

RELEAD 2.0

THE INCUBATOR FOR THE NEW NOW INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION



LOOKING AHEAD

POSSIBLE



IELA RELOAD – The **INCUBATOR** for the **NEW NEW**

BOARD OF MEMBERS

CHAIRPERSON
Guido Fornelli
guido.fornelli@expotrans.net

VICE CHAIRPERSON
Sandi Trotter
strotter@twiggroup.com

TREASURER
Daniel Mithran
daniel@jim.com.my

MEMBERS
Matthias Dornscheidt
matthias.dornscheidt@dbschenker.com

Alexandra Erdmann
alexandra.erdmann@swiss-expologistics.com

Mariane Ewbank
mewbank@fulstandig.com.br

Jim Kelty
jimkelty@airwaysfreight.com

Jacqui Nel
ef-gsm@ef-gsm.co.za

Emmanuel Pitchelu
emmanuel.pitchelu@group-esi.com

Christoph Rauch
christoph.rauch@btg.de

THE COMMITTEE

CHAIRPERSON
Ravinder Sethi
ravi@rogersworldwideindia.com

MEMBERS
Greg Keh
gkeh@twiggroup.com

Lena Widman
lena@onsitegroup.se

EXECUTIVE OFFICER - IELA SECRETARIAT
Elizabeth Niehaus
elizabeth@iela.org

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LOOKING AHEAD

IELA RELOAD 2.0 - RETHINKING THE PLAYBOOK:

Gaining clarity for the **NEW NEW** with a Rapid Revenue Recovery mindset

The second edition of our online recovery programme, **RELOAD 2.0** was launched on September 15th 2020, with the opening of the IELA Operations Summit, and invites key stakeholders to collaborate and exchange on the **NEW NORMAL** in the **NEW ERA** of the Exhibition Industry, Winning Confidence Back.

Strengthened by the success of IELA RELOAD from May to July 2020, we are now proud to present IELA RELOAD 2.0. This is **the second part of our recovery programme** which will run throughout the final quarter of 2020.

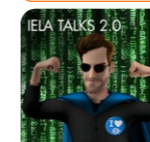
Proven to be a **real INCUBATOR for ideas for the future**, **RELOAD 2.0** will continue to spread the fighting spirit to empower IELA MEMBERS to succeed in the **NEW NEW**, anticipating & rebounding by limiting losses and boosting strengths in profitable service areas.

The programme is based on three pillars:

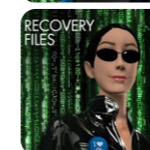


For more information about OS2020 view event brochure

ONLINE 2020 IELA OPERATIONS SUMMIT - offering IELA Members live training sessions and small group discussions around Digitalisation of our Workplace and Rethinking Best Practice: The Impact of COVID-19 on Operations



IELA TALKS - online live sessions, focusing on collaboration with industry partner suppliers for the **NEW NORMAL** in the **NEW ERA** and stressing on Winning Exhibitor Confidence Back.



RECOVERY FILES - a selected content pool to boost resilience and readiness to face the **NEW NEW**.

The **Exhibition and Event Industry** is one of the **strongest communities in the world**. It has demonstrated over the past months that **collaboration and anticipation are the key words for the return of exhibitions**.



IELA TALKS

The first season of IELA RELOAD focused on the situation of Organisers and Venue Owners during the lockdown. With exhibitions facing a re-opening, IELA will offer four IELA TALKS during **RELOAD 2.0**, inviting industry partners to **discuss the challenges in the re-opening phase**.

IELA TALK 2.1 OCT 7th

THE NEW NORMAL IN A NEW ERA

co-hosted by



Czarnowski



Speaker
TORSTEN HEINZE
IFES, Vice President-Strategy and Czarnowski GmbH, Managing Director



IEA



Speaker
NISETH BOERRIGTER
Schenker Australia Pty Ltd, Australia IELA Member



IEA



Speaker
JACQUI NEL
EF-GSM South Africa, South Africa IELA Board Member



SCANDISPLAY



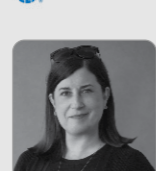
Moderator
JUSTIN HAWES
IFES, Incoming President and Scan Display Solutions, Managing Director

IELA TALK 2.2 OCT 14th

WINNING EXHIBITOR CONFIDENCE BACK



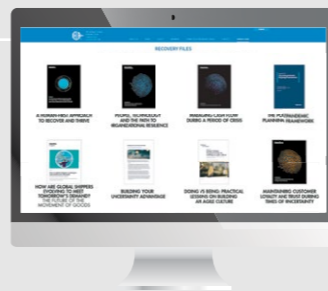
Speaker
JÖRN HOLTMEIER
AUMA, CEO



Moderator
ELIZABETH NIEHAUS
IELA, Executive Officer

RECOVERY FILES

Boosting a culture of constant learning and commitment to transformation, we will be sharing a library of **23 RECOVERY FILES**. In times of crisis, the approach is mainly based on professional development including external frameworks, guidelines and initiatives to inspire resiliency and take action.



The Event & Exhibition Industry steps up with solutions to serve customers and stick together—maybe like no other industry does. Meeting & connecting with people in order to engage in transformation is what makes the difference in our job. This industry has dealt with challenges in the past and will continue dealing with upcoming challenges in the future.



IELA TALK 2.3 OCT 21st

BOLD LEADERS

LESSONS LEARNED FROM THE POST COVID-19-2020 RE-OPENING OF SHOWS



Speaker
KLAUS DITTRICH
Messe München, CEO



Speaker
MICHAEL DUCK
Executive Vice President-Asia of Informa Markets Group Chief Representative in China of Informa PLC



Speaker
DOUGLAS EMSLIE
Tarsus Group plc, Managing Director



Speaker
KAI HATTENDORF
UFI, CEO



Speaker
IAN HUME
Messe Düsseldorf GmbH, Germany, Director Logistics and Site Services



Speaker
SIMON KIMBLE
Clarion Events, Chairman



Speaker
RAKESH KUMAR
Export Promotion Council for Handicrafts (EPCH), General Director, India Exposition Mart Limited (IEMLI), Chairman & IEA, Advocacy Committee & Chairman



Speaker
MONICA LEE-MÜLLER
UFI, Incoming President 2021-2022 - Hong Kong Convention and Exhibition Centre (Management) Limited (HMC), Managing Director



Speaker
DENIS STEKER
Koelnmesse GmbH, Senior Vice President International



Speaker
ANBU VARATHAN
UFI, President 2020-2021 - Bangalore International Exhibition Centre (BIEC), CEO



Moderator
RAVINDER SETHI
CMD R.E.Rogers India IELA Committee Chairperson

IELA TALK 2.4 OCT 28th

LOOKING AHEAD

NEW FORMATS, MODELS AND STRATEGIES IN THE EVENT & EXHIBITION INDUSTRY



Speaker
DR. ROWENA ARZT
WZF GmbH, Director Exhibitions



Speaker
JUSTIN HAWES
IFES, Incoming President and Scan Display Solutions, Managing Director



Speaker
MELANIE IGNASIAK
Reed Exhibitions Deutschland GmbH, Düsseldorf, Germany, Project Manager



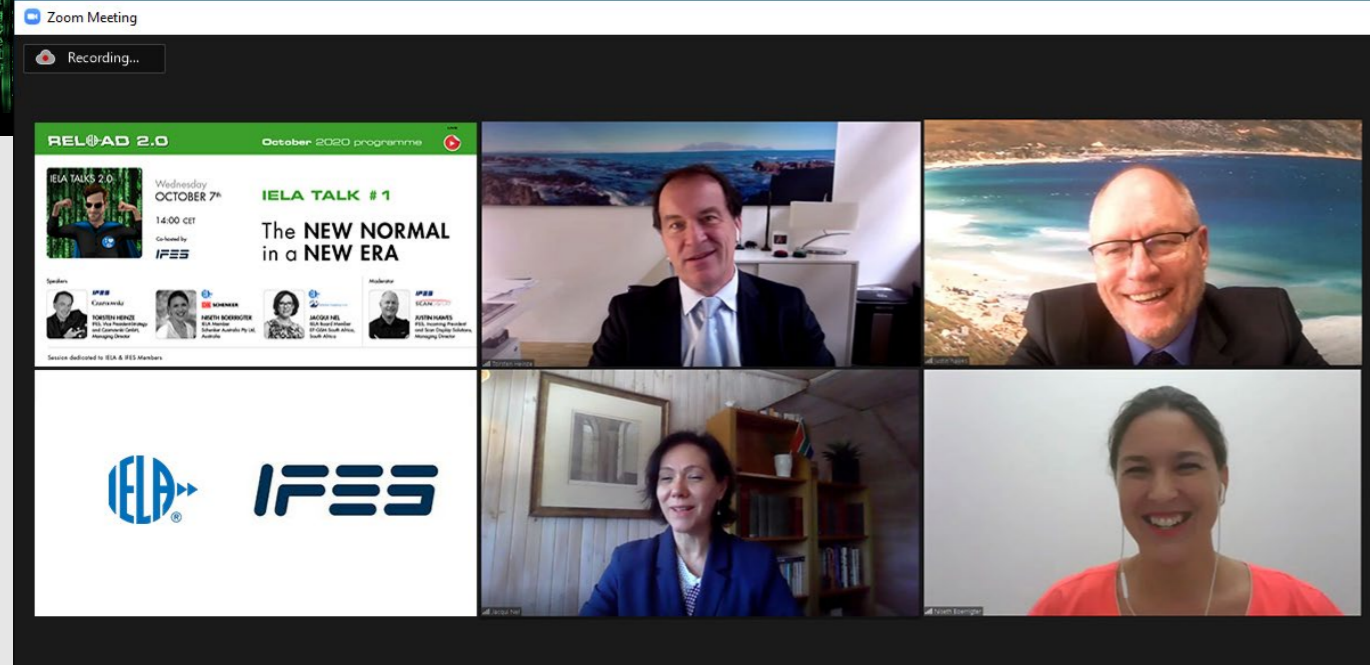
Speaker
MIKE LORD
SA Events Council, Board Member Alliance Safety, Managing Director



Speaker
GLYN TAYLOR
Century City Conference Centre, Cape Town, South Africa, Joint CEO



Moderator
JACQUI NEL
EF-GSM South Africa, South Africa IELA Board Member



IELA TALK 2.1

THE NEW NORMAL IN A NEW ERA

co-hosted by



The New Normal and what is going to happen

What can we do now to have answers for upcoming scenarios?

5 pillars were identified by the speakers:

1. Modularity

- Speed up build-up
- Reduce on-site work
- Minimize labour quantities
- Enable Sustainable approach

To open the discussion, **Torsten Heinze** confirmed that Covid-19 is disrupting the whole industry and that several approaches make going back to business possible by adapting to the New Now.

As stand builders, Torsten pointed out that they can offer solutions of pre-assembled fabric structures to speed up the installation period and reduce on-site work for organisers, just like in the US where on-site labour costs are expensive and these solutions have already been implemented.

Joining forces for safe & secure exhibitions

BACK TO BUSINESS

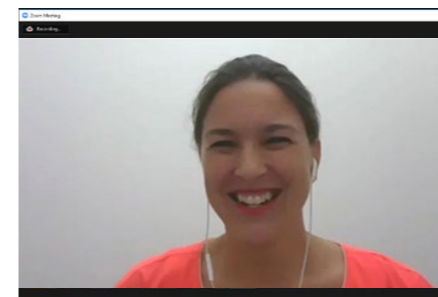
quick testing
harmonisation of travel regulations
winning exhibitors and visitors trust back

Joining forces for safe & secure exhibitions



“Before the organiser comes up with regulations, we need to show them we have solutions”. This can be from stand builders and logistics partners working hand-in-hand to fulfill the new requirements and to optimise processes.

Specialised freight forwarders will be key when stand builders build very specialised stands off-site and ship them to the halls, requiring special packaging and shipping.



Niseth Boerrigter reminded us that *“shipping containers were invented 64 years ago and it took time before the concept/solution was fully embraced. There was resistance within the industry, nobody could see the benefits, and now, a few years later, we cannot imagine our industry without containers. This disruptive time is perfect to introduce disruptive ideas, so we should find a more standardised way to ship pre-installed stands”.*

This concept will help when working on 2021 trade shows being rescheduled in one year.

2. Health & Safety

- Test personnel on-site
- Only certified vendors/association member companies should be allowed to enter the venues for I&D
- “Hands-on” items are disinfected before hand-over to the client
- Masks are mandatory

Torsten explained the difficulties at this stage, as every state applies different regulations. Only social distancing and masks are on common ground. On Monday October 5th, Koelnmesse opened a test show in Cologne for exhibitors and associations to see how safe a trade show can be. Solutions were demonstrated: window separations for meetings, hydrogel, marking on the floor, indicated seating areas. Stands and freight are only handed over to exhibitors when it has been guaranteed that hands-on items have been disinfected.

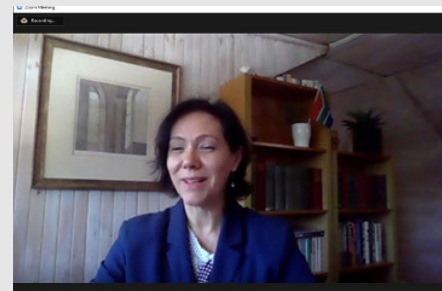
THE WHY BEHIND HEALTH AND SAFETY

- 1. DISINFECTION AND CLEANING**
We will place disinfectant dispensers at all essential points throughout the premises. Regularly touched surfaces (e.g. counters, tables, handrails) will be cleaned more frequently.
- 2. MANDATORY MOUTH AND NOSE PROTECTION**
For the protection of all trade fair participants everyone on the trade fair grounds is obliged to wear mouth and nose protection. The only exception are seating areas, e.g. at exhibition stands or at places providing food. For those who do not have their own masks, we will provide mouth and nose protection.
- 3. SUFFICIENT VENTILATION**
Our exhibition space is equipped with modern ventilation systems that allow for separate exhaust air and outgoing exhaust air control.
- 4. HYGIENE IN SANITARY FACILITIES**
Our sanitary facilities will be cleaned at frequent intervals. We will ensure the minimum distance for hand washing and disinfection facilities.
- 5. CONTACT-FREE PATHS ON THE TRADE FAIR GROUNDS**
All door systems except the doors remain permanently open to reduce contact with surfaces.

THE POWER OF RETHINKING



Koelnmesse developed a new App called "eGuard". Receiving information via the Bluetooth connection, it indicates the visitor density in your surroundings and turns red when the number exceeds the limit.

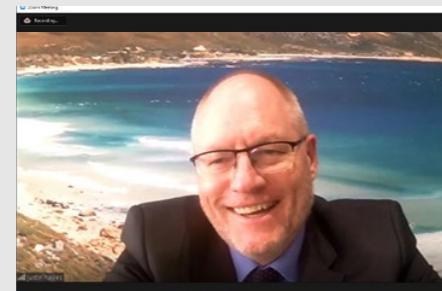


Jacqui Nel highlighted here that we need to prepare for this as modular structures and adapted freight forwarding and planning will bring us further. Less people in off-loading areas increases the use of unloading machinery. "A pre-registered system will also speed things...IELA's update on risk assessment will be key".

3. Technology

Justin Hawes named the current period as a "technology revolution" which we are going through. Niseth summed up the situation by saying "We in the exhibition industry are very good

at making ourselves very unique. Nothing that has been developed is applicable to us, but Covid-19 is forcing us to look at it differently". She continued by asking the question Which concept will exhibitions adopt to go about this?



- Operations at Exhibitions is a fragmented process. This makes it costly, inefficient and unsafe (too many people lingering around).

- Why not look at an Exhibition like a cake factory where all ingredients arrive at the correct time in the correct order to deliver the cake on time? TAK TIME – adjust the mindset and look at one whole process, not as various small processes.

Niseth identified that so much software exists to facilitate these processes! "We need to stop looking at it as a fragmented

process, but as one whole process. No more venues with interior and exterior teams, different suppliers fighting to be the first in the halls. We need a holistic approach". She then shared the example of the What3words App which DB Schenker has been using for a long time now.

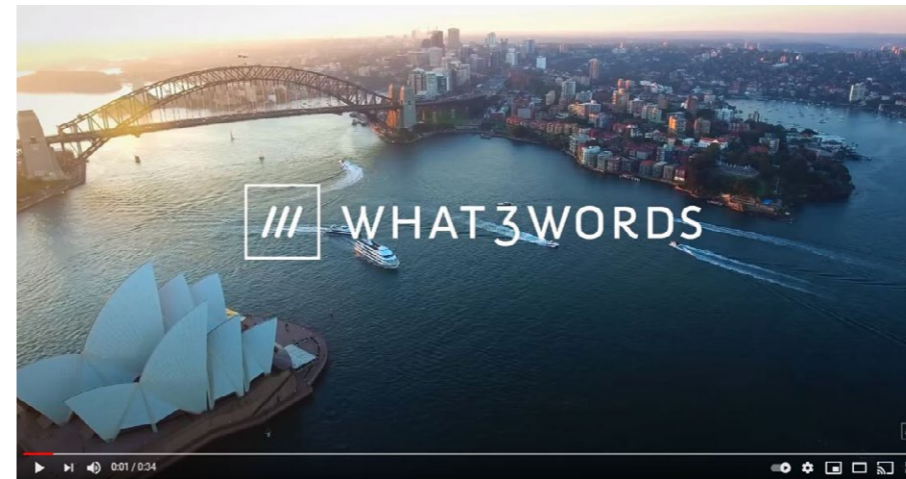
Jacqui Nel agreed that "technology is going to force us to plan a little bit more and it is becoming more important. Covid is driving the process to change. Sydney Convention Center is using an App to plan the deliveries in the venue. Every vehicle gets scheduled according to time and space". Findings showed that 53% of drivers were generally being delayed up to 3h per day. Scheduling is the way forward as it helps staff planning and cost reduction". If you can get 80% of the flow/people planned, it allows you to deal with the 20% not following the planning".

Niseth suggested that it is possible to work as if you know you are going to be late. Reschedules and working together as a unity is the key. "The more efficient you can be, the faster you can be, and the cheaper you can quote your clients".

The general conclusion on this point is that harmony between Stand-builder/freightforwarder /exhibitors working closely as a trio in the planning phase will lead to creating successful solutions.

4. Sustainability

- Isn't Corona a sustainability crisis? – 3P's "People / Planet / Profit"



- How do we keep business Sustainable?
- How do we keep people Sustainable?

Sustainability Positives:

- Modularity means a higher grade of Sustainability and minimizing waste
- Local Sourcing becomes more attractive
- Less carbon footprint: Less travel
- Efficient registration
- Long-life of events

Sustainability Negatives:

- New elements such as masks and sanitisers
- Less carpooling
- Require additional people and resources to manage the Covid-19 processes

On the subject of Sustainability, Justin made clear that at a hybrid event two months ago, the food and beverages were individually packed.

Torsten replied that Sustainability & modularity mean that we need to push for reusable material and the industry should

develop recycling material. He emphasised that "it is in our hands to control the future" and he shared the example of their own implementation of a new standard for stands at Koelnmesse: all delivered stands must be with recyclable carpet which requires transportation in and out of the venue. If an exhibitor wants to use less environmentally-friendly materials, an extra cost is charged.

5. Leadership

- Bold Leaders are required to prove that Trade Shows and Events can be safe & secure
- With forward-thinking, we can begin the dialogue embracing the changes that Covid has brought about

Jacqui Nel stated "We really need bold leaders from the venue to the supplier, to the logistics company, in order to drive this change and feel excited about this clean board on which we start rewriting the rules of good governance".

- We need to show commitment to our global standards with Industry Associations and Organisers, taking on the responsibility for certification.

- Flexible leadership
Niseth confirmed "We control the future. The most difficult thing is to break cultural habits. Rome was not built in one day. We need to remain flexible, open-minded and stay together".

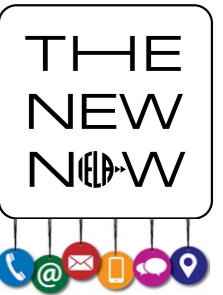
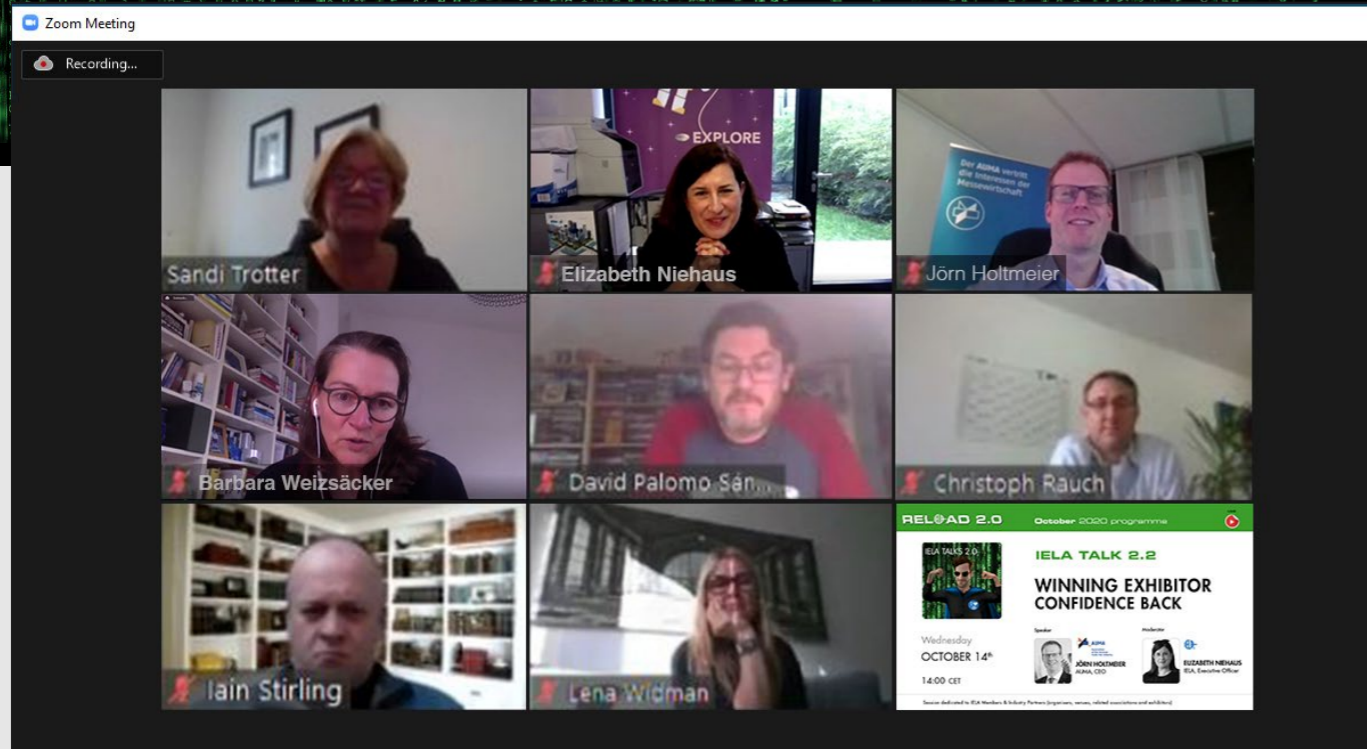
Torsten went further by identifying that "not only bold leaders, but also brave leaders are required...we are driven by concerns so we need powerful and brave leadership". He continued by saying that uniting stand builders and logistics partners will revolutionize this industry. "It is up to us, the suppliers in the industry, to push our visions up".

On the subject of how IFES and IELA could work together, Justin added "It is up to us, the suppliers, to have a broader vision of how things work and how to do it better".

One important question was then asked as to whether pre-assembled stands reduced the cost for the exhibitor. Thorsten replied that the costs would probably be the same when you have pre-installation structures. The goal is to have less people on-site to assemble the stand therefore less on-site costs but you have more work in the workshop.

Elizabeth concluded the session by summing up that the importance lies in the service-provider associations, IFES & IELA, working together to deliver global solutions to customers and to introduce certification for safety & security simultaneously before the arrival and implementation of regulations. In this way we optimally serve the industry as a whole.





Trade Fairs as No. 1 marketing instrument according to AUMA

IELA TALK 2.2
WINNING EXHIBITOR
CONFIDENCE BACK

Elizabeth Niehaus asked Jörn Holtmeier, AUMA CEO since January 2020, to explain how AUMA's journey has been since the beginning of Covid-19. Jörn answered by stating AUMA's goal is to maintain Trade fairs as the number one marketing instrument for exhibiting and visiting industries.

Illustrated well over the years in AUMA's annual survey, companies consistently increased budgets for face-to-face exhibitions to reach 50% of the yearly marketing budget and this remained stable over the past year. Now, with exhibitions not being permitted, companies are missing this platform. Online is ideal for staying in contact, exchanging information, but is not the best medium to generate new leads, to gain new customers, to interact. Jörn strongly believes in the call function of a trade fair which is to meet and talk to each other in person.

AUMA has collected and has been sharing around 50 testimonials from exhibitors about what it means to be at a fair and why they feel they are missing out in 2020.

Elizabeth talked about the Berlin digital economic association where 85% answered in an international survey that they would prefer to have their own trade fair rather than digital. Jörn replied that it is a confirmation of the results from past surveys and testimonials.

"It is promising for us. People are really missing their platform where they can meet and generate new leads, get in contact with research institutes, etc".

Less optimism is shown in surveys where the global recession changes things *"I don't think people don't trust trade shows anymore... they take into consideration other aspects like travel restrictions, global budget restrictions".*

A look at the figures reveals how key

the German trade fair industry actually is: 180.472 exhibitors, almost 33% foreign exhibitors. Our business was intact, working, with a high degree of internationality: 80% of turnover from the German exhibition industry comes from international trade shows. Two years ago a survey showed that the overall economic contribution to the German economy of the exhibition industry was almost 28 billions euros.

Now with shows cancelled there is a loss of over 20 billions euros. Figures will drop as we don't expect exhibitions planned in the fourth quarter to take place. This involves all people from the value chain (suppliers, hotels & restaurants, ...)

Consequently AUMA concentrated on one aspect: to ease travel restrictions

in Germany. Since a couple of weeks, travellers, even coming from so-called risk-countries, can attend a trade show if fulfilling requirements and depending on the development of the pandemic.

**Aim of AUMA Feb./Oct 2020:
To make exhibitions possible again:**

Political Communication

- Trade fairs help economies to grow
- Trade fairs are controlled business events, not leisure or mass gatherings
- Set conditions for the restart
- Open borders



THE POWER OF RETHINKING

Enabling export and trade, especially for small and medium companies, is the core of the discussion when society and business opens again. Jörn explained how AUMA lobbied and advocated and achieved the differentiation of exhibitions from mass events at the beginning of May. Bringing together good people to talk about a good concept was an excellent starting point and was the ladder to get started and prepare a framework to let trade fairs take place. This was picked up by the 16 Länder regions in order to prepare individual regulations to apply.

We saw the first event in early July, but only 12 trade shows in September, attracting 170.000 visitors which is much less than at past events.

Preparation for restart

Important dates

May 6th:

Decision: Exhibitions are no mass gatherings events

Federal states responsible for conditions

June 15th:

Opening of the borders within the EU

End of September:

Possible entry from other countries in general

There are setbacks due to Corona but the rules are in place and hopefully we will see a better situation next year.

Trust is not a one-way street:

How can we create a safe & seamless exhibition experience?

- Step-by-Step approach by country
- Implementation of Hygiene concept in every venue
- Enable EU-business travels

When Elizabeth asked what Jörn thought needs to be done in terms of planning (it takes time to plan a participation), he confirmed that participation at trade shows had not shown an increase in spreading Corona. Retail or shopping malls do not have the specific measures of a registration process to enable tracing. Feedback from exhibitions show that regulatory rules and frameworks, hygiene measures, are not the game-changer for attending an event: "it

is more about do I meet the right people there? Does my Works Council allow me to travel for business?".

When asked how countries in the EU can work together to make planning easier, Jörn confirmed that this is key to success on the long run. The EU made approaches in creating a European framework just the day before. This is decided at European level but applied differently in each country. Germany has a similar problem with 15/6 independent Laender regions, but hopefully decision- makers can be convinced that it does not make sense to behave differently.

The big success of Caravan Salon was, as Jörn explained, the proof that the concept was put into place and worked as people actually came. Maybe only industry-related, orders were increased even more than in previous years for some exhibitors.

Current limitations at exhibitions:

- Limited number of visitors
- Fewer foreign visitors
- Fewer exhibitors

The next question was important for multiple industries: what about the machine tool sector linked to new investment? They need trade shows where engineers can meet etc. How can we work together on the association level, on a political level, in all vertical industries, to support current limitations?

Firstly we need to underline the core function of our industry: we create a special marketplace where companies can discuss,



"We need Exhibitions because successful and sustainable business are based on trust that people establish when they meet and exchange ideas.

The more senses can be addressed, the better and faster the basis for a trustful & successfull relationship can be established."

Robert Sarcevic,
Head of Fairs, Siemens AG



"We need Exhibitions because successful business processes are based on trust between partners and the first contact is very often established at trade fairs. Therefore this communication channel is indispensable for the economy"

Robert Sarga,
Director Servicecenter Media and Communication, BASF

try out innovations and make business. It is not a B-to-B party - it is about doing business and helping the recovery of our economy!

Secondly we must learn from each other. After the September trade fairs, we brought together different people to exchange the experience (we had also done this before September to address the main questions from authorities, etc..).

Keeping in mind the desire to bring us all back to business and relying on each other, there was a good feeling of collaboration and problem-solving. Although this is a severe situation for our businesses and no one really knows how the development will be, the entire industry tries to stick together and move forward with this common spirit of doing great things.

Elizabeth suggested rapid tests are the solution to our industry in view of changing travel and quarantine restrictions. Jörn agreed that this might be another smaller step but does not really help regarding countries like Asia. It is also a question of logistics as differing travel restrictions does not contribute to their strategy.

"As a company, you have to go ahead, try to make your business and set an example". We have to live with the situation and make the most out of it. We cannot come back from 0 to 10 in a few months.

Elizabeth brought up the subject

of encouraging exhibitors by offering incentives to participate at shows in 2021. AUMA had reflected upon this but it made no sense due to having cancellations. The given frameworks and having employees willing to go to shows are necessary. We need to convince decision-makers that trade fairs are essential for economic recovery. If faced with an increase in the pandemic, a different policy should be administered like targeting personal parties due to non-respect of rules.

We have a concept in mind for incentives, but for the time being we concentrate on easing travel restrictions and creating an optimal solution of testing, increasing capacity, convincing decision-makers that business travel is not comparable to tourism. Incentives could be considered if all else fails.

Attending the session, **Barbara Weizsäcker** explained that the EEIA is looking at promoting what is taking place in Germany in the EU institutions in order to have it generalised at an EU-level. The EU regulates what is strictly necessary in the field of health and travel and can issue recommendations but it is the member state who decides if they apply the recommendations or not.

Whatever happens next, if we have repeated our messages, not only in Europe but on a worldwide level, we can get somewhere. We should really try to

address all platforms in order to get our industry back.

To conclude, Elizabeth stated that we have to continue telling the story. AUMA is fighting for the industry. The world is looking at Germany. We need best practices and case studies from Germany, from the EU, which will make the regulation of business travel possible.

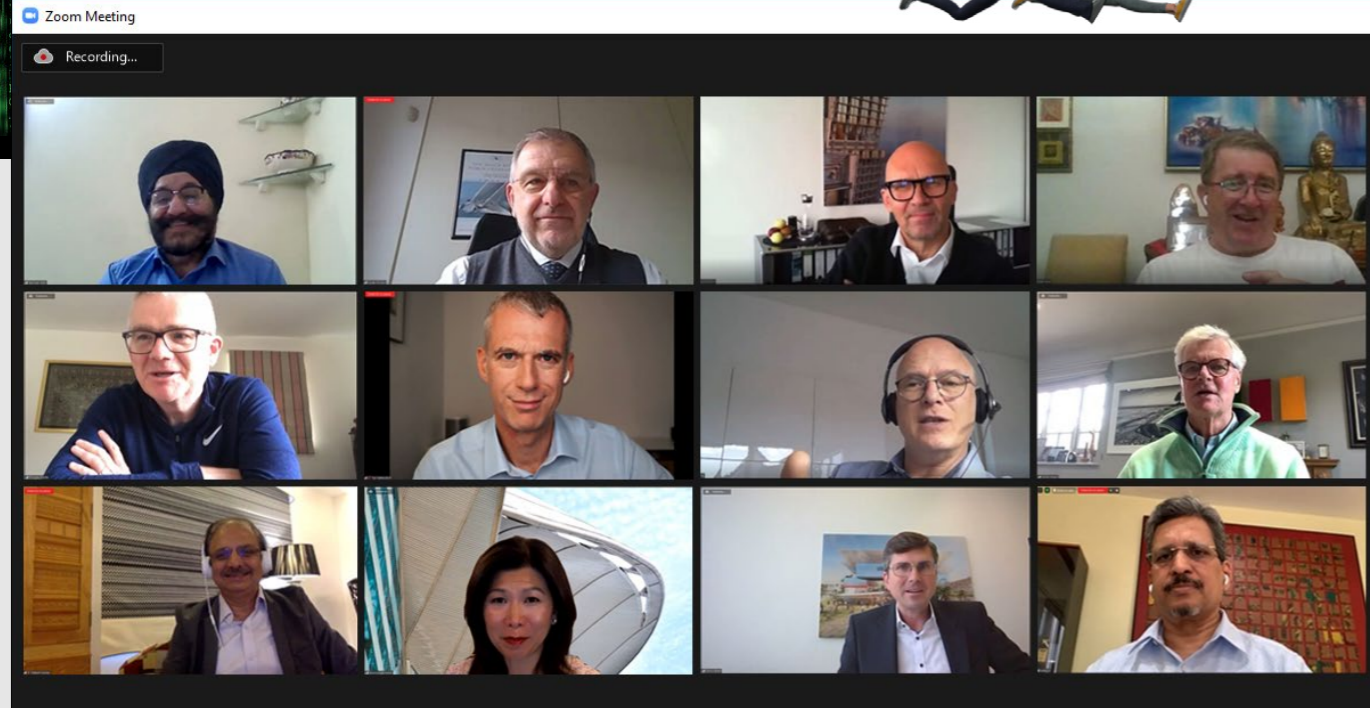


About AUMA: the Association of the German Trade Fair Industry combines all the forces that shape the trade fair market on a partnership basis. Founded in 1907, it currently represents the national and international interests of 74 members. These include exhibition organisers as well as associations that represent exhibitors, service companies and visitors. AUMA's members share the following aims:

- Trade fairs as the number one marketing instrument for exhibiting and visiting industries
- Germany as the leading location for international trade fairs worldwide

Trade fairs organised by German companies abroad as leading events in their fields.





IELA TALK 2.3

BOLD LEADERS

Trade show budget will return to pre-Covid-19 in one or two show cycles

Exhibition industry pleads for harmonised travel rulings and rigorous testing.

With over 32.000 shows worldwide in a normal year, UFI reports on Covid-19 damage being €158 billion and 1.9 million jobs directly affected in the industry with a loss of €260 billion non-generated business. Now there is a positive momentum with shows opening, more regional and smaller in size.

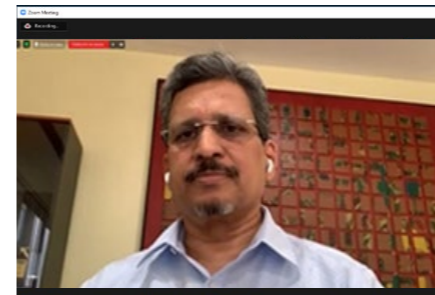
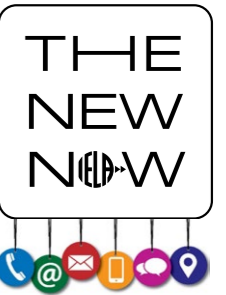
On October 21st 2020, IELA, the International Exhibition Logistics Association, organised the **IELA RELOAD Talk 2.3 BOLD LEADERS** live session, inviting prominent Bold Leaders of the Exhibition Industry. The session was opened by IELA Executive Director, **Elizabeth Niehaus**, and IELA Chairman, **Guido Fornelli**, who welcomed and informed those present on the IELA RELOAD programme. IELA Committee Chairman & CMD R E Rogers India, **Ravinder Sethi**, welcomed the panellists individually and moderated the session.

Joining forces for safe & secure exhibitions

BACK TO BUSINESS

quick testing
harmonisation of travel regulations
winning exhibitors and visitors trust back

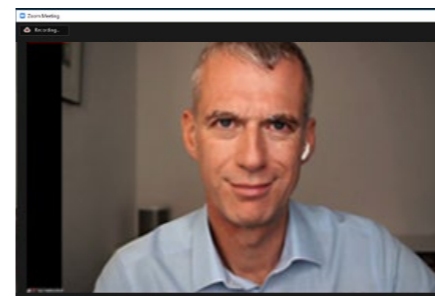
Joining forces for safe & secure exhibitions



Anbu Varathan, UFI President 2020-2021 & Bangalore International Exhibition Centre CEP, opened the session with the **three words:**

Reopen: most countries are open or partially opened by December, **Regain** the lost ground collectively for organisers, venues, service providers, exhibitors and visitors and **Rebounce** facing the new now of the industry, adapting exhibition formats, surely with hybrid events.

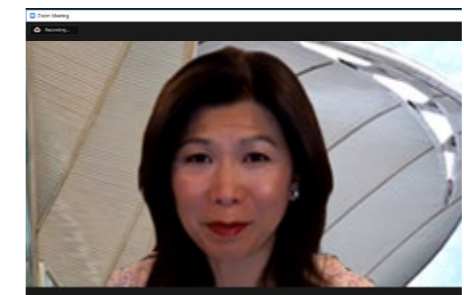
Anbu highlighted UFI findings (ufi.org/research) that indicate that Covid-19 confirms the value of face-to-face events.



Experts were asked to present the situation in the industry worldwide. **Kai Hattendorf**, UFI CEO, set the pace at a macro level, sharing the results of UFI

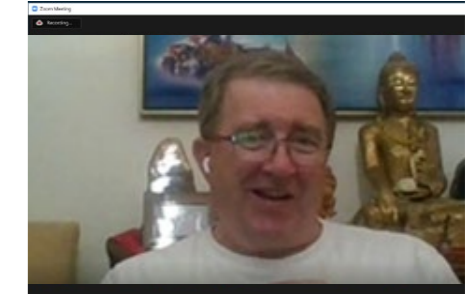
research with Explori and SISO, including: most exhibitors confirmed that their trade show budget will return to pre-covid19 in one or two show cycles and 53% said they will return to pre-covid19 expenditure for face-to-face events within 12 months. 2 out of 3 companies miss the opportunities to network and meet

The concern about safety is the main obstacle, travel restrictions are rated as second and concerns about possible cancellations represent 34% of those asked.



Monica Lee-Müller, UFI Incoming President 2021-2022 & HKCEC Managing Director, explained that the HKCEC never closed during the pandemic, even with no events. With all events cancelled in July, August and September, events are back in Hong Kong since October 3rd. Two days ago, the government announced a travel bubble to be open between Singapore and Hong Kong, with pre-travel tests to be carried out.

The next speaker, **Michael Duck**, Executive Vice President Informa Markets in Asia & Group Chief Representative in



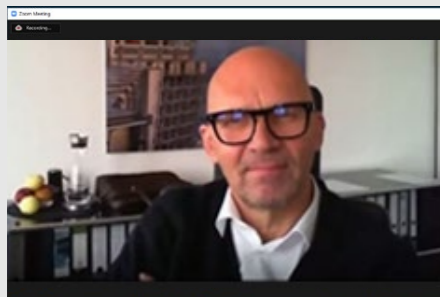
China of Informa PLC, explained that Informa will have its first B to B show in 3 weeks' time in Hong Kong. Only small B to C exhibitions have been taking place.

Regionally it is still very difficult to travel, with two-week quarantines, both when arriving at a destination and returning to the country. The positive side is that China has been putting on shows for over 3 months, in Shanghai, Shenzhen, Guangzhou, Chengdu, for the domestic market and exhibitors with domestic visitors.

In his overview, Michael stated that Japan has had some shows, predominantly in Yokohama, Osaka and Kyoto. Korea had some shows, stopped and started again last week. In Thailand, several domestic shows have recently taken place in both Bangkok exhibition centres but the political situation is also affecting exhibition activity. Singapore works very hard on looking at making things work but no exhibitions have started there yet. In Indonesia, there are many cases and no shows taking place, only small conferences.

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The Philippines is hit hard with Covid-19 and has no shows presently. Malaysia has had some small domestic shows coming back. In India, everybody wants it to work. The infection rate is lower and the country needs, as much as every country, cash flow and inter-business for the population's mental health. "Testing, testing, testing is so important. We need quick tests" were Michael's words when asked what are the priorities.

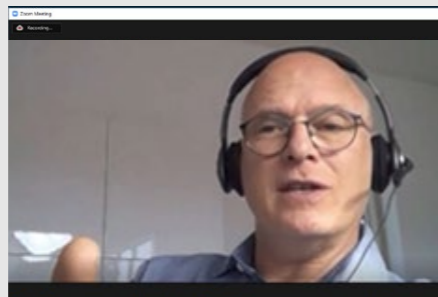


Klaus Ditttrich, Messe München CEO, used to say "I believe in the future of trade shows" and now he knows Covid-19 has proven its worth. Everybody realised that digital meetings are not a substitute.

Auma did a great job with the hygiene concept and Germany received the approval to restart the trade show business at the end of August. Successful and regional events were the starting point for creating hybrid events. Klaus showed concern for the beginning of 2021. As Germany is now facing new interregional regulations which creates a lot of uncertainty, even on the day of the session they had to cancel two more shows, having cancelled two shows at the beginning of 2021.

Klaus is not so optimistic and personally does not foresee returning to pre-covid levels within the next 5 years. Many companies face going bankrupt, not only in the exhibition industry.

China is the big hope but Klaus emphasises that China is not ahead. It is a big market which works domestically but China is not working internationally either. He suggested that we should consider the end of the concept of world leading trade shows, and maybe in the future we will have instead big regional trade shows.



Ian Hume, Messe Düsseldorf GmbH Director Logistics and Site Service, shared with us their Back To Business programme. Ian summed up Caravan Salon as proof that big shows are possible: 50% of exhibitors but 70% of total space booked, 40% of visitors (107.000) with restrictions of 20.000 visitors per day. Messe Düsseldorf also restarted Global-Regional, 3 trade shows in China and one in Russia, with regional success.

Ian's outlook for 2021 is that the first half of the year will remain difficult. Each exhibition remains an individual entity and is a lot of hard work. All eyes will remain on Interpack and Drupa. He commented "First half of 2021 will be

very difficult, we will have to live with it until the vaccine comes and walk around it. We expect volume back up in the second half of the year".

Ravinder highlighted here two important points: **Germany was the first country to advocate with the UE that exhibitions are organised gatherings and Germany categorises the visit to exhibitions as essential travel. Other countries like Italy are picking up on this.**

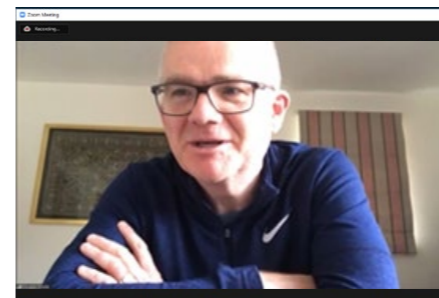


Denis Steker, Koelnmesse Senior Vice President International, explained that their last physical event was actually in Sao Paulo and their first physical event with Covid was in July in Guangzhou, China, with the second show in Thailand. In Germany, they are positive about their first physical trade show in their venue next month. They are now very committed to start their international event portfolio, with IMN Cologne, even if they will be more regional. This is the future of the business to which we have to adapt.

Koelnmesse also gets active in the digital world, replacing 3 events in industries that have a higher affinity with digital solutions, like Gamescom and DMEXCO, digital marketing trade show.



The participants confirmed however that they look forward to a physical event next year as it did not replace the physical event. Taking a global outlook, Chinese shows are working because they have a huge domestic potential audience. We also had Anuga Asia in Bangkok last month, with exhibitors from 13 countries and even 6 national pavilions, managed and staffed by the local chambers of commerce. Reference models like Caravan Salon, Bauma China and Anuga Asia are more regionally focused but show that exhibitions are possible. It is the way to reopen, regain and rebound. "Physical events will soon see a revival due to rapid testing and vaccines with a more continental and national focus. These events will offer new digital features".



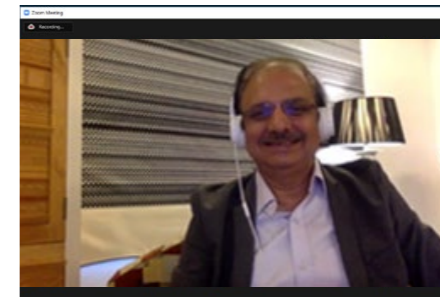
The next contribution was from **Douglas Emslie, Tarsus Group Managing Director,** based in London, who told us what is happening in the UK. With no shows allowed in the next six months, Douglas sees the need to negotiate with the government to come up with a plan as they are letting other kinds of activities run and not exhibitions.

Tarsus is a global business, running 180 shows with China and the US representing 70% of the business. They have run 7 shows in China in July/August, 3 of them

with over a 100.000sqm. Domestic shows are coming back at 80% on average. In the US, they are this week running their first event in Orlando. It is hybrid, with 2/3 physical and 1/3 virtual. Later this week, they are running their first event in Mexico.

Another positive note was that Douglas explained that Tarsus is continuing with investments, making 2 acquisitions this week in America and in China.

Douglas summarised the situation by saying that it is harder for the team to cancel events than organise them and that everyone is now concentrating on the positive side of operations for events. Douglas is more confident for the next months as testing will give us more confidence.



Rakesh Kumar, Export Promotion Council for Handicrafts Director General & India Exposition Mart Limited Chairman & Indian Exhibition Industry Association Advocacy Committee & Chairman, gave an insight on the situation in India.

The exhibition industry in India was quite damaged. It is time to open again and India has been very transparent with covid-19 data with a robust medical system and a low fatality rate. During the entire pandemic, the Indian Exhibition Industry Association was highly recognised

by the Indian Government which has accepted the proposed SOP, covering the responsibility of the 5 main verticals: venue owner, exhibition organiser, logistics and suppliers, visitors and exhibitors.

Sensitive to the need for business to come back to normal, the government has been giving signals that travel restrictions will be reduced by mid-November which is the festive season. The India Exposition Mart is back to being fully booked from December 9th 2020 to March 31st 2021.

The Government gave the green light for B to B exhibitions to be held without any restrictions, but with the support of the government. India is not out of the covid-19 pandemic but Rakesh trusts that India will be able to come back and rebound with several exhibitions already announced. He thanks the work done by the IEA Advocacy Committee as they are the reason the industry is back in India.

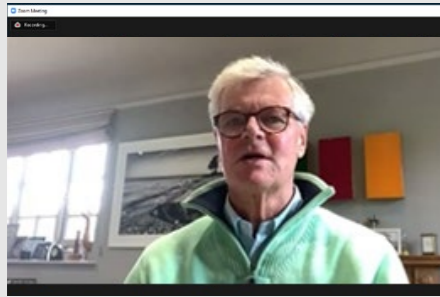
He highlighted that the Indian Exhibition Industry has upgraded its technology during the pandemic but digital events are not the way to go. India is in a very initial stage with exhibitions compared to Europe.

"The physical B to B exhibitions are here to stay with a few hybrid formats, all physical formats to come back next year. We need to look at technological expansion and make events more sustainable and profitable, to see India emerge as an industry power by the end of 2021".

Anbu Varathan confirmed that from an Indian perspective, there are positive signs

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such as the automotive sector is back to 80% of last year's level, the Machine Tools Industry is seeing their clients restarting, as with the agricultural equipment sector & the infrastructure and construction industry. He stated "First half of 2012 will be all about vaccines, testing, reducing travel regulations and the second half will see a lot of opportunity and more efficiency".



Sandy Angus, Angus Montgomery Chairman, explained that the UK was due to open on October 1st, but was postponed for 6 months. This had a massive impact on the UK exhibition industry mainly privately-

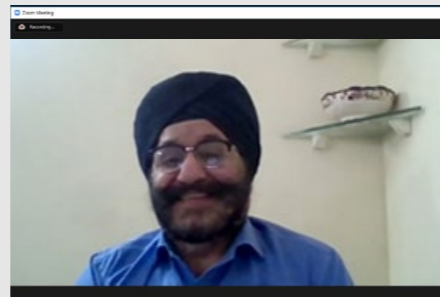
owned, as 10-20% only are government- and authority-owned so the risk level is higher in the UK.

Sandy stressed on the fact that the rescheduling of trade shows is having a massive impact on what is happening around the world and makes organisation really difficult. Competitive shows can be overlapping so a third rescheduling of dates might sometimes be necessary.

As a private business, there is a limit to how long it can survive. If it takes much longer, Sandy stated that they will have to completely reorganise the 150-year-old business. Even if vaccines are expected by the end of the year, we all must learn to live with it and get tested when travelling so as to regain confidence.

Contrary to Klaus and Denis, Sandy believes "it is going to be a much longer lead time before we get back to normal."

We expect to be operating at 70%, at the very least, by the third quarter of 2021. We need a plan to survive in the future, either industry backed or government backed. This will give confidence to support exhibitions as a safe commitment".

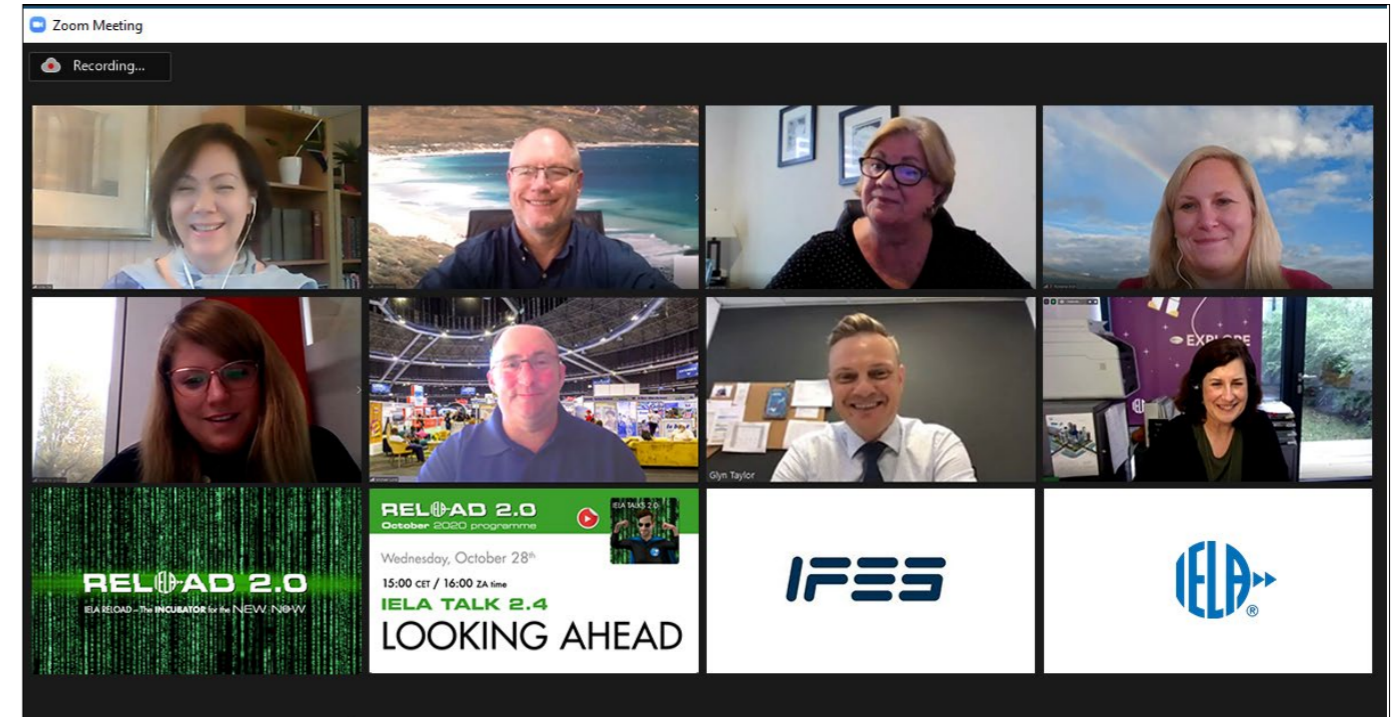


Ravinder Sethi concluded the session by thanking the speakers for their valuable input. He highlighted that **there are many other Bold Leaders out there as every event professional is part of the ecosystem, from organiser to security staff.**



Watch the full replay:
<https://youtu.be/ejCnrZyXKw>

RELOAD 2.4



IELA TALK 2.4

LOOKING AHEAD

co-hosted by



LOOKING AHEAD as United Front: Organisers, Venues, Suppliers and Associations – **communication, collaboration, commitment**

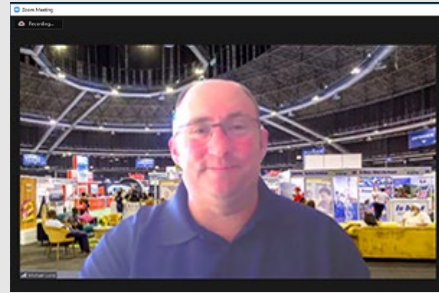
IELA & IFES brought together Organisers, Venues, Suppliers fighting for a central body to regulate the event sector safety protocols – Global ISO Certification needed.

On **October 28th 2020**, IELA, the International Exhibition Logistics Association, organised the **IELA RELOAD Talk 2.4 LOOKING AHEAD** live session, **co-hosted by IFES**, the International Federation of Exhibition & Event Services. Guest speakers were invited to give **different perspectives over various timeframes**, even going to as far as 10 years.

The session moderated by **Jacqui Nel**, IELA Board Member & **Exhibition Freighting GSM South Africa** Director, was opened by **IELA Vice-Chair, Sandi Trotter**, TWI Group Inc. (Canada) Director who welcomed all speakers coming from different segments of the exhibition environment.

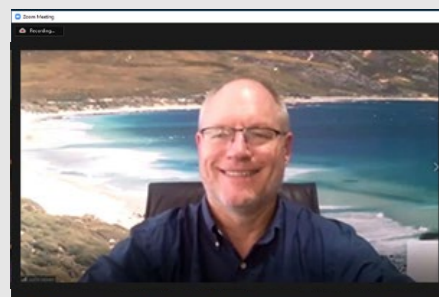


THE POWER OF RETHINKING



Mike Lord, SA Events Council Board Member & Alliance Safety Managing Director, the safety expert perspective, began by saying that the Covid-19 pandemic has drastically increased collaboration within the South African Exhibition Industry. *"I have seen more international discussion about event safety than ever during 20 years in the industry"*.

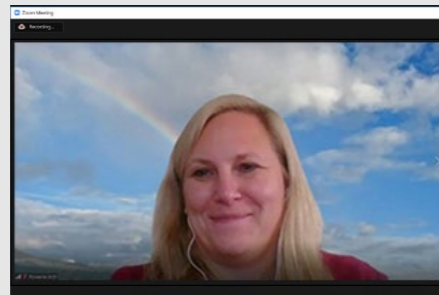
Mike highlighted the **lack of harmony regarding requirements, regulations and legislation** according to country, region & venues **in the application of law for safety in the event sector**. Covid-19 has brought continents closer together. The Safety Alliance is discussing **how an event safety ISO could regulate event safety sector protocols** on which prevention and control measures to adopt. *"We all have the same issues and if we use the same way to deal with this, we can find solutions"*.



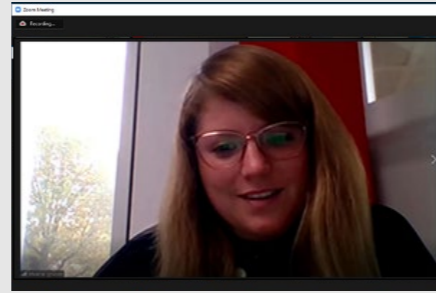
Justin Hawes, IFES Incoming President and Scan Display Solutions

Managing Director supported Elizabeth's message by stressing the importance of the **3 "Cs", Communication, Collaboration & Commitment** and shared the Best Practice of the SA Events Council and the Vilakazi Street, who organised a one day street event pulled up in two weeks.

"We have a great industry, we have a great medium in terms of face to face and I think we must not lose heart... we must keep communicating, keep collaborating and be committed to finding solutions".



From an organiser's perspective, **Dr. Rowena Arzt, WZF GmbH Director Exhibitions and Melanie Ignasiak, Reed Exhibitions Deutschland GmbH Project Manager** were challenged to look ahead ten years, and **look at how a future sustainable trade show industry can be created with a customer centric approach**. They confirmed that the difference is understanding customers' needs: to meet, network, exchange, experience, do business and be educated, making face-to-face events more important than ever before. All event professionals should have their own **Code of Conduct** of what they want to achieve in the future and where they want to make a difference.



In answer to **"How can we transform and adapt?"**, **Rowena and Melanie highlighted 6 of the UN 17 sustainable development goals as a framework for a sustainable future**, to be attractive to youngsters on the long term and to see what is our legacy:



Goal 3 Health and Wellbeing as a new signicate within the exhibition industry since the pandemic – Exhibitors and visitors need to feel safe.



Goal 5 Reducing Inequalities and changing with society can turn the industry into a role model in gender equality & diversity.



Goal 9 Industry, Innovation & Infrastructure, new technologies & hybrid event are for sure our future with new revenue streams due to digital extensions.

Melanie shared the experience of Reed Deutschland's first digital trade show, **Global Bar Week**, a combination of 4 events which could not happen this year. A new concept



Watch the full replay: <https://youtu.be/ejCnrZyzXKw> and previous session at <https://www.youtube.com/channel/UCPzRu9orpGStoYjVHXOWANQ>



and platform created within 6 months, which gathered, 2 weeks ago, 232 international exhibitors, 6,800 participants, 1.000 one-to-one video meetings, 100+ sessions and 3.000 viewing hours in content. To get a type of live experience, product samples have been sent out to barmans. Feedback from the industry was very positive.



Goal 12 Responsible Consumption and Production, we should rethink our processes on a long term focus to create a better customer experience in a more responsible way.



Goal 13 Climate Action, we should refine processes, carefully select materials, and pay attention to supplier selection. "The three "Rs", Reduce, Re-use, Recycle and be brave enough to innovate".

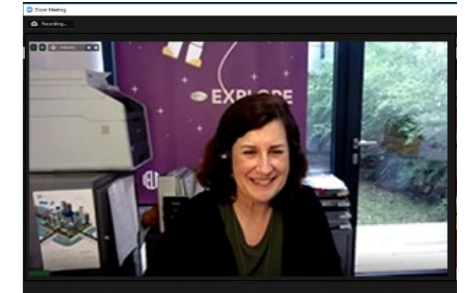


Goal 17 Partnerships for the Goals, we should take a holistic approach and find a win-win situation allowing us to create a more sustainable and attractive exhibition industry to achieve trust and confidence.

Looking at the future, **Glyn Taylor, Cape Town Century City Conference Centre Joint CEO** explained how, from a venue perspective, the pandemic disruption made them think about **how they can get back to moving forward as a venue**. He explained how they gave back to the community to move forward and stay relevant by taking actions like feeding 24.000 people with a food fundraising. Later they **diversified into creating a virtual conference centre and 43 virtual events to date (18 were hybrid) and offering a turnkey solution to create a new revenue stream**.

An extensive survey of the South African Corporate sector concluded that 80% of corporates intended to decrease by 50% face-to-face engagements for 2021. Now we have to make sure every sqm delivers a return and that face-to-face secures its place, although on a less regular basis.

"We are looking at a 2-4 year recovery plan.....2022 the consolidation year, 2023 the recovery year and 2024 will become a year of prosperity". He added that larger conference centres and hotels will need to reengineer themselves in terms of accessibility.



Elizabeth Niehaus, IELA Executive Officer, addressed **LOOKING AHEAD** from the supplier perspective: "How can we bring our industry back to business? **LOOKING AHEAD** means:

1. How can we help the industry to become more resilient?
2. How can we help every single member to learn from this specific crisis?
3. How can we ADAPT faster and enable a RAPID REVENUE RECOVERY?

Collaboration within the venue chain is imperative to navigate better through the crisis. Visibility creates resilience and adaptability to remain competitive. *"I believe we also have to be pragmatic, to identify what's achievable on a practical note. It is really important to understand what we can do now and what we can plan now for tomorrow"*.

Pushing for perseverance and patience in our advocacy efforts is fundamental according to Elizabeth. *"We need to prepare our tomorrow now. Associations have a crucial role to play, in a consistent way, bringing the right tools, the right perspectives and the right network. A united front is what makes the difference in a crisis"*.

A 3D rendered scene featuring two characters in a digital, green-tinted environment. On the left, a male character with a beard and brown hair stands with his arms outstretched, wearing a dark grey suit with a blue cape and grey sneakers. On the right, a female character with black hair and sunglasses stands in a sleek, black, glossy bodysuit. The background is filled with vertical columns of green digital code and a dark, industrial-looking structure. A green horizontal bar with the text 'RELOAD 2.0' is positioned across the middle of the image.

RELOAD 2.0

IELA RELOAD – The **INCUBATOR** for the **NEW NEDAW**