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ORGANISERS WORKING GROUP

▶▶ ".....The Last 50 Meters"

Thanks to a great suggestion by Errki Koski of Suomen Messulogistikka in Finland and the IELA Secretariat's attention and effort, we have launched a survey of IELA member's "Official" Appointments (Organiser Designated) worldwide: both On Site Agent and Export Agents. Preliminary results are in; they are impressive and encouraging.

About 40% of our 118 members have completed the survey as "Official" On Site Agents and about the same amount have reported as "Official" Export Agents. Thus far, we are showing at least over 2000 Official Appointments as On Site Agents and over 1700 as Official Export Agents.

I should point out that these numbers are, admittedly, very conservative. Why? Because the survey compiled the statistics by categories; we asked 'how many appointments do you have— between 5-10; 10-25; 25-50 etc. up to 'over 250'. Since these categories suggested a 'window' of activity, in the interest of accuracy, we choose a 'middle ground' number between these categories for our count.

Given this, I suggest that our actual numbers are probably more than being reported. And, when we receive reports from the other 60% of our membership, the body of business IELA Official Appointments represent will be increased significantly. Therefore, I encourage all who have not completed the survey to do so. We want a "complete survey to report and offer!"

When the survey is complete, I suspect, that we will have thousands of additional Official Appointments to report. It seems to me that there will be more On Site than Export Appointments; this due to the proliferation of IELA On Site members appointed for multiple Fairs and venues worldwide. Nevertheless, our IELA

Association can attest to this; showing clear evidence of the body of business, industry knowledge, resources and the experience IELA represents.

These are statistics that every worldwide Fair & Event Organiser should know; to consider for their current portfolio of business and for planned future globalization of their events.

This information is topical right now. Prompted by the efforts of Vicki Bedi of PS Bedi, UFI's Exhibition World magazine published by Mashmedia in the UK, will run a two page logistics feature in their December 09 edition.

Many Organisers have planned increased globalization of their events. The publisher reports that in a recent survey of Organisers, three-quarters indicate they are planning to launch events in new geographical territories.

China, Brazil and India were cited as the top emerging destinations. This will be one of the topics of the article; also how logistics companies can assist this expansion; what obstacles our logistics industry currently faces.

As part of the research for this upcoming article, IELA was asked to consider a number of issues/questions. Our colleague Achim Lotzwick's response was quite pertinent, comprehensive and, in my opinion, as much suited for IELA members to consider as well as Organisers.

For one question, UFI World asks: "What can they (logistic companies) offer an Organiser that another cannot?"

Achim: "A Business Package. Because, due to our understanding of the industry, what we offer matches exactly what an Organiser needs to improve the overall quality of his exhibition:

Maximizing Organiser's effectiveness.

- Client Support.
- Efficient, economical and

reliable operations.

- Financial benefits.
- Liability coverage.
- Occupational health and safety coverage.
- Coverage for employment standards.
- Environmental responsibility."

Achim's entire response to other considerations/questions was excellent. His "Business Package" scenario was but one. I hope the UFI article will encompass more of his observations; I encourage all to read it.

Also, it's been noted that Organisers sometimes "seem" to relegate the exhibition logistic process to minor consideration when planning their events; venue selection, hotels, dinners, stand builders etc. take precedence.

Perhaps, it's true as one survey shows, that exhibition logistics comprise maybe 15% or so of an exhibitor's budget. We all know that inefficient or deficient exhibition logistic service can make a 100% difference in the exhibitor's positive successful experience at the fair.

Although logistics is, perhaps, unfortunately, a sometimes "minor consideration", it could be the most important factor in a successful Event.

Organisers know there are thousands of freight forwarders worldwide. Maybe they don't realize that most of these companies are not exhibition logistics specialists; not familiar with the entire exhibition/shipping logistic process i.e. shipping from "Door to Stand."

It's been pointed out to many clients that shipping to any worldwide venue may be a relatively straight forward task, but "getting it the last 50 meters" to the stand can be complicated. Why? Improper temporary/permanent customs preparation, faulty shipping scheduling, mediocre client counseling, incomplete communication between Export

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