

TradeFairs International

DAS WIRTSCHAFTSMAGAZIN FÜR MESSEN UND EVENTS



Photo: TFI

Focus UFI in Shanghai: Mehr Wachstum, mehr Sicherheit

International Russland: Ehrgeizige Ziele bis 2020

Praxis Messemöbel: Auch Sonderwünsche inklusive

Focus UFI in Shanghai: More growth, more security

International Russia: Ambitious targets by 2020

Practice Furniture rental: Special requests all part of the service

ASIEN / ASIA



IELA IN DUBLIN

Austausch von Wissen und Kontakten

Das alljährliche Doppelereignis des internationalen Messe-logistikverbandes brach in Irlands Hauptstadt alle Rekorde. Und: Erstmals hat eine Frau den IELA-Vorsitz übernommen.

Vergangenes Jahr hatte die International Exhibition Logistics Association (IELA) ihr 30-jähriges Jubiläum gefeiert. Damit begann für die Mitglieder gleichzeitig der Start in eine neue Dekade. Vor wenigen Monaten, Ende Juni, wurde nun in Dublin ein neuerliches Ausrufezeichen gesetzt. Am 31. IELA-Kongress nahmen 241 Delegierte aus 128 Unternehmen und 48 Ländern teil. Fast 400 Teilnehmer beteiligten sich anschließend am fünften „Partnering Event“, das dem „Netzwerken“ mit Mitgliedern und

Nichtmitgliedern dient; so wurden Geschäfte angebahnt. Auf beiden Veranstaltungen kam es zusammen zu knapp 3.100 Meetings. Diese erfreulichen Zahlen und das Wachstum innerhalb der Branche sehen die IELA-Verantwortlichen als klaren Indikator: als eine Aufforderung im Messelogistikbereich weiter eine treibende Kraft in Sachen Training, Wissens- und Kontaktvermittlung zu sein.

Zu den inhaltlichen Höhepunkten des diesjährigen Kongresses gehörte das IELA-Fo-

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241 delegates from 128 companies and 48 nations attended the 31st IELA Congress.



Photo: IELA

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rum. Es stand im Zeichen von „Arbeitsschutz und Sicherheit“. Die Kongressmacher hatten renommierte Fachkräfte aus der Messewirtschaft eingeladen, die einen Querschnitt der Branche repräsentierten: Cathy Breden (IAEE), Sonia Thomas (UFI), Bruno Meissner (IFES), Simon Garrett (X-Venture) und Robert Moore (IELA). Sie führten eine Podiumsdiskussion über entsprechende Gesundheits- und Arbeitsschutzzvorschriften, die angesichts immer kürzerer Auf- und Abbauzeiten zunehmend essenzieller werden. Beim Thema Sicherheit ging es um den Schutz vor Attacken von außen, beispielsweise gegen etwaige Terroranschläge. Erste Schritte sind bereits durch eine Absichtserklärung unternommen worden, die von der IELA mit verschiedenen anderen internationalen Messeverbänden unterzeichnet wurde: Der Informationsaustausch soll auf diesen Feldern erhöht werden genauso wie das Bewusstsein aller Messeakteure.

Wie bei den vorangegangen Jahreskongressen entflammten die „Working Group Sessions“ großes Interesse der Teilnehmer. Mehr als 80 Personen waren in diesen Arbeitsgruppen engagiert. Deren Ergebnisse wurden am dritten Kongresstag präsentiert. Zudem trafen sich alle Gruppen gemeinsam zum Brainstorming über künftige Aktivitäten – und um die Prioritäten der IELA für das Restjahr 2016 und für 2017 festzulegen. In der Generalversammlung fanden die Wahlen für die Verbandsspitze statt. Mit über 88 Prozent Stimmenanteil wurde Mariane Ewbank vom Mitgliedsunternehmen Fulständig Shows e Eventos aus Brasilien zur neuen Chairwoman gewählt. Sie ist damit die erste Frau an der Spitze der IELA. Darüber hinaus sind die Sieger im Mitglieder-Benchmarking-Wettbewerb des „IELA Standards of Performance Survey“ mit den Awards für 2015 ausgezeichnet worden. Die besten „Domestic Agents“ waren Blueline, Japan (Platz 1), GBH Exhibition Forwarding, Großbritannien (Platz 2) und La Rouxnelle Logistics & Consulting, Südafrika (Platz 3). In der Kategorie „Best Export Agent“ gewann die Swiss Expo Logistics, gefolgt vom Zweitplatzierten, BTG Expo aus Deutschland, und dem Dritten, On-Site Exhibitions aus Schweden.

Der nächste, 32. Kongress der IELA und das anschließende Partnering Event finden ab 24. Juni 2017 in Prag statt. Die Doppelveranstaltung in der „Goldenen Stadt“ endet fünf Tage später, am 29. Juni (www.iela.org). **PB**



IELA IN DUBLIN

Sharing knowledge and contacts

The annual dual event of the International Exhibition Logistics Association (IELA) in the Irish capital was an overwhelming success. In addition, the association elected its first chairwoman.

Last year the International Exhibition Logistics Association (IELA) celebrated its 30th anniversary. For the members this marked the start of a new decade. And just a few months ago, in late June, the association set a new milestone in Dublin. The 31st IELA Congress was attended by 241 delegates representing 128 companies and 48 countries. Almost 400 attendees later joined the fifth Partnering Event that serves as a networking platform for members and non-members and enables them to develop new business. Almost 3,100 meetings took place

at the two events. These encouraging figures and the growth in the industry were a clear indicator for IELA to continue its mission to be a driving force for training, knowledge and networking in the exhibition logistics industry.

In terms of content one of the highlights of this year's congress was the IELA Forum. Its theme was “Occupational Health and Safety”. Renowned industry players representing a cross-section of the exhibition industry had been invited to speak: Cathy Breden (IAEE), Sonia Thomas (UFI), Bruno Meissner (IFES), Simon Garrett (X-Venture) and Robert Moore (IELA). They conducted a panel discussion highlighting the relevant health and safety regulations that are becoming increasingly essential in view of ever shorter move in/move out times. They also discussed protection against external threats such as terror attacks. First steps were already taken by IELA's signing a memorandum of understanding with various other international industry associations: They want to boost the exchange of information in these fields as well as to raise awareness among all trade fair players.

As at previous annual congresses, the working group sessions sparked huge interest among the attendees. More than 80 people worked for these working groups. Their results were presented on the third day of the event. In addition, all groups met up to brainstorm about future activities – and to discuss IELA's priorities for the remainder of 2016 and for 2017. The elections for the



Mariane Ewbank wurde in Dublin mit großer Mehrheit zur neuen IELA-Chairwoman gewählt.

Mariane Ewbank was elected IELA chairwoman in Dublin by a large majority.

Performance Survey, which benchmarks the members' performance, were presented with the awards for 2015. The best "Domestic Agents" were Blueline, Japan (1st place), GBH Exhibition Forwarding, UK (2nd place) and La Rouxnelle Logistics & Consulting, South Africa (3rd place). Swiss Expo Logistics was the winner in the "Best Export Agent" category followed by the second-ranked BTG Expo from Germany, and On-Site Exhibitions from Sweden, who came third.

The upcoming 32nd IELA Congress followed by the Partnering Event will take place from 24 June 2017 in Prague. The dual event in the Golden City will end five days later on 29 June (www.iela.org). PB

Photo: IELA

board members of the association took place in the General Assembly. With over 88 per cent of the votes, Mariane Ewbank of the member company Fulstandig Shows e Even-

tos, Brazil, was elected as the new IELA chairwoman. This makes her the first woman at the helm of the association. In addition the winners of the IELA Standards of



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Photo: ExpoForum

Schon in vier Jahren soll St. Petersburg zu den 20 führenden Kongressstandorten weltweit gehören.

St. Petersburg wants to become one of the Top 20 global meeting destinations in four years' time.

RUSSLAND

Ehrgeizige Ziele bis 2020

St. Petersburg ist ein Top-Tourismusziel in Europa und als kulturelles, wissenschaftliches und wirtschaftliches Zentrum bekannt. Mit ExpoForum wird auch der MICE-Sektor beflügelt.

In Oktober 2014 feierte das Kongress- und Messezentrum ExpoForum am internationalen Pulkovo-Flughafen seine feierliche Eröffnung. „Seitdem wurden bei uns rund 160 Veranstaltungen durchgeführt“, resümiert Sergey Voronkov. „Diese Ereignisse sind von mehr als einer Million Menschen besucht worden“, resümiert der CEO von ExpoForum-International, der das Messe- und Kongresszentrum als Veranstaltungsstätte der allerneuesten Generation bezeichnet. „Unser Komplex ist mit den modernsten Bau- und Ingenieurtechnologien errichtet worden.“ Die umfassende Infrastruktur macht Ereignisse jeder Art möglich: Messen, Kongresse, Sportveranstaltungen, Konzerte, Shows und Filmfestivals.

Das Unternehmen ExpoForum-International – zu dem auch der traditionsreiche Messekomplex Lenexpo in der Innenstadt gehört – passt ideal in die Strategie der St. Petersburger Stadtregierung: Demnach soll die nordwestrussische Metropole bis 2020 zu den zehn füh-



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IELA stands for quality: Its members are top in reliability among exhibition logistics companies and are remarkable for their distinguished quality and professional reputation.

To date, the considerable growth of IELA, which now registers over 180 partners, is a clear sign of its success in becoming an even better regulating service tool in the industry. This development trend sends a strong message to IELA to focus its efforts more than ever on Operational Health & Safety.

OH&S Guidelines are the foundations for a safe working environment. This factor is extremely important, not only for the freight forwarders but for the venue providers and organisers. IELA, IAEE, UFI and IFES pulled their resources together to collaborate their efforts for a safer industry.

At the IELA FORUM during the 31st IELA Congress in Dublin this summer, the industry tackled these issues. Cathy Breden (IAEE), Sonia Thomas (UFI), Bruno Meissner (IFES) and Robert Moore (IELA) with the friendly support of security specialist Simon Garrett (X-Venture) gave an insight into innovative security concepts for organisers, venue providers and freight forwarders. Several MOUs will guarantee a long-lasting partnership between all major players in the different sectors of the event industry.

For the future OH&S will continue to play an important role in the industry. Ever growing technical breakthrough and global networks are going to open up new possibilities for a fast growing sector. Logistics is the key for success, whether a customer wants to exhibit in his home town or the other side of the earth. One of the new and interesting challenges is the differences in national regulations. IELA is working on the compilation of firm OH&S guidelines in compliance with its standards of performance for all members to follow. These guidelines are aimed at being the minimum standards if local OH&S guidelines are not strict enough.

There must be a collaboration, confidence and partnership between all participants. Organisers and exhibitors consult freight forwarders about logistic aspects and IELA members will always answer in compliance with OH&S guidelines. It is our duty to guide organisers through unknown seas and roads. That's what IELA does!

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PRACTICE



Photo: Kiefer

In nahezu jeder erdenklichen Situation kann Kiefer Mietmöbel das passende Mobiliar bereitstellen.
Kiefer Mietmöbel can offer the right furniture for virtually any situation.

more than just solve problems, and that includes fulfilling special requests for its customers. "One exhibitor wanted 10 of our Copenhagen sofas with castors for its stand at Cebit," recalls Kiefer. "We made threaded holes in the sofas so we could attach removable castors to them." The ever shorter times available for stand construction and dismantling scarcely have an impact on the furniture rental companies. "The furniture is not required until the stand has been constructed. That's three days before the start of the fair, at the earliest, and is easy to plan for logically," explains Kiefer. "We are the last ones to deliver to the stand. And after the fair we are the first to collect" (www.kiefer-mietmoebel.de).

If something is required for a trade fair or event in another part of the world, container ships are used to take it to the destination port. Plenty of time must be scheduled for this, and a suitable company has to be found. For the Olympic Games in Rio, that company was Bilfinger ProfiMiet. 100,000 items of furniture, cutlery and kitchen, buffet and other catering equipment were picked at the central warehouse in Cologne, packed, loaded into containers and transported to

Bremerhaven, from where their journey to Rio began two weeks later. Whether at the Maracanã Stadium or the national hospitality houses of many participating nations, when it came to catering, nothing went ahead without equipment from the warehouses in the city on the Rhine.

In recent years Bilfinger ProfiMiet has acquired a great deal of experience of major events both within Germany and elsewhere, including at FIFA World Cups, UEFA European Championships and Champions League and German domestic cup finals. Customers value the company's flexible additional services. "We see ourselves as a full-service partner. From the development of creative concepts to the preparation and implementation of events and follow-up work, we provide everything from a single source," emphasises managing director Benedikt Saul. "And together with our partner firm Bilfinger HSG Event Services, we are also extending our range of services: From exhibition stand construction to the development of event furniture and the construction of mobile large-scale kitchens and canteens, we now cover the entire range of services required for events large and small" (www.profimiet.bilfinger.com). JK ■