



CHAIRMAN

John Harrison

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ORGANISERS WORKING GROUP

▶▶ **"AN ABIDING BELIEF"**
Our Group's compliments to Greg Keh, TWI, USA as the new Chairman of IELA.

Coincidentally, in London, for the first time in IELA's 24 year history, it can be said that the major international Trade Fair Associations and Organisers of North America are linked to IELA; either by active membership or certainly by reciprocal web links.

We must thank Sandi Trotter of TWI Canada for her work with the Canadian Association of Exposition Management. Thanks to Rene Carvajal Garcia, New Age of International Business in Mexico, for his contact and IELA link with AMPROFEC, the Major Trade Fair Association for Organizers and Service Providers in Mexico--- this completing the southern tier of this connection.

And praise, to the many USA IELA members who established, promoted and maintain relationships with the likes of the International Association of Events & Exhibitions, the Major American Trade Show Organizers, the Society of Independent Show Organizers, the Exhibition & Convention Executives's Forum, to name a few.

(By the way Rob Moore of Agility and Sabine Schlosser of Schenker & Company have also established full IELA coverage in Australia!)

While, I believe this is a comprehensive achievement for the IELA Organiser Working group, better still is the infusion of new members to our group in London.

I would like to formally acknowledge and welcome to our Working group:

- **Vicki Bedi from PS Bedi India**- His ambition for IELA is promising; my compliments to him and his company for their IELA membership and generous support of IELA. I'm sure he will embody our notion of the "Challenge is Change". I welcome his enthusiasm,

company's vision, and look forward to his contributions.

- **Feras Bensaoud, Bentraco Logistics & Shipping of Libya** who brings much promise, potential, sense, and an articulate voice, to the promotion of IELA in North Africa and beyond.
- **Rene Carvajal, New Age of International Business-Mexico** who provides us with additional capability in Mexico; his effectiveness already demonstrated with the AMPROFEC Association link.
- **Agustin David from BTG Argentina** who looks to expand the presence of IELA with the government of Argentina beyond a logistical capability; as an active partner to increase the trade fair volume in his country and region – a "new" way to look at IELA; IELA as an 'associate' partner, utilizing our knowledge and resources, to promote the development of a country's international trade fair base.

We acknowledge Erkki Koski, Suoemen Messelogistikka Oy, Finland. He asks; 'How many appointments as 'Official Freight Forwarder and On Site Agent' do IELA members have worldwide? The answer to that supports our 'Brand' with Organizers; helps to establish an important 'Selling Point', reinforces who we are and why. We will document that. Thanks Erkki!

Our new members bring expertise, ideas and added energy to IELA; they compliment our formidable current Working Group.

Ravinder Sethi's executive position with UFI is singular; his IELA representation there prominent. The complexion and issues of UFI significantly bear on all of us. UFI's member Organisers, Associations and Service providers are legion; they represent a life- line to our business. Their industry concerns and issues will continue to be reported to us.

Telling the IELA story may say more about us than our own companies. Many of us are regional or, at best, in one country. IELA affords many of us a global perspective and recognition that we might, otherwise, not present.

And, once again, our Mission is Recognition... Our Group believes, fundamental to IELA, there is an abiding belief that IELA Recognition will create increasing business for our Association; and then to our companies from the over 1900 recorded Global Trade Fair Organisers & Event Producers; and of course, in connection with these efforts, business from our fellow IELA members. Direct benefit is not always easily and immediately documented. But, we do believe our efforts WILL produce business for our companies because of our IELA association and membership. If we don't believe this, why are we here?

The IELA Congresses are great; the information valuable, the friendships formed and reinforced are worthwhile. We serve our company's interest. That's fine, that's good and that's the way of it. Maybe better, we should expand and 'enlighten' our interest to include IELA as part of our normal sales approach and message.

In this day of web activity, our competition is no longer a secret.

Phil Powell our recent past Chairman said: "the Challenge is Change". He's right. And, this Group believes that. With no abiding belief in what this association stands for, the continual promotion of business and upgrading of our Brand and Product, to change for the better, the purpose of our IELA membership is devalued; it makes it null. Our Group believes we have nothing to lose by promoting our 'grand association' to one and all. That's really the purpose of what we do. Thanks to all for your efforts!

ORGANISERS WORKING GROUP

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