

# WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES

## CHALLENGE '09

INTERVIEW WITH **PHIL POWELL**



**REGIONAL  
CHAPTER**  
SINGAPORE

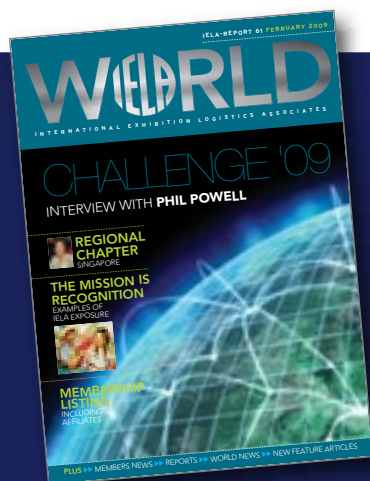
### THE MISSION IS RECOGNITION

EXAMPLES OF  
IELA EXPOSURE



### MEMBERSHIP LISTING

INCLUDING  
AFFILIATES



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## ▶▶ CHAIRMAN'S CORNER

This issue, as one of IELA's founding fathers, Phil Powell comes to the end of his second period as IELA Chairman, we interview Phil asking some basic questions and probing for his vision of IELA's future.

### IR: Why is CEVA a member of IELA?

PP: Very simple. It delivers business. In both "the now" and "the future".

OK, at CEVA we have a huge corporate network behind us, but it's great to have direct access to a specialised network of experts with solutions in every corner of the world. IELA delivers that network and it's one

which we connect to every single day. For some, it's enough just to be a member of IELA – to carry that badge of quality that IELA signifies; The sense of belonging to an elite of real specialists that sets you apart from your opposition. In the current climate that degree of separation that IELA brings to your sales pack can make all the difference on winning new business. So, yes, for some, it's just enough to be a member and enjoy the indirect benefits.

For me though it's even more so about hard business opportunities that the IELA network delivers. Dealing with experts in far flung corners to create the solutions and fixes clients need today. Likewise, by building good relationships with other members we get a lot of reciprocal business with mutual benefits. It's good for the bottom line. End of!

### IR: How does taking a leading role in IELA affect your business?

PP: It certainly makes life interesting, that's for sure. I am spending at least an hour a day on IELA matters covering a range of topics that I wouldn't get near in my "day job" at CEVA. So, it broadens my business experience and knowledge base which



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is good for me and good for the company. I make no apologies for the fact that being Chairman of IELA gives me a higher profile in the business and opens doors. That's a very positive by product of the time and energy I give to IELA, and endorses the phrase I use most about being an IELA member: You only get out what you put in. That applies to

every single member as much as it does to the leaders of IELA on the Board and working groups. As Greg often says "Givers, get".

Another great part of being Chairman is the platform it provides. The voice of IELA is heard and respected, which can sometimes feel a daunting responsibility. Following class acts like Ravinder and Ron and the contribution they, and others before them made to build that platform, makes it easier for me as current chairman to speak for and to the industry. The progress we are making with UFI and other industry bodies stands as testimony to this fact. Having the opportunity as chairman to shape IELA to the benefit of members is the best thing for me though. Just today, Sabine, as head of the Standards Group has submitted some new and powerful IELA Quality tools. Some more IELA material to help build that separation and differentiation for members. It gives me a kick knowing that I'm a part of it.

### IR: What advice would you give to others?

PP: I say it again "You only get out what you put in". I guess some

members are fearful of the demands IELA can make in terms of time, energy and, let's be fair, on spending too. All of the leaders of IELA are volunteers who spend their own and their company's money in playing the role. So there are some investments needed to get involved. All I can say is that the investment has always been worthwhile for me and my company. I know I speak for other IELA leaders when I say this. It also strengthens relationships and turns them into great and lasting friendships – with clear business benefit as well.

Over the past couple of years, the Board has taken steps to speed up internal processes, reduce bureaucracy and empower the secretariat. This helps reduce the workload and reliance on volunteers – a past pillar of IELA but which becomes unsustainable as we grow and as the industry changes. This will cut the time and effort needed to run a Working Group or join the Board and make these positions much more strategic in outlook than hands-on as they have been. I would hope this would encourage future leaders to come on board. So, come on in, the water's lovely.

A final piece of timely advice. I know that the teasers are going out now, so, without giving away any specific plans, I will just advise all of the members - Come to London. The Congress is going to be great, memorable and more fun than a cart load of monkeys.

#### **IR: How will the credit crunch affect the global event logistics market?**

PP: We can expect to see a fair amount of consolidation - of events, operators and services. There are sectors with too many shows, often in close proximity. These will be prone to natural selection putting the weakest at most risk. The same applies in all markets and all activities, naturally, but I think we should prepare for some surprises as well. There's no doubt that we're in a tougher environment than we have seen for many years, if ever. Most companies are imposing

*Friendships made at work and at leisure*



spending controls and suspending capex on all but the most critical needs. In true geographical terms it is a global problem. Finance, construction, automotive – these seem to be the sectors which have been affected most and we all know about the cancellations and cutbacks at car and truck shows. But it's not all negative. I am here in Barcelona (Mobile World Congress) and the mood is buoyant, the volumes are high. I recently saw IS Europe in Amsterdam and that too was extremely busy with strong year on year growth. Likewise, we're seeing high volumes for the Bangalore and Australian airshows. So, although it would take a fool to underestimate the situation, there are still positives and plenty of reasons to be hopeful.

#### **IR: What are the challenges?**

PP: The first challenge is survival – in current shape and size. Then comes change, creativity and flexibility. It goes without saying that service quality has to be of the highest order. Consumers are becoming ever more demanding whether

the purchase is a pizza, a new TV or an exhibition stand. The same mentality is being applied across all spend decisions (except for my wife, Kim, and her shoes!) so high quality at acceptable pricing is a must. The ability to respond instantly to changing needs and innovate new solutions at speed is key in today's business world. So much, though, revolves around finance – buyers are passionate about value, and companies are focused on cash. Awareness, understanding and close management of these factors will be crucial to the first challenge of survival and subsequent growth.

#### **IR: Where will IELA be in 12 months time and in 3 years time?**

PP: Well, first of all, without me! I stand down as Chairman in London and hand over to Greg Keh, who will do a fantastic job for IELA and for the members. We're aiming as a Board to make changes to the inner workings of IELA so I foresee a cleaner, simpler IELA in a year's time. The new secretariat, having already brought great energy and enthusiasm to the table, should be better able to focus much more of their time and expertise on member activities and benefits, to the betterment of all. This will deliver yet more results, taking IELA to new heights. The future will see the Board as the ship's captain, steering the ship and the secretariat as the engine room and radar, providing the power and intel to go forward. The next three years will be tremendous for IELA.



# A MESSAGE FROM THE EXECUTIVE

## I WANT TO BEGIN OUR MESSAGE TO YOU WITH A BRIEF EXPLANATION AS TO WHY THE WINTER SEMINAR IN BANGKOK WAS CANCELLED LAST MONTH.

Having monitored the ups and downs of the protests during the preceding months, the change of government in Thailand in December meant that any anti-government demonstrations would have been by anti-Royalists / anti-Military. If these had escalated, then the situation might have seriously deteriorated - it would not have been the same as the relatively civilised airport demonstration by the previous protesting side. All things considered it was deemed prudent to postpone the event but I hope to have news soon about a rescheduled Winter Seminar later on this year.

So, on to the good news and that was of course another step along IELA's visionary Brussels Roadmap with the launch of our Regional Chapter meetings in Singapore. We must thank local members Agility Fairs & Events Logistics Pte Ltd (Singapore) and Transit Air Cargo Singapore for their great help and assistance in organising this event at very short notice. Report on Page 7. Nearly 40 people attended the event, 96% of whom rated the event as a good networking opportunity; the next one will be announced shortly.

Online voting for the 2008 Standards Surveys was extended for the first time ever as our deadline coincided with Chinese New Year. The two-week extension has allowed more companies to participate – which is the whole objective – to make this unique benchmarking tool even more meaningful as a means for members to improve their services still further. See a full report on Page 19.

I want to conclude by recapping on 2008. As a new Executive Management team we were charged by the Board of Management with reinvigorating IELA by focusing and delivering on the Brussels Roadmap. To that end we have recruited a record 14 new members, delivered a positive financial contribution, developed external communications and PR, implemented new networking events, worked with Agility and Schenker to deliver a more upbeat Congress than usual and that's just the start....you'll love Congress in London!

In 2009, despite the challenging economic climate, we want to do still more. Our 'Number One' priority is to build on engagement with members. We are here to serve you, to help you improve your businesses, but we can't do it without your help, guidance and input, so please, GET INVOLVED!

See you in London.



**Declan Gane**  
Executive Director



*Everyone is planning to come to London, don't miss the call*

## CALL TO ACTION

1. **SIGN UP FOR CONGRESS EARLY;** make the most of the weak GBP and bring a colleague too!
2. **CHECK YOUR MEMBER DETAILS** on the Pull-out inside this issue and also on the IELA website - email updates to [anna@iela.org](mailto:anna@iela.org)
3. **TALK TO AND PERSUADE** the people behind one of your local exhibition industry websites to include the IELA logo and weblink to [www.iela.org](http://www.iela.org)

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## ParisAir Show 2009 – CLAMAGERAN-FOIREXPO is again official freight forwarder!

Clamageran-Foirexpo has been appointed once again as official freight forwarder and on-site handling agent for the 48th International Paris Air Show, as the world's premiere aerospace event, to be held from 15 to 21 June 2009 at Le Bourget exhibition centre in Paris, France.

We can competently and professionally ensure all movements of exhibits as well as stand fitting materials on site at the Le Bourget exhibition centre in connection with any domestic and international freight requirements. For example, for year 2007 Air Show, we carried out a particularly challenging consignment: to unload a Boeing 747-200F jumbo jet in less than 2 hours in Le Bourget Airport. On this occasion we had organized a specific loader and two 16 tons forklift trucks to be able to unload the freight together with other parts of drones over 12 metres long. The same operation was carried out for loading at the end of the show.

"Exhibit, and we do the rest!" This motto, which has never changed, sums up the whole philosophy of Clamageran-Foirexpo and its constant ambition to provide optimum solutions to its customers' needs.



### Some figures for Paris Air Show 2009:

- On site warehousing facilities of 4000 sqm with storage capacities of over 2000 cbm.
- Extensive range of lifting equipments and drivers: 70 forklifts, 10 cranes and 10 cherry pickers.
- More than 20 trailers, 20 trucks and 10 vans.
- Offices located in official appointed contractor village near Gate L1 at Le Bourget Exhibition Centre with over 30 multi-lingual staff coordinating with your requests.

We are honoured to assist all parties involved and will ensure a high level of logistics & customs clearance services to and from Paris Air Show.



If you have any question, don't hesitate to contact us. Looking forward to seeing you in Paris Air Show 2009!!



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# WORLD NEWS

## INTERNSHIP

The President of new IELA member Expo Logis Inc., Mr J.O. Kim, is also Chairman of the Korean Exhibition Service Providers Association ([www.kespa.org](http://www.kespa.org)), an organisation supported by the Ministry of Knowledge Economy. We are advised by Expo Logis that the Korean government is seeking overseas exhibition freight forwarding companies to partner with in order to run an internship programme and Mr Kim would like to inform all IELA members of this great opportunity, a chance of a lifetime for some lucky individual.

Expo Logis confirms that the Korean government will support the volunteer's living expenses for two months and also pay for a round-trip air fare. More information for anyone interested will be supplied by Kespa, but in the first instance contact the IELA Executive Management – [declan@iela.org](mailto:declan@iela.org)



## ON TOP OF THE WORLD

The Bureau of Shanghai World Expo Coordination has appointed just three principal logistics service providers for the Shanghai 2010 WorldExpo, and the good news is that all three are IELA members!

They are:

- Agility Fairs & Events Logistics - Shanghai
- Air Sea Transport (IELA member based in Qingdao)
- Sinotrans Group (IELA member based in Beijing)

"There are only three logistics service providers approved and able to work in the 'lock down area,'" according to Agility chief Nat Wong, "and although there are 16 other approved forwarders, these companies can be used only for local freight in China and cannot act as consignee or work in the lock down area."

As IELA Past Chairman Thierry Demeure of Ziegler Expo Logistics, Belgium, who alerted us to this story, points out that this is a great achievement for IELA and recognition again of the high regard in which IELA member companies are held by organisers of the world's biggest events.



## SEPARATED AT BIRTH



Peter Gabriel



Steve Turner

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

## CAPTION COMPETITION

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



".....so this is what they meant when they said I'd be my own boss, have a spacious office and a free ranging role!"



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

## OLD BUSINESS



A Ziegler double four horse team, c1908.

Not to be out done by Agility's horse and cart in the last issue, Thierry Demeure reckons that Ziegler's cabmen look less stylish, compared to the LEP coachmen, but better equipped for long distance haulage.

## NEW BUSINESS

**Airlink International Qatar** has been re-appointed as 2009 Annual Partner and Exclusive Freight Forwarder and Site Handling Services Provider and Customs Clearance Agent for all exhibitions handled by the local Qatar organisers Qatar Expo in Doha.

**BALtrans Exhibition & Removal Ltd** is honoured to be named as Shanghai International Circuit Sole Appointed Logistics Service Provider. With this official appointment, BALtrans Exhibition will be handling all events to be sponsored and held at the SIC in 2009-2010, including the world-famous Formula One Chinese Grand Prix, A1 Grand Prix, and the debuting ATP1000 Masters Series.



# ▶▶ IELA REGIONAL CHAPTER IN ASIA 2009

**IELA'S FIRST REGIONAL CHAPTER TOOK PLACE IN SINGAPORE LAST MONTH, ATTRACTING NEARLY 40 ATTENDEES IN A MATTER OF WEEKS FOLLOWING THE POSTPONEMENT OF THE WINTER SEMINAR IN BANGKOK.**

The friendly and cosy atmosphere proved just the right environment and was considered a great success by everyone that I spoke to. Personally it was good for me and my staff to see friends and agents coming from far a field like Australia, China, India, Japan, Malaysia, Thailand, Switzerland, South Korea and the UK, some that we had never

met before, except through the internet! It was a good experience for everyone to renew bonds, exchange greetings, ideas and notes and even closing some potential deals!

Our IELA Chairman, Phil Powell, gave a warm welcome and update on the organisation and its mission for the new attendees, guests and potential members, which I know made a tremendous impression on them all. Next up was Trevor Foley with his "live-wire" presentation, including exciting games including "cash" prizes, which vividly demonstrated the power of live events and making it all the more fun following the sumptuous lunch.

Then came our guest speaker Sylvia Phua, CEO of MP International, who gave us a very candid insight into what the "downturn" is likely to hold for



Sylvia Phua



the exhibitions industry in Singapore and across the region. We are in for what may be a daunting 6 months if more shows are cancelled! But as the old saying goes "The show has to go on" and I guess everybody will be taking a cautious approach to weather the storm ahead and come out much fitter and stronger. Ms Phua gave us some great advice on how we as specialist exhibition logistics providers can work closer with organisers to win business.

The gathering ended with a networking cocktail that allowed everyone to consider the day and discuss the future among other things! As people drifted off, many more one-to-one meets were held – it was a great opportunity to do business and I hope now that a precedent is set and look forward to another Regional Chapter meeting in Asia with even more members.

James Ng, Managing Director,  
Transit Air Cargo Singapore  
Pte Ltd

## FEEDBACK HEADLINES

**Rated as Excellent or Very Good**

**'usefulness' of the event – 80%**

**'interactivity' – 83%**

**Quality of the speakers AND quality of the content – 80%**

**69% wanted to see more non-members invited, 23% did not**

**96% rated the event as a good networking opportunity**

**All 100% of survey respondents agreed that IELA should charge a fee; 50% suggested up to US\$100, while 45% said up to \$200**

## THANK YOU

The IELA Executive Management, on behalf of the Board and all attendees, would like to thank local members Agility Fairs & Events Logistics Pte Ltd (Singapore) and Transit Air Cargo Singapore Pte Ltd for their great help and assistance in organising this event.



## O.T.I.M. SPA CELEBRATES 60 YEARS

To mark 60 years of business, IELA Treasurer Guido Fornelli, on behalf of the Board, presented Mario Carniglia with a commemorative award in Milan in December. Many congratulations from all your IELA friends and best wishes for many more years.

## BREAKING NEWS



IELA is delighted to announce the PSBedi Group as headline sponsor of the 24th IELA Congress taking place in London 25-28 June 2009. The group, headquartered in India, signed a contract for the exclusive Platinum Sponsorship Package on 6 February.

We would also like to thank BTG Messe-Spedition GmbH who were first to commit as sponsors to what is expected to be IELA's biggest gathering in many years. Many others members have expressed an interest and we are working hard to finalise details.

The message is, ACT NOW if you would like to gain additional exposure to the global industry's leaders in June.

## BUSHFIRES IN VICTORIA

With last year's Melbourne Congress fresh in the minds of IELA Members, the devastating bushfires sweeping the state of Victoria, places like Emu's Bottom, have an immediate significance. To date the death toll stands at 181. The fires have destroyed 4 major towns - more than 1,000 houses and leaving 4,200 people homeless. More than 450,000 hectares (1.1 million acres) of land has been destroyed and the current damage is estimated at AUD 2 billion which is set to rise.

IELA members in Australia have received messages from friends and colleagues around the world sharing their thoughts, best wishes and asking if they can help somehow. In Australia things are moving. Schenker Australia and Agility Fairs & Events have held collections in advance of the nation's big fundraising day across all States. People can be sceptical, wondering just how much of their donations actually makes it to the right people, but following a statement by the co-ordinating authority, the Australian Red Cross, confirming that NO deductions whatsoever will be made from the Appeal Fund, many more people are giving.

So with every cent going to help the people and communities affected by the fires, IELA members might wish to consider contributing. Donating is easy - just go to [www.redcross.org.au](http://www.redcross.org.au) and click on 'Victorian bushfire appeal'.



## LETTER TO THE EDITOR

We were pleased to receive this email following our publication of John's forthright views on greater pro-active promotion of IELA at US events. Has anyone else got anything controversial to say that will stimulate debate?

**From:** John Chadwick [johnc@airwaysfreight.com]  
**Sent:** 01 December 2008 14:48  
**To:** Powell, Phil  
**Subject:** IELA Report - My ECEF Letter

Now that you have published my comments about the ECEF, have your phone lines been ringing off the hook? I never thought that you would publish my comments. I hope no one gets their feelings hurt by the truth.

Maybe this new management firm will do something about getting IELA recognized in the U.S. as a viable organization.

John Chadwick  
 Business Development

**Phone:** 800-643-3525  
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Send your Letter to [declan@iela.org](mailto:declan@iela.org)

**24TH IELA CONGRESS & GENERAL ASSEMBLY - LONDON, UK**  
**THURSDAY 25TH, FRIDAY 26TH, SATURDAY 27TH AND SUNDAY 28TH JUNE 2009**  
 REGISTER ONLINE NOW TO ATTEND WHAT IS EXPECTED TO BE THE BIGGEST  
 GATHERING OF THE IELA FAMILY FOR MANY YEARS.

**GO TO [WWW.IELA.ORG](http://WWW.IELA.ORG) TO REGISTER AND FOR MORE DETAILS.**  
**TAKE ADVANTAGE OF THE WEAK GB POUND AND BOOK EARLY!**



# IT ISSUE

It has come to our notice that some members may not be receiving the twice monthly eNews Updates. We use MyWorldofExpo, a reputable supplier to the UK and US events markets, to send these bulk emails. Much of the work is carried out in New Delhi – see

[www.myworldofexpo.com](http://www.myworldofexpo.com)

**ACTION:** Please have your IT department add myworldofexpo.com to your company's 'Safe' and/or 'White List' to ensure that these important updates are allowed through your company's Firewalls and first line security. Then also add the domain to your PC and Laptop's 'Safe' list.

If you have not been receiving these emails check your Junk folder in case they are sitting in there.

Email a full list of email addresses for all your exhibition staff to [declan@iela.org](mailto:declan@iela.org) and they will be added to the circulation database.



## THE MISSION IS RECOGNITION

Here are a couple of great examples from new members spreading the IELA word. Well done to the NAIB Group in Mexico and to PS Bedi in India.



Is your company promoting its IELA connection?  
Email examples to [report@iela.org](mailto:report@iela.org)

## ADVERTISING

You will have noticed more advertising in this issue of the IELA Report, which is a testament to its new look and content, but not least that the publication is enjoying a growing circulation. In addition to every IELA member, the IELA Report now lands on the desks of every UFI member as well as all attendees of the ECEF, the US organisers' forum.

The quarterly IELA Report is an ideal medium to get your message across to partners, competitors, organisers and more. Contact Anna at [anna@iela.org](mailto:anna@iela.org) for details and reserve your spot before it's too late!

Have you considered advertising on the bimonthly eNews Updates?

## COMPLETE THE SEQUENCE....

**Melbourne 2008**  
**London 2009**  
**Paris 2010**  
**????????? 2011**

Yes, it's that time already. Where will the 2011 IELA Congress be held? Rogers Bangkok has already registered its interest in bidding to host IELA's biggest gathering of members. Would any other members like to bid for this most prestigious event? If so, email Declan for more details – [declan@iela.org](mailto:declan@iela.org)

## IELA COLLATERAL

We hope that a new IELA Brochure will be available before the end of the year; however, in the meantime, have you considered ordering additional copies of these IELA Reports for promotional use?

Every IELA Member receives 10 complimentary copies of every issue, but did you know that unlimited amounts are available at just CHF 3.00 each?

**Contact Anna [anna@iela.org](mailto:anna@iela.org) for details on bulk discounts and to place your order or fax this to...**

**FAX +44 1442 869 090**

Please send (company name) \_\_\_\_\_

an additional (number of extra copies) \_\_\_\_\_ of the IELA Report.

Your Name: \_\_\_\_\_

Email: \_\_\_\_\_

Tel: \_\_\_\_\_

**Available also to non-members**

## ►► UFI CORNER

**THE 75TH UFI CONGRESS, HELD IN ISTANBUL FROM 12 - 15 NOVEMBER 2008, WAS ATTENDED BY BOTH MYSELF AND TREVOR FOLEY ON BEHALF OF THE IELA EXECUTIVE MANAGEMENT.**

With "The Mission is Recognition" mantra as John Harrison puts it, I can confirm that it is certainly on an up as far as IELA is concerned. Be it at the UFI Board Meeting, the General Assembly or in the Association's Committee Sessions, the awareness of IELA is definitely much more than ever before.

Through Trevor's tenacious initiative, he has managed to secure IELA a much solicited slot at UFI's next Association's Committee Meeting in Porto in June that will see him give a presentation on IELA to a great number of key decision makers.

UFI has also activated its committee on Sustainable Development and is expecting a lot from IELA on this front. I am

pleased therefore to let you know that our Chairman Phil Powell will be attending the next meeting, which takes place on 28 April in Munich. In the meantime, the IELA Executive Management will work with UFI on this.

Finally, I would like to thank you all for the best wishes and congratulations sent to me on the announcement of my election to UFI's Executive Committee as Vice President. It is not only a great honour for me but also for IELA, whose interests I will of course continue to promote.

Ravinder Sethi  
RE Rogers India  
IELA Past Chairman



**UFI HAS ALSO ACTIVATED ITS COMMITTEE ON SUSTAINABLE DEVELOPMENT AND IS EXPECTING A LOT FROM IELA ON THIS FRONT**

## NETWORK YOUR KNOWLEDGE

**BUILDING ON PREVIOUS SUCCESSES, THE INTERNATIONAL SUMMER UNIVERSITY FOR TRADE FAIR MANAGEMENT (ISU) IS NOW CALLING FOR PARTICIPANTS FOR ITS 2009 SESSION TO BE HELD IN COLOGNE, GERMANY FROM 6 - 10 JULY.**

The ISU will bring together renowned academics and executives from throughout the global exhibition community to identify the issues facing today's tradeshow business and to analyse developments leading to their successful management.

'Network Your Knowledge' is the new slogan which sums up the goals of this five-day event in

a nutshell: the seminar provides an educational platform to enhance international dialogue among trade fair managers and experts from all sectors of the exhibition industry. The experts will concentrate on the most important industry related issues such as Strategy, Marketing, Internationalisation, Logistics and Future Trends & Challenges.

IELA is represented by board member Achim Lotzwick, who will discuss the benefits of exhibition logistics for organisers in his lecture.

Besides the high-quality presentations, the participants are invited to apply and deepen their knowledge in workshops, as well as creating networking ties – an important aspect of the seminar.

The ISU is an educational programme developed by the Institute of Trade Fair Management, University of Cologne and supported by UFI the Global Association of the Exhibition Industry.

Since the ISU's debut in 2006, more than 100 trade fair experts from 25 countries have shared knowledge and information within the framework of this unique programme. For further information and registration please contact [www.tradefair.uni-koeln.de](http://www.tradefair.uni-koeln.de)



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# IELA MEMBERSHIP

At a landmark Board of Management meeting in 2006, following extensive debate and discussion on important strategic objectives, the visionary Brussels Roadmap plan was created. One key objective agreed at the meeting was an aim to increase membership to 150 companies by 2010, without compromising on 'quality', one of the unique identifiers that ensure IELA member companies stand out from the crowd.

In 2008 we welcomed back two old friends while embracing 12 new companies which has brought the number of companies in the IELA family to 113 in 44 countries. There are just 22 months before the end of 2010 and if we are to achieve our 150 member goal, then we need to identify and qualify 37 new members – a huge task!

To assist the pro-active approach of the IELA Executive Management, you the IELA members are asked to recommend specialist event logistics providers that you know deliver a quality service. Email Anna or Declan with contact details of any companies that you would be prepared to Sponsor for IELA membership, particularly if they are in 'White Spot' countries, where IELA has no current representation. ...and on that point, we hope to have some good news in the next issue of another White Spot country assumed!

Email your recommendations to [anna@iela.org](mailto:anna@iela.org) or [declan@iela.org](mailto:declan@iela.org)



# ITU TELECOM WORLD 2009

Geneva

5-9 October

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*Inter ExpoLogistics Ltd. is a member of IELA.*





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## ORGANISERS WORKING GROUP

### ►► "JUST ONE"

**In many ways, 2008 will be a year to remember. (Many would say a year to forget!) But, for IELA, I believe it was, indeed, a good year. Our new Chairman "Elect", Greg Keh was confirmed to assume that position in 2009 – a very good move for IELA!**

And the very capable Chairs of the Training, Standards and Customs Committees, Achim Lotzwick, Neil Goatcher and Peter Fritz, have turned over their responsibilities to Jim Kelty, Sabine Schlosser and Tijen Ozer: again, a very fortunate transfer of responsibility for IELA, my compliments to all.

Also, my sincere compliments to IELA's current Chairman, Phil Powell, for his service. I would cite particularly, among other accomplishments, his guidance of the IELA Secretariat transition under his "watch".

And, it is with the establishment of the new Secretariat in 2008 that, I believe, the Organisers Working Group, perhaps, may be the greatest beneficiary. Trevor Foley, Declan Gane and company bring their industry organiser, association management experience and much more to the Organisers Working Group efforts. Their quality and potential were on display in Melbourne. They're bringing their established industry relationships to the "IELA table" now. Much of this is a net gain in recognition for IELA – work already accomplished for us.

The Secretariat's plans to support and bolster our theme of "The Mission is Recognition" are ambitious and proactive. Already, their e-mail newsletters and PR pieces are having an impact. I, for one, can confirm that UniGroup has received business (and so our IELA partners) as a direct, measurable result of the new IELA links we have established with industry associations and from the communications being produced by Declan and the

new Secretariat.

The Secretariat's plan for the new IELA web site is very encouraging. It will place IELA even more firmly in the "Industry's eye" as the premier International Exhibition Logistic Industry Association.

I know we all believe in the need to have a strong IELA presence on the Internet. This is nothing new. But, forgive me, and allow me to once again reaffirm the need for a strong, strategic IELA presence on the Net.

Since it's very topical in the US right now, I'll cite the example of Barack Obama. Two years ago, Mr Obama was a relatively unknown politician in the US. Now the President of the United States. How did he accomplish this in two years? Of course, there are numerous reasons, but here's one.

Among much acclaim, Obama received an endorsement from Eric Schmidt, the CEO of Google. Schmidt not only vouched for Obama as a candidate for the Oval office, but deadpanned that the Candidate might be qualified to take the reins at the Googleplex. "These guys (Obama's team) managed to hire 3,000 people, create a billion dollars in revenue, and recruit a million volunteers in two years. Those numbers are faster than Google's – and Google was the fastest thing I've ever seen." Without speculating, it's not much of a stretch to say that Barack Obama may be the first President of the US to be elected, in good measure, because of the Internet.

Obviously, IELA is not in the business of running a political campaign or search engine. But the Organiser Working Group is in the business of spreading the IELA Brand. So, here's a point to consider. If IELA, for example, could emulate and produce even 1/10 of 1% of the success Obama achieved with his Net strategy, IELA could, at least, double our industry exposure next year which = more business for IELA member companies.

The new Secretariat, in conjunction with the excellent work being produced by the IELA Organiser Working Group members, are opening doors of recognition. But there could and should be more activity. All IELA members can assist. We need every IELA member to "sign on" and help create IELA exposure within our industry. Why not? It enhances the value of our IELA membership!

How do we "sign on"? Well, there is a modest proposal and request: we ask that, in 2009, each individual IELA member create ONE website link with an organiser, or an industry association, or publication or industry-related governmental agency. JUST ONE – THAT'S IT – nothing more or nothing less!

But before you create JUST ONE link, devote a little time here at the beginning of '09, to think about, consider and suggest what each of you, your clients and colleagues would like to see in the new IELA web site. Let's get those ideas to Declan. If we're going to restructure the site let's do it right in the first place. Let's make our site an attractive "sell". Anytime our web site is reviewed, there is a very good possibility that a "seed for business" is planted.

A famous author once wrote, "You can count how many seeds are in the apple, but not how many apples are in the seed!" Hmmmmmm.....???

I expect that 2009 will be a challenging year for us. But we'll be fine because the quality of IELA's strength is in our numbers and our collaboration with each other. If the Organiser Working Group can do nothing more in '09 than prompt "JUST ONE" to a successful completion, I'd take it. (I know, however, that we can and will do more). But, having said that, I believe an encore will be expected and most appreciated for 2010. See you in London!

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## CUSTOMS WORKING GROUP

►► I would like to begin by thanking Peter Fritz for recommending me as the new Chair for this working group and thank also the Board of Management and working group members for their kind approval.

As the hard part of the work has already been done by the past Chairmen (especially developing customs forms and establishing the web site), my personal goal will be to go one step further and try to extend the mission of the group in order to make it more useful for you the IELA members.

As a first and basic step, I contacted all current working group members individually, to get their confirmation and commitment on their future participation. All except one replied and of those all except Thierry Demeure confirmed their desire to continue. Thierry told me that he sees the customs working group as his baby, but

after many long years spent on setting-up and developing customs forms and other issues, he feels it is now time to retire and let the 'new blood' in. He is not going to desert us and has very kindly confirmed that he will support us in every way possible, whenever required. On behalf of all IELA members, I would like to thank Thierry for his great contribution until now and his continuous support.

.....And the 'new blood'. I am very pleased to welcome Mr Roland Tse of BALtrans – Shanghai, who has volunteered to join the Customs Working Group. I am sure that Roland will contribute a lot with his knowledge and experience. We welcome him with thanks!

Due to the handover of the chairmanship, the annual check-up of the customs forms for the Customs Manual has been delayed. Checking will be completed shortly, with greater administrative assistance this year from the IELA Secretariat; the Working Group will retain responsibility for verification of the updated data. Freed up from some of the technical work, I believe that the Working Group members should think more about how to make the group more active and more useful for IELA members. Any suggestions?

Some initial ideas on **how we can become more active include a more lively presentation at the IELA Congress**. Could this be achieved perhaps with a contribution by one of the IELA members with a presentation regarding the customs



regulations and applications in his country? This might be interesting for everybody, especially if we chose the most problematic countries like Russia, Middle East, African countries. What is your opinion? Tell me. Would a Question-Answer session be better?

Another idea to consider is how the Customs Working Group might **co-operate with the Standards Working Group on customs forms**. Although we already have the IELA's Invoice/Packing Lists, I assume there is still much that can be done to improve the customs documents in co-operation with the Standards Working Group. As a member of this group as well, I think I can assist to carry the ideas of both groups. Who else can help? What ideas do you have? You must let us know.

That is all from Customs Working Group for the time being. I look forward to hearing from you!

### CUSTOMS WORKING GROUP

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**I AM VERY PLEASED TO WELCOME MR ROLAND TSE OF BALTRANS - SHANGHAI, WHO HAS VOLUNTEERED TO JOIN THE CUSTOMS WORKING GROUP AND I AM SURE THAT ROLAND WILL CONTRIBUTE A LOT WITH HIS KNOWLEDGE AND EXPERIENCE**





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## MEMBERSHIP WORKING GROUP

►► The Membership Working Group has been very busy in the last few months. In the recent past, part of our normal responsibilities has been to seek out new members; we have transitioned this effort to the IELA Executive Management and to Ms Anna Guichard.

This has been a very positive move for all members and potential applicants. Fast response times, new ideas and innovative processes are being suggested by IELA UK. Both Declan and Anna have been very fervent supporters of membership quality and seeking new members to keep our association fundamentally strong and provide us with a network that has the very best.

Since Melbourne, we are happy to announce that 7 new companies were accepted into IELA and these were – Air Sea Transport (China), Expo Logis (Korea), Eplus Expo (Korea), Hansa Messe (Germany), Kristal (Belgium), NAIB (Mexico) and the PSBedi Group (India). In addition to these new members, soon our Working Group will be reviewing the membership application of three more applicants whom we have been chasing for the past few months. In addition, we welcome back Agility Singapore and Shanghai as they have rescinded their resignation and have since maintained their membership within IELA. In other membership movements, Gezairi Transport, M+R Spedag and Expo Dan have resigned from IELA.

From June to December, approximately 47 companies were either targeted as potential members or inquired to IELA about joining IELA. More than 30 of these companies are

established exhibition forwarders that are well known to IELA and to many of our members. Many of these potential applicants were identified and recommended by current members.

One controversial area that the membership Working Group has been involved in is in regards to an Incentive Promotion for Increased Membership. During the Board meetings at the Melbourne General Assembly and again in October in England, the Board of Management had addressed how we can maintain enough diversity to keep our membership base strong, and how can we attain the goals set out during the Brussels Roadmap of 150 members by the year 2010. So in the last months of 2008, we attempted a very controversial campaign to offer promotions or discounts in membership fees to attract new members.

This was indeed a plan that had strong pros and cons. On one hand, advocates of this plan felt that the promotion or discount would be an incentive for potential members to actually finalise their membership, submit it to IELA UK and simply to act and join. Those disagreeing with this felt that the Incentive Plan would be a discounting of quality as well as unfair to the other members who had paid the full fee. We decided to trial this Incentive Plan for a short period of time. What we can tell you now is that of all applicants, only two were accepted into IELA and their acceptance was based only on quality, as no one involved was aware that the incentive may have applied to the applicants. The Board has reviewed the results of the Incentive Plan and are happy with the results. There

**FROM JUNE TO DECEMBER, APPROXIMATELY 47 COMPANIES WERE EITHER TARGETED AS POTENTIAL MEMBERS OR INQUIRED TO IELA ABOUT JOINING IELA**

is no plan at this time to implement this again until further discussions with the general members during the London General Assembly.

At our meeting in October, the Board of Management agreed that the Board itself could act as a potential sponsor to an applicant, if the applicant could not obtain the requisite two sponsors. The benefits of this are that some 'White Spot' countries and some potential members are important to join IELA. There are additional discussions on this point as well, so be aware of this and we may be discussing this more in London.

Planning ahead, the Membership Working Group expects to be able to review up to six potential applicants before London and present these six to the Board. Right now, we are aware of 2-3 potential applicants, and our plan is to obtain more quality applicants as we continue our march towards the 2010 goal of 150 members.

In the meantime, we welcome all the latest members to our IELA Family and let us all support them.

### MEMBERSHIP WORKING GROUP

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## STANDARDS WORKING GROUP

►► **First of all, a very happy new year to everyone! What will this year bring? Well, a lot of doom and gloom, according to the news..... Sure – this year has its challenges, for all different industries, and that means our clients and us, too. Yet – challenges also mean opportunities!**

Now, even more than ever before, it is important that we show the 'IELA Standard', our special 'IELA quality', to the world. We want to promote that we are partners our clients can rely on, and that we offer a seamless one-stop-shop based on highest quality service. Something we can all be proud off.

The 'Standards Surveys' are an important tool to measure if we are 'up to the challenge' ....and as you all know, the 31st January 2009 was the deadline for the last round of surveys. So are we ready?

As at 31st January 2009, the close of voting for the 2008 Standards Surveys we had:

- 613 surveys for site agents completed (in 2007, we had 666)
- 723 surveys for export agents completed (in 2007, we had 689)
- 93 companies completed surveys for site agents (in 2007, we had 74)
- 88 companies completed surveys for export agents (in 2007, we had 83)

Meaning, more companies responded, and only the number of site agent surveys dropped (export agents increased). A great result!

Following discussion and with more than 30 Members and Affiliates NOT having voted, for

the first time ever, it was agreed to extend the voting period to 13th February to encourage more companies to take part. That is our prime objective.

And here I would like to say a big thank you to:

- All of you who have completed the surveys (and give yourself a pat on the shoulder – there will be a refund on the Standard Survey Fee that appeared on your annual membership invoice).
- The IELA Executive Management team, Declan and Alan, for playing busy bees in the background and sorting out all sorts of IT logins, passwords, etc.
- All the members of the Standards Team – for helping to 'wake up' the latecomers, for being extremely enthusiastic about new ideas, and sharing great knowledge! Thanks guys!

This is also a great opportunity to clarify a few areas of confusion that have arisen and will help you when the call comes for the 2009 Standards Surveys:

### • **What is my login and password:**

If you are unsure of your login and password, aim your first request to [surveys@ielasurveys.com](mailto:surveys@ielasurveys.com) or feel free to contact Declan ([declan@iela.org](mailto:declan@iela.org)) and/or myself ([sabine.schlosser@schenker.com](mailto:sabine.schlosser@schenker.com)) to get your details. Once you have received this information, you can then amend your password as you like.

### • **Who needs to complete the surveys?**

The surveys have to be completed for each entity,

meaning votes are **not only done by the main office listed as member, but also the affiliate offices**. This is not the first year that affiliate offices have been requested to vote, only this time around the Board, the Secretariat and the Standards Working Group have been slightly more active in encouraging the participation by all members!

### • **Who gets fined and when?**

The fine system was established in 2007. During the congress in Santiago, members agreed to fine those that did not complete the surveys €200. Unfortunately, substantial numbers still did not vote and were fined. Even worse, there were issues surrounding the collection of monies. Therefore, in 2008, during the congress in Melbourne, members agreed (vote of hands showed absolute majority in favour of the idea) to have the fine included in the annual membership invoices, and that those members that completed the surveys on time would be refunded.

We hope this clarifies the matter of surveys a bit more.

Apart from the important matter of the surveys, the members of the Standards Working Group have been working a lot in the background. Many emails and lots of correspondence – great teamwork indeed. We have been looking at quality systems, have established first drafts of quality/standard forms, protocols and the like.

So lots happening and we are looking forward to presenting our new ideas at the next congress in London, and get your feedback then!

### STANDARDS WORKING GROUP

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## TRAINING WORKING GROUP

►► Unfortunately, due to safety concerns prevailing in Bangkok at the time the 2009 Winter Seminar was scheduled, the event was postponed pending the selection of a replacement time and venue. The event had already registered 21 participants at the time the decision to delay was made by the IELA Board of Management.

The search is now underway to select a new date and location. New registration details will be forthcoming from the IELA Executive Management in the near future.

The Winter Seminar continues to be the premier training event for operations staff members in the exhibition logistics industry. It is available exclusively to IELA member employees.

Following the success of the past seminars, the ensuing Winter Seminar will continue to offer a very compelling programme that allows its participants to meet, interact with and learn from their peers and industry leaders. The content of the seminar's industry presentations addresses the wide range of sophisticated worldwide transport and customs and handling techniques, in addition to important concerns such as insurance, security and 'green' workplace needs.

Course instructors are seasoned veterans in the exhibition logistics arena, active IELA members and pertinent guest speakers. Each topic combines a lecture segment with a hands-on workshop – both

encompassing a high level of personal involvement by the student participants. The interaction by the students during the courses further enhances their networking opportunity with fellow operations staff from around the world. In all, there are more than 25 hours of education and networking planned for the students in a friendly and fun environment.

Whenever possible, the Winter Seminar will be held in conjunction with an IELA Regional Chapter meeting. These Regional Chapter meetings draw a number of area IELA members as well as invited prospective members. By co-locating the two meetings, IELA members get a first-hand look at the quality of the student participants and the Winter Seminar organisation. Prospective members can see an exceptional education program that is available only to IELA members and the students get a chance to mingle with a number of industry professionals.

The Training Working Group is also continuing its support of the University of Cologne's International Summer University for Trade Show Management. Working Group member Achim Lotzwick will again make his presentation on the benefits of exhibition logistics for organisers (see page 10 article). IELA has also enjoyed the reciprocal industry presentations by Vera Kimmeskamp from the University of Cologne at recent Winter Seminar and General Assembly events.

**THE CONTENT OF THE SEMINAR'S INDUSTRY PRESENTATIONS ADDRESSES THE WIDE RANGE OF SOPHISTICATED WORLDWIDE TRANSPORT AND CUSTOMS AND HANDLING TECHNIQUES, IN ADDITION TO IMPORTANT CONCERNS SUCH AS INSURANCE, SECURITY AND "GREEN" WORKPLACE NEEDS**

The Training Working Group is seeking to expand its Working Group roster in 2009. Working Group members are basically responsible for guiding the Association's educational efforts and making recommendations to the Board of Management for implementation. Most of the work is accomplished by email and the occasional telephone call. An annual meeting is held during the IELA General Assembly. Anyone interested is assisting with the IELA educational directions please contact me.

### TRAINING WORKING GROUP

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Mr Karl BUEHLER

Mr Thierry DEMEURE

Mr Dieter FRAEULIN

Mr Jean-Paul MOSER

Mr Hans BRAUCHLI

Mr Ron BERRY

# 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)

## IMPORTANT NOTICE WARNING OVER NEW US TRAVEL RULES

Governments are warning that thousands of tourists could be turned away at US airports and ports, as a new online entry system comes into effect.

From 12 January, visitors from countries that do not need visas will now need to fill in an electronic form at least 72 hours before they travel. Those who have not registered risk being detained and sent back home.

The UK's Foreign Office fears some people do not know about the new system and critics say it might put people off visiting the US. The new online registration scheme replaces the green I-94 forms that people on short-term visits to the US had to fill in on the flight and hand to customs on arrival.

America welcomes nearly 60 million tourists a year and about 50 million of those travel without the formality of a visa. Britain is one of the countries that signed up to the visa waiver programme, but from 12 January 2009, new rules apply.

Electronic applications - known as Esta (Electronic System for Travel Authorisation) - have to be approved by the US Department of Homeland Security. Once an application is approved, it will be valid for all visits to the US for a two-year period. The US Embassy in London said so far 99.6% of the applications have been approved - most within four seconds.

*ED Thanks to Margaret Churchill, Agility Fairs & Events, USA for sharing this information*

## CHANGE OF CONTACT

• Shanghai ITPC – Jake Gu instead of Robin Ye

• BALtrans International Special Freight Ltd – new contact: Mr Johnson Li



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To advertise in this magazine please contact Anna Guichard on [anna@iela.org](mailto:anna@iela.org)

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## IELA EVENTS

The next IELA Congresses will take place in;

**2009 London, United Kingdom, 25 - 28 June 2009**

**2010 Paris, France, 24 - 27 June 2010**

The postponed 2009 Winter Seminar has still to be re-scheduled.

A second 2009 Regional Chapter meeting is being planned for the end of the year.

## CHANGE OF NAME & OWNERSHIP

• Following recent investment, V Pack & Move (Bangkok) Co. Ltd has re-branded to Rogers Bangkok Co. Ltd

• Shanghai BALtrans Exhibition & Removal Ltd. has changed its name to BALtrans International Special Freight Ltd

## NEW MEMBERS

We are pleased to welcome the following new members:

	<p><b>EPLUS EXPO INC.</b> 150-14 Lime Building 2F Samsung-Dong Kangnam-Gu 135-090 Seoul Korea</p> <p>Main Contact: Mr Ryan Woo</p> <p>T. +82-2-566 0089 F. +82-2-566 9514 E. ryan@eplusexpo.com W. www.eplusexpo.com</p>	<p>Established in 2005, under a corporate philosophy of '<b>Pioneering Logistics for Digital and High-Tech Exhibitions</b>', Eplus has quickly achieved success in the field of transportation of special products, including highly sophisticated electronic equipment. This success has brought Eplus "official" appointment status for many Korean import &amp; export exhibitions as well as being designated as official on-site agent of COEX, KINTEX, BEXCO, SONGDO Convensia, KDJ Center, EXCO in Korea.</p> <p>Eplus Expo maintains a high standard of service through our worldwide network of associates and endeavours to be a reliable and efficient partner, always committed to providing service levels that meet or exceed our customers' expectations.</p> <p>Our Services:</p> <ul style="list-style-type: none"> <li>• International Exhibitions / Private Shows / Meetings, Seminars &amp; forums / Sporting Events / Project Cargo Transportation.</li> <li>• Worldwide export capabilities as well as handling imports into Korea.</li> <li>• Packing / Warehouse Storage / Complete on-site logistics.</li> </ul>
	<p><b>Expo Logis Inc</b> Trade Tower Room. 4002, World Trade Center Samsung -Dong, Gangnam-Ku Seoul.135-731 Korea</p> <p>Main Contact: Mr Nimbus Kim</p> <p>T. +82-2-551-5810 F. +82-2-551-5200/5201 E. nimbus@expologis.com W. www.expologis.com</p>	<p>As one of the leading, total, one-stop-shop for logistics services in the exhibition industry, Expologis Inc. is growing continually since its foundation in 1998. For 21st century exhibition cargo, Expologis Inc has reinforced specialised manpower and diversified the management and field working in the International Exhibition Team, the Import/Export Forwarding Team and the Local Exhibition Team to react to the various exhibition service requests.</p> <p>More of then 50 international partners are contracted and work with us and additionally Expologis Inc has set up an independent subsidiary company which is always ready for packing and cargo pickup division.</p> <p>Under our motto '<b>Economic, Safety and Speedy</b>' we are always ready for impressive service. Whether big motorshows, heavy machinery shows, high value art cargoes and from small to big exhibition goods, Expologis Inc offers packing, transporting, customs clearance and all other total services within reliability.</p>
	<p><b>Hansa Messe Speed</b> Bornberg 94 42109 Wuppertal Germany</p> <p>Main Contact: Mr Jörg Kessenbrock</p> <p>T. +49 (0) 202 271 580 F. +49 (0) 202 271 5859 E. joerg.kessenbrock@hansa-messe-speed.de W. www.hansa-messe-speed.de</p>	<p>For almost 30 years Hansa-Messe-Speed has been recognised for its customer focused provision of exhibition logistics the world over. Our multi-lingual team under the control of an experienced management stands for the continuous success of the company. Including organisers, exhibitors and the stand fitting companies, more than 400 different events every year are planed and arranged by the team.</p> <p>HMS has long-lasting experience with international clients in Eastern Europe, Russia, the EU and overseas. Unbureaucratic handling for event logistics is part of the services offered as well as conventional transport organisation by road, air or sea. Additionally to the logistic services HMS will prepare customs documents including all necessary translations. The worldwide organisation and on-time delivery of technical equipment are part of the company's day-to-day business.</p>
	<p><b>Kristal bvba – International Fairs &amp; Exhibition Logistics</b> Brucargo Bldg 734 1931 Zaventem Belgium</p> <p>Main Contact: Mrs. Lieve Myvis</p> <p>T. +32 (0)2 7514680 F. +32 (0)2 7514720 E. lieve.myvis@kristal-logistics.com W. www.kristal-logistics.com</p>	<p>Kristal bvba, is a private company, providing full marketing logistics support and worldwide event freight forwarding services.</p> <p>Based at Brussels airport, our office is modern and fully equipped with a warehouse of 1500 sqm, TAPA certified as from April 2009. Our slogan, '<b>More Than Just Forwarding...</b>' has been confirmed for being service-driven with over 14 years specialising in shipping, transportation, customs clearance, warehousing, distribution and ancillary services for the marketing and exhibition industry.</p> <p>As one of the Belgian leaders in the field of exhibition transportation we provide complete on-site management and logistics services to organisers, trade associations and individual exhibitors, both domestic and international. Our marketing department provides the industry with a framework of logistics support for the implementation of promotional and marketing campaigns.</p> <p>These tailored services include calculation of logistics costs, printing, stock control, order- picking and packing, storage, international mailing service and parcel logistics, handling of delegate bags and inserts, consultancy in fully automated registration areas, entrance control, speaker preview rooms and congress intranet sites.</p>

## NEW MEMBERS

We are pleased to welcome the following new member:



New Age Of International  
Business S.A. de C.V.  
Benito Juárez # 52, Col.  
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- Warehousing.

**IELA currently has 113 members in 44 countries worldwide.  
Please note that the IELA Secretariat has included all recent  
changes in contact details in the new IELA membership list  
available on [www.iera.org](http://www.iera.org).**

**Email Anna [anna@iera.org](mailto:anna@iera.org) with all amends to your company details.**

## BTG CHINA READY FOR THE A-LICENSE

During a 'trial period' that has stretched over several years, the BTG representative offices in Beijing and Shanghai have already proved very successful.

With the foundation of BTG International Freight Forwarding (Beijing) Co. Ltd., BTG has now laid down the basis for even better growth opportunities and, as one of the few German medium-sized freight forwarding companies in China, has now created the conditions necessary to obtain the coveted A-license.

The company's activities cover exhibition and event logistics for Chinese exhibitors abroad, the appointment as official site agent for trade fairs in China and the related handling of all incoming exhibition goods worldwide, right up to the handling of regular air and sea freight shipments, in cooperation with BTG offices and partners worldwide.

The current Manager of the BTG Representative Office Beijing – Mrs. Zhong Yuan (pictured) – is acting Managing Director of the new company.

We thank you in advance for hopefully keeping our new subsidiary company in China busy with lots of work!

**Christoph Rauch**



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**NEXT IELA REPORT** (No. 62) May 2009 Deadline for articles: 30 April 2009 Email [report@iera.org](mailto:report@iera.org)

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