

Exhibition World

SHENZHEN'S GIANT LEAP FORWARD

IELA's event logistics express to Connect in Marrakech

The International Exhibition Logistics Association (IELA) will release its new sustainability guidelines on 14 October at the association's flagship IELA Connect event in Marrakech, Morocco.

In its efforts to make a difference, IELA says it is "committed to not only enforcing best practices in exhibition logistics and supporting the community of IELA members, but also to inspiring action by the exhibition and event industry to maximise mutual actions".

Under the motto 'Protecting our People', IELA will welcome all exhibition and event stakeholders from the Middle East, Northern and Western Africa Region to the event, which will be held at the Mövenpick Hotel Mansour Eddahbi.

IELA Connect will be IELA's first event in the MENA + Western Africa Region.

The association states the main goal of IELA Connect this year will be to reinforce relationships for "a safer, more secure and sustainable industry serving the global exhibition

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community".

Organisers say the stage in Marrakech will be set to:

- MEET leaders of the exhibition industry in the MENA & Western African region
- STEER towards progress and boost high standards in security, OH&S and sustainability
- DEVELOP successful partnerships and collaboration with organisers, venue owners, associations and partners

In answer as to why IELA is meeting in MENA, it says: "As the Organisation for Economic Co-operation and Development (OECD) states, the Middle East and North Africa (MENA) is a diverse region, affected by economic and political



transformations, but with a potential for added growth. It benefits from a privileged geographic location with access to large markets; a young and increasingly educated population and comparative advantages in several sectors such as manufacturing, renewable energies and tourism.

"MENA economies are implementing reforms to improve economic growth, governance structures, diversification, employment, private sector development and integrity."

IELA 2018-2020 Chairman Vicki Bedi has made the expansion of IELA's reach in, until now, unrepresented countries a major goal, as well as enhancing member benefits through increased regional and local level involvement.

Organisers add that IELA Connect is designed to build a bridge between IELA members, organisers, venues, associations and media.

If safety, security and sustainability are also your priorities, contact the IELA team via:

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