

TradeFairs International

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS



Focus Imex in Frankfurt: Mit der Kraft der lokalen Wirtschaft

International Polen: Mehr Ausfuhr, mehr Wohlstand

Praxis Messebau International: Der Ruf eilt immer voraus

Focus Imex in Frankfurt: Using the strengths of the local economy

International Poland: More exports, more wealth

Practice International stand design: A reputation that shines

SPECIAL ASIA

Geburtstagsgrüße der International Exhibition Logistics Association (IELA)

Herzlichen Glückwunsch,
Trade Fairs International!

Wir gratulieren zu einem fantastischen, unerlässlichen Magazin für alle Messe- und Eventprofis! Besonderer Dank geht an Axel Thunig, Dr. Peter Borstel und ihr großartiges Team für die vielen Jahre guter Zusammenarbeit und die vielen weiteren, die noch folgen.

Wir wünschen alles Gute für die Zukunft.

Cheers, Mariane Ewbank,
IELA-Vorsitzende



Entwicklung in der Region gibt es einen weiteren Indikator: Nach dem global ausgerichteten Kongress der UFI hat sich die Asien-Pazifik-Konferenz mittlerweile zur zweitgrößten Veranstaltung des internationalen Messeverbandes entwickelt.

In den letzten Jahren, aktuell und in Zukunft waren und sind Nachhaltigkeit, Sicherheit und Digitalisierung die drei Hauptthemen der Branche. Betonten noch vor kurzem nahezu alle Geländegeber und Veranstalter ihren grünen Anspruch, lautet derzeit das meist gebrauchte Schlagwort „digital“. Das ist vor allem mit Investitionen verbunden und



2014 teilt das Hong Kong Trade Development Council seine Schmuckmessen auf.

In 2014 the Hong Kong Trade Development Council splits up its jewellery fairs.

mit der Ungewissheit, ob die Geschäftsmodelle tatsächlich tragen. Weil Zielgruppen digitale Dienstleistungen erwarten, erscheint Handeln unverzichtbar. Und: Veranstaltungen haben sich immer wieder neu zu erfinden, wenn sie in Zukunft unter veränderten Bedingungen ihren Bestand sichern möchten.

Beim Bewältigen des Wandels sind die sogenannten internationalen „Leitmessen“ im Vorteil. Sie bleiben Pflichttermin, während es B- oder C-Ereignisse schwerer haben. Das hat mit der Internationalität der Besucher zu tun, mit Gewohnheit, aber außerdem mit einem ganz anderen Phänomen. Führende Veran-

staltungen finden beispielsweise in Europa bis auf Ausnahmen meist in den einwohnerstärksten Ländern statt. Sicherlich hängt das mit der Nachfrage zusammen und im Falle von Deutschland – angesichts von neun Nachbarländern – auch mit der schnellen Erreichbarkeit. Nicht zuletzt spielt die Tatsache eine Rolle, dass Marketingbudgets international agierender Unternehmen immer mehr auf große Länder konzentriert werden. Kleinere Staaten und dort abgehaltene Messen haben zumindest in Europa immer öfter das Nachsehen – von der Globalisierung profitieren nicht alle Messeländer in gleicher Weise. **PB**

Am Bosporus: 2015 trifft sich die UFI nach 2008 ein weiteres Mal in Istanbul.

At the Bosphorus: In 2015 UFI met in Istanbul for a second time after 2008.



Photo: HKTDC

Photo: UFI



Photo: Xing Events

Xing Events-Studie: Viele Veranstalter wollen digitale Aktivitäten ausbauen.

Xing Events study: Many organisers want to expand their digital activities.

hibition industry. Not only have many exhibition centres opened or expanded but many fairs have made their debut. This is accompanied by double-digit growth rates for specialist trade fairs. China is number one in this segment but South East Asia is also very dynamic. And things are even moving in India, which still lags far behind in exhibition infrastructure measured by the size of its population. Its economy has seen some buoyant

growth over the past few years. And there is a further indicator of the region's dynamic development: After the globally hosted UFI Congress, the Asia Pacific Conference has now become the second-largest event of the global association of the exhibition industry.

In the past few years, now and in future the focus is and has been on sustainability, security and digitisation, as the industry's three major concerns. While, until recently, almost all centre operators and organisers emphasised their green credentials, now the most popular buzzword is "digital". Above all, this entails investments and uncertainty as to whether the business models will actually yield benefits. Because the target groups expect digital services, action seems crucial. And events constantly need to reinvent themselves in order to survive by adapting to the changing circumstances of the future.

When it comes to coping with change, the so-called international "leading trade fairs" have a clear advantage. They remain must-go events, while B or C-league events have a harder time. This has to do with the international diversity of the visitors, with habit, but also with a completely different phenomenon. Leading events in Europe, for example, usually take place in the most populous countries, with a few exceptions. This is certainly related to demand and, in the case of Germany – with its nine neighbouring countries – also to convenient accessibility. Last but not least, the fact that marketing budgets of international players are increasingly concentrated in large countries also plays a role. Smaller countries and the trade shows staged there are increasingly losing out, at least in Europe – globalisation does not benefit all trade fair destinations equally.

PB

Birthday Greetings from the International Exhibition Logistics Association (IELA)

Happy Birthday, Trade Fairs International!

Congratulations to a fantastic must-read magazine for all exhibition and event industry professionals! Special thanks to Axel Thunig, Dr. Peter Borstel and their great team for many years of good cooperation and a lot more to come.

We wish you all the best for the future.

Cheers, Mariane Ewbank, IELA chairwoman

Timeline

2008

United: French organisers Comexpo and Exposium join forces to form Comexposium.

Investment: BolognaFiere spends around 170 million euros on its new Halls 14 and 15; and Palexpo in Geneva invests over 100 million Swiss francs from late 2008 until 2013.

2009

Anniversary: Russia's leading trade fair Expocentre turns 50.

Shopping tour: NürnbergMesse buys a Brazilian exhibition company and becomes one of the largest foreign organisers in Brazil.

2010

Icon: Marina Bay Sands in Singapore starts operating.

Full expansion: Shanghai's SNIEC now has 200,000 square metres of hall space.

2011

Bigger: The second phase of Kintex doubles the hall space of Korea's largest exhibition centre to 108,000 square metres.

Change: The Tokyo Motor Show moves from Makuhari Messe to Tokyo Big Sight.

2012

Construction: Kap Europa convention centre is built at Messe Frankfurt.

Replacement: Berlin starts building the CityCube, which is to be used for meetings instead of the ICC as of 2014.

2013

Timely: The new Messe Basel opens just in time for the Baselworld watch and jewellery show.

Pioneer: Messe Düsseldorf has now been working in Russia for half a century.

2014

Divided: The Hong Kong Trade Development Council organises its jewellery show(s) in March at two venues for the first time: HKCEC and AsiaWorld-Expo.

New: The ExpoForum exhibition centre opens in St. Petersburg.

2015

Time-honoured: Leipziger Messe celebrates its 850th anniversary.

Sanctioned: Reciprocal trade restrictions between the EU and Russia lead to a declining western European participation in Russian trade fairs.

2016

State visit: US President Barack Obama visits Hannover Messe.

Networking: Initiated by UFI, the first Global Exhibitions Day makes its débüt.

2017

Expansion: BIEC in Bangalore now boasts 60,000 square metres of hall space.

Birthdays: Stockholmsmässan celebrates its 75th anniversary, Targi Kielce its 25th, and Messe Frankfurt turns 777.

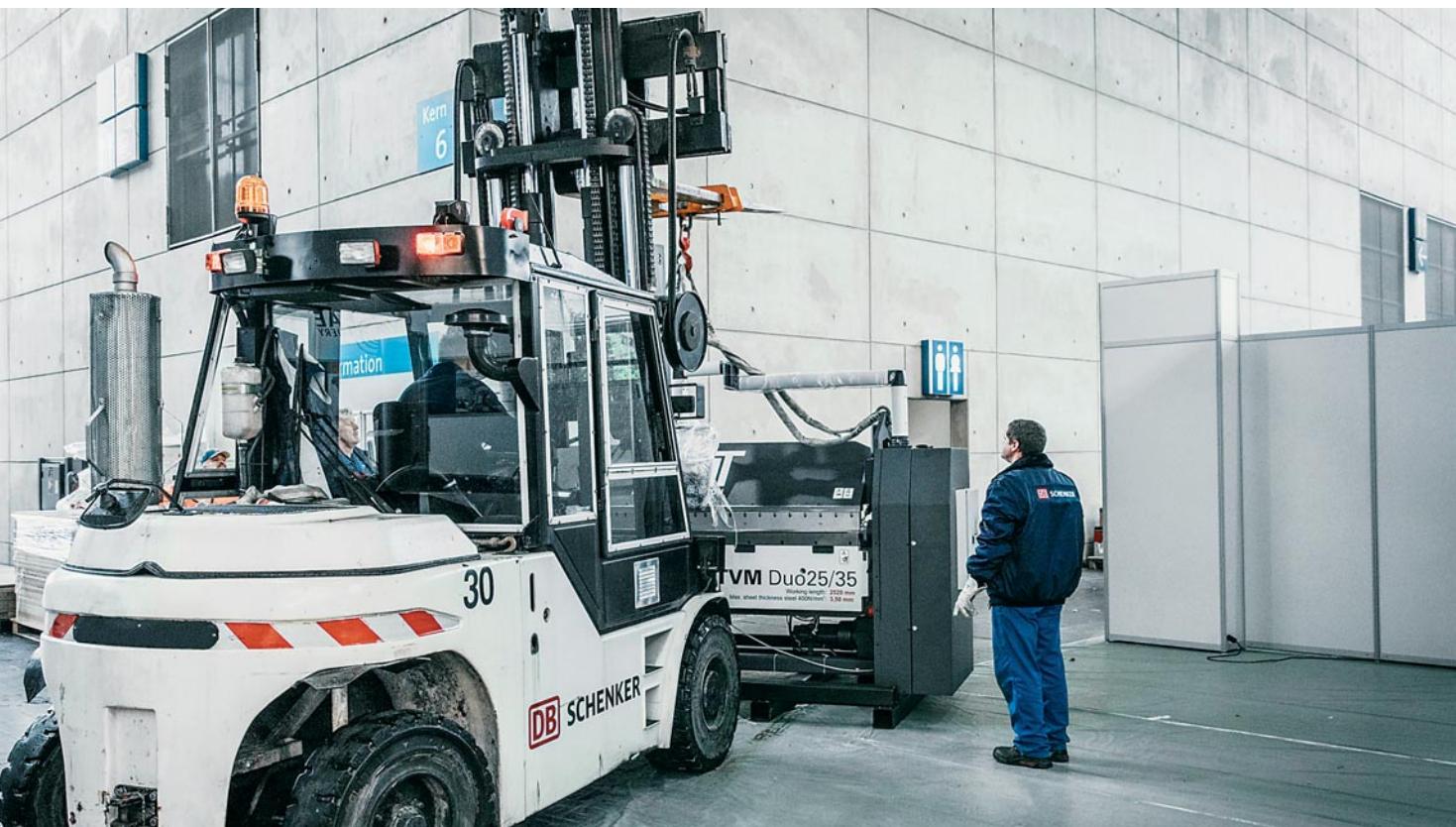


Photo: Michael Neuhaus

„Die On-Site-Logistik profitiert ebenfalls von der Digitalisierung der logistischen Prozesse“, weiß Roland Kreitmayer von Schenker.
“On-site logistics also benefit from the digitisation of logistical processes,” says Schenker’s Roland Kreitmayer.

MESSELOGISTIK

Die Digitalisierung der Prozesse

Das neue Zeitalter in der Messe- und Eventlogistik hat längst begonnen. Die International Exhibition Logistics Association (IELA) thematisiert dies 2018 beim Kongress in San Francisco.

In Rahmen der Vorbereitungen sprach TFI mit dem Verband und zwei IELA-Mitgliedern: Roland Kreitmayer, Leiter Messen/Spezialverkehre Cluster Deutschland/Schweiz von Schenker Deutschland und Vincenzo Scrudato, Geschäftsführer von DHL Trade Fairs & Events.

TFI: Wo hat die Digitalisierung die Messelogistikbranche erfasst?

Roland Kreitmayer, Schenker Deutschland:

Die Digitalisierung hat die Messelogistikbranche in allen Bereichen erfasst: angefangen bei A wie Angebotserstellung bis Z wie Zollabwicklung. Die Digitalisierung erstreckt sich nicht nur auf kaufmännische, administrative Arbeitsschritte, wie die Vorlaufdisposition, sondern auch auf die operative Ebene des Tagesgeschäfts. In immer mehr Ländern werden elektronische Ausfuhranmeldungen verwendet, die Verzollung elektronisch oder Hauptlaufbuchungen bei Reedern und Airlines elektronisch getätigten. Die On-Site-Logistik

profitiert ebenfalls von der Digitalisierung der logistischen Prozesse: Lkw-beziehungsweise Stapler-Leitsysteme ermöglichen schnelleres Be- und Entladen in den herausfordernd kurzen Auf- und Abbaizeiten; die Lagerung wird mittels elektronischem Lagerverwaltungssystem überwacht und elektronische Auftragsdispositionstools unterstützen alle logistischen Dienstleistungen auf dem Messegelände. Für den Kunden führt dies zu steigendem Komfort und mehr Transparenz. Die Auftragsannahme, direkt beim Kunden am Messestand mittels Tablet in Echtzeit und digitaler Verarbeitung, ist dabei nur ein Beispiel von vielen für die Vorteile des „neuen“ Kundenservices.

Vincenzo Scrudato, DHL: In der Tat hat die Digitalisierung unsere Arbeit bis hin zur „letzten Meile“ geprägt. Für eine effiziente Auftragsabwicklung bedarf es eines IT-gestützten Prozessablaufs. So werden Fehler vermieden und Kosten optimiert. Weiterhin erwartet der Kunde heute fast standardmäßig eine elektronische Sendungsverfolgung mit Statusmeldungen zu seiner Sendung. Auch bisher manuelle Prozesse wie das Messen



Roland Kreitmayer, Leiter Messen/Spezialverkehre Cluster Deutschland/Schweiz von Schenker Deutschland.

Roland Kreitmayer, DB Schenker's head of fairs and exhibitions and special transports for Germany and Switzerland.

von Sendungen können inzwischen mithilfe von modernster Technik schneller, genauer und einfacher abgewickelt werden. Diese Technik nutzen wir bereits erfolgreich auf Messeplätzen im Warenausgang und machen damit durchweg gute Erfahrungen; auch was die Akzeptanz bei den Kunden betrifft.

Welche Vorteile bringt die Digitalisierung?

Roland Kreitmayer: Durch die Digitalisierung in der Messelogistik ergeben sich viele Vorteile – nicht nur für Aussteller, sondern auch für Veranstalter und Partner-Messespediteure. Auf Kundenseite sind Transparenz bei der Warenverfolgung und neue Formen des Kundenservice klare Vorteile. Veranstaltern stehen flexible professionelle Logistikpartner zur Seite, die schnell reagieren können, falls unvorhersehbare Änderungen auftreten, sei es bei veränderten Wetterbedingungen oder Sicherheitsbestimmungen. Meist ist dies durch die elektronischen Systeme problemlos und schnell umsetzbar, da die Abläufe

schnell angepasst werden können. Die Abwicklung von stetig steigendem Volumen auf schrumpfenden Logistikflächen zugunsten größerer Ausstellungsflächen stellt uns immer wieder vor neue Herausforderungen. Digitale Prozesse, wie elektronische Avis, elektronisches Auftragsmanagement, Lkw- oder Stapler-Leitsysteme, elektronische Verzollung und transparente Warenverfolgung, unterstützen uns jedoch hierbei effizientere, einfachere Abläufe und schnellere Informationsströme zu realisieren.

Vincenzo Scrudato: Ja, in erster Linie haben wir unsere Kunden im Fokus. Wir stellen uns immer die Frage: Wie machen wir unsere Kunden erfolgreicher? Mit diesem Leitsatz finden wir Lösungen, die unsere Kunden nicht nur sehr schätzen, sondern auch nutzen, um schnell und einfach ihre Anforderungen an uns zu übertragen, dadurch mehr Zeit für ihre Kernkompetenz haben und damit erfolgreicher sind. Wir bei DHL haben in unseren internen Prozessen digitale Lösungen seit Jahren im Einsatz und auch bei der Auftragsabwicklung

mit dem Kunden bieten wir digitale Lösungen an, um dem Kunden die bestmögliche Transparenz und höchste Nutzerfreundlichkeit zu garantieren. Für uns in der Abwicklung ergibt sich außerdem der Vorteil, dass wir von überall auf unsere Systeme zugreifen können und somit auch auf Messen stets von unseren innovativen Systemen profitieren.

Gibt es auch Nachteile?

Roland Kreitmayer: Mit der Instandhaltung und ständigen Updates der Systeme, etwa der Vernetzung mit bestehenden Systemen beispielsweise von Messegesellschaften und Lieferanten, sind hohe Investitionen verbunden. Dahinter steckt eine hohe Dynamik, die hinsichtlich der Haltbarkeitsdauer stets berücksichtigt werden muss.

Vincenzo Scrudato: Natürlich bringt jede Innovation Gefahren und Risiken mit sich. Es gibt überall auch eine Schattenseite, jede Innovation birgt auch gewisse Risiken. Wer diese ignoriert oder blauäugig handelt, riskiert viel. Wir haben seit Jahren effektive Prozesse und Sicherungshebel, die uns weitestgehend vor den meisten Gefahren absichern, sodass eindeutig die Vorteile überwiegen. Wir scheuen uns dabei nicht, Investitionen in Technik und Personal zu tätigen. Bei uns stehen die Qualität und der Mensch an erster Stelle.

Welche Herausforderungen durch die Digitalisierung bestehen bei den IELA-Mitgliedern untereinander? Und was kann die IELA als Verband zur Bewältigung beitragen?

Elizabeth Niehaus, IELA Executive Officer: Wir haben derzeit 165 Mitglieder aus 55 Ländern. Jedes Land für sich hat unterschiedliche Standards, entsprechend verschieden sind die IT-Lösungen. Deshalb ist unser Netzwerk, als Treffpunkt und Diskussionsplattform, so wichtig. Die Branche transformiert sich in Bezug auf die Menschen, Strukturen und Prozesse zunehmend. Darauf müssen wir uns als IELA, unsere Mitglieder wie auch Veranstalter und Aussteller neu einstellen. Als Verband ist es unsere Pflicht, uns den



Elizabeth Niehaus, IELA Executive Officer.

Herausforderungen unserer Zeit zu stellen und unsere Mitglieder bei den anstehenden Veränderungen zu begleiten. Wir haben uns sehr wichtigen Themen in den jährlich stattfindenden Versammlungen gewidmet, wie Safety & Security 2016 in Dublin, Service 2017 in Prag, San Francisco und das Silicon Valley werden uns 2018 mit dem Thema Digitalisierung die besten Voraussetzungen bieten.

Roland Kreitmayer: In der Tat nehmen die unterschiedlichen länderspezifischen gesetzlichen Rahmenbedingungen enormen Einfluss auf die Prozesse. Zudem gibt es noch keine Standards für den effizienten Datenaustausch mit unseren Partnern weltweit.

Vincenzo Scrudato: Besondere Herausforderungen anlässlich der Digitalisierung sehe ich nicht. Vielmehr werden die aktuellen Veränderungen noch mehr als Hemmnisse und Risiken sichtbar. Unterschiedliche Qualitätsstandards oder Code of Conduct sind nur einige Beispiele. Eine einheitliche Schnittstelle zum Datenaustausch untereinander wäre hier zum Beispiel ein wünschenswertes Ziel, hier könnte die IELA vermittelnd tätig werden.

Was sind die Kundenerwartungen heutzutage?

Vincenzo Scrudato: Einfach, schnell, zuverlässig, gut und kosteneffizient (www.dhl-tfe.com).

Roland Kreitmayer: Ein Rundumsorglos-Paket ist der Standard, schnell und einfach. Eine gute Beratung, schnelle Informationsflüsse und Rückflüsse, ob bei der Offerte, Auftragsbestätigung und -vergabe, Tracking oder Abrechnung; einen 24/7 Service erwarten die Kunden heutzutage. Trotz der Digitalisierung steht der Faktor Mensch weiterhin in unserer Branche im Fokus. Der persönliche Fachansprechpartner vor Ort ist daher immer noch unentbehrlich. Er gibt dem Kunden (ob Veranstalter oder Aussteller) die Sicherheit und das Vertrauen, das er braucht (www.dschenkerfairs.de).

TFI: Vielen Dank an alle Beteiligten!

Um die Vernetzung und weltweite Partnerschaften in der Messelogistik zu stärken, trifft sich die Branche jährlich beim IELA Congress & Partnering Event: 2018 vom 21. bis 26. Juni in San Francisco (www.iela.org).

TRADE FAIR LOGISTICS

The digitalisation of processes

A new era is well under way in trade fair and event logistics. The International Exhibition Logistics Association (IELA) will be focusing on this at its 2018 Congress in San Francisco.

With preparations ongoing, TFI spoke with the association and two IELA members: Roland Kreitmayer, DB Schenker's head of fairs and exhibitions and special transports for Germany and Switzerland, and Vincenzo Scrudato, managing director of DHL Trade Fairs & Events.

TFI: Which parts of the trade fair logistics industry have been affected by digitalisation?

Roland Kreitmayer, DB Schenker: Digitalisation has affected all parts of the trade fair logistics industry: from quotation preparation to customs clearance. Digitalisation is evident not just in commercial, administrative processes such as pre-carriage planning and scheduling but also at the operational level of day-to-day business. Electronic export declarations and electronic customs clearance systems are being used in more and more countries, and the main legs of journeys are being booked electronically with shipping companies and airlines. On-site logistics are also benefiting from the digitalisation of logistics processes: truck

and forklift control systems permit faster loading and unloading, thus making it possible to cope with short construction and dismantling periods, storage is monitored by means of electronic warehouse management systems, and electronic job scheduling tools support all logistics services at the trade fair centre. For the customer, that means increased convenience and greater clarity. Order acceptance at the customer's exhibition stand on a tablet computer in real time is just one example of the many ways in which digitalisation benefits customer service.

Vincenzo Scrudato, DHL: Our work is now shaped by digitalisation right up to the "last mile". Efficient order processing requires IT-supported processes. Errors are thus avoided and costs optimised. Moreover, customers these days almost invariably expect electronic consignment tracking with status messages. And processes that have been manual up to now, such as consignment measurement, can now be executed more quickly, easily and accurately using the latest technology. We are already using this technology successfully for incoming and outgoing



Digitalisierung:
Viele Vorteile in
der Messelogistik.

Digitalisation:
Many advantages
in trade fair
logistics.

Photo: Michael Neuhaus

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INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

A sample of the services our 200 members in 54 countries provide:



INTERNATIONAL SHIPPING

- Document preparation
- Packing services
- Local pick-up & delivery
- Worldwide airfreight
- Ocean freight
- Truck freight
- Charter services



CUSTOMS CLEARANCE

- Export clearances
- Import clearances
 - Temporary
 - Permanent
 - ATA Carnet
- Import bond provision
- Security compliance
- Local regulations compliance
- Customs examination service



ON-SITE HANDLING

- Advance receiving
- Warehousing
- Local pick up & delivery
- Receipt of airfreight, ocean freight & truck freight
- Inbound delivery to booth
- Outbound handling
- Unpacking / repacking
- Lifting equipment & labor
- Handling of empty cases

THE WORLD'S EXHIBITION FREIGHT SPECIALISTS ARE GATHERING
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goods at trade fair centres and have had nothing but good experiences; it has also been well received by customers.

What advantages does digitalisation bring?

Roland Kreitmayer: Digitalisation brings many advantages in trade fair logistics – not just for exhibitors but for organisers and freight forwarding companies as well. As far as customers are concerned, both the clarity offered by tracking and the new forms of customer service that are now possible are clear advantages. Organisers get the support of flexible professional logistics partners, who can re-

er, digital processes such as electronic advice notes, electronic order management, truck or forklift control systems, electronic customs clearance and tracking help us to implement simpler, more efficient processes and faster information streams.

Vincenzo Scrudato: First and foremost, we focus on our customers. We always ask ourselves the same question: how can we make our customers more successful? With this as our guiding principle, we find solutions that our customers not only really appreciate but also make good use of: in order to let us know their requirements quickly and easily, spend more time on their core competency

benefit from these innovative systems when we are at trade fairs, for example.

Are there also disadvantages?

Roland Kreitmayer: A lot of investment is required to maintain the systems, keep them constantly updated and ensure they can communicate with the existing systems of trade fair companies and suppliers, for example. It's a very dynamic situation, and the shelf life of the systems and networks must always be considered when investments are made.

Vincenzo Scrudato: Of course, every innovation brings with it dangers and risks. There is



Photo: DHL

„Die Digitalisierung hat unsere Arbeit bis hin zur letzten Meile geprägt“, stellt Vincenzo Scrudato von DHL fest.

“Digitisation has influenced our work down to the last mile,” says Vincenzo Scrudato, DHL.

spond quickly when unforeseen changes occur, whether these are changes in the weather or changes to security provisions. These adjustments to processes can be made quickly and easily using the electronic systems. We are constantly faced with new challenges as a result of having to handle increasing volumes in less and less space, because logistics space is being reduced for exhibition space. Howev-

er thus be more successful. We at DHL have been using digital solutions in our internal processes for years now, and we also offer digital solutions for order processing with customers in order to make everything as clear as possible and ensure the highest possible level of user friendliness. For us there is another big advantage: we can access our systems wherever we are and thus

always a downside as well; every innovation is associated with certain risks. Anyone who ignores this or is naive in their approach risks a great deal. We have had effective processes and safety latches for years that give us virtually total protection against most dangers, so the advantages clearly outweigh the disadvantages. We do not shy away from making investments in technology and per-



Vincenzo
Scrudato,
Geschäftsführer
DHL Trade Fairs
& Events.

*Vincenzo
Scrudato,
managing director
DHL Trade Fairs
& Events.*

Photo: DHL

sonnel. For us, quality and people take priority.

What challenges does digitalisation present to IELA members among themselves? And what can the IELA do as an association to help them meet these challenges?

Elizabeth Niehaus, IELA executive officer: We currently have 165 members in 55 countries. Each country has different standards and, consequently, different IT solutions. That is why our network is so important, offering a place in which to meet others and a discussion platform. The industry is undergoing a transformation affecting the people, structures and processes involved in it. IELA members, organisers and exhibitors are all having to adapt to this. As an association it is our duty to face up to the challenges of our times and help our members to adapt to the coming changes. At our annual IELA Congress we address(ed) very important issues: Safety and Security in Dublin in 2016, for example, and Service in Prague in 2017. In 2018, San Francisco and Silicon Valley will offer the ideal surroundings in which to approach the subject of Digitalisation.

Roland Kreitmayer: The different legal frameworks in different countries have a huge impact on the processes. Moreover, there are still no standards in place enabling efficient data interchange with our partners around the world.

Vincenzo Scrudato: I don't see any particular

challenges arising from digitalisation. Instead, it is becoming even more evident that the changes currently taking place represent obstacles and risks. Different quality standards and codes of conduct are just two examples of this. A standardised interface for data interchange would be a desirable goal, for example, and the IELA could play a role here as a mediator.

What do customers expect these days?

Vincenzo Scrudato: That everything should be easy, fast, reliable, good and cost efficient (www.dhl-tfe.com).

Roland Kreitmayer: A comprehensive, hassle-free service that's quick and easy to use. Good advice, rapid flows and return flows of information, whether that's for quotations, order acknowledgements, awards of contracts, tracking or invoicing. And customers these days expect a 24/7 service. Despite digitalisation, the focus in our industry remains on people. A personal presence on site is therefore still indispensable. This gives customers (organisers or exhibitors) the sense of security and confidence they need (www.dbschenkerfairs.de).

TFI: Many thanks to all of you!

In order to strengthen networking and worldwide partnerships in trade fair logistics, the industry gets together annually at the IELA Congress & Partnering Event. In 2018 it is taking place from 21 to 26 June in San Francisco (www.iela.org).

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Lead the future of logistics: Make a career of making an impact

The working environment changed: number of young staff increases year by year, and sometimes there is a disconnect between the corporate world and the new generation that causes low employee engagement which negatively affects the bottom line. The Generation Y, Gen Z or simply Digital Natives do not strive for status as in the past, but they seek a high degree of flexibility and self-realisation in the working world nowadays. Millennials are looking for a deeper sense of purpose in what they are doing at work. The purpose itself defines the potential of the employees, who will do everything within one's power, if it matches their talent and personal expectations.

Especially in the exhibition logistics with its import, export and customs procedures, there are various positions by which you are in close contact with partners based in other countries or you might travel a lot and also have to master new challenges on a daily basis. Now that the "digitalisation of logistics" is in full swing, it is imperative that logistics companies align their education and training structures to this development.

Logistics companies must send a very clear message here to win the war for talents: We are a promising industry in which you can grow. We support you, no matter where you come from and what you do. Not just today, but also in the future. Logistics is a diversified industry, which requires intercultural skills in spite of differences in language, religion, culture to work in an international environment, but especially because IELA's member are more a family than just a network.

Approaching the expectations of millennials in such an exciting, fast-moving industry with growth potentials and many job opportunities is not impossible. The decisive question is how non-digital natives and millennials can utilize their strengths to jointly move your business forward.

If you want to get know more about what the association and its members do, please visit our website at www.iela.org or contact us at adminiel@iela.org

Photo: Europfast



Vollautomatisierte Lkw, die sich vernetzen können, werden vielleicht bald autonom eingesetzt.
Fully automatic trucks that can communicate with each other could soon be used autonomously.

parliament is working on how to put in place a suitable legal framework.

For trade fair service companies and exhibitors, transparent processes, stock reliability and faster order processing are important factors enabling them to operate cost effectively. In the field of trade fair and event logistics, there are digital solutions that can relieve the pressure with lasting effect in the hectic construction and dismantling phases of an event: web applications, BI applications and software tools for administration, promotion, customer campaigns, customer relationship management and content management, for example. The use of new technologies allows companies to better focus on the key production and logistics processes and gain valuable insights into how processes

can be shaped more efficiently – taking into account aspects such as the consideration of internal storage costs or storage costs at event venues as well. They thus secure themselves an important competitive advantage and are in a better position to face the future challenges of a digitalised world. The Internet of Things (IoT) will revolutionise the way we do business in future. The IoT is essentially the growing network of devices, sensors and so on that are linked to the Internet. It facilitates the creation of new business models – including within the trade fair industry (www.europfast.com). GS ■

Güray Saritas is the managing director of Europfast, an international carrier based in Neuhausen.

Fairexpress: Digital transformation

Digitalisation is increasingly affecting all areas of life. "Regardless of whether you are talking about friendships or private communication," says Christiane Roelfs, managing director of Bielefeld-based exhibition freight forwarder Fairexpress, "A huge amount of communication is now digital, using WhatsApp, Facebook, Twitter, Instagram and other channels. And when it comes to shopping for food, clothes or technology, much of that is done digitally as well." It is now standard for companies to use various social media channels. Digitalisation also facilitates many work processes. "In the past we would have to use telex or fax, but now messages can be sent all over the world within seconds," reports Roelfs. "And that is no longer done just using PCs in the office; smartphones and tablets are now used as well." There are also many advantages when it comes to trade fair logistics: "It used to be that original documents were required – for international customs clearance, for example – but now a scanned colour copy of the document is generally good enough." Documents can easily be amended and forwarded for further processing, she adds. Customs declarations for export or import are sent to the relevant customs office and processed digitally. If the customs agent abroad needs further information on an exhibit, it is easy to send a digital catalogue, photographs or technical drawings. However, digital goods tracking comes up against its limits when you are shipping to countries outside Europe, explains Roelfs. In such cases, the trade fair logistics company has to rely on personal contact with the partner company locally (www.fairexpress.de).