

TradeFairs International

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS



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Focus Deutsche Auslandsmessen: Zehn Jahre erfolgreich in China

International Südafrika: Heli-Golfen bei den wilden Tieren

Praxis Messelogistik: Die IELA diskutiert in Prag

Focus German fairs abroad: Decade of success in China

International South Africa: Heli-golfing and wildlife

Practice Trade fair logistics: IELA meeting up in Prague

UFI IN COLOGNE



Photo: IELA

IELA-Kongress: Die Messewirtschaft funktioniert nur, wenn alle beteiligten Partner miteinander Hand in Hand kooperieren.

IELA Congress: Only when all partners work with each other hand in hand can the exhibition industry be successful.

MESSELOGISTIK

Die IELA diskutiert in Prag

Vom 24. bis 27. Juni treffen sich die Mitglieder der International Exhibition Logistics Association (IELA) zum 32. Jahreskongress. Direkt im Anschluss steigt das Partnering Event.

Die letzten zwölf Monate sind für die IELA „sehr fruchtbar“ gewesen, wie die Verantwortlichen betonen. „Bei den wichtigsten Veranstaltungen der Messebranche war unser Verband als Teilnehmer, Redner und Forumssprecher involviert“, sagt Mariane Ewbank. „Vor allem zu den Themen Sicherheit und betrieblicher Arbeitsschutz“, so die IELA-Vorsitzende. Hier hat das letzbjährige IELA-Forum in Dublin eine große Diskussion angestoßen. Aufgrund der starken Resonanz sind die inhaltlichen Erwartungen für das diesjährige IELA-Jahres-

treffen daher ziemlich groß. „Wir haben uns viele Gedanken gemacht“, sagt Ewbank. „Über alle Veränderungen, die sowohl die Welt als auch die Messebranche momentan erleben.“ Die daraus resultierenden Herausforderungen sollen in Prag thematisiert, diskutiert und angegangen werden.

Das Motto des Kongresses lautet: „An der Schwelle zu einem neuen Zeitalter“. Weil mit neuen Generationen ein neues Kundenverhalten eingezogen ist, muss auch die Messelogistikbranche nachdenken und handeln. „Im Kern geht es um die Fragestellung, wa-

rum der Kunde eine bestimmte Dienstleistung wirklich braucht“, erklärt Mariane Ewbank. „Und wie neue Technologien den Anspruch an den Service verändern.“ Oder anders formuliert: Durch die sich wandelnde Welt mit den politischen Unsicherheiten benötigen Veranstalter und Aussteller neue Lösungen. Als Verband der renommierten Messegroßbetriebe weltweit sieht sich die IELA in der Verantwortung, sich auf dem Kongress dieser Aufgabe zu stellen – und dort für einen Austausch zu sorgen.

Mariane Ewbank skizziert zunächst das klassische Handlungsfeld, um danach die erweiterten Anforderungen der Logistiker zu beschreiben: „Eine Messegroßteilnahme ohne Exponate bedeutet für den Aussteller bei einer Veranstaltungsbeteiligung den Verlust seiner gesamten Investition“, verdeutlicht sie. Die IELA-Mitglieder seien Garant dafür, dass die Exponate sicher und pünktlich ankommen. „Sie sorgen auch gemeinsam mit den Messeveranstaltern und Messebau-Unternehmen für unfallfreie Aufbau- und Abbauzeiten“, betont

Ewbank. Aber heute sei die Branche von anderen Risiken betroffen: Sicherheit werde zum absoluten Thema Nummer eins: „Wir müssen unsere Aussteller, unsere Besucher und unsere Teams vor nicht kontrollierten Lieferungen schützen.“ Generell funktioniere die Messewirtschaft nur, wenn alle Partner miteinander Hand in Hand kooperierten. „Deshalb ist es unsere Verpflichtung als Verband, diese Zusammenarbeit zu gestalten und durch inhaltliche Diskussionen zu stärken.“

Nach Ende des Kongresses geht es nahtlos weiter mit dem IELA-Partnering Event. Dessen 6. Auflage findet vom 27. bis 29. Juni statt. Die Netzwerk-Veranstaltung richtet sich an Mitglieder und Nichtmitglieder, die untereinander Kontakte knüpfen können. Zu beiden Ereignissen erwartet die IELA einen neuen Rekord an Registrierungen. „Drei Monate vor dem Beginn haben wir bereits die Anmeldezahlen vom letzten Jahr übertroffen“, freut sich Mariane Ewbank. „In Prag werden über 400 Teilnehmer aus über 50 Nationen repräsentiert sein“, so ihre Prognose (www.iela.org). **PB**

TRADE FAIR LOGISTICS

IELA meeting up in Prague

The members of the International Exhibition Logistics Association (IELA) are getting together from 24 to 27 June for their 32nd annual congress. The IELA Partnering Event will be taking place immediately afterwards.

The last 12 months have been “very fruitful” for the IELA. “Our association has been involved in the exhibition industry’s most important events, providing delegates and speakers, particularly on the subject of health and safety at work,” says IELA chairwoman Mariane Ewbank. Last year’s IELA Congress in Dublin unleashed much discussion of this. Due to the strength of the response, the expectations of this year’s IELA Congress in terms of content

are very high. “We have done a lot of thinking,” says Ewbank. “About all the changes currently taking place both in the world in general and in the exhibition industry in particular.” The resulting challenges will be formulated, discussed and tackled in Prague.

The congress slogan is: “On the threshold of a new age”. As new generations come along, customer behaviour changes, and the exhibition logistics industry also has

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IELA's second **Operations Summit** will take place in Hong Kong from February 1-3, 2018.

Developed in the spirit of the association's theme "Giving back to the members", a target group of 100 professionals will be invited to meet their peers from around the globe for this three day conference with the purpose of **"Boosting Operational Excellence"** in the exhibition transportation industry.

The venue for IELA's second Operations Summit will again be the Hong Kong Convention and Exhibition Centre (HKCEC). This location assures a spectacular environment for delegates to meet, network, and set the stage for a renewed approach to operational standards in the exhibition & event logistics industry.

The program includes structured networking, hands-on workshops, educational lectures and special presentations from industry guest speakers. The IELA participants will enjoy a distinctive mix of social and job related activities designed to take advantage of networking and personal enrichment opportunities in both formal and informal settings.

IELA strives to interact with the exhibition industry leaders, organizers, venue operators, trade associations, exhibitors and other related suppliers for the purpose of integrating mutual programs and ambitions. The IELA Operations Summit is another activity formulated to enhance this industry communication and awareness.

IELA continues its efforts to deliver exceptional benefits to all staff levels within its membership through a diverse set of educational events:

- the Annual Congress addresses CEOs and directors
- the Operations Summit is created for senior operational managers
- The Winter Seminar targets the young and new-to-the-industry staff members

The 2018 Operations Summit provides a unique educational and networking platform for senior operational managers, with the overall objective to boost performance quality and develop reliable and efficient service precepts within their day-to-day responsibilities.

For further information please contact the IELA Team: Dennis@ielo.org – www.iela.org



Photo: IELA

*„In Prag werden über 400 Teilnehmer aus über 50 Nationen repräsentiert sein“, prognostiziert Mariane Ewbank.
“There will be over 400 delegates from 50 countries in Prague”, Mariane Ewbank forecasts.*

to reflect on this and take action. “Essentially, the issue is why the customer really needs a particular service,” explains Ewbank. “And how new technologies change what is expected from the service.” In other words, as a result of the changes that take place in the world and political uncertainties, organisers and exhibitors need new solutions. As an association of highly regarded exhibition freight forwarders from all over the world, the IELA feels a responsibility to face up to this challenge at the congress – and facilitate an exchange about it there.

Mariane Ewbank begins by outlining the typical field of activity of these companies and then proceeds to describe the additional requirements they have to meet: “If an exhibitor were to take part in a trade fair without any exhibits, it would mean the loss of its entire investment in the event,” she explains. IELA members are a guarantee that exhibits will arrive safely and punctually. “And together with the exhibition organisers and exhibition stand construction compa-

nies, they ensure stands are assembled and dismantled on time and with no accidents,” emphasises Ewbank. Today, however, the industry is exposed to other risks, and security is becoming the number one issue: “We have to protect our exhibitors, visitors and teams from unchecked deliveries.” As a general principle, only when all partners work with each other hand in hand can the exhibition industry be successful, she says. “As associations, we are therefore obliged to shape this collaboration and strengthen it by initiating discussion of the issues involved.”

The congress is followed seamlessly by the IELA Partnering Event, which is being held for the sixth time, from 27 to 29 June. This event gives both members and non-members the opportunity to network with each other. The IELA expects record numbers of registrations for both events. “Three months before the event, we already have more registrations than we had last year,” enthuses Ewbank. “There will be over 400 delegates from 50 countries in Prague,” she forecasts (www.iela.org). PB ■

many, where the company is the official logistics services provider of 17 exhibition centres. The benchmark is Messe Essen, which is of a similar size and also in a central location. Its traffic control system for commercial vehicles will be successively adapted to the situation in Utrecht.

As an event logistics provider, Schenker is not just a conventional transport company but also offers consulting services. Under this concept traffic flows will be scanned and analysed before the trade show. Cargo goods are no longer to be delivered to the event site individually or during peak traffic hours. "Shipments are collected at an external location and later delivered to the Jaarbeurs site during low-traffic hours," explains Lars Pohlmann. "The aim of everybody involved in organising a fair is to structure and decongest traffic." He compares the situation to a journey in a crowded train: "A traveller who has to stand on a journey during high-traffic hours will probably choose a less busy time in future, so as to get a seat."

Since early January Schenker has been



Photo: DB Schenker

Die Erfahrungen aus Utrecht können auch an anderen Messeplätzen nützlich sein.
The experience in Utrecht can benefit other exhibition centres, as well.

responsible for logistics at several shows in Utrecht. Still, the Utrecht project is currently in a learning phase. "We need the feedback of exhibitors and organisers," says Lars Pohlmann. "What works well and where do we have to take things to a higher level?"

Communication and cooperation will help all players get a bit closer to the envisaged processes. Moreover, the experience in Utrecht can serve as a blueprint for future-forward solutions that will benefit other locations, as well (www.dbschenker.de). PB ■

SETTING STANDARDS IN GLOBAL EXHIBITION LOGISTICS

IELA is the global industry network that provides top quality performance and expertise for your exhibition logistics needs.

IELA members enable your operational excellence, serving well beyond expected industry standards in the care and safety of your exhibits and the success of your exhibitions.



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

WWW.IELA.ORG