

Issue 1 | 2016

The magazine for the global exhibition community

# Exhibition World

## Abu Dhabi's global vision

How billion dollar investments  
and show partnerships are  
boosting the Emirate

 ufi

The Global  
Association of the  
Exhibition Industry



# Logistical conclusion

As the exhibition logistics market copes with international expansion, we ask two experts how the sector is evolving



**Ravinder Sethi**  
Founder and chief executive officer,  
RE Rogers

2016 is RE Rogers India's 30th anniversary – it's been a momentous journey to date. From the very outset, we've been the market leaders, both in volumes and quality.

The geographics are changing rapidly in India today. The market is expanding from the traditional Delhi, Mumbai and Bangalore locations to cities including Chennai, Jaipur, Ahmedabad and Goa. So, our challenge is to remain market leaders with these changing geographics as well.

Having our presence now also in Goa, Chennai, and Ahmedabad is proof that we're meeting this challenge head-on. The logistics sector will pretty much remain the same from an operations point of view. One significant change would be giving sustainability and health and safety a top priority in these operations.

For this, I'm playing a lead role in the various associations (UFI, IEIA, IAEE and IELA) where I'm involved at the highest level.

People ask what organisers should demand from the logistics sector, and the answer is obvious – giving a high level of service at competitive prices. And, of course, make sustainability and H&S a must in its operations.

I'd also ask what logistics companies should demand from organisers. I ask for service providers to be treated as partners and not contractors. More and more organisers very sadly appoint us with royalties and commissions to be more relevant than the quality of services we offer.



**Christoph Rauch,**  
IELA chairman

We are living in a fast-paced-world. Within the last 20 years, setups and dismantling time have been reduced enormously, which has severe effects on on-site operations health and safety. The less time is taken into account, the more risks our workers and customers on site are facing.

Our association seeks to render corresponding assistance to all upcoming threats within the industry, as well as to professionalise all segments within exhibition and event logistics, set corresponding standards and ensure compliance with them.

Since its beginning, IELA faces the challenge and responsibility of being recognised as the elite echelon of the world's best exhibition and event logistics providers. Therefore we established the IELA Survey to improve the service level, quality and professionalism of all IELA members in March 1987.

In context of globalisation, digitalisation and sustainable development, our members as well as our organisation are facing several challenges.

New technologies are more and more essential to exhibitors, but there should also be a strong global network of professionals behind it.

Our goal as an association is to continue to focus on strengthening our network, and education and training programme, boosting our brand and working on new projects giving our members more tools that support their daily work and business development, that at the end will empower our members' quality characteristics and unique attributes in their specific markets.

## Jacob K. Javits Center

**Location:** New York, USA

**Project:** Proposed to begin in late 2016, this renovation will increase the convention hall's size to 278,709sqm. New York's Democrat governor Andrew Cuomo recently announced the US\$1bn plan to expand venue, located on Manhattan's West Side. Plans include adding 32,000sqm of meeting and exhibition space, new operational space and 44,500sqm for delivery truck parking.



## RAI Amsterdam

**Location:** Amsterdam, Netherlands

**Project:** RAI Amsterdam has added a RAI Amtrium space. The flexible and sustainable conference, meeting and office space is located on the north side of RAI Amsterdam. The RAI complex was designed to accommodate all possible types of event. RAI Amsterdam already offered flexible facilities with the centrally located Auditorium and Elicium. In the new space, Hall 1 (the largest hall of RAI Amsterdam) and the adjoining halls 4/5 are ideal for large-scale exhibitions. The Amtrium also features a restaurant called The Roast Room, situated on the north side of the Amtrium and has its own entrance.





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