

# WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES



## BEST OF THE BEST

IELA AWARD  
WINNERS UPDATE

## RIPPER!

MARVELLOUS  
MELBOURNE  
IN PICTURES



## MICE TO MEET YOU

BUOYANT  
INDUSTRY NEWS

# THE ROAD FORWARD

UPDATE ON THE **BRUSSELS ROADMAP**



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## ▶▶ CHAIRMAN'S CORNER

I write these notes during a quiet Sunday afternoon at Farnborough where a mini IELA seems to be taking place alongside the famous airshow.

As well as a large CEVA crew, there are friends here from Otim, TWI, Schenker, Transit Air Cargo, BTG, Ishikawa Gumi, Expotrans and Clamageran. With a week of build-up left we'll doubtless be joined by a few others. So Farnborough becomes a mini congress following the terrific annual congress we enjoyed in Melbourne last month. Those members who weren't able to attend really missed a trick. A great hotel, absorbing business sessions, a fantastic social programme- and outstanding Aussie wines - all of this wrapped in the inimitable IELA spirit, generating a truly memorable meeting. Thanks to Bob Moore and Ron Koehler, our hosts, for their excellent organisation and generous hospitality not to mention the unselfish use of their and their colleagues' time. I should also mention our numerous Melbourne sponsors who really demonstrated their appreciation of IELA in a clear and tangible manner. This is very much appreciated by the Board and secretariat.

A key feature of our Melbourne congress was the introduction of our new secretariat staff and in particular our Executive Director, Declan Gane and Association Secretary, Trevor Foley. I was delighted with the



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reaction to both of them and the warm welcome they received. Declan's "string-pulling" behind the scenes and Trevor's inimitable stage presence really made an indelible mark on the meeting and gave them the opportunity to witness first hand the IELA family gathering.

They have learned plenty from the experience - as we will all see in London next year. I can hardly wait!!

A number of changes to our internal rules were discussed in Melbourne, resulting in a process for recruiting new members which is now much more flexible and manageable. This will enable the Board to respond more quickly and readily to the flood of new member applications generated by our enthusiastic new secretariat. It may surprise you to know that they have generated 10 full applications since taking over in March. A great performance as we look towards our target of 150 members in 2010.

This magic number of 150 in 2010 raises genuine questions surrounding Quality versus Quantity. I can be very explicit here and say, quite categorically, that no new member will be approved by the Board until and unless all qualitative requirements are met. There will be no reduction in quality in order to



## CHAPTER & VERSE

help us reach our 2010 target. We will reach the target by providing members with very real benefits - good, productive and enjoyable meetings; solid networking tools; structured training courses and hard business opportunities. In crude, general terms, more Bang for the membership Buck. Our excellent new secretariat is geared up to do this and with the wholehearted support of the Board and committees will deliver the initiatives and creatives needed to make it happen.

As I enter the final year of my term as Chairman I am genuinely excited at the prospects ahead for IELA. I am looking forward to a bigger and better Winter Seminar in Bangkok in January led by our new Chairman of the Training Committee, Jim Kelty who has eagerly taken on the mantle and working with local Thai members. I am also looking forward to reporting on new, attractive initiatives in the months ahead, not least developments on Regional Chapters.... Watch this space!

Meanwhile, it's back to Farnborough..."



Phil Powell

**WE MUST BEGIN BY ECHOING OUR CHAIRMAN'S THOUGHTS AND THANKS TO EVERYONE INVOLVED IN THE 23RD IELA CONGRESS IN MELBOURNE. AS FIRST TIME ATTENDEES, BOTH TREVOR AND I WERE PRIVILEGED TO CELEBRATE AND ENJOY THE EVENT ALONG WITH SO MANY OF YOU COMMITTED AND ENTHUSIASTIC MEMBERS. IT WAS HARD WORK AND GREAT FUN AT THE SAME TIME, BUT NOW THAT THE PARTY IS OVER, THE REAL WORK BEGINS...**

Way back in 2006 the Board of Management at the time recognised that IELA, successful as it is, needed to make structural changes to secure its long term future. The current Chairman updated us on each point identified in the 'Brussels Roadmap' during his address to congress, which you can find on page 8. Tasked with delivering on these objectives, the new secretariat is working hard in a number of areas, not least in speeding up and streamlining the decision making process.

Having lost a few members at the end of 2007, we are now back up to 106 companies from 44 countries. Membership was a topic widely discussed at congress and we have been very pleased subsequently to have 20+ 'good agents' recommended to us by members as possible new IELA members, many from 'White Spot' countries that have no IELA representation. With a target set in Brussels for 150 members by 2010 we are focused on growing IELA's family without diluting the quality of member that is so revered.

The next thing to look out for are four Regional Chapters in Asia Pacific / Oceania, Europe, the Americas and Africa & the Middle East. We plan to arrange meetings in each region culminating at the Winter Seminar in Bangkok in January. These inaugural gatherings aim to bring regional members together, establish each Chapter, discuss 'local' issues and produce a mini-map with objectives and solutions for each region. Additionally, they will be a great showcase for IELA in each region and make

an ideal recruiting event for non-members.

You'll see also in the report from John Harrison (page 10) detailing the work of the Organiser's Committee that much activity and promotion has taken place and will continue to do so. Developing the committee's focus of online activity, a small Working Group has been established to re-develop the IELA website under the auspices of Christoph Rauch. The aim is to make the IELA website more useful, more informative and more interactive for all stakeholders - members, clients, suppliers and prospects. So if you want a say, contact me with what you would like to see on IELA Web 2.0.

There is much to do, and as ever it is the extraordinary input and dedication of IELA members that make it all possible, so thanks once again to all of you who are so involved right now and to those on the sidelines and new to our family, our message is, get involved. You get out as much as you put in.

**Declan Gane**  
Executive Director

### MARK YOUR CALENDAR!

**IELA WINTER SEMINAR**  
The Davis Hotel  
Bangkok Thailand  
January 15-18, 2009  
A unique training event for  
your operations staff.  
Complete registration details  
Will be available soon.

### CALL TO ACTION

- 1. MORE MEMBERSHIP** – Email [declan@iela.org](mailto:declan@iela.org) with the contact details of 3 companies that you believe would meet the IELA standard.
- 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.
- 3. MEDIA DATABASE** – We want to publish IELA News worldwide, please give us the details of your local event sector media contacts.

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# WORLD NEWS

## MICE NOT HIDING

Continued demand from Brazil, Russia, India and China, the BRIC markets, is helping to keep the meetings, incentives, conventions and exhibitions (Mice) industry outlook optimistic despite economic uncertainty, according to a post show survey at Imex in Frankfurt last month.

Based on the responses of 515 corporate buyers, agencies, association leaders, suppliers and other relevant industry professionals from 46 countries the survey showed that many buyers in Germany, the UK and the US, primary source markets for much of the Mice industry, were reporting "business as usual".

These latest findings echo those in the Imex Quarterly Barometer (April 2008), which showed that the meetings and incentive travel sector was "still confident" in the face of economic fluctuations and that

many predicted at least modest growth over the next 12 months. Asked how the current economic climate would affect the sector, comments ranged from "It will stay the same - very steady business," and "The sector will grow further and become more important in the future" from Austrian and German respondents, to "Not much difference - businesses will still have to meet in order to get things done" and "Have not seen any impact just yet," from several US participants.

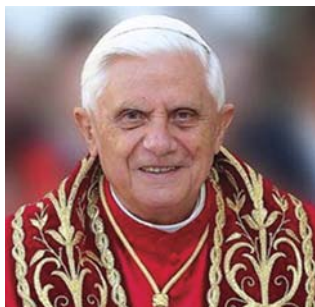
Imex chairman Ray Bloom said, "Many commentators argue that this industry incorporates many 'recession-proof' qualities because executives need to confer and talk, and because corporate productivity is measurably improved by using motivational strategies. These latest findings seem to confirm that this belief still holds true."

**"MANY BUYERS IN GERMANY, THE UK AND THE US, PRIMARY SOURCE MARKETS FOR MUCH OF THE MICE INDUSTRY, WERE REPORTING 'BUSINESS AS USUAL'."**



To fill this space please  
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## SEPARATED AT BIRTH



Jean-Paul Moser



Pope Benedict XVI

Which doppelgängers do you know?  
Send your pictures to [report@iela.org](mailto:report@iela.org)

## UFI ASIA REPORT

UFI, the global association for the exhibition industry, has published the fourth edition of its annual report on the Trade Fair Industry in Asia which reported strong expansion in the region in 2007 with net area sold by organisers in Asia grew by nearly 18% reaching a total of 13.2 million square metres. China remains by far the largest trade fair market with year-on-year, net square metres sold in China up by 21%, outperforming the regional average of 14%.

India was, however, Asia's fastest-growing market in 2007, up 50%, followed by South Korea which grew by 32%. More than 6.7 million square metres were sold in China in 2007 accounting for 51% of the total

across Asia. The second largest market, Japan, grew by just 1% with sales of 2.2 million sq m.

Revenues from trade fairs in Asia increased from \$2.57 billion in 2006 to \$3.25 billion in 2007. China continued to extend its lead with 2007 revenues of nearly \$1.12 billion, up 47% over 2006.

The UFI report covers trade fairs and supporting facilities in 15 markets: China, Hong Kong, Macau, Australia, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. The report is available to IELA members at the reduced rates of Euro360 / PDF copy or Euro425 for a hard copy – contact the secretariat for a Discount Order Form.

## REED ELSEVIER HAVING DIFFICULTIES SELLING ITS PUBLICATIONS, BUT HOLDING ON TO ITS EVENTS PORTFOLIO

The Anglo-Dutch company Reed Elsevier, announced in February plans to sell Reed Business Information (RBI), the business-to-business publishing division that includes Reed Construction Data and all of its product lines. Reed Elsevier CEO Crispin Davis said the move was aimed at "reducing

exposure to advertising markets and cyclicalities", enabling the group to focus on its core business of "subscription-based information and workflow solutions".

Interestingly, the Reed Exhibitions business has been retained and news this month is that Reed Elsevier has put

together a consortium of banks to lend significant finance to the eventual buyer of RBI, providing the business is sold in one lot. However, it has been reported that Reed Elsevier has not been able to raise the whole £750M sought and therefore has had to put up some of the money for this "stapled finance" itself.

## MALAYSIA AFTER MICE MARKET IN CHINA

Malaysia is planning to promote more aggressively its MICE sector worldwide. Tourism Malaysia in Beijing put together a "Mice" Party recently that was not merely to welcome the Year of the Rat. The night brought together the Malaysian delegation which was in the Chinese capital to promote the MICE (Meetings, Incentives, Convention and Exhibition) sector with the local media as well as the local industry players. Malaysia is going all out to gain a bigger slice of the MICE market and aspires to remain as one of the leading MICE destinations.

## MICE TO MEET YOU

Qatar is experiencing massive expansion on the back of its position in the global energy market and the country has the resources to support this growth, according to Ferry Lee, corporate marketing manager at the Qatar MICE Development Institute (QMDI). The country is positioning itself as a knowledge-based society, particularly in the fields of education, science, energy and

technology. Developing the MICE sector is a natural progression towards further economic diversification. Meetings and events are the platform for exchanging ideas, building relationships and generating new business, Lee says, and this is proving an ever-growing industry in Qatar. The two main venues are the Qatar National Convention Centre and Doha International.

## SACEOS THANKS

The IELA Chairman has written a letter of support for IECM 2008 conference which takes place at the Grand Copthorne Waterfront Hotel in Singapore 25-26 November 2008. Preferential rates have been negotiated for IELA members that wish to attend for more information or contact Ms Jacynth Chiang on +65 6339 7383 or email [secretariat@saceos.org.sg](mailto:secretariat@saceos.org.sg)

## NEWS IN BRIEF

### 34% SPEND MORE

Results from the recent George P. Johnson EventView 2008 survey of more than 1,000 sales & marketing executives, clearly reinforces the fact that 'experience marketing' is growing in importance. 34% expect their event budgets will increase within the next 12 months.

### INFORMA / UBM TALKS END

The potential merger discussions between Informa Plc and UBM Plc owners of organisers CMP have been called off following an independent approach to Informa from an originally unnamed third party. Following press speculation Informa has confirmed that they have been approached by a consortium made up of Providence Equity LLP, The Carlyle Group and Hellman & Friedman with an initial proposal of 506 pence per share although discussions remain at an early stage.

### SUMMER UNIVERSITY

Following the success of recent seminars, the Institute of Trade Fair Management is organising the 3rd International Summer University for Trade Fair Management from August 25 to 29, 2008 in Cologne in cooperation with UFI. The week long event, held in English, is aimed at executives and future executives of trade fair and exhibition companies and provides an educational platform in the form of lectures, case studies, workshops and networking events. For more details and to register see [www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)

## FUNNY FREIGHT

Send us your funny freight images for the next issue, anonymously if you like to [report@iela.org](mailto:report@iela.org)



Many thanks to Imad Matta of Beirut Cargo Center Logistics for these shots taken in Dubai during the loading of a Gemini Air Cargo plane.



# WHAT A RIPPER!

▶▶ "Trevor and Declan are a truly refreshing addition to IELA with new ideas, co-operation, understanding of the exhibition industry and very motivated in moving IELA forward. I applaud Phil for leading their appointment."



*"Congress meeting, format, overall – the best since my participation in Canada. Well Done."*



*"A great value Congress!"*





*"...very well organized, it is good to be part of IELA."*



*"Congratulations to Trevor and Declan on grasping their mission so quick and efficiently. See you in London!!!"*



Photos courtesy off Feyzan Erel,  
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Thanks again to all who supported the IELA Congress 2008 especially Diamond Sponsors, WAIVER

# CHAIRMAN'S REPORT - 25 MAY 2008, SOFITEL, MELBOURNE, AUSTRALIA



The focus of my report is an update on our 2010 strategic plan, The Brussels Roadmap.

So where are we against the plan targets? We're not bogged down. No risk of drowning. Speed is controlled. We're sharing the driving amongst the Board and Committee leaders. We're cornering safely. We're on course, as will become clear from these specifics....

## Accelerated Decision Making

As a Board we are utilising all available technology to help us improve and increase the speed of decision making. With key players spread between Melbourne, Las Vegas, UK, Germany and Italy this is not always easy. So we make full use of email, Web surveys, ftp file sharing and Teleconferencing. We've also employed desktop sharing and other IT facilities to facilitate instant voting and much faster decisions. So, we're on track.

## Membership

We have a goal of 150 members in 2010. The strategic actions of some of our Agility memberships combined with some consolidations have given us a false start. However, on an extremely positive note we are seeing unprecedented levels of membership enquiries and record numbers of applications - ten full applications since March. Two new members since our last Board meeting (good examples of our faster decision making at work), two more accepted yesterday and three more to review on Thursday.

We've massively improved the actual membership process and are very proactively canvassing prospective new members with quality uppermost in everyone's thinking. There will be no erosion of new member quality.

So, again, although we all recognise that it is a tough target...we are on track.

## Congress Enhancement

Our annual congress is a cornerstone of IELA. We are determined to deliver a bigger and better congress year on year. This means great focus from the Board with extremely careful analysis of Venue selection - Region, City and Hotel.

Content is vital. Delivering the best speakers, an increasingly attractive format, relevant presentations and excellent scope for our sponsors. Timing is also very much on our radar: What is the best time of year, considering the industry calendar, regional climatic conditions and other factors. What should be the duration of the congress, shall we span a weekend? All of these things are under constant review in the Board and will, I am sure, deliver more attractive, valuable and well attended meetings. We'll have a great time here in Melbourne and go again in London in 09.

An interesting facet of the Roadmap is our intention to deliver more new events. Take the Winter Seminar. Held every two years in Zurich and deliberately limited in size. This year we agreed to test the water and remove the limit of delegate

numbers. It was a roaring success, so we're taking the Winter Seminar annual and next year we're heading for Asia. Bangkok here we come. Watch this space!

**"WE'VE MASSIVELY IMPROVED THE ACTUAL MEMBERSHIP PROCESS AND ARE VERY PROACTIVELY CANVASSING PROSPECTIVE NEW MEMBERS WITH QUALITY UPPERMOST IN EVERYONE'S THINKING."**

We hold at least three Board Meetings a year and have decided to widen the agenda. In Hong Kong in October we invited local members and initiated a fledgling Asian Chapter as a part of our strategic aim to counter any euro-centric perceptions surrounding IELA. More on this topic later. For our next Board meetings we're aiming for a UK Networking session in October 2008. Then in January we'll go back to back with the Bangkok Seminar and try for a partnering session. I can share with you that the IELA



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Executive Seminar is back on the Board's radar and that there is a lot of discussion surrounding possible Ops Club meetings. So, again, we're more than on track and are really delivering.

## Legal Structure

It is becoming increasingly clear that our status as a Swiss Cooperative that has served us so well in the past is becoming untenable as we move forward.

This status creates a Profit expectation with the Swiss authorities and therefore generates annual fiscal filing implications, high audit costs and various other bureaucratic issues. A decision has been made to move IELA to the status of a non profit association. This removes any nationality burden - we currently require a majority of Swiss residents on the Board of Directors - it means much lower audit costs and simplified bureaucracy.

To achieve this there are several bridges still to cross. We need to determine the extent of any Swiss Tax liabilities and pin down any winding up costs. How do we transition the Share capital? What are the best timeframes? These and other questions will be explored and resolved before



### Preferred Status with UFI

It is our goal to earn preferential status for IELA members at UFI events around the world. To do so we are developing a set of powerful business tools designed to convince UFI to take this critical step. Key players with specific areas of responsibility are as follows;

Ravinder Sethi	- UFI Board Member. Relationship Development
Guido Fornelli	- UFI Operations Committee. Operational Excellence
Phil Powell	- Sustainability Group. CSR
Peter Fritz	- Customs Database. Customs and website development
Declan Gane	- Customs Database. Customs and website development
Trevor Foley	- Frequent attendee/speaker. Overall coordination

we present, in London, our proposal for transition and solution for a new legal structure which best fits the present and future needs of IELA.

As you can see, we are making genuine progress on all fronts and are on track for our 2010 goal.

I mentioned earlier that the Board is keen to address any Euro-centric perceptions surrounding IELA. Our recent efforts have been centred upon an Asian Chapter which was initiated at our October Board Meeting in Hong Kong. We are currently scoping the opportunities and have the initiative under local review with a launch target of January 2009 at the Bangkok Winter Seminar.

Previously we had initiated a Middle East Chapter at our Dubai Board Meeting in late 2007. At present the initiative is stalled and in need of refocus. It will be revisited on the basis of local member wishes. If they want it, we will build it!

In addition we can also point to our last two congresses being held outside Europe - Santiago and Melbourne. This is further

evidence of the Board's determination to see IELA reflect a truly global membership.

In closing I would like to update you on my own personal goals, created since I was installed as Chairman last year. I want to see IELA's focus shift from internal to external. Of necessity we have spent much recent time on the selection and transfer of our secretariat. This has required more than once overhaul of IELA's Articles and Bylaws and, of course, we are still exploring the Legal transition from a Swiss cooperative. What I intend to do in my retirement speech in London next year is share with you how we have created new, genuine Membership Benefits, increased the value and quality of your IELA Membership. I want to broaden the leadership of IELA - new Board members and committee chairs and help to deliver the Brussels Roadmap.

My final aim, as an unpaid, volunteer - to have fun in what I firmly believe is a great industry with many great people.

**See you in London!**

## BRUSSELS ROADMAP IN BRIEF

- ACCELERATED DECISION MAKING
- CONGRESS ENHANCEMENT
- ADDRESS EUROCENRIC PERCEPTION
- FROM SECTORS, TO REGIONS
- TRANSITION OF LEGAL STRUCTURE
- NEW MEMBERSHIP EVENTS
- 150 MEMBERS BY 2010
- GROW UFI RELATIONSHIP

## IELA AWARDS NEWS

The winners of the 2008 Excellence Awards, voted for by you their peers, were announced at the IELA Gala Dinner and Awards evening. Winner of Best Export Agent went to Agility Fairs & Events in the UK with Agility Fairs & Events, France as Runner-Up. David Richards, managing director in the UK says "We have a great team here in the UK and have won other awards, but to be singled out by such an eminent and knowledgeable group is very special. I can only thank all of my staff and the wider Agility Fairs & Events network for their tremendous work... keep it up!"



Margaret Churchill, Agility Fairs & Events USA and David Richards, Agility Fairs & Events UK

Best On-site Agent was won by Agility Fairs & Events in the USA and Freightworks Dubai Express, picked up the Runner-Up accolade. "The congress itself was a huge success but our award was simply the icing on the cake and filled me with immense pride. It is the culmination of many years' hard work and dedication by Irshad Khan and his team that enabled us to be regarded so highly by IELA members. The best honours to receive are the ones from your peers and we will be striving to win the first prize in the coming years," says Ryszard Rzepa, senior manager at Freightworks Dubai Express.



Irshad Khan and Ryszard Rzepa, Freightworks Dubai Express

The Winter Seminar is unique, the only specialist training event for the sector in the world for young practitioners and drew more than 25 'students' to Zurich in January 2008. At the end of the week long training, all participants sit an exam to determine Best Student. The winner of 2008 IELA Best Student award went to Eva Kutka of Schenker Australia who wins an all expenses paid trip to London to attend the 24th IELA Congress in June 2009. CEO of Schenker Australia, Ron Koehler understandably speaks very highly of Eva saying "her



Phil Powell, CEVA Showfreight UK & IELA Chairman with Eva Kutka, Schenker Australia

knowledge and experience in events go further than exhibitions, with onsite experience at major events such as Sydney 2000 and Athens 2004 Olympic/Paralympic Games, as well as being our 'sailing event specialist'. She is absolutely committed, hardworking, great attitude, dedicated to customer service and strives to be 100 percent perfect, her great results at the IELA seminar only show this. We are proud to have such a great person working for us.



**CHAIRMAN**  
**John Harrison**

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## ORGANISERS WORKING GROUP - JOHN HARRISON, CHAIR

►► **In a way, I believe it's fair to say that the IELA Organizer Committee had a "defining moment" in Melbourne. The Committee and others achieved consensus. We "signed on" to the notion that the committee's:**

### MISSION IS RECOGNITION Why? Because RECOGNITION=BRANDING=BUSINESS

This slogan gives us a quick and identifiable purpose. I commend the motivation of the Organizer Committee members, both established and new members, and others, for helping to sharpen and redefine the focus of the Committee's efforts and the incentive to move forward.

The Committee has a strategy to produce quantifiable recognition. It's demonstrated in various ways: sponsorships of and membership in industry Organizations/Associations (for example, sponsorship of the ECEF FORUM in the US), educational seminar formats (Achim Lotzwick will again participate on behalf of IELA at the UFI Summer Seminar in Cologne) and, I suggest the quickest and most cost-effective way---reciprocal IELA links to industry Organization and Association web sites.

There is the intention to continually improve and enhance the IELA web site. This creates IELA value. It will attract our industry partners to IELA. Because, nowadays, an association such as IELA is not complete until it becomes the nucleus of a living web site, a forum for supplementary materials, reactions, discussions, questions and answers---who knows what the future may bring?

Everyone in our industry should recognize that the IELA web site is the definitive authority, the "go to" place regarding international exhibition/events logistics. Progressive development of the site is essential; all the more reason, we need complete IELA member support, consideration and ideas for the web site!

As I write this, it's not been a

full month since the conclusion of the IELA Congress in Melbourne. But, I'll review what's already happened since then:

- Sandi Trotter of TWI, almost immediately after the Melbourne Congress, established a web link with the CANADIAN ASSOCIATION OF EXPOSITION MANAGEMENT (CAEM).
- Elaine Wong of Baltrans produced a connection with the HONG KONG EXHIBITION & CONVENTION INDUSTRY ASSOCIATION (HKECIA).
- Suelhi Montilha of Nazha & Darwish did so with the PUBLIC ESTABLISHMENT FOR INTERNATIONAL FAIRS & EXHIBITIONS (PEIFE) in Syria.
- Sam Lee of Kemi-Lee in Korea is not only doing the same with the KOREAN EXHIBITION SERVICE PROVIDER'S ASSOCIATION (KESPA) but also proposing a Reciprocity Agreement with KESPA.
- John Chadwick of Airways in the US has confirmed that the EXHIBIT DESIGNER'S AND PRODUCERS ASSOCIATION (EDPA) will link to IELA. John will also be speaking to the EXHIBITOR APPOINTED CONTRACTORS ASSOCIATION (EACA) --- another significant organization in the US about the same arrangement.
- Miguel Lara of Jaguar in Mexico has already approached THE MEXICAN PROFESSIONAL ORGANIZERS, PARTICIPANTS AND VENUE ASSOCIATIONS (AMPROFEC); it's to be considered at their next Board meeting.
- Marcelo Paradelo of Waiver in Brazil will do so with UNIAO BRASILEIRA DOS PROMOTORES FEIRAS (UBRAFE).
- Declan Gane has linked IELA to the CONWORLD web site--- "The Global Meetings Industry Portal".  
Not bad for less than 30 days!  
Also, on June 19th, John Chadwick and I represented IELA as a sponsor of the Exhibition &

Convention Executive's Forum in Washington DC. This is the premier Organizer/Association Event Producer gathering in the US; both US and international shows are represented. Over 150 CEO's attended the Forum. While there, I was fortunate to have a conversation with Michael Hart, Editor in Chief of TRADE SHOW WEEK who is very interested in providing "press" for IELA in future editions of the publication. Declan will coordinate! More will follow on the ECEF.

I would be remiss if I did not mention two other examples of the kind of talent, influence and character IELA has among its members. When noticed that IELA was not reciprocally linked to the EXHIBITION+EVENTS ASSOCIATION OF AUSTRALASIA (EEAA), Rob Moore, one of that association's prominent members rectified the situation in LESS THAN 24 HOURS! It can't get any better than that: fast and decisive.

Ravinder Sethi, in addition to his on going efforts with UFI, assumes a formidable task for the Organizer Committee. Within the INTERNATIONAL ASSOCIATION OF EXHIBITIONS+EVENTS (IAEE) resides the Asian Exhibition Council---35 directors, the "who's who" of the exhibition Industry in Asia. Ravinder, as one of those Directors, will approach his colleagues on the Council to establish an IELA link with their individual associations in that important, significant sector of our industry. It's a time consuming challenge. But, one perfectly fit and suited to a past Chairman of IELA. No doubt, he will succeed.

Finally, I would like to thank Trevor Foley and Declan Gane & staff for a fine effort in Melbourne. Among their many efforts, what was also on offer in Melbourne was their stature, and experience in our industry. This, not only complements the efforts of the Organizer Committee, but accelerates our progress. It already has. Thank you and until next time, I wish all of you well!





**CHAIRMAN**  
**Greg Keh**

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## THE MEMBERSHIP WORKING GROUP - GREG KEH, CHAIR

►► **Goal ! Nothing like Euro 2008 and all the great goals and the great teams playing. Well, just like the goal in football, the goal of our Membership Committee as you all know is 150 members.**

In Melbourne, we worked our way, crawled our way to this goal by the acceptance of Rogers Malaysia just prior to the Melbourne General Assembly. During our time in Melbourne, the board reviewed 7 applications and accepted Airlink Qatar, JES Logistics Hong Kong and Fulstandig Brazil. The other applications are still under review and seeking clarification at this time. Now with 106 members, we are working our way towards our previous membership level of 113 members when we last reported our status in Santiago. As you know, we have had the resignation of some of our members in Asia and Lebanon, as well as some mergers.

Going forward on our path, today, I just counted 16 companies that my own company deals with on a regular basis, or knows of as solid competitors that should be part of IELA. These are true exhibition companies steeped in the tradition of event logistics.

My challenge to all of you is to let us know what companies you work with that are not part of IELA but should be a part of IELA. If I can count 16 companies in 10 minutes of research, then you too can do

the same. Look at your agents list and give me some names. Send me an email at gkeh@twiglobal.com. The benefits of joining IELA are many times intangible, but certainly a key focus. In our company, we have a strong credit policy, but are more lenient with IELA Members. We constantly push IELA members to the rest of our team when we need to decide who to work with. We recommend IELA Partners to other agents that are not yet members of IELA. We are keeping most of our business within the IELA Association. This is not mandatory, but it makes good, not great, business sense! What are some of the benefits you have discovered as being part of IELA? Let me know.

The committee is certainly challenged at the present time. Our overriding philosophy is quality vs. quantity. We only want quality. When you mix this with a quantifiable goal of 150 members, then it becomes quite a challenge to balance the two. These are not mutually exclusive goals, but the line separating the two is very fine indeed. We are wanting to reduce the bureaucracy of the membership process. We want to reduce the 30 day wait period that the members of IELA have to approve an applicant to 14 calendar days. We want to have all the applications filled out on line and via the website. We want to introduce email voting to the

process, so that we are not limited to the physical board meetings which take place only three times a year. At the same time, we see the need to investigate the details of applications much more and to qualify applicants much more as the applicant pool expands.

**"GOING FORWARD ON OUR PATH, TODAY, I JUST COUNTED 16 COMPANIES THAT MY OWN COMPANY DEALS WITH ON A REGULAR BASIS, OR KNOWS OF AS SOLID COMPETITORS THAT SHOULD BE PART OF IELA."**

We are also exploring the idea of introducing different Membership Rates based on membership levels for small companies that have staff of 5 or less, and for large Multinational Corporations that have many exhibition departments around the world.

The membership committee will focus on our goal of 150 members, quality members and we will meet our goal by 2010. We will start now and we will bring success. More members means more financial stability, more choice, and more ideas! All this will lead to more business for all of us.





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## STANDARDS WORKING GROUP - SABINE SCHLOSSER, CHAIR

### ►► What's news in the world of Standards?

The last committee meeting during the IELA congress in Melbourne in May brought about some new ideas. With apologies from some of the Standards Committee members, the members represented in Melbourne (Christoph Rauch, David Richards, Neil Goatcher, Tijen Ozer and I) put our heads together for new thoughts and processes.

So let's take a look at that last meeting in Melbourne.....

Firstly, I would like to thank all members of the Standards Committee for welcoming me as the new Chairperson of the Standards Committee. It's a great team to be in, and I'm looking forward to working with everyone. Any input, new ideas, brainstorming is always welcome!

Above all, however, I would like to express my sincere thanks to Neil Goatcher for his great work and enthusiasm throughout his years as Chairman of the Standards Committee. He certainly brought the IELA Standards of Performance to new levels with the successful program of the IELA Standard surveys.

So what did we come up with in Melbourne? Some ideas were:

- that the committee should investigate new improved questions for the current Standard Surveys.
- that there had been issues surrounding the security and logs to the online system,

which would need to be addressed (it was decided that Neil Goatcher would meet with Declan Gane to discuss).

- that the committee agreed to a new fine system of billing at the beginning of the year, together with the membership fees, and to reimburse the agent on completion of the survey. This option was also discussed with all participants at the IELA congress, and a vote of hands showed the agents to be clearly in favour of the new method. From now on, the new system will apply.
- that we would be looking for new ideas. A "standard for financials" was discussed, meaning audits of the financials of existing members, however this was considered too high risk, and should be handled via self policing. Another new approach was a "quality standard", not dissimilar to ISO, however tailor-made for our industry.

Looking behind the scenes of the committees, within the Standards Committee, we are to monitor the standards of performance for site agents and export agents. For all members of IELA, this means that everyone needs to ensure that we monitor our own performance levels and those of our agents by completing the IELA Surveys.

The somewhat sluggish start when it came to completing IELA Surveys some years ago has changed – with noticeable increases in the amount of surveys completed these days we now have a powerful tool in our

hands. So thank you to all of those IELA members that take the time to complete the Standard Surveys – it is a crucial step for our success!

**"IT'S A GREAT TEAM TO BE IN, AND I'M LOOKING FORWARD TO WORKING WITH EVERYONE. ANY INPUT, NEW IDEAS, BRAINSTORMING IS ALWAYS WELCOME!"**

It is important that we continue this trend, simply to know that being an IELA member equals quality when it comes to event logistics.

The IELA Surveys are a big part of the Standards Committee, and we urge every member to keep completing the surveys, yet we also have to start shifting the focus to "new things", looking at quality systems, standard forms, etc.

The future should see us stepping up further – and for this we need everyone's input. Any "fresh new ideas" for the Standards Committee – send me an email, call me, and let me know! Stay tuned.....







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## TRAINING WORKING GROUP - JIM KELTY, CHAIR

►► **The Training Committee is actively working on the Winter Seminar's debut event in Asia in January, 2009. This seminar will parallel its Zurich predecessor in format and content. It is scheduled for January 15-18, 2009 at The Davis Hotel in Bangkok, Thailand.**

Many of the widely popular sessions from Zurich will be included in the upcoming Winter Seminar – the “speed dating” introduction session, the hands-on discussion of tariffs and their applications, the customs workshop that focuses on 3 regions of the world and is highlighted by group case studies which are researched and solved by the students. Other presentations during the 4-day event will include a brief history of IELA, the responsibilities of site agents and export agents, the IELA standards, customer service tips, the Ops Club as well as featured industry guest speakers. An agent's forum is also being planned so that students will have dedicated time to discuss topics of interest with agents of their choice. The traditional day-out is also

planned for the students – but it certainly won't be a day in the snow like at the Zurich meetings!

All presentations are made by IELA members and seasoned industry professionals. Students will have several opportunities to network with the presenters and IELA Board members during the Winter Seminar.

The Winter Seminar is open to employees of an IELA member. The cost will remain the same as at past meetings and includes the seminar registration and materials, hotel accommodations, lunch and coffee breaks, receptions and excursions. Full details, session descriptions and registration information will be available to the IELA membership will be available this summer.

IELA will also host a partnering event for members and guests in conjunction with the Winter Seminar. This will be held on Saturday, January 17.

Another project being researched by the committee for consideration for the near future is a training seminar for middle management employees. The agenda would encompass topics like leadership skills, finance /

budgeting, sales & marketing, business communications, performance standards, just to mention a few. This would be a two-day format and likely be held in a European venue to start.

The Training Committee and guest Erkki Koski (Suomen MessuLogistikka) last met during the General Assembly in Melbourne in May to discuss and finalize many of the above details. Additional “meetings” will be held via email in the coming months as needed. Members of the committee are listed below and I would like to thank Greg Keh who has decided to leave the committee in order to concentrate on his upcoming responsibilities as IELA's Chairman-elect and Achim Lotzwick who stood down as committee chairman in Melbourne. His direction, dedication and tireless work ethic will be sorely missed. The knowledge that the students gained and the long-term business contacts that they made at the Winter Seminars under his chairmanship are testimony to the tremendous job he did for the association.



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**Peter Fritz**

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## CUSTOMS WORKING GROUP - PETER FRITZ, CHAIR

►► **During the customs part of the Congress again the cooperation and obligation of the members to get the customs database on the website as up to date and accurate as possible was highlighted.**

This year the input of the membership was better than before and gives the Customs Committee the feeling that they are not standing alone in their efforts to maintain the quality of the flagship of the IELA website. This year only 8 countries remained unverified, some of them because of their ever fluctuating regulations and interpretations by local customs offices, some of them because we do not have any member in the country itself and some of them because the members did not reply to the

repeated requests for assistance.

This year, Russia, Kazakhstan, Nigeria, Tunisia, Libya, Vietnam, Mauritius and Israel were not updated. During the Congress the update for Israel was supplied by Ron Berry of Amit Ltd Israel. The Customs Committee was very happy with his immediate reaction. Bruce Cutillo of Elite in Thailand volunteered to update the Vietnam data as soon as possible. For the countries with the frequently changing rules and regulations, special warnings have been added to the customs information on the website in order to alert any user for possible inaccuracy for these countries in particular.

The board however agreed to ask every member for its cooperation and is even willing to

make the yearly update of the customs information mandatory, like the way members are obliged to do when they first become member of IELA. Of course in our association such input should be on a voluntary basis and not have been imposed by the highest body. So late November early December this year all members will be asked to give their updates, even when there is more than one member in a country. This avoids the work being put on the shoulders of a only few members of the Customs Committee. This way we will have an extra check on the accuracy of the actual information by comparing the various data. And it gives the opportunity for all our members to feel involved themselves with our wonderful association.

## UFI CORNER

More than 175 representatives of the exhibition industry's leading organisations attended the annual UFI Open Seminar in Europe, hosted by HELEXPO in Thessaloniki, Greece, last month. The theme of this year's programme was "Key Success Factors in Difficult Market Conditions - Options for Organizers and Venue Owners" and speakers covered a variety of topics including a review of exhibition business opportunities in the South Eastern European Market. UFI President, Cliff Wallace and its Managing Director Vincent Gérard joined participants from 33 countries in this forum for knowledge exchange.

At the UFI's Governing Board meetings held at the same time, the decision was taken to develop an action plan on sustainable development with the exhibition industry. As a global association, UFI is well aware of the challenges facing the world in terms of sustainability. The reduction of energy consumption, the development of green energy and utilization of green exhibiting materials, recycling and waste management, and a variety of



environmental initiatives supporting community needs, are some of the programmes already initiated by UFI members. UFI President Cliff Wallace, declared, "It is UFI's vision to achieve a high level of membership awareness and commitment to promote social and environmental responsibility within the exhibition industry."

Finally, UFI has teamed up again with International Fair Plovdiv (Bulgaria) to organize the 12th International Trade Fair Poster Competition - a unique forum that recognizes the contemporary poster art supporting the international exhibition industry, either in the form of generic exhibition promotional posters supporting



the industry, or posters promoting a specific exhibition event.

See the UFI website for details of how to enter and view 2008 winning posters at [http://www.fair.bg/en/events/Awarded\\_Posters\\_2008.htm](http://www.fair.bg/en/events/Awarded_Posters_2008.htm)

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

## CHANGES IN MEMBERSHIP

We are pleased to welcome the following new members:

	<b>FULSTANDIG SHOWS E EVENTOS MC LTDA</b>  <b>Contact:</b> Claudio Machado <b>T:</b> (5511) 3884-2531 <b>E:</b> <a href="mailto:csmac@fulstandig.com.br">csmac@fulstandig.com.br</a> <b>W:</b> <a href="http://www.fulstandig.com.br">www.fulstandig.com.br</a>  Rua Mario Amaral, 370 - Paraiso CEP 04002-021 Sao Paulo – SP Brasil	Fulstandig is a full-service organization that offers all the logistical and other tools to guarantee the success of any event, whether it be assistance with trade exhibitions, conferences, seminars, cultural, film production, sporting events and rock concerts, or import/export assistance.  The Fulstandig team comprises highly qualified professionals with years of experience in event management, customs regulation and logistics. Clients can count on Fulstandig's own warehouse, trucks, forklift and staff. Quick response, high performance and fair rates are the key for Fulstandig's success.
	<b>IDA EXPO</b>  <b>Contact:</b> Tijen Ozer <b>T:</b> +90 (1)216 492 94 90 <b>E:</b> <a href="mailto:tijen@idaexpo.com">tijen@idaexpo.com</a> <b>W:</b> <a href="http://www.idaexpo.com">www.idaexpo.com</a>  Icadive Caddesi No: 108 Istanbul Kuzguncuk 34674 Turkey	Ida Expo combines experience with professional knowledge and offers tailor made services to its customers in trade shows, exhibitions, congresses, art expositions, festivals and other events.  We very well know that the exhibitions and other mentioned events are the most important and efficient representation tools for companies. Thus, the goods that are being displayed in these organizations require special care. Being aware of our responsibility, we handle the exhibits and display materials at our utmost care with excellent timing.
	<b>JES LOGISTICS LTD</b>  <b>Contact:</b> Mr Albert Tsui <b>T:</b> (852) 2563 6645 <b>E:</b> <a href="mailto:albert@jes.com.hk">albert@jes.com.hk</a> <b>W:</b> <a href="http://www.jes.com.hk">www.jes.com.hk</a>  26F Winsan Tower 98 Thomson Road Wanchai Hong Kong	JES, a renowned and experienced logistics service provider established in 2000, offers a comprehensive door-to-stand service package which includes exhibit and stand delivery, proper documentation, customs clearance and on-site assistance in unpacking and storage of empties. Our close cooperation with overseas associated agents and extensive networking guarantee our deployment of local logistics experts, thus providing you with quality global cargo forwarding services. Head-quartered in Hong Kong with operational branches in Macau, Beijing, Shanghai and Guangzhou, JES has served as an official freight forwarder for major exhibitions held in China and major countries in Asia and Europe.
	<b>RE ROGERS MALAYSIA</b>  <b>Contact:</b> Chris Smith <b>T:</b> +603-5510 8611 <b>E:</b> <a href="mailto:chris@rerkul.com.my">chris@rerkul.com.my</a> <b>W:</b> <a href="http://www.rogers-asia.com">www.rogers-asia.com</a>  R.E. Rogers (Malaysia) Sdn Bhd No. 7, Jalan Warden U1/76 Taman Perindustrian Batu Tiga 40000 Shah Alam Selangor, Malaysia	Rogers Malaysia providing exhibition transportation, customs clearance and onsite handling services to both domestic and international exhibitors.  Rogers Malaysia was established in 1985 and was the first company of its kind to exclusively handle international exhibition freight into Malaysia.  Today Rogers Malaysia is recognized as one of the market leaders in providing forwarding services to international companies taking part in exhibitions in Malaysia and throughout south east Asia and to Malaysian companies participating in overseas events.

The following company is no longer a member of IELA: Gezairi Transport, Lebanon  
 IELA currently has 106 members in 46 countries worldwide.

## CAPTION COMPETITION



"The Israeli Pole Vault hopeful for Beijing models the new kit with shortened pole!"

Can you provide a funny caption, nothing too rude though!

Email your best efforts to [report@iela.org](mailto:report@iela.org) for publication in our next issue.

## SENIORS CLUB

The next meeting will take place on 3 - 5 October 2008 in the Black Forest region.

For further information, contact:  
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## THE IELA BOARD OF MANAGEMENT

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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

## APOLOGY

The details of Ziegler Expo Logistics published at Congress in Melbourne were not right. The correct contact information is: Ziegler Expo Logistics Parc des Expositions / Tentoonstellingspark B 1020 Brussels 2, Belgium Contact: Thierry Demeure T. + 32 (0) 2 / 475.45.45 F. + 32 (0) 2 / 475.45.69 E. thierry\_demeure@zieglergroup.com ziegler-expolog@zieglergroup.com W. www.ziegler-expolog.com

Also Marcelo's email address was incorrect. The right details are reproduced below; Waiver Logística Brasil Ltda Rua Alfredo Pujol 285 - Conj 13 e 14, Santana, Sao Paulo - SP, 02017-010, Brazil Marcelo Paradela - Director T. +55 (21) 2209-2525 F. +55 (21) 2270-1741 M. +55 (11) 9262 7708 E. marcelo.paradela@waiverlogistics.com W. www.waiverlogistics.com

## CHANGE OF ADDRESS

Affiliate member, Agility Fairs and Events Logistics in Bromley, UK moved office at the end of June. The new address is: Agility Fairs and Events Logistics Ltd 4th Floor, Broadway House 3 High Street, Bromley, BR1 1LF, Kent, UK T. +44 (0)20 8460 5050 F. +44 (0)20 8228 1172 Contacts and email addresses remain unchanged.

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## REPRESENTATIVE OFFICE

KEMI-LEE opened a Shanghai Representative Office in the New Pudong District on 27 May 2008.

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## CHANGE OF NAME

Transclal Trade Ltd are now known as Hermes Exhibitions & Projects Ltd

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## DATES FOR YOUR DIARY

The Winter Seminar will take place in Bangkok, Thailand, 15-18 January 2009

The next IELA Congresses will take place in; 2009 London, UK 25 - 28 June 2009

2010 Paris, France

'Date to be confirmed'

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