

WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES



IELA NEWS

ROUND UP OF
NEWS FROM YOUR
COMMITTEES

REPORTS

GLOBAL VIEWS
ON LOGISTICS



ZURICH
WINTER SEMINAR
ALL TIME HIGH
PARTICIPATION

RIPPER!

IELA CONGRESS 2008 TAKES A
TRIP DOWN UNDER- **PREVIEW**



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CHAIRMAN'S CORNER

Since we met last, in Santiago last June, our IELA year has been both hectic and memorable. It's been a truly remarkable year with change taking centre stage.

We have a new Board, with three new Board members and a new chairman. We have new leaders for The Ops Club and Organisers and a brand new IELA Report – and isn't it great? The new look Report gives us our first taste of our new executive, the most recent and most critical

addition to IELA. Saying goodbye to our friends in Brussels was a difficult task. They helped us transition IELA into a professionally run association with a hard business agenda. I thank them for that.

The selection of our new executive sharpens the Board focus on growing IELA and delivering improvements to the members and our industry. The new IELA Report is a first, simple, but highly visible step. There will be many more to come as Trevor, Declan and the team work with us on the exciting challenges of our 2010 strategic plan, The Brussels Roadmap.

While we've been setting up the new executive, we've been busy with other important business. As you will see elsewhere we've taken the first steps towards a Far East chapter of IELA. To support this we are taking the Winter Seminar to the region next year. The clincher for this decision was the fantastic success of this year's seminar in Zurich in January. Achim



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Lotzwick pulled out all of the stops and delivered a great event with a terrific set of students. Anyone spending time with that amazing group would see instantly the tremendous merit in supporting the seminar. I know I shall definitely be sending staff members again next year. Saddle up Achim!

A constant thread running through IELA is the spirit of family and togetherness. Nothing encompasses this more than the touching and generous response of our members to the appalling Tsunami tragedy. The story and pictures of IELA's community project in southern India speak volumes for our association and our fantastic members. We can be rightly proud.

The next chance for the IELA family to meet again will be in Melbourne. I know that Bob Moore, with valuable support from Ron Koehler, will give us a great congress. I am looking forward to seeing you all there, to having some fun - and doing good business.

Phil Powell



NEW EXECUTIVE, NEW IDEAS, NEW IMPETUS

WE HOPE YOU LIKE THE NEW LOOK IELA REPORT WHICH IS INDICATIVE OF HOW WE WANT TO EFFECT POSITIVE CHANGE FOR YOU THE IELA MEMBERS. TAKE A LOOK AT THE NEW 'THE BEST PIECE OF ADVICE I EVER RECEIVED' COLUMN AND 'LETTERS TO THE EDITOR' TWO SECTIONS WHICH NEED YOUR INPUT, SO PLEASE DON'T BE SHY.

Event Services Network is a new company formed by Trevor Foley who for ten years has developed the UK's Association of Exhibition Organisers from 65 members into the Events Industry Alliance, a formidable group of four associations totaling 400+ members. Working with the IELA Board of Management to implement its vision, the aim of every single thing we do will be to add value to your IELA membership.

Our Number 1 priority is to grow the number and quality of events and interactions, starting with the Congress and The Ops Club, in order to facilitate better business networking. We aim also to grow the membership, increasing the networking 'pool'. High on the list is to find out just what UFI want from IELA in order to achieve preferred supplier status for IELA members, a real and tangible reason to be an IELA member. We will increase the profile of IELA and its members through PR and other activities as well. There is much to do.

We have made a start as you can see from this Report. The website is also now updated

with a major re-development in the pipeline..... watch this space. Behind the scenes we have already streamlined the membership application process and will shortly issue a White Paper to stimulate discussion and debate on the whole membership subject. We have also looked at the Articles and By-Laws proposing amends that will better equip IELA to serve you its members, rather than the 'association' itself. The legal structure too is being evaluated.

These are not just words. We will continually update you on achievements in these and other areas. But what are the other areas? Well, you tell us! What do you want in terms of information, networking, research, training, promotion etc etc

We will work hard for you and with you.... all we ask is that the communication is two-way.

It is our objective to move IELA to a new level that delights IELA's founders, drives the agenda with and for the Board of Management and most importantly, delivers for you the member!

CALL TO ACTION

1. MEMBERSHIP – Email declan@iela.org with the contact details of 3 companies in your country that we could invite to join.

2. IELA REPORT – Have your say! We want to hear from you. Send in your news, opinions, letters and pictures for publication and stimulate debate. Contribute to the new column, 'The Best Piece of Advice I Ever Received', 150 words max to email report@iela.org

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WORLD NEWS

REHABILITATION PROJECT GO!

The Confederation of Indian Industry (CII) has launched long-term rehabilitation measures for the Tsunami victims in Tamil Nadu and Pondicherry and has partnered with IELA to launch a Citizen Information Centre at MGR Thittu Village, Cuddalore District, constructed at a cost of Rs.12.5 lakhs (US\$31,000).

The Centre will be used for conducting coaching classes for school children, panchayat meetings; Self Help Group training programmes as well as social functions and was formally handed over to the Panchayat Leader on 6th December.

Speaking at the opening ceremony, Mr M M Patel representing CII Puducherry State Council said this was a classic example of how the private sector can play a critical

role in building sustainable social partnership for long-term benefits to the affected people. He said that the CIC constructed by IELA would help the Tsunami affected people in addressing specific capacity building measures.

Mr Raj Sharma, Director, R. E. Rogers India Pvt. Ltd replied on behalf of both past and present IELA Chairmen Ravinder Sethi and Phil Powell and the whole management of IELA.



We hope you like the revised IELA logo, designed and updated to be cleaner and clearer, for maximised impact. The new logos are now available to download from www.iela.org and you are asked to replace all previous versions.

Do you display the IELA logo on your website (with a hotlink) and on promotional and operational materials? If not please take this opportunity to do so. IELA is recognised as a marque of excellence worldwide.

SENIORS CLUB

The annual meeting of the IELA Seniors Club took place from 19th to 21st October 2007 in Avignon. Set in southern France, Avignon is a fascinating, medieval town, whose history is still visible in its ancient walls and buildings, not forgetting of course its famous bridge.

In keeping with the historical theme of the town, the IELA Seniors Club stayed in an old monastery, renowned today as a first-class hotel named "Le Prieure". Already on the first evening the participants had lots of news to catch up on and very



quickly the IELA-spirit could be felt, which we're sure our Chairman Phil Powell, who was also present, can confirm.

The special highlight of the meeting was certainly the tour of Chateau Neuf du Pape and the sampling of a range of superb wines. The blend of history, culture and excellent wining and dining, together with the rekindling of old IELA-friendships all made an important contribution to the success of this reunion. All

participants were unanimous, that these annual meetings must be continued and the IELA Seniors Club is now setting its sights on finding an interesting city in the Alsace area for its get-together in 2008.

The IELA Seniors Club would like to sincerely thank all sponsors, who helped to make this event possible.

►► For further information, contact: hansruedi.brauchli@iel.ch

UFI CORNER

The 74th UFI Annual Congress was held in Versailles at the end of October last year attracting a record breaking audience of 430 participants from 54 countries. The four day congress saw a variety of outside experts discuss the exhibition media for the future. Speakers included Prof. Dr. Oliver Klante of the Hamburg School of Business; Phil Goodman CEO of Generation Transitional Marketing, San Diego; Jacques Attali, political Strategist, writer and President of the Pla Net Finance, amongst others.

A unique Think Tank feature preceeding the Congress brought together major CEOs from around the world to brainstorm key industry issues. Outgoing UFI President, Jochen Witt moderated the brainstorming which focused on the opportunity and threats facing the exhibition industry. The major conclusion was that trade fairs would continue to be the main leading marketing tool for business around the world and that the industry is globalising at great speed.

There were also simultaneously Board of Directors and Associations Committee



Vincent Gerrard, Managing Director, Jochen Witt, Past President, Ravinder Sethi, Former Chairman IELA and Cliff Wallace, President of UFI

meetings which were attended by our past Chairman, Ravinder Sethi and during his speech to the General Assembly, as also in the Board meeting, Jochen Witt mentioned his presence in Santiago and acknowledged the close relationship between UFI and IELA.

More details on the UFI Congress can be available on www.ufi.org the next is scheduled for Istanbul from 12 - 15 November 2008.

A final note is that Cliff Wallace becomes the first President of UFI from a venue operating company (Hong Kong Convention and Exhibition Centre) and the first from Asia.

MEET EVENT PRODUCERS AT ECEF 2008

IELA is sponsoring this year's Exhibition and Convention Executives Forum (ECEF) 2008 which will be held on 19th June at the Washington Convention Center. The event is open exclusively to association and independent event producing executives and will feature the following speakers and topics: **KEYNOTE:** Greg Reid, Chief Marketing Officer of YRC Worldwide (a global company with 70,000 employees), will discuss the value of stand-alone corporate events and how by using "deviant leadership" principles exhibition producers can keep their shows competitive with corporate events.

MEASURING ENGAGEMENT: Glenn Hansen, President & CEO, BPA Worldwide, will moderate a session on the effectiveness of marketing media. Gordon Hughes, President of the American



Business Media (ABM) and the Trade Show Council, and Bob Liodice, President of the Association of National Advertisers (ANA) are confirmed panelists and Bob Barocchia, President of the Advertising Research Foundation (ARF) has been invited to participate.

OUR ATTENDEES SPEAK: Ruth Stevens, President of eMarketing Strategy will moderate a panel with Bill Guinard, Vice President of Olympus Imported Auto Parts, and buyers from the Marriott and a hospital to tell how attendees prepare for and consume events.

INTERNATIONAL VIEW: Joachim Schafer, Managing Director of Messe Dusseldorf will reveal event marketing trends outside the United States.

GETTING INTERNATIONAL DELEGATES INTO THE UNITED STATES: Helen Marano, Director, U.S. Department of Commerce, Office of Travel & Tourism Industries will give an update on overseas arrivals for business and conventions. **ALL THAT GLITTERS IS NOT GOLD:** Galen Poss, President, Hanley-Wood Exhibitions will explain how his company strengthened the Surfaces Show after eight of its ten largest exhibitors pulled out within a ten day period.

Attendance at ECEF is by invitation only. To reserve your spot, go to www.eceforum.com and click on "Application". For more information contact Sam Lippman at 703.979.4904 or slippman@comcast.net.

THE IAEE ROBERT L. KRAKOFF FUTURE LEADERS INSTITUTE

▶▶ IELA has been offered the opportunity to identify a candidate for future industry leadership by the IAEE President, Steven Hacker. The IAEE Robert L. Krakoff Future Leaders Institute, sponsored by ICAT Expo was created to find, train and support those who are thought to be tomorrow's industry leaders.

In 2007, IAEE revitalized the Institute bringing 30 future leaders and 10 alumni together for a three-day program of highly interactive curriculum that allowed them to learn more about themselves and leave capable of both thinking better and doing better.

Each year, only 30 future leaders are invited to participate. Once selected, each class will begin by attending a three-day training program. The topics for this year's program, which takes place 10 - 13 August in Austin, Texas includes:

- Understanding Your Interpersonal Style
- Enhancing Your Interactions with Others
- What Successful Leaders Do
- Being a Person of Influence
- Getting Things Done: People, Projects and Productivity
- Teamwork and Group Dynamics
- Thinking Strategically and Asking the Right Questions
- Managing Your Career and Being a Good Professional

IELA is invited to nominate a future leader and asks all members to forward names of individual staff who would benefit from attending this program to declan@iela.org. Scholarship funding is available through the Exhibition Industry Foundation and the Robert L. Krakoff fund. Candidates need to complete a scholarship application form and submit it along with their program application. The determination of funds will be based on need. For additional information about the Institute or to complete the application, visit www.iaee.com/futureleaders.

▶▶ YOUR LETTERS

To the Editor:

In January I had the privilege of attending IELA's Winter Seminar for the first time as a speaker. I must admit that I approached the event with some trepidation. I was unsure of the expectations of the audience because I had an hour to present the basics of a topic which has taken many of us years to understand. We were asking groups of 8-10 strangers from across the globe to communicate with each other, research questions to a case study, and prepare a short, formal presentation with their findings.

Not only did each of the three groups succeed in completing their projects, but they did so in a spectacular fashion that was interesting and educational for the entire audience. I was overwhelmed and proud of their efforts, energy, and enthusiasm.

In fact, the entire Winter Seminar was equally stimulating. The students approached each segment with a keen interest in learning more about our business, each other's regions of the world, and most importantly that IELA members must work together to provide a high level of service worldwide.

The seminar as a whole was well organized and truly focused on the needs of the students. Even routine topics such as insurance coverage and the history of IELA were lively and interactive presentations.

IELA members who sent a student to Zurich in January have already begun to benefit from their investment. The students initiated key business relationships that will continue to benefit their companies. IELA members who take advantage of this educational resource for staff members gain a competitive edge in our industry's ever-changing landscape.

Jim Kelty
Airways Freight Corporation

Comment on this correspondence or send a letter on your own 'favourite subject' to us at report@iela.org

AUMA FORECAST

Hans-Joachim Bookstegers new Chairman of AUMA. Hans-Joachim Bookstegers (52), Managing Director of MULTIVAC, Wolfertschwenden/Allgäu, was elected new Chairman of AUMA on 6th November 2007. On 1st January 2008, he took over from Thomas H. Hagen, member of the Executive Board of Demag Cranes AG, Düsseldorf, who has chaired AUMA since 2004.



THE BEST PIECE OF ADVICE I WAS EVER GIVEN

Charlie Dobbie, Schenker NEC's unlikely multi-tongued charmer, gave me a great piece of advice many years ago when I was a young exhibition forwarder. "Laddie," he said "do whatever you need to do to get the freight out of customs." He went to regale me with stories of sharing early morning vodka in Russia and eating snakes heads in China in the 1960s when the world was a much smaller place.

I remembered his wise words and was working at FIDAE in Santiago in the early 1990s, my first trip to South America, when I put his words into action. After a morning banging my head against a brick wall at Chilean customs, I decided to take the broking agent we were using for a long lunch. My Spanish was very good at the time and we got on well. People who know me know how I like to eat, so unhesitatingly I suggested that he order lunch.... It was my first and last experience of sea urchin. What appeared was what I can only describe as a plate of slugs, but I did what I had to do.

The next day as I waited with Roger Walker, TWI's Andoni and the others, the freight began to appear. Schenker's, Schenker's, Schenker's, Schenker's, all of my shipments were released and delivered before anyone else's. Maybe beginners luck, but I like to think it was my gritted teeth 'enjoyment' of the local delicacy, Erizo!

Declan Gane



CAPTION COMPETITION



Here's one to start you off. Send your much more amusing captions for this picture to report@iela.org. The winner will get a bottle of champagne and be published in the next issue. If you have a good picture for the Caption Competition, send that in too.

MEETINGS BUDGETS UP 27%, ATTENDANCE UP 19%

Meetings professionals expect healthy attendance and budget increases in the coming year, despite general pessimism over global economic performance, according to FutureWatch 2008, the market trends study for the global meetings and events planning industry. The sixth-annual international study, conducted by Meeting Professionals International (MPI) and sponsored by American Express, surveyed 1,643 meeting and event professionals and suppliers from around the world, the largest response ever to a FutureWatch study.

Overall, meetings and events professionals expect a 19% rise in attendances in 2008. The finding was matched by a prediction that interest in webcasts and other web-based tools for live meetings will also rise, without displacing the strategic value of face-to-face meetings. "These findings are yet further

evidence that there's no substitute for live event marketing," says Bruce MacMillan, president and chief executive of MPI. "This study shows that while events and meetings professionals are embracing technology, its greater role is in enhancing events, not replacing them," he concludes.

Among its major findings, FutureWatch 2008 also found the following:

Budget growth predicted despite worldwide economic concerns

Among its economic findings, FutureWatch found all respondents expressed concern about an economic downturn in 2008. Despite this perception, corporate planners remain bullish on budget expectations, predicting a 27% rise in 2008. A further indication of the growing recognition of the value of meetings and events in the private sector.

"THIS STUDY SHOWS THAT WHILE EVENTS AND MEETINGS PROFESSIONALS ARE EMBRACING TECHNOLOGY, ITS GREATER ROLE IS IN ENHANCING EVENTS, NOT REPLACING THEM"

Rapid move towards globalisation was expected

FutureWatch respondents expect their industry to globalise rapidly in the coming year. Around 20% expect their organisations to extend their global reach in 2008, compared to less than 1% who see a decrease in globalisation.

Suppliers and independent planners may face talent shortages

This year's study found that talent shortages are roughly twice as important for suppliers and independent planners as they are for corporate and association planners, suggesting that concern over the ability to hire and retain qualified employees is gradually permeating the industry.

In a related issue, less than one-fifth of meetings business is expected to be outsourced in 2008, but that total will still represent a 14% increase in volume.

The industry is going green

FutureWatch also found that interest in environmental sustainability has not bypassed the meeting planning industry. A growing number of professionals, 19% overall, list conservation and environmental concerns among the top three trends affecting their work.

FutureWatch 2008 To download the complete FutureWatch 2008 results, go to www.mpiweb.org



ITPC Shanghai has successfully won the tender to be one of the recommended official logistics supplier for Expo 2010 Shanghai!

Act as the logistics supplier, **ITPC Shanghai** will provide you all the logistics services for Expo 2010 at Shanghai.

The services will be:

- Customs Clearance
- Bonded warehouse
- Unpacking and re-packing
- Inland trucking
- Venue on-site build-up
- Re-exporting after fair

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SEPARATED AT BIRTH



Sven Goran Eriksson



Achim Lotzwick

Which doppelgängers do you know?
Send your pictures to report@iela.org

ALL-TIME HIGH PARTICIPATION AT IELA WINTER SEMINAR

A record-breaking number of 29 participants proved that the IELA Winter Seminar is very prominent among IELA Member Companies.



WITH THE EXPERIENCE FROM PREVIOUS WINTER SEMINARS, the unique character of the event was carried onward to this 2008-edition. The classroom sessions as well as the social gatherings again sparked the special spirit which makes the IELA Winter Seminar so unmatched.

The addition of new elements created more networking opportunities and, at the same time, increased the quality of the educational program.

As in previous years, the first evening was a copy of how IELA runs the annual congress. An informal Cocktail Reception was an ideal platform to meet everybody and to break the ice among participants. This process of everybody meeting everybody was continued the next morning, when a speed

dating session was the structure to a series of face-to-face discussions.

What followed next was a stretch of demanding classroom sessions from Thursday until Saturday. History of IELA, Application of Tariffs, Insurance, Customer Service, IELA Standards, Export Agent and Domestic Agent were the topics of presentations, all of them delivered in a highly interactive format to allow as much student participation as possible. A highlight of the educational sessions was an excursion around Zurich Fairground with a thorough look at the logistical environment of this important exhibition site.

A Customs Workshop provided an in depth-exploration into customs issues in the USA, in Europe and China.

“THE ADDITION OF NEW ELEMENTS CREATED MORE NETWORKING OPPORTUNITIES AND, AT THE SAME TIME, INCREASED THE QUALITY OF THE EDUCATIONAL PROGRAM”

Group Work on three different case studies, carried out by the participants of the seminar in advance of their arrival in Zurich, proved to be a valuable introduction into the subject, and at the same time made for some extensive networking even before personal meetings took place in Zurich.

As at previous Winter Seminars, the individual



CHAIRMAN
ACHIM LOTZWICK
TRAINING COMMITTEE



presentations were conducted by Representatives of IELA Member Companies who spend their own time and money to make an appearance at this Training Event. For four of these speakers this required overseas travel from the USA and from Hong Kong. IELA is very much alive when members involve themselves so heavily in the Associations projects. Special thanks also go to the Guest Speakers, who considered IELA important enough to take a part in our project and who delivered exciting views from inside the Trade Fair Industry.

A Final Exam at the end of the Winter Seminar concluded three days of intensive learning. With the best score of all students, Eva Kutka of Schenker Australia Pty Ltd. won the Best Student Award which carries an invitation

to the next IELA Congress. For somebody living in Australia, it didn't seem much of a prize, being invited to Melbourne, so before it became a real calamity, IELA offered Eva to attend the 2009 Congress in London instead and she was happy to accept this choice. Well done Eva, great achievement, and see you in London!

There is no doubt that the highlight of the social events was a full-day excursion into the Swiss Alps. Here's the original sound track from Daniel Bataller of Gondrand AG Messe-Logistik/Zurich, who played a key role in organizing the Winter Seminar 2008:

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DAY OUT IN THE SNOW "HOCH-YBRIG"

►► We collected the participants at Hotel IBIS on Sunday at 9am and even though some of them had a real short night, we could do nothing else than leave punctually. After an hour we arrived at Laucherer and took a chair lift up to the mountain. It's a long time ago that I've seen such bright eyes and smiling faces after they all have seen so much snow. We spent a wonderful sunny day on the mountain with a snowball fight, sledging down the hill (murderous) and having fun at all. For the lunch we could use the Wintergarden of the Bergrestaurant Laucherer and enjoyed the wonderful skyline of the Swiss mountains.

After a real fast IELA sledge race (beautiful) we had a last small break with "apple strudel/vanilla". Thereafter a small part of the group got down the hill with our sledges and the rest took the last chair lift down the hill at 4.30 p.m. We had a quite quiet return journey on the bus arriving back in Zurich at 7.15pm.

The proof for the success of The Winter Seminar was delivered by a Feedback Questionnaire which was answered by all students. The questions focused on the targets of the event: to provide an educational learning experience and to provide a platform for

networking among students. By application of the familiar IELA scale from 1 – 7 (1 = very poor / 7 = very good), the following key grades were determined:

6.68 for the general atmosphere

6.75 for the Social Spirit

6.64 "I will benefit from my participation at the Winter Seminar"

6.00 "My employer will benefit from my participation at the Winter Seminar"

.....and the general organization was rated at 6.61.

These numbers prove that there is a true commercial benefit in sending staff to the IELA Winter Seminar.

IELA realizes, that the event being held in Europe may deny many Members access due to the long travel to Zurich. To make the Winter Seminar available to more of young operational employees of IELA members, IELA will organize a Winter Seminar in Bangkok, which will be held from January 14 thru 18, 2009.

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MAKE IT A DATE, DOWN UNDER



ROBERT MOORE

The 23rd IELA Congress supported by Diamond Sponsor Waiver Logistics is fast approaching and plans led by local organiser Bob Moore of Agility Exposervice and colleagues at Schenker Australia are coming to fruition. Held in Melbourne, the country's sporting and cultural capital, the IELA Congress 2008 will be a laid back Aussie affair full of antipodean bonhomie.



BOB IS ORGANISING A LIGHT, RELAXED EVENT THAT WILL TAKE PLACE RIGHT IN THE MIDDLE OF MELBOURNE. The congress hotel, the luxurious Sofitel hotel is in the heart of the CBD, adjacent to the main shopping area, Collins Street, home to Chanel, Hermes, Gucci, Bvlgari and Louis Vuitton, as well as Melbourne icons Miss Louise and Le Louvre.

An exciting Conference Programme with keynote speakers from Australia and overseas will turn day one on its head. A major debate is scheduled at the Agents' Forum that will focus on how we as an industry can adapt to the ever changing environment of our

AUSSIE DICTIONARY

Brush up on the local lingo (language), here are a few Australian words and phrases that you might hear in Melbourne.

Arvo: afternoon

Brekkie: breakfast

Cobber: friend

Exy: expensive

Gobsmacked: surprised, astounded

Kangaroos loose in the top paddock: Intellectually inadequate ("he's got kangaroos loose in the top paddock")

Knocker: somebody who criticises

***Ripper:** great, fantastic - "it was a ripper party"

Tucker: food

Yabber ore at <http://www.koalanet.com.au/australian-slang.html>

**Cover headline*

competitive market place and none more so than in this fast moving region. There'll also be a great amount of what we know you like and that's networking, both formal and of course less formal.

Work Hard, Play Hard

There will be ample time too to explore Australia's sporting and cultural capital and on Tuesday 27th delegates are invited to make the short trip to the Royal Melbourne Zoological Gardens, spending the rest of the day experiencing an old Victoria Homestead for a day of Australian culture including traditional 'gumboot throwing'!

Wander the city's broad boulevards and narrow lanes and you'll discover a wealth of places in which to drink, catch-up with friends or dance until dawn. With a population of four million, Melbourne is a vibrant city with beaches, rivers and a great nightlife just a short stroll away where you will also find a diverse collection of museums and galleries including NGV International and The Ian Potter Centre: NGV Australia, Australian Centre for the Moving Image, Australian Centre of Contemporary Art as well as a range of innovative boutique commercial galleries hidden in the city's nooks and crannies.

"AN EXCITING CONFERENCE PROGRAMME WITH KEYNOTE SPEAKERS FROM AUSTRALIA AND OVERSEAS WILL TURN DAY ONE ON ITS HEAD"

As the sun sets, the city's stage curtains come up, as theatres across the city presents blockbuster stage musicals, intimate theatre, cutting edge contemporary dance, exquisite ballet and lavish opera spectaculars. Explore the Arts Centre and its iconic spire on St Kilda Road, or step back in time in one of the city's six historic theatres.

Melbourne and sport are inseparable. Sport is such an integral part of the city's culture and psyche that Melbourne has gained national and international recognition as an unrivalled global sporting capital. For the golfers among us, we will be playing at one of the leading Australian courses where we will be joined by some local industry members, so BOOK EARLY. The non golfers will not only enjoy the environment but be entertained by the efforts of some of our more enthusiastic players, no names mentioned, you know who you are!!

Companions and partners will enjoy an enhanced cultural programme while the business side of Congress, the General Assembly gets off to a bang, don't miss it.

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KEYNOTE SPEAKER

Leigh Harry is the Chief Executive of the Melbourne Exhibition and Convention Centre, Australia's largest convention and exhibition facility. In this role Leigh is also a senior member of the team working on the New Melbourne Convention Centre project which is a joint state government /private sector initiative responsible for the delivery of a world's best convention centre for Melbourne by 2009. Leigh is the current President of the International Congress and Convention Association and holds major roles in several key industry organisations including Deputy Chairman Melbourne Convention and Visitors Bureau and Chairman Business Events Council of Australia.

IMPORTANT - VISA ADVICE

VISAs are required to enter Australia from most countries.

Electronic Travel Authority can be obtained online at <http://www.eta.immi.gov.au> where information on eligibility is also available.

NEWS FROM THE IELA COMMITTEES



CHAIRMAN
John Harrison

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ORGANIZERS COMMITTEE

►► Recently, I had a conversation with a US based Trade Fair Organizer – we have a 15 year relationship. Although this Organizer's primary sales responsibility was for one overseas venue, a new opportunity for both promotion and career advancement presented itself in another country.

Also, his new position required him to generate business for multiple worldwide venues.

During the past 15 years, our many meetings and conversations always included reference to IELA. It's a great topic to discuss during a visit with an Organizer -- who, what, where and why of IELA. IELA, among many issues, always seemed, logically, to be a necessary and appropriate subject of discussion as part of our business relationship and activity.

Why not? It's an advantage to point out, and be part of, a singular Association. I need not remind you, IELA members as a group, without comparison, offer, worldwide, a reliable, professional brand of exhibition logistic service. We do this with the uniform quality, and accountability necessary to any successful Trade Fair. We also do this consistently. How consistent and effective? Our Standards Committee provides objective, measurable documentation every year to let us know. Importantly, we can point this out to any Organizer.

So, when we discussed his new ventures and venues, I was not surprised when he asked, "Are there IELA companies involved with these Fairs and venues?" IELA COMPANIES! Think about that. That question

implies, well.... 'Branding -- a Trade Mark of sorts'.

In essence, the mission of the Organizer Committee is recognition. Our committee activity, along with all of our members, is directed to prompting and producing the recognition that brands an IELA member as a "Preferred Service Provider". As with my friend of 15 years, we'd like to see every Trade Fair Organizer consider the question: "Are IELA members providing exhibition logistics services for the Fair?" Obviously, this kind of "Branding" means business for IELA Members. But, let's not delay the "Branding": the sooner the better (Certainly not for 15 years!). We want it NOW.

So, recognizing our immediate needs, we spoke of "Linkage" in the last Newsletter. By linking the IELA Web site to as many other pertinent industry Web sites, we're achieving quick, cost-effective recognition. And, since the last newsletter, we've made significant progress with this. A comprehensive report will be offered in Melbourne to cite our new "linkage" partners.

The Organizer Committee continues to be supported by reliable and accomplished members. Now, we are excited about our new members who will share in our progress. So, I welcome our new friends to the Committee: Sungim Lee/ Kemi-Lee, South Korea; Sueli Monthila/ Nazha & Darwish, Syria; Leann Harrison/ UniGroup Worldwide USA; Marcelo Paradela, Waiver Logistics, Brazil; Elaine Wong/ Baltrans-Hong Kong.

(Of course, this should go without saying, we welcome total IELA member

participation and contribution to the committee whether "officially" on the committee or not. Any member can assist and help. Any member's contribution can create business for our Association)

PROJECT: STAYING IN TOUCH

Now that the committee is re-structured and we have identified "Linkage" as one strategy, we have developed a new project: STAYING IN TOUCH. We've identified a target list of over 100 Industry Organizations/Associations. We've developed a generic "approach form letter" to establish contact, request a Web site link, and "Stay In Touch" with these industry players. This plan will require minimal effort to initiate.

I will ask our committee members, and others, to assist with the contacts where appropriate. Results will be discussed in Melbourne.

Finally, I'm sincerely excited and eager to work with our new Secretariat, Event Services Network. Both Trevor Foley and Declan Gane bring a wealth of industry experience. No doubt, their expertise will both enhance and intelligently assist our efforts. I'm sure, given their knowledge and back ground, this new alliance will definitely accelerate IELA's prominence and recognition in our industry. Their presence marks a decided renewal in IELA's efforts to continue to evolve as the premier International Exhibition Logistics Association. In any case, there will be more discussion of this in Melbourne. Until then I hope to see all of you there!



CHAIRMAN
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MEMBERSHIP COMMITTEE

►► **The Membership Committee has been working very hard over the past months sending out applications to potential members, reviewing applications for membership, following up with potential members and also discussions on name changes and current member status.**

In our January 2008 Board of Management meeting, we discussed the potential membership of 5 companies and of these, we have approved the application of IDA Freight, in Turkey. As of this writing, we are in the midst of the 30 day member notification period. We anticipate a favorable response to IDA Freight and certainly look forward to welcoming back Tijen Gozen, who formerly was with IMI Group, one of our members from Turkey.

So far, from our last general assembly to date, we have communicated with approximately 17 companies interested in IELA. I would anticipate that 3-4 of them may

be qualified and that for our Melbourne meetings, we may have an additional 5 -6 applicants to review.

One objective in our Roadmap to Success is to have a goal of 150 members. Whereas quantity is not a priority over quality, we certainly feel that this is an achievable goal as there are many countries that we have either one IELA Member or none. How do we achieve our goal of 150 members? This will require active input from all of you, to provide us with names of quality companies you work with today, that are not part of IELA currently. In addition, the committee needs to be more aggressive to seek out appropriate candidates.

A second objective is we are going to start to review the actual membership process. As you all know, we require the application, sponsorship letters, audited financials and voting within the board meeting. After all this, any approval has a 30 day notification period. In reviewing the current process,

we will investigate whether we can effectively obtain quality applicants while shortening the bureaucracy of the applications process. Such ideas that we will challenge is whether or not the 30 day period is too long. Why not a week. In this day and age, immediate response to emails is becoming fait accompli. Another idea to question is whether an applicant should wait till an actual Board Meeting is convened before we can accept members. We may offer to use 'email voting' and lessen the time for application approval. In this day and age, we should be able to accept a member within 2-3 weeks. With this goal in mind, I will be working with the committee to challenge our existing methods and to offer you all, in our Melbourne General Assembly, some ideas to discuss and implement.



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STANDARDS COMMITTEE

►► **Welcome everyone to the Standards Committee Report, the first for 2008.** The first thing is to take this opportunity to thank all of those members that completed the Standards Surveys. This year has seen a pleasing increase on the numbers of surveys completed and consequently I hope an improvement in the results to each member. This of course can be improved upon as there are still many members that have declined to complete the surveys, which is very disappointing.

We are now in the unfortunate position of having to fine those companies that did not complete surveys but this is what was agreed by the membership in Santiago.

Hans Brauchli continues to monitor the survey results of each member with the brief to contact those companies performing below par and encourage them to improve their service and improve the overall image of IELA. I am hoping Hans will have a report for us in Melbourne so that we can see the extent to which we

are all performing. It will be interesting to see if we as an association have a problem with the quality of our membership and what we decide to do about this. In Melbourne we will have a chance to seriously debate any issues and procedures and make decisions on how to take this matter forward.



CHAIRMAN
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CUSTOMS COMMITTEE

►► We took the opportunity of meeting in Zurich during the hugely successful Winter Seminar in January. Building on the interest that the students showed during previous seminars it seemed useful and attractive to schedule a workshop on customs issues for the 2008 seminar. Achim Lotzwick and I together set this up and Jim Kelty, having volunteered during the Santiago congress was also involved. Tankie Jim was invited to do the Asian part and pitched in as well. All four of us took part in the session.

At our meeting we addressed the annual check/update of the Customs Info Data Base. The Secretariat in Brussels has changed all files into word files and made all files accessible for modification without destroying any basic information our touching the lay out. This was taken care of in early November

and consequently all cooperating members have received "their" countries by the end of November. The low activity in December was supposed the best month to find time for the members to assist with the modifications.

So far 22 countries of the 68 countries have been transferred to the secretariat as changed or unchanged. 5 countries are still to be checked by the CP before sending to the new executive management in London. So a great number of countries are not yet available to be re-imported as updated. All assisting members received a kind reminder at the end of January to get this done as soon as possible the update of Australia this time was the first received update!! Bravo!

We next reviewed 'black spot countries.' During the congress UFI chairman, Mr Jochen Witt promised to discuss a possible

co-operation with UFI representatives to look at the show sites and countries were exhibitors, organisers and logistic suppliers have trouble working due to local circumstances and customs regulations or local particularities. The customs information for 'difficult' countries is extended for special remarks, to alert exhibitors and forwarders specifically, see the IMPORTANT REMARKS section.

We are still pushing members to take care of the updates, changes and/or no-changes, in order to build a Database that is the best there is in the world! We are really relying on the assistance of all members to let them be proud of their own database. Finally, the committee is looking forward to the Melbourne Congress and welcomes all initiatives from the membership regarding customs issues.



CHAIRMAN
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THE OPS CLUB - ARE YOU MISSING OPPORTUNITIES?

►► Ask any IELA member what value they see in IELA, and the word 'networking' is usually the first answer you hear. It is the primary reason we are willing to travel thousands of miles to spend a few days with those that support us, or those that we hope to support us.

Certainly, there are plenty of other good reasons to be a member of IELA. It is one of the few organizations in the industry that I know of that puts a heavy emphasis on peer review, which does, after all, make us all better at what we do. IELA also gives us an opportunity to learn more about our industry, through excellent continuing educational programs, during both the annual congress and through other events like the 'Winter Seminar'.

Another intangible value that is usually spoken about in any conversation about IELA is that of

friendship. It was a pleasant surprise for me to learn that there are many friendships within the organization among competitors, and between individuals of companies that don't even work together. Perhaps this comes out of the wise insight of those members who have their eyes set on the future, realizing that one day, that friend at that competitors company may one day be their business partner, or even their future employer.

I would submit that the same principle holds true for the young up and comers within our membership. They represent the future decision makers within our industry, and a relationship to them may end up being just as important to your future as the relationship to that managing director you met in Santiago, who business you would like to pursue.

Unfortunately, most of those up and comers don't get to participate in the IELA Congresses, and so their energy and desire may get lost or underutilized. What is your company doing to identify this desire and talent within its ranks? Are you putting that energy and desire to work for your company? Ops Club was formed to give a forum to channel that energy, and that talent and energy does exist. If you doubt this, ask any of the leaders of the Winter Seminar Program. There are a lot of outstanding young people among your ranks, and you are missing an opportunity by not trying to reach them. Ops Club is a good way to start that process. There will be an opportunity to sign your staff up in Melbourne, but you don't have to wait until then. Just visit opsclub.com and sign them up!

MEMBERS NEWS

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 CEO AT BTG-EXPOTRANS IN BUENOS AIRES

Mr. Agustin David took up his new role as CEO in December with a mission to work primarily in the area of sales and business development. Agustin brings with him much knowledge and skill, having accumulated a great deal of training and experience in his 37 years living in Argentina, Washington D.C., and Vienna, Austria. A graduate of Georgetown University in Washington D.C. Agustin spent several years in various multinational corporations such as Total Austral, Global Crossing, and Continental Commercial Corporation. He recently completed a life's goal, obtaining his masters degree in Business from the renowned Di Tella University in Buenos Aires, while working as a consultant for the Argentine government during the completion of his studies.

FIRST APPOINTMENT

Tatsuo Shigeta, Director of International Fairs at Ishikawa-Gumi in Tokyo reports that on 28th February, the company was appointed as an Authorised Warehouse Operator by Janapese Customs. Authorised Warehouse Operator is considered part of the Japanese AEO program, operating along the lines and with the consensus of AEO Program as well as C-TPAT.

NEWS IN BRIEF

SCHENKER LTD

Accounts Payable Dept in the UK has a new email address:
AccountsPayable.UK@schenker.com

NEW INVOICE ADDRESS

Paper invoices to Schenker Sweden should now be sent to:

Schenker AB
Supplier Invoices
Box 50434
202 14 Malmö

CHANGE OF ADDRESS

GONDRAND IATEGE GmbH
Fairs & Exhibitions
Wurzelstrasse 2
60327 Frankfurt/Main
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Fax: 49 (69) 97 46 53 33
Email: b.keil@atege.de
Website:
www.gondrandlogistics.com
Contact: Bernd Keil

NEW TEAM AT RNTRANS OPORTO

In December a new team under the direction of Mrs. Vitoria Paulo and comprising Mr. Ivo Sobral, Mr. Fernando Sousa and Mrs. Georgina Canha took over at the RNTRANS branch in Perafita (an area of Oporto). Contact details are email porto@rntrans.pt and telephone +00 351 – 22 994 00 88/90

FRIENDLY TAKE OVER OF METZGER & RICHNER'S "FAIRS AND ART" DIVISION IN BASEL BY GONDRAND LTD., BASEL

Erich Mantin commented: "We are happy to announce that we took over the M&R Fair division "Fairs and Art" in Basle including the staff. We are sure that thanks to this we can offer you an excellent service in the future. Also, the staff and office - close to the fairground in Basel - will help us to get closer to you. If you have any question regarding this friendly takeover don't hesitate to contact me direct under e.mantin@gondrand.ch."

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FUNNY FREIGHT

We've all seen this one before!
Send us your funny freight images for the next issue, anonymously if you like to report@iela.org



THE IELA BOARD OF MANAGEMENT

Board Functions

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Mr. Ernest M. DROESSAERT

Mr. Karl BUEHLER

Mr. Thierry DEMEURE

Mr. Dieter FRAEULIN

Mr. Jean-Paul MOSER

Mr. Hans BRAUCHLI

Mr. Ron BERRY

CHANGES IN MEMBERSHIP

The following members have resigned from IELA effective 1 January 2008:

Agility Fairs & Events Japan

Agility Fairs & Events Singapore

Agility Fairs & Events Hong Kong

Agility Fairs & Events Shanghai

Krew Trans-Link IEL (Pty) Ltd

Agility Fairs & Events Logistics Ltd., Thailand

Allied Trans-Link Express Sdn Bhd - Wisma Allied

Agility Fairs & Events Korea

Agility Fairs & Events Taiwan M + R Metzger & Richner

IELA currently has 103 members in 44 countries worldwide.

BTG STRIKES A NEW PATH IN EASTERN EUROPE AND THE CIS COUNTRIES

With effect from 1st January 2008, the newest "baby" of the BTG Group, BTG Expo GmbH began work in Frankfurt.

The new enterprise, a subsidiary company of BTG Messe-Spedition GmbH, specialises in exhibitions in the CIS States, in the Baltic States, as well as in Eastern Europe. The emphasis is above all on events in Russia, the Ukraine and Kazakhstan. National and international exhibition organisers, including ITE London, MVK Moscow, IFW, OWP and many others, have already appointed BTG Expo as their exclusive exhibition freight forwarder.

The BTG Group has now opened its own offices at the most important fairgrounds in Moscow, such as Crocus Expo, Expocentr Krasnaja Presnja and Sokolniki Park which serve as a contact point for all matters relating to exhibition handling, as well as for any possible queries or problems which may arise. Staffed by highly motivated exhibition experts with many years of experience, knowledge of the local language and good contacts to the customs authorities and other government offices, BTG is sure that customers will be delighted with their comprehensive service.

BTG Expo GmbH will be responsible for events in the above-mentioned countries; BTG Messe-Spedition GmbH will continue to provide its customary, professional service to the rest of the world.

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ACCREDITATION

V. Pack & Move (Bangkok) Co., Ltd's Marketing Manager, Nuttacom Rungrassamee advises that the company has gained two global ISO certificates, ISO 9000 for Quality Management and ISO 14000 for Environmental Management. The company has also unveiled its new logo.



NEXT IELA CONGRESSES

The next IELA Congress will take place in 2008 Melbourne, Australia, 25 - 29 May 2008
2009 London, United Kingdom, June 2009 'Date to be confirmed'



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THE IELA REPORT IS DISTRIBUTED FREE TO ALL MEMBERS AND MANY ORDER EXTRA COPIES TO SEND TO CLIENTS.

IN ADDITION ALL UFI MEMBERS, EVENT ORGANISERS WORLDWIDE, SEE A COPY TOO, SO...

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NEXT IELA REPORT July 2008 (No. 59) Deadline for articles: 22 June 2008