

WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES



SUN, NOT SNOW
AT THIS YEAR'S
WINTER SEMINAR

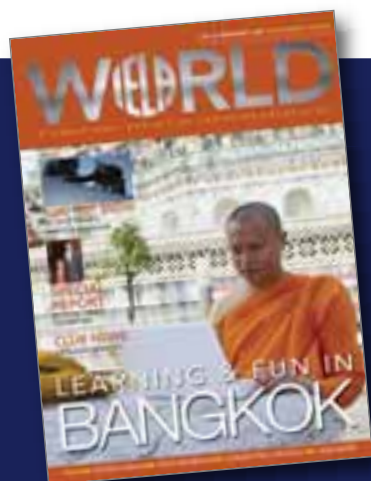


**SPECIAL
REPORT**
BY FIVE TIMES
OLYMPIAN

CLUB NEWS
OPS AND SENIORS

LEARNING & FUN IN BANGKOK

PLUS ►► WORLD NEWS ►► NEW MEMBERS ►► COMMITTEE UPDATES ►► AND MORE



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▶▶ CHAIRMAN'S CORNER

As I write these notes, a ticker on my laptop shows me global stock markets dropping off the cliff – and taking the pound with them.

Banks failing, countries shutting down and blue chips posting profit warnings. The global economy is in dire straits. Or is it? While the finance sector is in turmoil, affecting us all directly and personally, what is the impact on our business?

Everyone I speak to is working flat out with high volumes and good returns. When I look close to home and some of the shows our company handles I see only positives. Farnborough – record volumes and activity levels; IBC – more exhibitors, more visitors and more freight than ever before. Some of the smaller, specialised and vertical events we've done recently show similar ratios indicating high activity and strong confidence in our sector. The key factor of course is visitor levels and these have been on the up. Taking Farnborough as just one of many recent examples both quality and quantity of visitors were significantly up on the last show. If you build it, they will come...

That should not be taken as a glib, smug statement. Regardless of the pattern in our sector there is no doubt that global trade is undergoing significant change and, to survive and prosper, it's vital to respond to, and



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even embrace, that change. The pace of business these days, fuelled by rapid technological advance, is lightning fast and any organisation that falls even slightly behind will be at risk.

IELA, more than ever must be prepared for these challenges and have the tools and resources to respond. That means speed, flexibility and creativity. Speed in making decisions and our ability to implement those decisions. Flexibility in our rule book to meet the fast changing face of the business and creativity in the offerings we provide to our members and client companies. IELA continues to focus on these key areas to help deliver growing relevance and increased benefit to our members and to our industry.

Our new secretariat, headed by Declan and Trevor, keeps us grounded with excellent cost management but also brings great energy and resourcefulness to the IELA table. For example they arranged for our latest Board meeting to be hosted by Mack Brooks at their offices near London. No cost to IELA and direct exposure to a major organiser of global standing. What a

EXECUTIVE SAY

It's been a busy summer for the IELA Board and the Executive Management team with new initiatives to organise and implement, top among them the 2009 IELA Winter Seminar in Bangkok. New Chair of Training Jim Kelty has put together an impressive programme for January with great help from Achim Lotzwick and Bruce Cutillo on the ground in Thailand. Take a look at the programme (PAGE 4) and book your staff on to this unique training opportunity, a membership benefit only available to IELA members.

We mentioned Regional Chapters in our last message here and as a small step further down the Brussels Roadmap we invited UK members and potential new members to join the Board prior to its meeting last month in St Albans, UK. It was a low key start, but Board member Neil Goatcher summed up the occasion for all "the St. Albans meeting was a great success" (page 6). Building on this we are delighted to announce that the first meeting of the **IELA Regional Chapter – Asia** will be held on Friday 16th January, in Bangkok. More details will follow very soon, but we ask all members in the region to make arrangements now to attend.

By the time you read this the IELA Standards Survey 2009 will have been launched. This is another great and totally unique feature available only to IELA members, which gives you real feedback from

your peers, people who know what they are talking about, about your services. It is a fantastic opportunity for you to use the confidential information to develop the areas most weak in your offering to clients. The Standards Committee has asked the Executive to encourage and cajole more of you to participate this year and also requested that we contact companies that fall well below the average results to determine why and to offer assistance in improving.

There are a few Calls to Action below which I urge you to act on and much more inside this packed edition, a new fourth issue a year that along with the regular eNews Updates aim to keep you, the members better involved and informed. Work with us to deliver more for you.

Declan Gane
Executive Director

fantastic, winning combination! A huge thank you to Stephen Brooks for his warm generosity and a pat on the back to Declan and co for making it happen. You can expect to see more of the same at our congress in London next June and at our Winter Seminar in Bangkok next January (page 4).

Talking of the Winter Seminar, I urge you to focus on this opportunity and give your younger staff access to this tremendous learning and networking opportunity. We're enormously excited at the prospect of bringing the Seminar to Asia for the first time, with an event which has great learning and fantastic networking potential for your staff. We're also planning to hold a regional gathering alongside the Seminar and hope to see as many of our Asian members as possible.

See you there



Phil Powell

CALL TO ACTION

- 1. SEND STUDENTS** – Sign up your staff to take part in the industry's only specialist training programme, the IELA Seminar in Asia 2009 – see the events section at www.iela.org for more details and contact Georgie at georgie@iela.org
- 2. VOTE** – Take part in the IELA Standards Survey
- 3. WINNING BUSINESS** – Tell the world about any new business that you have won recently. 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 report@iela.org

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▶▶ 2009 IELA WINTER SEMINAR IN BANGKOK



Bastiaan Wigman sledging and with friends (right)

For the first time in its history, what was the hugely successful Winter Seminar, has moved location (and season) and will now take place in Bangkok, Thailand in January 2009.

This unique training opportunity has proven hugely successful over the years for both students and their managers and it remains simply the best opportunity on the market for you to invest in your company's

most import resource, your staff.

The 2009 IELA Winter Seminar in Bangkok is for young event logistics professionals. It's where the hands-on operational employees of IELA member companies get to meet, interact and learn from their peers as well as real leaders from the sector in a friendly and fun environment.

An overview of the General Programme is given below and as well as the unprecedented

learning opportunities there are lots of social activities to enjoy including a Welcome Reception, a meeting with the Board of Management of IELA and Committee Chairpersons and a full Excursion Day.



Zurich Winter Seminar 2008

Looking back now at the IELA Winter Seminar 2008 in Zurich, still brings back warm memories although a year has almost past. Working within CEVA Showfreight for over 3 years now the IELA Seminar gave me, at that period of time, the opportunity to get even more involved in the beautiful exhibitions industry.

Too many wonderful experiences are crossing my mind when I think back about the classes and social programmes organized by the IELA commission. Each individual activity made clear what IELA stands for and what her objectives are, creating a worldwide network with reliable partners. It was also very good to learn about the other key players involved in our industry and see our business from their point of view.

Hanging out during and after the classes just talking and sharing our experiences made our class of 2008 grow stronger each day and made us bond in a way I never could wish for. That's why I wasn't afraid that our group would fall apart. It became even better and better receiving lots of emails and phone calls after getting back to the Netherlands, spreading out the magnificent live time experiences.

Even today we all take every opportunity to meet up wherever over the world and keep our business and friendship relationship ongoing. Knowing there is a friend all over the world really makes my job a pleasure just doing it every day.

"One of the Hooligans of the 2008 class"

Bastiaan Wigman
CEVA Showfreight the Netherlands

GENERAL PROGRAMME 2009

WEDNESDAY January 14	Individual arrival of participants 1800 - Welcome Reception Evening free
THURSDAY January 15	0830 - Winter Seminar sessions open 1730 - Lecture programme closes for the day 1900 - Evening Excursion sponsored by local host
FRIDAY January 16	0900 - Start of sessions 1730 - End of Day 2 sessions Evening free
SATURDAY January 17	0900 - Start of final day's classroom programme 1530 - Final Exam & Feedback 1730 - Cocktail Reception with IELA Board 1900 - Cocktail Reception ends Evening free
SUNDAY January 18	Excursion Day
MONDAY January 19	All participants are travelling back home

BOOK NOW - Download the Registration Form from www.iela.org

THE MISSION IS RECOGNITION



OPINION PIECE BY JOHN CHADWICK, AIRWAYS FREIGHT CORPORATION

It was a privilege to represent IELA at the Exhibition & Convention Executive Forum 2008 and take part in a programme designed for the U.S. show organizer and producer. The keynote address was by Greg Reid the CMO of Yellow Roadway Corp. Worldwide. His main point was that either the organizer/producer start to look at the exhibitor in a different light or most large exhibitors will probably go their own way in reaching their customers. Reid did

not stop there; he even went on to say that those supplying the exhibitions and conventions had better pay more attention to the needs of the exhibitor. From there the program went into ways the organizer and producer could better improve the event, and bottom line.

Now for something that most of you are not going to be happy about and why IELA should continue to do events like this. While Sam Lippman (producer of the forum) knew who IELA was no one else in the room had a clue. IELA is not a household word or organization in the U.S. and if it ever wants to be recognized as a viable group with something to offer then it needs to start to promote itself.

Doing events like this is where it starts. IELA also needs to consider exhibiting at the Exhibitor Show and TS2. These are industry events and this is where IELA can get its story



John Harrison & John Chadwick at ECECF 2008

out to the industry. I don't mean put a graphic up in a member company's exhibit I MEAN exhibit in the show with its own exhibit. IELA needs to get involved with other associations in the industry to make a positive statement and garner respect in the U.S. IELA does that in Europe why not the U.S.? So much for the soap box.

On behalf of IELA, I have attended the Forum for the past three years and based on my conversations, the attendees who are involved with international exhibition business know who IELA is in large part because they are probably by choice or necessity, for the most part, working with IELA members. I agree that if one of the attendees produces a show or two only in the US, they would not necessarily know who IELA is because their focus is not international.

Obviously, the more exposure IELA presents to the industry the more recognition we establish. But, I also believe that the IELA Board, working on behalf of the IELA members, voices legitimate concerns about the costs of these efforts with respect to the "return" they provide.

As an example, please review Sam Lippman's comments on the Forum: *"IELA has played an important role in the success of the Exhibition and Convention Executive Forum since becoming a sponsor in 2006. John Harrison and John Chadwick have promoted IELA's union of experienced exhibition freight forwards from around the world to the 170 executives that attend ECECF. These ECECF attendees are responsible for approximately 450 shows and \$4 billion dollars in total spend in the United States. And they are becoming more interested in growing their shows internationally. (In 2008 these executives revealed - 72% export their shows as follows: 35% to Asia and U.A.E.; 26% to Europe; 18% to Canada and Mexico; 14% to South America; and*

5% to Australia and Oceania; and 5% to Africa). I look forward to the privilege of working with IELA for many years to come."

Sam Lippman, Producer, ECECF

Now I ask you, does this summarize sufficiently the kind of forum or event IELA will wish to sponsor and be a continual part of in the future? I would argue that, in part it does, but in the end we are committing the IELA members' money to these efforts. What is your opinion?

John Harrison – Chair IELA Organisers Committee
UniGroup Worldwide UTS
Exhibitions & International Trade Fairs

TWO WAYS TO ASSIST

How YOU can help the campaign in two ways;

GLOBAL Media Database - it is the aim of IELA to build a global database of exhibition and event industry trade publications and websites. This unique resource once compiled will be available to members for use in disseminating their own PR around the world. In the first instance it will be used to promote the IELA brand in our drive for greater awareness. We have comprehensive media lists so far covering the UK and been promised databases from the USA and central Europe. **We need more!** Please email your media database list now to declan@iela.org so the IELA message can be distributed worldwide.

FLY the Flag - TWI has recently moved offices and IELA's Incoming Chairman, Greg Keh has written to confirm that the company's new stationery will now include the IELA logo. Greg's action was prompted following Trevor Foley's memorable presentation at the IELA Congress in Melbourne, when only members with the IELA logo on their business cards were entered into the \$500 cash draw.

Will YOU be eligible if and when it happens again in London 2009???? Download the new IELA logo from www.iela.org and add it to your letterhead, business cards, website and more.

WORLD NEWS

UK TRIAL A SUCCESS

When the IELA Board of Management met last month in the ancient town of St Albans, the Secretariat team used the gathering to invite not only all UK members, but also other exhibition logistics providers of quality that might be potential new IELA members.

Around 30 people in all sat down to dinner, in an informal networking environment. Agility's Bob Moore met Henry Osborne a non-member for the first time following a 15 year 'long-distance' business relationship. The networking opportunity proved hugely successful as a trial and will now be rolled out into other areas through the development of Regional Chapters.

The inaugural Regional Chapter meeting is now confirmed to take place on Friday 16th January 2009 and will be co-located with 2009 IELA Winter Seminar in Bangkok. So IELA members from across the region should now add this date to their diaries and watch out for more details on the afternoon programme and networking dinner that will follow.



Steve Turner, EF-GSM Ltd and Jim Kelty, Airways Freight Corporation swapping hair care advice while Paul Saunders looks on.



Achim Lotzwick was very proud of this shot, but had to retrieve a club from the bushes hurled away in frustration on the next hole!

MEMBER WARNING

We have received the following warning from the UK's Events Industry Alliance (EIA) about a new scam, similar to the FairGuide scam of yesteryear.

Expo Guide / FairGuide.com / Construct Data Verlag target companies through legitimate exhibition guides aimed at exhibitors. Their current activities cover companies throughout Europe, the Americas and Asia.

Expo Guide joins FairGuide in claiming to offer online listing services. They use a form which resembles an organiser's free catalogue listing service, inviting exhibitors to complete the form for an entry in an on-line directory. Unsuspecting exhibitors who sign and return the form are then contracted into a three-year, non-retractable agreement, which could cost the exhibitor a significant amount of money, with no foreseeable benefits.

Included in their group is debt collection agency Gravis Inkasso GmbH and Swiss debt collection agency Premium Recovery AG (a Construct Data subsidiary)



which works in partnership with the various guides to intimidate exhibitors into paying.

These publications have no connection with exhibition organisers or any of their events. It is important that all companies who are exhibiting are made aware of this.

We strongly advise our IELA members, all exhibitors and the entire exhibition community, to be most vigilant against this and similar organisations. These organisations can cause extreme damage and harm to the reputation of our exhibition industry.

There are many so called guides that mail deceptive contracts and then harass those who sign them in error for money. However the sheer scale and systematic way in which these guides attack the credibility of our exhibition industry is outrageous. So please

take the initiative and advise your exhibitors before they are deceived by these fraudulent practices.

Additional information on the Expo Guide, FairGuide and other Construct Data Verlag publications is available on the AEO website at <http://www.aeo.org.uk/page.cfm/link=86>.

NEWS IN BRIEF

The German trade fair industry continued to grow in the first months of 2008. Visitor attendance at the 88 international trade fairs which took place in the first half of 2008 was 3% higher than at corresponding previous events.

In the United Kingdom, the EIA FACTS 2008 report key industry measurements, namely attendance and net (sold) space, both saw increases in overall median results of 1% and 5% respectively during 2007.

The Melbourne Convention and Exhibition Centre website (www.mcec.com.au) has been named as the winner of Australia's Web Marketing Association's 2008 WebAward in the category of International Business Standard of Excellence.

Freeman's Exhibit Transportation service has been certified as a member of the EPA SmartWay Transport Partner program. This is an innovative program established by the US Environmental Protection Agency that recognizes Partners for setting and achieving greenhouse gas (GHG) reduction goals in freight transport.

Las Vegas continues to demonstrate why it is called the convention capital, hosting the most trade shows on Tradeshow Week magazine's recently released "TSW Fastest 50" list of the fastest growing shows in North America.

The Korea Exhibition Service Providers Association has launched its new website - www.kespa.org and IELA member KEMI-LEE CO. has arranged a web link swap to www.iela.org.

SPECIAL REPORT:

THE CRAZY AND CHALLENGING WORLD OF OLYMPIC LOGISTICS SERVICES...

Sabine Schlosser provides some insights into logistics services for the Olympic and Paralympic Games.

When people ask me if handling the Olympics is like working on one huge exhibition, I usually say "no".

So, why not? Well, handling the Games is actually more like handling over one hundred big and small exhibitions at the same time at the same place.

I've been involved in the operations for Olympic and Paralympic Games since 1999. Beijing was my 5th Games, and no doubt these were the most challenging ones so far.

Logistics for any event can be demanding yet for a mega-event such as the Games - logistics can become a real daunting task! Team build up, office, warehouse, transport, customs, quarantine, health and other authorities, deadlines galore and many more issues need to be addressed. It usually takes about 2 years of preparation for a "summer Olympics" and about 18 months for a "winter Olympics". During that time, the teams are dealing with thousands of containers, hundreds of tons of airfreight, some charter flights even, and an incredible amount of road freight.

The cargo transported can be anything from venue seating or tent structures to timing, electrical, broadcast and press equipment, or from the actual athletes gear including uniforms, sailing yachts, canoes, hurdles, javelins, pole-vaults, medical and pharmaceutical equipment to the equipment for the opening & closing ceremonies as well as the torch relay.

"Normal" deliveries simply do not apply - trucks must have special vehicle stickers, drivers and onsite staff must have venue specific accreditation, lockdown scenarios must be obeyed and all movements can only be done if trucks & cargo are on the MDS (Master Delivery Schedule).

For China in particular, to make these Games happen - as smooth and professional as possible - was more than a matter of prestige.

And no doubt - the venues looked amazing. Sydney had to invest in infrastructure and Athens even more so, but Beijing received a general makeover with an estimated \$23 billion for more than 140 projects. Imagine...

Beijing's new and ultramodern airport, sport sites such as the "Birdsnest" (the



Sabine Schlosser and Andrew Bogut

National Stadium) or the "Watercube" (the National Aquatics Centre), parks, roads, sewage plants, subway lines, skyscrapers and many more were constructed at a breakneck pace - simply fascinating. Moreover, events took place in Beijing, but also in Qingdao (Sailing), Hong Kong (Equestrian), Shanghai, Tianjin, Shenyang and Qinhuangdao.

Different than previous Games, all commercial invoices had to be translated into Chinese. The Authorities involved in customs clearance and releasing Olympic cargo were not only Customs and BOCOG, but many more. The imports of food items, alcohol and other liquids as well as medicine proved extremely difficult due to the generally strict import restrictions into China plus the addition of new Olympic restrictions. A good relationship with the relevant Authorities proved to be a key to success yet again.

All-in-all, logistics for such a mega-event are only possible with a dedicated team, a team that has the know-how, a high degree of flexibility and a can-do attitude.

The key to success? Communication, knowledge, dedication and great teamwork!

One thing we should not forget - despite all the hard work and no sleep at all, there are always some fun times too.....check out the photo of Andrew Bogut (Australian playing in the NBA) and me. He is 2.13m tall; I'm only 1.55 m - definitely worth a giggle!

NEWS IN BRIEF... 1908

THE NEW YORK TIMES

WEST TO BREAK FREIGHT RATE; Three Cities to Complain of Discrimination in Favor of the East.

A triple alliance of the commercial and manufacturing interests of Chicago, Cincinnati, and St Louis has been formed to break down a thirty years' agreement entailing discrimination in freight rates against the great manufacturing cities of the West and in favour of the East.

THE NEW YORK TIMES APRIL 1908

FREIGHT INCREASE TO BE ARBITRATED; Committee of 30 Representing Railroads and Shippers Will Adjust Differences.

THE NEW YORK TIMES AUGUST 1908

DRINKING IN ASBURY PARK; Freight Receipts show a Ton of Liquor Is Received Daily. Gov. Fort's State excise probers visited this prohibition resort to-day to investigate excise conditions in Monmouth and Ocean Counties.

IELA EVENTS

The next Winter Seminar will be in:
Bangkok from 14 - 18 January 2009

The inaugural Regional Chapter will be in:
Bangkok on Friday 16th January 2009

The next IELA Congresses will take place in:
2009 London, United Kingdom, 25 - 28 June 2009

2010 Paris, France - 'Date to be confirmed'

BUSINESS NEWS

NEW BUSINESS

Nazha & Darwish advises that it has been appointed by the Victoria & Albert Museum in London as official site handling agent for the "World Ceramics: Masterpieces from the V&A" exhibition which will take place in November in the Old City of Damascus.

This is the very first time that a major European Museum will have taken its collection to Damascus and the choice of venue could not have been more appropriate. Located in the heart of the Old City, Khan As'ad Pasha is a very peculiar 18th century building and the perfect match for the greatest treasures from the V&A ceramics collections.

Nazha & Darwish team, facilities and equipments have been strictly tested and officially approved by the V&A team during a simulation handling carried out in June, when non-valuable ceramics were brought from London for this purpose only.

Schenker Events has been appointed as the sole official global logistics and onsite lifting company for the launch of the Gadget Show Live.

The exhibition, organised by Upper Street Events, is to take place at Birmingham NEC between 17 and 19 April 2009. Schenker Events' business development manager Rob Cotton says of the business win: "Schenker is delighted to add The Gadget Show Live show to its portfolio of events run by our NEC office, we look forward to a busy year in 2009."

Airlink International sign strategic partnership with Qatar Expo

Qatar Expo, the country's largest exhibition and conference Management Company announced earlier this year the signing of a strategic partnership agreement with leading GCC logistics solutions provider and IELA member Airlink International which aims to strengthen the company exhibition and conferences infrastructure.

If you have a new business 'first' or just won a big new appointment, do let the rest of the IELA community know and email georgie@iela.org to be included in the next edition.

OLD BUSINESS

Did you see the news of the mad Swiss pilot who became the first person to fly solo from France to the UK using a single jet-propelled wing? Yves Rossy landed safely after the 22-mile (35.4 km) flight in September following in the footsteps of French inventor and engineer, Louis Blériot who in 1909 won £1,000 when he became the first person fly across a large body of water. But what happened next.....



Yves Rossy

Blériot like Rossy did not fly back, but unlike Rossy, he entrusted his flying machine to Messrs. Langstaff Ehrenberg and Pollak better known as LEP and here is a picture taken in 1910 of the hi-tech return shipment. Is this the first aerospace job?



LEP in 1910

Tell us about any historic movements that your company or its predecessors have been involved with, email georgie@iela.org to be included in the next edition.

LETTERS

Tsunami Rehabilitation Project

Ravinder Sethi has received a letter of thanks from the CII (Confederation of Indian Industry) for the continuing support that IELA has given to the Tsunami Rehabilitation Project. "This journey from crisis to restoring normalcy was only possible with your support to CII. The contributions made by you in kind and monetary resources helped CII deliver a quality, rehabilitation and reconstruction package and helped transform the lives of many who were affected by the Tsunami" says N Kumar.

'We received no letters or comments from members to print in this issue. Please do use this FREE opportunity to voice your opinions on topical issues within the industry or about IELA. Send your letters to declan@iela.org'

CAPTION COMPETITION



Stand builder,
bringing overalls, is
surprised to find the
Pole he ordered
wasn't an East
European labourer!

Thank you to Andy Cotton
from GBH Exhibition
Forwarding for providing
this caption.

Can you provide a funny caption for the following...



Email your best efforts to report@iela.org for
publication in our next issue.

SEPARATED AT BIRTH



Neil Goatcher



Barry Manilow

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

BEST PIECE OF ADVICE I WAS EVER GIVEN



► SUELI MONTILHA
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Service Manager at Nazha & Darwish Ltd,
Syria

I was asked to write about a "best advice" I was ever given. Well, I must say I'm lucky enough to have been given lots of advice over the years by some very interesting people, but one that I have taken very close to my heart is "to believe you can do whatever you set your mind to do". This is so true and applicable in so many different situations, both in your personal as well as professional life.

Like with the majority of forwarders, I didn't grow up dreaming I would one day be working in the forwarding industry (probably my father would have had a heart attack back then). I guess this is the case for the majority of us, but once I was in, I don't quite see how and why I would want to get out! It is an amazing industry and a lot, lot more complex and fulfilling than I had ever thought, and my major obstacle was there – total lack of experience in the field!

But I believed I could do it and jumped head first! I must say that I still have severe headaches every now and then (mainly when a deadline is approaching and still no signs of your shipment!), but most of the time, those headaches are replaced by sheer pleasure to be working amongst such great people, in an environment where you do manage to combine both work and pleasure, where you are constantly challenged and never quite able to predict what's next and where you are always learning.

Okay! You do end up learning what you should not - Ron Berry catching up with some sleep during the Melbourne lunch, Ravi and Bob Moore on their "very own" version of "belly" dancing (see photos on the IELA website), but hey, always great people with a lot to teach and who, one way or another, are spreading the very advice I was given – "believe, work hard towards that goal, and you will see yourself there".

Always looking forward to the next "meeting" in not so rainy London 09. See you all there!
Sueli



Girraween Trip



CHAIRMAN
Tijen Ozer

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CUSTOMS WORKING GROUP - TIJEN OZER, CHAIR

►► IELA was saddened last month by the resignation of Peter Fritz long time Chair of the Customs Committee.

His meticulous and conscientious work in this particularly precise and dry field means Peter has contributed more than most people recognise to IELA, its members and the wider events industry. The Customs Manual opens doors for us with organisations including UFI and IAEE and reciprocal links have disseminated this unique resource to a huge global audience of event organisers. His diligent and effective work over the years and dogged determination has made a direct contribution to the global industry and we thank you for it, Peter.

Tijen Ozer (right) who has kindly agreed to take Peter's place is someone already well known to many of you and well versed in the world of Customs. Tijen had many years of IELA experience before bringing her new company IDA Expo into membership last year. We wish her well in her new role.

Tijen Ozer
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ORGANISER WORKING GROUP

There is no formal report on the committees activities in this issue, but full details are on IELA's participation at ECEF 2008 can be found on page 5.

TRAINING WORKING GROUP

The Chair, his committee, co-opted members and the Executive are working on the 2009 Winter Seminar in Bangkok and the first Regional Chapter meeting. Read all about it on page 4 and sign up your students now!





CHAIRMAN
Greg Keh

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MEMBERSHIP WORKING GROUP - GREG KEH, CHAIR

►► Well, for all of you who voted for the Brussels Roadmap and for 150 members by 2010, I would like to thank you so much for this challenge and I cannot wait to recruit you "yes" voters to the membership committee. Our committee has been working very hard at identification of new potential members to bring into IELA. At the present time, the IELA Secretariat has been extremely busy. Since June 1, 2008, they have received information requests from 24 companies, of which at least 10-20% of these companies may potentially qualify to submit an application. In addition, we had also gathered names of "qualified" exhibition freight companies that all of us as members have worked with in the past, from the committee, from the board, from the members. In this regard, we have sent 47 packages for IELA membership to these experienced exhibition / event companies.

In review of these companies, and by persistent communications by Anna Guichard of IELA UK, we have come to determine that 35% of these "qualified" exhibition companies were not responding, 5% actually are

applying and 15% were interested. For a full breakdown see figure 1 below.

We have definitely 5% of the companies applying to IELA, and some certainly are not capable to apply to IELA.

The key question we have focused on is those that say we are too expensive or do not see the value in IELA, and those that are interested or lack sponsors. This represents a large portion of potential applicants. We are looking to initiate some strategies that are going to help us get quality applicant. These include the IELA Board being a sponsor to legitimate applicants, and also for November and December of this year, we are starting a

test period of Membership Promotion. In this period, we are going to pursue all companies that are interested, haven't answered, or been on the fence about IELA and we are going to offer a lower entrance fee. The purpose of this promotion is to see if we can get these qualified companies off their marks and fill out the application. Be assured that the Board will only look at quality membership applications and we will be sure to inform the members the results of the test period before any further action is taken! Quality is job ONE with the Membership Committee and we will retain this focus in every aspect!





CHAIRMAN
Sabine Schlosser

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STANDARDS WORKING GROUP

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STANDARDS WORKING GROUP - SABINE SCHLOSSER, CHAIR

►► Action!

Well, well.....the Standards Working Group certainly has been busy.....

Since the IELA Congress in Melbourne, the group has issued its report to the IELA Board, updated everyone with what's happening in "Standards", held various discussions with the IELA Secretariat regarding the surveys and other topics and most importantly, the members of the working group have started some pretty exciting brainstorming sessions!

Let us share some of the key topics, ideas and comments of our discussions with you.....

We all agreed that measuring performance is one thing, yet improving performance is another. As IELA Chairman, Phil Powell commented – "measurement is a pillar of improvement".

Measurement as a pillar of improvement highlights the importance of the IELA Standards Surveys as a "must" and also "must be improved". Neil Goatcher has been in close contact with the Executive team and surveys will now all be handled by the IELA Secretariat. The aim is to ensure complete independence and with a neutral approach we expect the Executive to take the Standard Surveys to the next level.

This will mean tougher times for companies performing "less well", be it failing to respond to

the surveys at all or coming in repeatedly with results that are below the minimum quality standards expected. In future these members will be contacted by the IELA Executive to alert them of their situation and with ideas for the development of improvement programmes.

Moving forward in other areas, we are looking at new ideas, quality formats and other topics.

Tijen Ozer brought us to a great starting point – expectations! Why expectations?

Expectations and how we fulfil (or exceed) expectations are key to our success.

Quality is the level of meeting (or exceeding) customer expectations.

And who are our customers? They are exhibitors, exhibition organisers, agent partners, visitors, venues, associations and other stakeholders.

Now the question is – can we open up surveys to a wider variety of "our customers"?

Can we do more to get accurate ratings by using the IELA webpage, introducing blogs, E bay type "trust monitors" (a great idea from Lena Ericson!) and the like?

Can we look at producing future conference forums (fantastic point raised by Jocelin Hackathorn – floor discussions!) around the topic of expectations, quality and ratings?

Can we incorporate the participants of the Winter Seminar (thanks Christoph Rauch for this great suggestion!) in these discussions to get a different viewpoint?

Can we work on an IELA "quality standard", an accreditation similar to ISO however in an easy to handle format?

We have come up with many ideas and are currently investigating the best way of moving this forward, utilising the Secretariat and their ideas also. Sorry Declan for bombarding you with info over the last few months and particularly the last weeks!!!

One thing we have to be sure of is to not only keep the international quality standard of our members, but to increase the quality wherever possible.

Our customers expect a seamless, one-stop solution regardless of the fact that there may be different companies at each end of the export and/or site agent spectrum and regardless of different country regulations. They want a common and high quality standard wherever they go and utilise the services of an IELA member.

In order to meet and exceed our customers' expectations, we need to create a high quality standard for IELA and sharing our experiences is a key part of this journey. Feel free to join us with your ideas!



THE OPS CLUB - ARE YOU MISSING OPPORTUNITIES?

You should all know by now that the Ops Club website is now back in action, bigger and better than before...and if you don't, where have you been?

The Ops Club is designed for the hands-on guys who get down and dirty on-site at shows at home and around the world. It's there so they, YOU, can keep in touch, arrange your own meetings at events and pass on top tips on the best bars, hotels and more....

Take a look at www.opsclub.com, join today and get your mates from around the world to get involved too.

The next stage is to develop some half day On-site Workshops that will be held in lulls during shows, if that's possible. With loads of Ops staff in one place, hotels and travel already paid for, it makes great sense to put on some short sharp sessions on topical issues.

We have March 2009 in mind to hold the first On-site



Workshop. Where will you be in March, what's the best event to stage our first workshop at and what topics do you want covered? Let Georgie know

again on georgie@iela.org.

Finally, we need a high-octave, pro-active leader to take control of the Ops Club, is that you? Put your name

forward or the name of a friend that you think would have fun working with us to develop this most exciting and dynamic part of IELA.

IELA SENIOR'S CLUB

The third meeting of the IELA Senior's Club took place from the 3 - 5 October in Freiburg Im Breisgau, the ancient and historical city in the Black Forest in south west Germany. Sixteen participants from six different countries including, Masao Sato who had travelled from Japan to attend, assembled at the beautiful Colombi Hotel in the centre of Freiburg.

With the formalities over, the party embarked on a walking tour of the delightful city centre with a guide who gave very informative commentary about the old city, including the cathedral and the fact that it was a gated city

centuries ago. We were also told about the long history of the city and about the fact that it is very much a city of academia and research with over 25,000 students attending one of the leading universities in Germany. After returning to the hotel the party enjoyed a very leisurely evening over a lovely dinner in a private room.

The following day we were taken by coach on a tour of the Black Forest region, in weather that ranged through all the four seasons. The first stop was Gunterstal where we boarded cable cars to the summit of Schauinsland (1284m), a distance



Photo Rolf Peters, Dusseldorf

of 2.25 miles (3.6km), the longest cable car run in Germany. The plan was to enjoy the superb views of the Black Forest region and over to

the stunning beauty of the Swiss mountains, however, the nearer we got to the summit the mist closed in and by the time we arrived



visibility was only a few metres, and it was snowing! We are reliably informed that it was unusually early for snow so we assumed it had been arranged especially for us, to bring some authenticity.

Things were not all bad. We were given a glass of Sekt (Champagne) before boarding the coach again, this time for St Peter, to visit the monastery, then it was off again on a very scenic route through the Black Forest to Titisee, Schluchsee and to the Cathedral in St Blasien. By this time we were ready for some light refreshments and stopped at a small boarding house, "Pension Schweizer". Here we enjoyed a light lunch finishing with a piece of superb Black Forest Gateau, made by the landlady of the Pension, and who had won many prizes for her gateau. It was truly magnificent!

On Saturday evening we had a wonderful dinner in the main dining room of the hotel which was thoroughly enjoyed by everyone in quite stunning surroundings. Talk over dinner stirred memories of times past when we had met in various parts of the world whilst carrying out our business in exhibition logistics. After a good night sleep we assembled again

on Sunday morning, to enjoy a final "brunch" together before leaving to go our separate ways to our homes all over Europe, and beyond. During brunch Hans Brauchli led a discussion as to when and where we should hold the fourth meeting of IELA's Senior Club and after various comments it was agreed that it should be held next September in the environs of Paris, France.

All of the participants acknowledged with grateful thanks the generosity of the sponsors, in particular Schenker in Germany and also the 12 other organisations and companies who sponsored this event. It is all very much appreciated as it does allow those who wish to meet up with people with whom they have worked for many years, and who have now either moved on to pastures new, or who have simply retired. Our thanks go to each and every one of them.

Finally we thanked Hans and Jean-Paul for their work in putting the programme, and wine, together for the event, and to Ruth for collecting the money!

Alan Hunter

THE SENIOR CLUB WISHES TO THANK THE FOLLOWING SPONSORS

Board of Management of IELA
BTG Messe-Spedition GmbH
CEVA Showfreight
Clamageran Foirexpo
Cretschmar MesseCargo GmbH
Exhibition Freight Ltd.
Inter ExpoLogistics Ltd.
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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

CHANGES IN MEMBERSHIP

We are pleased to welcome the following new members:

	<p>Agility Fairs & Events Logistics Pte. Ltd. 7 Toh Tuck Link Singapore 596227 Republic of Singapore Tel: +65 6463 9868 Fax: +65 6467 9467 Email: fairs@agilitylogistics.com Website: www.agilitylogistics.com Contact: Mr. Kwa Eng Kiat or Mr Mohd Ghazali</p>	<p>Our Services:</p> <ul style="list-style-type: none"> • Customs clearance • Obtaining Government permits for special cargoes/temporary import • Sea/air transportation and transshipment • Storage • Site handling and unpacking • Positioning and rigging of exhibits • Repacking, storage of empties and re-export handling • Domestic or Overseas pickup and deliveries <p>Agility Fairs & Events offers a convenient "single point of contact" service to our customers, tailored to their specific logistics needs pertaining to the success of any trade fair, sports, visual & fine arts or performing events. Our staff understands customers' special needs for extraordinary care, precision timing and close attention to every detail.</p>
	<p>Agility Fairs & Events Logistics (Shanghai) Co., Ltd. Room 1606, Shanghai Mart No. 2299, Yan'an Road (West) Shanghai, P.R. China, 200336 Tel: +86 (21) 6236 6060 Fax: +86 (21) 6236 5667 Email: fairs-china@agilitylogistics.com Website: www.agilitylogistics.com Contact: Ms Jennifer Fu or Mr Christopher Yang</p>	<p>Leveraging on our global network of 550 offices in over 100 countries in Asia, Europe, the Middle East and Americas, Agility Fairs & Events offers our customers personalized service, specialized capabilities, global coverage and local expertise ensuring the best results for all our trade fairs and events projects. Our reputation as a premier, world-class exhibition forwarding specialist is affirmed in our yearly official appointments for major fairs and events around the world.</p> <p>Agility Fairs & Events is the only foreign logistics provider with a global Fairs & Events network to be appointed as Official Logistics Service Provider of Bureau of Shanghai World Expo Coordination.</p> <p>Agility Fairs and Events UK office received the 2007 IELA Best Export Agent while the 2007 IELA Best Site Agent was awarded to Agility Fairs & Events USA. Agility Fairs & Events France was awarded the runner up prize in the Best Export Agent category.</p>
	<p>Airlink International Qatar W.L.L. P.O. Box 23036 "C" Ring Road Al-Hilal West Doha, Qatar</p> <p>Main Contact: Mohamad Dib, General Manager Tel: 00974 465 7660 Fax: 00974 467 5668 Email: m.dib@airlinkqatar.com / airlink@qatar.net.qa Web: www.airlinkqatar.com</p>	<p>Established in 1976 as a cargo division, Airlink has grown to include a wide variety of services from freight handling to travel, tours, trucking across the Middle East and North Africa. Aligned with Schenker International - with over 400 offices worldwide - to cover their clients' moving interest around the world.</p> <p>Providing special treatments Airlink grows along with our customers growing needs, Airlink is recognized internationally as a reliable partner in moving people and things around the world. Over the years Airlink International has been appointed official freight forwarders and sole on-site handling agents for various exhibitions in Dubai and the gulf region.</p>
	<p>Air Sea Transport Co., Ltd. Flat B, 18th Floor Futai Building No.18 Hong Kong Zhong Road Qingdao PR China</p> <p>Main Contact: Cathy Zang Tel: 0086 532 85711995 Fax: 0086 532 860 72222 ext.218 Email: expochina@airsea.com.cn Website: www.airsea.com.cn</p>	<p>Air Sea started business in China in 1990. As the members of FIATA and IATA, Air Sea has more than 2000 staff members and over 50 branch companies all over China.</p> <p>Our expo logistics was founded in 2000. By the advanced service idea and network of 50 branch companies, the exhibition business is developing rapidly. Now, we're the official agents of China Import and Export Fair and 2010 World Expo. We are also the official on-site agent of NCIEC in Beijing.</p> <p>Air Sea offers exhibition logistics services incl. domestic exhibition logistics, international exhibition logistics, sports logistics, personal items logistics, fine art packing and shipping, performance logistics, major events and project logistics.</p> <p>Air Sea is leading her clients to success by considerate service system, innovative service concept and world-wide service network.</p>
	<p>P S Bedi & Co Pvt Ltd (a P S Bedi Group Company) D-10, 3rd Floor, South Extn, Part-II, New Delhi, 110049, India</p> <p>Contact: Kuldeep Razdan, National Head – Exhibitions T: +91-11-46055205 / 270 (Direct), 41615160 / 61 / 62 / 69 F: +91-11-41552911 Mob: +91-98100-75066 E: krzdan@psbedi.com ; exhibitions@psbedi.com W: www.psbedi.com, www.psblogistics.com</p>	<p>Incorporated in 1975 and covering all aspects of logistics, P S Bedi & Co Pvt Ltd formally embarked for stronger presence in the Exhibitions & Events vertical in India in 2004, after handling many prestigious & high profile events, demonstrations, launches & exhibitions over the last 33 years. A knowledge based organisation with over 5000 man-years of collective team experience in the logistics industry offers to be the 'new alternative' to worldwide IELA members by surpassing the standards presently set by industry leaders in India. Embarking on an aggressive agenda to take leadership in this specialised field through its unmatched network of 16 branches, extensive infrastructure & handling equipment and a team of experienced professionals, the company proposes to set the 'next standards' in the industry. Its team comprises of very motivated, committed, experienced and customer focused professionals. Each one is dedicated to walk that extra mile for providing services which exceed customer expectations, in line with the P S Bedi Group Values 'to excel in all that we do'.</p>

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

The following companies are no longer members of IELA:
M+R Spedag Group AG, Basel, Switzerland.
International Exhibits Transport Inc, New York, USA.
IELA currently has 110 members in 46 countries worldwide.

NEWS FROM OUR MEMBERS

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