

A NEW DECADE commences

The 31st IELA Congress and 5th IELA Partnering Event proved to be an overwhelming success as well as the biggest till date

After the celebration of IELA's 30th anniversary last year the new decade started with the biggest congress to date, which was an overwhelming success. Almost 400 delegates made the 5th IELA Partnering Event the biggest industry event at all times. Displaying the ever increasing interest and growth in the industry, the numerous attending delegates were a clear indicator for IELA being a driving force for training, knowledge and networking platforms in the industry around the globe.

The formal 2016 General Assembly opened proceedings with a brief report of IELA's Chairman Christoph Rauch and Vice Chairwoman Mariane Ewbank as well as the Treasure's Report by Ulrich Kasimir.

This was followed by the re-election of five Board Members: Vicki Bedi (PS Bedi Group, India), Feyzan Erel (GRUPTRANS Co., Inc., Turkey), Achim Lotzwick (Cretschmar MesseCargo

GmbH, Germany) Christoph Rauch (BTG Messe-Spedition GmbH, Germany) and James Ng (Transit Air Cargo Singapore Pte. Ltd, Singapore). Guido Fornelli (Expotrans SpA, Italy) was elected into the Board of Management.

With over 88% of the votes, Mariane Ewbank (Fulstandig Shows E Eventos MC Ltda., Brazil) has been elected as IELA's first Chairwoman.

The IELA Standards Of Performance Survey is the unique tool that benchmarks its members' performance. The winner of the respective category – Domestic Agent or Export Agent – receives the Best Agent Award at the annual IELA Congress, the highest quality recognition within the industry.

The top 3 performers were presented during the gala dinner at the Royal Hospital Kilmainham on June 27, 2016. IELA congratulates all awarded members,





Mariane Ewbank, the first Chairwoman of IELA's history, elected this June 2016, shares her priorities and management strategy

You have just taken charge as Chairwoman of IELA, what are your priorities as the new head?

My first priority is to shorten the distance between the IELA membership and the Board of Management. We are elected by the membership to represent them. Thus, it is obvious that we work closely together with an open ear for new ideas and interact with members.

Since I joined the Working Group dedicated to Standards of Performance, I consider training as one of our key pillars. IELA members are recognised as the industry leaders with a high level of quality of service. We spare no effort to guarantee the professionalism of the transportation logistics and freight handling segment of the exhibition and event industry. Today we organise the Winter Seminar for young professionals in the business and the Operations Summit for the middle management. Creating new training programmes, which support our members to improve their employees' skills, is essential.

Interactions with other associations related to the exhibition and events industry is another priority for me. I strongly believe that global partnerships will contribute to strengthen the IELA brand and also to boost the IELA awareness amongst the events industry that moves billions of dollars and

provides thousands of jobs worldwide. Efforts to sharpen the relationship with organisers are always a priority for IELA, too. We will not rest until all events have an IELA member as official freight forwarder. Ambitious? Maybe. It is worth a try.

How would you describe your management strategy and approach?

I am full of energy to make the next two years very productive for IELA. I was elected as the first chairwoman in IELA's history. The strategy for my chairmanship is to combine the new blood with the experience of my Board fellows.

I might sound as I am repeating myself, but as Brazilian I like to interact with people and to work together. Different teams - teams within the Board, with the Working Groups and with the Membership - will work on different tasks. All are linked to each other to achieve our main goals, which are: giving back benefits to IELA Members and increasing awareness of the IELA brand within the industry, particularly among organisers, venues, exhibitors, associations and authorities.

What is IELAs agenda focusing on during this fiscal?

IELA considers two perspectives for the upcoming fiscal year: internal programmes and benefits for the membership and external projects to strengthen international partnerships.

The internal agenda focuses on training programmes. We are working on the IELA Training Manual (ITM) that will be the bible for our members. Another tool is the IELA Academy, which will be an online and interactive course based on ITM and other projects that we are shaping. We just finished our IELA Health and Safety guidelines based on the G-Guide, focused on events freight forwarding. Since "Security" becomes an increasingly important issue we highlighted this topical focus in a separate chapter. Unfortunately this aspect became part of our lives and we need to reassure preventive measures to be prepared for all eventualities with contingency plans for ensuring safety.

The external agenda highlights the development of partner programmes with associations, that will benefit all members. We especially focus on Africa. This big continent is very promising and is organising major events. IELA has to be part of it. The first step of this process is to collaborate with African Associations and to strengthen these partnerships on a long-term basis. We already have members from South Africa, Egypt and Nigeria, but it can be more - as long as they are in compliance with our standards.

What is the significance of the exhibition and event logistics industry within the overall MICE industry?

Logistics is the key for the success of every event wherever it takes place. Especially freight forwarders are the main allies of the organisers, exhibitors and venue operators. The cooperation between them has to be maintained over the course of the whole project from planning the event until after its completion.

There must be collaboration, confidence and partnership between all participants. Organisers and exhibitors consult events freight forwarders about logistic aspects like transportation, customs, politics, geography etc. It is our duty to guide organisers through unknown seas and roads. That's what IELA does!

What are the challenges faced by the exhibition and event logistics industry in general? Which are the recurring issues that need to be urgently tackled?

The world is huge and multi-cultural, which means that we have to manage different ways of work and local regulations i.e. customs clearance procedures in Brazil are completely

different than in Germany.

The main challenge nowadays is the reductions of budgets for shipping caused by the global economic situation and increased security concerns. Working with low budgets forces us to find creative solutions for the clients in order to secure the business. Being member of an association such as IELA also means associating with a strong network, which facilitates to be cost effective and guarantees the quality of the service.

Security became another important issue for the events. Risks of cancellation of shows, attendance and shipping are becoming more common. There are some promising initiatives to create a consistent and accessible template for security standards for the exhibitions and meetings industry. This routine must involve the entire event management process from organisers, venues, homeland security authorities from several countries, the freight forwarders and other event suppliers.

How do you see the scope for exhibition and event logistics industry in India?

The Indian Exhibitions and Events Industry is in a vibrant phase and consequently logistics related. Thereto it is growing at a faster pace than the overall national GDP growth.

Political and economic changes provide such a favorable environment that almost every major global player have in last five years, set up their businesses in India - all the major German messes, all the major UK PLCs, to mention just a few.

This growth makes the logistics industry smile, especially for the IELA members that are extremely active in India.

What are your views on the exhibition and event logistics industry in India and its major players?

Asia and India are an ocean of opportunities and peculiarities. It is very competitive. You have big, medium and small, local and multinational companies competing for their share. On scenarios like that exhibitors take advantage to not look for the best service, but for the best price. And this practice rarely works.

IELA is very proud to have the best freight forwarders in India as members. This means whoever appoints them as the official on-site agent can count on a high level of services.



GLIMPSES OF
IELA CONGRESS
2016



R. E. Rogers India Pvt. Ltd. delegation makes a strong impact

The 13-member team of delegates from R. E. Rogers India Pvt. Ltd. made its presence felt at the recent IELA Awards and get together. With the highest number of delegates present, it showcased India and their strength in exhibition industry, where they have an 80% market share with their capacity of handling the entire spectrum ranging from small exhibitions to biggest defense or AIR shows, whether its in India or abroad. Ravinder Sethi, founder, R. E. Rogers India Pvt. Ltd., is one of the most active and respected figures in the industry, holding key positions in major associations or programmes.

Top 3 best domestic agents 2015

- First Place: BLUELINE Co. Ltd., Japan
- Second Place: GBH Exhibition Forwarding Ltd., United Kingdom
- Third Place: La Rouxnelles Logistics & Consulting, South Africa

Top 3 best export agent 2015

- First Place: SWISS EXPO LOGISTICS AG, Switzerland
- Second Place: BTG EXPO GmbH, Germany
- Third Place: On-Site Exhibitions AB, Sweden

A highlight on the 31st IELA Congress has certainly been the IELA Forum. Under the name "Occupational Health & Safety in the Exhibition Industry – Quo vadis?" IELA invited renowned Keynote Speaker representing a cross-section of the exhibition industry: Cathy

Breden (IAEE), Sonia Thomas (UFI), Bruno Meissner (IFES) and Simon Garrett (X-Venture) conducted a panel discussion highlighting the importance of OH&S programmes from Health regulations for food to protection against external threats as terror. As move in/ move out times became increasingly reduced, a safe working environment becomes essential and requires a close collaboration being the path to a safer industry with ubiquitous and extensive OH&S Standards.

The first steps have already been taken as IELA signed a memorandum of understanding with UFI, IEIA, AFECA, IFES, IAEE and IAVM to strengthen global partnerships boosting the exchange of information, membership benefits and cross-promotion of associations in order to raise awareness to all members of the

global exhibition family of the necessity for Health and Safety.

"Thinking out of the box" speakers gave inspiring and exciting insights:

Mark Pollock: How to navigate through challenges?

Peter Fisk: Developing the strategic horizons to shape markets to your advantage

More than 80 people worked for the five Working Groups and presented astonishing results on June 27th. All Working Groups met each other in order to brainstorm about activities, as well as to discuss IELA's priorities for 2016 and 2017, giving way to new ideas to further the association and members benefits.

For the fifth time members took the chance to meet promising business partners on this year's Partnering Event. After last year's overwhelming attendance the 5th Partnering Event grew even bigger than ever before with 389 delegates representing 220 companies from 55 countries.

In a nutshell

- 241 delegates representing 128 companies from 48 countries joined the 31st IELA Congress
- 389 delegates representing 220 companies from 55 countries attended the 5th Partnering Event
- Over 3,080 meetings took place during the Congress and PE networking sessions