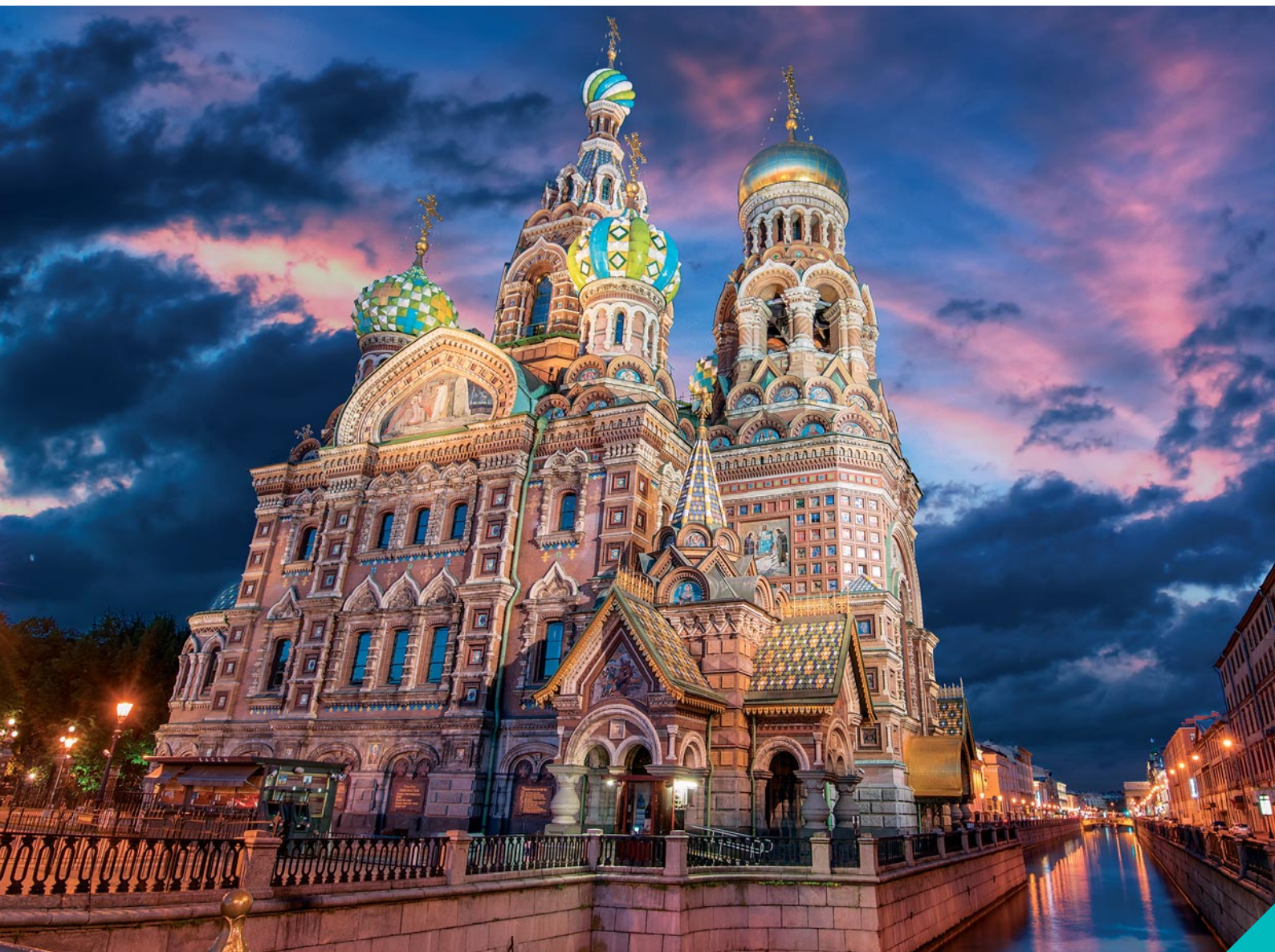


TradeFairs[🌐] International

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS



Focus UFI in St. Petersburg: Bestehende Grenzen aufbrechen
International Indien: Eine Dynamik, die spürbar ist
Praxis Messemietmöbel: Das gestalterische i-Tüpfelchen

Focus UFI in St. Petersburg: Breaking down barriers
International India: A dynamism you can feel
Practice Rental exhibition furniture: Creative edge

SPECIAL ASIA

GUEST EVENTS

Vape meet-up in Europe

The market for e-cigarettes is booming. 20,000 visitors came to see the third edition of "The Hall of Vape" this May. The story behind it is quite remarkable.

The fire brigade was called 14 times to the premiere of the vape show in April 2016. "People had seen smoke rising," says Iraklis Simeonidis. "They thought Messe Stuttgart was on fire and called 112." The history of the show's launch was also rather unusual. It all started as a family affair. "My brother Kiriakos has been vaping since 2005," says Simeonidis. "He was one of the first in Germany," says the organiser of The Hall of Vape. "Three years ago he was unable to attend a trade fair for e-cigs in North Rhine Westphalia for lack of time." But instead of waiting until the next year he

came up with a surprising idea. Simeonidis was asked by his brother if he could help him. The solution; to host their own vape show. His day job being with Kühne + Nagel, the logistics expert with trade fair experience looked into the matter. He knew that one of the leading providers was based on his front door step in the Stuttgart region. The company liked the idea, offered valuable advice based on its experience with other vape shows. After this talk contacts were established with Messe Stuttgart. "The managers promised to help us," says Simeonidis. Then he, his wife Franziska and his two brothers

Taso and Kiriakos got started. The "family project" informed itself about suppliers and distributors in the business. "We phoned for hours with potential exhibitors and tried to convince them." After getting the most important 15 companies on board, there was a domino effect: The premiere featured 101 exhibitors. "Our trump card was having an event in the south of Germany, near the border with Switzerland and France," says Simeonidis. "And we were able to benefit from the professional conditions at Messe Stuttgart."

The premiere in 2016 was already attended by 7,500 visitors, although they are not able to advertise for e-cigarettes without restrictions. "We immersed ourselves in social networks like Facebook and Instagram," says Simeonidis, speaking of vape groups and vape meet-ups. With success: 16,000 guests already flocked to the second edition. This year 290 exhibitors rented 20,000 square metres. According to Messe Stuttgart the event is one of the Top 3 of its kind in Europe and has long become well-known. The fire brigade never has to be called anymore (www.the-hall-of-vape.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.



WORLDWIDE



QUALITY



ON TIME



NETWORK



SAFE & SECURE



CUSTOMER-FOCUSED



INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION

WWW.IELA.ORG



Unter der visualisierten Golden Gate Bridge trafen sich Ende Juni die Messelogistik-Experten zum intensiven Austausch.

At the end of June, exhibition logistics experts met under a virtual Golden Gate Bridge for some intensive discussions.

IELA IN SAN FRANCISCO

Das Digi-Fieber ist entfacht

Beim 33. Jahreskongress des internationalen Messelogistikverbandes entwickelten die Teilnehmer kreative Ideen und Lösungsansätze für den digitalen Wandel.

In den Sechzigerjahren sorgten die Hippies für Flower-Power und Aufbruchstimmung an der kalifornischen Westküste. Mehr als ein halbes Jahrhundert später brachen die Delegierten der International Exhibition Logistics Association (IELA) in Richtung technologische Zukunft auf. „Das Zeitalter der Transformation erleuchten“, lautete das Bestreben des Jahrestreffens, das sich der Digitalisierung widmete. „Unser neues Format in San Francisco hat bei unseren Teilnehmern das Fieber entfacht“, schwärmt Elizabeth Niehaus, Executive Officer der IELA. Die veränderte Programmgestaltung zielte darauf, eine starke Beteiligung zu mobilisieren und neue Werkzeuge für die digitale Transformation einzuführen. Zudem sollte das Veranstaltungsformat den Teilnehmern helfen, ein besseres Verständnis dafür zu gewinnen, wie Mitglie-

der die Transformation vorteilhaft nutzen können. Durch eine interaktive, lösungsorientierte Herangehensweise erfuhren sie von den Herausforderungen und Chancen digitaler Anwendungen.

Die Think-, Brain- und Stream-Elemente des IELA-Forums in San Francisco wurden von den 241 Teilnehmern aus 45 Ländern intensiv genutzt. „Wir haben viel Brainstorming während der Diskussionen über Zukunftsprojekte des Verbandes betrieben“, resümierte Teilnehmerin Naz Yusoff von Transit Air Cargo aus Singapur. „Das war ziemlich anders als sonst“, freute sie sich auch über die Aufteilung in kleinere Gruppen, durch die dieser intensive Ideenaustausch erst möglich wurde. Wichtige Digitalisierungsbereiche seien unter anderem Automatisierte Logistik, Künstliche Intelligenz, Cybersicherheit, Datenanalytik und das Internet

einflussen“, hofft sie gemeinsam mit ihren IELA-Kollegen.

Zum Erkenntnisgewinn der Delegierten haben nicht zuletzt die Referenten beigetragen: Im Rahmen des „Think-Campus“ waren Sonia Thomas von der UFI, Cathy Breden (IAEE/CEIR) und Jeff Butler aktiv. Der Hauptredner und „Business-Futurist“ Patrick Schwerdtfeger sprach über das ABC der disruptiven Innovation. Auf dem Kongress wurden auch wieder die IELA-Awards verliehen. Bei den „Best Domestic Agents 2017“ siegte JIM (Malaysia) vor Eurotran (Taiwan) und Schenker Deutschland. Sieger bei den „Best Export Agents 2017“ wurde Airways Freight (USA), vor BTG Suisse und GBH aus Großbritannien. Zum neuen IELA-Vorsitzenden und Nachfolger von Mariane Ewbank wurde Vicky Bedi aus Indien gewählt. Sein Stellvertreter ist nun Guido Fornelli von Expotrans aus Italien. Und: Christoph Rauch von der BTG Messe-Spedition ist zum „Honorary Member“ ernannt worden. Er wurde für sein jahrelanges Engagement als IELA-Vorsitzender und Schatzmeister geehrt. Bei der sehr emotionalen Zeremonie widmete er die Auszeichnung seinem 2001 verstorbenen Vater Klaus Rauch, IELA-Gründer und Ehrenmitglied. Im Anschluss an den Kongress fand das 7. Partnering Event statt: 355 Teilnehmer aus 51 Ländern führten 2.839 vorarrangierte Gespräche (www.iela.org). PB ■

IELA IN SAN FRANCISCO

Digital fever is ablaze

At the 33rd annual congress of the International Exhibition Logistics Association, participants developed creative ideas and solutions for digital transformation.

In the 1960s the hippies brought flower power and a pioneering spirit to the Californian west coast. More than half a century later, the delegates of the International Exhibition Logistics Association (IELA) headed there to seek the technological future.

“Lightening the Age of Transformation” was the motto of the annual congress, which was dedicated to digitisation. “Our new format in San Francisco sparked a fever among participants,” enthuses IELA Executive Officer Elizabeth Niehaus. The objective of the new pro-

gramming was to promote a strong level of participation and introduce tools for digital transformation. In addition, the format was to help participants better understand how members can benefit from this transformation. Through an interactive, solution-based approach they learnt about the challenges and benefits of digital technologies.

The 241 delegates from 45 countries engaged intensively in the Think, Brain and Stream elements of the IELA Forum in San Francisco. “We did a lot of brainstorming on new ideas during discussions on future projects of the association,” recaps delegate Naz Yusoff of Singapore-based Transit Air Cargo, “It was quite different from the usual IELA.” She was also delighted that participants were broken up into smaller groups to get more involved. Important fields of digitisation, as singled out by the IELA, included automated logistics, artificial intelligence, cyber-security, data analytics and the Internet of Things. This naturally provided momentum for new “task forces” aimed at developing new software and technologies. “In total, we now have seven task forces for seven new technological solutions,” reports Elizabeth Niehaus. “They will have a strong impact on the industry,” she hopes together with her IELA colleagues.

It was not least the speakers who provided new insights for the delegates: The Think Campus featured Sonia Thomas (UFI), Cathy Breden (IAEE/CEIR) and Jeff Butler. Keynote speaker and “business futurist” Patrick Schwerdtfeger talked about the ABCs of disruptive innovation. The IELA Awards were again part of the congress. The Top 3 “Best Domestic Agents 2017” were JIM (Malaysia), Eurotran (Taiwan) and Schenker Deutschland. While the Top 3 “Best Export Agents 2017” were Airways Freight (USA), BTG Suisse and UK-based GBH. Vicky Bedi from India was elected as the new IELA chairman and successor of Mariane Ewbank. Guido Fornelli of Italy-based Expotrans is the new vice chairman. Plus: Christoph Rauch of BTG Messe-Spedition was appointed “Honorary Member”. He was honoured for many years of dedication and commitment as IELA chairman and treasurer. In a highly emotional ceremony he dedicated the award to his father, IELA founder and honorary member Klaus Rauch, who passed away in 2001. The congress was followed by the 7th Partnering Event: 355 experts from 51 countries participated in 2,839 pre-arranged meetings (www.iela.org).

PB ■

Feierliche Ehrung: Mariane Ewbank und Christoph Rauch bei der Übergabe des Honorary Member Awards.
Official ceremony: Mariane Ewbank and Christoph Rauch at the presentation of the Honorary Member Award.



Photo: IELA



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N E W S

Security and collaboration for a safer and more secure exhibition industry

Strengthening relationships for a safe and secure exhibition industry at IELA Connect in Shanghai on October 15th, 2018.

The safety of exhibitors, visitors and event staff is the highest priority of the exhibitions and events industry.

Since 2012, and as a reflection of new security challenges and concerns in the global logistics landscape, IELA has emphasized safety and security through multiple initiatives. These initiatives bring exhibition venues, show organisers and service providers together sharing best practices and establishing standards of occupational health & safety as well as security for the entire industry.

Developing safety & security standards and spreading knowledge along education and training programs, became indeed one of IELA's passion.

Today, in the ongoing efforts delivering better service, IELA is proud to present the new IELA Security Guidelines written in collaboration with Simon Garrett, MD of X-Venture Global Risk Solutions, and a leading security expert in the exhibition industry.

Proactively strengthening safety & security standards, the IELA Security Guidelines are essential for:

- Improving security awareness in the exhibition industry
- Contributing to venue security & exhibition safety
- Shouldering responsibility

IELA, as the industry representative of the global exhibition logistics, has launched a new event to strengthen the connection between stakeholders of the industry, collaborate on security issues and boost local awareness: IELA Connect.

IELA Connect is designed to build a bridge between IELA Members, organisers, venues, associations and press. The first edition will take place in Shanghai on October 15th, 2018 at 18:00 at the JW Marriott Hotel.

Safety & Security is also your priority? Join us and register now via email: adminiela@iela.org.

Let's connect: Working together for a safer & more secure exhibition industry!

For further information, please visit our website at www.iela.org or contact us at adminiela@iela.org

PRACTICE

moving. As a result it knows for whom, whether and how far it can open the gate to the factory. A particular benefit is the technology's energy efficiency. To illustrate this, bluepool used a large LED wall with a thermal image, which also had the advantage of attracting the attention of people some way away from it. In front of the thermal image, the company positioned a stylised person and various types of vehicle approaching a gate.

"The interesting thing was that the visitors were able to control the scenery interactively using large red buttons on an upright display panel and trigger actions," explains bluepool managing director Frank-Dieter Keinath. "The silhouettes moved towards the entrance, and the BBC Bircher Smart Access sensor allowed the gate to be lifted to the required height. You could see the effect on the thermal image, which showed how much energy was lost," says Keinath. "It was a vivid and impressive way to show how the technology works and bring the exhibitor's slogan to life: Experience Smart Access." As well as the display panel, there were a number of touchscreens, at each of which there was a customer adviser on hand to provide information on the systems. At the bar next to the wall, visitors and staff at the stand discussed what they had experienced, while more visitors approached the red buttons and touchscreens (www.bluepool.de).

Seals are among those products that the end customer barely notices. To make them the heroes of a trade fair appearance requires some serious design input. EagleBurgmann is a leading supplier of industrial sealing technology. The company is based in Wolfratshausen in Bavaria. Last year the company was looking for a creative new exhibition stand construction company and eventually chose the Munich company Bruns Messe- und Ausstellungsgestaltung. The aim of the new stand design, in addition to referencing Bavaria, is to emphasise the status of EagleBurgmann as a global player. The stand made its debut at Achema 2018 in Frankfurt. The stand's central area referenced the characteristic roundness of a seal. Curved walls and an ellipsoid rotunda defined the exhibition space. The exhibits stood out on acrylic stands against a white background. The ambience was elegant.

"The idea of flow was also new," explains Bruns creative director Christian Flörs. On the walls, continuous wave and bubble



graphics symbolised the physical states of the media flowing through the seals – from liquid to gaseous. "Everything seemed to be in motion, but also part of an integrated whole," says Flörs of the successful new exhibition concept. However, some elements were designed to be a conscious reminder to regular customers of the previous EagleBurgmann exhibition stands. A cow motif from the previous exhibition stand looked out from behind the semi-transparent wall surface in the catering area, arousing the curiosity of many visitors. Parquet flooring, wooden furniture and a number of beer garden benches with a black zebrano wood and concrete effect invited visitors to spend some time in a welcoming atmosphere. Creative director Christian Flörs calls the stand "a successful symbiosis of the new with elements that have recognition value" (www.brunsmessebau.de).

An island stand: open, attractive and inviting with exciting architectural details, an impressive impact from a distance and great potential for providing information. That was the stand of US software developer InterSystems Corp. at the leading international industry fair Cebit 2018 in Hanover. The stand's centrepiece was the sandbox, a large table serving as a kind of central digital play area. Up to ten stand visitors could hook up