10 kms from the Port of Piraeus.

The establishment consists of 16000 sq. meters covered space in a piece of land of 51000 sq. meters.

Some interesting facts & features of the facility are:

- 31 loading docks monitored 24/7 by 70 CCTV systems surrounding the complex,
- special fire detection and burglary security systems are in place and other than the normal racking and picking logistics areas.

Including this new establishment Orphee Beinoglou operations in Logistics, Freight Forwarding, HHGDs, Fine Arts and Exhibitions utilize a covered space of 6 warehouses in Greece with a total capacity of 105.000 sq. meters in Athens & Thessaloniki. ◀

CONGRATULATIONS TO ORPHEE BEINOGLOU INTERNATIONAL FORWARDERS S.A.!

Last December 1st, in Athens, the IELA member **Orphee Beinoglou International Forwarders S.A.** has been rewarded with an Honorary Mention for its distinction in the 1st Awards for Growth and Competitivity "Growth Awards", which were jointly organised by Eurobank and Grant Thornton.

The aim is to reward enterprises that were able to combine high financial performance with a successful modern corporate management, who have the drive to contribute to the structure of the business environment and corporate culture in Greece.

The awarding ceremony took place last Thursday, December 1st 2016 at the Athens Music Hall.

Orphee Beinoglou International Forwarders S.A. has been recognised as one of the 20 most dynamic enterprises, which despite the adverse conditions, distinguished and qualified itself between hundreds of other Greek enterprises.

The ultimate choice made by the Evaluation Committee, was extremely difficult because all 20 enterprises hold a powerful and equivalent presence, high financial indexes, escalating turnover, employment and profitability as well as inspired Management.

The 20 winners were chosen from 172 shortlisted companies themselves distilled from 8,000 entrants. The organisers said that the 20 winners "Set the example of Greece's development efforts". ◀



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▶▶For further information:

Orphee Beinoglou International Forwarders S.A.
27th km Old National Road Athens-Corinth
19200 Elefsina / Attica, GREECE
T: +30 210 946 6100
E: nzervou@beinoglou.gr



R.E. ROGERS INDIA OFFICIAL CONTACT FOR AERO INDIA

R.E. Rogers India is proud to have been appointed as "Sole Official Freight Forwarder and On-site handling agents" for the eleventh edition of Aero India, which was held at Air Force Station, Yelahanka, Bengaluru, from 14th to 18th February 2017.

R.E. Rogers created history in getting this sole appointment since the inception of the show – truly one for the Guinness Book!! ◀

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▶▶For further information:

R.E. Rogers India Pvt. Ltd.
1, Commercial Complex
Pocket H & J, Sarita Vihar
110076 New Delhi, India

CONTACT PERSON :
Mr. Ravinder Sethi
T: +91 11 26 94 98 01
E: ravi@rogersworldwideindia.com

.....
▶▶For further information:

Fink Sao Paulo S/A
Sao Paulo, Brazil
T: +55 11 3835 3399
E: fairs-sp@fink.com.br



▶▶Paul Klien, a great entrepreneur
(30 September 1914 – 6 March 2012)



FINK IS ALMOST CELEBRATING ONE CENTURY

This celebration is the perfect timing to remember a great entrepreneur who did so much for **Transportes Fink Ltda: Paul Klien** (30 September 1914 – 6 March 2012).

A native of Dresden, Germany, **Paul Richard Klien** moved to Brazil in 1934 at the age of 19. His first job was in São Paulo, working in the family chocolate factory. Later, he attended Brown University in Providence, Rhode Island, where he volunteered to join the United States Army.

After the Second World War, Paul returned to Brazil and met his future wife, Edith, daughter of Austrian Leopold Joseph Fink, of L. J. Fink Cia. Ltda (later named **Transportes Fink S.A.**), the first international forwarder in Brazil. At the time, Edith was responsible for the post-war donation packages sent to Germany with food and clothing. **Mr. Fink** provided large wooden boxes to facilitate shipping them as consolidated cargo and contracted forwarders in Germany to deliver the items, thereby making the donation parcel business a success.

As an employee of **Transportes Fink S.A.** in the early 1960s, Mr. Klien was a key player in the move of the federal government of Brazil from Rio de Janeiro to Brasília. It was at this time that President Juscelino Kubitschek himself invited Paul to become a Brazilian citizen.

Excellence was Mr. Klien's first and foremost concern. He trained his staff on everything from answering phones to packing, even creating a "packing school." His wife, Edith, was responsible for customer relations and Mr. Klien called clients on a daily basis to check on Fink's quality of services. His training texts are still being used at Fink today.

As president of Fink, Mr. Klien was instrumental in changing Brazilian regulations permitting air cargo consolidation, thus giving a boost to the air cargo business and Brazilian exports.

Mr. Klien was one of the founding members of the Latin American & Caribbean International Movers Association (LACMA) and president of the working group that developed the statutes that have been its bedrock. Envisioning an association where Latin American movers could join forces to pursue common interests, he was elected the first president of LACMA in 1969.

He also assisted the Brazilian Ministry of Foreign Affairs by translating Brazilian customs regulations for incoming shipments into German and English and circulating them among embassies, transnational companies and chambers of commerce, creating good will and expediting customs clearance through proper documentation.

In the early 1970s, Mr. Klien felt that Brazil needed a financial institute to help bring the country into the rank of developed nations. Although he was not a financial executive himself, he founded IBEF, the Brazilian Institute of Financial Executives.

In the 1985, FINK was accepted by the board and became a new member of IELA Association.

During his career, Paul was awarded the Medalha de Mérito Mauá from the Brazilian Ministry of Transportation in 1989 for his contributions in the transportation field, and the Ordre de Léopold from Belgium for his support of Belgian products in Brazil.

Mr. Klien was instrumental in the modernization of Brazil. With the help of his wife, sons and daughter, Fink ventured into other areas of business such as Ro/Ro and container shipping via TransrollNavegação S/A; record and file storage with Memoteca Fink; and container and vehicle port terminals through Multiterminais and Santos Brasil.

Today, FINK offers top quality, compliance, trust and reliability. Specialized in Trade Fairs, Cultural and sports events logistics, household goods and fine arts packing, transportation, storage, customs clearance and relocation services, FINK was classified as Top Performer in 2016, amongst 600 companies worldwide, by Ernst & Young FAIM 3.1 quality program. ◀





DHL WELCOMES NEW COLLEAGUES

DHL Trade Fairs & Events GmbH is happy to announce that during 2016 the sales team has made a great development and we have been able to welcome **3 new colleagues**.

Mrs. Gönül Cona joined our Indoor Sales team and is a competent contact person for our customers. **Mr. Gene Randjbar** also has joined during 2016 and is already an expert in Fairs and Events and an important member of our Field Sales Team. **Mr. Robert Knestele** supports our team with his huge expertise in the field of Fairs and Events as of July 2016.

The team will pursue all sales leads received and will create new and interesting opportunities for our valuable agents and partners!

We are very happy to have such great people in our team. Please contact our team in case you have any questions. ◀

▶▶For all requests of international agents: tfe.germany@dhl.com



▶▶From left to right: **Isolde Mohr** (Field Sales), **Robert Knestele** (Field Sales), **Angela Dreer** (Indoor Sales), **Sabine Pizzati** (Head of Sales), **Susanne Bauer** (Indoor Sales), **Gönül Cona** (Indoor Sales), **Gene Randjbar** (Field Sales).



FOR THE THIRD CONSECUTIVE YEAR LA ROUXNELLE HAS OBTAINED THE BEST SUPPLIER LOGISTICS

Once again **LA Rouxnelle Logistics and Consulting** has walked away for the third year in a row with the EXSA Awards – **Best Supplier Logistics**. The Exhibition Industry Awards 2016 evening was held at Ticket Pro Dome, Johannesburg on 26th January 2017. This was the first time the Awards evening was hosted by **EXSA** (Exhibition & Event Association for Southern Africa) and **AAXO** (Association of African Exhibition Organisers) that brought together not just the service providers but also the organisers and venue owners, all under one roof.

Notwithstanding the Best Supplier Logistics Award, **Mike Weeks** was awarded the Best Supplier Employee Award in the Logistics Category. This is also the second time that an employee from LA Rouxnelle had the honour to receive this award.

I would like to take this opportunity to thank everybody, local and international for your continued support and we will always be there to assist to the best of our abilities. ◀



▶▶Mr. Mike Weeks & Mr. Leon Roux



▶▶Peter George
Vice President Operations

PETER GEORGE, NEW VICE PRESIDENT OPERATIONS OF TWI GROUP

TWI would like to announce that as of August 2016, **Peter George** has joined us as Vice President Operations. Peter is a veteran of the logistics industry for over 35 years. He began his career with Emery New York first in sales, then operations. He has extensive experience in US Domestic market and International export and import services. Much of his career was in Global Air freight product management procuring space around the world establishing relationships with all the major key airlines.

Peter helped build the first dedicated international integrator hub in both the Netherlands and UK. Further expansions were managed to multiple locations in the Far East.

Over the last 20 years he has managed P&L operations both at a local and regional basis. His relationship with TWI began over 10 years ago being appointed the corporate account manager while at ABX/DSV for their US international origin business.

All TWI operations and project manager reports now to Peter. We look forward to you meeting Peter at a future IELA event. Peter can be reached at pgeorge@twigroup.com ◀



▶▶Daniel DiMangano
Logistics Account Manager

AMR GROUP HIRES NEW LOGISTICS ACCOUNT MANAGER

Las Vegas, NV – **AMR Group, Inc** announced today that **Daniel DiMangano** has joined the company to further develop their growing portfolio of US and overseas tradeshow logistics accounts. Daniel DiMangano comes with a wealth of experience, having spent the last 13 years in the tradeshow industry Daniel has been instrumental in Aerospace and international trade show logistics. He's traveled the globe working on shows from Farnborough (UK) to Singapore Air Show. Daniel acquired his logistics certifications while serving in the United States Marine Corps which makes him a perfect fit for our customers.

Daniel joins AMR Group to continue our success providing logistics and handling services to many of the top trade show attending companies in America. Daniel comments *"I am excited to start a new challenge within AMR Group and look forward to working with the team to further develop their already extensive footprint in the industry. I am fortunate to be joining such a respected company that prides itself on top quality service."*

Chris Ray, President of AMR Group said *"Daniel's wealth of experience and industry knowledge has already made him a key addition to the AMR Group team. We view his appointment as a sign of our commitment to being the leading company in our industry. Increasing demand from our customers led us to look for an addition to our team who would fit in with our culture of exceptional service and it is very fortunate that we could find someone of Daniel's caliber to fulfill this role."*

As a trusted global freight forwarder, AMR Group ships tradeshow and event materials to more than 60 countries worldwide. We have an excellent network of partners and agents around the globe, making us one of the top logistics companies in the world serving the tradeshow and event industry. AMR has long standing track record of shipping tradeshow exhibits and products worldwide with zero failure. More information on the company's notable achievements, services provided, key leadership or history can be found on our website www.amrworldwide.com. ◀

▶▶For further information:

AMR Group, Inc
Daniel DiMangano
T. +702-800-6385
E. dan.dimangano@amrworldwide.com
W. www.amrworldwide.com



LEANN AND JOHN HARRISON JOIN TWI GROUP

We are happy to announce that **John** and **Leann Harrison** formerly of **Unigroup** have **joined TWI Group** as of November 2016.

John and Leann have long been worthy competitors to TWI as the key team of Unigroup focused on international shows. With the recent announcement of Unigroup's decision to stop their international business processes, TWI is proud that John and Leann chose TWI to transition their international business.

John Harrison stated, *"As the need for a transition became apparent, we thought this through and researched several potential partners. We reached out to our very well respected industry colleagues at TWI Group and decided that transitioning our business to TWI would allow us to offer the best solutions for both our clients and our industry partners, many of which are IELA Members. We absolutely appreciate the support and assistance of TWI's Steve Barry and Greg Keh and their entire team to provide a solid and smooth process for existing clients and partners."*

The transition has taken place over the past two months and already we have shipments for February and March shows. In conjunction with working with IELA partners CEVA, we are well on our way to success.

According to **Steve Barry**, CEO of TWI Group, *"John and Leann were always recognized as formidable and professional competitors. Now, as colleagues, it is truly a privilege to be working together."* ◀



▶▶Leann and John Harrison

▶▶For further information:

TWI Group Inc. (USA)
4480 South Pecos Road
NV 89121 Las Vegas, USA
T: +1 702 691 9032
gkeh@twigroup.com

Introducing four new partner to the network

WELCOME TO IELA!

FELIX EXPO LOGISTICS (M) SDN BHD



No. 17, Jalan PJS 7/20B, Bandar Sunway
46150 Petaling Jaya, Selangor
MALAYSIA



Contact Person:
Mr. Albert Perianayagam
T: +603 56369511
F: +603 56327795
albert@felixexpolog.com

www.felixexpolog.com

The Team

| | |
|--------------------------------|----------------------------------|
| Mr. Albert Perianayagam | ► Director |
| Mr. Chandra Ganesh | ► Manager Exhibition & Sales |
| Ms. Agnes Nelgie | ► Business Development Executive |

About Felix Expo Logistics (M) Sdn Bhd

Felix Relocations (M) Sdn Bhd, a **Felix Group company** and a leading provider of integrated logistics solutions, with comprehensive world class warehouses & facilities creates a unique proposition to your end-to-end exhibition logistics needs.

No matter where you are exhibiting, Felix Expo Logistics & Exhibitions experts already know the venue access points and site constraints and special restrictions ensuring that your move-in runs smoothly and on schedule. You can have peace of mind knowing that all your logistics problems will be handled professionally. Leave the planning, coordination with the exhibition organizer and venue operator and your display contracting to Felix Expo Logistics. We know all the major exhibition venues in the world and have already moved most kinds of exhibits and displays in and out of these venues.

As an ISO 9001:2008 Certified Logistics company, we have established and implemented a comprehensive Quality Management Systems that addresses all areas of operation.

FAIM (FIDI Accredited International Mover) is the most stringent, all-encompassing quality programme recognized for more than a decade as a supreme seal of quality by customers of the international moving industry.

Our Core Strength:

EXPERTISE & IN-DEPTH KNOWLEDGE OF ASIA MARKETS GLOBAL COVERAGE STATE-OF-THE-ART FACILITIES HOME GROWN, WORLD CLASS QUALITY CONTROL & UNMATCHED CUSTOMER SERVICE SKILLFUL & COMPETENT WORK TEAM. ◀

Our Services:

- Exhibitions' Logistics
- Fine Arts Logistics
- Specialised Cargo
- Warehousing
- Transportation
- Venue Logistics
- Heavy Machinery
- Project Management
- Air and Sea Freight
- Relocations ◀

WELCOME TO IELA!

HARLAS INTERNATIONAL TRANSPORT S.A.



39 Gounari street
185 31 Piraeus
GREECE



Contact Person:
Dimitris Methenitis, Sales Manager,
T: +30 210 9648710
F: +30 210 9648731
sales_manager@harlas.gr

www.harlas.gr

The Team

| | |
|--------------------------------|-----------------------------|
| Mr. Dimitris Methenitis | ► Sales Manager |
| Mr. Bill Karafilis | ► Operations Manager |
| Mr. Theodore Silvestros | ► Technical Support Manager |

About Harlas International Transport S.A.

For over forty six years, the name "HARLAS" has been synonymous to reliability, flexibility and effectiveness regarding the solutions offered to meet the transportation needs of our clients.

Our company has created a special department which carries out exhibitions management. We collect, transfer and install the material of an exhibition or an event thanks to our qualified staff. The exhibition management department can provide high quality services by experienced and qualified personnel. Pack, carry and store Artwork, bands equipment throughout Greece and abroad.

Harlas Fairs & Exhibitions is a specialty division of Harlas S.A. that works with Greek attending international trade shows and international exhibitors attending trade shows taking place abroad. Our management and operations team works on site at venues throughout the world.

Harlas Fairs & Exhibitions provides handcrafted and time-critical services both internationally and domestically via air, ocean, and ground. We also specialize in import and export customs brokerage, foreign venue material handling and related logistics services for exhibitors, stand builders, general contractors, show organizers, pavilion organizers, government agencies and other participants in tradeshows, exhibitions, conferences, corporate meetings, private demonstrations and other special events. ◀

Our Services:

- Exhibition Material Transportation
- Transportation of Musical Groups, Bands
- Customs Clearance Services
- Transportation of high tech equipment and military staff
- Transportation of medical equipment and drugs ◀

WELCOME TO IELA!

SHENZHEN TALENT & SEA-EVER LOGISTICS, LTD. (TDS LOGISTICS)



Room 1801-1802, Shenhua Commercial Building,
No.2018, Jiabin Road, Luohu District,
518000 Shenzhen
P.R. CHINA



General Management
T: +86 755 25157980
F: +86 755 25153911
sophia@seaevery.com

www.seaevery.com



The Team

| | |
|------------------|------------------------|
| Mr. George Zhang | ▶ General Manager |
| Ms. Sophia Lei | ▶ Vice General Manager |
| Mr. Gigi He | ▶ Vice General Manager |

About SHENZHEN TALENT & SEA-EVER LOGISTICS, LTD.

Shenzhen Talent & Sea-Ever Logistics, LTD (hereinafter referred to as TDS logistics) was founded in 2002 with headquarter in Shenzhen, China.

TDS logistics is the outstanding specialist in international exhibitions, fairs and events logistics, specializing in exhibition freight forwarding, transportation and customs service worldwide. As a dedicated company, incorporating the most experienced staff specializing in the exhibition market, we always offer personal consultations to fit our services to your needs and work together with you to find a tailored solution.

Wherever you are in the world, we keep On call 24 hours a day, 7 days a week service.

Whenever you need us.

We will always be there. ◀

Our Services:

- ▶ International and Domestic Exhibition Freight
- ▶ On-site handling
- ▶ Sea freight (import and export)
- ▶ Air freight (import and export)
- ▶ Warehousing & Distribution
- ▶ E-business logistics (FBA shipment) ◀

WELCOME TO IELA!

WAIVER LOGISTICS COLOMBIA S.A.S.



Calle 20 No. 82-52 - Of. 431
Centro Empresarial Hayuelos
Bogota DC
COLOMBIA



General Management
T: +571 354-6330
MOBILE: +57 322 275-2275

Contact person:
Mrs. Martha Lucia Novoa G
Director
martha.lucia@waiverlog.com

www.waiverlog.com

The Team

| | |
|---------------------------|--------------------------------------|
| Mr. Rafael Carvalho | ▶ Operations Manager |
| Mrs. Marina Herrera | ▶ Office Assistant |
| Mrs. Martha Lucia Novoa G | ▶ Director |
| Mrs. Sandra Novoa | ▶ Administrative assistant |
| Mr. Diego Ramirez | ▶ Operations Assistant |
| Mrs. Jeannette Novoa | ▶ Administrative and Finance Manager |

About Waiver Logistics Colombia S.A.S.

Waiver Logistics has become a reference in the special arrangements for admission. Since its founding, the company has emerged as one of the leading freight forwarders due to the flexibility in offering differentiated logistics solutions and to its ability to understand the most complex customs procedures in each country.

The company is present in all major countries of Latin America with its own structure and dedicated partners, capable of providing customized logistics solutions. Over the years, Waiver Logistics has changed and developed internationally, becoming an international logistics provider with the ability to provide a wide range of logistics solutions.

The company invests heavily in the training of a multidisciplinary team, comprised of over 170 employees who are part of a highly trained and qualified team, prepared to offer its customers the reliability and flexibility required in each operation.

"No matter where, we deliver."

This has been the motto of the company since its founding. ◀



Our Services:

- ▶ Fairs & Exhibitions
- ▶ Freight Forwarding
- ▶ Customs Clearance
- ▶ Handling on-Site ◀



►► Mariane Ewbank moderated two main congress sessions: "Exhibitions that Engage Our Senses" and "Health and Safety and Security"



How is the exhibition logistics industry going to change, with exhibitors showing their products via virtual-reality-glasses?



►► Thank you to our hosts: Kai Hattendorf, UFI Managing Director/CEO, and Sonia Thomas, Director of Operations. A very, very special Thank You to Mr. Ravinder Sethi, who introduced us to the World!

Shanghai geared up for UFI's 83rd Global Congress: The Exhibition Industry in Transformation

Over 600 event professionals from more than 50 countries gathered in Shanghai for the 83rd UFI Global Congress. CEOs, young leaders, and international experts showed how businesses can thrive in today's fast-changing exhibition industry environment.

Indeed, small changes can have big impacts. In the past 25 years, the exhibition industry has benefited from globalisation and the opening of markets and cultures. Now times are more complicated: **digitalization is changing business globally** at an ever faster pace. The political climate in vital global markets is also changing - stability is being replaced with uncertainty. How should we react to these ripples? How should we ride the "waves of change" - at least to stay afloat but even better, in order to reap the efforts?

Mariane Ewbank and I had the honor to represent IELA at the 83rd Congress in Shanghai. Networking was the keyword at the industry's biggest get-together event.

What we acknowledge:

- the changes taking place and the responsibility of being part of it
- understanding the scale of change and the necessity to respond profoundly, without fear;
- that the exhibition logistics industry is a key partner in the global industry, now and in the future.

No virtual reality glasses can replace the experience of discovering new products and service solutions at a trade show!

All of us have heard about UEBER and airbnb. We understood that companies can disrupt or be disrupted. The lesson learned in Shanghai: **SERENDIPITY**.

Serendipity is defined as the occurrence and development of events by chance in a satisfactory or beneficial way, understanding the chance as any event that takes place in the absence of any obvious project (randomly or accidentally), which is not relevant to any present need, or in which the cause is unknown.

Innovations presented as examples of serendipity have an important characteristic: they were made **by individuals able to "see bridges where others saw holes"** and **connect events creatively**, based on the perception of a significant link.

Chance is an event, just an episode. **Let's see bridges where other see holes, let's see the significant links.**

Our responsibility is to reinvent the future together and to play a major role in the transition of the whole exhibition industry. **The future is ours!**

Elizabeth ◀

P.S. Our Chairwoman Mariane Ewbank will introduce you in this IELA REPORT to several changes. "It is now time for us to think ahead and to visualize the near and distant future of our industry". Find out how IELA is going to start foreseeing changes on page 52 and 56. Serendipity!!!



IAEE Expo!Expo! 2016 in Anaheim Empowering Individuals / Strengthening the bridge between Associations

From December 6th - 8th together with Mariane, we had the excellent opportunity of joining IAEE'S annual event in Anaheim. Our first activity onsite was our participation at the **Exhibitions and Meetings Safety and Security Initiative** meeting (read more about EMSSI on the next article below).

IAEE means excellence; however **David DuBois & Cathy Breden** and their team were able to surprise, empower and thrill us: **The education sessions were planned to provide the best in thought leadership in key targeted areas including leadership, strategy, design, marketing, management and technology.** Unmistakable: "Why Only Is Better Than Best?"; "6 Essential Assets That Are Required for a Volatile, Uncertain, Ambiguous and Complex World", "How to Make Shows More Secure". Just 3 from 70+ remarkable education sessions at IAEE'S Annual Meeting in Anaheim last year.

We can now confirm that Expo! Expo! is indeed the **"show for shows."** Exhibition and event industry professionals attended this premier show to learn about the latest industry trends and technology, as well as to network with like-minded professionals. We were also very proud that the IELA QUALITY BRAND was represented with four US members at Expo!Expo!: Airways Freight Corporation, Schenker USA, Transit Air Cargo USA and TWI Group.

The last evening in Anaheim was remarkable: David and Cathy invited us to join a private dinner with IAVM, SISO, ESCA, EDPA, EACA, AAPA. Our Host introduced us to the world of North American associations, building the bridge between us, fostering advocacy, boosting networking opportunities and cooperation.

We left Anaheim with new friends and real common projects to develop.

We truly thank David and Cathy for their hospitality. We thank them also for their humanity, visionary approach & passion for the industry. A revolutionary combination of assets that will change not only the world of exhibitions. ◀

►► For more information please contact elizabeth@iela.org

The Exhibitions and Meetings Safety and Security Initiative

Providing guidelines and standards created by the industry, for the industry

In 2016, the International Association of Venue Managers (IAVM), the International Association of Exhibitions and Events (IAEE) and the Exhibition Services & Contractors Association (ESCA) came together to address the # 1 priority of the industry. **The safety and security of our attendees, members, stakeholders, employees and the general public that attend meetings, conferences, conventions and exhibitions every day around the world.** We all recognized the need to address this priority during our last year's congress in Dublin, with IAEE joining the IELA FORUM for the first time.

The Exhibitions and Meetings Safety and Security Initiative (EMSSI) continues to progress tremendously. EMSSI plans a public/private partnership that aligns convention center security guidelines with federal programs and the US Department of Homeland Security/Safety Act Office. The draft submissions from the four sub-committees have been reviewed. They have been working for months to help develop smart/best practices and guidelines that will eventually be submitted to the U.S. Department of Homeland Security Safety Act Office for their review. IELA joined an EMSSI meeting for the second time in Anaheim last December.

EMSSI is the conduit for organisations and individuals to participate in the

shared responsibility of addressing industry wide needs for safety and security. EMSSI represents an opportunity for companies and individuals who have benefited from the industry's growth to give back. Organisations and individuals are contributing to the safety and security of conventions centers and related venues around the U.S., ensuring established industry wide security guidelines and smart practices, and the greater the industry will prosper for generations to come.



Today, The Convention Industry Council (CIC) has estimated that meetings, exhibitions and business travel has an **economic impact of \$283 billion dollars, generating \$44.9 billion in taxes and representing 2.3 million jobs.** We have seen unprecedented growth over the last 7 years and forecasts for the future remain strong. It is vital that we maintain eternal vigilance in our efforts to protect this economic engine, and more importantly, to ensure the safety of the millions of people every day that attend and serve this vibrant community.

Given the ever-present threats we face from acts of terrorism and other emergencies; our industry requires a coordinated approach to protect our patrons, employees and economic resources that incorporates best-in-class security practices in collaboration with government partners.

Our Association truly thanks IAEE for having invited IELA to be part of the discussions process as exhibition logistic expert and congratulates IAEE and IAVM for launching this outstanding initiative! ◀

►► For more information: www.iaee.com + www.iavm.org

IELA Webinars are ON! - "It's all about SALES"

Delivering benefits and services to members is one of IELA's top priorities. Mid February of this year IELA launched a new education & training tool with the goal to support IELA members' daily work and ongoing business development: The **IELA WEBINARS**.

The topic of our first WEBINAR block was **"IT'S ALL ABOUT SALES - How do we retain customers and gain new clients?"**. 25 participants benefited from three interactive seminars of 90 minutes, including case studies, exercises post webinar and individual feedbacks from our trainer.

The new online asset is a plus for all IELA members who want to extend complementary training to their employees. Webinars eliminate the need to travel so IELA members from all over the world can benefit from great inputs with no long journey.

The IELA WEBINARS will be part of the new platform IELA TV at the iela.org Member Zone, where members will be also able to watch all presentations and keynote speakers from former IELA Congresses, giving access to training opportunities 24/7.

Delivering "more": This knowledge transfer tool, free of charge for members, is implemented to inspire and help every single company in our association in their way to excellence.

Are you ready for the next block before Prague? **LEADERSHIP** will be the topic. More information will follow soon!

IELA Webinars are being developed for your benefit: If you have an interesting topic or want to discuss with us about the latest developments, please send us your input via email to ielareport@iel.org. We should talk about it! Your input is always much appreciated. ◀

12th IELA SENIORS CLUB GATHERING - BORDEAUX, FRANCE



BORDEAUX 2017
May
12th - 14th

BORDEAUX, an outstanding and historical city, part of World Heritage has been selected to host the IELA Seniors Club gathering this year.

After Avignon and Paris it is the 3rd time that a city in France has been chosen for its quality of life, good food and great wines. An evidence that retired business men enjoy the good part of life.

26 participants have already confirmed their attendance, of which 3 were founding members of IELA.

It is always a great pleasure for all us to meet again in good health, to remember without stress, former hectic & good business times.

On the programme: a guided walking tour in historical Bordeaux, dining at the panoramic building "cité du vin", visits of vineyards, castles, a wine tasting, dinner in a wine cellar...

The organisation of this annual event in favour of retired IELA members would not be possible without the support of generous IELA member companies.

All participants are very thankful to all the sponsors. In the next report we will revert with some pictures. Thank you to all the sponsors. ◀

For further information, please contact:
Mr. Hans R. Brauchli
hansruedi.brauchli@bluewin.ch

Follow, Like and Share



Social media has become almost a necessity for us in today's world! From compulsive checking to over-sharing, it has become so important and involves so much. **Let's spread IELA awareness** all together and get involved in our social media actions!

One of IELA's most valuable elements is being a live network accessible to all members, and an **opened window to the industry** to connect all professionals and to share knowledge. Social media platforms are convenient for all organisations and especially for international ones as IELA to communicate quickly and easily with people all over the world.

To this matter, IELA has created the **2017 social media campaign** that will involve all of us. Information about events, activities of the association, members' news, industry highlights, welcomes to new members and special call-ups that will require your participation. **Get ready to join!** It will provide you the chance to communicate, connect and be involved like never before.

IELA social media network also wants to give the stage to all members. So do not hesitate to send your company special news to the IELA Secretariat! You'll open up plenty of new opportunities that you haven't had before.

And last but not the least, it is of course the perfect dashboard where exhibitions, institutions and related industries can see how relevant IELA's network is. **Be there and be active**, we will all take advantage of your participation!

Please follow, like and share! It has never been so easy to get exposure! ◀



Do not hesitate to send us your comments, requests and own information to be shared!

Contact person:
Ludivine Bastien
Ludivine@iel.org

f IELA Secretariat & @IELAassociation

@ielaassociation

@IELAWORLD

And do not forget about our LinkedIn profile and Company Page! IELA International Exhibition Logistics Association has linked together a network of 1.185 contacts so far!



January 11th • 15th 2017 - Zurich, Switzerland

POST IELA WINTER SEMINAR 2017

CONNECT LEARN & SUCCEED



CONNECT



LEARN



SUCCEED



IT'S ALL ABOUT
POST WINTER SEMINAR



Connect, Learn & Succeed

From January 11th to 15th, Zurich has held the 8th edition of the IELA Winter Seminar.

IELA's biennial event in Zurich, Switzerland, has given in 2017 the opportunity to 40 students representing 40 companies from 24 countries to join the exclusive programme dedicated to the complex issues and procedures of our industry.

The largest Winter Seminar promotion in the history of IELA has shown the necessity of exhibition logistics companies to provide specialized training to their employees.

As usual, the outstanding expertise of our volunteer lecturers and their presentations has offered high quality educational sessions focused on the day-to-day of the exhibition freight forwarders and On-site operations business.

The future of all companies depends on well-trained team members. International collaboration, mutual understanding and specialized partners all over the world are crucial components of our network. This is IELA'S WINTER SEMINAR focus since 1987!

Under the theme "Building the future", the IELA Winter Seminar is based on three event pillars:

CONNECT, LEARN and SUCCEED.

CONNECT. The connection is a crucial ingredient of the association's success and all IELA's events start with an informal welcome reception to make sure the network can begin smoothly. So it was not going to be different in this occasion.

The official networking did commence on the next morning with the 1-2-1 speed dating session by **Jim Kelty**, just after his warm welcome and the introduction to IELA by **Mariane Ewbank**, IELA's Chairwoman.

LEARN. The training team, composed by 12 IELA renowned and highly experienced professionals, delivered a combination of lectures and group workshops, on essential topics. IELA Standards & Security Issues in the actual context was presented by **Mariane Ewbank**, Sales & Marketing by **Vicki Bedi**, Handling Exhibitions in North Africa – a Real Challenge by **Rachid Bensaber**, Domestic Agent's Performance and the 10 Minutes that Change Everything by **Emmanuel Pitchelu**, Export Agent's Performance by **Jim Callaghan**, Trade Fair Management Decisions & Processes by **Dr. Rowena Arzt**, Autopsy of a Professional Congress Organizer by **Alain Chanavaz**. And the last but not the least, the participative Customs workshops focusing on the India, the P.R. China and the USA were presented by **Sudhir Dhavan**, **Lisa Xu** and **Brad Watson**.

Another remarkable moment of the Winter Seminar was the on-site experience led by **Daniel Bataller**, our local IELA Member from Zurich. He organized an excursion to the Zurich Fairground, with insight at the logistical environment of a domestic agent. We would like to thank Daniel for all his unconditional help and support to coordinate this fantastic event.

SUCCEED: The success of the networking was obvious! We just had to see the group cohesion during this last seminar and the participants own testimonials in pages 24-25.

The success of the training is directly quantifiable seeing the high scores of IELA young promising minds during the final exam, that took place on Saturday 14th. The highest grade was obtained by Shannon Trotter of TWI Group Inc. Canada. She will be receiving the "Best Student Award" trophy during next IELA 32th Congress in Prague.

Next edition on January 2019! We will keep you informed before registration is opened!

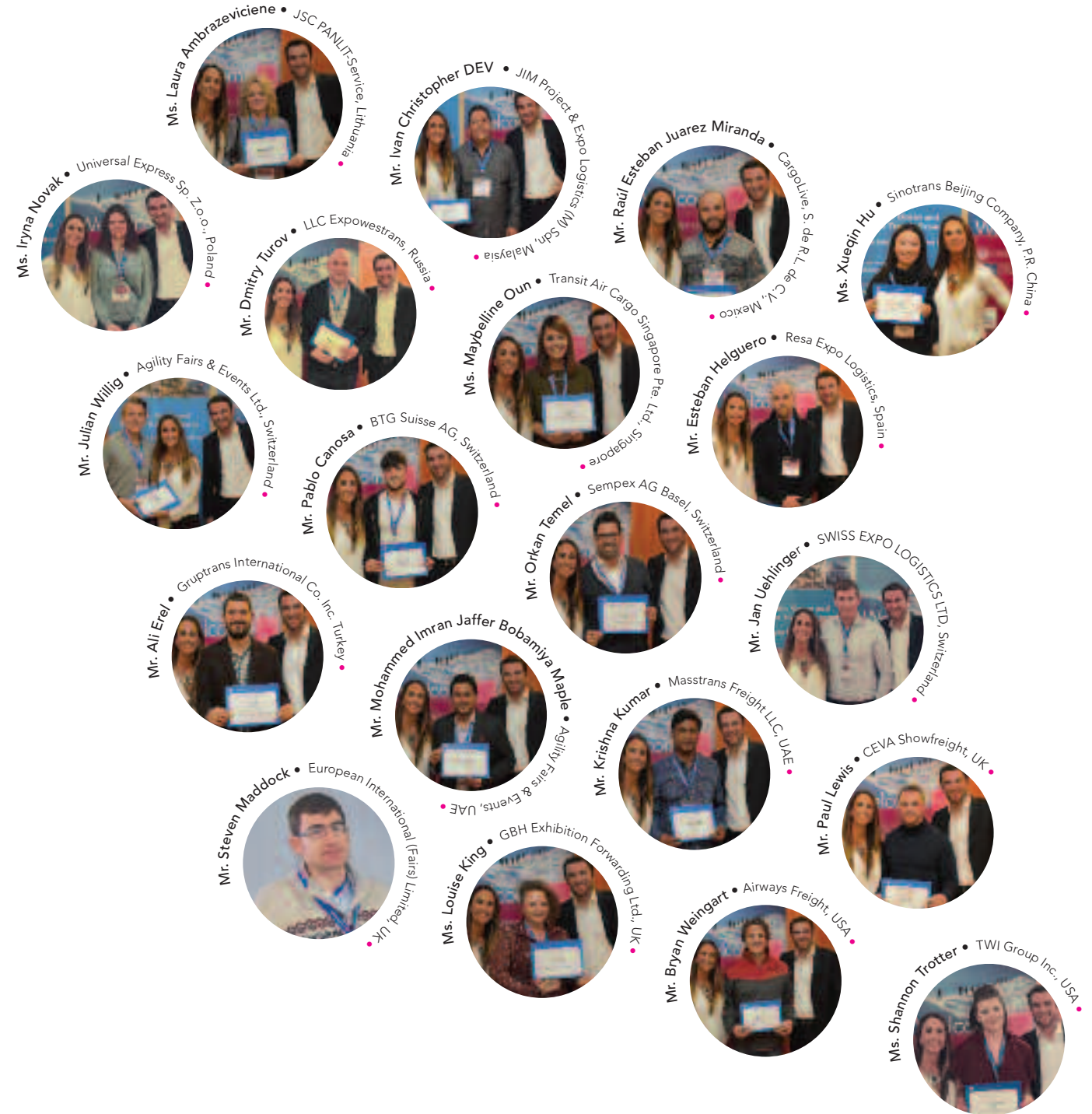
Elizabeth ◀

CONNECT, LEARN & SUCCEED

PARTICIPANTS



Congrats WS17 Class!



CUSTOMS WORKSHOP WS17



CONNECT, LEARN & SUCCEED

WS17 CONTENT & LECTURERS

All videos are available under IELA TV in your IELA Member Zone of our website



1. IELA STANDARDS & SECURITY ISSUES IN THE ACTUAL CONTEXT

Mariane Ewbank, IELA Chairwoman and Director of Fulstandig Shows e Eventos MC Ltda (Brazil), presented a crucial matter for IELA: Standards & Security Issues in the actual context. Efficiency, Reference, Recognition, Confidence, Trust and Knowledge are key requirements for all IELA members. And the IELA Standards Survey is here to monitor them!

OH&S (Occupation Health & Safety) and Security (terrorist threat, food poisoning, etc) were two important matters discussed during her presentation. ◀



2. SALES & MARKETING

Vicki Bedi, IELA Board Member and Director & CEO of PS Bedi (India), did captivate the attendees with his Sales & Marketing presentation. Making students to question about why it is important to create value through the marketing mix of what-who-how is the correspondent sales strategy to adopt. ◀



3. CUSTOMS WORKSHOP INDIA

Sudhir Dhavan, from R.E. Rogers, presented relevant information about the Indian Exhibition Industry and Customs. He guided one of the groups through its workshop preparation and its following presentation. ◀



4. CUSTOMS WORKSHOP CHINA

Lisa Xu, from Transit Air Cargo Singapore, introduced the wildly spread Chinese exhibition centers and China's customs system for exhibitions. She led the Chinese team during the elaboration of their strategy presentation. ◀



5. CUSTOMS WORKSHOP USA

Brad Watson, from Airways Freight Corp. (USA), explained to our seminar attendees the restrictions and initiatives of the US Customs & Borders and the US Department of Homeland Security for exhibition shipments. He also mentored the USA team during the Customs Workshop. ◀

JIM KELTY, MODERATOR
And of course, we cannot forget the pillar of all those presentations: **Jim Kelty**, the moderator who drove the discussions and engaged the lectures. Thank you **Jim!** ◀



6. HANDLING EXHIBITIONS IN NORTH AFRICA: A REAL CHALLENGE

Rachid Bensaber, from E.S.I. Group - Expo Services International (France), presented a special logistics situation to all participants: How to handle exhibitions in North Africa. A special attention has been drawn about a Moroccan political matter that can block the whole import. ◀



7. DOMESTIC AGENT'S PERFORMANCE

Emmanuel Pitchelu, Director of ESI France and Program Manager of IELA's Education and Training Program Working Group, presented the Domestic Agent's Performance through key factors for successful exhibitions. ◀



8. THE 10 MINUTES THAT CHANGE EVERYTHING

Emmanuel Pitchelu also organised practical exercises about The 10 Minutes that change Everything: a series of role-play simulating the brief meeting between an exhibitor and the forwarder during the shipment delivery, disposals collection and move out preparation. A remarkable experience! ◀



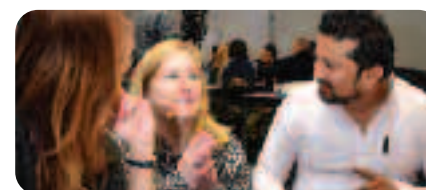
9. EXPORT AGENT'S PERFORMANCE

Jim Callaghan, Director of European International (Fairs) Ltd, was in charge of presenting the Export Agent's Performance: all daily actions to promote the company services, to elaborate the quotations and organize the transportation. ◀



10. TRADE FAIR MANAGEMENT DECISIONS & PROCESSES

Dr. Rowena Arzt, Director of Exhibitions WZF GmbH and former Business Development Director at UFI, joined as a guest speaker. She showcased the decisions & processes of a Trade Fair Management so our students could be acquainted with some major decisions of exhibition organisers to be aware of key processes within exhibition management and to know more about current trends and their impact on the exhibitions industry. ◀



11. WORKSHOP

Dr. Rowena Arzt completed her presentation with a related workshop to put the students into action. ◀



12. AUTOPSY OF A PCO

Alain Chanavaz, CEO of MSA Meeting Solution Architect, was invited to illustrate the Autopsy of a Professional Congress Organizer (PCO). The presentation was an extended study of the way of thinking of a PCO is. What is in his head? What is in his heart? What his bone structure and special tissues are, and of course, what his expectations are! ◀



13. ZURICH FAIRGROUND TOUR

Daniel Bataller from Sempex AG, our local member and a dedicated support for the Winter Seminar organisation since the first Seminar in 1990, walked the students through the Zurich Fairground. This highlighted visit included a tour at the loading docks and in SEMPEX' on-site office. ◀

CONNECT, LEARN & SUCCEED

BEST STUDENT AWARD WS17



► Ms. Mariane Ewbank, Ms. Shannon Trotter
& Mr. Emmanuel Pitchelu



And the 2017 WINTER SEMINAR's BEST STUDENT is...

IELA is delighted to announce that the **Best Student of the 2017 Winter Seminar** is **Shannon Trotter**, from **TWI Group Inc., USA!**

Congratulations Shannon! IELA is glad to take over your registration fee for the upcoming **32nd IELA Congress in Prague**. We are looking forward to meeting you there!

Emmanuel Pitchelu, Chairman of the Training and Education Working Group and Programme Manager for the Winter Seminar, enthusiastically compliment Shannon's top flight results saying: *"We applaud and greet her for her excellent work, commitment, humility and simplicity and we look forward to inviting her to the next IELA Congress in June in Prague, where I'll have the great honor to offer her a well-deserved trophy."*

We have taken the opportunity to ask **Shannon** some questions:

► **Shannon, how was your experience during the WS in Zurich?**

Participating in the IELA WS 2017 was an extremely beneficial and meaningful experience for me. Not only was I given the opportunity to meet people in the industry in person to begin building meaningful business relationships, but we were also able to bond on a personal level which has given us lifelong friendships none of us saw coming. It was amazing to be able to learn, grow and interact alongside other delegates who I know I will be growing with for years to come. The seminars were engaging and informative, I have returned with a wealth of knowledge that is invaluable in my day to day work. I would highly recommend the Winter Seminar for any new comers to the industry as there is so much to take away from this incredible experience.

► **What does IELA mean to you?**

IELA is more than just an organisation. IELA is a family. We learn, grow, and work together with a shared set of values. Having such a diverse logistics family is an invaluable resource for all new comers to the industry.

► **What is the added value for your generation to be part of an association like IELA?**

I think that IELA is especially beneficial for my generation because we have the opportunity to work side by side with people who have been through it all. It allows us to absorb as much knowledge and experience as we can from different people in different positions all over the world. It also stresses the importance of relationship building and face to face communication in a world that is becoming so digitalized.

We all would like to give a grateful thank to the sponsors of the
IELA Building the Future Winter Seminar 2017



And to the organisation team and our supporters for their dedication and
commitment to build this exclusive training seminar!



IT'S ALL ABOUT
POST WINTER SEMINAR

TOP VOTED LECTURER WS17



►► Mr. Vicki Bedi

Three questions to Vicki Bedi

IELA Board Member, Director & CEO of PS Bedi and Lecturer of the Sales & Marketing presentation during the Winter Seminar 2017.

► **QUESTION 1: How was your experience meeting in Zurich young IELA professionals from all over the world? What kind of input/ wisdom have you personally experienced?**

I was indeed very impressed with the young IELA professionals attending the winter seminar. They were very focused and hungry to learn especially through networking and interaction amongst themselves for gaining international exposure. I myself had much to learn from them especially from their eagerness to share their working experience and how they individually endeavored in delivering customer satisfaction.

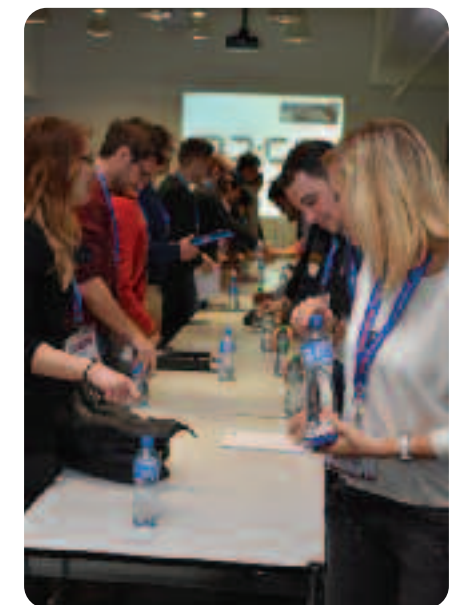
► **QUESTION 2: Vicki, your presentation in Zurich was a great success. What is all about sales & marketing in our industry?**

Sales & marketing is the basic essence in everything we do. I believe all human beings are born salesmen and since childhood use their sales skills with their parents, at job interviews and many other day – to – day activities. However, these sales skills need to be honed when the activity is to be taken outside the social platform into the realm of business world.

► **QUESTION 3: Which are the current industry trends and why would it be recommendable in your eyes to develop further education and training programs targeting this topic?**

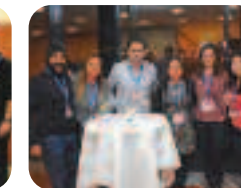
Learning is a basis of any development – individual or corporate or industry. Even Einstein observed "With every new learning I realized how ignorant I was yesterday". The exhibition industry is changing in many ways and organisations like UFI & IAEE put in a lot of stress on training programs. Consequently, IELA also needs to put in place education and training programs not only limited to operations but also for developing skill sets in areas of problem solving, leadership, customer interaction, communication etc. All these are needed at every level in an organisation – and that too on a continuous basis.

BUILDING THE FUTURE



CONNECT, LEARN & SUCCEED

TESTIMONIALS



Orphee Junior Moschopoulos Beinoglou
Orphee Beinoglou Int'l Forwarders S.A, Greece

"Attending the IELA Winter Seminar was a splendid experience meeting where the seasoned lecturers taught us the secrets of our industry, and tomorrow's future managers of IELA came together. I would like to thank all people, who contribute to this well-organised and well-structured seminar.

I feel that IELA is a family where we share our daily challenges of the business. I will never forget the experience of the Winter Seminar. It will remain in my memory." ◀



Mohammed Imram Jaffer Bobamiya Maple
Agility Fairs & Events Dubai, UAE

"Excellent workshop – Very upbeat and held the attention of all delegates throughout.

I personally learnt a lot, even though I've been in the industry for some years, the whole team gained some very useful tools for the future that can be used in both business and life to increase success.

A great opportunity to do a self-analysis, figure out how you want to lead and who you are as a leader.

The WS trained me tools to succeed as a good leader, about what I am truly grateful for. All in all we learnt new strategies and techniques, gained ideas from colleagues, and networked with counterparts." ◀



Julie Shaw
TWI Group, Inc., Canada

"I was very thankful for the opportunity to attend the Winter IELA seminar. I really enjoyed meeting new friends from all over the world.

It was a great experience. The class room setting was relaxed and friendly, the workshops and lectures were educational and helpful and it was obvious how passionate the speakers were about what they do, which really set the tone for our learning environment.

Again, thank you IELA! I had a great time." ◀



Esteban Helguero
Resa Expo Logistics, Spain

"My experience at the Winter Seminar was amazing. It's the perfect place to enhance your networking and to meet agents from many different places around the world and it gives you the possibility of sharing experiences and ideas to improve our daily work.

The staff was marvelous and the seminars were very interesting, as an onsite agent I can assure that this has been a great experience and it gave me the chance to hear different points of view about our sector.

The day in the snow is a great chance to make new friends and to enjoy Zurich's awesome views. I strongly recommend these meetings to any forwarder company." ◀



Georgios Lagodimos
Orbit Moving & Storage Ltd, Cyprus

First of all I would like to congratulate IELA for organising this successful event. For me it was the first time participating and it was really exciting. It was a great opportunity to meet & make new partners and friends from all over the world.

In every way, being a "part" of IELA is definitely a good value." ◀



IT'S ALL ABOUT
POST WINTER SEMINAR

WINTER SEMINAR

Philipp Dianin

DHL Trade Fairs & Events GmbH, Germany



"Participating at the IELA Winter Seminar 2017 was a truly tremendous experience and a lot of fun. The various lectures and presentations held by people with many years of experience in the industry helped me to deepen my knowledge of the challenges we are all facing on a daily basis. The lectures didn't only focus on the sales and operational aspects of our work, but also showed the organisers' point of view, which does help to get a better understanding of their expectations and needs. I truly enjoyed meeting many new colleagues from all over the world and experience this excellent opportunity to broaden my network. Overall I can strongly recommend a participation to every young and not so young professional in our industry, these are five days well spent!" ◀

André Viotto De Souza Chiarato

Waiver Expo Logistica de Feiras e Eventos Ltda., Brazil



"IELA WS17 was a great event from the very first moment. Everything was planned so well that we all could enjoy every minute of the event.

This experience proved to be very worthwhile, bringing us a great knowledge and intense exchange of information, with lectures entirely focused on our professional and personal growth. It was a great opportunity to meet new people from all over the world and expand my own business network. Looking forward to keep in touch with everyone." ◀

Zelia Lay

Agility - Fairs & Events Pty Ltd., Australia



"It was an amazing experience for me. I learnt so much in the short period of time.

It was great to put a face to name, especially to the overseas agent, who you don't see that often." ◀

Raúl Esteban Juárez Miranda

CargoLive, S. de R.L. de C.V., Mexico



"IELA WS 2017 was a great experience for me because I had the opportunity to meet great people from all over the world, who I am working with, at one place.

It's interesting to understand that all the countries have their own difficulties but at the end of day we all face the same challenges dealing with the same scenarios and making things happen.

IELA WS 2017 was the place to reinforce the relationship face to face, now it's a completely new way to continue working with the agents." ◀

Tim Strommenger

Kuehne + Nagel (AG & Co.) KG-KN Expo & Event Logistics, Germany



"The Winter Seminar 2017 was very impressive, useful and interesting for me. I met many nice people and I learned a lot: new skills and best practices from the lecturer's wealth of experiences.

This is useful to further develop my personal work and generally our company's activity in many different countries." ◀



CONNECT



LEARN



SUCCEED

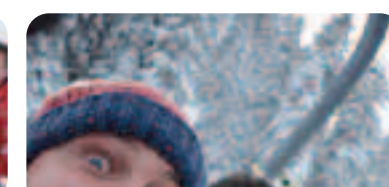
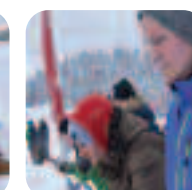
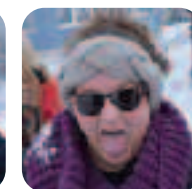
CONNECT IN THE SNOW



IT'S ALL ABOUT
POST WINTER SEMINAR

WINTER SEMINAR

WS
2017



June 24th • June 29th, 2017 Prague

32nd IELA CONGRESS & 6th PARTNERING EVENT

ON THE THRESHOLD OF A NEW AGE



Welcome to Prague, ON THE THRESHOLD OF A NEW AGE



► IELA EXECUTIVE OFFICER
Elizabeth Niehaus

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

"Prague never lets you go... this dear little mother has sharp claws."

Franz Kafka

It is true: If European cities were a necklace, Prague would be a diamond among the pearls.

This city's past is rooted in cultures that span the entire European continent, prompting some people to call it the mother of cities. Every corner of it has a story to tell.

The name Prague comes from an old Slavic word, praga, which means 'ford', referring to the city's origin at a crossing of the Vltava River. The native name of the city, Praha, is also related to the modern Czech word práh, which means 'threshold'. Interestingly, bewitched by the magic of the city, some people actually believe that Prague lies on the threshold of a door of access to other worlds.

And yes, IELA is expecting Prague to be the open door to the largest IELA event, reflecting the stunning success of the Quality Brand IELA and breaching a participation record for the **32nd congress & 6th Partnering Event**.

It's all about INSPIRATION. Let's Prague inspire you, just as it inspired many significant world changers, artists and scientists in the past, like Václav Havel, Franz Kafka, Wolfgang Amadeus Mozart and Albert Einstein.

It's all about CONNECTION. Let's connect! Prague is a place where people meet. It has always been a crossroad of the most important trading routes, as well as a cultural and political centre of Europe. Charles Bridge symbolizes the historical connection between the East & West. The city has a long tradition in hosting significant international meetings such as the Annual Meeting of the International Monetary Fund in 2000 and The Prague NATO summit in 2002.

It's all about BEING LARGER, BEING STRONGER! Let's grow IELA in Prague!

Since 1979 as Steve Barry Sr. and Hans R. Brauchli started the initiative to create a platform where companies active in the field of exhibition freight forwarding can meet, IELA has grown interest from companies all over the world. Founded in 1985 in Switzerland by seven exhibition logistics major companies, IELA has currently reached the astonishing number of 187 partners in 54 countries. Is Prague going to be the Threshold of a New Age, reaching the magic number of 200 high quality partners from all over the world? Wait and see.

We are so excited! We are working hard in order to surprise you.

Because, It's all about YOU!

Don't miss the network. Don't miss the magic. Don't miss IELA.

See you on-site!

Elizabeth ◀





Prague
2017

32nd IELA CONGRESS
& General Assembly

June 24th | June 27th 2017



Prague
2017

6th PARTNERING EVENT

June 27th | June 29th 2017

ON THE THRESHOLD OF A NEW AGE



CENTRUMSPED



►► **Tomas Dospisil**
CENTRUMSPED SRO
Managing Director

CONTACT DETAILS
T. +420 225 291 670
E. dospisil@centrumsped.cz
www.centrumsped.cz

HOST MEMBER

"It's an exciting time for Centrumsped and myself to welcome the IELA family to get together in Prague for the next 32nd Congress. We are proud to host the IELA largest expected-to-be event.

We hope you will enjoy your stay as much as we enjoy receiving you all in our beautiful home town. Prague has been a significant city in the history of the "Old Continent" through the centuries and we sincerely expect it to be historical for IELA!

The IELA Congress is the crucial annual event for all us members. The moment we all take off our routine to feel the energy and engagement about exhibition logistics!

Come & join us in Prague!"

Tomas ◀



Don't miss it!

Our event will be held at the same moment as the United Islands of Prague music festival, from June the 22nd to 25th.

More information at
<http://unitedislands.cz/en/> . ◀



Interesting things to know about our 2017 destination:

- The Czech Republic is member of the European Union since 2004 although it has not adopted the Euro currency. Remember to change your money into Czech Koruna.
- The Czech Republic is the 30th largest export economy in the world.
- The top exports of the Czech Republic are Cars (\$17.2B).
- The top export destination of the Czech Republic is Germany (\$49.6B).
- The unemployment rate was the lowest in the EU in July 2016 (4.0%).
- The poverty rate is the second lowest of OECD (Organisation for Economic Co-operation and Development) members only behind Denmark. ◀



Prague, the City of a Thousand Spires

With a total of 63 churches within its historical center, the city offers countless splendid views of lovely domes and soaring old towers that combine to make Prague one of Europe's architectural gems.

Situated in the northwest of the country on the Vltava River, Prague is the capital and the largest city of the Czech Republic, and also the fourteenth largest city in the European Union.

Since the Middle Ages, Prague has cherished the reputation of one of the most beautiful cities in the world as well as the political, cultural, and economic center of central Europe.

Prague
2017

32nd IELA CONGRESS
& General Assembly

June 24th | June 27th 2017



Prague
2017

6th PARTNERING EVENT

June 27th | June 29th 2017

ON THE THRESHOLD OF A NEW AGE

The city was founded during the Romanesque era and flourished during the Gothic and Renaissance periods, it was also the seat of two Holy Roman Emperors and therefore the capital of the Holy Roman Empire. Later Prague became an important city to the Habsburg Monarchy and its Austro-Hungarian Empire, after World War I it became the capital of Czechoslovakia. In 1993, after the split of Czechoslovakia, Prague became the capital city of the new Czech Republic.

In 1992 the historical core of the city covering 866 hectares was listed in the UNESCO World Cultural and Natural Heritage Register.

Prague was one of the nine cities awarded by the European Community the title of European City of Culture for the year 2000. ◀



1. PRAGUE CASTLE

The largest ancient castle in the world, Prague Castle, once the home of Bohemia's kings, is today the official residence of the Czech Republic's President.



2. CHARLES BRIDGE

One of the most recognizable old bridges in Europe, magnificent Charles Bridge boasts 32 unique points of interest along its 520-meter span.



3. THE CLEMENTINUM AND THE NATIONAL LIBRARY

The Clementinum's collection is huge and includes copies of every book published in the Czech Republic.



4. THE OLD TOWN SQUARE AND THE ASTRONOMICAL CLOCK

The Old Town Hall is the home to the wonderful early 15th-century Astronomical Clock (orloj). Be sure to make the ascent to the top of the Old Town Hall Tower for its fine views over Prague.



5. ST. VITUS CATHEDRAL

Within the grounds of Prague Castle, the Roman Catholic St. Vitus Cathedral is the Czech Republic's largest and most important Christian church.



6. THE CHURCH OF OUR LADY BEFORE TÝN

One of Prague's most recognizable buildings, it is usually abbreviated to simply Týn Church. Unmistakable for its twin 80-meter-tall spires flanking each side of the building.



7. THE NATIONAL GALLERY IN PRAGUE

Spread across some of the city's most important architectural landmarks, the National Gallery in Prague is home to some of Europe's most important art collections.



8. THE MUNICIPAL HOUSE

It is widely considered one of the finest examples of Art Nouveau in the city. Built in 1912, this splendid civic building is also home to one of Prague's most important and largest concert venues, Smetana Hall.



9. PRAGUE ZOO

Opened in 1931, the superb Prague Zoo is not only one of the top attractions in the city, it also ranks among the world's top 10 zoological parks.



10. THE JEWISH QUARTER

Prague's Jewish Quarter was originally regarded as a slum until its transformation into one of the city's most important and interesting districts in the late 1800s.



11. THE STRAHOV MONASTERY AND LIBRARY

The Strahov Monastery and Library dates back to the 12th century and is the second oldest monastery in Prague.



12. THE PETRÍN LOOKOUT TOWER

Named after the hill on which it stands, the 63-meter-high Petrín Lookout Tower is a miniature replica of the Eiffel Tower in Paris that offers panoramic views over Prague.



13. THE LENNON WALL

A tribute to former Beatle and peace campaigner John Lennon. It became a place for fans to demonstrate their grief, painting pictures and slogans attributed to the star.



14. ST. NICHOLAS CHURCH

On picturesque Little Quarter Square, St. Nicholas Church is one of Prague's newer churches. Built by Jesuits in the 18th century, it's a fine example of High Baroque.



15. WENCESLAS SQUARE

A highlight of Prague's New Town district is the wonderful Wenceslas Square home to the National Museum and numerous other architectural treasures.



16. THE NATIONAL

The National Museum in Prague is spread across a number of locations and houses numerous important collections representing a variety of fields, with literally millions of items.



17. THE NATIONAL THEATRE

Home to the country's top opera, ballet, and drama performances, the National Theater was opened in 1881 as a symbol of Czech national identity and to promote the Czech language and culture.



18. THE DANCING HOUSE

The Dancing House is Prague's most outstanding modern architectural creation. It was built between 1992 and 1996 to designs by Frank Gehry.



19. THE HILLTOP FORTRESS

Looking like something out of a fairytale, the Vyšehrad fortress stands high above the Vltava River overlooking Prague.



20. DAVID CERNY SCULPTURES

David Cerny is an internationally famous Czech sculptor. Its controversial sculptures will surely call your attention.



The Giant Alien Bronze Babies, The Hanging Man, The Big Silver Pregnant Lady, The Two Peeing Guys, The Embryo, The Car with Legs, The Metamorphosis, the Upside-down Horse, etc...
**We will invite you to share selfies with Cerny's sculptures if you find them within the City...
Get ready!**



BREAKING NEWS: CEIR new appointed CEO

After a series of strategic planning meetings over a two-year period, the **Center for Exhibition Industry Research (CEIR)** Board of Directors is realigning its resources to focus more clearly on the mission of the organisation: **producing industry-leading research on the exhibitions and events industry**. The intention of this organisational evolution is to simplify governance, fundraising and administrative responsibilities. Under the new structure, CEIR will align more closely with the International Association of Exhibitions and Events™ (IAEE). CEIR continues to produce forward-looking research in collaboration with the CEIR Research Committee, will grow existing relationships with related industry organisations and will continue producing CEIR Predict, the industry's annual outlook conference.

As a part of this realignment, **Brian Casey**, CEM, president of CEIR, stepped down at the end of January 2017 from the role he has held for the past three years. "I am honored to have led CEIR for the last three years," said Brian Casey, CEM. "Over that period we have updated the *CEIR Census*, which is the basis for the *CEIR Index* and responded to many press calls from trade and business media requesting data. CEIR has been able to provide data to destination marketing organisations and convention centers to justify new builds and expansions. We launched a new website with a new look and better functionality, including adding an *Event Performance Analyzer* and an *Economic Impact Calculator* tool. A new blog has also recently launched with industry thought leaders contributing their insights on where the industry is headed. Perhaps my proudest accomplishment is producing three very successful CEIR Predict Conferences, with the 2016 event holding the largest attendance, the proceeds of which help to fund research. Working with CEIR has been a very good run for me."

CEIRF Chairperson of the Board of Directors **Aaron Bludworth**, CEO of Fern said, "Brian's background in the exhibitions and events industry and his fresh approach have brought CEIRF's research to a higher level. We will miss him in this role and we wish the best for him."

CEIRF will remain a nonprofit 501(c)3 foundation with the Chairperson-Elect of IAEE serving as the Chairperson of the CEIR Foundation Board of Directors. CEIR's research director **Nancy Drapeau**, PRC, remains in the position and she will continue to work with the CEIR Research Committee to identify research needs and conduct research. A 2017 calendar of research has been developed with the first study being released in Q1 2017.

IAEE Executive Vice President and COO **Cathy Breden**, CAE, CMP will add the title of **CEO of the CEIR Foundation** and she will be responsible for driving CEIR's future strategy. Breden has worked with CEIR since 2006 and has been with IAEE since 1995. A CEIR Project Manager will be hired to work with Breden, Drapeau and other staff.

The 2016 IAEE Chairperson **Julie Smith**, CEM, CTA said, "We are honored to have been entrusted with the CEIR Foundation and we are committed to continuing the excellent work and valuable research CEIR produces. We have the perfect person to assume the CEO role of the foundation. The IAEE Board of Directors, IAEE President and CEO David DuBois, Cathy and I are all confident that this realignment will only enhance the mission of CEIR into the future."

For more information please contact info@ceir.org ◀



▶▶ **Cathy Breden**
CEIR CEO & IAEE Executive Vice President and COO

CEIR Releases New Industry Insight Series Report

DALLAS, 24th January 2017 – The Center for Exhibition Industry Research (CEIR) announces a new Industry Insight Series Report, **Steps to Build a Client-Centric Speaker Bureau for Your Exhibit Program** written by Dana Tilghman, CTSM Diamond Level, CMP.

This report makes a compelling case for including a speaker program as part of an exhibit program. The ideas articulated in this report are relevant to exhibitors across all organisational sizes and sectors.

CEIR CEO **Cathy Breden**, CMP, CAE said, "We thank Dana for encouraging exhibitors to think beyond booth activities and to consider additional ways to participate in an event that further increases the success and impact of exhibiting."

This five-page report covers content relating to:

- Making the case to upper management to build a speaker bureau program.
- Considerations for identifying speaker topics and recruitment.
- Speak bureau logistics and promotions.
- A real-world case study on how a speaker bureau has worked for Minitab, Inc.



For more information please contact info@ceir.org

About CEIR

The Center for Exhibition Industry Research (CEIR) provides industry-leading research on the North American exhibitions and events industry globally which optimizes performance, increases engagement and addresses emerging customer needs. CEIR serves to advance the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering research-based knowledge tools that enable stakeholder organisations to enhance their ability to meet current and emerging customer needs, improve their business performance and strengthen their competitive position. For additional information, visit www.ceir.org.

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UFI's Global Exhibition Barometer

The UFI's 18th Global Barometer survey has been concluded in January 2017 with the collaboration of members from 8 worldwide associations; a total of 240 companies in 54 countries. This bi-annual survey reveals that the exhibition industry geared for further growth in 2017 despite of the ongoing slowdown in global economic growth and the political changes.

The study delivers outlooks and analysis on ten major markets: Brazil, China, Germany, Italy, Mexico, Russia, South Africa, Thailand, the UK and the US. In addition, four aggregated regional zones have been analysed. The US, Mexico, China and the UK perform above average. Brazil and Russia also indicate a positive trend in turnover, but for 2017 only. In Germany and Italy however, 2017 appears at this stage weaker than 2016.

When asked about the possible impact of recent major political developments (such as the Brexit vote in the UK, the failed coup in Turkey, and the US presidential elections) on international trade and the exhibition industry, 45% of participants globally anticipate a limited or significant negative impact on business. At country level, Mexico (60%) and the US (54%) report the highest degrees of concern.

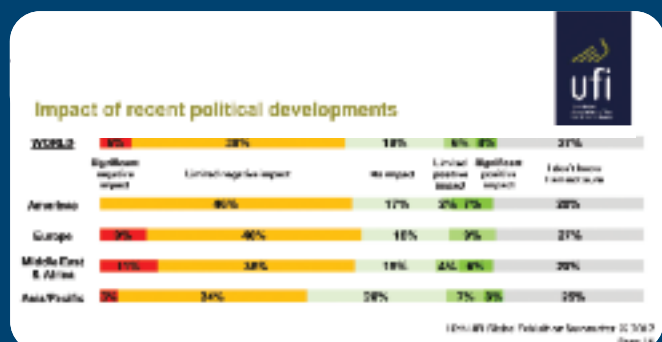
By comparison an average of only one in ten respondents expects recent political developments to have a positive impact on business. On average, 20% anticipate no impact, and 20-30% are unsure. A core question of UFI's Global Barometer asks for the "most important business issues" companies are currently facing. As has been the case in recent years "State of the national/regional economy" and "Global economic uncertainty" retain their top positions, yet both items receive slightly less attention than six months ago. In contrast, "Competition from within the industry" has seen a measurable rise in importance, closing the previous gap with the other two top issues. "Impact of digitalisation" receives high relevance in Germany (21%) and most countries in Central and South America (20%).

Covering the strategic outlook of the global exhibition industry, the barometer shows an ongoing expansion in the industry's business activities globally, both at companies' home bases and in new geographical markets. A large majority of companies from all regions intend to develop new activities, either in the classic range of exhibition industry activities (venue/organiser/services), or in other live or virtual events, or in both. An average of four out of 10 companies also declare an intention to develop operations in new countries. This figure is particularly high for companies based in the UK (70%), the US (67%) and the Middle East (57%).



>> The 18th edition of the Global Barometer can be download at:
http://www.ufi.org/wp-content/uploads/2017/02/UFI_Global_Exhibition_Barometer_report18.pdf

Kai Hattendorf, UFI Managing Director, says: "Some economists are predicting that the exhibition industry will outperform the global economy in its growth rate in 2017. The UFI Global Barometer shows that indeed there is cause for optimism on the global scale. At the same time, political developments in key markets for our industry are causing concern, and negative impacts are expected by many. The data in this research underlines the need for organisers, venues and service providers to remain flexible and alert."



About UFI's Global Barometer:

UFI began assessing the impact of the global economic conditions on the exhibition industry twice a year in 2009, based on perceptions of UFI members around the world. The involved companies around the world are members of SISO (Society of Independent Show Organizers), AEO (Association of Event Organisers, UK), AFIDA (Asociación Internacional de Ferias de América), AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones), AAXO (The Association of African Exhibition Organizers), EXSA (Exhibition and Events Association of Southern Africa), TEA (Thai Exhibition Association) and UBRAFE (União Brasileira dos PromotoresFeiras).

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



IT'S ALL ABOUT
PEOPLE



IELA is recognised as the association recruiting the elite echelon of the world's best exhibition and event logistics solution providers.

This is a commitment and a responsibility of all of us, for becoming better and better every day.

How can we do that?
How can we ensure a constant development of ourselves and our teams?

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Let's find out the answer together, developing our new section
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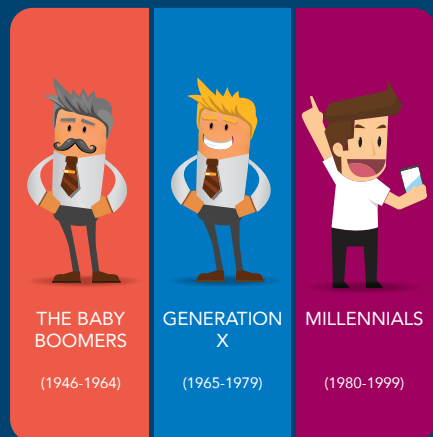
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Thank you for your input and help!

IT'S ALL ABOUT
YOU

IT'S ALL ABOUT
YOUR
DEVELOPMENT

Lessons learned in Zurich: Working with Millennials



You have surely heard about the Millennials. But what are they like? The definition of Millennials is the generation born between 1980 and 1999, also called the Generation Y, posterior to Generation X. But who are these people? What is in their minds? Why is it important to understand how they think and how they work?

All working teams include Millennials... and the Winter Seminar too! So it is crucial to understand each other, to maximize cooperation with your co-workers, team building, efficiency at working place .. and fun!

They also are your company's customers and sometimes your bosses too!

Let's work on the mind map and find out who they are! To help bridge that generational gap, here are some expert findings we hope will bust some myths about the generation Millennials.

► **Millennials rarely job hop.** Stereotyped as fickle employees who flit from job to job, Millennials are actually staying with employers longer than Generation X workers. Probably as a result of the Great Recession and aggravated by their debt burdens, Millennials are more likely than members of Generation X to stick with an employer for three to six years.

► **They work 24/7, not 9 a.m. to 5 p.m.** According to Cisco Systems Inc.'s Connected World Technology Report, Millennials might be described as an "all work, all the time" generation. About one quarter of Generation Y professionals say their employer allows them to work from home – at least to some degree. That malleability may come with a price, as more than half consider themselves available for work 24/7 by phone and email. Additionally, more than four out of every 10 Millennials view themselves as a so-called "supertasker," which is defined as one who can effectively accomplish more than two things at once. And since half of Millennials believe supertasking can result in heightened productivity, 56 percent of Generation Y believe they boast greater efficiency than their older Generation X office mates.

► **Casual is the status quo.** Where Generation Y diverts from its predecessors, however, is blind allegiance to tradition. When it comes to dress codes, casual is the new black, as stiff and formal office attire went out of style with "Mad Men." Nearly 80 percent of Millennials believe jeans should at least occasionally be allowed in the workplace.

► **Social media is sacred.** Loyal and hardworking they may be, but when it comes to their employers policing social media, Millennials think rules are made to be broken, as 56 percent won't work for a company that restricts social-media access. Even if they are employed by a business that has a more up-to-date view on social media, cultural rifts can still exist. For example, nearly 40 percent of Generation Y believes blogging about workplace issues is acceptable, while just 28 percent of baby boomers do. Not surprisingly, it follows then that about 70 percent of Millennials don't always comply with their company's social-media policies.

► **Instant recognition trumps standard performance reviews.** Formal performance reviews are also considered as much a relic of the past as telephone books and landline phones. A study by Achievers Corp. and Experience Inc. found a whopping 80 percent of Generation Y respondents said they prefer on-the-spot recognition/critiques over formal reviews that might only occur at traditional intervals of six months or more. Indeed, 35 percent said they desired short bursts of feedback several times a day – think tweet-long emails or verbal comments running just a sentence or two.

► **Mentors are mandatory.** Another way Millennials flout the past is their attitude toward mentoring. A study from UrbanBound Inc. found that 75 percent of Millennials want a workplace sensei to guide them through the corporate jungle. Of those Millennial workers not receiving regular mentoring, 35 percent plan to search for another job within the next year. Additionally, Millennials need a chance to grow their skills and expand their knowledge. According to research from Millennial Branding, more than twice as many Millennials as baby boomers – 33 percent to 15 percent – view training and development opportunities as vital when they consider working for a company. ◀

Those could be significant differences between Millennials and the previous generation. We believe it is just a question of intergenerational understanding and hopefully with mutual respect all tense situations can be avoided!

The Evolution of Women in Logistics



Since women joined the workforce in 1920, the role that they have played has evolved in substantial ways. Today, women make up 40 percent of the world's workforce with approximately 72 million in America, alone. Although women still hold most female centered positions, i.e. administrative assistants, registered nurses, we are seeing an exponential growth in females occupying many industries and positions, once dominated solely by men. One industry of which is the Freight Forwarding/ Logistics Industry (FF&L).

The Transportation/Logistics (T&L) sector is described as a non-traditional occupation for women because the industry has, for the most part, employed mostly men and the laborious tasks are considered to be "masculine". The introduction of women began in 1966 and slowly grew through the 21st century but still only accounted for a fraction of the labor force. Today, the numbers have risen beyond what anyone would have expected and today's world of T&L shows more women out on the docks and overseeing warehouse activities. Some women have even gone on to hold executive roles in Logistic Companies and some have started their own. The days of backwards thinking in this industry are slowly dwindling away as Logistics is now seen as more of a strategy game and less a task of manual labor.

The changes in FF&L can be clearly seen amongst the IELA Organisation, evidenced by the 2016 welcoming of their first Chairwoman, **Mariane Ewbank**, from Fulstandning, Brazil. Additionally, **Elizabeth Niehaus**, alongside her predominantly female staff, heads IELA's Secretariat Team. The IELA is made up of 154 member companies, accounting for 831 contact persons, 231 of them being women. Considering the industry and overall size of the IELA, this ratio is a tremendous feat for the female workforce. In the past four years, the Winter Seminar female attendees have increased from 12 to 13, with this year's "Best Student" being **Ms. Shannon Trotter**, from TWI Group.

The Keynote Speakers that IELA invites to their congresses have diversified to include women. Last year, the organisation welcomed not only one, but two amazing female speakers, **Ms. Kathy Breden** (IAEE) and **Ms. Sonia Thomas** (UFI). Each speaker proved that experience, knowledge, and passion are not gender specific traits but rather, individually vested. As IELA embraces the movement of women involvement in the association and FF&L, we can start to see an influx of new ideas and developments that will give new perspective to a trade that has been around since 1836.

As a young woman in this industry, I feel that there are more opportunities for our gender, on many levels. I can now sit across a man at the table and discuss business, share my opinions and thoughts confidently, knowing that we are seen as equals based on our skill set and knowledge. Females are finally being taken more seriously as the industry has begun to understand and value all the contributions we have, and will make. Moreover, our gender has become more of the "movers and thinkers," than the "followers" of the Freight Forwarding/ Logistics Industry. We are creating objectives, strategies, and formulating new ideas that can help combat the issues this industry faces today and help move it forward in a changing market.

Women have overcome several barriers in the transport and logistics sector, however, we continue to be under-represented in non-traditional industries and occupations. With a new movement of thought, being a Freight Forwarder is now an occupation that women can easily consider and positively impact. The desire for women to enter this intriguing and challenging field has become a choice for those that crave an opportunity to showcase their abilities to inspire others. It is certain that with the considerable amounts of passion and ambition that so many women embody, this once male dominated, forbidden career path can be nothing short of a rewarding and lucrative road to empowerment. ◀



► **Tania Khodayar**
Transit Air Cargo, Inc.
E. taniak@transitair.com



Women have overcome several barriers in the transport and logistics sector, however, we continue to be under-represented in non-traditional industries and occupations.



IELA MEMBERS

The International Exhibition Logistics Association is a worldwide trade association dedicated to enhancing the professionalism of the transportation logistics and freight handling segments of the event industry. IELA has 154 members and 33 affiliates in 54 countries...

ARGENTINA

BTG EXPOTRANS S.A.

Av Bernardo Ader 2250, B1605FEF, Munro, Buenos Aires
• T: +54 113221 6934 / 6935 • F: +54 113221 6902
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AUSTRALIA

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AUSTRIA

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COLOMBIA

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CZECH REPUBLIC

CENTRUMSPED S.R.O.

Vystaviste Praha, 17000 Praha 7
• T: +420 547 423 161 • F: +420 547 423 160
dospisil@centrumsped.cz

DENMARK

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Trafikhavnskaj 9, 6700 Esbjerg
• T: +45 7913 4015 • F: +45 7913 4677
clb@bws.dk

ON-SITE DENMARK APS

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32, Andalos St., 11341 Heliopolis, Cairo
• T: +202 2454 3155 • F: +202 2455 5911
sameh.guirguis@samehco.com

ESTONIA

UPEX LS Ltd.

Pirita tee 28, 10127 Tallinn
• T: +37 2611 2860 • F: +37 2611 2861
urmas@upex.ee

FINLAND

CHS EXPO FREIGHT OY

Airside Center, Rahtitie 3, 01530 Vantaa
• T: +358 20 7669 421 • F: +358 20 7669 439
heikki.mattola@chs.fi

SUOMEN MESSULOGISTIikka OY

P.O. Box 55, 00521 Helsinki
• T: +358 10 309 6600 • F: +358 10 309 6611
erikki.koski@smlog.fi



FRANCE

CLAMAGERAN FOIREXPO

Parc des expositions, Porte de Versailles, 75015 Paris
 • T: +33 1 5725 1809 • F: +33 1 4530 2881
 l.lawson@clamageran.fr

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GLOBAL EXPOSITION SERVICES

161-163 Rue de la Belle Etoile, Batiment 2A,
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 globalxpo@aol.com

WEL WORLD EXHIBITION LOGISTICS

2 rue Copernic, BP 550, 77290 Compans
 • T: +33 1 6427 2117 • F: +33 1 6427 3651
 sally.alsalman@wel.fr

GERMANY

AGILITY LOGISTICS GMBH FAIRS

& Events Germany, Ludwig-Erhard-Anlage 1, 60327 Frankfurt
 • T: +49 69 976714 210, • F: +49 69 976714 298
 RChmielewski@agility.com

BTG EXPO GMBH

Carl-Benz-Strasse 21, 60386 Frankfurt/Main
 • T: +49 69408987 114 • F: +49 69408987 222
 Philipp.Woll@btg-expo.com

BTG MESSE-SPEDITION GMBH

Parkstrasse 35, 86462 Langweid, Augsburg
 • T: +49 821 4986 0 • F: +49 821 4986 231
 messe@btg.de

CRETSCHMAR MESSECARGO GMBH

Reisholzer Bahnstraße 33, 40599 Duesseldorf
 • T: +49 211 7401 1270 • F: +49 211 7401 1276
 achim.lotzwick@cretschmar.de

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• T: +39 051 707290 • F: +39 051 707297
mauro.sartori@cogefrin.it

DSV SPA

Fairs Logistic Division, Via Dante 134, 20096 Milan
• T: +39 04 9869 2413 • F: +39 02 9213 4766
roberto.pasini@it.dsv.com

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guido.fornelli@expotrans.net

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• T: +39 02 959 33 521 • F: +39 02 95 66 360
Cristina.may@gondrand.it

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igl-exhi@ishikawa-gumi.co.jp



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• T: +82 2 575 1533 • F: +82 2 575 1532
transpark@koreagls.co.kr

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#1110, Miwon BLDG43, Yoido-dong, Youngdeungpo-gu ,150-741 Seoul
• T: +82 2 786 5251 • F: +82 2 785 4789
krmin@koreainterlink.co.kr



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Georges.harb@bcclogistics.com



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vaidas@pls.lt



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albert@felixexpolog.com

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• T: +603 7846 1811 • F: +603 7846 1944
daniel@jim.com.my

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No. 7, Jalan Warden U1/76, Taman Perindustrian, Batu Tiga
40000 Shah Alam Selangor
• T: +603 5510 8611 • F: +603 5510 6296
chris@rerkul.com.my



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• T: +52 55 5280 1279 • F: +52 55 5280 7434
lorena.vazquez@cargolive.com.mx

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alex@bridge-link.com.cn

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 Lars.Pohlmann@dbschenker.com

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Merkez Mah. Degirmenbahce Cad., No. 21 Yenibosna, 34197 Istanbul
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 esberkaynak@marslogisitcs.com

UNITED ARAB EMIRATES

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P.O. Box 36683, Dubai
 • T: +971 4813 1197 • F: +971 4886 3878
 GJacob@agility.com

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P.O. Box 10466, Dubai
 • T: +971 4883 8111 • F: +971 4883 8122
 chrys@airlink.ae

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 javed@bridgewayshipping.com

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 andrew.odonnell@freightworks.com

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 • T: +971 4347 6026 • F: +971 4347 6031
 rfullarton@bicskanoo.com

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Al Asmawi Building, Dubai Investment Park, P.O. Box 127315, Dubai
 • T: +971 4885 5902 • F: +971 4885 5903
 krish@masstrans.ae

SCHENKER LOGISTICS LLC

Mez-2, Al Saman Tower, Hamdan Street, P.O. Box 44256, Abu Dhabi
 • T: +971 2627 7333 (ext. 112) • F: +971 2626 2669
 farook.alzeer@dbschenker.com

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AMR GROUP, INC.

5165 South Durango Drive, Suite 101, NV 89113 Las Vegas
 • T: +1 702 8006385 • F: +1 702 8797069
 chris.ray@amrworldwide.com

GLOBEX LOGISTICS INC.

2652 E. FM 407, Ste. 230, Bartonville, TX 76226
 • T: +1 940 584 0606 • F: +1 940 584 0607
 twarren@globexlogistics.net

GO EVENTS MANAGEMENT INC.

36 Seabring Street, Brooklyn, 11231 NY
 • T: +1 718 624 2000 • F: +1 718 625 2337
 annen@goeventsmgmt.com

MASTERPIECE INTERNATIONAL LTD.

1699 Wall Street, Suite 725, Mt. Prospect, IL 60056
 • T: +1 8473 781 002 • F: +1 8478 069 599
 mptak@masterpieceintl.com

SCHENKER INC.

1347 South Mount Prospect Road, Des Plaines, IL 60018
 • T: +1 847 954 6668 • F: +1 847 954 4943
 Benjamin.strelow@dbschenker.com

TRANSIT AIR CARGO, INC.

2204 E. 4th Street, 92705 Santa Ana, CA
 • T: +1 800 247 1600 ext. 800 • F: +1 714 460 1835
 gkhodayar@transitair.com

TWI GROUP INC. (USA)

4480 South Pecos Road, NV 89121 Las Vegas
 • T: +1 702 691 9032 • F: +1 702 691 9045
 gkeh@twigroup.com



IELA currently has 154 members and 33 affiliates from 54 countries.

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. ▶

▶ Registered Office

IELA International Exhibition Logistics Association
4, rue Charles-Bonnet, P.O. Box 399, 1211 Geneva 12, Switzerland / adminiela@iela.org
VAT registration number: CHE-100.318.856

▶ IELA MEMBERSHIP

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

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

▶ IELA AFFILIATE MEMBERS



ZIEGLER EXPO LOGISTICS BRUSSELS EXPO
Brussels
• T: +32 2 475 4540
• F: +32 2 475 4569
Jean-Marc_Salmon@zieglergroup.com



FINK SAO PAULO S/A
Sao Paulo, SP
• T: +55 11 3835 3399
• F: +55 11 3835 3366
fairs-sp@fink.com.br



CRETSCHMAR MESSECARGO GMBH
Leipzig
• T: +49 341 520 430 14
• F: +49 341 520 430 10
Karsten.Klitscher@cretschmar.de

DHL TRADE FAIRS & EVENTS GMBH
Frankfurt / Main
• T: +49 69 976714 112
• F: +49 69 976714 130
stephan.english@dhl.com

DHL TRADE FAIRS & EVENTS GMBH
Hannover
• T: +49 511 4756 2910
• F: +49 511 4756 2929
oliver.koch@dhl.com

DHL TRADE FAIRS & EVENTS GMBH
Leipzig
• T: +49 341 678 7247
heike.eckardt@dhl.com

SCHENKER DEUTSCHLAND AG
Berlin
• T: +49 30 301 299 5421
• F: +49 30 301 299 5429
fairs.berlin@dbschenker.com

SCHENKER DEUTSCHLAND AG
Cologne
• T: +49 221 98131-8810
• F: +49 221 98131-8890
fairs.koeln@dbschenker.com

SCHENKER DEUTSCHLAND AG
Duesseldorf
• T: +49 211 4362810
• F: +49 211 4542648
fairs.duesseldorf@dbschenker.com

SCHENKER DEUTSCHLAND AG
Essen
• T: +49 201 959791-12
• F: +49 201 959791-25
fairs.essen@dbschenker.com

SCHENKER DEUTSCHLAND AG
Frankfurt am Main
• T: +49 6107 74906
• F: +49 6107 74556
fairs.frankfurt@dbschenker.com

SCHENKER DEUTSCHLAND AG
Hamburg
• T: +49 40 35547430
• F: +49 40 341845
fairs.hamburg@dbschenker.com

SCHENKER DEUTSCHLAND AG
Hannover
• T: +49 511 87005 20
• F: +49 511 87005 49
fairs.hannover@dbschenker.com

SCHENKER DEUTSCHLAND AG
Munich
• T: +49 89 94924300
• F: +49 89 94924339
fairs.muenchen@dbschenker.com

SCHENKER DEUTSCHLAND AG
Nuernberg
• T: +49 911 81748-10
• F: +49 911 81748-25
fairs.nuernberg@dbschenker.com

SCHENKER DEUTSCHLAND AG
Stuttgart
• T: +49 711 18560-3300
• F: +49 711 18560-3349
fairs.stuttgart@dbschenker.com



EXPOTRANS S.P.A.
Bologna
• T: +39 051 864466
• F: +39 051 864823
maria.mambelli@expotrans.it

EXPOTRANS S.P.A.
Milan
• T: +39 02 3666 9600
• F: +39 02 4540 2024
alessandra.dellavedova@expotrans.it



LIAONING AIR SEA WORLDWIDE LOGISTICS LTD.
Beijing
• T: +86 10 6140 7406
• F: +86 10 6458 9939
lillian.jiang@asw-beijing.com.cn

LIAONING AIR SEA WORLDWIDE LOGISTICS LTD.
Guangzhou
• T: +86 411 8271 8866
• F: +86 411 8271 9911
william.wang@asw-dalian.com.cn

LIAONING AIR SEA WORLDWIDE LOGISTICS LTD.
Ningbo
• T: +86 21 6332 6700
• F: +86 21 6332 6998
Bert.chen@asw-shanghai.com.cn

LIAONING AIR SEA WORLDWIDE LOGISTICS LTD.
Qingdao
• T: +86 411 8271 8866
• F: +86 411 8271 9911
william.wang@asw-dalian.com.cn

LIAONING AIR SEA WORLDWIDE LOGISTICS LTD.
Shanghai
• T: +86 21 6332 6700
• F: +86 21 6332 6998
Bert.chen@asw-shanghai.com.cn

LIAONING AIR SEA WORLDWIDE LOGISTICS LTD.
Shenyang
• T: +86 24 6222 0889
• F: +86 24 2252 7442
robin.zhang@asw-shenyang.com.cn

LIAONING AIR SEA WORLDWIDE LOGISTICS LTD.
Shenzhen
• T: +86 411 8271 8866
• F: +86 411 8271 9911
william.wang@asw-dalian.com.cn

LIAONING AIR SEA WORLDWIDE LOGISTICS LTD.
Tianjin
• T: +86 10 6140 7406
• F: +86 10 6458 9939
lillian.jiang@asw-beijing.com.cn

LIAONING AIR SEA WORLDWIDE LOGISTICS LTD.
Xiamen
• T: +86 411 8271 8866
• F: +86 411 8271 9911
william.wang@asw-dalian.com.cn



RESA EXPO LOGISTICS
Madrid
• T: +34 91 669 4079
bhelguero@resaexpo.com



SEMPEX AG
Basel
• T: +41 6169 58012
c.fritsch@sempex.ch



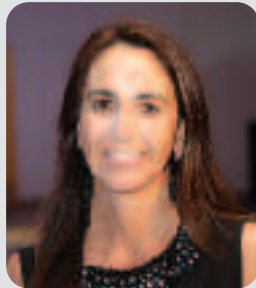
AIRLINK ABU DHABI L.L.C.
Abu Dhabi
• T: +971 2 634 9597
• F: +971 2 639 1417
jamil@airlinkauh.ae

MASSTRANS FREIGHT LLC
Abu Dhabi
• T: +971 244 58700
• F: +971 24431290
daniel@masstrans.ae



AIRWAYS FREIGHT CORPORATION
Chicago
Office / Illinois
• T: +1 847 382 9963
jimkelty@airwaysfreight.com

TWI GROUP, INC.
New York
• T: +1 516 544 2672
• F: +1 516 544 2679
dcamier@twigroup.com



►►Mariane Ewbank
IELA Chairwoman

It's time for us to think ahead and adjust

Dear Members,

It is now time for us to think ahead and to visualize the near and distant future of our industry. We cannot just wait until changes happen and only then do the necessary to adjust. We need to prepare our business and ourselves. In order to make it all happen, we've made changes and re-organised certain Working Groups.

We have turned the **PR & Marketing Working Group** into "Think Tank, our road ahead". The functions of this WG are to study and analyze the freight forwarding business on the actual market and to take a glimpse at the near and distant future of the freight forwarder in the event industry. In addition to this, we will be identifying and discussing trends and tendencies together with IT strategies for the future.

You are probably thinking, what happened to **PR & Marketing**? In Dublin during the Congress, this group already proved to be very talented, understanding and foreseeing changes with a strong focus on "Think Tank". The Chairwoman of this WG is Tania Khodayar, Transit Air USA and the Vice-Chairwoman is Alexandra Erdmann, Swiss Expo Logistics, Switzerland.

And here we go with further changes: the **Organisers Working Group** is now named **Industry**

Relations Working Group and will be focused not only on enhancing the relationship with other Associations, but will act in all sectors of the industry. Guido Fornelli, Expotrans S.p.A, Italy, remains Chairman with the Vice Chairman Kay Lohe, Kuehne + Nagel, Germany.

Another Working Group that has been re-organized, has adopted more tasks as well as a new name is **Training**. From now on Winter Seminar, Webinars, Operations Summit and any other future program related to education and training such as IELA Academy will be under the **Education & Training Program Working Group**, the new name of the Training WG. The Chairperson will have a Program Manager for each program and the WG members will contribute with themes and ideas. The program managers will develop these ideas and the Secretariat will handle the operational activities. Emmanuel Pitchelu, E.S.I. Group, France, remains as Chairman with Regula Winter, Agility Fairs & Events, Switzerland as Vice Chairwoman. Program Managers are: Emmanuel Pitchelu for Winter Seminar; Mariane Ewbank, Fulstandig, Brazil for Operations Summit and Webinars.

Membership Working Group has experienced no changes. They will have important tasks for 2017 that



you can read about in Ravinder's article. Ravinder Sethi, R.E. Rogers India remains as Chairman and Jeff Broom, Europa Showfreight, UK, as Vice Chairperson.

Standards & Customs Working Group keeps the same name, but is under new leadership. Dominique Geiser, BTG Suisse, Switzerland, is the new Chairman with Daniel Mithran, Jim, Malaysia, as Vice Chairman.

You are probably asking why there are so many changes. Well, I can give you an answer to that.

Change is refreshing!

Our IELA of today is much bigger than it was years ago. The industry and the world are in constant transformation. We cannot lag behind; on the contrary we need to think ahead. We must be more efficient, more professional and on the ball! Change can be difficult to accept in the beginning but as time goes by, the positive effects for all concerned become clear and are embraced by everyone.

It must be clear for all Members that every change, every new program, every idea presented is aimed at delivering more benefits to you. And your Chairwoman and the Board will continue working hard to make IELA and its Members stronger.

Mariane ◀



►►CHAIRMAN
Dominique Geiser
BTG Suisse AG, Switzerland

CONTACT DETAILS
T: +55 11 2207 7650
E: dominique.geiser@btg-suisse.ch

►►VICE CHAIR
Daniel Mithran
JIM Project & Expo Logistics
(M) Sdn. Bhd, Malaysia
E: daniel@jim.com.my

STANDARDS & CUSTOMS WORKING GROUP

Michael Beckers
Airways Freight Corporation
michaelb@airwaysfreight.com

Jatin Bharadwaj
PS Bedi & Co Pvt. Ltd.
jbharadwaj@psbedi.com

Matt Dell'Orto
AMR Group Inc
matt.dellorto@amrworldwide.com

Mariane Ewbank
Fulstandig Shows e Eventos MC Ltda
mewbank@fulstandig.com.br

Loufi Guirguis
Samehco Intl Forwarding & Exhibition Services Co.
loufi.guirguis@samehco.com

Priscilla Leong
Agility Fairs & Events Logistics Pte Ltd.
pleong@agility.com

Pauline Leung
Baltrans Exhibition & Removal Ltd
pauline.leung@exhibition.baltrans.com

Moses Maboi
Katlego Global Logistics
mosesm@katlegoint.co.za

Diego Marinelli
Cargolive S. De R.L De C.V.
diego.marinelli@cargolive.com.mx

Manuel Mazzini
Inter ExpoLogistics Ltd
manuel.mazzini@iel.ch

Tijen Özer
IDA EXPO- Ida Uluslar arası Fuar Dan.
Ve Lojistik Hiz. Ltd. Sti.
Tijen@idaexpo.com

David Palomo Sanchez
Suomen Messulogistiikka Oy
david.palomo@smlog.fi

Mary Ptak
Masterpiece International Ltd.
mptak@masterpieceintl.com

Fabian Schäfer
BTG Messe-Spedition GmbH
fabian.schaefer@btg.de

Praveen Suri
Agility Fairs & Events Dubai
psuri@aility.com

STANDARDS & CUSTOMS WG

Dear Members,

Before I tell you about the important task that the Standards & Customs Working Group has for this year, I'd like to ask you what motivates you to do things, to move forward? Food? Beer? Money? Passion? Challenge? Well, it can be a combination of all these and even more. For me, passion has a strong effect. And I have a great passion for IELA and for Standards & Customs Working Group. As I said on many occasions, IELA Standards are the pillar of our Association and our guidelines to become the elite among freight forwarders. You need passion to pursue a 100% success rate in finding answers for the Survey. IELA OH&S was elaborated with passion. It is with this passion that we will carry out the new project – IELA Security Standards.

Does it sound crazy or useless to you? No, none of these. As I mentioned on the "Chairwoman's corner", Security is currently the main topic in the events industry. Organizers and Venues are sitting together with local authorities like

homeland security to debate and create protocols. Sooner or later access to the events and on-site operations will suffer from changes. We must be sure to be able to give our input into the final protocols at the critical moment by being seated together with them at the round table discussions. We, freight forwarders, must be heard and be allowed to participate, not just swallow rules that can affect our work. Fortunately IELA has been invited to some of these discussions. It will be a long process, but we will be there.

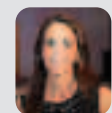
The idea of having our own Security Standards is to facilitate this process. We can anticipate the best practices for Security issues. Obviously we must consider that each country has its own rules and we must follow them. However, it can make our life easier, even safer, if we have our own guidelines. It can also facilitate for those organizers who rely on us and give us the freedom to command our protocols on site.

The task of creating IELA Security Standards is our big task for 2017. Our group is committed to doing this, with the same dedication and passion as for OH&S.

IELA Security Standards is going to be managed by the new WG Chairperson, Dominique Geiser from BTG Suisse. Yes, I am stepping down as the Chair of the group. Even though I have much passion for this WG, it is time for a change and for the new generation to take over. Dominique is a very active member of this group. He has great ideas, is a leader and I am confident he will do a great job. Vice-Chairperson is Daniel Mithran from Jim, Malaysia.

I'd like to thank this group for the support I've received since the Barcelona Congress when I took over. In particular I want to thank Michael Beckers from Airways, USA, who was the best vice ever. Thank you!

Let's welcome **Dominique and Daniel** and wish them every success!



Mariane Ewbank ◀





►►CHAIRMAN
Emmanuel Pitchelu
E.S.I. Group,
France

CONTACT DETAILS
T: +33 1 3011 9346
E: Emmanuel.pitchelu@group-esi.com



►►VICE CHAIRWOMAN
Regula Winter
Agility Fairs & Events Ltd.
(Switzerland)

E: rwinter@agility.com

EDUCATION & TRAINING PROGRAM WORKING GROUP

Sudhir Dhavan
R.E. Rogers India Pvt. Ltd.
sudhir@rogersworldwideindia.com

Magdalena Drewek
Universal Express Sp. z o.o.
magdalena.drewek@uex.pl

Jim Kelty
Airways Freight Corporation
JimKelty@airwaysfreight.com

Erkki Koski
Suomen Messulogistiikka Oy
erkki.koski@smlog.fi

Anneli Larsson
DB Schenker Air & Ocean AB
Anneli.Larsson@dbschenker.com

Fiona Ostoja
Agility Fairs & Events (Australia) Pty. Ltd.
fostoja@agility.com

Waki Rais
PS Bedi Group
wrais@psbedi.com

►EDUCATION & TRAINING PROGRAM WG

CONNECT - LEARN – SUCCEED featuring the 40 IELAWS

As our Chairwoman explains in the previous pages of this report, the Training issue has become so important these days. With the impressive growth of the association, the Winter Seminar is now one of the jewels of a full educational program covering all areas and all levels of education amongst its members.

This historical and almost “legendary” Event has undisputedly become larger and stronger with time. More professionalism has been applied in its structure, profiting from the financial help of the IELA BOM that allowed us to optimize the presentation with better multimedia equipment, a sound engineer, video shooting etc.

The renewed success of this highly reputable event has provided us with the opportunity to maintain the high-quality lecturers from the previous edition as well as enhance the programme with a variety of additional important topics.

The fact that the Winter Seminar is now free of charge for the first 40 candidates guarantees maximum bookings in just a few hours!

We are able to concentrate our efforts very early on in the organisational activities and seminar content of the event.

What do we want for our IELAWS ? To **CONNECT** with their peers, this is building their own network of faithful friends and professional contacts, to **LEARN** from us, the experienced professionals and globally to support them in building their future **SUCCESS**.

This all comes due to a combination

of solid network contacts, solid knowledge and PASSION.

This year's WS was held from January 11th to January 15th in Zurich.

A total of 40 students from 40 different IELA members and 24 countries had flown to Zurich.

This international representation from different backgrounds and origins certainly added a necessary global touch which is always a great asset to have and a promise of creating very open minds when it comes to international business.

The first evening began with the Welcome Cocktail in a friendly atmosphere that allowed all delegates to get to know the members of the organizing team and board members as well as to get to know each other and feel comfortable in this new environment.

The next morning MC **Jim Kelty**, opened the “ceremony” and our IELA **Chairwoman** introduced the history of IELA to a rather intimidated yet receptive audience.

With his mighty “Speed dating” concept, Jim made sure each and every student got to know his fellow participating students, presenting himself and holding a 4 minute in a formal manner but nonetheless creating a great and lively mood.

In addition to this very much appreciated session, there were a number of presentations spread out over the three days, discussing various topics related to our core business and bringing not only pure knowledge to the students in an interactive way

(questions / answers games, practical exercises) but also stories, tips, and anecdotes; all provided by a team of very experienced professionals in our industry including 3 new lecturers this year.

Topics included were:

On Thursday

IELA standards of performance and security issued by **Mariane Ewbank**, our Chairwoman of the BOM, who outlined the expectations as an IELA member

Vicki Bedi was eager to participate in the WS and was given the opportunity to deliver a stunning sales & marketing lecture.

On Friday

The Customs workshops brilliantly led respectively by **Liza Xu** for China, **Brad Watson** for USA and **Sudhir Dhavan** for India, instructed our pupils with vital information on these specific countries, incorporating homework which the students completed prior to the WS.

Rachid Bensaber came all the way from ESI Paris to speak about North and West Africa, genuine “white spots” within our industry which were covered for the first time at the WS and seemed to be greatly appreciated.

I presented the traditional Domestic Agent performance enhanced by an open live session of questions and answers with the students. This was followed by a brand new performance we had planned to launch this year : “the 10 minutes that change everything” (the time spent at the exhibitor's stand for

►EDUCATION & TRAINING PROGRAM WG

return disposals, meeting the client, sharing and giving information, preparing the move out operations) featuring 12 volunteers students in interactive role play : 1 desk + 2 chairs + a set of 6 scenarios to be chosen by drawing lots, one student playing the forwarder, the other the exhibitor more or less satisfied, more or less organized ☺ This went down really well and we will go from there to refine the concept and make it even more efficient and fun next time.

Master Jim Callaghan closed the day with his excellent Export Agent presentation incorporating his life-time experience.

Saturday morning was the guest speaker's moment.

First we had our long-time friend and supporter **Dr Rowena Arzt** from WZF GmbH who carried out an extended session on trade fair Management Decisions & Processes, interpolating workshop tasks with the students and once again showing us her very impressive and comprehensive expertise.

Another guest speaker, **Alain Chanavaz**, the first person to ever

come from my country France, who I convinced to come although he had a lot of commitments during that period of time; Parachuted into the Winter Seminar he landed in a snowy Zurich and did the autopsy of a PCO (professional Congress organizer) that was really down to earth showing the day to day work of the people we often have to deal with on site.

Not to forget a complete visit of the Zurich exhibition fairground during an important exhibition build-up, by our good friend and host, **Daniel Bataller** who leads the SEMPEX office at the Zurich fairgrounds and once again invested a lot of energy and support to make the WS'2017 happen, taking care of all accommodation, classroom bookings, food arrangements etc.....

Then the final effort came right after: All students passed an exam as a final exercise and were reviewed at the end of the Winter Seminar. It was tough with a strong input from all lecturers and the organizing team. The student with the highest score in this exam was merited the “Best Student” award of the event.

Sunday “Day in the snow” was another casual and enjoyable networking opportunity for all students.

I must say that, this year with 40 students, the standard was really good and proved to be a homogenic and balanced **IELAWS 2017 promotion year!!!**

This year's winner of the “Best Student Award” with top results and successor to Daniel Harding from CEVA UK is **Shannon Trotter** from TWI USA. She must have the exhibition virus in her DNA, don't you think Sandi?

I can't end my article without personally and warmly thanking all the lecturers, organisers and participants who made the WS'2017 another great success.

The mission was once again to contribute to building the future, I guess we brought in a handsome pile of new bricks to do just this! Actually they were 40 IELAWS!

Be IELA!!!

Emmanuel Pitchelu ◀





►► **CHAIRWOMAN**
Tania Khodayar
Transit Air Cargo, Inc., USA

CONTACT DETAILS
T. +1 714 380 5586
E. taniak@transitair.com



►► **VICE CHAIRWOMAN**
Alexandra Erdmann
Swiss Expo Logistics AG,
Switzerland

E. alexandra.erdmann@swiss-expologistics.com

THINK TANK WORKING GROUP

Sally Al Salman
WEL World Exhibition Logistics
sally.alsalman@wel.fr

Vicki Bedi
PS Bedi Group
hsbedi@psbedi.com

Jim Callaghan
European International (Fairs) Limited
jim.callaghan@european-intl.comom

Manoj Kumar
R.E. Rogers India Pvt. Ltd.
manojk@rogersworldwideindia.com

Achim Lotzwick
Cretschmar MesseCargo GmbH
achim.lotzwick@cretschmar.de

Anderson Marisa
Fulstandig Shows e Eventos MC Ltda
anderson@fulstandig.com.br

Nili Menuhin
AMIT Ltd.
nili.menuhin@amit.co.il

Anne Norkin
Go Events Management Inc.
annen@goeventsmgmt.com

Eve Novikova
Caspian Freight Services LLC
eve@meritex.co.uk

Klaus Pauluschke
BTG Messe-Spedition GmbH
klaus.pauluschke@btg.de

Chris Ray
AMR Group, Inc.
chris.ray@amrworldwide.com

Felix Sadenwasser
Swiss Expo Logistics AG
felix.sadenwasser@swiss-expologistics.com

Mathias Schatzmann
BTG Events Europe Ltd.
Mathias.Schatzmann@btg-suisse.ch

Dean Wale
CEVA Showfreight -UK
dean.wale@cevalogistics.com

►THINK TANK WG

Dear Fellow IELA Members,

I am very excited and honored to be the new Chairwoman of IELA's reformed **PR & Marketing Working Group**, "Think Tank".

My background with IELA started when I was a little girl attending the Companion side of the congress as my father Jim Khodayar, attended the meetings. So you can say, as the organisation has grown so have I, finding my footing amongst the industry and developing my passion for Freight Forwarding. Two years ago, I decided to take the next step and join a working group, PR & Marketing seemed the most fitting as it fulfilled my other passion. Through my involvement I have been able to obtain a better understanding of what IELA is truly about. As we welcome the first woman as head of IELA, **Ms. Mariane Ewbank**, I am excited to take this leadership role and contribute more to a great organisation.

The mission of our new working group is to help IELA innovate and keep up with the constantly changing,

Event/Tradeshow Industry. As Freight Forwarders we must continuously be informed of our market's needs, breakthroughs, and social and technological changes. This is so our companies can learn how to place ourselves in front of customers and differentiate from competitors.

At this year's congress in Prague our main focus is to pinpoint IELA's positioning in the market, evaluating where their brand and relevance is amongst similar organisations in the Industry. From that analysis we can for our plan to expand brand awareness and industry education. To expand on this, we will execute an agenda on educating the, Event/Tradeshow, Industry about IELA and the benefits customers will receive by choosing an IELA Member based on their defined needs. Our Working Group will also look into technological advances within our field, as well as, the tech industry as a whole. From there we can identify which technological avenues IELA can use to maximize member benefits and to be seen as the leading organisation in technology usage amongst the industry.

As the new Chairwoman, my personal goals for our group is to change how the industry and consumers see and perceive the IELA Organisation. I want IELA to be viewed as the organisation that is a trendsetter, setting the standard for the rest of the industry to follow.

Mr. Jim Callaghan was a great Chairman, always listening to our ideas and empowering us to share them with the rest of the members. I have some big shoes to fill as I follow Jim's leadership, he will be greatly missed! Moreover, Alexandra and myself appreciate the support from our fellow working group members and look forward to impacting the IELA Organisation in a whole new way.

Please feel free to reach out with any new ideas or topics, as we welcome them from our fellow members!

Thank you so much for all your support and see you all in Prague!

Cheers to our Continued Success,

Tania Khodayar ◀



►► **CHAIRMAN**
Ravinder Sethi
R.E. Rogers India Pvt Ltd, India

CONTACT DETAILS
T: +91 11 26 94 98 01
E: ravi@rogersworldwideindia.com



►► **VICE CHAIR**
Jeff Broom
Europa Showfreight,
United Kingdom

E: jrbroom@europa-worldwide.com.uk

►MEMBERSHIP WG

Dear friends,

I'm very pleased to give you good news to your strong request that we should always look for 'Quality not Quantity' for our membership.

First of all, I must clarify that each member admitted is complying to the legal requirements of our Articles. So, in effect, a notion that 'non Quality' companies are entering is wrong - every company admitted is adhering to our admission criteria.

Your Board met in Zurich and reviewed the whole membership process. I'm pleased to inform that we've taken steps to modify these admission criteria - it will become more stringent and not as easy to carry the IELA logo as before.

Your Board is also taking steps to review the existing members' working information. We need to be sure all of us are complying to the standards and membership criteria. Updated info on our companies liability insurance, quality, etc. will be asked for.

So, a two prong approach will come into play - for new members and also for the existing. 'Quality not Quantity' getting teeth - this is what we all wanted!

The Secretariat will in due course be in touch with you with details for the above.

Now for statistics. Since Dublin, our membership has grown. As of date, we are 154 in numbers, and by the time of Prague, we should be 160.

I end by praising our Vice-Chair, **Jeff Broom**, for continually looking at 'white spots'. Thank you, Jeff - with your efforts, we've covered a lot of ground already.

Compliments also to my WG - you're a great team, full of energy and zeal. It's an honor to be your Chairperson!

And, lastly, thank you **Elizabeth** - you and your team are great in vetting and processing the applications - makes our life much easier in the WG!

Till we meet in Prague - God Bless!

Ravinder Sethi ◀

MEMBERSHIP WORKING GROUP

Daniel Battaller
Sempex AG
d.battaller@sempex.ch

Harinder Singh Bedi
PS Bedi Group
hsbedi@psbedi.com

Erdinc Dundar
Ertem International Transport Co. Ltd.
erdinc@ertemgroup.com

Ali Erel
Gruptrans International Transport and Trade Co. Inc
erel@gruptrans.com

Feyzan Erel
Gruptrans International Transport and Trade Co. Inc
feyzan@gruptrans.com

Mehmet Erel
Gruptrans International Transport and Trade Co. Inc
mehmet@gruptrans.com

Murad Fakir
Gruptrans International Transport and Trade Co. Inc
murad@gruptrans.com

Mohd Gazali Saad
Agility Fairs & Events (Singapore) Pte. Ltd.
mghazali@agility.com

Seon Jeon
KEMI - LEE Co., Ltd.
seon@kemi-lee.co.kr

Anna Kot-Medes
Exhibition Freight G.S.M. Ltd.
ania@ef-gsm.com

Roland Kreitmayer
Schenker Deutschland AG
roland.kreitmayer@dbschenker.com

Shirish S. Kulkarni
Orient Marine Lines Pvt. Ltd.
shirishk@orienttm.com

Lucien Lawson
Clamageran Foirexpo
l.lawson@clamageran.fr

Achim Lotzwick
Cretschmar MesseCargo GmbH
achim.lotzwick@cretschmar.de

Manuel Mazzini
Inter Expo Logistics Ltd.
manuel.mazzini@iel.ch

James Ng
Transit Air Cargo Singapore Pte Ltd.
james.ng@tacs.sg

Karen Ngo
Unitex Logistics Ltd.
karen@uif.com.hk

Shiyas Poovankavil
MASSTRANS FREIGHT LLC
shiyas@masstrans.ae

Christoph Rauch
BTG Messe-Spedition GmbH
christoph.rauch@btg.de

Nuttacom Rungrassamee
Rogers Bangkok
nuttacom@rogers-asia.com

Daniel Stearman
Exhibition Freight G.S.M. Ltd.
daniel@ef-gsm.com

Sandi Trotter
TWI Group Inc. (Canada)
strotter@twigroup.com

Sushil Upadhyay
R.E. Rogers India Pvt. Ltd.
sushil@rogersworldwideindia.com

Lena Widman
On-Site Exhibitions AB
lena@onsitegroup.se

Lisa Xu
Transit Air Cargo Singapore Pte. Ltd.
lisa.xu@tacs.sg





►► **CHAIRMAN**
Guido Fornelli
Expotrans S.p.A., Italy

CONTACT DETAILS
T: +39 06 6500 4846
E: guido.fornelli@expotrans.it



►► **VICE CHAIR**
Kay Lohe
Kuehne + Nagel (AG & Co.) KG,
Germany
E: kay.lohe@kuehne-nagel.com

INDUSTRY RELATIONS WORKING GROUP

Ignatius Steeven Alva
Kano Exhibition Services
ignatius.alva@kano.com

Santoro Di Franco
Agility Fairs & Events Logistics Ltd.
sdi franco@agility.com

Syed Amirul Hafidz Ali
R.E. Rogers (Malaysia) Sdn. Bhd.
amirul@rogers-asia.com

Fran Hollingsworth
Mendelsohn Commerce Event Logistics
fhollingsworth@mend.com

George Jacob
Agility Fairs & Events Dubai UAE
gjacob@agilitylogistics.com

Abuturab Kuvawalla
Agility Fairs & Events Logistics
akuvawalla@agility.com

Bryce Larkin
TWI Group Inc. (USA)
blarkin@twigroup.com

Priscilla Leong
Agility Fairs & Events Logistics Pte Ltd
pleong@agilitylogistics.com

Ulrich Manten
Schenker Deutschland AG
ulrich.manten@dbchenker.com

Danny Mekhuri
Mendelsohn Commerce Event Logistics
dmekhuri@mend.com

Garcia Newell
Agility Fairs & Events UK
gnewell@agility.com

Kartik Soman R.E.
Rogers India Pvt. Ltd.
kartik@rogersworldwideindia.com

Niall Thompson
Interflow Logistics Ltd.
niall@interflow.ie

Ashwin Venkatesh
R.E. Rogers India Pvt Ltd
ashwin@rogersworldwideindia.com

►INDUSTRY RELATIONS WG

Dear friends,

Our Working Group closed last year with a new exciting achievement. During that period, IELA signed an agreement with the Italian association AEFI (The association that brings together all the Italian venues, certainly one of the most important exhibitions' market in Europe). The MOU has the same spirit as the SACEO's MOU signed a few months before. It includes joint promotions, exchange of information and it will surely help spreading and highlighting further logistics as a very important factor for exhibitions success.

Our WG has now defined its focus for the future to strengthen the relationship with players of our industries more and more all over the world.

For this same reason, in Zurich last January, the Board decided unanimously to rename the "Organizers Working Group" into the "Industry Relations Working Group".

The reason behind this change is to underline our aim even more: Being connected with all our partner

Associations of this wonderful event industry, without limiting us in any sense.

This is why I would like to make one last note; as you know, next June 7th we will celebrate again the Global Exhibitions Day driven by UFI and IAEE. This day is very important for all of us and I hope many of us will participate to the different events worldwide to promote our role in the Industry!!

Let's make it!!
Guido Fornelli ◀



THE IELA BOARD OF MANAGEMENT

Board Functions

CHAIRWOMAN

► **Mrs. Mariane Ewbank**
mewbank@fulstandig.com.br

VICE CHAIRMAN & TREASURER

► **Mr. Ulrich Kasimir**
ulrich.kasimir@dbchenker.com

MEMBERS

- **Mr. H S Bedi**
hsbedi@psbedi.com
- **Mr. Feyzan Erel**
feyzan@gruptrans.com
- **Mr. Guido Fornelli**
guido.fornelli@expotrans.net
- **Mr. Jim Kelty**
jimkelty@airwaysfreight.com
- **Mr. Achim Lotzwick**
achim.lotzwick@creschmar.de
- **Mr. James NG**
james.ng@tacs.com.sg
- **Mr. Christoph Rauch**
christoph.rauch@.btg.de
- **Mr. Ravinder Sethi**
ravi@rogersworldwideindia.com

THE COMMITTEE

CHAIRMAN

► **Mr. Bas Oversier**
b.oversier@hudigveder.nl

MEMBERS

- **Mr. Markus Eichenberger**
markus.eichenberger@btg-suisse.ch
- **Mr. Bernd Keil**
bernd.keil@gondrand-logistics.com

EXECUTIVE OFFICER - IELA SECRETARIAT

► **Mrs. Elizabeth Niehaus**
elizabeth@iela.org

HONORARY MEMBERS

- **Mr. Stephen J. Barry**
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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

- **New contact person:**
Agility Fairs & Events Pty (Australia) Ltd
Ms. Fiona Ostoja
fostoja@agility.com
- **New company name:**
Shanghai EB & SFSC International Logistics Co., Ltd.
former: Shanghai ITPC International Transportation Co., Ltd.
- **New Phone & Fax Numbers:**
Inter ExpoLogistics Ltd
T: +41 22 798 13 28
F: +41 22 798 13 87
manuel.mazzini@iel.ch
- **New Email address:**
BTG Expo GmbH
Philipp.Woll@btg-expo.com
- **New Contact Person:**
On-Site Exhibitions AB
Ms. Lena Widman
lena@onsitegroup.se
- **New Contact Person:**
CEVA Showfreight - NL
Mr. Baastian Wigman
Elektronweg 12
3542 AC Utrecht
T +31 (0)88 028 3149
baastiaan.wigman@cevalogistics.com
- **New address & email address:**
WAIVER EXPO Logistica de Feiras e Eventos Ltda.
Rua Alfredo Pujol 285, conj. 13/14
02017-000 São Paulo - SP
T: +55 11 2281 7882
claudia.grigolon@waiver-expo.com
- **New telephone number & Contact Person:**
Agility Logistics Ltd, Switzerland
T: +41 616859812
rwinter@agility.com

►►New Member

- **FELIX EXPO LOGISTICS (M) SDNBHD, MALAYSIA**
- **HARLAS INTERNATIONAL TRANSPORT S.A., GREECE**
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- **CVTRANS - TRÂNSITOS E TRANSPORTES, LDA, PORTUGAL**

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