

## MOU signing between IELA and SAACI

IELA, the International Exhibition Logistics Association, has signed a Memorandum of Understanding with SAACI, the Southern African Association for the Conference Industry. The MOU was signed by Mrs. Mariane Ewbank, IELA Board Member and former Chairwoman and Mr. Rudi van der Vyver, CEO of SAACI.

It is the intention of both parties to exchange information for the membership benefits and cross-promotion of both associations.

With the signed Memorandum of Understanding, the objectives and areas of cooperation will be:

- Joint promotion of both parties' congress, forum, educational programmes in respective geographic locations, with the creation of new education and training opportunities for the benefit of the industry.
- Each party will offer members benefits to the other party
- Exchange of information, about respective events and programmes for cross marketing, and about workshops or sessions about the state of the industry in their respective



area of expertise.

- Joint offerings, with special visibility on the respective website, periodic reports on the major developments in each organisation's geographical market(s) and special offering for each other's events.

The MOU is entered in a spirit of cooperation and collaboration as IELA seeks to play a pivotal role for the safety and security in the exhibition industry and is established as the key content provider for education and training programmes in the exhibition logistics industry.

### The main priorities for 2018-2019 are:

- Education, labour and R&D
- Education and Training Programmes
- Improving security awareness in the event industry

## Security and collaboration for a safer and more secure exhibition industry

- **Strengthening relationships for a safe and secure exhibition industry at IELA Connect, Shanghai, 15th October 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 programmes, 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.

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