



CHAIRMAN
John Harrison

►► **CONTACT DETAILS**
T. +1 732-308-0029
E. john_harrison@unigroupinc.com

ORGANISER WORKING GROUP

- Guido Fornelli
Expotrans s.r.l.
guido.fornelli@expotrans.it

- Leann Harrison
Unigroup Worldwide, Inc UTS
leann_harrison@unigroupinc.com

- Lucien Lawson
Clamareran Fiorexpo
I.Lawson@clamageran.fr

- Achim Lotzwick
Cretschmar MesseCargo GmbH
Achim.Lotzwick@cretschmar.de

- Goran Magnusson
On-Site Exhibitions AB
goran@onsitegroup.se

- Sue Montilha
Nazha and Darwish Ltd
smontilha@nazhagroup.com

- Bob Moore
Agility Fairs & Events
remoore@agilitylogistics.com

- Marcelo Paradelo
Waiver Logistics Brazil Ltda
marcelo.paradela@waiverlogistics.com

- Ravinder Sethi
R.E. Rogers India Pvt.Ltd
rerid@rogersworldwideindia.com

- Elaine Wong
Baltrans Exhibition and Removal Ltd
elaine.wong@exhibition.baltrans.com

ORGANISERS WORKING GROUP - JOHN HARRISON, CHAIR

►► **In a way, I believe it's fair to say that the IELA Organizer Committee had a "defining moment" in Melbourne. The Committee and others achieved consensus. We "signed on" to the notion that the committee's:**

MISSION IS RECOGNITION Why? Because RECOGNITION=BRANDING=BUSINESS

This slogan gives us a quick and identifiable purpose. I commend the motivation of the Organizer Committee members, both established and new members, and others, for helping to sharpen and redefine the focus of the Committee's efforts and the incentive to move forward.

The Committee has a strategy to produce quantifiable recognition. It's demonstrated in various ways: sponsorships of and membership in industry Organizations/Associations (for example, sponsorship of the ECEF FORUM in the US), educational seminar formats (Achim Lotzwick will again participate on behalf of IELA at the UFI Summer Seminar in Cologne) and, I suggest the quickest and most cost-effective way---reciprocal IELA links to industry Organization and Association web sites.

There is the intention to continually improve and enhance the IELA web site. This creates IELA value. It will attract our industry partners to IELA. Because, nowadays, an association such as IELA is not complete until it becomes the nucleus of a living web site, a forum for supplementary materials, reactions, discussions, questions and answers---who knows what the future may bring?

Everyone in our industry should recognize that the IELA web site is the definitive authority, the "go to" place regarding international exhibition/events logistics. Progressive development of the site is essential; all the more reason, we need complete IELA member support, consideration and ideas for the web site!

As I write this, it's not been a

full month since the conclusion of the IELA Congress in Melbourne. But, I'll review what's already happened since then:

- Sandi Trotter of TWI, almost immediately after the Melbourne Congress, established a web link with the CANADIAN ASSOCIATION OF EXPOSITION MANAGEMENT (CAEM).
- Elaine Wong of Baltrans produced a connection with the HONG KONG EXHIBITION & CONVENTION INDUSTRY ASSOCIATION (HKECIA).
- Suelhi Montilha of Nazha & Darwish did so with the PUBLIC ESTABLISHMENT FOR INTERNATIONAL FAIRS & EXHIBITIONS (PEIFE) in Syria.
- Sam Lee of Kemi-Lee in Korea is not only doing the same with the KOREAN EXHIBITION SERVICE PROVIDER'S ASSOCIATION (KESPA) but also proposing a Reciprocity Agreement with KESPA.
- John Chadwick of Airways in the US has confirmed that the EXHIBIT DESIGNER'S AND PRODUCERS ASSOCIATION (EDPA) will link to IELA. John will also be speaking to the EXHIBITOR APPOINTED CONTRACTORS ASSOCIATION (EACA) --- another significant organization in the US about the same arrangement.
- Miguel Lara of Jaguar in Mexico has already approached THE MEXICAN PROFESSIONAL ORGANIZERS, PARTICIPANTS AND VENUE ASSOCIATIONS (AMPROFEC); it's to be considered at their next Board meeting.
- Marcelo Paradelo of Waiver in Brazil will do so with UNIAO BRASILEIRA DOS PROMOTORES FEIRAS (UBRAFE).
- Declan Gane has linked IELA to the CONWORLD web site--- "The Global Meetings Industry Portal".
Not bad for less than 30 days!
Also, on June 19th, John Chadwick and I represented IELA as a sponsor of the Exhibition &

Convention Executive's Forum in Washington DC. This is the premier Organizer/Association Event Producer gathering in the US; both US and international shows are represented. Over 150 CEO's attended the Forum. While there, I was fortunate to have a conversation with Michael Hart, Editor in Chief of TRADE SHOW WEEK who is very interested in providing "press" for IELA in future editions of the publication. Declan will coordinate! More will follow on the ECEF.

I would be remiss if I did not mention two other examples of the kind of talent, influence and character IELA has among its members. When noticed that IELA was not reciprocally linked to the EXHIBITION+EVENTS ASSOCIATION OF AUSTRALASIA (EEAA), Rob Moore, one of that association's prominent members rectified the situation in LESS THAN 24 HOURS! It can't get any better than that: fast and decisive.

Ravinder Sethi, in addition to his on going efforts with UFI, assumes a formidable task for the Organizer Committee. Within the INTERNATIONAL ASSOCIATION OF EXHIBITIONS+EVENTS (IAEE) resides the Asian Exhibition Council---35 directors, the "who's who" of the exhibition Industry in Asia. Ravinder, as one of those Directors, will approach his colleagues on the Council to establish an IELA link with their individual associations in that important, significant sector of our industry. It's a time consuming challenge. But, one perfectly fit and suited to a past Chairman of IELA. No doubt, he will succeed.

Finally, I would like to thank Trevor Foley and Declan Gane & staff for a fine effort in Melbourne. Among their many efforts, what was also on offer in Melbourne was their stature, and experience in our industry. This, not only complements the efforts of the Organizer Committee, but accelerates our progress. It already has. Thank you and until next time, I wish all of you well!