

# WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES



**AFRICAN  
ADVENTURE**

**MEMBERSHIP  
LISTING**  
INCLUDING AFFILIATES

# TURKEY

**NEW: CUSTOMS FILE Q&A FEATURE**



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## CHAIRMAN'S CORNER

Overall consensus from members that I have spoken with, is that 2008 was a good year in the exhibition logistics business, but 2009 is looking like the industry is down by 20-40% overall. Forecasts for 2010 do not bring any better news. We all know that internally, IELA has also faced some challenges. The current times are fraught with challenges.

IELA members may find themselves confronted with challenges of the current economic situation. IELA as an association currently finds itself challenged with the same economic situations and even recent legal issues. During these challenging times, it is best if we meet these issues head on and with a strong plan. It is often more important to determine our own attitude and outlook. How are we being? How are we behaving? How are we taking responsibility? These are the most important questions since our people are our greatest asset and these factors and questions address our people's skills.

Challenging times foster conflict. During these tough times, managers are competing for dwindling budgets, leaders are in disagreement. Whatever the issue, the resolution is always the same. If you base conflict on trust, you get great results. If you base conflict on being certain, right or invulnerable, you get terrible results. Whenever you are in a mode to prove you are right and certain, nothing really is gained. When you accept conflicting points of view, but you trust the people giving you this information, results are always better.

Challenging times brings out blame and excuses – If you blame the economy or lack of clients' budgets for the condition that you are in currently today, then the reality is that you remove yourself from creating solutions. If you point out negatives and actions of others, you



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excuse yourself from being part of the solution. The best thing to do is to accept responsibility. When you do so, you can then create solutions, you can take action, you can make a difference.

There are plenty of success stories of IELA members meeting and conquering the challenges during these tough times. The most successful companies in IELA that I have spoken with all have one thing in common. They understand *Authority, Bureaucracy and Power*. I had the opportunity to host Mr Peter Schutz, former CEO of Porsche AG, at my office to speak to business leaders in Las Vegas. He states that *Authority* is the legal right to decide yes or no. *Bureaucracy* is when the person





## A MESSAGE FROM THE EXECUTIVE

### It's a case of Good News and Bad News in this final edition of the IELA Report for 2009.

delegates the legal right to decide yes, or decide no, but not both. *Power* is the capacity to grant and withhold cooperation.

IELA Companies that are strong and enduring during these times understand and delegate the *Authority*. They also know that if not careful, they may give their staff only partial authority and this can lead to *Bureaucracy*, which is wasteful and inefficient. In speaking with Mr. Schultz, a successful organization has people with *Power*, but not authority and vice versa. If you have people in your organization where the people have both *Power* and *Authority*, they should do all the work and all of the decision making on their own. They do not need an organization. This is pure individualism not a growing organization. The lesson here is that if you are part of a successful organization, be sure that you delegate properly the right authority, and focus on your staff and their behaviour and performance. These, more than technical skill will help you endure these tough times.

So, as we all enter the end of this year, I wish all of you the best support in your planning and your budgeting for 2010. I hope each of you in your organizations will create efficiency and drive your best assets, your staff and team to the best results. I have recently experienced that conflict, when based on trust, leads to great results and conflict, when based on accusation and mistrust leads to huge inefficiencies. I have also experienced first hand what partial authority, lack of clarity and lack of proper delegation will lead to. Now that we all know what it looks like, we can focus on our companies to make sure we have the best efficiency to survive and thrive during the coming times.

*Greg*



Following what was generally considered a greatly successful Congress in June, it was a real disappointment to have to cancel the re-schedule 2009 Winter Seminar, which appeared to simply fall in the wrong year for the finances of many members. Disappointing too is the legal action brought against IELA that might simply have been put right at the next General Assembly. As I write, I can confirm that the case has moved a step further and will now take place provided the plaintiff pays the court fee by 4th December. There is little we can say about the case, other than its impact on IELA could be significant.

Moving to the Good News, we must all thank Tijen Ozer and Sabine Schlosser, Chairs of the Customs and Standards Working Groups, as well as the groups' members, for their outstanding work and dedication to delivering real benefits for members. Tijen and her team have not only streamlined the Customs Forms that make up IELA's unique Customs Manual, but have also created a whole new HS Code Directory in a Useful Customs Links section on the IELA website. Meanwhile, Sabine and her team have created new standard download documents that if taken up by members will bring greater clarity, new efficiencies and yet more exposure for IELA. For more details on both, see the Working Group reports on pages 12 & 13.

At the Secretariat, we have been busy too. Focusing on member benefits, we have created new generic IELA PowerPoint presentations that members can adapt and use as part of their own promotional activities. Flying the flag, Trevor Foley attended the 76th UFI Congress in Zagreb last month along with UFI Board member and Past IELA Chairman Ravinder Sethi, who was also on an 'Indian Experts' panel discussion at the



inaugural Global Events Summit in September, an ESN event which IELA sponsored, 'free of charge'. Arrangements are moving ahead for the 25th Jubilee IELA Congress in Paris, 2010 and as he passes through Seoul in December, Trevor will make the first contact with our Korean members to discuss Congress 2011.

Finally I draw your attention to the 2009 Standards Surveys, launched earlier in the month. Last year record numbers of these business enhancing surveys were completed and we are looking for even greater participation in 2009. PLEASE DO MAKE USE OF THIS UNIQUE BUSINESS TOOL which, through critical peer to peer appraisal, will help pinpoint areas of your business that can be improved. You are asked to take time to consider and vote carefully for all members that have done business with in 2009 and in that way everyone will benefit.

Congratulations on making it through 2009 and many best wishes for 2010.

*Declan*

**Declan Gane**  
IELA Executive Director



## CUSTOMS FILE

IN THE FIRST OF A NEW SERIES, TIJEN OZER HIGHLIGHTS THE DOS AND DON'T'S WHEN MOVING INTO TURKEY.

# TURKEY

**Q** What are the major customs documents required for imports?

**A.** Commercial Invoice/Packing List (Original/stamped and signed by the exhibitor) Certificate of Origin for Permanent Imports (may not be requested for some countries) Power of Attorney (Please check with your Turkish agent) ATA Carnet (if available) Original B/L – AWB or CMR

Please always check requested documents with your agent-partner in Turkey, for up-date information and any additional documents required for specific commodities.

**Q** Is it possible to send the goods directly to the fair ground or do they have to be stopped by customs first?

**A.** Fair grounds in Turkey do not have customs offices and bonded warehouses. Therefore,

clearance & inspection at the fair ground is not possible. All goods entering Turkey must be stopped and cleared in the arrival customs point before being moved to the fair ground. Trucks must be unloaded at the customs bonded warehouse at the arrival customs, for inspection purposes. The arrival customs point may be variable, depending on the commodity and the mode of transport. For some restricted items, there are specialised customs points in Turkey and goods may have to be transferred to these customs points from the arrival customs, for final clearance. Please always ask your agent-partner in Turkey about how to consign the documents and where to send your shipment.

**Q** Is fumigation required on wooden packages?



**A.** Yes, fumigation is requested by Turkish customs, on wooden packages & pallets. Please make sure that the wooden packages will be in line with ISPM standards and they will have the mark on them.

**Q** Is Temporary Import possible in Turkey?

**A.** Yes Temporary Import is possible in Turkey, under customs bond.

**Q** How and by whom is the Customs Bond Fee paid?

**A.** Customs bond is paid either in cash or as a bank guarantee letter, directly to the customs. Your Turkish agent-partner may pay it on behalf of the exhibitor by charging a bond fee over the total CIF value of the goods. Please contact your agent-partner for the bond fee applied.

**ANY COMMODITY UNDER CUSTOMS BOND MUST BE TAKEN TO CUSTOMS BONDED WAREHOUSE AFTER THE EXHIBITION AND CAN BE RELEASED TO THE BUYER ONLY AFTER DUTIES & TAXES ARE PAID AND FINAL CUSTOMS CLEARANCE IS COMPLETED.**







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### Q Are customs inspections (physical check) mandatory in Turkey?

**A.** Yes, customs inspection is mandatory on all items entering Turkey. Especially exhibition goods are strictly inspected at arrival & departure.

### Q What is the average period required for customs clearance?

**A.** Under normal conditions, it takes 1-3 working days to clear goods from customs. For exhibition goods, it is suggested to have at least 5-7 working days to be on the safe side, as customs inspection may take more time than expected. Please always follow the deadlines advised by your agent-partner in Turkey.

### Q Are sales allowed during the exhibitions?

**A.** Goods can be sold during the exhibitions in Turkey. However, they can not be released to the buyer if they are imported temporarily. Any commodity under customs bond must be taken to customs bonded warehouse after the exhibition and can be released to the buyer only after duties & taxes are paid and final customs clearance is completed. Please inform your Turkish agent-partner in case of any sales.

Give-aways and other items imported permanently at arrival can be sold and released to the buyer without any notice.

### Q What are the restricted & prohibited items for Permanent Importation?

**A.** Restricted items: Foodstuff & Beverages; Textiles; Shoes; Leather items; Electronic and Electrical items; Machinery;

Toys; Vehicles; Chemicals.

Prohibited items: Second-hand Machinery.

As customs regulations may change anytime, it is suggested to be in touch with your agent-partner in Turkey and get their confirmation on commodity before you ship any cargo.

### Q What are the major problems experienced in Turkish customs?

**A.** Undeclared items: Any undeclared item found in the packages, like catalogues, promotional materials, samples or other items may cause big troubles in Turkish customs. To avoid any delays and additional costs, please make sure that each single item is declared on the invoice/packing list.

Wrong HS Codes: Please always mention HS codes on the Invoice/packing list when

sending a shipment to Turkey and always check HS codes with your agent-partner in Turkey. Sometimes, the codes valid in Turkish customs may be different from the codes used in other countries. You are suggested, always to follow the corrections by your Turkish agent.

Restricted items: All items should be clearly mentioned on the Invoice/Packing List and checked by your Turkish agent before goods arrive Turkey. Any restricted item in the packages may cause serious problems and delays in customs.

**Tijen Ozer is chair of the Customs Working Group. Contact her if you would like to showcase your country in the next issue. T. +90 216 326 58 52 E. [tijen@idaexpo.com](mailto:tijen@idaexpo.com)**

# IELA NEWS

## NEWS IN BRIEF

### TOP SERVICE

Managing Director of Elite Transportation Services in Bangkok, Bruce Cutillo reports that Elite received the highest average quality rating from global exhibition organiser Reed in polls of exhibitors for on-site services out of ALL the appointed subcontractors - stand builders, AV etc. Not just for one show, but for all shows in 2008.

### NEW BUSINESS

**Deca Express** is appointed as the official Freight Forwarder for:

- International Air & Space Fair, FIDAE 2010, Arturo Merino Benitez International Airport, Santiago, Chile, 23 – 28 March 2010

**PS BediGroup** is appointed as the Official Onsite Handling Agent for:

- CWIEME Mumbai 2009: 24-26 Nov '09, Bombay Exhibition Center, Mumbai [www.coilwindingexpo.com](http://www.coilwindingexpo.com)
- 18th Convergence India 2010: 23-25 March 2010, Pragati Maidan, New Delhi [www.convergenceindia.org](http://www.convergenceindia.org)

**R.E. Rogers India** is appointed as Official Freight Forwarder and Site Handling Agent for:

- AERO India 2009: 15 February 2010, Mumbai, India [www.aeroindia.in](http://www.aeroindia.in)

## A FOND FAREWELL

Maria Lorenz has been part of the BTG group since its foundation in 1973. When the Exhibition Department was separated from BTG International Spedition GmbH and made into an independent company – BTG Messe-Spedition GmbH – she first took over the position of Branch Office Manager in 1988 and from 1993 onwards she was responsible as Managing Director of the company.

In addition to her role within the BTG Group, Maria Lorenz also held various positions in national and international organisations also within IELA, as a Member of the Board of Management from 2001 to 2007 and Chairwoman of the PR Committee from 1993 up until the end of 2006.

From the beginning, Maria Lorenz always showed great support for many social projects and in 2001 she was a significant factor in the BTG Group's decision to become a sponsor of



the Augsburg charity organization "Bunter Kreis", which runs an aftercare centre to help children suffering from cancer and critical and chronic illnesses and their families.

The Shareholders and Managing Directors of the BTG Group thanked Maria Lorenz for her tireless efforts, her unwavering loyalty, her personal skills and the limitless energy, which she has put into our company over the last 36 years, all of which have significantly

contributed to the business success of the whole BTG Group.

The current IELA Board of Management, on behalf of all past and present officers and members, would also like to express its gratitude to Maria Lorenz, a stalwart innovator whose huge contribution to the devolvement of IELA cannot be underestimated. Very many thanks and best wishes in your retirement from all your friends at IELA.

## 'JUST ONE!'

As part of the Organiser Working Group's on-going 'Mission is Recognition' campaign, lead by its Chairman John Harrison, the JUST ONE! call is going out to all IELA members.

IELA needs you to seek out and establish at least ONE reciprocal web site link with a pertinent International Exhibition Industry Fair Organiser, Association Event Producer, Industry Related Governmental Agency, Auxiliary Industry Service Partner etc. To that end, John has prepared a letter/e-mail format that he has used to solicit such reciprocal web site links which has been well received and proven to have worked quite well. If you would like a copy to assist you in your quest email the Secretariat or ask John. You might wish to modify and adapt it to better suit the business culture of your region and even enhance it as you see necessary. But above all, use it to promote it's central message: a reciprocal web site link to



increase IELA recognition, upgrade the resources of our Industry Partners and ultimately the overall professionalism of our International Exhibition Industry.



# IELA'S SENIOR CLUB Paris, 25-27 September 2009



Back row (L to R): Alan Hunter, Rolf Peters, Ernie Droessaert, Jean-Paul Moser, Michael Allen, Hans Brauchli, Steve Barry. Middle row: Emilien Dumoulin, Ruth Meister, Jaqueline Moser, Gisele Droessaert, Cindy Barry, Maureen Allen, Sato Masao, Okumura Kemma. (Sato's grandson) Front row: Abby Peters, Therese Dumoulin, Alice Brauchli, Celia Hunter, Pentti Flink.

## THE 4TH MEETING OF THE IELA SENIORS CLUB MET IN PARIS DURING THE LAST WEEKEND IN SEPTEMBER.

Wonderful, warm, sunny weather greeted the 20 who attended on Friday 25th. Eight different countries were represented, Finland, France, Germany, Luxemburg, Switzerland and the UK, as well as Japan and the USA.

This was a truly international gathering with many old friendships being renewed.

On the first evening the group walked a short distance to the Restaurant 'Au Petit Riche' for a light dinner in delightful

surroundings with food from the Loire region.

The following day, we walked the short distance to the 'Jacquemart-Andre' Museum to see the fine private mansion built to house a private collection of furniture and fine art from the 17th and 18th centuries.

From the Museum we boarded a boat on the Seine for a cruise down the river to view the many wonderful buildings of Paris, including a fine view of the Eiffel Tower. Lunch was served on board before returning later in the afternoon to the hotel.

In the evening we walked to dinner, at The Restaurant Drouant, located in the theatre area. A very enjoyable evening was spent reviving many memories, as well as making new friends.

On Sunday morning a short discussion took place concerning the location of a meeting next year, and it was agreed that in 2010 we

would get together in Luxemburg, and Ernie and Gisele Droessart kindly agreed to assist with the organising of the event.

A vote of thanks for the organisation of this event was unanimously given to Hans Brauchli, Jean-Paul Moser and also to Emilien and Therese Dumoulin, who live in Paris and arranged the programme. Thanks also to the sponsors who so kindly contributed towards the expenses of the 2009 Seniors Club meeting. Alan Hunter.

### Our thanks to our sponsors:

Board of Management of IELA, BTG Messe-Spedition GmbH, CEVA Showfreight, Clamageran Foirexpo, Cretschmar MesseCargo GmbH, Exhibition Freight Ltd., Inter ExpoLogistics Ltd., R.E. Rogers (India) Pvt Ltd., Schenker Ltd., Société des Entrepôts de Vevey Ltd., Trans-Impex Ltd., TWI Global Exhibition Logistics, Ziegler Expo Logistics.



## EUROSATORY 2010

### Official Freight Forwarder and Handling Contractor

Agility Fairs & Events is pleased to inform you that we have been appointed as one of the Official On-site Handling Contractors for EUROSATORY 2010 by the organiser, COGES.



**EUROSATORY 2010**  
14 - 18 June 2010, VIPARIS Nord Villepinte  
Villepinte, FRANCE

#### Our comprehensive range of services includes:

- Overseas transports by Road/Air/Sea
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- Warehousing of exhibits prior to delivery on stand
- Storage of empty boxes in our on-site warehouse
- On-site assistance provided by our team of multilingual and experienced executives, supervisors and workers
- Re-export arrangements

Agility Fairs & Events provides the complete logistics package for your exhibits on a 'door-to-door' basis, within France or from your origin country to your exhibition stand and return at show end.

Agility Fairs & Events' dedicated professionals are in key exhibition venue offices throughout Asia-Pacific, the Middle East, Europe, Africa and the Americas. Agility Fairs & Events is one of the world's leading providers of integrated logistics to businesses and governments and we have presence in over 550 offices and 120 countries.

For all enquiries, please do not hesitate to contact us.  
Wish you success in the event.

**M. Abdi EL HOUARI**

Director, Agility Fairs & Events - Paris

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# OFF THE ROAD IN MOZAMBIQUE

A VERY BRIEF EXTRACT FROM STEVE TURNER'S BOOK "TRUCKS, TRIBES AND TRIBULATIONS"



I am fortunate to have sited events in what I can only describe as a 'crazy period', living and operating this business in Africa. In 1994 it became politically acceptable for South African companies to do business with their African neighbours, and beyond. In those days and until the present day, I handle appointments on an official basis for a South African Organiser who has been the leading light in organising export initiatives for South African Companies. I can only describe their Managing Director as the "David Livingstone" of

pioneering new events in African regions. In 1995 with his team and the support of the S.A. DTI, I was to embark on a five year expedition of fun, and sometimes harrowing, experiences getting Shows on the road in Zimbabwe, Zambia, Ivory Coast, Togo, Gabon, Nigeria, Uganda, Tanzania, Botswana, Ghana and Mozambique. It is the latter "off the road" experience and bizarre story that I have to tell.

In those days, all cross border traffic between South Africa and Mozambique was handled at Komatipoort. Trucks ran the

gauntlet through the notorious corridor route to Maputo. A hair-raising stretch of road that was prone to all sorts of incidents; car and truck hijackings were quite normal. Trucks, (if they arrived!!) would then report to FRIGO the inland container depot serving Maputo. Here the contents would be examined, offloaded and cleared for external delivery in to Mozambique. If under bond, a Mozambiquan haulier would execute the final delivery under customs escort to its destination where further examination would take place. This is where the fun would begin!!

It was the first MOZBEX event, a South African/Mozambique business to business exhibition organised in Maputo. Lacking in general exhibition infrastructure the whole exhibition build had to be supplied out of South Africa. This was everything from stand fittings to generators and candles. For at that time it was normal to get at least four power cuts a day. Not to mention the electricity surges that blew bulbs making you duck due to a sound similar to gun fire. We had taken over a large hall at the FACIM grounds in Maputo which I can only describe as a converted cow shed. This probably dated back to the start of the Renamo/Frelimo struggle. Dilapidated, with holes in the roof, we were still confident that the 4,000m<sup>2</sup> "Cow Shed" could be window dressed for the occasion.

It was 4pm when I got the news that the first four containers had finally made it to FRIGO under armed escort. I received a further call from Rand Freight in South Africa stating that the offload and examination would be handled the next day; their Mozambiquan counterparts would be organising the transport for delivery to FACIM. You could not get in to FRIGO due to huge security issues and therefore supervising of re-

loading or being present at any customs examination was impossible. You were in the hands of the gods as to what day, time, and if the goods would be delivered in their entirety! My fear was the first four Containers were loaded with loose standfittings and build material. News from the three exhibit containers loaded in Johannesburg was that they were to pick up our border escort in the morning. Exhibits were loaded in metal security cages of various sizes. These contained every desirable commodity that could be sold on the streets from Maputo to Beira. For this was a general products show and therefore had everything from foodstuffs to a Coffin!

...to continue and find out how the story ends, go to the 'Markets' section of the 'Media Centre' at [www.iela.org](http://www.iela.org)

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## FLYING THE FLAG

At the end of October, Portuguese member Rntrans took a booth at the PORTUGAL EXPORTAR event at the Congress Center in Lisbon. Miguel Macara and his team were proudly flying the IELA flag at the show organized by Associação Industrial de Portugal.





**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 118 members in 46 countries...**

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# IELA MEMBERSHIP

**Following the discussions on strategic objectives at the London General Assembly in June, the outcomes was that focus should be made on White Spot Countries, without compromising on 'quality', one of the unique identifiers that ensure IELA member companies stand out from the crowd.**

**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.**

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





## IELA-25 years of professionalism in Exhibition Logistics

**Clamageran-Foireexpo, as one of the seven founding members, welcomes you to the 25th annual Congress in Paris (24-27 June, 2010)**

**P**aris is known as the leading tourist destination in the world and the world congress leader since 1979.

With its 15 congress and exhibition centers, Paris welcomes over 12 million visitors and 1,777 events, including 690 trade fairs and international congresses. UFI headquarters is also located in Paris.

By holding the 25th Congress of IELA in Paris, we agree that it's the celebration within the members and also an important meeting for the whole exhibition industry.

Why not invite many other non-IELA colleagues of the industry; show organizers, venue managers and associations to join this great event?



**W**e invite you to start to include the date of our 25th Jubilee in your business traveling schedule. No excuse to miss this great event of IELA family.

For any inquiry and assistance, please don't hesitate to contact our IELA 2010 Paris team.

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See you all in June 2010 in Paris.



## SECOND INTERNATIONAL AEROEXPO 2010 (JANUARY 27-30), MARRAKECH, MOROCCO



**Clamageran-Foireexpo, has been appointed as OFFICIAL Freight forwarder and EXCLUSIVE on site handling contractor by IEC, the show organizer of AEROEXPO 2010.**

With on site warehousing facilities and offices, we are honoured to assist all parties involved and ensure a high level of logistics & customs clearance services to and from AEROEXPO 2010.

Looking forward to seeing you at AEROEXPO 2010, Marrakech Morocco.



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**ORGANISERS WORKING GROUP****▶▶ ".....The Last 50 Meters"**

Thanks to a great suggestion by Errki Koski of Suomen Messulogistikka in Finland and the IELA Secretariat's attention and effort, we have launched a survey of IELA member's "Official" Appointments (Organiser Designated) worldwide: both On Site Agent and Export Agents. Preliminary results are in; they are impressive and encouraging.

About 40% of our 118 members have completed the survey as "Official" On Site Agents and about the same amount have reported as "Official" Export Agents. Thus far, we are showing at least over 2000 Official Appointments as On Site Agents and over 1700 as Official Export Agents.

I should point out that these numbers are, admittedly, very conservative. Why? Because the survey compiled the statistics by categories; we asked 'how many appointments do you have—between 5-10; 10-25; 25-50 etc. up to 'over 250'. Since these categories suggested a 'window' of activity, in the interest of accuracy, we choose a 'middle ground' number between these categories for our count.

Given this, I suggest that our actual numbers are probably more than being reported. And, when we receive reports from the other 60% of our membership, the body of business IELA Official Appointments represent will be increased significantly. Therefore, I encourage all who have not completed the survey to do so. We want a "complete survey to report and offer!"

When the survey is complete, I suspect, that we will have thousands of additional Official Appointments to report. It seems to me that there will be more On Site than Export Appointments; this due to the proliferation of IELA On Site members appointed for multiple Fairs and venues worldwide. Nevertheless, our IELA

Association can attest to this; showing clear evidence of the body of business, industry knowledge, resources and the experience IELA represents.

These are statistics that every worldwide Fair & Event Organiser should know; to consider for their current portfolio of business and for planned future globalization of their events.

This information is topical right now. Prompted by the efforts of Vicki Bedi of PS Bedi, UFI's Exhibition World magazine published by Mashmedia in the UK, will run a two page logistics feature in their December 09 edition.

Many Organisers have planned increased globalization of their events. The publisher reports that in a recent survey of Organisers, three-quarters indicate they are planning to launch events in new geographical territories.

China, Brazil and India were cited as the top emerging destinations. This will be one of the topics of the article; also how logistics companies can assist this expansion; what obstacles our logistics industry currently faces.

As part of the research for this upcoming article, IELA was asked to consider a number of issues/questions. Our colleague Achim Lotzwick's response was quite pertinent, comprehensive and, in my opinion, as much suited for IELA members to consider as well as Organisers.

For one question, UFI World asks: "What can they (logistic companies) offer an Organiser that another cannot?"

Achim: "A Business Package. Because, due to our understanding of the industry, what we offer matches exactly what an Organiser needs to improve the overall quality of his exhibition:

Maximizing Organiser's effectiveness.

- Client Support.
- Efficient, economical and

reliable operations.

- Financial benefits.
- Liability coverage.
- Occupational health and safety coverage.
- Coverage for employment standards.
- Environmental responsibility."

Achim's entire response to other considerations/questions was excellent. His "Business Package" scenario was but one. I hope the UFI article will encompass more of his observations; I encourage all to read it.

Also, it's been noted that Organisers sometimes "seem" to relegate the exhibition logistic process to minor consideration when planning their events; venue selection, hotels, dinners, stand builders etc. take precedence.

Perhaps, it's true as one survey shows, that exhibition logistics comprise maybe 15% or so of an exhibitor's budget. We all know that inefficient or deficient exhibition logistic service can make a 100% difference in the exhibitor's positive successful experience at the fair.

Although logistics is, perhaps, unfortunately, a sometimes "minor consideration", it could be the most important factor in a successful Event.

Organisers know there are thousands of freight forwarders worldwide. Maybe they don't realize that most of these companies are not exhibition logistics specialists; not familiar with the entire exhibition/shipping logistic process i.e. shipping from "Door to Stand."

It's been pointed out to many clients that shipping to any worldwide venue may be a relatively straight forward task, but "getting it the last 50 meters" to the stand can be complicated. Why? Improper temporary/permanent customs preparation, faulty shipping scheduling, mediocre client counseling, incomplete communication between Export

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and On Site Agent, lack of client attention on site are but some of the reasons.

To be sure, there are many issues which prevent freight from "traveling those last 50 meters". This phrase is a metaphor which asks Organisers to consider and then demand a COMPLETE professional exhibition logistics team to be an integral part of their Event planning. Not "just any" freight forwarder will do. IELA members ARE the specialists. IELA members should be included in the planning process.

So, as we calculate and publicize IELA's portfolio of Official Appointments; demonstrate the necessity of Organisers to consider and prioritize the importance of exhibition logistics in their global planning; stress the 'Business Package' we bring to the table; I'm encouraged by our Group's efforts to spread this message.

I'm pleased to report that Vinay Sharma of Bridgeway in the U.A.E. has joined our Group. Welcome Vinay! Along with Vinay and the rest of our professional members, there are

ambitious plans being considered by Feras Bensaoud, Bentraco Logistics for Libya and the North African Region; Vicki Bedi in India and beyond; Agustin David, BTG in Argentina and South America and Rene Caravajal in Mexico and Central America.

Our Group will do everything we can within our support capabilities to prompt their efforts; to tell our ever emerging IELA story in these decidedly emerging new sectors which very much deserve IELA focus and attention.



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## TRAINING WORKING GROUP

►► One of the most important elements of the IELA Winter Seminar is the opportunity for the students to interact with their peers from around the world and share their exhibition experiences and knowledge. Without this component, the program would certainly lack the vitality that has added to the overall success of previous Winter Seminars.

The Winter Seminar planned for the first week in December drew a very limited number of participants. The challenging economic times and exhibition scheduling conflicts were the primary reasons for the marginal interest in the Las Vegas event.

The next Winter Seminar will be held in January 2011 in Zurich. In the meantime, the Training Working Group and Board of Management will seek other educational possibilities for the IELA membership.



Make it a date!





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## STANDARDS WORKING GROUP

►► **Go on!**

**Ask the people in the street what "standards" mean to them!**

Question a number of people, and I bet you'll get all sorts of different answers.....

Something to do with ISO 9000, must be coming out of manufacturing processes, it's a minimum requirement for something.....lots of different explanations (and most likely all making sense too).

Yet - how often do they hear about "performance standards" and in particular in our industry?

Here at IELA, we measure performance - any evaluation of this kind means a comparison against an ideal model. Standards describe and state the criteria of this ideal model.

**So where are we now?**

At this point of time, we are at a basic quality model. That's not enough - we want to raise that bar!

So we need and want to continuously improve performance.

- We are good at measuring performance. ✓
  - We have created quality protocols for site agents and export agents. ✓
  - We have started our library of online tools. ✓
- .....and?

We keep offering help along the way, by increasing the standard document templates on

**HERE AT IELA, WE MEASURE PERFORMANCE - ANY EVALUATION OF THIS KIND MEANS A COMPARISON AGAINST AN IDEAL MODEL. STANDARDS DESCRIBE AND STATE THE CRITERIA OF THIS IDEAL MODEL.**

handy as a good sales tool also.

So starting using it - show off with the high standards of performance at IELA!

And as a request to all the members - please let us know which other "tools" you would like us at the Standards Working Group to help you with. Any ideas, as always, are more than welcome!

So long.....

the webpage for your use. Check it all out on [www.iela.org](http://www.iela.org)!

Furthermore, the Standards Working Group is chatting a lot "behind the scenes"...

Apart from the document template for the "commercial invoice/packing list", we have now also added the template for the "worksheet" for download on the net.

Next on our list - and we are currently working on that one - is the template for "shipping instructions / return instructions".

All in all, we hope that you and your teams all around the world can make use of those templates - the more we are in unison with these documents globally, the better we will look for our clients.

Which reminds me - high quality standards are always







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## CUSTOMS WORKING GROUP

►► The Customs Working Group has been working actively since the IELA Congress in London. I am glad to let you know that we are keeping on the track to meet your requirements and keep our promises.

### Customs Forms...

We started by working on the existing **customs form**, to make it shorter and more compact. Mr Sameh Guirguis of Samehco, Egypt did a great job and worked out a new and very effective form in 1 page, in line with your suggestions and expectations.

We are now ready to transfer the existing data to the new forms and publish them on the IELA web-site. As soon as transferring process is done, we will be able to give access to each member, to the form of his/her own country. This way, you will be able to check-out your forms and let us know about necessary changes & corrections. Up-dating process will take place every year as usual, but in an easier way. We will announce you once the new forms are published on the IELA web site.

### Customs Links...

Other good news is that, we have gathered useful **customs links** for all countries, as a guideline for all members. The idea was raised by Mr Jorge Reina of Resa Internacional, Spain, who is also a member of

**WE WILL BE HAPPY TO RECEIVE ANY INFORMATION THAT YOU WOULD LIKE TO SHARE, ON YOUR COUNTRY'S CUSTOMS REGULATIONS; SO THAT WE CAN PUBLISH IT ON THE IELA REPORT AND INFORM ALL MEMBERS.**

our working group. **The list of links is already on the IELA web site**, where you can reach the HS codes, restrictions & other important and up-date information of each country. Thanks to all members who supported us with information.

### Customs Documents...

Another working group member, Ms. Maria Mambelli of Expotrans, Italy is working on the **major customs documents used worldwide**. She is gathering brief information and useful links about customs documents like ATA Carnet, A.TR, TIR Carnet, T1, etc. which will be published on the IELA web site; so that you will be able to see what the document looks like, where it is

used and what its purpose is. It will be a general guide to lead the members to check and prepare the correct documentation when sending a shipment to another country. Maria is doing her best to make the data ready **by the end of November 2009**. Again, you will be informed once it is completed and put on the IELA web site.

### Announcements...

Starting from this edition, we are asking all members if they have any **announcement on changes or new applications in customs**. We will be happy to receive any information that you would like to share, on your country's customs regulations; so that we can publish it on **the IELA Report** and inform all members.

### Country File on the IELA Report...

Finally, I would like to attract your attention to the **Country File**, which takes place in this edition. We started with **Turkey** and will continue with different countries in the following editions. It will be in **Q/A** format and our aim is to enlighten the members about most problematic issues in different countries' customs. We hope it will be a useful guide for everyone.

Thanks for taking your time to read this report. Please keep in mind that we are open to all suggestions and will always be happy to hear from you.





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## MEMBERSHIP WORKING GROUP

►► In taking on the role of Chairman of this group I realise that I have a very hard act to follow. At the General Assembly in London, Greg Keh stepped down from Chairman of this Group which he has led so successfully for many years. His dedication in ensuring that wherever possible the members wishes are undertaken when considering new members, served as a great example to us all. Many thanks Greg for your very hard work and leadership, we all wish you well in your new position of Chairman of IELA.

The Group has been relatively quiet since the General Assembly, only having two applications to consider. The two, however were unsuccessful in their applications, one as they had not been in the exhibition business long enough, and the other was because the Board felt that they did not meet the requirements of membership.

I have accepted an invitation to attend the Board of Management and Chairpersons meeting in Las Vegas in December, so this will give me a chance, on behalf of the Group, to get clarification on certain points with regard to membership criteria. The group are anxious to ensure that when considering applications, on behalf of the membership of IELA, that there is a mutual understanding of what is required to be accepted as a member.

**THE GROUP ARE ANXIOUS TO ENSURE THAT WHEN CONSIDERING APPLICATIONS, ON BEHALF OF THE MEMBERSHIP OF IELA, THAT THERE IS A MUTUAL UNDERSTANDING OF WHAT IS REQUIRED TO BE ACCEPTED AS A MEMBER.**

In addition I hope to put to the Board our thoughts about membership categories, if indeed it is felt that this should be considered as to correct way forward in the future, in the drive to increase the membership levels. The Group wants to ensure that their recommendations are taken into considerations when the Board votes.

Anna Guichard, IELA's Business Development Manager has been a great help during the short time that I have taken on this role. There are two companies who will be sending their applications in the New Year for consideration. It is also expected that a further two or three companies will be applying for

membership in the New Year.

Research is being undertaken concerning the "white spot" areas of the world in the hope that some may be filled in during 2010. It was a matter that was voiced strongly at the General Assembly in London, so every effort will be made in this respect. If there is any member who thinks that they know a suitable company involved in exhibition logistics in a "white spot" country then please let me or Anna know, as we would be pleased to follow up any serious suggestions.

My thanks go to the 13 members of the Membership Working Group for their support since London, and I look forward to working with them in the very important subject of membership of IELA.

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## THE IELA BOARD OF MANAGEMENT

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Mr. Ernest M. DROESSAERT

Mr. Karl BUEHLER

Mr. Thierry DEMEURE

Mr. Dieter FRAEULIN

Mr. Jean-Paul MOSER

Mr. Hans BRAUCHLI

Mr. Ron BERRY

Mr. Ravinder SETHI

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

## NEW OFFICES

### FULSTANDIG

New office in Rio de Janeiro, Brazil.

Fulstandig Shows e Eventos –  
Rio, Av. Ayrton Senna  
3000 BL 2 sala 327  
Barra da Tijuca, CEP 22775-001  
Rio de Janeiro, Brazil  
Tel: 5521-3388 0764

### WAIVER

New office in Lima, Peru.  
Waiver Logistics Peru S.A.C. will  
be managed by Paulo Miranda  
as Lima Branch Manager.

WAIVER LOGISTICS PERU S.A.C.  
Avenida Del Pinar 134 Of. 403.  
Chacarilla del Estanque  
Santiago de Surco  
Lima – Perú  
Tel: (51)1 6524408 -  
(51) 1 6524409  
Nextel Perú: 51\*136\*401  
Cel. Perú: (51) 1 981360401

## CHANGE OF ADDRESSES

### EXPWESTRANS, ZAO

12, 1st Krasnogvardeyskiy Pr.  
Exhibition Complex  
Moscow, 123100  
Have now moved to:  
14, Krasnopresnenskaya quay  
Exhibition Complex  
Moscow, 123100  
Russia  
Tel: +7 495 605 66 50  
Fax: +7 495 605 34 31

**CEVA** has closed its Maastricht  
office and opened a new office  
in Rotterdam.  
Their new contact details are:  
Postbus 5106  
3008 AC Rotterdam  
Netherlands  
T : +31 10 293 3526  
F : +31 10 293 3527

## CHANGE OF NAME

**Danzas Messen GmbH** have  
changed their name to **DHL**  
Trade Fairs & Events GmbH.

## EXPULSION

**TURKSPED International**  
**Freight Forwarding Co.** has  
been expelled from IELA  
Membership.

## IELA EVENTS

The next IELA Congresses  
will take place in:

2010 Paris, France,  
24 – 27 June 2010

2011 Seoul, Korea, TBC

The next Winter Seminar will  
take place in Zurich in  
January 2011.

## ADVERTISEMENT



### CLAMAGERAN-FOIREXPO. PARIS NORD VILLEPINTE OFFICE WILL BE RELOCATED IN THE SAME FAIRGROUND FROM JANUARY 4TH, 2010

As per the politics of renovation and growth of Paris Nord Villepinte venue, the future OEA certification and the strengthening of our leading position in this venue, we are relocating.

Our new dedicated building is located next to the current offices in the general freight forwarder area inside the fairground and close to the exhibition center main entrance road.

These offices will concentrate all our Paris Nord Villepinte, Paris Le Bourget import and customs operations as well as our Overseas exhibitions and trade shows Dpt.

For any further question, please contact:

**Mr Dominique Filiberti**

Tél : +33 (0)1 48 63 32 40

Fax: +33 (0)1 48 63 32 38

Email : [d.filiberti@clamageran.fr](mailto:d.filiberti@clamageran.fr)



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