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Bi-Monthly Magazine on Trade Fair Industry

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H.S. Bedi, Director, PSBedi Group



'Commitment to the highest standards'

HS (Vicki) Bedi, IELA Chairman, Member of Board of Directors of Events Industry Council and Director, PSBedi Group, shares insights on 'global industry issues'



What have been the key initiatives, that mark your tenure as Chairman of IELA for 2018-2020 so far?

While work at IELA is always in progress and the projects initiated by my predecessors were ongoing, however my specific goals related to increasing women leadership; identifying and bringing in new leaders; sustainability; focus on Africa and building international stature and recognition for IELA in global events industry. I am happy that we now have 3 women Board members out of 9 and 4 women leaders out of 10 as Chairs / Vice Chairs in IELA Working Groups. Also, we have 7 new leaders out of 10 as Chairs / Vice Chairs in IELA Working Groups. IELA issued its Security Guidelines in October 2018 and its Sustainability Guidelines in October 2019. We had IELA Connect event in Marrakech (Morocco) in October 2019 where we brought together all the stakeholders of the event industry for jointly developing

it in that country. IELA will have its 35th Congress in Cape Town, South Africa. And while IELA participated in many global events, I have recently been elected to the Board of Events Industry Council (EIC), another great recognition for IELA.

How are board members inducted at EIC and what are their responsibilities?

Board officers and directors are nominated and elected by the membership which is comprised of more than 30 organisations in the events industry. Collectively, board members serve as the council's governing body, hold fiscal responsibility and provide strategic direction for its programmes and services. They comprise accomplished leaders who bring diverse perspectives, insights and experiences.

Based on your focus areas, what are your further plans for IELA?

The present IELA Board is committed to IELA becoming the 'go-to knowledge





HS (Vicki) Bedi, IELA Chairman, Member of Board of Directors of Events Industry Council and Director, PSBedi Group

IELA's stature and recognition on global platforms has borne fruit.

How does your expertise as a Chartered Accountant coupled with extensive experience in fiscal laws give both organisations an edge?

At PSBedi we take pride in being a knowledge based integrated logistics solutions provider. This and a commitment to the highest standards is in our DNA. My father initiated the vision of de-complicating India for our customers so as to make them successful. My educational and professional training helped in building on that visionary commitment. PSBedi is the only logistics company in India (and a unique one in the world) to have the joint accreditations of AEO (Authorised Economic Operator), "ISO 9001:2015" (Quality), "ISO 14001:2015" (Sustainability), OHSAS 18001:2007 (Occupational Health & Safety), "ISO 20121:2012" (Sustainability in Events), "ISO 28001:2007" (Security in Supply Chain) and C-TPAT (Customs Trade Partnership Against Terrorism).

At IELA I was surrounded in the Board by true leaders with great wisdom, maturity and global background. However, issues always come up where I could contribute with confidence due to this education and experience.

As CEO of PSBedi Logistics, you have focused on providing innovative solutions while deepening relationships with customers across logistics verticals, how would you describe your strategy for accomplishing this?

Our Mission statement says it all - "PSBedi is in the business of providing logistics solutions and creating delivery

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It has indeed been very demanding on time (most of all family time) as well as health. I have made 93 flight sectors till now in 2019. However, I have been very fortunate with not only a very efficient IELA Secretariat and supportive Board but also my colleagues at PSBedi. Also, I have had immense volunteer support from within IELA Board and it's Working Group Leaders. And in any case all stress and strain is wiped out when one sees the success of genuine effort. It is very heartening that the joint effort of all towards making IELA the 'go-to knowledge resource' and building

and content resource' relating to it's domain for the global events industry. And IELA will aggressively pursue this in coming years too through it's ongoing projects like IELA Academy etc. In February 2020, we will have the 3rd IELA Operations Summit in Bangkok. IELA's Operations Summit is the only dedicated forum for exhibition logistics operation professionals offering valuable perspectives on improving operational efficiencies, enhancing service standards, optimising worldwide relationships and increasing bottom lines. And then we have IELA's 35th Congress in Cape Town, South Africa.

How do you balance the twin responsibilities as Chairman of IELA and CEO, PSBedi Logistics?



systems for enhancing the competitive ability, returns and profits of our customers.

Our Mission is to be a one stop 'Logistics Solution Provider' of choice in India by being a partner in our customers business". And we do this with a pan-India network of over 18+ offices in 12 cities covering all major international airports and ports, each duly licensed to undertake complete activities in-house, and a team (of over 300 persons) comprising of dynamic, highly motivated, experienced & customer-focused professionals who bring in over 6000 man-years of collective experience. Working with an ethos of being 'partners in our customers business' we work with the highest ethical standards. Each member of the PSBedi Group is committed to not only lay the next standards in the "Indian Logistics Industry" but also to walk that extra mile, 24x7x365, for ensuring customer delight by being 'simply better' in all service areas.

'Aspire, Acquire, Inspire' is our corporate mantra which shapes success. It is the formula to attaining achievement of the highest level. With

I am excitedly looking forward to the next decade when India grows towards the top global economies.

this corporate philosophy we are ready to fast-forward into the future with experience and wisdom backing us. We aspired to provide our customers with the smoothest logistics solutions, acquired a reputation due to our skills, expertise, and commitment, thus inspiring a loyal customer base. Today, we have a reputation of redefining the logistics experience in India.

You are also associated with various NGOs working with street children education, how do you take the time for giving back to society?

I have been very fortunate and privileged to be associated with the organisations 'YouthReach' and 'Breast Cancer Patients Benefit Foundation' and my wife with 'Udayan Care'. For YouthReach we were one of the sponsors for publishing beautiful coffee table books 'If I Were Rain' (on street children of India) and 'Secret Abode of Fireflies' (on environment). The journey of these engagements

has been extremely enriching and fulfilling. All I can say is when one gets to experience the joys of this journey, one automatically finds time. There are much busier people who end up doing so much more. Our contribution is just a drop in front of the oceans they have contributed towards making this world a better place for all.

How has PSBedi Logistics evolved over the decades and what are your plans for taking it forward?

Starting as a one man company in 1975, my father laid the strong foundations of principles, ethics and knowledge. These have been with us past 44 years and will remain as our pillars in the future too. Our focus on providing 'customer value' has made our customers bring new opportunities of engagement to us. And we have gladly then built on these new opportunities. We will continue to be partners in our customers success and these will open many doors. I am excitedly looking forward to the next decade when India grows towards the top global economies. We are an India focused solutions provider and will remain so.

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