

An illustration of a person's legs sticking out of a laptop screen. The person is wearing teal trousers and black shoes with white stripes. The laptop screen shows a website with a world map. To the left of the laptop is a smartphone displaying the IEA logo. To the right is a white coffee cup with a dark coffee stain. The background is a light blue world map.

FACING INTERNATIONAL
EXHIBITING CHALLENGES?
MAKE IT SIMPLE. CHOOSE IEA

No Exhibit no Show

Navigating the challenges of exhibition & events log

By Christoph Rauch & Elizabeth

The **International Exhibition Logistics Association (IELA)** is the global industry network that provides top quality performance and expertise for your exhibition logistics needs.

IELA works with venue owners, organizers and associations **educating, training and sharing expertise** for safe and secure operations around the world.

Christoph Rauch



BTG Messe-Spedition GmbH
Member of IELA's Board of Management

Elizabeth Niehaus



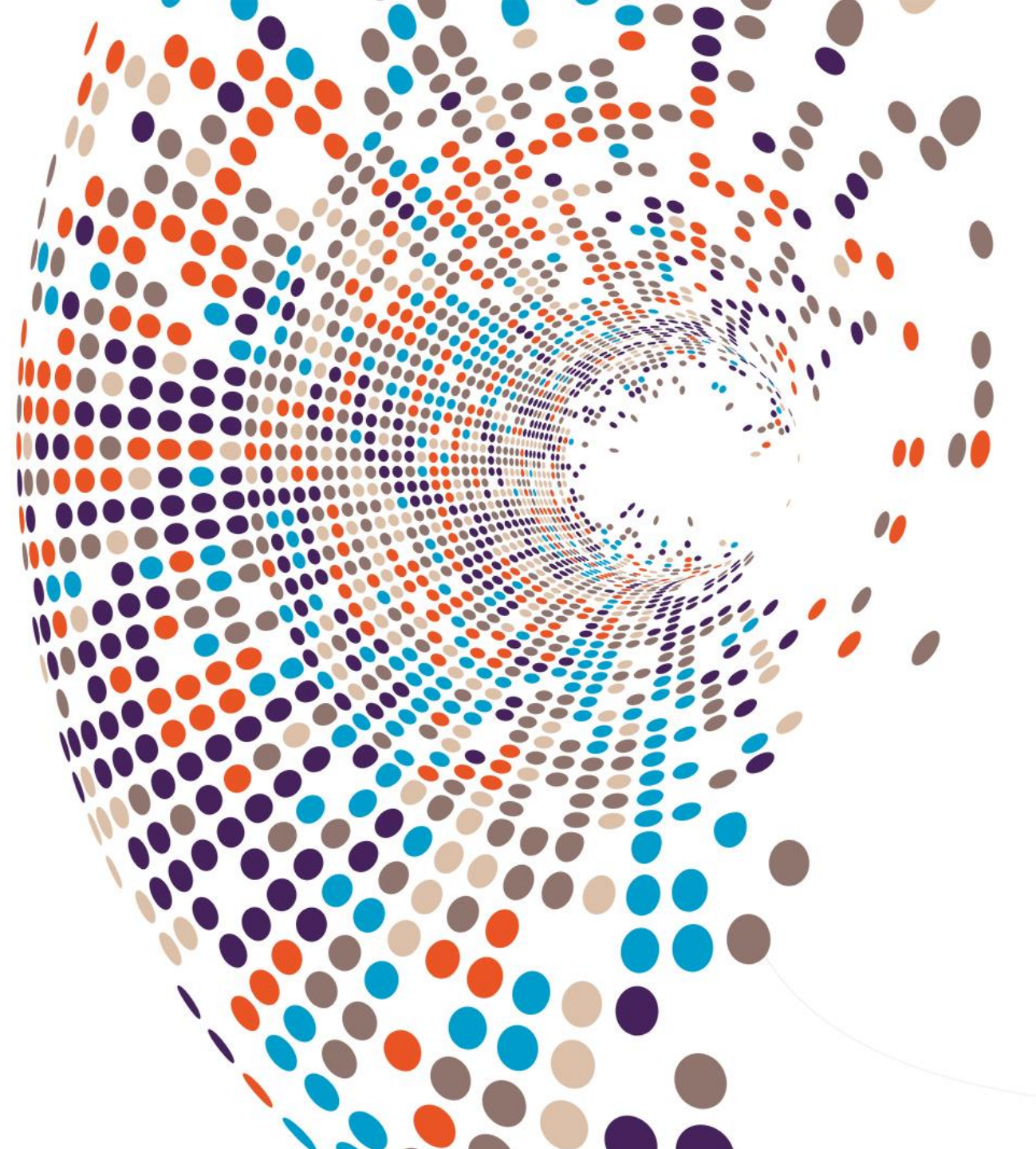
IELA Executive Officer

WHY ARE WE HERE?

- I. How are you dealing with the **challenge** of having more shipments being delayed by **lack of capacity or bureaucracy**?
- II. How exhibition & event logistics professionals meet the **special requirements** that **stand designers and exhibitors** are facing?
- III. How **digitization** is impacting the way exhibits and stands **reach show destinations**?



How **digitization** is
impacting the way
exhibits and **stands**
get **delivered** to
show destinations?



IELA FORUM ON DIGITIZATION

7 Developing Ideas | 7 Task Forces | 1 Goal



DIGITIZATION: Enabling digital supply chain effectiveness for the IELA Network

Immediate tariff info
quotation

IELA RFID Chip
& Scanner

Carrier
identification

IELA APP including
tracking functions

Monitoring

Shipment ID & go find
me functions with ETA



Temporary controlled
cargo-maintenance

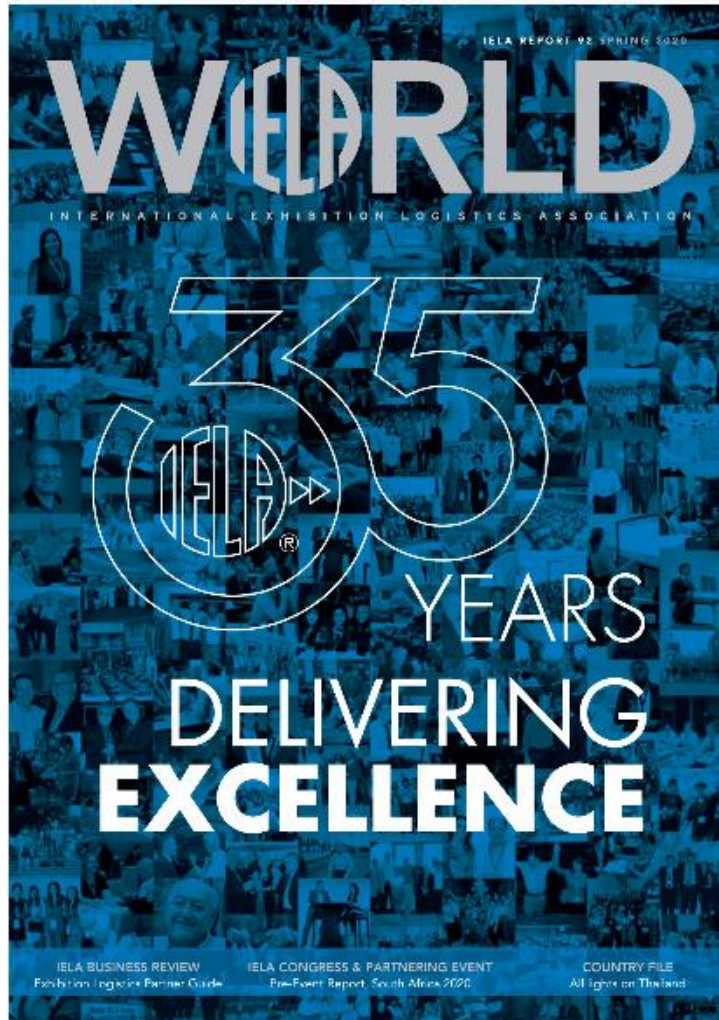
Webcam applications
& security offer

Blockchain
technologies

Standardizing repetitive
show flows & processes

Predictive
maintenance

Customs
procedures tools



BLOCKCHAIN IN THE EXHIBITION LOGISTICS INDUSTRY

How does Blockchain work

Blockchain technology is based on the idea of renovating the old template of a ledger. Traditional ledgers are owned by one entity and controlled by a designated administrator. With the old use of the ledger, the administrator could implement changes to the ledger without requiring consensus from all of the ledger's stakeholders.

Here resides the disruptive innovation of this technology, as Blockchain is a shared, distributed ledger among a network of stakeholders that cannot be updated by one single administrator. Instead, it can only be updated with the agreement of network participants and all changes to the distributed ledger are auditable.

Blockchain in logistics

In today's connected and integrated world, economic activity takes place in business networks that span national, geographic, and jurisdictional boundaries. Business networks typically come together at marketplaces

control, and exercise their rights, privileges, and entitlements on objects of value known as assets.

Blockchain has the significant potential to increase efficiency along the entire logistics and settlement process including trade finance and help to resolve disputes in the logistics industry.

As digitised documents and real-time shipment data become embedded in blockchain-based systems, this information can be used to enable smart contracts.

Smart contracts are digital contracts allowing terms contingent on decentralised consensus that are self-enforcing and tamper-proof through automated execution.

These contracts can automate commercial processes the moment that agreed conditions are met, meaning that fewer intermediaries will be needed in order to complete the shipping process in a successful and safe manner, whilst the information flowing between parties will be 100% accurate and secure.

Blockchain in events logistics

The main question is how could this affect/improve our common event logistics market? From the exhibitor's side, this would mean true and up-to-date information on a product's shipment (position- tilt alert - temperature control etc.).

From our point of view, this will mean that there will be no need for intermediaries or guarantees, no need to chase exhibitors for payments, no need to worry about our WayBill correctness etc. This would all be regulated by smart contracts on our behalf, hugely saving time, resources and attention.

There are huge steps ahead to be made, but our future looks bright. ◀



Thank you to Edoardo Fornelli
EVENTRAME S.p.A. ITALY



How to cut through
the **red tape**
to ensure
timely deliveries
of exhibits and stand
building material?



Cutting through the Red Tape

THE IMPORTANCE OF LOGISTICS



“My logisticians are a humourless lot... they know if my campaign fails, they are the first ones I will slay.”

Alexander The Great

Cutting through the Red Tape

THE IMPORTANCE OF LOGISTICS

Who has ever experienced missing material at a build up?

For whom was this either a monetary or timely cost?

Cutting through the Red Tape

DEALING WITH STRICTER IMPORT PROCEDURES

- Demands are getting stricter: customs, airlines, authorities
- Even former very laxly regulated countries are increasing their demands for import documentations and processes: e.g. Singapore
- This results in higher requirements for both exhibitors and stand designers.

Cutting through the Red Tape

COMMON LOGISTICS PROBLEMS

CUSTOMS PROCEDURES

- Especially stand designers need to be very thorough with their invoices and packing lists
- In Germany exports can be declared as collective items at customs under the number 9990 9921
- For international imports this is not possible:
All items need to be declared separately

Cutting through the Red Tape

COMMON LOGISTICS PROBLEMS

SHORTAGE OF FREIGHT SPACE

- Shipping companies are closing lines and airlines take cargo planes out of their flight plan
- There is a growing lack of qualified truck drivers, especially in Europe
- In all modes of transport the freight space is declining which increases the risk of delayed shipments

What makes the exhibition freight forwarder qualified to handle these problems?

Cutting through the Red Tape

ADVANTAGES OF EXHIBITION LOGISTICS PROFESSIONALS

- General Cargo forwarders are using ,their‘ system, waiting for the next available flight/vessel/etc. But for shipments, **time is critical!**
- Exhibition logistics professionals **tackle the unexpected** and carry out effective problem-solving to assure a timely delivery to build up
- Exhibition freight forwarders are aware of these problems and are pro actively looking for a solution: other shipping line, airline, train, etc.
- According to the motto of Hannibal Barkas:
„Either we find a way, or we make one.“

Cutting through the Red Tape

ADVANTAGES OF EXHIBITION LOGISTICS PROFESSIONALS

- People might think courier companies are an easy and cost effective way, but...
- **Problem 1:** Bigger shipments are extremely expensive
- **Problem 2:** Delivery to show site only, not directly to the booth
- **Problem 3:** Shipment will be accepted by ‘somebody’ and will never show up again

Cutting through the Red Tape

ADVANTAGES OF EXHIBITION LOGISTICS PROFESSIONALS

- IELA Members obviously are THE specialists for moving exhibition and event cargo
- For 35 years IELA has been growing all over the world and is now representing **over 200 professionals in 53 countries**
- This network allows for quick and reliable transports to all shows
- Specialists in various sensitive industries: Medical, Food, Defence, etc.

Cutting through the Red Tape

ADVANTAGES OF EXHIBITION LOGISTICS PROFESSIONALS

- All IELA members are specialists in their respected fields and can, with preliminary clarification with local customs offices, clear time sensitive cargo reliable before the build up
- General cargo forwarders might look cheaper at the first glance but the Know-How and **experience of IELA members will not only put your mind at ease...**
- **it will also save money** with a quick customs process and timely delivery to ensure a smooth build up

Cutting through the Red Tape

NEW SOLUTIONS FOR A RELIABLE SERVICE

- **Simplification of the documentation process** introducing e-freight documents, such as e-AWB.
- **Blockchain technology** could be a way to make freight documents ,safer‘
- Thinking about possibilities on how to use **VR and AR** in the world of physical transport

Cutting through the Red Tape

CASE STUDY RUSSIA

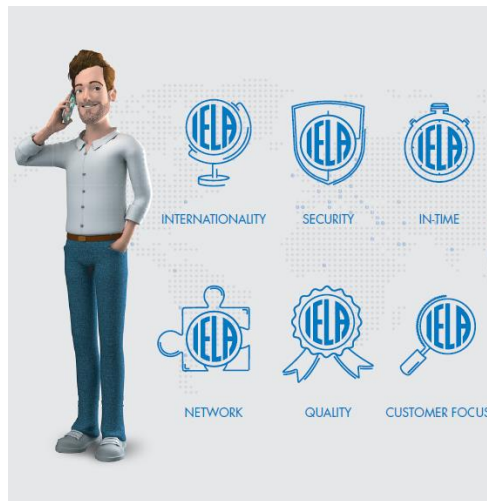
- Approximately **30%** of Russia's annual federal budget stems directly from **import customs duty & taxes**
- Therefore **controls are very thorough** and fines are high
- Even temporary imports are subject to **extensive documentation** & compliance requirements



Cutting through the Red Tape

CASE STUDY RUSSIA

- **Every single component** of any delivery must be declared
You want to send a toolbox: Remember to declare every kind of screw, nails and tape!
- Different customs offices, use **different interpretations** of the same **rules and regulations**



Any mismatch between the actual shipment and its supporting document might result in **delays, serious fines** and even **legal consequences**

Cutting through the Red Tape

CASE STUDY RUSSIA

- Russian intellectual property protection laws require importers to obtain import permits
- Customs broker has to apply for the permit from the product manufacturer or copyright holder

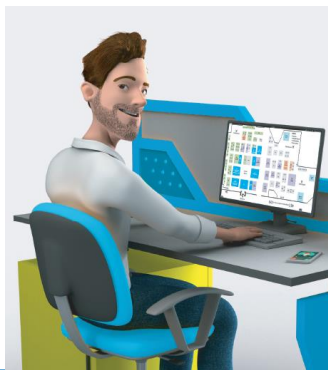
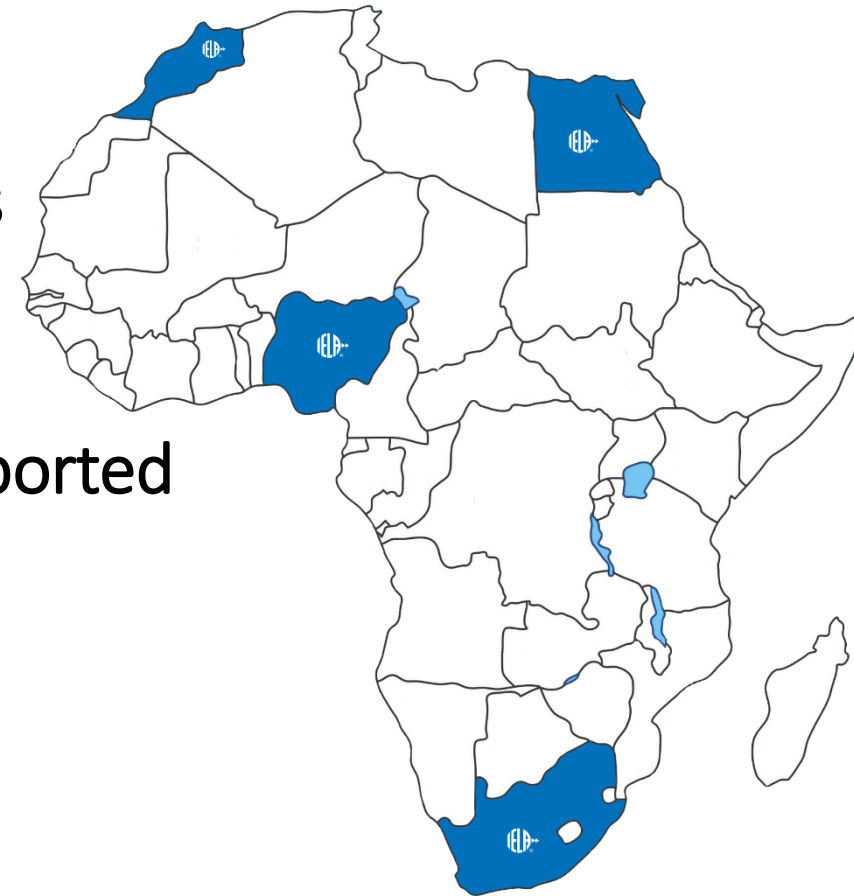


Make sure you only work with an **exhibition logistics specialist** who knows the import regulations and is well versed in the local practices.

Cutting through the Red Tape

CASE STUDY AFRICA

- Not just in South Africa, but many African Countries have very **large bureaucracy systems** which is time & money consuming
- Some customs officers hope for bribes but it is not ever-present and attempts may be **reported to authorities**



Making an offer to bribe could land you in a lot of trouble, so **bribery must be avoided.**

Cutting through the Red Tape

CASE STUDY AFRICA

- Emerging markets, like Africa have a higher danger of unreliable freight forwarders who try to extort or trick exhibitors
- Many will use **delaying tactics** to extort money: **supposedly incorrect documentation** or **letter of invitation**.



When shipments are **delayed** due to supposedly incorrect documents **do not accept „jump the queue-offers“**.

If you find yourself in such a situation **contact a local IELA member** to help you out.

Cutting through the Red Tape

CASE STUDY AFRICA

- Long customs processing periods. Especially with **road transport**
- In some instances the **Controller of Customs** can be contacted to intervene and **expedite the clearance**.
- **IELA** is represented in **Egypt, Morocco, Nigeria & South Africa** and our members have **trusted partners** in many other African countries.



Expediting cargo should be a **last resort**. It could enrage the customs officer who could go out of his way to **delay the expedition**.

TO SUMMARISE:

- Russia takes their customs procedures exceptionally seriously and issues **high fines and taxes**
- Russia has unique **intellectual property protection laws** that necessitate special **import permits** from manufacturers and copyright owners
- Africa does have some **corrupt customs officers** but the main difficulties are **unreliable agents** that might **extort senders**
- Africa has **long processing periods**, especially with road transports



How do exhibition logistics professionals meet the special requirements that stand designers and exhibitors are facing?



EXPORTING DANGEROUS GOODS

Content:

- What is the role of the exhibition freight forwarder when it comes to shipping dangerous goods?
- Dangerous Goods Declaration
- Tips for a fast and smooth goods declaration

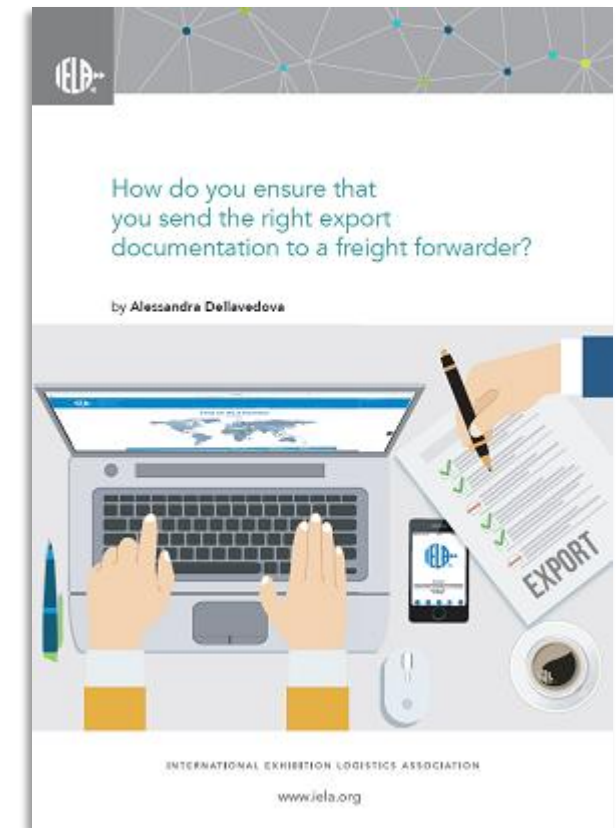
Download it for free at www.IELA.org

EXHIBITOR & ORGANISER PORTAL

HOW DO YOU ENSURE THAT YOU SEND THE RIGHT EXPORT DOCUMENTATION TO A FREIGHT FORWARDER?

Content:

- The fundamental document in international shipping required is the proforma or Commercial invoice
- What to consider when preparing the invoice
- Tips for a fast and smooth goods declaration



Tools for exhibitors & their partners

EXHIBITOR & ORGANISER PORTAL



WHAT DOCUMENTS DOES A FREIGHT FORWARDER PROVIDE TO EXHIBITORS?

Content:

- The planning phase
- Shipping Manual and important paperwork
- Consult an exhibition specialist whenever in doubt

EXHIBITOR & ORGANISER PORTAL

HOW TO COMPLETE A CIPL (COMMERCIAL INVOICE AND PACKING LIST)?

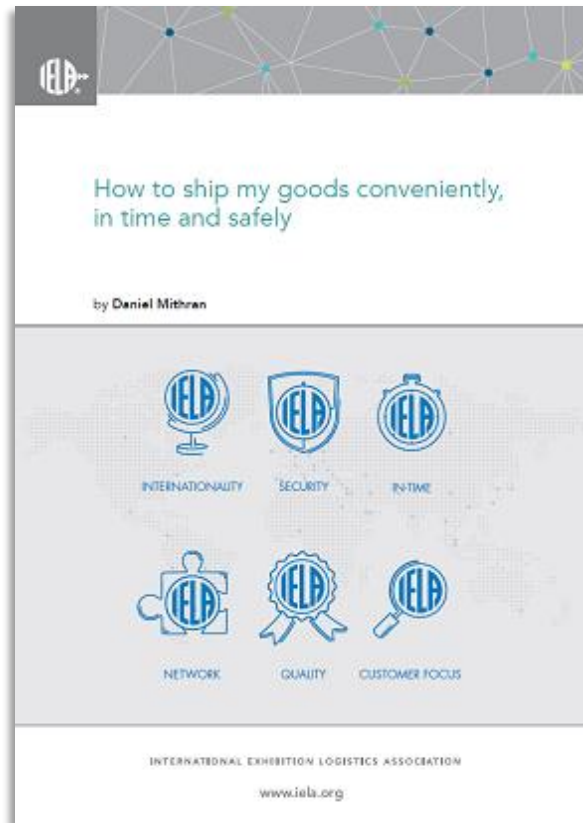
Content:

- Preparation
- Key sections of the Commercial Invoice
- Trust the experts advice



Tools for exhibitors & their partners

EXHIBITOR & ORGANISER PORTAL



HOW TO SHIP MY GOODS CONVENIENTLY, IN TIME AND SAFELY?

Content:

- What the experts question
- What the exhibition forwarder will advise you
- Quality service of the exhibition forwarder

EXHIBITOR & ORGANISER PORTAL

ADVICE FOR EXHIBITORS: COURIER SERVICE VS. PROFESSIONAL EXHIBITION LOGISTICS PROVIDER

Content:

- Does a courier company understand your needs to send exhibits for an Event abroad?
- Exhibition Forwarder's expert advice during your planning
- Responsibilities of the Exhibition Forwarder



Tools for exhibitors & their partners

EXHIBITOR & ORGANISER PORTAL



WHAT IS IELA AND WHAT CAN AN IELA MEMBER DO FOR EXHIBITORS?

Content:

- IELA is your trusted partner
- Trust, Standards of Quality and worldwide coverage
- Network of agents contributing to the success of trade shows

Thank you for your interest

"The trouble with being punctual is that nobody's there to appreciate it."

Franklin P. Jones

**IELA Members have no problem
in accepting this trouble!**