

# WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATES



**CUSTOMS  
REPORT  
BRAZIL**

**MEMBERSHIP  
LISTING**  
INCLUDING AFFILIATES

# 25

**AFTER 25 YEARS OF BUSINESS  
IELA GETS 'BACK TO BASICS'**

# IELA CONGRESS & GENERAL ASSEMBLY

PARIS, FRANCE Thursday 24th-Sunday 27th June 2010





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## ▶▶ CHAIRMAN'S CORNER

There has been a lot of communication in recent months from your Board of Management, you all have been sent several emails informing you of IELA developments.

During the Congress in Paris we will have time and opportunity to talk about the association. All of us on the Legal Board and the Board of Management are looking forward to having fruitful discussions with everybody.

The membership to IELA is a business tool. Like any tool, it's only good if it's being put to use. If I have state-of-the-art tools in my house but don't use them to repair a dripping faucet, there is little value in having these tools. Things don't improve automatically because I have the right tools, I need to make a proactive decision to operate them, with skills. Then, if I decide to use the tools, selection of the right item is crucial. Little sense employing a hammer or a chain saw to repair a dripping faucet.

To me, IELA is the same. Membership and subsequent business success is not an automatic. I have to make a conscious decision to make my IELA Membership work for me. Which IELA tools work and craft benefits for me?

Quick and easy realization is that IELA provides unique networking opportunities to me. During the Congress I can take advantage of structured and casual networking opportunities. Easy to meet and greet so many agents in a very short time, I otherwise would need three months travelling to see them all. Because of IELA's Membership Policy, the agents I'm meeting at a Congress are the Leaders of our Industry in their particular markets.

If I'm smart, I'm offering the same networking opportunities also to my operational staff. The proper tool for that is sending them to attend the IELA Winter Seminar. In January 2011 the Winter Seminar will return to Zurich and Daniel Bataller and Jim Kely are



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already very busy preparing the event. More on this on page 10 of this IELA Report.

What else is there? The other day there was a complaint stemming from what an exhibitor can expect from an Exhibition Logistics Provider. Unreasonable demand met reality. IELA was very helpful, and settled the case, referring the exhibitor to the Standards of Performance displayed on the IELA Website. It made the customer understand that the Quality Management Standards, that are agreed upon by more than 100 of the worlds leading Exhibition Transport Specialists, simply don't contain the responsibility he assumed would exist. Not only did we reach an agreement, the exhibitor continues working with us. IELA Membership, used as a tool, worked.

Many of the items delivered by the Working Groups can be applied to improve day-to-day business. It takes a little creativity and imagination, and not everything may necessarily work for



## 1985 TO 2010 - 25TH JUBILEE OF IELA

It all started back in 1979 when Steve Barry and Hans R. Brauchli started discussing the possibility to create a platform where companies active in the field of exhibition freight forwarding can meet. In 1983, a first official meeting attended by Steve Barry, Ernest Droessaert, David J. Gardner, Klaus Rauch, Peter Kuoni and Hans R. Brauchli took place in Geneva to study the possibility to set up a legal organization for those companies involved in the International Exhibition Transport and Service Industry.

After many months of preparation, the birth of IELA finally took place in Geneva on 6 March 1985. The seven founding members were :

BTG, Augsburg  
Foirexpo, Paris  
Gondrand Bros., Zurich  
Inter-Transport, Geneva  
Lep Fairs, Birmingham  
Entrepôts de Vevey, Vevey  
TWI, San Mateo

Hans R. Brauchli was elected as the first president of the Board of Directors, members were Peter Kuoni and Klaus Rauch.

At the same time, Hans R. Brauchli was elected as the first Chairman of the Board of Management, members were Steve Barry, Ernest Droessaert, Philip Powell and Klaus Rauch.

A few highlights of IELA's history:

**October 1985** - Publication of the first 'IELA DIARY' (later on called 'IELA REPORT' and presently 'IELA WORLD').

**June 1990** - 5th General Assembly in Munich, Germany  
Attended by 41 members with 75 participants.

**July 1991** - IELA has now 59 members located in 30 countries

**October 1994** - IELA sponsors a lunch at the UFI Congress in Singapore.

**June 1995** - 10th General Assembly in Montreux, Switzerland  
Out of 71 members, 56 are attending with 102 participants.

**January 2000** - IELA has its own booth at the INTEREXPO CHINA 2000 and participates actively at various workshops.

**July 2000** - 17 IELA participants from 11 countries attended the first joint IELA/SACEOS Training course in Singapore.

you, but, by giving it some thought, you will come up with results that may amaze you.

May I encourage you to also look at the Congress for additional benefit than networking. In spite of being equipped with your notebook computers, iphones and, Blackberrys, connecting you to the office, you are remote from daily challenges and you will be in an environment that gives opportunity to Think!. I know managers who retreat to a monastery for a week of contemplation. I won't go as far to suggest we do the same in Paris. Also I won't surrender to the temptation to deliver some wise cracks about the idea. But, we may want to apply the same principle: digest the input from break out sessions, from benchmarking, from the presentations - and contemplate how any of this could be of value when implemented in your own business. This is a week of meeting successful professionals from our industry. Everybody freely expressing himself, or herself, on many different issues and isn't it likely you will come across input that is of huge benefit to you?

Being an IELA-Member, in my opinion, is like living in good health. When it's happening, you don't think much about it. Only when it's lost, you start appreciating how good it was before.

There's a team working on concepts to make IELA happen for you. It's the Working Group Members, the Working Group Chairpersons and the Board of Management. You can support IELA by joining a Working Group, and eventually accepting responsibilities as a Chairperson or a member of any of the Boards. IELA is an open and transparent association and your input is very important to the well-being of our group.

And if you now are racing off to clean the dust from your toolbox, I won't stop you. See ya'll in Paris!



Achim Lotzwick



**January 2002** - Winter Seminar in Zurich – 27 participants from 17 members located in 14 countries.

**May 2002** - For the first time the 'Special Merit Award' is presented. In addition, new yearly Awards such as 'Best On-Site Agent' and 'Best Export Agent' were created.

**September 2004** - The total number of members is 102 representing 46 countries.

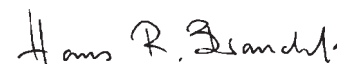
These few dates and facts show the impressive growth of IELA since the very first days. IELA owes a lot to its past leaders who have invested a lot not only of their time and energy but also their financial resources to make of IELA the platform where people doing the same job can meet and find solutions to their mutual problems.

To conclude this shortcut of IELA's history, let me quote a few thoughts published in 2008 by Paul Bridle in the 'ami' magazine and which based on what IELA experienced these last months, are certainly worth while some deeper consideration.

*If you want to start a new association, plant a fresh seed. If you want to nurture a growing shrub, prune back hard to force new growth.*

and

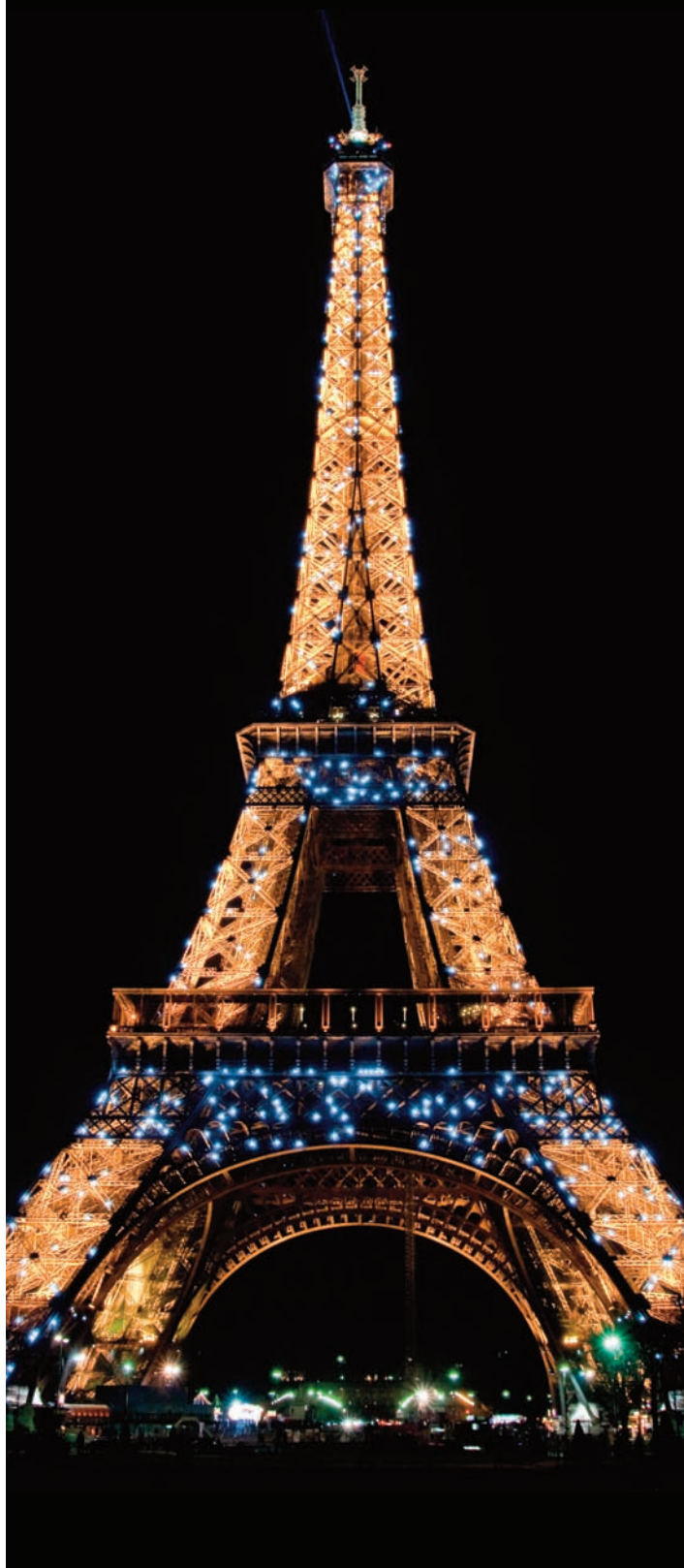
*If you want to grow your association, simply by adding membership may not be the way to do it; take a step outside your association and look at it from another person's point of view. It could be that what you are standing for is not what prospective joiners need.*



Hans R Brauchli



CONGRESS 2010 –  
25th ANNIVERSARY  
24th – 27th June 2010 PARIS,  
FRANCE



**WE HAVE ONE OBJECTIVE THIS YEAR WHICH IS TO TAKE THE CONGRESS "BACK TO BASICS"!! RATHER THAN A TALKFEST WE ARE AIMING TO LET ALL PARTICIPANTS NETWORK AND USE THE CONGRESS TO ACHIEVE IT'S ORIGINAL OBJECTIVES TO MEET FRIENDS AND MORE IMPORTANTLY "WRITE BUSINESS".**

# BACK TO BASICS

Delegates and their Companions have a fun packed programme ahead of them at the Le Méridien Etoile Hotel, Paris starting with the Welcome Cocktail Party on Thursday evening. The first opportunity of many to "get back to basics" and network face-to-face, an opportunity which is rapidly disappearing with the power of electronic communications, but one of IELA's founding principles still as important today as it was 25 years ago.

Friday morning the Companions head off to explore the delights of Paris, whilst Delegates commence with the formal part of our Programme. After a short break, you will be delighted and inspired by Paul Woodward our keynote speaker (see panel). Now the real fun starts as we kick-off with Networking Practices, followed after lunch with Formal Networking One to One.

Friday evening, Delegates and Companions will have time to relax and enjoy the kind hospitality of our French members; Clamageran Foirexpo and ESI Expo Services

International at a specially selected Parisian venue.

Saturday, IELA's Grand Day Out, the highlight for many, when Delegates and Companions can enjoy a fun packed day together and an opportunity to reinforce those all important friendships. Comfortable shoes and clothes highly recommended.

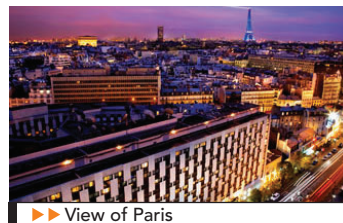
Sunday morning, the Companions head off for another wonderful day in Paris. Delegates, have a full day ahead, starting off with the early morning Open Meetings for the Working Groups where each and every delegate is invited to come along and express their opinions and get involved. After lunch it is the Open Forum Q&A, followed by the Chairman's Closing Address, but it is not quite over yet . . .

Sunday evening both Delegates and Companions are invited to the Silver Anniversary Gala Awards Dinner, a very special event to end a very special 25th Congress.

Enjoy the 25th Anniversary IELA Congress and here's to doing some great business.



▶▶ View from Le Méridien Hotel



▶▶ View of Paris

## SPEAKERS

### PAUL WOODWARD

Paul Woodward is the founder and Chairman of Business Strategies Group Limited ([www.bsgasia.com](http://www.bsgasia.com)), a business intelligence and strategy consulting firm which specialises in business media, information and events in Asia. As well as consulting to the private sector, Paul manages the Asia/Pacific office of UFI, the Global Association of the Exhibition Industry ([www.ufi.org](http://www.ufi.org)).



Paul has been based in Hong Kong and involved in the development of business media and events in the Asia Pacific region since 1985. He has conducted over 500 business intelligence and strategy consulting projects since 1990.

Prior to founding BSG in 2000, he was Managing Director of Asian Strategies Ltd., the research and strategy consulting division of Miller Freeman Asia and a Director of Miller Freeman Asia, now UBM Asia. There he was responsible for regional strategy development, corporate communications and businesses around the Asia-Pacific region.

Paul has been named as the future Managing Director of UFI, due to take over that position in July 2010 following Vincent Gérard's retirement.

### THIERRY HESSE

Thierry HESSE, after a PhD in Law and a degree from the Paris Institute of Political Studies worked for GENERALE de SERVICE INFORMATIQUE (G.S.I.). Before becoming Managing Director of Touring Secours, a round-the-clock breakdown assistance throughout France.



He then worked for the CAISSE CENTRALE des MUTUELLES AGRICOLES as Director for Rural Prevention Department before becoming a Director at the advertising agency BERNARD KRIEF CONSULTANTS. Since 1989, he has been working for the Organizing Committee for the Paris Motor, two-wheel and Sports shows, becoming the General Organizer in 1991. In 2007, he was elected President of Foires, Salons, Congrès et Evénements de France, the French association of the Exhibition and Event sector. He's also the President of OJS (Office de Justification des Statistiques) since 2009.

### HOST MEMBERS



▶▶ Le Méridien Hotel



▶▶ Arc de Triomphe

## COMPANIONS PROGRAMME

### FRIDAY, 25TH JUNE

This morning you will be chauffeur driven through Paris in the quintessential symbol of French motoring – the Citroen 2CV! You will be charmed by this quaint open top car as you view the most famous sites in Paris.

Lunch will be at one of the few remaining great Parisian brasseries decorated in the 1930s – art deco style reigns. After a sumptuous lunch you will be returned to the Hotel where you can relax before a busy evening ahead or for the more adventurous you may wish to explore Paris on foot and be enticed by the amazing array of shops.

### SUNDAY, 27TH JUNE

Today, you will visit the Louvre Museum, one of the most beautiful museums in the world. Sadly, it is impossible to see it all, but your Guide will take you to the museum's three masterpieces; the Mona Lisa, the Winged Victory of Samothrace, Venus de Milo and many other highlights - an art lovers dream.

After a busy few hours, it is time for a long and leisurely lunch at a typical French bistro before returning to the Hotel.



▶▶ The Louvre

## CONGRESS DETAILS

### HOTEL

Le Méridien Etoile  
81 Boulevard Gouvion Saint-Cyr  
75848 Paris Cedex 17 France  
T: +33 (0)1 40 68 34 34  
W: [www.lemeridienetoile.com](http://www.lemeridienetoile.com)



### TRAINS

Eurostar: [www.eurostar.com](http://www.eurostar.com)  
(Gare du Nord only 20 mins from Hotel)  
SNCF - [www.sncf.com](http://www.sncf.com)  
Tube: [www.ratp.com](http://www.ratp.com)

### AIRPORT TRANSFERS

**Charles de Gaulle (25 km / 15 miles)**

30 minutes drive  
45 minutes by rail  
30-45 minutes by Bus (stops across the street from the Hotel every 30 mins)

**Orly (15 km / 9 miles)**

30 minutes drive  
40 minutes by rail  
30-45 minutes by Bus  
[www.aeroportsdeparis.fr](http://www.aeroportsdeparis.fr)

### BY CAR

#### From East

Take the A4 Motorway to Boulevard Périphérique North and exit at Porte Maillot (Metz-Nancy). Take Bld. Gouvion St Cyr on the right of the Congress Center.

#### From North

Take the A1 Motorway to Boulevard Périphérique West and exit at Porte Maillot. Take Blvd. Gouvion St. Cyr on the right of the Congress Center.

#### From West

Take the A13 Motorway to Boulevard Périphérique North and exit at Porte Maillot (Rouen-Le Havre). Take Bld Gouvion St Cyr on the right of the Congress Center.

#### From South

Take the A6 Motorway to Boulevard Périphérique West and exit at Porte Maillot. Take Blvd. Gouvion St. Cyr on the right of the Congress Center.

### Parking

There is a car park underneath the Hotel, approx €27 per day. Please present your ticket to the Concierge and you will receive a 20% discount

More travel information can be found at <http://www.transilien.com/web/site/accueil/guide-du-voyageur/reseau/lang/en>

# 25th IELA CONGRESS - PARIS 2010 - PROGRAMME

## THURSDAY 24TH JUNE

Time	Function	Location
1200 - 1800	Registration - General Assembly	Lobby
1700 - 1800	Induction for New Members & First Time Congress Attendees ONLY	Diderot
1900 - 2100	Welcome Cocktail sponsored by RE Rogers India Pvt Ltd	Longchamp

## FRIDAY 25TH JUNE

Time	Function	Location
0700 - 0900	Breakfast for delegates & companions	Hotel Restaurant
0730 - 0900	Registration - General Assembly	Lobby
0900 - 0915	Welcome	Corot
0915 - 1045	GENERAL ASSEMBLY	Corot
1045 - 1115	Coffee break sponsored by BTG Messe-Spedition GmbH	Gouvion Lobby
1115 - 1145	Speaker - Paul Woodward, CEO UFI	Corot
1145 - 1200	Q & A	Corot
1200 - 1215	Speaker - Thierry Hesse, Président of the FSCEF	Corot
1215 - 1230	Q & A	Corot
1230 - 1400	Buffet Lunch sponsored by Orient Marine Lines Pvt. Ltd	Auteuil
1400 - 1600	Formal Networking 1-2-1 (Part One)	Vincennes & St Cloud
1600 - 1615	Coffee break	Gouvion Lobby
1615 - 1645	Formal Networking 1-2-1 (Part Two)	Corot
1645	End of Conference Day 1	Corot
1830	Departure for Local Evening - please be prompt	Hotel Foyer
Midnight	Return to Hotel	Hotel

### COMPANIONS' PROGRAMME - DAY 1

1000	Departure from the Hotel - please be prompt	Hotel Foyer
1500	Return to Hotel	Hotel

## SATURDAY 26TH JUNE

Time	Function	Location
0700 - 0900	Breakfast for delegates & companions	Hotel Restaurant
1000	Departure from the Hotel - please be prompt	Hotel Foyer
1600	Return to Hotel	Hotel
	Evening at leisure	

## SUNDAY 27TH JUNE

Time	Function	Location
0700 - 0900	Breakfast for delegates & companions	Hotel Restaurant
0800 - 0900	Individual Committee Meetings / Open Sessions	t.b.c.
0915 - 0930	Address by new IELA Chairman	Corot
0930 - 1030	Recap of Friday's Session	Corot
1030 - 1050	Coffee break	Gouvion Lobby
1050 - 1200	Breakout Sessions - to be advised	Diderot, Pascal, Descartes, Corot
1200 - 1230	Congress Venue Presentation - 10 minutes each	Corot
1230 - 1345	Buffet Lunch sponsored by Transit Air Cargo Inc.	Auteuil
1345 - 1525	Feedback - Breakout Sessions - 4 x 10 minutes	Corot
1525 - 1545	Coffee break	Gouvion Lobby
1545 - 1625	Session - to be confirmed	Corot
1625 - 1645	Open Forum Q & A	Corot
1645 - 1700	Chairman's Closing Address	Corot
1700	End of Conference Day 2	Corot
1930	Departure for Gala Awards Dinner - please be prompt	Hotel Foyer
Midnight & 0100	Return to Hotel	Hotel

### COMPANIONS' PROGRAMME - DAY 2

0915	Departure from the Hotel - please be prompt	Hotel Foyer
1500	Return to Hotel	Hotel



# CUSTOMS FILE

# BRAZIL

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

- A.** •Original Commercial Invoice / Packing List,  
•Original AWB or B/L ,  
•Copy of the exhibitor's booth/pavillion rental contract,  
•Certificate of Origin (depending on the origin of the cargo),  
•Health Certificate / Certificate of Free Sales / Certificate of Analysis, etc. may be required for food & beverages.

Please always check the requested documents with your Brazilian agent, based on the detailed description and H.S. Codes of the items.

## Q Is fumigation requested on wooden packages?

**A.** Yes.

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

**A.** No, all goods must go through customs points at the ports/airports or bonded warehouse. They can be delivered to fair ground only after customs clearance procedures are completed.

## Q Is Temporary Import possible in Brazil?

**A.** Yes, it is possible. And please also note that restricted goods which require import licenses such as medical, dental and veterinary products, can only be imported under Temporary basis.

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

**A.** Customs bond is paid by the Brazilian agent to the customs and the bond fee is charged to the Export agent or exhibitor directly.



## Q Is customs inspection (physical check) on exhibits mandatory in Brazil?

**A.** Yes, it is mandatory for almost all shipments. Also photos of the items are taken by the agents for checking at re-export.

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

**A.** The average customs clearance period may change between 2 – 20 working days, depending on the mode of transport (LCL seafreight shipments usually take longer time) and the description of the goods. You may be required to make the shipment even 30 days prior to delivery date, if goods contain restricted items. Please always check the consignment deadlines with your Brazilian agent on spot basis.

## Q Is sales allowed during the exhibitions?

**A.** Deals can be closed with the buyers; but goods which are imported Temporarily at the entry, can not be taken away

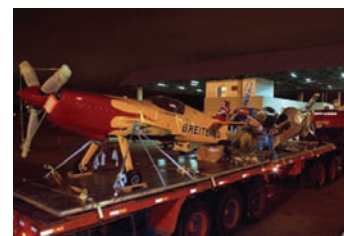
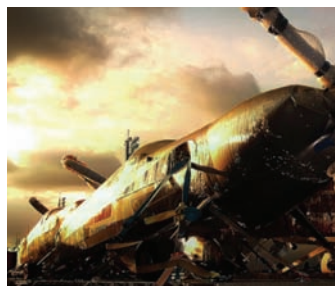
during the show. If these goods are sold, they must be taken to the bonded warehouse after the show, where the buyer has to apply for a nationalization paying all taxes & duties. The machine can be released only after customs approve the nationalization.

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

**A.** For the importation of food, beverages, medical and dental products, there is additional bureaucracy involving the Ministry of Agriculture and Health. Permanent Importation of these items may require an import license or even a legal representative based in Brazil. Please always check procedures and requirements for these items, with your Brazilian agents.

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

**A.** Wrong declaration of description, serial numbers, quantity, value on the Invoices; weight discrepancy on the documents; "As agreed" clause on the AWB may cause serious delays and costs in the Brazilian customs, as these are the problems difficult to sort out.



## THE IELA MEMBERS IN BRAZIL:

### Fulstandig Shows e Eventos MC Ltda

Rua Eli, 164 – Vila Maria  
02114-010 São Paulo  
Mr Claudio Machado  
csmac@fulstandig.com.br  
T: +55 11 2207 7650  
F: +55 11 2207 7654

### Transportes Fink Ltda - Fairs and Exhibitions

Estrada dos Bandeirantes, 2856  
Jacarepaguá  
22775-110 Rio de Janeiro  
Mr Thomas Klien  
fairs@fink.com.br  
T: +55 21 3410 9700  
F: +55 21 3410 9721 / 4751

### Waiver Logistica Brasil Ltda

Rua Alfredo Pujol, 285 / Conj 13  
02017 – 010 Santana -  
São Paulo  
Mr Marcelo Paradela  
marcelo.paradela@waiverlogistics.com  
T: +55 11 2281 7882  
F: +55 11 2281 7782

**THANK YOU TO WAIVER LOGISTICA AND FULSTANDIG SHOWS FOR THEIR PARTICIPATION IN THIS ARTICLE**

## Malaysian exhibition company ranked best in the world

Following their IELA Awards of "The Best On Site Agents" in the world at the 24th IELA Congress, R. E. Rogers Malaysia Sdn Bhd's MD Chris Smith met with YB Datuk Mustapa Mohamed, Minister of International Trade and Industry, earlier this year. The latter welcomed the news especially for its demonstration of the professional competence of which Malaysians are capable, benchmarked against world standards". He saw it as "an accolade for both the company, our exhibition industry and implicitly, a boost for both our tourism and international trade, helping to put Malaysia on the global map in this specialized area".

"It also, "he added", exemplified the advanced level of business practice thanks to the pool of talent we can call on. It is but one of the many facilities available to foreign investors



International Trade and Industry Minister of Malaysia, YB Mustapa Mohamed congratulating the management of R.E. Rogers Malaysia, recently voted the best site agent by IELA Members.

looking for a conducive, pro business environment".

Mr. Chris Smith was to say that the announcement came "as a pleasant surprise. He took it as a recognition he would like to attribute to the hard work and dedication of the staff". In so far as it helped to project this country, his comment was "It is our business to showcase and best of all to showcase Malaysia".

R.E. Rogers General Manager, Tuan Syed Amirul Hafidz bin Syed Ali, also had this to say. "We were

up against much larger companies from around the world and selected by a jury of our peers. We were established in 1984, one of Malaysia's first SME's, in the vanguard of this important business sector. Today with a total staff strength of 15 we may be seen as an exemplar of SME achievement".

R.E. Rogers' Head Office is in Shah Alam with site offices in the Kuala Lumpur Convention Centre and the Putra World Trade Centre. The Rogers Asia Group, following expansion, today has subsidiaries in Singapore, Indonesia, Thailand and Vietnam. This year they are scheduled to handle 100 exhibitions in Malaysia and the region.

The recent IELA World Congress focused on the business plans for their industry to meet the unprecedented challenges in the wake of the global economic crisis.

## DATE AND VENUE 2010 FOR THE 5TH SENIORS CLUB MEETING

**The 5th Senior Club Meeting will take place in Brussels, Belgium on Friday 21 - Sunday 23 May 2010.**

We are pleased to announce a record attendance of 26 persons coming from 8 countries (3 from Japan!) and that we will be honored by the presence of our Chairman Achim Lotzwick.

An exciting programme has been prepared. More to follow in the next IELA World.

**Jean-Paul Moser  
Hans R. Brauchli**

## Amaury Chaumet succeeds to René Duval at the head of our company

As we informed our agents, customers and contractors last November, we are pleased to announce the arrival of Mr Amaury CHAUMET in our company, as our General Manager, effective from 5th November 2009.

Indeed, René DUVAL, who created E.S.I. in 1984, decided to retire some months ago, and was looking for the right person who could succeed him and develop our business in the original spirit of our company : providing a high-level service to our partners and clients in respect of our industry's deontology.

After having worked several years in exhibitions field in France, Amaury CHAUMET managed major transport companies in Eastern Europe countries. He wanted to come back to his native country and return to the events industry.

Our team is proud and excited that he choose E.S.I. to fulfill his project.

Since Amaury's arrival among us, we have already improved our organization :

- Reinforcement of our events team : We have welcomed Emmanuel PITCHELU as our Development and Import Manager, Laurent LABARRERE as sales & operations manager for events in U.E.,
- Creating a new department specialized in logistics, events, special projects to Russia and Eastern Europe countries, managed by Mrs Chantal BUREL
- Opening an office in Moscow, managed by Mr Frederic DEWECK, specialized in events, industrial & special projects,

Therefore, we have re-defined the responsibilities of the team, in order for you to contact easily the right person.

Your interlocutors will be :

### General Manager

Mr Amaury CHAUMET  
amaury.chaumet@group-esi.com

### Import Manager

Mr Emmanuel PITCHELU  
emmanuel.pitchelu@group-esi.com

### Export Manager

Mrs Evelyne DUVAL  
evelyne.duval@group-esi.com

### Transports to Russia Manager

Mrs Chantal BUREL  
chantal.burel@group-esi.com

### Moscow office Manager

Mr Frederic DEWECK  
frederic.deweck@group-esi.com

Our aim is simple : improve the level of services provided to our customers and agents, and extend the logistics solutions which are expected from us.

In order to match with our new impulse, we re-designed our web-site.

Please visit us on :  
**www.group-esi.com**



René DUVAL and Amaury CHAUMET

Finally, we are proud that E.S.I. has been again appointed as Official Contractor for EUROSATORY exhibition, taking place at Paris Nord Villepinte from 14th to 18th June, and this from the first edition of this major event.

Be sure that we will all do our best to guarantee personalized and efficient services to exhibitors from any country, thanks to our experience of this show, and to our high motivation to match your expectations.

We all remain at your disposal for any subject you may need to get onto, and wish to all IELA members success in their business.

**Evelyne DUVAL**  
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**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.**

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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 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)**





**NEW CHAIRMAN**  
**Shirish Kulkarni**

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## MEMBERSHIP WORKING GROUP

►► Dear all, I would like to thank you all for supporting me for this position as Chairman of Membership Working Group. I hope I can continue to lead this Group on the same lines as was led by Mr. Greg Keh and Mr Alan Hunter.

There have been discussions on quality verses quantity members and views of this Group for quality membership have prevailed and I am sure we all shall continue to maintain the same. At the same time one point of discussions has always

been about adding members from White Spot countries. Efforts have been made by Greg and Alan as well as most of us to identify these White Spots and promote IELA for bringing in membership from these areas.

Awareness and importance of IELA has already been established thru various forums and this has reflected in growth of Membership in last couple of years.

One of the issues which had been discussed is, whether we should dilute some of the criteria

for qualification of the applicant from White Spot areas or should there be some concession in Membership Fees? I would welcome your valued suggestions on these issues so that we can discuss it in proper earnest during the IELA Congress in Paris.

Looking forward to your suggestions and comments and once again thanking you for your support.

Best Regards  
SHIRISH KULKARNI

## FROM THE OUTGOING CHAIRMAN

►► The highlight of my short period of time as Chairman of the Membership Working Group was being invited to attend the Board of Management (BOM) meeting in Las Vegas last December, together with two other Chairmen of Working Groups, John Harrison (Organisers) and Jim Kelty (Training).

This gave us the opportunity of informing the BOM of the up-to-date situation concerning our respective Groups. I gave a detailed report of the work the Group had done during 2009.

Since I took office after the London Congress there had been 38 enquiries for possible membership, however after further investigation it transpired that 11 of the companies are not involved in the Trade Fair Industry! Of the 27 positive enquiries, 21 did not reply after being sent the membership information pack. However, the remaining companies have shown interest and have been processed.

A lot of work has been carried out on "White Spot" countries as far as research by The Secretariat is concerned, as well as members giving the matter serious thought.

Although the race to a membership of 150 has been abandoned, every effort is being made to increase the membership with quality admissions.

Various other matters concerning the Membership Group were discussed including ways of ensuring that companies have an incentive to join during the period after the Annual Congress.

By attending the BOM meeting it also helped me to understand how the BOM worked. Little did I know that shortly after the meeting, circumstances would change insomuch that I was asked if I would accept the position of Treasurer of IELA and put my name forward for election to the BOM.

This meant that it was necessary to find and appoint a new Chairman of the

Membership Working Group. The BOM considered two applications and finally agreed that Shirish Kulkarni of Orient Marine Lines in India should take over with immediate effect. I wish him well in his new position and I know that he will do a great job together with the very supportive group of members.

I would like to take this opportunity of thanking my predecessor, Greg Keh for his invaluable advice and support during my short period of office. In addition, I would like to thank Anna for all her help, advice, supply of information and hard work in processing applications when they are received at The Secretariat.

Last, but certainly not least, I would like to thank every member of the Group for their support and dedication when considering the various applications as and when they have been received. Thank you to you all.

ALAN HUNTER

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**CHAIRMAN**  
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## TRAINING WORKING GROUP

### ►► IELA WINTER SEMINAR RETURNS IN 2011

IELA's prominent Winter Seminar returns to its popular venue in Zurich, Switzerland January 12-16, 2011. Following the unique character of the previous events, the next Winter Seminar will again combine compelling classroom sessions and networking opportunities for the participating students in the Wednesday-to-Sunday timetable.

The Seminar begins on Wednesday evening much like an IELA Annual Congress with an informal reception for introductions and a gathering for all to meet each other. The process of everybody meeting is continued the following morning with an intense "speed dating" session structured for a series of face-to-face discussions for all of the individuals.

The heart of the event follows over the next three days with comprehensive classroom sessions covering a wide range of industry-focused topics. History of IELA, Application of Tariffs, Customer Service, Insurance Coverage & Liability,

IELA Standards, Export and Site Agent Responsibilities are just some of the presentations delivered in a highly interactive format to allow as much "hands-on" student participation as possible. A Customs Workshop is also planned to provide an in-depth look into current customs issues and regulations as they affect exhibition shipments in the USA, Europe and Asia. Group work on three different case studies are carried out by the participants – the prep work being done prior to their arrival and a report on the results given to the entire seminar group in Zurich. The primary aim with this exercise is to provide timely information on the subjects and, at the same time, promote valuable networking even before the students arrive in Switzerland.

As in previous meetings, all presentations are conducted by representatives of IELA Member companies and industry-related professionals, all volunteering their time and expense to be a part of the Winter Seminar. IELA is very much alive when member companies involve themselves

so heavily in the association's projects. A selection of guest speakers will also deliver presentations of particular interest for those in the exhibition industry.

The students will also get the opportunity to tour the Zurich Fairgrounds while an exhibition is in progress with a thorough look at the logistical environment of this important exhibition site. A final exam at the end of the Winter Seminar concludes the three days of intense learning with the student having the top score winning an invitation to the next IELA General Assembly.

After spending 3 days inside, the Winter Seminar spend their final day on a wonderful excursion to the Swiss Alps for a bit of sledding, snowball fights and lunch and dessert with a tremendous view of the skyline of the Swiss mountains.

The Winter Seminar presentations are structured for new employees as well as regular staff members. The contacts and networking they obtain during this fast-paced week will remain with them for years to come.

Full details, schules and registration information will be available at the IELA General Assembly in Paris. In the meantime, if you have questions or need any information please contact the Secretariat or Jim Kelty, Training Committee chairman at [JimKelty@airwaysfreight.com](mailto:JimKelty@airwaysfreight.com)

#### TRAINING WORKING GROUP

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**IELA'S PROMINENT WINTER SEMINAR RETURNS TO ITS POPULAR VENUE IN ZURICH, SWITZERLAND JANUARY 12-16, 2011. FOLLOWING THE UNIQUE CHARACTER OF THE PREVIOUS EVENTS, THE NEXT WINTER SEMINAR WILL AGAIN COMBINE COMPELLING CLASSROOM SESSIONS AND NETWORKING OPPORTUNITIES FOR THE PARTICIPATING STUDENTS IN THE WEDNESDAY-TO-SUNDAY TIMETABLE.**







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## ORGANISERS WORKING GROUP

►► **Admittedly, due to the recent legal issues facing IELA, the changes in the BOM, Legal Board and Secretariat, efforts and plans within the Organiser Working Group have been somewhat stalled since my recent participation at the IELA BOM meeting in Las Vegas last December.**

IELA's 25th Birthday is upon us. This anniversary is a culmination of many years of effort, dedication, collaboration and relationships between and among many IELA members over the years.

So, given this, I would be remiss not to acknowledge some of those members who left, or resigned, for a variety of reasons, in the wake of the recent legal confusion and waste. All of them have contributed significantly to IELA; and, also, both directly and indirectly, to the Organiser Working Group.

A hearty thanks to Greg Keh, Phil Powell, Guido Fornelli, Neil Goatcher, and Declan Gane for their combined years of contributions to the BOM, Legal Board and Secretariat. I still look forward to the opinions, comments and counsel of these valuable colleagues. I believe they leave a positive, indelible impact on IELA.

As with any relationship, it would be hard to find one that did not have a period of volatility in 25 years; that differences did not surface; the relationship itself in question. Our Acting Chairman Achim Lotzwick has advised that the legal issues are withdrawn; order is restored. We

commend Achim's efforts during a very difficult transition.

Fundamentally sound relationships, despite volatility, can endure and strengthen as differences are resolved. IELA is no exception to this.

So IELA's 25th Birthday reflects the enduring value of our Association; the value of its 'reason to be'. I believe each of us can cite examples of how we individually and collectively benefit from our membership in IELA.

The question still remains: how do we continue to create IELA value and benefits for its members? It seems to me, that is our basic Mission. For one, the answers lie in the voluntary efforts and ideas of all IELA members; both established and, particularly newer members. I'm certain there are many more solutions.

That's why I'm excited about the potential our new members bring to IELA and the Organiser Working Group. Most of them reside in geographic regions that have not been neglected by IELA. Yet, in a way, these areas have not been actively represented or emphasized.

I approached the IELA BOM meeting in Las Vegas to highlight and correct this situation; to assist, if possible with funds or otherwise, legitimate efforts to create IELA

Recognition in those relatively 'untouched' global regions. I believe it's fair to say that IELA Recognition has matured well in Europe (not as well in Eastern Europe), North America,

Australia and certain parts of Asia. But not so in the North African Region, Mexico, Central & South America, parts of the Middle East.

The new members of our Group such as Feras Bensaoud-Libya, Rene Carvajal in Mexico, Agustin David in Argentina, Vinay Sharma in Dubai and Vicki Bedi in the Asian sub continent and beyond can assist with this development; not just because of their geographic localities, but their global business reach.

This is NOT to say that the Group's efforts will be entirely focused on these "new areas". There's always room for development in our 'mature' areas. For example, witness Elaine Wong of Baltrans' accomplishment---she recently established a reciprocal web link with the CHINA ASSOCIATION FOR EXHIBITION CENTERS.

In our court, we are proceeding to create an IELA link with the EXPO PROMOTER WEB site, they promote 37,975 Fairs and currently maintain 262 Web Partners.

It's all about developing an IELA 'BRAND'. Because, as an IELA member, you may never know, or directly link the business you receive due to our 'BRAND'. But, chances are, IELA Membership may be, at least in part, responsible for your success. This, not counting the business you receive from your new and established IELA colleagues.

Paris, at the 25th Birthday, will be an opportunity to see and reinforce these notions.

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**STANDARDS WORKING GROUP****►► A new year, a new beginning....**

In 2009, we have come a long way – with IELA quality standard documents as well as IELA standard forms such as commercial invoice/packing list or worksheet available on the net for all members to use, if they wish to do so. So take a look!

At this stage, ready for download on the IELA website are:

**IELA STANDARD FORMS:**

DESCRIPTION	FILE TYPE
<b>Commercial invoice/packing list</b>	invoice.pdf
<b>Commercial invoice/packing list</b>	invoice.xls
<b>SAMPLE Commercial invoice/packing list</b>	sample_invoice.pdf
<b>Worksheet</b>	IELA Worksheet.pdf
<b>Worksheet</b>	IELA Worksheet.xl

**QUALITY STANDARD DOCUMENTS:**

<b>IELA Quality Control Protocol - On-site Agents</b>	quality-protocol-onsite.xls
<b>IELA Quality Control Protocol - On-site Agents</b>	quality-protocol-onsite.pdf
<b>IELA Quality Control Protocol - Export Agents</b>	quality-protocol-export.xls
<b>IELA Quality Control Protocol - Export Agents</b>	quality-protocol-export.pdf

We will continue with more forms throughout the year – but don't worry, we want to keep it to the "basics" and most certainly avoid communication overload. Keep it simple....

Again, the idea is for you, the members, to use this section as a "library of tools" – you can use it, we certainly encourage you to do so, but it's not compulsory.

Apart from that, the Standard Surveys have now closed and the results are currently being evaluated by the IELA Secretariat. Once the analysis is

finalised, we will provide an update to all of you.

The subject of the Surveys is certainly one of interest – and there are many different opinions within IELA about the benefits of the surveys. Some offer full support, others question their existence, and some are simply arguing the types of questions asked.

As the Standards Group, we want to take this matter up when we are all meeting again in Paris. We believe it is important to discuss the subject of the

**THE SUBJECT OF THE SURVEYS IS CERTAINLY ONE OF INTEREST - AND THERE ARE MANY DIFFERENT OPINIONS WITHIN IELA ABOUT THE BENEFITS OF THE SURVEYS. SOME OFFER FULL SUPPORT, OTHERS QUESTION THEIR EXISTENCE, AND SOME ARE SIMPLY ARGUING THE TYPES OF QUESTIONS ASKED.**

surveys, in particular the types of questions asked and their relevance to today's market.

What do you – the member – think about the surveys? How would you like to see the surveys different? Do you believe in their true benefit? Many questions come to mind....

To you, the member – we encourage you to let us know your thoughts, ideas and suggestions for those surveys. Anything we can use as discussion points in Paris will certainly help.







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## CUSTOMS WORKING GROUP

►► Hello again, after the toughest period of the year. We all have been very busy with the year-end issues, new year plannings, busy shows, problematic shipments, etc.

And back to IELA issues, here we go with a list of our activities since our last meeting at the IELA Report:

### 1-Customs forms:

The answers received in London from members to the questionnaire (and also the number of responses) showed us that customs forms were just good marketing tools for IELA members and in fact not a practical tools referred for daily business. They are not even known by many of the operations people. So we decided to simplify the forms, considering that the existing forms consumed a lot of time and energy to fill in.

New template of the Customs Form has been worked out by Sameh Guirguis (Customs Working Group Member) by the end of October 2009. Existing data of each country have been transferred to new forms by the Secretariat and published on the IELA web site under the new on-line system. Thanks to Declan, Anna and Anika (from My World of Expo) for the dedicated and speedy work during this period.

The new forms have been reviewed by all the members and up-dated in November 2009.

**A USEFUL SUGGESTION WAS TO PUBLISH LINKS ON THE IELA WEB SITE, TO CUSTOMS WEBSITES OF THE MEMBER COUNTRIES IN ORDER TO ENABLE MEMBERS TO REACH THE CORRECT AND UP-DATE INFORMATION ON LOCAL REGULATIONS AND APPLICATIONS, AS WELL AS HS CODES.**

### 2-Customs links:

A very useful and creative suggestion by Jorge Reina of Reca Internacional, was to publish links on the IELA web site, to customs web-sites of the member countries in order to enable members to reach the correct and up-to-date information on local regulations and applications, as well as HS Codes. We immediately started collecting the related links from members. The task has been completed by the end of October and all useful links for each country have been published on the IELA Web-site for the use of members.

### 3-Country File on the IELA Report:

After a series of discussions among the Working Group Members, we decided to start a "Country File" section on the IELA Report. We started with Turkey as an example and decided to continue with another country on each IELA Report. We believe, this information can be filed as a useful guideline by the members and give a rough idea about the customs in the subject country. It is a nice tool for a comparison between the countries.

### 4-Publish Major Customs documents on the IELA website:

We agreed to have samples of some customs documents on the IELA web site, to at least show the members how they look in shape (ATA Carnet, ATR1, EURO1, CMR, T1, Health Certificate, Phytosanitary Certificate, Fumigation Certificate, etc.). We can also have link to the official web sites related to these documents. (like [www.atacarnet.com](http://www.atacarnet.com) Ms Maria Mambelli of Expotrans is working on this task and we will submit the related data to IELA Secretariat, once available.

So, hope to see you all in Paris...



## THE IELA BOARD OF MANAGEMENT

### Board Functions

#### ACTING CHAIRMAN

ACHIM LOTZWICK

achim.lotzwick@cretschmar.de

#### VICE CHAIRMAN

CHRISTOPH RAUCH

Christoph.rauch@btg.de

#### TREASURER

ALAN HUNTER

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#### MEMBERS

##### MEMBER

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#### SECRETARIAT

ANNA GUICHARD

anna@iela.org

#### Honorary Members

Mr. Stephen J. BARRY

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 MEMBERS We are pleased to welcome the following new member:

**valverde**

Marc Uitenbroek  
Bas Wiendels  
Valverde B.V.  
Triport 1, 6th floor  
Evert van de Beekstraat 46  
1118 CL Schiphol Airport  
The Netherlands

T. +31 20 653 8555  
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E. [info@valverde.nl](mailto:info@valverde.nl)  
Website: [www.valverde.nl](http://www.valverde.nl)

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## IELA SWITZERLAND ADDRESS CHANGE

Please note that the IEA Switzerland address has changed. All correspondence should be addressed to the following:-

IELA - International  
Exhibition Logistics  
Associates

Route François-Peyrot 30  
1218 Grand-Saconnex,  
Switzerland

## AFFILIATES RESIGNATION

CEVA Showfreight, Duiven,  
London, Rotterdam & Utrecht

## CHANGE OF ADDRESS

Schenker Fairs & Events Ltd  
have now moved to:  
Unit 2 Sylvan Court  
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Laindon SS15 6TW UK

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ISTANBUL / TURKEY

**NEXT IEA REPORT** October 2010 (No 66) Deadline for articles: 13th September 2010 Email [report@iela.org](mailto:report@iela.org)



## NEW MEMBERS

We are pleased to welcome the following new member:

	<p><b>Benjamin Strelow</b> Head of Sales &amp; Tradelane Development, India</p> <p>Schenker India Pvt. Ltd. DLF Building No. 8C, 12th Floor, DLF Cyber City, Phase -II Gurgaon – 122 002 Haryana, India Tel.: +91 124 464 5000 Fax: +91 124 464 5100 E-mail: benjamin.strelow@dbshenker.com Website: www.schenker-india.com</p>	<p>DB Schenker India offers a complete range of international air and ocean freight services as well as integrated logistics services and global supply chain solutions from a single source.</p> <p>DB Schenker India combines all transport and logistics activities in integration with DB Schenker's global network in 130 countries, 2,000 locations and 90,000 employees to provide seamless end-to-end supply chain solutions.</p> <p>With 31 offices and over 31 warehouse locations with more than 1,000,000 sq. ft. of space, and with 1,300 logistics professionals at your service we are everywhere our customers want us to be. DB Schenker India offers business IT applications and solutions that are built on revolutionary technologies.</p> <p><b>Facts &amp; Figures</b></p> <ul style="list-style-type: none"> <li>- Established in 1996</li> <li>- 31 office locations.</li> <li>- 31 warehouses.</li> <li>- 1,300+ logistics experts.</li> <li>- +1,000,000 sq ft of warehousing space</li> <li>- Own Custom Clearance License</li> <li>- ISO 9001:2000 &amp; CTPAT Certified</li> </ul>
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IELA currently has 113 members in 45 countries worldwide.

Please note that the IELA Secretariat has included all recent changes in contact details in the new IELA membership list available on [www.iela.org](http://www.iela.org). Email Anna [anna@iela.org](mailto:anna@iela.org) with all amends to your company details.

## ERNIE DROESSAERT

(1930 - 2009)

EX-DIRECTOR OF CLAMAGERAN-FOIREXPO, FRANCE



We would like to express our sincere condolences for the passing away of Mr. Ernie Droessaert. He was highly respected and well known in our exhibition logistics industry as well as IELA family.

Ernie was our director until he retired and moved to Luxemburg. He attended the 4th IELA Seniors Club meeting in September 2009 in Paris and it was scheduled that he will hold the 5th meeting in Luxemburg. It's so regretful that he can never be with us again. It's a big lost for us because he was indeed a trustworthy partner not only during his career, but also continue after his retirement as a true friend and a kind family man.

He is now with God in a better place but left over all the best memories he had with us. He will be deeply missed by all who knew him.

CLAMAGERAN-FOIREXPO

## ERNY DROESSAERT

It is with much sorrow that I tell you of my friends passing. Erny and I starting working together in 1973 at the Paris Air Show. I can remember like it was yesterday trying to find this "Erny Droessaert", and wondering if he spoke English. It was my first venture to Paris and I wasn't at all certain exactly how things were going to work out. When I found Erny, he was holding court in what appeared to be a gypsy wagon. He English was good, but with a heavy French accent, told me to sit down and we would discuss the business over a nice Armagnac!

Although things progressed through the years, one thing remained steadfast, our friendship. Erny could light up a room with his smile, and could tell stories about past times that made your soul glad. I was happy to have seen my friend in Paris in September, looking better than I've ever seen him. We had three wonderful days together that I will never forget. I know that God was watching over us in Paris and gave us this last time to be together, and I am most grateful.

Here's to you Erny my friend, I lift my glass of Armagnac to you.

**Stephen J Barry Jr**





# EXHIBITION LOGISTICS LEADER IN FRANCE



## CLAMAGERAN FOIREXPO - ON SITE / OPERATION OFFICES:



### ■ PARIS EXPO - Porte de Versailles: (And for other French regions)

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