

## UFI and IELA share roles in training session

At the recent IELA Winter Seminar, UFI's Rowena Arzt spoke on "Trade Fair Management - Decisions and Processes" to a group of 35 students from around the world.

IELA has been organising its Winter Seminar biannually since 2002.

Education plays an important role for both associations. In her presentation, Arzt explained the core steps required for exhibitor management as well as current industry trends and their relevance for exhibition logistics.



Left to right: Jim Kelty, Member of IELA's Board of Management and UFI's Rowena Arzt

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