

WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES

24th IELA CONGRESS & GENERAL ASSEMBLY 'RAISING THE BAR'

LONDON, UK Thursday 25th-Sunday 28th June 2009.

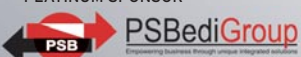
RECORD
NUMBERS DUE
IN LONDON



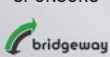
MEMBERSHIP
LISTING
INCLUDING
AFFILIATES



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CHAIRMAN'S CORNER

John Harrison has engraved "The Mission is Recognition" across the bedrock of IELA. He would have been delighted with the recognition I witnessed as IELA's representative at UFI Focus Meetings in Munich last month.

In the past I have usually been asked to explain about IELA when introducing myself. This time everyone I met - over a hundred industry leaders - knew IELA and, crucially, knew our role in the business. This is great testimony to John's popular maxim and reflects the tremendous roles played by Ravinder Sethi and Achim Lotzwick in promoting IELA so successfully at UFI

meetings, not to mention the great strides taken by Declan, Trevor and the executive staff in banging the IELA drum generally. We really have made great strides with UFI and their members - so credit to all concerned. Incidentally, on meeting representatives of the Thai Government I was greeted with "Oh, IELA - we want you to bring your congress to Bangkok!" Nice job, Nuttacom.

The reason I was in Munich was to listen and learn from UFI's Sustainability Group and to present on logistics to their Operations Committee the following day. After a fascinating day hearing case studies from UFI members on Sustainability I was anxious for IELA to step forward. So I have committed that we will form a Working Group on Sustainability at our Congress in London to develop relevant tools and standards for IELA. This is something which several members are already embracing but the time is right for IELA to participate fully and engage the whole membership. More on this in London.

The Focus Meeting included the final of the UFI Operations Award - a round of high quality presentations from venues in



►► PHIL POWELL
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Barcelona, Duesseldorf, Frankfurt and Hong Kong. First place was claimed by Messe Duesseldorf for their optimisation of time and space available for loading and unloading. Congratulations to Duesseldorf and indeed all of the finalists who might all have won on another day. What struck me most of all, though, was that every finalist was a venue who partner with IELA members. This is a fantastic

achievement for the members concerned and shows how closely our association and our members are allied with UFI and its members.

Last weekend Kim and I took a last minute opportunity to visit our Congress hotel and check it out closely. The hotel is fine. Good service. Good breakfasts. Great bar... We had a nice room, and of course for our congress we have an even nicer rate. The best thing, though, is the location. It's fantastic. We didn't venture more than a km or two from the hotel and we had a great time. The madness of Oxford St, the chic of Bond St and the quiet backwaters of the beautiful mews, terraces and squares of old London town. If you haven't registered yet ... get to it. It is going to be one heck of a meeting in one heck of a town. Kim liked it so much she's going back on Friday - with Liza Goatcher. Buy shares in Jimmy Choo! (sorry Neil).

A vital aspect of our Congress will be the vote on the legal transition from a Swiss cooperative to a UK limited company. Successive Boards under two chairmen have scoped this opportunity fully over the past five years and are now ready to propose the final move.

Although the Swiss structure has served us well, as IELA grows and business becomes ever more complex the need for change increases.

Why is this?

There are several strong arguments.

Our status as a cooperative conflicts with the reality of IELA as a non profit association. It creates an expectation of profit (and therefore tax) which means a lengthy, detailed and expensive audit. The UK alternative reflects our non profit status with a simple, quick and low cost audit saving secretariat time - and member's money.

Bureaucracy will be much reduced, for example, the internal audit was conducted on April 1, yet today, more than six weeks later, the report is still not available to the Board or our Treasurer. Again, under the new vehicle, such processes will be concluded, at most, in days rather than weeks with savings in much needed time for the secretariat. More time for member services.

There is a statutory requirement for Swiss directors, who are personally liable for any losses or penalties incurred by IELA. The new company carries no nationality requirement for its directors and provides the added protections of limited liability for the directors, officers and members. An improvement for us all but above all for our Swiss directors, Hans and Markus.

IELA's main supplier is the secretariat, billing in sterling. Restructuring as a UK vehicle removes a significant element of risk from our currency position and improves our financial processes enormously. As an example, any cheques received by the

secretariat today have to be sent to Geneva, by registered mail, for banking. I am sure none of us would permit such inefficiencies in our own companies.

The current two board structure inevitably results in protracted debate and occasional friction. A case of one dog, two masters. The new structure removes this burden and allows for streamlined, focused leadership, under one board, which is elected by the members.

All other management aspects remain exactly the same - Internal Auditors, Nominating Panel and, above all, the supremacy of the members in decision making and appointment of directors and chairpersons.

There is no added cost impact on members.

The transition is a central part of our 2010 strategic plan - The Brussels Roadmap - and has been presented at several past congresses.

Your Board unanimously supports the transition.

Your chairman and your past chairman support the transition.

Your Board urges you to vote for the transition and allow IELA to continue to develop and deliver more benefits and services to you as members

If The Mission is Recognition ...
The Challenge is Change.



A CALL TO ACTION

We are really looking forward to seeing you in London. Your UK member hosts and ESN have lined up an educational, interactive and fun-filled four days of networking for you. If you haven't booked yet do not delay otherwise you run the risk of hearing what you missed after the event!



I have been repeatedly asked whether we will again be giving BIG prizes for evidence of IELA logos on your business cards. The answer is YES! Moreover, for those of you who are unable to put the logo on your cards you can still win. Instead, bring with you a corporate brochure or a print out of your company website page displaying logo and attach your business card to it.

Apart from a prize draw there will also be prizes for the best examples of use of the IELA logo... so bring your best examples whether or not the IELA logo is on your business card.

Also, could I please ask you to bring with you an item of national identity - a flag, a hat, a scarf, a t-shirt or something like that. It will be needed for the opening evening reception. You will be able to keep it in a bag or your pocket until it is needed!

That's it... until June

Trevor Foley

CALL TO ACTION

1. CHECK YOUR MEMBER DETAILS
on the Members' List inside this issue and also on the IELA website - email updates to anna@iela.org

2. SPEAK TO US
tell us what you are doing

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WORLD NEWS

▶ MARKET REPORT – BRAZIL

**A personal perspective by
Marcelo Paradela, Waiver Logistics**

CHALLENGING 2009

DESPITE THE PROPELLED CRISIS ANNOUNCED BY THE MEDIA AND ALL THE RECESSION SPREAD BY THE ECONOMISTS, THE BRAZILIAN MARKET HAS DEMONSTRATED POSITIVE RESULTS IN TERMS OF EVENTS, INCLUDING LIVE EVENTS, CONCERTS, COMPETITIONS AND TRADE SHOWS.

In the last few years Brazil has become one of the largest and strongest economies in the world with a great internal market with a population of more than 200 million people and less dependent on the ups and down of the globalization. In this fruitful scenario Waiver Logistics has more and more established its strength in Brazil as well as in the South American region.

Recently in the first months of 2009 Waiver Logistics had the opportunity to work as the official logistic provider for important events like the Rally Dakar and the World Rally Championship in Argentina and Chile, the Volvo Ocean Race in Brazil, the South American tours of Elton John, Iron Maiden, Radiohead, Oasis among others. And soon we will welcome the new Cirque du

Soleil South America Tour performing the program Quidam in 10 cities around Brazil, Argentina and Chile.

Of course accurate and constant analysis of the present situation is part of our strategy and without losing our direction in the event market we are always exploring new opportunities in other sectors and markets such as project cargo, with focus on energy, Oil & Gas as well as mining and infrastructure in different countries in the region.

Difficult times are around as a shadow and the world is spreading daily bad news about negative growth, crisis, financial losses however the challenge is to keep motivated and looking for new opportunities.

Brazil has the chance to do an



amazing and great step ahead hosting the 2014 World Football Cup, already confirmed and at the present time competing against 3 other countries to host the 2016 Olympic Games.

So it demonstrates that the structure of the region specially

in Brazil is being prepared to host the most important events in the world and Waiver is proud to say that we are keen and ready for it.

Can you provide market report for the next issue?

24th IELA CONGRESS & GENERAL ASSEMBLY

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 TO REGISTER AND FOR MORE DETAILS. TAKE ADVANTAGE OF THE WEAK GB POUND AND BOOK EARLY!



Platinum Sponsor



THE MISSION IS RECOGNITION

Hats off to Mr IELA, Past Chairman, Ravinder Sethi of RE Rogers India who secured not one but two recent articles in The Economic Times, the leading Indian business newspaper that also ranks 15th in the world.



Tell us and show us how your company promoting its IELA. Email examples to report@iela.org

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

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 and they will be added to the circulation database.

SENIORS CLUB

The next meeting of the Seniors' Club will take place **25 - 27 September 2009 in Paris**. This gathering is reserved to people having retired from professional life or not being active anymore in the exhibition handling / forwarding trade.

For further information : hansruedi.brauchli@bluewin.ch



NEW BUSINESS

Schenker Australia has been reappointed by Exhibitions & Trade Fairs (ETF), the organisers of AUSPACK for the third time. Ron Koehler, CEO of Schenker Australia Pty Ltd

says, "We are proud to be appointed as the official freight forwarding and on-site handling agent for AUSPACK 2009." The event will be held at the Sydney Showgrounds, Sydney Olympic Park from 16th - 19th of June 2009.

CEVA Showfreight in The Netherlands, has signed an agreement with Ahoy, one of the leading Dutch event & exhibition venues, for the provision of logistics services for their trade fairs and events that take place at their Rotterdam venue. Gert-Jan van den Nieuwenhoff, General Manager Business to Business Events of Ahoy Rotterdam commented, "We were looking for an experienced logistics partner fully equipped to support our trade fairs and events. Furthermore, we highly value transparency in a partnership. In CEVA Showfreight we have found an excellent logistics partner thinking along proactively with us and our customers. What differentiated CEVA was the fact that they are used to looking at logistical processes in a broader sense, which drives continuous improvement and optimization"

The partnership will start on July 1st, 2009.

OTIM has been appointed by the General Commissioner of the Italian Government as official freight forwarder for the Italian Pavilion at EXPO 2010 SHANGHAI.

If you have a new business appointment that you are proud of winning, do let the rest of the community know by writing a letter for inclusion in future issues.

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@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

As we go to print more than 185 people have registered to attend the 24th IELA Congress in London next month, which at a time of economic uncertainty, really does go to show the esteem in which IELA is held by its members.

CONGRESS 2009

"Biggest turnout in *donkeys!"



Delegates and their Companions have a fun packed programme (Page 9) to fit into the new four day schedule which opens with high octane Welcome Reception on Thursday. Then as the Companions head off the next day to see what London is all about, Delegates will be inspired and delighted with the words of wisdom from two top keynote speakers (see panel) before what IELA President Hans Brauchli describes as "one of the most important General Assembly meetings since the creation of IELA back in 1985."

It's down the famous *shake then and time to rest, relax and enjoy the hospitality of the six UK member hosts, no time for those that don't like heights or those that don't enjoy 'bobbing about on the river'!

HOSTS



►► Tug of War

The traditional IELA Day Out, where the real networking goes on, takes place on a Saturday for the first time and everyone is advised to wear 'comfortable clothes'. While there will be no Caber tossing as there was in Edinburgh for those of you that were there, flat soled shoes with a good grip might give you an advantage....

Sunday kicks off with early morning Open Meetings for the Working Groups where each and every delegate is invited to come along and express their opinions and GET INVOLVED. Following the Breakout Sessions (see panel) and the formal One-to-One Networking after lunch, it's off to the Gala Dinner and the Awards.

Enjoy the 24th IELA Congress and do great business.

Cockney Rhyming Slang

*donkeys' ears = years
 *Shake and Shiver = River
 Ruby Murray = Curry
 Boat Race = Face
 Britney Spears = Beers
 Baby Giraffe = Half (a Pint)
 Gold Watch = Scotch (whisky)
 North and South = Mouth
 Dog and Bone = Phone
 Trouble and Strife = Wife
 Queen Mum = Bum
 Brahms and Lizst = Pissed (drunk)
 Ayrton Senna = Tenner (£10)
 Nelson Mandela = Stella (Artois)



►► Croquet



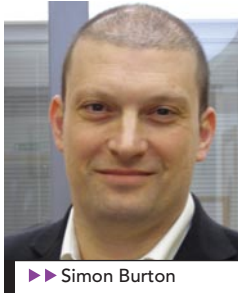
►► Morris Dancing

KEYNOTE SPEAKERS

Simon Burton is a live marketing and networking evangelist. He presents, writes, consults on and generally inspires around the world about all things experiential; effective events; the power of face to face marketing and how to create and exploit networks.

His thoughts on how to get the best from face to face marketing are regularly described as "a shot of adrenaline" and "energising". The exhibition media say "Simon is the passionate voice of the UK event industry. Ten minutes in his company and you'll believe in the awesome power of live events".

Simon's presentation is designed to pump you full of ideas, passion and enthusiasm. As likely to draw on examples from his beloved Arsenal, the Simpsons, music, manga, popular culture or C18th French literature, Simon places face to face marketing perfectly in its context in the modern digital world.



▶▶ Simon Burton

Chris Hughes has spent most of his time avoiding a 'proper' job. With an events-related background in theatre and venue management, and a passion for event organising first realised at University, Chris turned a fun hobby into

a career and more importantly into a company.

In 1999, when the world was going dotcom crazy, Chris founded Brand Events with one mission in mind; to create 'great days out' for his family and friends.

Equally important, was inventing an environment where it didn't feel like work. From the early days, when Chris operated from the cramped HQ in his spare room at home, Brand Events has now grown into a global business which employs 150 people in eight countries around the world.

Nowadays, Chris is often travelling overseas, expanding the Brand Events

empire through the hugely successful event formulas such as 'Taste Festivals' and 'Top Gear Live' whilst all the time planning new shows to launch.

Delighting in breaking the normal office routine, some of Chris' 'livelier' moments in the office have included sellotaping staff to their chairs, celebrating the new offices in Earls Court with an impromptu aerobics display (move over David Brent), and descending on an awaiting conference audience from a trapeze.

Reinforcing the company values of JFDI (just f***ing do it!), being funny, honest and up for each other, Chris has instilled a spirit of ambition, achievement and passion amongst the Brand Events teams.

When he's not globe-trotting, Chris is to be found at his riverside home in Marlow surrounded by his family; wife Lynda, daughters Jessica, Emma and Natalie and latest addition to the brood and toddling Coventry City fan, Thomas.



▶▶ Chris Hughes

CONGRESS BREAKOUT SESSIONS

SESSION 1

"IELA – Community of Professionals or Exclusive Club"

- There is no question of diluting the QUALITY required for Full IELA Membership, but issues remain around quantity. Is limiting the number of IELA members desirable or even legal. If a company reaches the IELA standard, then why should their location prohibit membership?
- What other types of membership would benefit IELA? Associate, Partner and Media members in the form of industry suppliers greatly value close contact with full members of other similar associations and also contribute financially. In this fragmenting economic environment with more freelance consultants, would an IELA Independent, i.e. personal membership category ensure inclusivity?

SESSION 2

"The Mission is Recognition"

- Does IELA make enough of the Customs and Standards surveys? Would opening up voting on the Standards Survey to clients, exhibitors, organisers and even non-member forwarders deliver intrinsic benefits as well as creating an annual PR focus? Would publishing League Tables not only drive up standards, but generate media coverage?
- Industry statistics such as quarterly global event sector tonnages would be of real use and interest. Would members commit? What other information would the media like that IELA generate?

SESSION 3

"Sustainability – Not Worth the Paper It's Written On?"

- Earlier in the year UFI stated that 'the exhibition industry's overall contribution to global warming remained very limited', can we say the same of logistics? Organisers talk about visitor and exhibitor air miles but do they turn a blind eye to freight issues?
- Corporate Social Responsibility (CSR) was all the rage before the credit crunch hit. Sylvia Phua CEO of MP International Pte said it was now less of a consideration at the IELA Regional Congress in Singapore Ltd. What do members who have invested do and say now? Will it climb back up the tender winning list?

SESSION 4

"Business Plans To Meet the Challenges of an Economic Crisis"

- What effect does the economic crisis have on the exhibition logistics business? Are there differences in industries and regions? What are the viewpoints of Domestic Agents and Export Agents? Which business tools are implemented to deal with a weak economy? Do elements like pricing, quality of service, extra value added benefits undergo reconsideration?
- Does the IELA network provide a certain net of security? What expectations are towards IELA to deliver support? Do IELA members see opportunities in a slow market? Are there strategies to emerge from the crisis in an improved market position? Can we develop a catalogue of recommendations?

COMPANIONS PROGRAMME

Friday 26th June

Big Ben, Buckingham Palace, the River Thames there is so much to see in London it is a question of 'how to fit it all in?' and the companions programme kicks off with a whistle stop Panoramic Tour of London most famous sites. After a morning on the road, it's off to Michelin star chef, Gary Rhodes' celebrated new restaurant for some indulgence and pampering with fine French and modern British cuisine in a grand style. Then it's down to the most important business of the day, a trip around the corner to the most famous department store on Oxford Street, Selfridges.



▶▶ Selfridges



▶▶ Globe Theatre

Sunday 28th June

Sunday is not a day of rest, but a day of learning.... in a very fun way! The first stop is Shakespeare's Globe, the reconstructed open-air Elizabethan theatre on the south bank of the river Thames. More than just a tour, there's lots of involvement and participation planned, so brush up your Shakespeare. Lunch at the Globe is followed by more class work, but not just any lessons, a Cocktail Master Class at Vinopolis, a fascinating venue built on ancient Roman foundations beneath the arches of a Victorian railway viaduct.

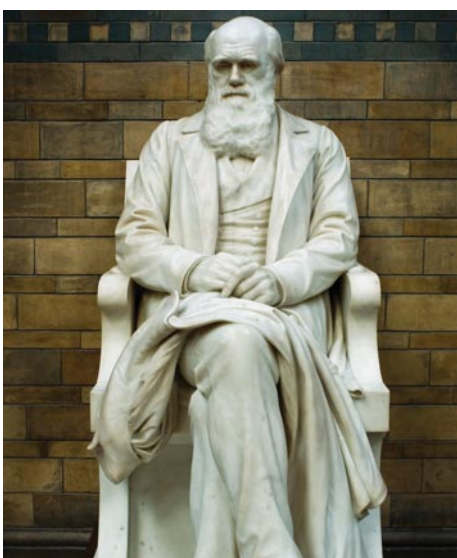
▶▶ ABOUT LONDON



▶▶ Buckingham Palace

London's Great Exhibition was held in a specially constructed Crystal Palace built on Hyde Park in 1851 and it was this celebration of goods and curiosities from around the British Empire that kick started the modern day events industry in the UK. The newest venue ExCeL, across the city in east London, hosted the G20 Head of State meeting in April and will play a major role in 2012 when the Olympic Games come back to London for a third time.

More than 25 million people visit London every year to see the famous sites, visit the renowned museums and galleries, go to fantastic shows and concerts, dine at world class restaurants, do business and of course to shop. It is a top destination for young and old, with something for everyone, so do make time to enjoy the city while you are here.



▶▶ Charles Darwin

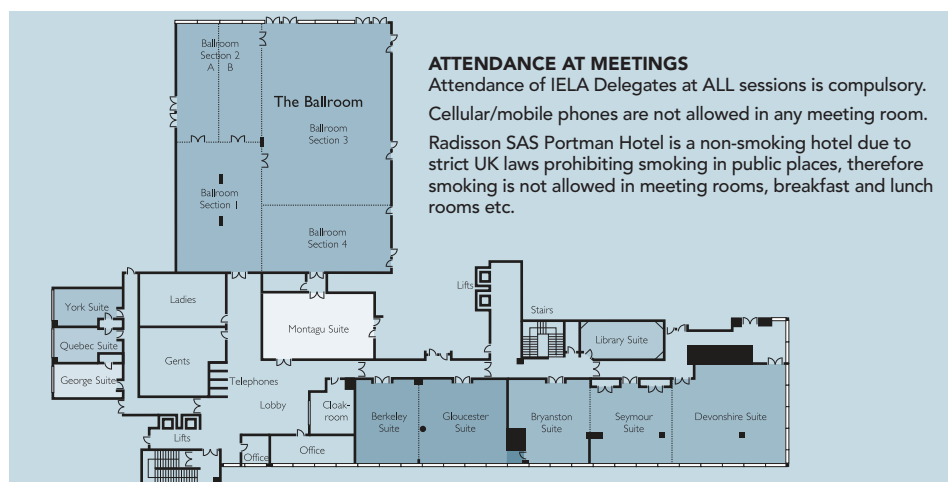


▶▶ Tower Bridge



▶▶ Cricket match

▶▶ IELA CONFERENCE SUITE



▶▶ CONGRESS DETAILS

HOTEL

Radisson SAS Portman Hotel
22 Portman Square
London
W1H 7BG
T. 020 7208 6000
W. www.london.radissonsas.com

Booking Reservations Code: 090628SXZA

UNDERGROUND / TUBE / METRO

The hotel is located in Zone One and the closest tube stations are Marble Arch (Central Line) and Bond Street (Central line/Jubilee Line).
Tube & Bus Journey Planner - www.journeyplanner.org

AIRPORT TRANSFERS

Heathrow Airport (terminal 1) is 29 kilometres/18 miles;
30 minute drive.
15 minutes by rail
www.heathrowexpress.com to London Paddington.
45 minutes tube www.journeyplanner.org to Marble Arch/Bond St.

Gatwick Airport is 57.8 kilometres/35.9 miles;
45 minute drive.
30 minutes by rail www.gatwickexpress.com to London Victoria then,
14 minutes by numbers 436, 36, 16, 148, 82 or 2 Bus to Marble Arch.

Stansted Airport is 61.8 kilometres/38.4 miles;
1 hour drive.
45 minutes by rail www.stanstedexpress.com to London Liverpool Street then,
13 minutes by tube (Central Line) to Marble Arch

City Airport is 18.5 kilometres/11.5 miles;
37 minute drive.
42 minutes by Docklands Light Railway (DLR), then tube on the Jubilee Line changing to the Central Line to Marble Arch.

Luton Airport is 54.6 kilometres/33.9 miles;
47 minute drive.
50 minutes by rail to London St Pancras then,
19 minutes tube on the Victoria Line changing to the Central Line to Marble Arch.

BY CAR

The hotel is 100 metres north of Oxford Street, and 300 metres east of Edgware Road. The A40 Motorway lies 1 kilometre north with easy access from the M40, M1 and M25.

There is 24 hour parking in the NCP Car Park adjacent to the hotel at a cost of £30 per day, hotel guests receive a 20% discount.

► 24TH IELA CONGRESS - LONDON 2009 - PROGRAMME

Thursday 25th June

Time	Function	Location
1200 - 1800	Congress Registration	The Library
1700 - 1800	Induction for New Members and First Time Congress Attendees ONLY	Bryanston Room
1830 - 2030	Welcome Cocktail sponsored by RE Rogers India Pvt Ltd	Bryanston, Seymour & Devonshire Rooms

Friday 26th June

Time	Function	Location
0630 - 0900	Breakfast for delegates & companions	Hotel restaurant
0730 - 0900	Congress Registration	Foyer outside Ballroom 3 & 4
0900 - 0915	Welcome	Ballroom 3 & 4
0915 - 1000	Keynote Address - Simon Burton, MD Exposure, with Q&A	Ballroom 3 & 4
1000 - 1100	Keynote Address - Chris Hughes, MD Brand Events, with Q&A	Ballroom 3 & 4
1100 - 1130	Coffee break sponsored by BTG Messe-Spedition GmbH	Ballroom 1 & 2
1130 - 1210	State of the Nation, by Phil Powell, Chairman IELA	Ballroom 3 & 4
1210 - 1230	Networking Practice	Ballroom 3 & 4
1230 - 1400	Buffet Lunch sponsored by Transit Air Cargo	Ballroom 1 & 2
1230 - 1400	Registration to General Assembly	Foyer outside Ballroom 3 & 4
1400 - 1600	GENERAL ASSEMBLY	Ballroom 3 & 4
1600 - 1615	Coffee break sponsored by Kemi-Lee Co.,Ltd	Ballroom 3 & 4
1615 - 1645	More Networking	Ballroom 3 & 4
1645	End of Conference Day 1	Ballroom 3 & 4
1800	Departure for Local Evening - please be prompt	Hotel Foyer Ground
Midnight	Return to Hotel	Hotel
	Companions' Programme - Day 1	
1000	Departure from the Hotel	Hotel Lobby
1600	Return to Hotel	

Saturday 27th June

Time	Function	Location
0630 - 0900	Breakfast for delegates & companions	Hotel restaurant
1000	Departure from the Hotel	Hotel Foyer Ground
1600	Return to Hotel	Hotel
	Evening at leisure	London clubs & bars

Sunday 28th June

Time	Function	Location
0630 - 0900	Breakfast for delegates & companions	Hotel restaurant
0800 - 0900	Individual Committee Meetings / Open Sessions	The Conference Suite
0915 - 0930	Address by new IELA Chairman - Taking IELA & the events industry forward	Ballroom 3 & 4
0930 - 1030	Working Group reports	Ballroom 3 & 4
10 mins	Organiser - John Harrison	Ballroom 3 & 4
10 mins	Customs - Tijen Ozer	Ballroom 3 & 4
10 mins	Training - Jim Kelty	Ballroom 3 & 4
10 mins	Standards - Sabine Schlosser	Ballroom 3 & 4
10 mins	Membership - Greg Keh	Ballroom 3 & 4
1030 - 1050	Coffee break sponsored by Clamageran FOIREXPO	Ballroom 1 & 2
1050 - 1200	Breakout Sessions	
	Session 1 - "IELA - Community of Professionals or Exclusive Club"	Ballroom 3 & 4
	Session 2 - "The Mission is Recognition"	Bryanston Room
	Session 3 - "Sustainability - Not Worth the Paper It's Written On?"	Gloucester Room
	Session 4 - "Business Plans To Meet the Challenges of an Economic Crisis"	Berkeley Room
1200 - 1230	2011 Congress venue presentations - 10 minutes each	Ballroom 3 & 4
1230 - 1330	Buffet Lunch - inc 2011 Vote	Ballroom 1 & 2
1330 - 1545	Formal Networking 1-2-1	Bryanston, Seymour & Devonshire Rooms
1545 - 1625	Feedback - Breakout Sessions - 4 x 10 Minutes	Ballroom 3 & 4
1625 - 1645	Open Forum Q&A	Ballroom 3 & 4
1645 - 1700	Chairman's Closing Address	Ballroom 3 & 4
1700	End of Conference Day 2	
1830	Departure for Gala Dinner, sponsored by PS Bedi, & Awards - please be prompt.	Hotel Foyer Ground
2300, Midnight & 0100	Return to Hotel	Hotel
	Companions' Programme - Day 2	
1000	Departure from the Hotel	Hotel Lobby
1600	Return to Hotel	

The International Exhibition Logistics Associates is a worldwide trade association dedicated to enhancing the professionalism of the transportation logistics and freight handling segments of the event industry.

IELA has 116 members in 45 countries...

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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 or declan@iela.org



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ORGANISERS WORKING GROUP

►► First Quarter '09: assessing the landscape of IELA's Organizer Working Group efforts for this Newsletter. I continue to be impressed and pleased with the dedication of our IELA members worldwide. But checking it out, there's a coalition of effort that has emerged. It seems to me, one of the better exemplary models of activity for the Organizer Working Group: a model that our members can and should emulate.

It's on offer in India.

It is a representative blend of our established, continuing effort and a fresh, spontaneous, "first take" effort from one of our newest members. I believe our friends in India have "got it going" at it's best! My compliments to Ravinder (I believe, within IELA, he is well known---but for our valued colleagues throughout our greater Industry---Ravinder Sethi of R.E. Rogers India Pvt. Ltd) and our new colleagues from PSBEDI, New Delhi India, in particular Vicki Bedi.

Corresponding with Vicki at PSBEDI, a new IELA member since July of '08, about the many motives of the IELA Working Group, among other issues, I commented: "Obviously, we would expect our IELA members who enjoy current relationships and memberships in various Industry Associations to promote IELA as best they can. I believe, for the most part, that is being done by our members. We expect to continue to increase our physical presence and memberships in as many Industry Bodies as is feasible, practical and cost-effective".

Here's the positive polarity of the effort from India. Ravinder epitomizes our presence within UFI as elected to UFI's Executive Committee as Vice president, acting in concert with Declan, Trevor Foley and Phil Powell to expectedly contribute to UFI's committee on Sustainable Development. (Think about it: how did IELA achieve this influence within UFI?) IELA is

OBVIOUSLY, WE WOULD EXPECT OUR IELA MEMBERS WHO ENJOY CURRENT RELATIONSHIPS AND MEMBERSHIPS IN VARIOUS INDUSTRY ASSOCIATIONS TO PROMOTE IELA AS BEST THEY CAN.

coalesced with UFI! It seems to me that this is the ideal relationship IELA should create and sustain with pertinent, relevant Industry Bodies.

But as we know, these kinds of relationships do not happen overnight!

So, I give you the other side of our effort. Vicki at PSBEDI, a new IELA member since July of '08, in addition to offering his services to the Organizer Working Group, has articulated a "first response" to his notion of what the Organizer Group is all about. Reading it a number of times, I can't add or delete anything. It's a comprehensive, frank, reasoned, assessment of strategy and tactics for our Group. I offer it. It's what we're about.

"Hi John,

Though Declan is being extremely kind with his words, we indeed would like to actively participate and make positive contributions to IELA as we totally agree with the IELA assumption of 'Recognition=Brand=Business=Value in our IELA membership'. Accordingly, while we may seem to be doing it for IELA, actually we are doing it for increasing the 'value in our IELA membership'.

Some of the actions taken by us since our obtaining membership are as follows :-

1. In our interaction with Declan we learnt that unfortunately the IELA Newsletter was not being sent to the exhibition organizers, industry associations, government organisations responsible for the trade fairs development and

other related bodies in India. As a first, we have sent a list of approx 160 addresses to IELA Secretariat so that they could send the future publications to these important members of the exhibition fraternity. Simultaneously, we are arranging to handover a copy of the publication to other new 'players' with whom we interact on a regular basis. We will endeavour to push the IELA information as deep into the exhibition fraternity as possible and arrange to send further addresses to the IELA Secretariat.

2. On another front, as we believed that we had joined an 'august' body, after our obtaining membership of IELA we arranged to bring out press releases in respect thereto which were then followed by independent news reports on IELA by some trade magazines. These have then been sent to the IELA Secretariat for their information.

3. Simultaneously, we have ensured that all our stationery including visiting cards carry the IELA logo.

As for the suggestions, you could consider the following :-

a. With India already having given to IELA an erstwhile Chairman, you could consider having a Regional Meeting in India to further bring in IELA awareness. I am sure our other senior colleagues from India will join us in extending the hospitality.

b. We could identify for the IELA Secretariat the contact persons at various organisations, venue owners etc with whom they could coordinate for linking of the web sites.

c. The IELA Secretariat could start sending the IELA E-news to the people whose list has been sent by us to them. I will check from my team as to whether the email id's have also been sent along with the addresses. If not, I will arrange to get them sent.

With your experience if there is anything further that we could do to assist in achieving the desired goal, kindly do let me know.

Regards
Vicki Bedi

ORGANISERS WORKING GROUP

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ORGANISERS WORKING GROUP continued...

Well done! I only added that it would be useful to include any applicable Trade Governmental Agency within India that supports and acts as a resource for Indian companies seeking to exhibit at overseas fairs. I mentioned that I am pursuing a relationship with the US Commercial Service that does just that.

Vicki's response:

In the context of the Trade Governmental Agencies, we have already given the details of the India Trade Promotion Organisation (ITPO - a Government agency) to the

IELA Secretariat and are also proposing to deliver copies of the IELA Newsletter to the various Export Promotion Councils / Organizations. I will arrange to get those addresses also forwarded to the IELA Secretariat in due course.

My friends this is a fast "first time response"! We live in an impatient world, with fierce competition and fleeting opportunities. Organizations that are lean, agile and quick to respond have the edge. Congratulations to PSBEDI and IELA to merge!

Consider this: Our new members join ready and willing to help drive the organization in new directions. They're eager to prove themselves and make their mark. You would be the same way if you left your present job and hired on with a different outfit. So why not take that approach right where you are? Now.

Move fast! How fast? My friend told me: "he has a microwave fireplace. You can lay down in front of the fire all night in eight minutes!" See you in London.

OUR NEW MEMBERS JOIN READY AND WILLING TO HELP DRIVE THE ORGANIZATION IN NEW DIRECTIONS. THEY'RE EAGER TO PROVE THEMSELVES AND MAKE THEIR MARK.



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CUSTOMS WORKING GROUP

►► I would like to start by saying 'WELCOME' to our new Working Group member Mr Kuldeep Razdan of PSBediGroup / India. You may remember that we had Roland Tse of BALtrans Shanghai before, who joined us in January. Now we have a new blood and we are expecting more participation from all of you who are interested and experienced in customs issues.

The Customs Working Group has gone through a tough period since second half of February, updating the customs forms and achieved a good result with the help of all committee members by spending their time and energy. I would like to thank them all for their efforts. You can imagine that it is not a very sympathetic situation to chase members over and over in order to receive a reply. I also thank to all members who have sent their forms at once upon request.

We now have up-date customs forms for 42 countries. Still 17 countries are remaining and we hope they will be completed soon. Don't worry, we will keep on chasing the silent members ☺

We are now intending to form a set-up for on-line customs

THE SYSTEM WILL BASICALLY WORK LIKE STANDARDS SURVEYS AND DETAILS WILL BE WORKED ON TOGETHER WITH THE IELA MANAGEMENT. THIS WILL MAKE THE UPDATING PROCESS EASIER AND SMOOTHER FOR EVERYBODY, WE BELIEVE.

forms, where members can easily have access to their customs forms on IELA web site with a password. The system will basically work like standards surveys and details will be worked on together with the IELA Management. This will make the updating process easier and smoother for everybody, we believe.

Another Project we are discussing within the working group is to put the customs

classifications (HS Codes) on IELA web site for the use of all members, if possible, in co-operation with WCO (World Customs Organization). Mr Inam Rahmani is working on it and will soon let us know about the outcome of his contact with WCO.

Are you ready for the IELA Congress in London? Are you ready to share your ideas and suggestions with us? We will be waiting for you at our Customs Workshop where we will discuss our major problems in the customs and how to overcome those problems. We are very interested in hearing your individual experiences in your countries so that we can learn how things go on in different parts of the World.

Considering that customs is the heart of our business and major problems occur due to the delays and problems in customs, as well as wrong/missing documentation, we would like to fulfil our mission to guide the IELA members about how to deal with customs in the smoothest way. And we need to hear about your expectations to keep the right path to be helpful to all of you.

See you all in London!



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MEMBERSHIP WORKING GROUP

►► **Membership Defined!** This is the goal that we need to discuss as a group during our London meeting. This is an important step and an important focus going forward and needs not to be a quick thought, but a well conceived idea that everyone will have the same focus.

What am I talking about? I am talking about the Brussels Road Map and our quest to have 150 members by 2010. We all voted for this, and we all agreed to this concept. Most importantly getting there can take many roads, and it is which road that becomes the issue for our discussion. Here are some items to think about and to be prepared to discuss.

How many is too many? - For instance, currently in the UK, we have 7 member companies. There are probably another 2-4 UK companies that are not part of IELA that in fact may qualify. Do we have enough members already from IELA? Do we accept and go after to recruit all UK based exhibition forwarders? Once we have them all, it is certainly positive financially for IELA, but is it necessary for the quality and the focus of IELA? What are the positive and negatives?

Reduced Fees? - We have had a trial period last quarter of 2008 where we attempted a trial period to reduce fees as a way to incentivize people to join IELA. This was a focus to get companies to act and join. The real results were a strong debate among many that this was a "sale" of IELA. We even discussed a pro rata fee schedule, so that if someone joined IELA in Oct of 2009, they would only have to pay 25% of

WHAT ABOUT INDIVIDUALS IN OUR BUSINESS THAT ARE OPERATING AS A CONTRACTOR. THEY MAY DO ONLY EXHIBITIONS, BUT DO NOT HAVE THE CORPORATE STRUCTURE OR REVENUE TO WARRANT THE FULL FEES? DO WE HAVE SPECIAL PRICING TO GET THESE WELL VERSED PEOPLE INTO OUR ASSOCIATION?

the fee. Is this positive for IELA? There are many quality players on the fringe of joining IELA. Isn't it better to have them as part of IELA?

Smaller companies - How about companies that are of high quality and only have 2-3 staff? Should we or can we invite them to join IELA on a fee schedule that is different that the full fee?

Independent Contractors - What about individuals in our business that are operating as a contractor. They may do only exhibitions, but do not have the corporate structure or revenue to warrant the full fees? Do we have special pricing to get these well versed people into our association?

Brussels Road Map, which road? - So, we all voted or the majority voted for 150 members by 2010. Now we have to decide on the best road to take. It seems that the journey and the road choice is as important as the goal or destination itself. Having more members creates an even more powerful association. One that represents the highest majority of companies in our business. It gives us not only strategic advantage, but financial advantage as well. Yet, another important side to this coin is that the plan to get to 150 detracts from the essence or 'esprit de corp' of IELA, that it was never for the masses, but only for few.

Be ready to discuss the plan and many things within Membership during London. We will be having a breakout session on this and we need to have your input it is you, the member that we serve.

In the meantime, we welcome all the latest members to our IELA Family since last year's Congress and let us all support them. Congratulations on your acceptance and joining the IELA Family.

- JES Logistics
- Fulstandig Shows e Eventos
- Airlink International Qatar
- PSBedi Group
- Air Sea Transport
- NAIB
- Kristal
- Hansa-Messe-Speed
- Expo Logis
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STANDARDS WORKING GROUP

►► **Lifting the game!**

Yes – we are indeed...

The IELA eNews Update in February 2009 already talked about it – the Standards Working Group has done quite a bit of work in the background to raise our standards and further improve the quality of IELA and its members.

A big achievement was the establishment of two major IELA Quality Control Protocols:

- The Quality Control Protocol for onsite agents
- The Quality Control Protocol for export agents

You can all make use of these new tools by simply clicking on <http://www.iela.org/iel/download.asp> to download the forms (in either xls or pdf version).

As already mentioned in the eNews, these forms are to be seen as a great new tool.

We don't see this as "must use forms", yet as forms that may help members to work to high quality standards, which subsequently aids our reputation in the market out there.

Surely, many companies are ISO accredited, have forms, procedures, processes, quality systems and the like in place, but even for such companies it may be refreshing to get some "new ideas".

And for the members that do not have a set quality system in

place, we believe these forms can be of great help.

On another matter - whilst we are on the internet and on the IELA page for "downloads" – something else which is on our "To-do-list"

On the download page, you will find a few "older version" standard instruction documents. These include the combined commercial invoice/packing list, the standard pre-advance form, as well as the standard return instruction form.

The forms are a bit out of date, and one of the goals we have set ourselves as a group is to work on those documents during the London Congress. Discuss, amend and overhaul what we have. Not only that, but we will also look at other forms and documents that may be useful for our members (no worries – we won't go into document overloads.....!).

In the end, the more help we can provide to our members to achieve high standards and to improve quality, the better it is for the individual member as well as for IELA as an organisation.

Without doubt, it's a tough market out there, especially right now – hence a high quality standard when it comes to exhibition and event logistics is something that can differentiate IELA members from other service providers.

Lifting our game, raising our standards – means much more than improving documents and processes. Being an IELA member will stand for having high quality standards, and that in turn will produce more exposure in the market, improve our reputation, and simply create more business.

So – let's do it!

**WITHOUT DOUBT,
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IS SOMETHING
THAT CAN
DIFFERENTIATE
IELA MEMBERS
FROM OTHER
SERVICE
PROVIDERS.**



MEMBERS MOVES

Under this heading, we publish internal news from our members such as appointment, change of telephone or telefax numbers, new e-mail addresses and change of contact details. Please note that the IELA Secretariat has included all recent changes in contact details in the new IELA membership list available on www.iela.org

MESSE LEIPZIG APPOINTMENT

Agility Fairs & Events Germany received the appointment as official on-site forwarder of Messe Leipzig and started its own operations on 1st January 2009. The new office is located on the fairground where Agility also has a warehouse and technical equipment. Only two companies hold an appointment and are able to provide all logistics services for all shows and events taking place at this state-of-the-art fairground.

The new address and contact details are as follows:

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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

The next meeting of the Seniors' Club will take place,
25 - 27 September 2009 in Paris

MEMBERS CHANGE OF CONTACT

- **Sinotrans Beijing Company**
 – Mr Cui Xiao replaces
 Mr Tang Haiping
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- **Sinotrans Group
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- **BALtrans International
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Mr Ron BERRY

NEW MEMBERS

We are pleased to welcome the following new members:

	<p>Europa Showfreight Tilton Road Bordesley Green Birmingham B9 4PP United Kingdom</p> <p>Main Contact: Mr Jeff Broom</p> <p>T: +44 121 766 8000 F: +44 121 773 4920 E: jlbroom@europa-worldwide.co.uk W: www.europa-worldwide.co.uk</p>	<p>Europa Showfreight has a dedicated experienced team that understands the complex world of Exhibition Logistics, whether you be an Organiser, Exhibitor or Contractor. The first thing we will always do is listen to our clients needs, understand them and deliver an effective solution.</p> <p>Our knowledge of venues around the world is second to none and the support of our partners, combined with their local knowledge there isn't anywhere in the world we can't monitor, report and deliver. The dedicated team at Europa Showfreight understand that in this time critical industry there are no second chances, our clients product must be delivered on time every time.</p> <p>So whether it be a Road Show, conference, festival or indeed any type of event Europa Showfreight will deliver.</p>
	<p>ROCK-IT CARGO Fairs & Exhibitions 2025 E.Linden Avenue Linden 8724 NJ United States</p> <p>Main Contact: Mr Bill Langworthy</p> <p>T: 001 908 486 3939 F: 001 516 706 7677 E: BillL@rockitcargo.com W: www.rockitcargo.com</p>	<p>"You Travel the world with your Business, we make sure your Exhibit does too."</p> <p>Rock-It Cargo's Fairs & Exhibitions division takes pride in its knowledgeable, dedicated and dependable logistics professionals.</p> <p>Our staff has contributed significantly to the industry in terms of exhibition project management, customer interface and service, follow up and follow through, and onsite attendance and attention.</p> <p>By handling the transportation, coordination and logistics process every step of the way, we eliminate the need for our clients to supervise multiple vendors.</p> <p>This centers responsibility on one relationship and gives them peace of mind in knowing that a trained professional is closely supervising every aspect of freight logistics.</p>
	<p>Korea Transport Moving & Storage Co., Ltd 1369-9 Ducki-dong Koyang-shi, Kyungki-do Ilsan-ku 411-809 Republic of Korea</p> <p>Main Contact: Ms Helen Oh</p> <p>T: 0082 31 917 5411 F: 0082 31 921 5546 E: helenoh@koreatransport.com W: www.e-ktms.com; www.koreatransport.com</p>	<p>KTMS is a logistics company that specializes in overseas shipments and performs packing, transporting, and storage of goods through the network of prominent cooperative branches placed around the globe.</p> <p>KTMS is the official company of transportation & customs clearance designed by International Horticulture Goyang Korea 2009.</p> <p>Since 1974 KTMS has been considering customer's trust and satisfaction as the foremost valuable asset. KTMS puts every bit of its capacity in each one of the shipments regardless of the size to keep the promise with customers.</p> <p>Obtaining various certifications such as FAIM, ISO 9002, 14001 certification and FAIMISO as the first ever in Korea. KTMS always pursues innovative changes, not setting for the present service quality in order to deliver better quality service to customer.</p>

MEMBERSHIP RESIGNATION

- Expo-Dan Ltd, Kiev, Ukraine

EXPELLED MEMBER

- International Exhibits Transport, Inc. (IET), New York, USA

IELA currently has 116 members in 45 countries worldwide.

Please note that the IELA Executive Management has included all recent changes in contact details in the new IELA membership list included and also available on www.iera.org.

IT IS MEMBERS' RESPONSIBILITY TO ADVISE IELA OF ANY CHANGES

Email Anna anna@iera.org with all amends to your company details.

NEXT IELA REPORT July 2009 (No 63) Deadline for articles: 3 July 2009 Email report@iera.org

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