

TradeFairs^{International}

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS



Photo: HMC / Nicolas Maack

Focus IBTM World / Kongresse: Die nächsten 30 Jahre
International Schweiz: Die Freiheit etwas zu entwickeln
Praxis Messebau-Systeme: Auftritte mit mehr Pep

Focus IBTM World / Congresses: The next 30 years
International Switzerland: The freedom to develop something
Practice Stand construction systems: Pepping things up

AUSBLICK / OUTLOOK
2018

While Global Exhibitions Day (GED), a worldwide networking event, is being held for only the third time, it is already well established. GED 2018 will be taking place on 6 June. The eye-catching activities of the various members on Global Exhibitions Day turn the spotlight on trade fairs as a marketing instrument, thus drawing attention to their role in the development of international trade. Two working groups are involved in the organisation of the GED, working under the leadership of the association. Among other things, they develop additional tools and new materials with the aim of attracting talented young people into the industry. Over the years, there has been an increasing focus on providing training and further training to the trade fair executives of tomorrow. The



Maurizio Danese, Präsident von Veronafiere, und UFI-Geschäftsführer Kai Hattendorf.

Maurizio Danese, president of Veronafiere, and Kai Hattendorf, managing director of UFI.

same strategy will be pursued with conviction in 2018.

There are some changes to report at the top of the association as a result of the usual rotation. Corrado Peraboni, chairman of CIPA

Fiera Milano Publicacoes e Eventos, took over as UFI president in Johannesburg. He, Andreas Gruchow and Craig Newman are leading the association through 2017/2018. Newman, the CEO of the Johannesburg Expo Centre, is incoming president, and Gruchow, a board member at Deutsche Messe, Hanover, is outgoing president (www.ufi.org). **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

Thematic focus of the 2018 IELA Congress:

Digital transformation of the exhibition logistics industry

The world is changing: customers' requirements are more demanding, security and health & safety guidelines have prevailed as global standard and the familiar concept of events and trade shows being a market place to showcase goods has been modified.

In light of this development the logistic process has also adapted to enhance the experience of event and exhibition organization for the customer – may it be organizers, exhibitors or venue operators.

But how can we be leading the industry transformation in the digital age?

The latest development and challenges of the exhibition logistics in the digital world will be debated at the upcoming

IELA Congress & Partnering Event in San Francisco from June 21st to 26th 2018.

Break Out Sessions, the IELA Forum and Key-



note speeches will give insights in the impact of digitalization on the exhibition and event business of tomorrow.

The spotlight will be on market trends and in particular trends on technology and value creation as well as discussions about what the mobile world does mean for the logistics industry.

In San Francisco we will focus on how digitalization impacts our long-term business success and how the factor "human" is still key for partnerships, communication, trust and excellent service.

If you want to get know more about what the association does, please visit our website at www.iela.org or contact us at adminiela@iela.org.

PRACTICE

edges of the lightbox. Thanks to an integrated threaded channel along the profile the lightbox can be connected with adjacent wall frames without using any tools (www.aluvision.com).

And the winner is: beMatrix! The Belgian company received the Red Dot Award Product Design 2017 for its new LEDskin product. The jury picked the beMatrix system from among more than 5,500 entries from 54 countries, confirming the high design quality and cost-effectiveness of the

product. LEDskin is an LED panel with a size of 496 x 496 millimetres and a thickness of 62 millimetres – making it the world's first system-integrated LED wall, according to beMatrix. The new product fits in perfectly and seamlessly with beMatrix b62 frame systems, enabling you to combine any number of units. It can be used to create any design – be it a smooth wall, mosaic or banner. LEDskin is ultralight and easy to set up and dismantle without any tools. Cover clips enable a clean edge finish.

The LEDs are powered by a high-end

Aus dem Hause Mezzo Systems kommt eine einfache Methode, um Wände zum Leuchten zu bringen.

Mezzo Systems has come up with a simple way to light up walls.



Photo: Mezzo Systems