

# UFI Info

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# UFI's presence at the IELEA Congress

## San Francisco, California

Sonia Thomas, UFI COO, had the pleasure of joining the 250+ [IELEA Congress](#) delegates earlier this month in San Francisco, USA, leading the "Think Campus" on Digitization: Exhibition Industry 4.0.

This working group was particularly productive, formulating some very strong initiatives using digital resources to make the customer experience even better.

The logistics professionals often have a very privileged relationship with the exhibitors and hence interesting insight, and represent an integral part of the organizer - venue - service provider triangle.

IELEA is the international association representing this sector, and is a valued UFI member. UFI has worked on several projects in the past with IELEA, and is continuing to collaborate in areas such as health and safety, and security. H.S. Bedi (Vicki) of P.S. BEDI & Co. Pvt. Ltd, also a UFI member, was elected during the IELEA Congress as the new Chair.



Photo: Sonia Thomas, UFI COO with IELEA (and UFI) member, Mr. Ravinder Sethi of RE Rogers, India.



Photo: Group of IELEA members getting to grips with digitisation.