

# WORLD

INTERNATIONAL EXHIBITION LOGISTICS ASSOCIATION



NETWORKING & MORE... June 8<sup>th</sup> • July 31<sup>st</sup>

New Extended Date!

## 36<sup>th</sup> IELA<sup>®</sup> CONGRESS & General Assembly

June 29<sup>th</sup> • June 30<sup>th</sup> • July 1<sup>st</sup> - DIGITAL EVENT



**FINE ARTS**  
Special logistic area

**BACK TO BUSINESS**  
Get Future Ready & Tailwind

**IELA WORKING GROUPS**  
Making the difference

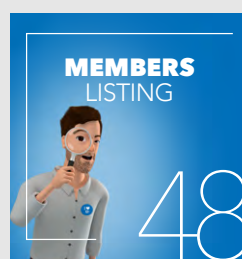
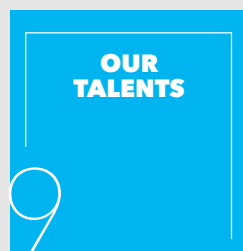
# Content

## IN THIS ISSUE



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Exclusively digital edition



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Watch the Working Groups video message & join the WG SUMMIT!  
See more on page 40



## THE IELA BOARD OF MANAGEMENT

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Stephen J. Barry (deceased, 2018)

Ron Berry

Hans R. Brauchli

Karl Buehler (deceased, 2015)

Thierry Demeure

Ernie Droessart (deceased, 2009)

Mariane Ewbank

Dieter Fraeulin

Greg Keh

Achim Lotzwick

Robert Moore

Jean-Paul Moser

Christoph Rauch

Klaus Rauch (deceased, 2001)

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Dear Friends,

When you read this report, you will most probably be connected to our 36<sup>th</sup> IELA Congress, the 1<sup>st</sup> to be taking place digitally.

A Beginner's Mind is the only state of mind we need in order to face the New Now. This means that we have to adapt and be more efficient.

This Congress will look at new and disruptive actions to help us to reshape our future with the professional ethos of continuous improvement and life-long learning. I am convinced that investment in new technology and smart solutions will play a key role in doing this and create new business opportunities.

During these last few weeks, together with the Secretariat, we have all been busy organising the various sessions and events taking place during these 3 days. I'm very proud and excited about the level of the speakers involved

this year and the themes which will be discussed.

I look forward to witnessing great input and hearing interesting ideas coming from industry partners but also from our older colleagues who accepted to bring us their experience and their vision of the future. This will help us to take a look at what will be important to maintain from the past and to see where opportunities may arise.

Our aim is to identify the role of MNC and SME in the New Market, adapting to intercept the demand of our clients, the organisers and venues.

Finally, don't miss the Working Group (WG) session to get an update on results but also very importantly to help the teams to identify and develop the topics for next year which you feel are important for your company.

**Thank you all, interact and enjoy the Congress!**

Guido  
IELA CHAIRPERSON 2020-2022



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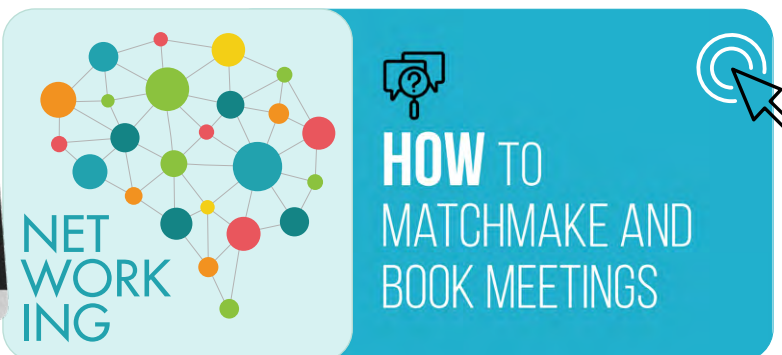
Started JUNE 8<sup>th</sup>, 2021

# 54 DAYS of NETWORKING & MORE...

Networking is now available until July 31<sup>st</sup>!



Start re-connecting,  
thriving new profit  
opportunities



OFICIAL FORWARDERS & ONSITE

## CARGOLIVE MEXICO OFFICIAL FORWARDER FOR HYBRID EVENT TECMA 2021

For the very first time in its history, **Cargolive** has been selected as the **Sole Official Freight Forwarder and OnSite Vendor** for **TECMA 2021** which takes place in **EXPO SANTA FE, MEXICO CITY** on September 7-10<sup>th</sup>, 2021. This event is the most important industrial exhibition in Mexico for metalworking, machine tools and technology for manufacturing and it will take place for the first time as a hybrid event. ◀

CARGOLIVE, S. DE R.L. DE C.V., MEXICO  
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OFICIAL FORWARDERS & ONSITE

## CIETC GENERAL TRANSPORTATION AGENT FOR CIMT2021

The **17<sup>th</sup> CIMT** was held at the new venue China International Exhibition Centre from April 12<sup>th</sup> to 17<sup>th</sup>. It was the **largest machine tool exhibition held in Beijing after the restart of exhibitions**: 135,000 sqm of total exhibition area, 1,503 machine tool manufacturers (870 domestic and 633 overseas) from 27 countries and regions, 44 TEUs and 15 tons in shipments, 2300 people, 305 shifts of cranes, 486 shifts of forklifts and 12 special lifting machines involved on-site, for nearly 40,000 cubic metres of exhibits! ◀



Perfect Performance, Exceeding Expectations

CHINA INTERNATIONAL EXHIBITION TRANSPORTATION  
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OFICIAL FORWARDERS & ONSITE



## JES LOGISTICS LTD OFFICIAL FREIGHT FORWARDER FOR FOOD INGREDIENTS CHINA 2021

**JES Logistics Ltd** has been appointed the **official freight forwarder and on-site handling agent** for **Food Ingredients China 2021** from June 8 – 10, held in Hall 1.1, 1.2, 2.1, 2.2, 8.2 at the National Exhibition and Convention Centre (Shanghai), China.

Albert Tsui, General Manager of the company, highlighted that "working with well-experienced staff saves budget and time". ◀



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OFFICIAL FORWARDERS & ONSITE

## WEL FRANCE ONSITE AT MILIPOL QATAR 2021

**WEL World Exhibition Logistics** was thrilled to help its partners showcase their know-how during **Milipol Qatar 2021**! The 13<sup>th</sup> edition of this event took place at the Doha Exhibition and Convention Center (DECC), Qatar from March 15<sup>th</sup> to 17<sup>th</sup> 2021 with more than 220 exhibitors from 20 countries. WEL France handled 21 tons of freight for French exhibitors, with shipments by air and transfers from IDEX/NAVDEX 2021. ◀



**WEL WORLD EXHIBITION LOGISTICS, FRANCE**  
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SPECIAL PROJECTS

## NISSIN JAPAN DELIVERS COVID-19 INSPECTION KITS IN EUROPE

Since March 2021 **Nissin Corporation** provides transportation services for medical goods and COVID-19 inspection kits from China to Europe, travelling by Antonov 124 and by a chartered air-freighter several times a month. Nissin provides optimum logistics services, meeting a wide variety of needs throughout their global network and ready to cover 24 countries also in the near future. ◀



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SPECIAL PROJECTS

## DUBAI EXPRESS (L.L.C.) – FREIGHTWORKS FORWARD TO UNESCO WORLD HERITAGE SITE

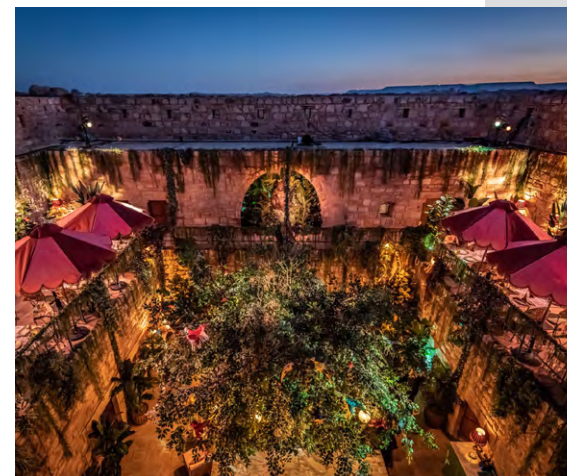
The event took place at Annabel's Pop-Up Restaurant in Al Ula, KSA from March 20<sup>th</sup> to April 12<sup>th</sup> 2021. A jungle theme immersive dining experience set was created within a beautiful ancient fort, which is proud to be a **UNESCO world heritage site**. The Forta specialist team showed expert design and content skills in recreating the unmistakable club style at this special one-off restaurant. ◀

A 100% subsidiary of The Emirates Group



**DUBAI EXPRESS (L.L.C.) – FREIGHTWORKS, UAE**  
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CELEBRATIONS

## PANEXPO CELEBRATES 25<sup>TH</sup> COMPANY ANNIVERSARY

Unfortunately without a party, but nevertheless with a lot of pride and joy, **PANEXPO** celebrated its **25<sup>th</sup> company anniversary** in April 2021.

*"The beautiful memories of the great projects, the encounters with nice and interesting people around the world, the experiences of the last 25 years have shaped us and the character of our company. Despite this very challenging time for all of us and the many months without trade fairs and projects, we look forward to the next 25 years with hope and confidence."* said Managing Director, **Matthias Beyer**. ◀



**PANEXPO GESELLSCHAFT FÜR TRANSPORT- UND MESSELOGISTIK MBH, GERMANY**  
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SPECIAL PROJECTS

## INTERFLOW LOGISTICS DELIVERED FOR JAMES DEANE MOTORSPORT TO RUSSIA

**Interflow Logistics** were delighted to assist **James Deane Motorsport** by shipping his car from Ireland to Russia under ATA Carnet for the **Russian Drift Series**. James is the reigning Formula D champion, having won the series in 2017, 2018 and 2019! ◀



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CELEBRATIONS

## ROGERS INDIA CELEBRATES 35<sup>TH</sup> ANNIVERSARY

**R.E. Rogers India Pvt. Ltd.**, founded in 1986, reminisced about its history on May 12<sup>th</sup>, its **35<sup>th</sup> anniversary**.

Over the years, they have expanded into verticals like general/ defense projects, plant relocations & free trade zones etc. With zero exhibitions last year, the focus was on these verticals to get critical alternative revenue streams.

**Ravinder Sethi** commented *"The 35<sup>th</sup> was the year of survival. Our Team worked with great resilience in keeping our position as market leaders in tact - very proud to lead them"*. ◀



Team Rogers. May 1986



**R.E. ROGERS INDIA PVT. LTD., INDIA**  
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CELEBRATIONS



## ACE CARGO SRI LANKA ACHIEVES RE-CERTIFICATION TO ISO 14001:2015 AND ISO 9001:2015 DESPITE PANDEMIC CHALLENGES

**Ace Cargo (Pvt) Ltd**, Sri Lanka, recently achieved Re-Certification to ISO 14001:2015 Environmental Management Systems (EMS) and ISO 9001:2015 Quality Management systems (QMS) Certification despite COVID 19 global pandemic challenges in 2020/2021. The QMS Periodic Audit was held as a first-time hybrid audit: a combination of the usual On-Site Audits with Online Audits including Branch Offices. ◀



**ACE CARGO (PVT) LTD, SRI LANKA**  
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read more!

## ON-SITE SWEDEN STRENGTHENS THEIR SERVICE OFFER AND LEAVE THE CRISIS BEHIND THEM!

During the pandemic, On-Site Exhibitions AB Sweden contacted their clients to ask their view on a new product: a forwarding service remaining at the same high level of efficiency and with the same personal involvement for the exhibition transport sector. On a scale between 1 – 10, interest was classed between 8 – 10 and so it came about that the new website **www.onsitegroup.se** was launched as the new product, On-Site Forwarding! ◀



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read more!



NEW POSITION

## OUR TALENT IS OUR STRENGTH

We are pleased to share with you some news about new job positions and new staff members within the IELA Membership.



**Sushil Upadhyay**

**Chief Operations Officer (COO)**  
sushil@rogersworldwideindia.com

R.E. ROGERS INDIA PVT. LTD. INDIA

**R.E. Rogers India** announces the promotion of their **Country Head - Sales & Operations, Sushil Upadhyay**, as their new Chief Operations Officer (COO).

In the company now for over 20 years, Sushil will now foster the company's post pandemic operation norms, ensuring that the company remains market leader and strengthen the new verticals (general/defence projects, plant relocations, free trade zone etc.) in addition to the exhibition portfolio.

**Ravinder Sethi** commented *"With a high level of respect and trust from both within the organisation and the industry, we are excited about his new role as COO"*. ◀

[www.rogersworldwideindia.com](http://www.rogersworldwideindia.com)

## ORPHEE BEINOGLLOU GROUP LAUNCHED NEW 45.000 SQM LOGISTICS PARK

Orphee Beinoglou Group has launched the **Orphee Beinoglou Logistics Park** and completes a 2-year investment plan. The logistics park has a total area of **45,000 sqm located** in the metropolitan area of Athens. This will provide comprehensive support to the exhibition and event logistics division. ◀



**ORPHEE BEINOGLLOU INTERNATIONAL FORWARDERS S.A., GREECE**  
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## BACK ON SITE FOR THE 1<sup>ST</sup> PHYSICAL EVENT IN ITALY

As the Official Freight Forwarder of Fiere di Parma, Expotrans managed shipments and logistics for the first physical exhibition taking place in Italy following the COVID period: PARMA BAGARRE from 18<sup>th</sup> - 20<sup>th</sup> June. The team realised that time had just stopped for a while. All exhibitors were so happy to be there and so were the guys from Expotrans! They truly found it great to come back to work and can't wait to see everybody again on-site very soon! ◀

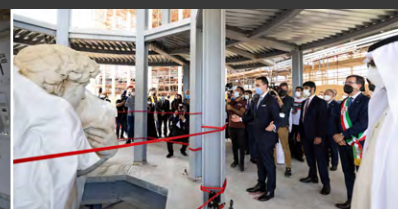


**EXPOTRANS S.P.A, ITALY**  
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## THE FUSION OF HISTORY, TECHNOLOGIES AND FINE ARTS LOGISTICS



# The David Job by OTIM

The 1:1 replica of Michelangelo's David is a project jointly promoted by the Italian General Commissioner's Office for Expo 2020 Dubai, the Galleria dell'Accademia Museum of Florence and the Ministry of Culture in partnership with the Department of Civil and Environmental Engineering at the University of Florence.

OTIM is proud to be Official Supporter Sponsor of Italy at Expo2020, Dubai



The "making of" this astonishing masterpiece is a perfect marriage between ancient beauty, sophisticated technologies (digitalization and 3D print) and high-skilled handicraft. The **OTIM team** has been at the **forefront of the project** from the very beginning and has taken care of handling, forwarding and the installation of this incredible artwork.

With approximately **6 metres in height and 2 metres in width**, the 1:1 replica of Michelangelo's David started **its journey from Florence to the next EXPO in Dubai**. First steps were completed in Florence in mid April, with the involvement of 12 people, two trucks and a crane for securing, handling, laying down,

packing and loading operations. We took 6-8 hours to harness and secure the art piece, to lift it into horizontal position and get ready to start packing. This was performed in strict silence to allow the "listening" of the art piece to various solicitations. Not even the restorer who assembled the 3D printed pieces and refined them with resins and marble powder was aware of all possible reactions.

Challenging was the fact that the replica was assembled and refined in a tiny art-workshop where the narrow aisle was just a little bit larger than David's dimensions. In addition, the statue had to be transported out of the art-workshop from an ancient portal in a very narrow street in the historical

centre of Florence and loaded onto a truck with a small crane. **Packing operations** were also tough and complex with finding the right balance between 2 different and unavoidable needs: **highly securing the statue** whilst carefully **preserving its surfaces and integrity**. If you consider that this art piece is a hollow body, you can easily understand how fragile it is.

The statue was laid on a wooden base, protected by polystyrene templates and polyphrene sheets which were placed below, above and around the head, chest and legs, held together with aluminium / steel bars. Working during the night made the entire operation even more spectacular. The journey of David then

Photographer: © Massimo Sestini | <https://www.massimosestini.it/>

continued to the airport where the masterpiece was boarded onto a 747 Cargo aircraft, reaching Dubai on April 21<sup>st</sup> at 5.15 am. **Due to the strong collaboration between our team, our local agent, airport authorities, Police and Custom officers, the artwork could be cleared and released in one hour.**

We delivered and installed the replica of David on April 22<sup>nd</sup>, supported by our local partner **Masstrans Freight LLC** whose specialist team ensured that on-site procedures ran perfectly. The delivery location was a noisy building site working 24/7. Once unpacked and unpacked, the next challenge was to lift the statue into a horizontal position.

This was carried out by crossing the 1<sup>st</sup> floor of the pavilion located at 5 metres above the ground and using 5 hoists fixed on a 10 metre high beam before finally easing it into a very tight cylinder surrounded by a colonnade. Again **coordination, patience and silence** were 3 crucial factors.

Finally on **April 27<sup>th</sup> 2021**, at Italy Pavilion @Expo2020 Dubai, the 1:1 replica of Michelangelo's David **statue was unveiled** in the presence of the Ministers of Foreign Affairs and International Cooperation of Italy and UAE. It has been a long and challenging journey and it is still a long way to The Grand Opening Ceremony of the Expo2020 Dubai.

We can definitely say that the model was **among the most unusual parcels O.T.I.M. has handled** in the past year and for sure the most challenging ever recorded!! Italian and international TV stations and photographers were ready to catch every moment from Florence to Dubai. OTIM is proud to be the Official Supporter Sponsor of Italy at Expo2020, Dubai. ◀

For further information:

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**OTIM SPA, ITALY**  
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Deputy Manager International Fairs Department  
[www.otim.it](http://www.otim.it)





THE LOST PARADISE... RISING &amp; TRAVELLING SAFELY

# Syrian heritage travelling to China in Darwish Logistics' safe hands

For further information:



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A message from the heart of the world... Syria

There have been many attempts in the past period to change the course of history by **changing the course of the Silk Road**, but the Syrian people, despite a decade of difficult circumstances, have not changed and have always bespoke solutions.

In the distant past many handicraft industries moved from east to west through Syria on the Silk Road, including ceramics, pottery, glass, and sculpture...

**The ancient Syrian man mastered these industries and exported them to the world.**

Fortunately history has preserved for us many of these craftmanships. Here came the turn of present generations, with the help of many foreign experts, to preserve these treasures by extracting and restoring them.

To complement this historical role and to revive the greatness of the Syrian heritage, the **Syrian National Museum** has agreed with many museums in the Far East to lend these treasures to the peoples of the Far East.

As **Darwish Logistics** is the only Syrian company affiliated with IELA, and due to its experience in the fields

of packaging and exhibitions, it has been **commissioned by the Syrian Museum to package and transport these treasures to China.**

The first question that was asked by the Chinese Museum, was does the staff of Darwish logistics company have the experience, ability and necessary equipment to complete the work without attendance of Chinese representatives from China?

The answer from **Darwish Logistics** was clear; that we are part of the great Syrian people who have bespoke solutions and have extensive experience in the field of packaging and shipping



antiquities based on previous shipments in which it cooperated with the Syrian Museum.

The packing plan was drawn up by **Darwish Logistics**, approved by experts from the two museums, based on the crating of pine wooden boxes, using PV foam, adhesive and linen ropes and cotton papers.

The packaging process already started under the daily online monitoring by experts from both museums. After finishing the packing we will move the boxes via a specific truck escorted with private security company to Beirut airport via Syrian border to be shipped by air to China.

There are many details that we

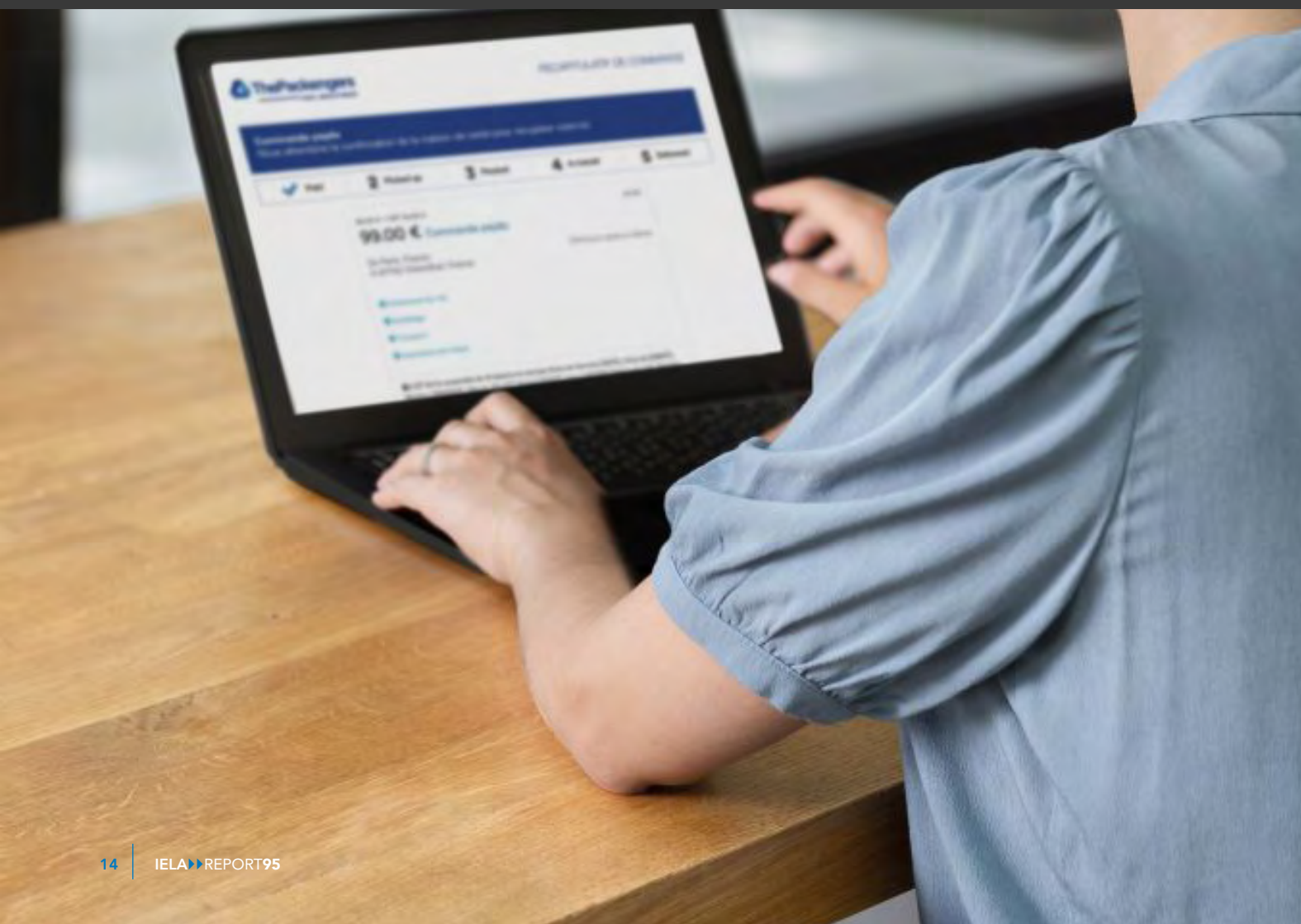
did not mention, but the purpose of this message is to inform the world that Syria still possesses many treasures, and the most important is the human expertise which is capable of preserving the heritage and the industrialists of the future. ◀



# ESI digital solution for digitalised pricing and shipping of ART



## THE PACKENGERS



**The ESI GROUP presented ThePackengers in 2018**, the first 100 percent digital solution for instantly generating, with only one click, a shipping quote for delivery of unpacked, unique objects to anywhere in the world.

The entire process has been digitalized, from pricing to shipping of goods. Until now, the buyer had to source a company to pack and transport purchases after sales. Now these services can be obtained directly on the purchasing website within just a few seconds. Solutions just didn't exist before the creation of this unique algorithm which empowers our service offer and is really revolutionary for the art market. The buyer can trace their package from start-to-finish with a tracker link. In addition to this, our entire strategy is based on peak

volume flow which allows ESI to offer extremely competitive, below-market pricing.

During the first full year of operations in France of ThePackengers in **2020**, ESI processed around **12,000 shipments from France alone**.

The pandemic has severely hampered the art market operationally. Digital sales have however only accelerated as auction houses and gallery owners continue selling works to clients all around the world. With ThePackengers, their sales online can be organised but, in addition, their potential buyers can be offered an all-inclusive solution for packing and transporting their goods anywhere in the world. This simplifies the entire supply chain and creates a high-value offer for each buyer. ◀

**Amaury CHAUMET**  
CEO of Shipping Start-Up ThePackengers,

*read more! on  
Revolutionizing Art  
Transportation*



For further information:



**E.S.I. EXPO SERVICES INTERNATIONAL,**  
FRANCE

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ONLINE SESSIONS  
MARCH & APRIL 2021

## Adjust course in the NEW NOW

March 2021 heralded both **one year following IELA's launch of #togetherstrong** and one year on March 11<sup>th</sup> since the World Health Organization declared COVID-19 as a pandemic. **IELA members are nothing if not resilient and as bumpy as it may be, the recovery has begun.**

For our **BACK TO BUSINESS** programme in March & April 2021, we once again **took the pulse to support our members and help the recovery take better shape.**

For this we launched two new events: GET FUTURE READY and TAILWIND.



[https://www.amazon.de/-/en/Denzil-Rankine-ebook/dp/B08QJMQ3Y/ref=sr\\_1\\_1?keywords=Marco+Giberti+-+Reinventing+Live&qid=1621511691&sr=8-1](https://www.amazon.de/-/en/Denzil-Rankine-ebook/dp/B08QJMQ3Y/ref=sr_1_1?keywords=Marco+Giberti+-+Reinventing+Live&qid=1621511691&sr=8-1)

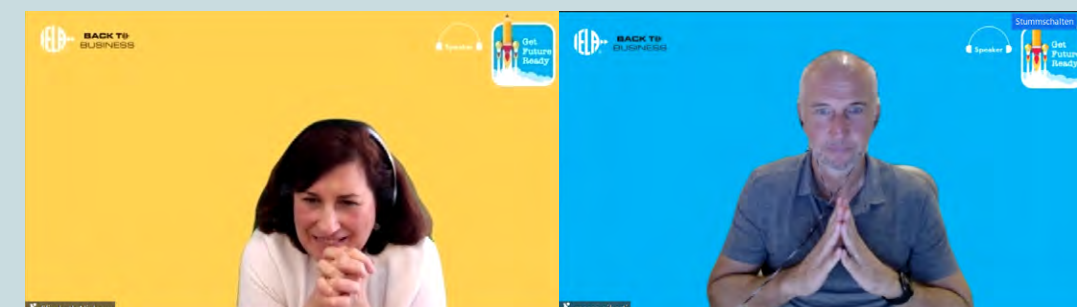
**84% of attendees** at the first session of the new IELA event GET FUTURE READY declared **having been concentrating on developing innovations over the past 3 years.**



### MAIN TOPICS

Our **GET FUTURE READY** event was divided into **5 sessions:**

#### #1 Reinventing Live, The Always-On Future of Events on Wednesday March 3<sup>rd</sup>



SPEAKER

MARCO GIBERTI, co-author of the book  
**"Reinventing Live - The Always-On Future of Events"**

MODERATOR

ELIZABETH NIEHAUS, IELA Executive Officer

During the session, Marco shared with us the **main outcomes of his new book** published together with Denzil Rankine, CEO of AMR International, discussing with us about **the future of the live event industry and how technologies and innovations create opportunities for our industry.**

- How did you approach the concept of your second book and how was it received by various members of the exhibition industry?
- How is Innovation Changing Course - Why is Innovation more important than ever?
- How are value-chain providers communicating with customers (exhibitors and organisers in IELA's case) and how is this influencing the value proposition offer?
- "We will build to fail unless event organisers (but also service providers) are ready to reinvent themselves". How can we chart a new course?
- Which essential talent fits to our purpose in the new world? Which new skills are now necessary in the new exhibition & event industry?

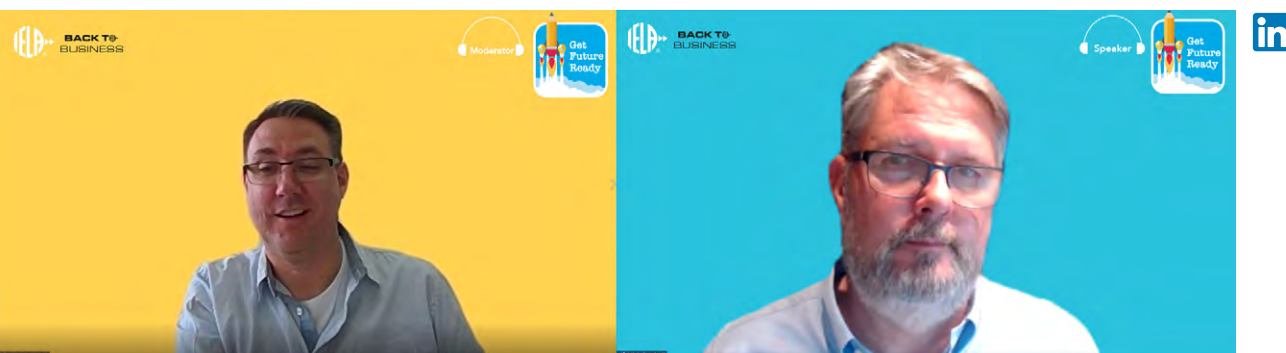






## #2 A Leadership Framework to navigate Recession Part 1

on Wednesday March 10<sup>th</sup>



**SPEAKER** NICK SETCHELL, RealTime CEO; Australia

**MODERATOR:** CHRISTOPH RAUCH, BTG Messe-Spedition GmbH, Germany  
IELA Board member

During the first session, Nick guided us through **building the culture of leadership and instilling strategic planning by outlining the fundamentals of a leader during a recession:**

- A pragmatic approach.
- It is important to understand the shifting of the landscape and how that fazes in some communication.
- The broader responsibility of running a business.
- The focus on Purpose, Positioning, People and Product: the management and improvement of Performance.
- The implementation into leadership and a monthly structure.

SON communication conceptually: How can we transition businesses from SOLI mentality into an environment where the leaders can all talk with each other?

ACCESS TO THE SPEAKER'S PRESENTATION

### What information has come to light in the last 30 days that changes your view of the future?

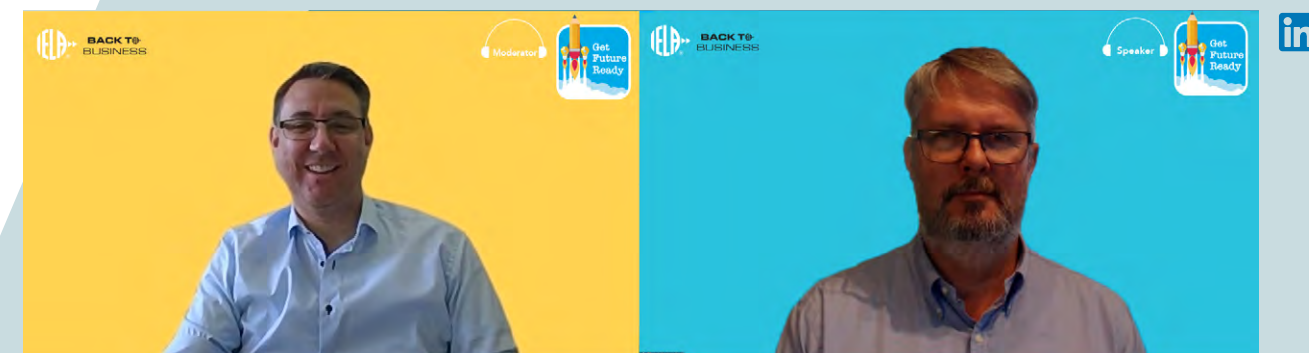
This is one of the questions Nick addressed to the participants to guide them through building a culture of leadership and instilling strategic planning.

### WATCH THE REPLAYS

Access your private area  
Go to  
"GET FUTURE READY"  
Scroll down to the session recordings.  
[Please log in to Watch](#)

## #3 A Leadership Framework to navigate Recession Part 2

on Wednesday March 17<sup>th</sup>



**SPEAKER** NICK SETCHELL, RealTime CEO; Australia

**MODERATOR:** CHRISTOPH RAUCH, BTG Messe-Spedition GmbH, Germany  
IELA Board member

During the second session, Nick talked about **"The 6 Measures that tell you Everything you Need to know about your Business"**, by developing on the following:

Focus on the numerical analysis, highlighting the **6 measures that tell you everything you need to know about your business.**

- The limitations of traditional financial statements as a management tool
- 12-month rolling measurement vs. Year to Date.
- Different business lenses and what they tell us.
- The power of Dupont (or Operational) format accounts.
- RealTime CEO pyramid: 6 measures: Return, Cash flow, Leverage, Profitability, Salary multiple, Raw material multiple.
- 1-page leadership dashboard.
- 8 possible actions.
- Critical recession measures.
- Decision validation: "Should We, Can We".

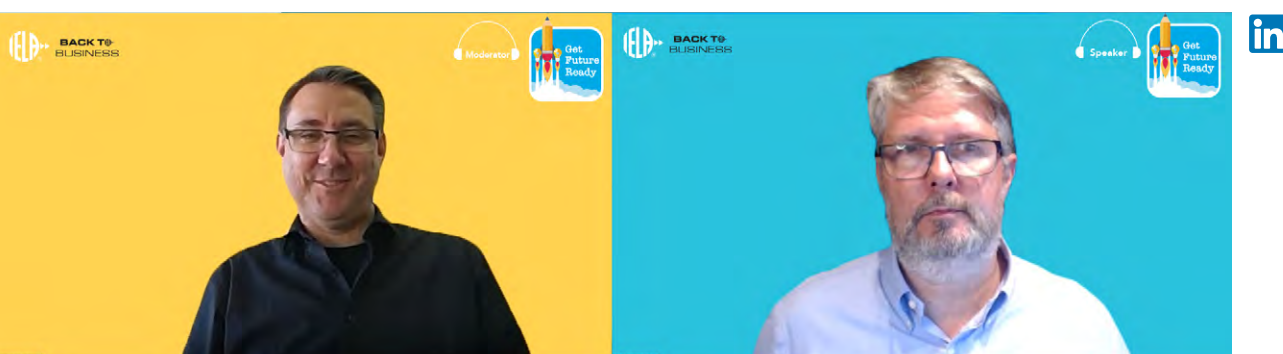
ACCESS TO THE SPEAKER'S PRESENTATION





## #4 A Leadership Framework to navigate Recession Part 3

on Wednesday March 24<sup>th</sup>



**SPEAKER** NICK SETCHELL, RealTime CEO; Australia

**MODERATOR:** CHRISTOPH RAUCH, BTG Messe-Spedition GmbH, Germany  
IELA Board member

During this last session, Nick presented a **practical case study**:

- Interpreting and challenging the 6 numbers and 8 possible actions.
- Understand "sensitivity Analysis".
- Define actions that will make the future stronger and validate decisions using the "Should We? / Can we? Crystal Ball".
- Connect SON Communication to "Business Assumption Forecasting" to see the future.

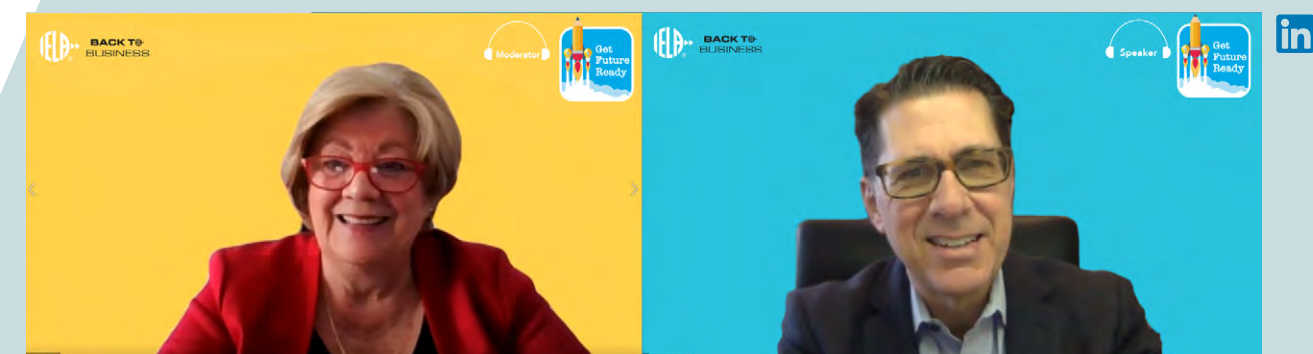
ACCESS TO THE SPEAKER'S PRESENTATION

## WATCH THE REPLAYS

Access your private area  
Go to  
"GET FUTURE READY"  
Scroll down to the session recordings.  
[Please log in to Watch](#)

## #5 Talent Development Keeping Talent - Sucession Management

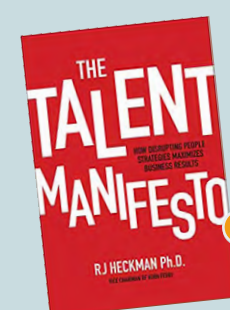
on Wednesday April 14<sup>th</sup>



**SPEAKER** RJ HECKMAN, Korn Ferry CEO & Author of the book  
The TALENT MANIFESTO

**MODERATOR:** SANDI TROTTER, TWI Group Inc Canada  
IELA Board member

On the basis of his book, THE TALENT MANIFESTO and using the principles in "The Talent Waltz", RJ showed us **how to maximize business performance through the disruption of talent practices**. He explained **how the pathways must be paved by an unwavering focus on strategy, data, speed and simplicity**.



<https://www.amazon.com/Talent-Manifesto-Disrupting-Strategies-Maximizes/dp/126014254X/>

RJ started the session by explaining **how the highest-performing companies are able to dance "The Talent Waltz"**. Using the principles of this dance, he explained how to maximize business performance through the disruption of talent practices, including:

- Changing hiring methods, including using artificial intelligence.
- Identifying engagement drivers at an individual level, especially for those in the most pivotal roles.
- Changing reward practices.

ACCESS TO THE SPEAKER'S PRESENTATION





ONLINE SESSIONS  
APRIL 2021

## Tailwind

Heading into March 2021, one year after IELA launched #togetherstrong, it was a year since the World Health Organization declared COVID-19 a pandemic (March 11<sup>th</sup>). IELA members are nothing if not resilient, and the recovery -bumpy as it may be- has begun.

Plenty of member companies are focusing on other business sectors during this critical period.

After a survey to our members, we have identified the 4 opportunities/ logistics areas of most interest for the IELA Membership:

MAIN  
TOPICS

FINE ART LOGISTICS  
SPORTS LOGISTICS  
LIVE EVENT LOGISTICS  
PROJECT LOGISTICS

For this reason, we generated a **networking and discussion platform** for these services and opportunities with a new event in **April 2021** called **TAILWIND**.

Each session included a 15 to 30 minute presentation & group discussions.

### WATCH THE REPLAYS

Access your private area  
Go to  
"TAILWIND"  
Scroll down to the session  
recordings.  
Please log in to Watch

## #1 FINE ART LOGISTICS

on Wednesday March 31<sup>st</sup>

ACCESS TO THE SPEAKER'S PRESENTATION



SPEAKER RENATA VINHAS, Fink, Brazil



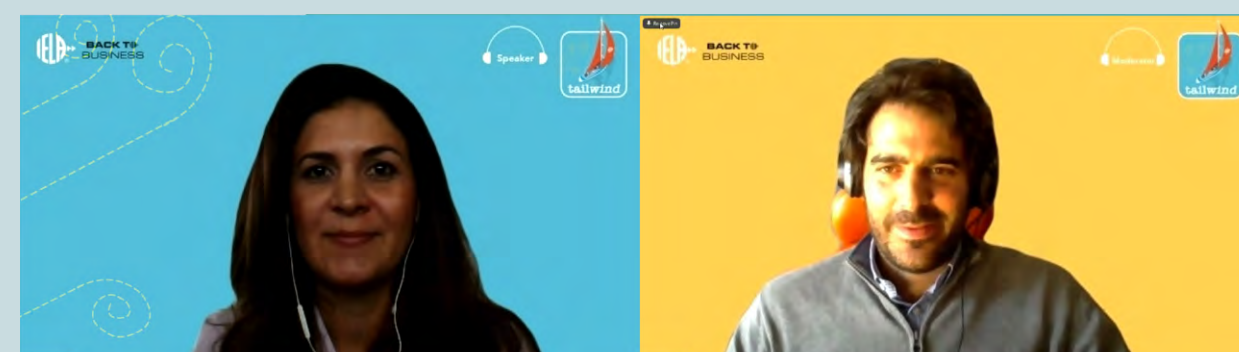
MODERATOR: ORPHEE BEINOGLLOU JR, Orphee Beinoglou International Forwarders S.A., Greece

During the session, **Renata & Orphee** shared **Best Practices in Fine Arts** and explained **how IELA Members could benefit from developing a Fine Arts division in their company.**

## #2 SPORTS LOGISTICS

on Wednesday April 7<sup>th</sup>

ACCESS TO THE SPEAKER'S PRESENTATION



SPEAKER ALEXANDRA ERDMANN, Swiss Expo Logistics AG, Switzerland, IELA Board Member



MODERATOR: ORPHEE BEINOGLLOU JR, Orphee Beinoglou International Forwarders S.A., Greece

During the session, **Alexandra & Orphee** shared Best Practices in Sports Logistics and explained **how IELA Members could benefit from having a sports division in their company.**



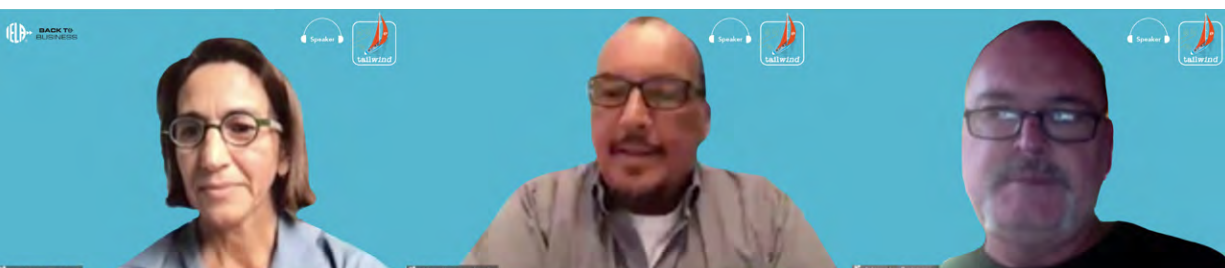




### #3 LIVE EVENT LOGISTICS

on Wednesday April 21<sup>st</sup>

ACCESS TO THE SPEAKER'S PRESENTATION



**SPEAKERS** CLAUDIO MACHADO and MANOLO GUTIERREZ, Fulstandig Shows e Eventos MC Ltda., Brazil

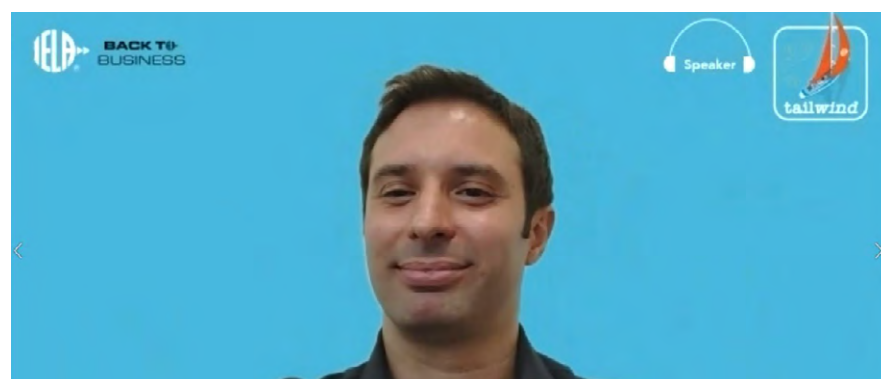
**MODERATOR:** MARIANE EWBANK, Fulstandig Shows e Eventos MC Ltda., Brazil, IELA Board Member

During the session, **Claudio and Manolo** illustrated **the actual scenario and explained the challenges to confront when getting into the business.**

### #4 PROJECT LOGISTICS

on Wednesday April 28<sup>th</sup>

ACCESS TO THE SPEAKER'S PRESENTATION



**SPEAKER** NICOLAS CUCIDIS, CEO of Cargolive, S. de R.L. de C.V., Mexico.

During this last session, TAILWIND #4 on PROJECT LOGISTICS, **Nicolas** spoke about **industrial project logistics, project cargo, the current state of affairs** in different sectors in the industry, its **opportunities, its challenges and how Cargolive approaches this type of logistics and project management.**

#### WATCH THE REPLAYS

Access your private area  
Go to  
"TAILWIND"  
Scroll down to the session recordings.  
[Please log in to Watch](#)



## Take Part and Make our Industry Statistics tangible

### IELA Data Room

In March 2021 IELA launched the IELA DATA ROOM, a vast project involving comprehensive collection of data on worldwide Exhibition & Event Logistics.

This data will give visibility to the important role that the IELA Network has assumed in the industry and is aimed at both public and private

stakeholders. IELA will use data as a tool to create consistency in its goal to continually improve products and services and thus remain competitive.

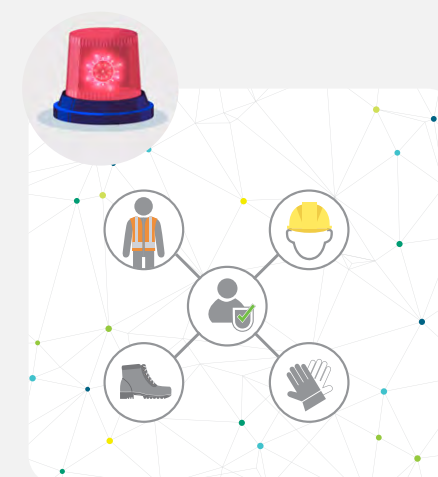
It is of utmost importance for the exactitude and legitimacy of this project that all IELA Members participate by including their data in the Big Picture.



*read **more!** about the data which will be collected and processed & how it will benefit all IELA Members.*



**IELA Members are requested to participate in the IELA DATA ROOM and all Main Contacts received their private access to the survey via email in March 2021. If you need this to be resent, please contact the IELA Secretariat.** ◀



## Educational Safety Event free of charge for IELA Members

**It takes an average of 50 seconds to take this survey**

IELA is running a survey to decide whether IELA should organise an Educational Safety Event free of charge for IELA Members.

The idea behind is to certify Safety Standards of all IELA Members attending, to improve Organiser's & Exhibitor's value recognition, and as a proof of evidence of our corporate responsibility, as well as satisfying the requirements of the world supply chain.

Having the support and training of an International Association that endorses the knowledge of our collaborators in matters of Safety and Health at work will strength the value of being an IELA Member, securing that our agents attending have high quality standards in the development of their services. ◀



**All IELA Members Main Contacts received their private access to the survey via email. If you need this to be resent, please contact the IELA Secretariat.**



**Share your opinion. Participate in the survey**





**GLOBAL  
EXHIBITIONS  
DAY 2 JUNE 2021**  
GLOBALEXHIBITIONSDAY.ORG

WAKE UP

SELFIE GED

MESSAGE

SHARE

SHINE

**#GED2021RISEAGAIN**



BACK TO BUSINESS

NETWORKING & MORE... June 8<sup>th</sup> • July 31<sup>st</sup>

New Extended Date!

36<sup>th</sup> IELA® CONGRESS

&amp; General Assembly

June 29<sup>th</sup> • June 30<sup>th</sup> • July 1<sup>st</sup>Funded  
Event!36<sup>th</sup> IELA CONGRESS  
**Welcome!**

Hello Friends and fellow members,

It is a pleasure to welcome you to our very first virtual IELA Congress.

The last 18 months have been extremely challenging for all of us – personally and professionally. COVID has affected our everyday lives in ways that few of us could have imagined.

Despite this, it has been a time of learning and a time to focus on the strength of our companies and our association. Who could have envisioned a virtual IELA Congress two years ago as we left Venice? And yet here we are, ready to refocus, rebuild and regroup. Although not a live event, we will have the opportunity to learn, share, connect and re-connect over the next few weeks and days.

Our association is strong, the interest level and number of delegates is a true testament to the value of IELA. A value we have all had the privilege to benefit from throughout the pandemic. Our IELA TALKS, IELA Reload, Tailwind and Future Ready have provided us with the incredible tools to carry on and weather the storm.

As we get back to business, it has never been more important to be an IELA member and benefit from all IELA has to offer. The coming months will be tough, we still have a lot of hard work to do, but together, united we can and will succeed.

Enjoy the Congress: network, learn, engage, and take part. Hopefully, we will meet in person again this time next year and can greet each other with an "elbow bump"!

Warmest Regards,

Sandi TROTTER

IELA VICE-CHAIRPERSON 2020-2022  
MASTER of CEREMONY, IELA CONGRESS



BE PART OF THIS NEW EXPERIENCE





## How do I navigate? How do I maximize the value of my participation?

We have an AMAZING meeting platform  
**where YOU will be the centre of interest**

Access the event platform:

<https://live.iela.expoplatform.com>

On the event platform, you will find:

- ✓ Access to event registration 
- ✓ The updated Delegate list 
- ✓ All IELA Members companies with their company profiles 
- ✓ All Tutorials: How to... 

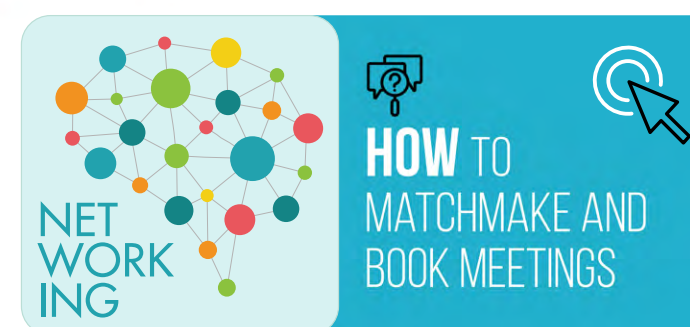
If you have any questions,  
please refer to the  
**tutorials**, or contact your  
IELA Secretariat



Started JUNE 8<sup>th</sup>, 2021

**Networking and on-demand videos  
are now available until July 31<sup>st</sup>!**

## 54 DAYS of NETWORKING & MORE...



Start re-connecting,  
thriving new profit  
opportunities.

Meeting face-to-face is impossible to replace,  
but **we can make magic happen, together.**

There are a few steps to extract maximum value from your  
congress participation:

- **Show your capabilities** at the Member Companies Area and build the perfect frame for your team to connect better
- **Create your own profile and share your professional and personal interests.** Your profile leads you to like-minded people who can become lifelong business partners or friends.
- **Tell us what drives you.** The programme & content will be adapted to your passions.
- 5 minutes is all it takes: **Transmit your potential, sharpen your offer and stand out!**

The event is part of the **BACK TO BUSINESS** programme and FREE OF CHARGE for all IELA Members with unlimited number of participants per IELA Member Company.  
**Do not miss this unparalleled business opportunity!**





# Reactivate & empower you



The 2021 IELA Congress will be the first congress ever truly “open-to-all-members”.

Our association is funding each and every participant - from newcomers to middle and higher management and also the IELA SENIORS CLUB!

Do not miss this opportunity to introduce IELA to every individual company team member.

Each IELA family member will find this a great source for content, replying to individual needs (as AI makes the magic of tailor-made content possible), identifying new profit margins by joining the **THE EXTRA MILE** area and much more.

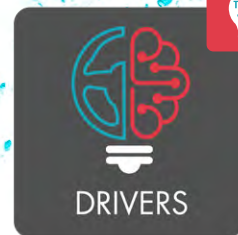


## Are you securing your future?

Keep an open mind, harness the opportunities and make your future this June!



THINK



DRIVERS OF  
CHANGE  
IN EVENT &  
EXHIBITION  
LOGISTICS



THINK  
KEYNOTE



THINK  
ANTICIPATION



LEGENDS  
OF IELA

Upscale from June 21<sup>st</sup> to July 31<sup>st</sup>

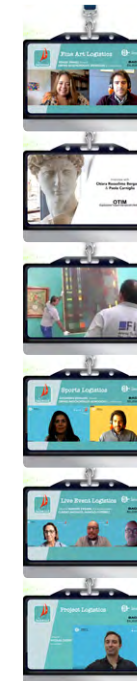


BREAKFAST  
BRAINS  
RELOADED

more!

**Gain insight  
Work smarter  
Create better  
Go further**

Boosting a  
Culture of  
Life-Long Learning



- TAILWIND: FINE ART LOGISTICS
- MICHELANGELO'S DAVID TWIN PROJECT INTERVIEW OTIM SpA
- LOCAL BRAZILIAN TV REPORTS ON IELA MEMBER FINK MOBILITY DELIVERING
- TAILWIND: SPORTS LOGISTICS
- TAILWIND: LIVE EVENT LOGISTICS
- TAILWIND: PROJECT LOGISTICS



WORK LAB

more!

**Bespoke solutions  
on Exhibition  
Packing  
& Crating**

It's all about smart solutions  
sharpening your offer!



- EXHIBITION PACKING & CRATING AT ITS BEST WEGMÜLLER ATTIKON AG



STREAM  
(TO ACTION)

**It's all about connecting minds!  
4 Regional Talks**

The open and constructive conversations will focus on the 2020-2021 lessons learned and the need for connected foresight in the exhibition industry in order to boost re-openings in every region and in particular support SMEs which make up a sector majorly affected from the pandemic and remain a world engine for economic recovery.



CONNECTED MINDS ASIA



CONNECTED MINDS EUROPE



CONNECTED MINDS MEA



CONNECTED MINDS AMERICAS



# IELA Congress Programme



## 3 Days of Congress



### Day 1

Tuesday, June 29<sup>th</sup>

Central European Time

00:00 - 11:59pm

Networking



08:30 - 9:00am



#### Welcome to the IELA Digital Congress

Mr. Guido FORNELLI, IELA Chairperson

Ms. Sandi TROTTER, IELA Vice-Chairperson & Master of Ceremony

09:00 - 10:00am



#### STREAM: Connected Minds ASIA

SPEAKERS:

Mr. Aloysius ARLANDO, SACEOS, President, Singapore

Mr. Rodney COX, International Gas Union (IGU),  
Flagship Events Director, Australia

Mr. Michael KRUPPE, SNIEC, Shanghai New International  
Expo Centre Co. Ltd., CEO / General Manager, China

Ms. Sonia PRASHAR, IEIA, Indian Exhibition Industry Association,  
President, India

MODERATORS:

Mr. Sudhir DHAVAN, IELA Education & Training WG, Chairperson;  
R.E. Rogers India Pvt. Ltd., Chief Executive Officer, India

Ms. Elizabeth Niehaus, IELA Executive Officer

Open Discussion – Campfire

10:00 - 11:00am



Break



LIVE SESSIONS



BREAKOUT ROOMS



REPLAY ON-DEMAND

11:00 - 12:00am



#### STREAM: Connected Minds MEA

SPEAKERS:

Mr. Naji EL HADDAD, UFI, The Global Association of the Exhibition Industry,  
Regional Director, UAE

Ms. Trixie LohMIRMAND, Dubai World Trade Centre,  
Executive Vice President, UAE

MODERATORS:

Mr. Daniel BYIJU, IELA Member, Masstrans Freight LLC, General Manager  
Fairs & Events, UAE

Mr. George JACOB, IELA Member, Agility Fairs & Events, Regional Director -  
Middle East & Africa, UAE

Open Discussion – Campfire

12:00 - 15:00



Break

15:00 - 16:00



#### THINK-Drivers of Change in Event & Exhibition Logistics

SPEAKERS:

Mr. Guido FORNELLI, IELA Chairperson,  
Expotrans SpA, Managing Director, Italy

Ms. Priscilla LEONG, Expotrans Pte Ltd, Managing Director  
(former Agility Fairs & Events, CEO), Singapore

Mr. Phil POWELL, Kuehne & Nagel UK, former Director, Event Logistics  
Ceva Showfreight, former Managing Director, IELA, former Chairperson,  
United Kingdom

Ms. Jacqueline RUSSO, Global Expositions, Inc., Principal, United States  
(former Kuehne+Nagel, Inc., Vice President)

MODERATOR:

Mr. Greg KEH, IELA Committee Member, TWI Group, Chief Operating Officer  
United States

16:00 - 16:05

#### Closing of the Day

Ms. Sandi TROTTER, IELA Vice-Chairperson & Master of Ceremony  
TWI Group Inc. (Canada), Director. Business Development, Canada



REPLAY ON-DEMAND

STREAM: Connected Minds ASIA  
Open Discussion - Campfire  
STREAM: Connected Minds MEA  
Open Discussion - Campfire



LIVE SESSIONS



BREAKOUT ROOMS



REPLAY ON-DEMAND



# IELA Congress Programme



## 3 Days of Congress



### Day 2

Wednesday, June 30<sup>th</sup>

Central European Time

00:00 - 11:59pm

#### Networking

10:00 - 10:05am

#### Introduction

10:05 - 10:40am



#### THINK - KEYNOTE: Sonia Thomas

jwc GmbH, Senior consultant, France

#### GIPR: Key insights of an industry in transformation

MODERATOR:

Ms. Elizabeth NIEHAUS, IELA Executive Officer

10:40 - 11:30am



#### THINK - KEYNOTE: Cathy O'Dowd

Adventurer, mountaineer, author and motivational speaker, Andorra

#### THINK like an EXPLORER

MODERATOR:

Ms. Elizabeth NIEHAUS, IELA Executive Officer

12:00 - 12:30am



#### General Assembly 2021

The results of the 2021 elections will be revealed during the session

13:00 - 14:00



#### STREAM: Connected Minds EUROPE

SPEAKERS:

Mr. Alexander KOLDAU, VDMA, Manager Exhibitions, Germany

Mr. Iain STIRLING, Exhibition World/Mash Media Group Ltd,  
International Director, United Kingdom

Ms. Barbara WEIZSÄCKER, EEIA, European Exhibition Industry Alliance  
and EMECA, Secretary General, Belgium

Mr. Ricard ZAPATERO, Fira Barcelona, International Business Director, Spain

MODERATORS:

Mr. Garcia NEWELL, IELA Member; Agility Fairs & Events Logistics Ltd.,  
Regional Business Development Director - Fairs and Events Europe, United Kingdom

Ms. Eve NOVIKOVA, IELA Member; Caspian Freight Services LLC,  
Owner, Azerbaijan

#### Open Discussion – Campfire

14:00 - 14:30



#### Break

14:30 - 15:30



#### Working Groups Summit

- Education & Training
- Industry Relations
- Membership
- Standards & Customs

15:30 - 16:00



#### Break

16:00 - 17:00



#### STREAM: Connected Minds AMERICAS

SPEAKERS:

Mr. Nick SAMAIN, dmg :: events, Vice President, Energy, Canada

Mr. Victor E. SANTIAGO, Asociación Mexicana de Distribuidores  
de Maquinaria A.C, Marketing Coordinator, Mexico

Ms. Malu SEVIERI, Emme Brazil, General Manager,  
Messe Düsseldorf, Representative, Brazil

MODERATORS:

Ms. Mariane EWBANK, IELA Board Member; Fulstandig Shows  
e Eventos MC Ltda, Managing Director, Brazil

Ms. Kim VALDES, IELA Industry Relations WG, Vice-Chairperson;  
CargoLive, S. de R.L. de C.V., Trade Shows Manager, Mexico

#### Open Discussion – Campfire

17:00 - 17:05

#### Closing of the Day

Ms. Sandi TROTTER, IELA Vice-Chairperson & Master of Ceremony  
TWI Group Inc. (Canada), Director. Business Development, Canada



#### REPLAY ON-DEMAND

KEYNOTE: Sonia Thomas, Global Industry Performance Report (GIPR)

KEYNOTE: Cathy O'Dowd, THINK LIKE AN EXPLORER

STREAM: Connected Minds EUROPE

Open Discussion - Campfire

General Assembly



LIVE SESSIONS



BREAKOUT ROOMS



REPLAY ON-DEMAND



PRE-RECORDER



LIVE SESSIONS



BREAKOUT ROOMS



REPLAY ON-DEMAND



# IELA Congress Programme



Day 3

Thursday, July 1<sup>st</sup>

Central European Time

00:00 - 11:59pm

Networking



REPLAY ON-DEMAND

KEYNOTE: Cathy O'Dowd, THINK LIKE AN EXPLORER  
STREAM: Connected Minds EUROPE  
Open Discussion - Campfire  
STREAM: Connected Minds AMERICA  
Open Discussion - Campfire

10:00 - 11:00am



**THINK - ANTICIPATION**

SPEAKERS:

Ms. Loes DAMHOF, UNESCO, Futures Literacy Expert, Hanze University of Applied Sciences Groningen, The Netherlands  
Ms. Sophie HOLT, Explori, Managing Director, United Kingdom  
Mr. Robin LOKERMAN, MCI Group, President, Switzerland  
Mr. Paul WOODWARD, Paul Woodward Advisory, Chairman  
Exhibition World, Guest Editor, United Kingdom

MODERATOR:

Dr. Rowena ARZT, WZF GmbH, Director Exhibitions, Germany

11:00 - 11:30am



**Break**

11:30 - 12:30am



**LEGENDS OF IELA**

SPEAKERS:

Mr. Steve BARRY, IELA Member, TWI Group Inc. (USA), CEO and President, USA  
Mr. Lucien LAWSON, IELA Member, Clamageran Foirexpo, Director, France  
Mr. Christoph RAUCH, IELA Board Member, BTG Messe-Spedition GmbH, Managing Director, Germany

MODERATORS:

Ms. Mariane EWBANK, IELA Board Member, Fulstandig Shows e Eventos MC Ltda, Managing Director, Brazil

Mr. Robert MOORE, GEL Events, Chairman; IELA, former Chairperson, Australia

12:30 - 13:30



**IELA AWARDS Ceremony**

Presenting the **Faces of IELA**

MODERATORS:

Mr. David PALOMO SANCHEZ, IELA Standards & Customs WG, Chairperson  
Mr. Matthias DORNSCHIED, IELA Board Member



## Better life leads to better performance



Smile from June 22<sup>nd</sup> to July 31<sup>st</sup>

*Power breaks! Tailor-Made Interludes*



Discover the EXTRA MILE in the ON-DEMAND area with inspiring, empowering on-demand videos from June 22<sup>nd</sup> until July 31<sup>st</sup>. Gain insight on how to work smarter, create better and go further.

**Bringing more  
humour and  
lightness  
to work**

**Humour is the  
SUPER  
POWER  
in business**



# It's all about IELA!



WORKING  
GROUPS  
SUMMIT

It's all about  
the Heart of IELA!

Making the  
difference

Join the Summit to learn  
about our Working Groups'  
success stories:

- Education & Training
- Industry Relations
- Membership
- Standards & Customs



Wednesday, June 30<sup>th</sup>, 14:30pm CET

REPLAY ON-DEMAND

SPEAKERS



**Mr. Sudhir DHAVAN**  
IELA Education & Training WG,  
Chairperson  
R.E. Rogers India Pvt. Ltd.,  
Chief Executive Officer, India



**Mr. Mohamed GHAZALI BIN SAAD**  
IELA Membership WG, Chairperson  
Agility International Logistics Pte Ltd,  
Singapore



**Ms. Jacqui NEL**  
IELA Industry Relations WG,  
Chairperson  
EF-GSM South Africa,  
Director, South Africa



**Mr. David PALOMO SANCHEZ**  
IELA Standards & Customs WG,  
Chairperson  
Suomen Messulogiistikka Oy,  
Special Projects & Operations Manager  
Finland

MODERATOR



**Ms. Alexandra ERDMANN**  
IELA Board Member  
Swiss Expo Logistics Ltd.,  
CEO, Switzerland



**INTEREST**  
LIFE LONG LEARNING  
INSPIRATIONAL CONTENT  
STRATEGY  
EDUCATION  
PERSONAL EMPOWERMENT

[schedule!](#)

# It's all about You!



FACES  
OF IELA

It's all about  
our people!



Over the past 12  
months outstanding  
individuals in our  
industry have been  
empowering pillars  
for our teams and  
companies.

We want to recognise  
these FACES of  
IELA that make the  
difference in our  
companies and  
industries.



Thursday, July 1<sup>st</sup>, 12:30am CET

REPLAY ON-DEMAND

[schedule!](#)



MODERATORS

**Mr. David PALOMO SANCHEZ**   
IELA Standards & Customs WG,  
Chairperson  
Suomen Messulogiistikka Oy,  
Special Projects & Operations Manager  
Finland

**Mr. Matthias DORNSCHIEDT**   
IELA Board Member  
Schenker Deutschland AG,  
Vice President Global Fairs & Exhibitions  
Germany





more!



## Better life leads to better performance



### World Economic Forum:

- ▶ This paralysed man is writing just by thinking about it
- ▶ This airline is using sustainable fuel made from waste
- PDF 5G Outlook Series: Enabling Inclusive Long-term Opportunities
- PDF Chief Economists Outlook 2021
- PDF Nature and Net Zero 2021
- PDF Principles for Board Governance of Cyber Risk
- ▶ Trusting Teams - The 5 Practices
- ▶ Lessons of the Geese - The Art of Teamwork
- ▶ Game changer: Team contract - How to keep your team motivated
- ▶ Best Advice to Small Business Owners



### Supply Chain Revolution:

- ▶ Supply Chain Revolution (57 episodes)

Supply Chain Revolution podcast is the future of supply chain management, exploring sustainable supply chain, circular economy, diversity + equity, and innovation in technology to change the world.

### World Economic Forum:

- PDF Net-Zero Challenge: The supply chain opportunity



- ▶ IAEE:  
Exhibition & Event Work Force: Access to have experienced labour
- McKinsey & Company:
- ▶ Laugh more, lead better: The superpower of HUMOUR
- ▶ How do you measure success in digital? Five metrics for CEOs
- ▶ The resilience imperative: Succeeding in uncertain times
- ▶ Psychological safety and the critical role of leadership development
- ▶ The future of work after COVID-19
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### World Economic Forum:

- PDF The Future of Jobs Report 2020
- PDF Building a Common Language for Skills at Work - A Global Taxonomy
- PDF Upskilling for Shared Prosperity
- ▶ Davos 2021 - Delivering the Reskilling Revolution



### World Economic Forum:

- PDF Global Technology Governance Report 2021: Harnessing Fourth Industrial Revolution Technologies in a COVID-19 World
- PDF Technology Futures: Projecting the Possible, Navigating What's Next
- PDF Top 10 Emerging Technologies of 2020



### World Economic Forum:

- PDF Clean Skies for Tomorrow's Sustainable Aviation Fuels as a Pathway to Net-Zero Aviation
- PDF Principles for Strengthening Global Cooperation
- PDF The Regional Action Group for Japan Driving Growth Using 'Practical Wisdom': Japan's Perspectives
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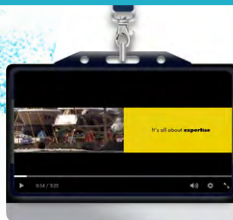


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- ▶ Playlist IELA Events  
The Best emotional moments of our last events

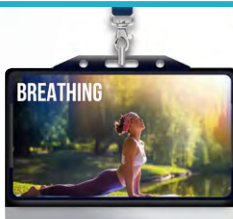


- ▶ Karaoke  
George Michael in James Corden's first CarPool Karaoke for Comic Relief



- ▶ A world trip on a bike/  
A beginners mind  
Favio Marcelo Giorgio, Cyclo-traveller  
Sueños a Pedal, Argentina

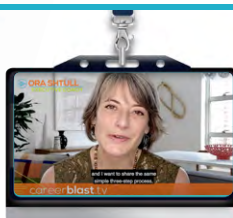
- ▶ Our favourite songs  
Soundtracks



- ▶ Breathing - Meditation - Yoga



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- ▶ Playlist THRIVE  
Boost your online communication  
Get noticed and recognized!

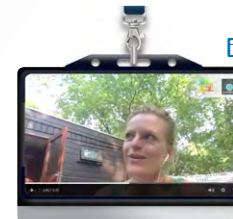
- How to speak up in ZOOM meetings
- How to Run a Virtual Meeting [BEST PRACTICES]
- Meeting Facilitation Tips - How to Facilitate Your First Meeting
- Essential lighting & Sound Tips for Video conferencing
- 4 Tips To IMPROVE Your Public Speaking - How to CAPTIVATE an Audience

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### Behind the scenes

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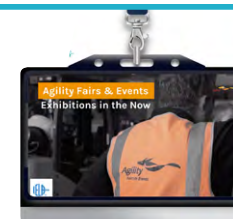
- ▶ Brain twister *Anticipation*  
by Loes Damhof  
UNESCO, Futures Literacy Expert, Hanze  
University of Applied Sciences Groningen,  
The Netherlands



- ▶ Futures Talks  
with Loes Damhof  
UNESCO, Futures Literacy Expert, Hanze  
University of Applied Sciences Groningen,  
The Netherlands

- ▶ Futures Literacy  
by Prof. Riel Miller  
UNESCO, Head of Futures Literacy, Paris

- ▶ The Value of Associations
- ▶ The Winner post crisis
- ▶ The Great Reset  
with Paul Woodward  
Paul Woodward Advisory, Chairman  
Exhibition World, Guest Editor,  
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- ▶ The **NEW NOW** in Australia:  
Trade Shows post Covid-19  
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- ▶ Legends of IELA: Bond of fellowship  
with Cindy Barry  
Interviewed by Robert Moore and Mariane Ewbank

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## MEMBERSHIP



View WG Members



The **Membership WG's** primary role continued as usual during the Covid19 pandemic in vetting applications and voting for the applicants to be approved by the IELA BOM. The streamlined evaluation and voting process adopted by the MWG has speeded up the membership applications process.

The Membership WG is continually on the lookout for membership potential in white spot countries where there is an absence of exhibition logistics companies.

The MWG had made a proposal to BOM to consider helping companies

to maintain their IELA Membership in the light of the negative impact of the pandemic. This included deferred payments of membership renewal fees, increasing networking opportunities, encouraging more participation in IELA Working Groups and online programmes, and protecting members by restricting IELA programmes to members only.

Since 4<sup>th</sup> Quarter 2020, meetings are held online monthly, with few exceptions or clashes due to the holiday season. However, the strain of the continued pandemic led to the MWG pacing the meetings on an "As-required" basis so as

not to take up too much of the members' time who are juggling their respective companies' responsibilities, in what is beginning to be a very challenging year. ◀

### CHAIRPERSON

**Mohamed Ghazali Saad**  
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MGhazali@agility.com

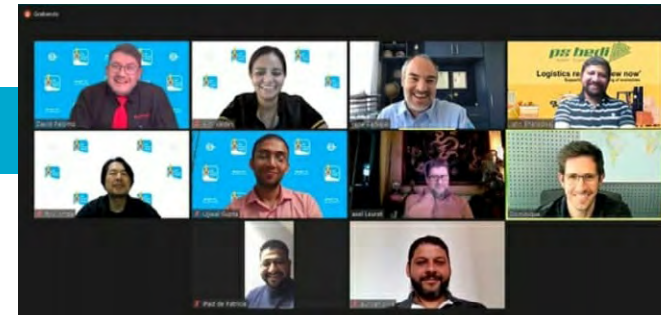
### VICE-CHAIRPERSON

**Lena Ericson**  
On-Site Exhibitions AB, Sweden  
lena@onsitegroup.se

## STANDARDS & CUSTOMS



View WG Members



The **S&C WG** is proud of having 25 members from various parts of the world and engages in different activities with regular Zoom meetings and close collaboration with other WGs on parallel projects in order to promote a better IELA.

With the goal of monitoring Standards of Performance for IELA Members, the S&C WG implements and updates the **IELA Protocol**, the **IELA Customs Manual** and the **Venue Files**, as well as contributing to the creation of **White Papers**, to maintain high standards of performance.

The S&C WG is continuously adapting to the New Now. The evolution of the **IELA Awards** programme is just one achievement among the WG's ongoing projects. In 2019, the new "Best Domestic Agent" Award was implemented. In 2020, the new "**FACES OF IELA**" Award was created and new awards for 2022 are being considered, like for example, **Millennial of the Year**, **Volunteer of the Year** and **Woman of the Year**, but not yet confirmed. ◀

### CHAIRPERSON

**David Palomo**  
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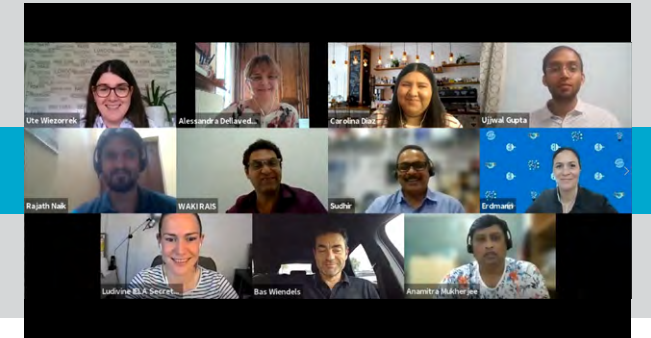
### VICE-CHAIRPERSON

**Jatin Bharadwaj**  
PS BEDI & CO PVT LTD / PS BEDI  
GROUP, India  
jbharadwaj@psbedi.com

## EDUCATION & TRAINING



View WG Members



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The E&T WG met last May 27<sup>th</sup> 2021 and welcomed 3 new members from the recent Winter Seminar 2021 recommended by mentors: **Ujjwal Gupta** – BIG Logistics India Pvt Ltd, India, **Carolina Diaz**, CargoLive, S. de R.L. de C.V., Mexico, **Chaima Smiress**, Timar S.A., Morocco

Our major discussions were on the recent announcement of a new training event on the Health and Safety Event '2021, which was made on 28<sup>th</sup> April 2021 on World Day for Safety and Health at Work. We are of the opinion that we must deliver this programme by

September 2021 in collaboration with David Palomo (Chair of the Standards & Customs WG) and Kim Valdes (Vice Chair of the Industry Relations WG).

Our go-to-person Alexandra is discussing with the BOARD about the Operations Summit (OS) 2022 whether the event will be delivered as Virtual or Physical. We all prefer to have this as a physical event. We did brainstorm on different topics to make OS2022 more interesting.

We have reviewed the IELA TRAINING MANUAL briefly by discussing updates

made until now. We need to add Covid Guidelines to ITM which also needs regular updates. We decided that only common guidelines need to be referred to in order to avoid any differing conflicts from country to country. ◀

### CHAIRPERSON

**Sudhir Dhavan**  
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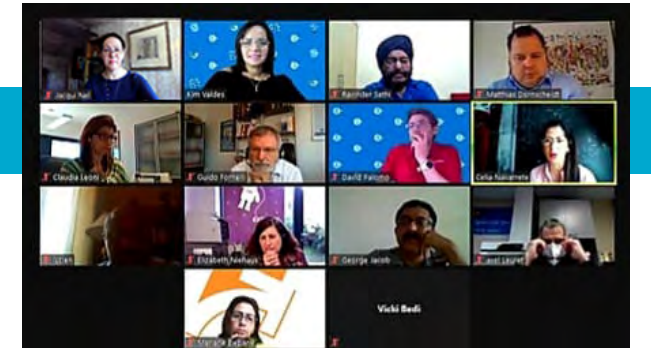
### VICE-CHAIRPERSON

**Ute Wiezorrek**  
Cretschmar MesseCargo GmbH,  
Germany  
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## INDUSTRY RELATIONS



View WG Members



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Last year was a very difficult year for many of our Members. Whilst we carried with us the optimism that 2021 would be a better year for us & we would see our events come back again, we were all hit by the 2<sup>nd</sup> & 3<sup>rd</sup> wave. Nearly all our events were moved into the last quarter of this year. Although trying to remain optimistic, we are already seeing many events moved further into 2022.

In all of this uncertainty and possibly loneliness, I personally recognised how hard IELA worked to keep us all connected, motivated, & engaged. In a weird way, Covid brought us closer together. A few years ago, it was a dream that IELA would build bridges between Associations, Organisers & Venues. At

the time, I don't think however that anybody could have imagined the kind of bridges that IELA would indeed build in the near future.

Among the on-going **IRWG Projects** are the following:

- With the use of our **IRWG Ambassadors**, we will continue to build bridges between **IELA & Associations, Organisers & Industry Players** around the world.

- IRWG will continue to have network sessions with Industry players from around the world, as in the case of a most successful meeting with Celia from AMPROFEC & IRWG Ambassadors on

how Mexico convinced their Government to open up their industry to begin events again & what this now looks like. With the support from IRWG Ambassadors, we will continue to grow this platform.

- We will continue to reach out to Associations in those countries we haven't reached yet in order to maximise benefits for IELA & its Members.

### CHAIRPERSON

**Jacqui Nel**  
EF-GSM South Africa, South Africa  
ef-gsm@ef-gsm.co.za

### VICE-CHAIRPERSONS

**Kim Valdes**  
CargoLive, S. de R.L. de C.V., Mexico  
kim.valdes@cargolivelog.com



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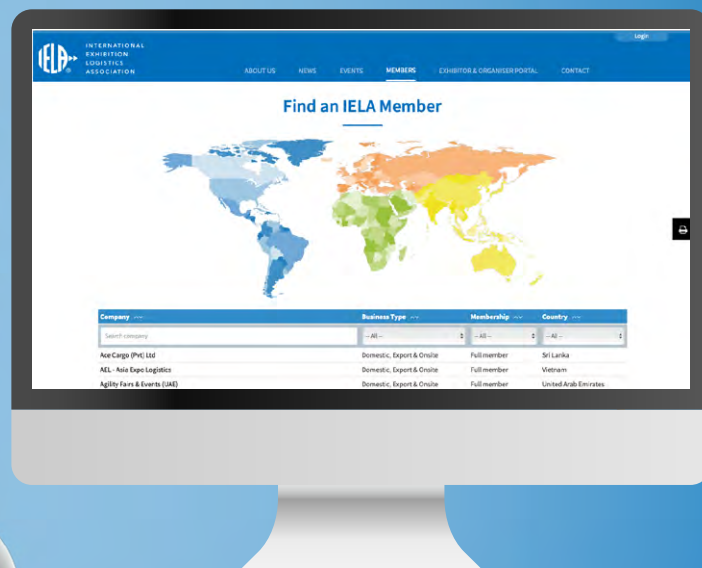
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**167** IELA Members

**26** affiliates

**56** countries

(June, 2021)



THIS IS OUR INDUSTRY, OUR PASSION, OUR WORLD

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