



Irish International Freight Association
2016 FIATA World Congress Dublin
Post Congress Report





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Overview Figures at a Glance



Venue:

The Convention Centre Dublin

Website:

www.fiata2016.org

Pre-Congress Events:

Informal Gathering in Ferryman Pub, across from Congress Venue on Monday 3rd October 2016
Golf Tournament in the K Club on Tuesday 4th October 2016

Social Programme:

Welcome Reception in Trinity College Dublin on Wednesday 5th October 2016
Irish Culture Night in the Ballsbridge Hotel on Thursday 6th October 2016
Gala Dinner in the Convention Centre Dublin on Friday 7th October 2016

Congress App

View list of Attendees and book meetings

Congress Programme

28 Congress Programme Speakers with a further 10 Speakers taking part in the Young Professionals Forum on Tuesday 4th October 2016. Speaker Programme highly praised by Delegates and FIATA Board Members.

Final Delegate Figures:

Total Delegates Registered:	672
Countries Represented:	75
Irish Forwarders:	44
• Full Congress	7
• Day Pass Wednesday	8
• Day Pass Thursday	12
• Day Pass Friday	10
• Day Pass Plus Gala Dinner	7
• Exhibition Stands	8
• Sponsor	1
Accompanying Delegates	58
Media:	15
Malaysia:	53
Tanzania:	10
Ghana:	35
U.K.	39

Sponsorship and Exhibition Hall:

2x Platinum
5x Silver
7x Bronze
15x Exhibition (only)
4x *other* sponsors



Background to the Congress



The FIATA World Congress is the annual event for Senior Level Executives from across the Global Freight, Logistics, Transport and Distribution Industries.

What is FIATA?

FIATA is the "International Federation of Freight Forwarders Associations" and was founded in Vienna/Austria on May 31, 1926. A non-governmental organisation, FIATA now represents an industry covering approximately 40,000 Forwarding and Logistics firms, also known as the "Architects of Transport", employing around 10 million people in 160 countries.

FIATA has consultative status with the Economic and Social Council (ECOSOC) of the United Nations (inter alia ECE, ESCAP, ESCWA), the United Nations Conference on Trade and Development (UNCTAD), and the UN Commission on International Trade Law (UNCITRAL). It is recognised as representing the freight forwarding industry by many other governmental organisations, governmental authorities, private international organisations in the field of transport such as the International Chamber of Commerce (ICC), the International Air Transport Association (IATA), the International Union of Railways (UIC), the International Road Transport Union (IRU), the World Customs Organization (WCO), the World Trade Organization (WTO), etc. In summary FIATA is the largest non-governmental organisation in the field of transportation. Its influence is worldwide.

There were 16 Founding Members of FIATA, a global group of National Association Bodies for their Countries Freight and Customs Brokerage industries. Today, FIATA lists over 100 National Association Members amongst its wider Membership. As 2016 was the 90th Anniversary of FIATA, this event was incorporated into the 2016 Dublin Congress.

What is the FIATA World Congress?

Each year FIATA hosts an **International Congress**, bringing together high level Speakers addressing the future of the global freight industry and allowing its member significant networking opportunities. FIATA National Association members bid for the opportunity to host this prestigious event and a successful host Country is selected by FIATA's Congress Committee and Extended Board three years in advance. Ireland put together a strong bid in 2013 and was announced as a finalist alongside Qatar and South Africa in June of that year. Two Delegates from Ireland, Seamus Kavanagh and Paddy Kenny, travelled to the 2013 FWC in Singapore and successfully promoted Ireland as the destination for 2016.



Passing of FIATA Talking Stick from Taipei (2015) to Dublin - Huxiang Zhao, President of FIATA, Francesco Parisi, Immediate Past President of FIATA, Seamus Kavanagh, IIFA, Peter Yang Shu-Ping, Host and Chair of Organising Committee of FIATA World Congress 2015 and Chairman of Taipei Airfreight Forwarders and Logistics Association of Taiwan and Steven Huang, Co-Host of Organising Committee of FWC 2015 and Chairman of the Taipei Customs Broker's Association



Organising of the Congress



Organising the Congress

A Professional Congress Organiser has to be employed and consequently Conference Partners were appointed. A Local Organising Committee (LOC) of 13 were enlisted. Working with Conference Partners, responsibility within the LOC was divided into categories, including Sponsorship & Exhibition, Congress Programme, Relationship with FIATA Boards, Marketing and Social Programme/ Catering.

The Congress Budget came to above half a million euro.

Congress Programme

The successful approach to a good Congress depends largely on high quality Speakers with some sessions requiring at least 3 Speakers, a total of 38 International Speakers were involved. In accordance with the FIATA Protocol for organising World Congresses the Programme had to be agreed with FIATA 12 months in advance. The Dublin Congress was the commencement of a process of change in the FIATA Congress Programme. This was prompted by IIFA. For example, the format for the Young Professionals Forum one day before the Congress has been adopted by the Organisers of the 2017 Congress in Kuala Lumpur. Over 60 Speakers were considered and invited before finally settling on the number of 38.

Given FIATA's relationship with influential interest groups worldwide, expectations for quality Speakers were high. The Secretary General of the World Customs Organisation, Dr. Kunio Mikuriya was invited to speak during the Opening Ceremony alongside the FIATA President, Mr. Zhao Huxiang, Chairman of Sinotrans, one of the largest Logistics companies in China and John Bruton, former Taoiseach, gave the Keynote Address.

This quality/ level of Speakers was the highest in recent FWC history. International Speakers were sourced at Harvard University, the International Chamber of Commerce, the European Commission, the International Road Transport Union, leading Global Air Cargo Carriers and more.

Venue and Social Programme

IIFA's impulse to bid for the Congress originated in 2013, the year in which the Gathering was heavily promoted. IIFA Council viewed bidding for the Congress as the Association's best method to support this initiative. As such, the goal from the beginning was to have a showcase event, to attract International Delegates to visit Ireland.

The venue chosen was the Convention Centre Dublin, regarded by the Director General of FIATA as "probably the best Convention Centre that I have seen anywhere in the World and I have seen quite a few." Running alongside the Congress Programme, a good Social Programme is essential for the evening entertainment of particularly accompanying Delegates/ Partners and more importantly informal networking.

The Dining Hall of Trinity College Dublin held the Congress Welcome Reception on the first day, followed by a Night of Irish Culture in Ballsbridge Hotel on day 2 and a Gala Dinner in the CCD on the final day. Many Delegates also took the opportunity to tour Ireland in advance of the Congress. Pre-Congress tours to Titanic Belfast and a Golf Tournament in the K Club were arranged for these Delegates. The K Club Tournament was a resounding success with 96 participating Delegates.

Young Professionals Forum Tuesday 4th October 2016, 13:00 – 17:30

This afternoon session featured two sets of Speakers, representing Young Freight Professionals in their early 20s and the second set featured those that more advanced in their careers and trying new and innovate ideas.



*L to R:
Lorraine Zhou, Michael Yarwood,
Evgeny Kapustin (back row),
Kostiantyn Happi and
Shanon Gould.*

4x Regional Winners of the 2016 Young International Freight Forwarder of the Year Award

Speaker 1 - **Lorraine Zhou**, Zimbabwe (Representing Region Africa / Middle East)

Speaker 2 - **Evgeny Kapustin**, Canada (Representing Region Americas)

Speaker 3 - **Shanon Gould**, Australia (Representing Region Asia Pacific)

Speaker 4 - **Kostiantyn Hapii**, Ukraine (Representing Region Europe)

This session was moderated by **Michael Yarwood**, TT Club, sponsor of the Young International Freight Forwarder of the Year Award.



*L to R:
Bassil Eid, Pady Spratt,
Mauro Da Ros (taking the place
of Jon Phillips), Steve Silverstein
and Silvia Valles Barrera.*

Young Professionals making their mark in the industry today

Speaker 1 – **Jon Phillips**, COO of Freight Systems (UAE)

Speaker 2 – **Steve Silverstein**, Bisofar (France)

Speaker 3 – **Pady Spratt**, Director, Spratt Transport & Logistics (Ireland)

Speaker 4 – **Silvia Valles Barrera**, Winner of 2011 YIFFYA (Ireland)

This session was moderated by **Bassil Eid** of FIATA.

Young Professionals Forum
Tuesday 4th October 2016, 13:00 – 17:30



*L to R:
 Issa Baluch, Savanna Dodd,
 Ruth Waring
 & Grainne Lynch.*

Career Guidance

Ruth Waring (UK), Managing Director, Labyrinth Logistics Consulting Ltd, who spoke about Networking and **Grainne Lynch** (Ireland), Training Innovation for Manufacturing, Logistics and Transport, who will spoke about Navigating Career Paths.

Savannah Dodd (USA), an Anthropological researcher at Queen’s University Belfast, spoke on the subject of Corporate Responsibility.

This session was moderated by **Issa Baluch** of FIATA.



FIATA Diploma in Freight Forwarding Graduates 2016

Tuesday 4th October 2016, Convention Centre Dublin



Back Row: Grainne Thornbury and Seamus Kavanagh (Irish Int. Freight Association), Margault Gerard (Ocean & General Maritime Ltd), Cheryl Thompson, Ewelina Kenio, Agnieszka Walter, Agnieszka Bialkowska (Hamilton Shipping), Aidan O'Hare (Ocean and General Maritime Ltd), Eileen Healy (Scabridge Ireland), Katarzyna Steyn (XPO Logistics), Augusto Siruma, Philip Sheridan (UPS SCS Ireland), Shirley O'Connor (Doyle Shipping Group), Grace McMahon (Aramex), Elliott Conway (Doyle Shipping Group) and Thomas Sim (Chairman of the FIATA Advisory Body Vocational Training).

Front Row: Colum Whelan (XPO Logistics), Eoin O'Brien (Eastway Global Forwarding), Alan Parkes (Woodland Global), Eoin Hogan (Woodland Global) and Lee McMullen (Woodland Global).

Absent on the night were

Timothy J. Barrett, Andrew Fox (XPO Logistics), Rachel Hayes (Doyle Shipping Group), Ladislav Kocarek, Aodhan O'Hare (Diasorin Ireland Ltd) and Christine O'Connor (Doyle Shipping Group).

The Young Professionals Forum closed with the **Irish Graduation Ceremony** for participants of the 2015 – 2016 IIFA FIATA Diploma in Freight Forwarding course. Thomas Sim, Chairman of FIATA’s Advisory Body Vocational Training presented certificates to the Graduating Irish class group.

Congress Day 1 - Wednesday 5th October 2016



FIATA President, Zhao Huxiang, IIFA President, Tom Thornton, Ruth Waring, Labyrinth Logistics Consulting Ltd, Kunio Mikuriya, SG World Customs Organisation and John Bruton

Opening Ceremony (9:00 – 10:30)

Mr. Kunio Mikuriya, Secretary General, World Customs Organization

Mr. Tom Thornton, President, Irish International Freight Association

Mr. Zhao Huxiang, President, FIATA

Mr. John Bruton, Former Taoiseach / Prime Minister of Ireland - EU Ambassador to USA

Ms. Ruth Waring, FCILT, Managing Director, Labyrinth Logistics Consulting Ltd

Mr. Michael Yarwood, TT Club – presenting the 4x Regional Winners of the 2016 Young International Freight Forwarder of the Year Award with individual trophies and announcing the overall 2016 YIFFYA Winner.



Congress Day 1 - Wednesday 5th October 2016

Main Forum: Working Smart – World Solutions to traders (11:00 – 13:00)

Mr. Robert Van de Weg, Senior Vice President Sales of AirBridgeCargo Airlines

Mr. Umberto de Pretto, Secretary General of International Road Transport Union

Mr. Dan March, Chief Executive Officer, WCA

Mr. John Corr, Tour Principal at Sound Moves (UK) Ltd

Mr. Jim Gavin, Irish Aviation Authority

Moderated by Mr. Robert Voltman, CEO of Transportation Intermediaries Association (USA)



L to R:

Robert Van de Weg, Robert Voltman,
John Corr, Jim Gavin, Dan March and
Jens Hugel (attending in place of
Umbretto de Pretto)



FIATA Regional Meetings (14:15 – 16:15)

FIATA's 4x Regional Groups which meet simultaneously. Delegates were free to choose which session they wished to attend.

Region Africa/ Middle-East

Topic: Introductory Overview of edX

Speaker- Professor Lee Rubenstein

Topic: Trading Power- Regional Economic Integration in Africa

Speaker: Dr. Francis Mangeni

Region Americas

Topic: Opportunities and challenges of the implementation of trade facilitation in the Americas and the role of the private sector

Speaker: Mr. Ezequiel Guicovsky Lizarraga, OMC: Senior Business Development Officer, Trade Facilitation and Policy for Business Section

Region Asia Pacific

Topic: Evolution and Benefits of the Implementation of Trade Facilitation in the Asia Pacific Area
Moderator: **Mr. Stanley Lim**, FIATA Past President and Chairman of the Congress Committee

Region Europe

Topic: What does Brexit mean for the Logistics Industry?
Speaker: **Ms. Ruth Waring**, FCILT, Managing Director, Labyrinth Logistics Consulting Ltd
Topic: Rail Freight: Developing Transport Corridors between EU and China
Speaker: **Ms. Angela Song**, Sinotrans & CSC Holdings Co., Ltd



L to R:
*Jake Storey, Scott S. Megregian,
Richard Gluck (ABLM Chairman) and
Rene Zimmerman (FIATA.)*

Meet the Experts: “Doing the right business” featured by the Advisory Body Legal Matters (16:45 – 18:00)

Topic: Competition compliance as guiding principle
Speaker: **Mr. Scott S. Megregian**, Partner, K & L Gates
Topic: Anti-Corruption Workshop – Combating Bribery at its roots
Speaker: **Mr. Jake Storey**, Straegic Advisor – Maritime Initiatives, TRACE International Ltd
Moderated by Mr. Richard Gluck, Chairman of FIATA’s ABLM



Congress Day 2 - Thursday 6th October 2016

FIATA's Training and Education, a joint session by ABVT and FLA – One knowledge source for Global Logistics (09:00 – 10:30)

Topic: Creating one knowledge source for global logistics

Speaker: [Professor Lee Rubenstein](#), Head of Business Development at edX

Topic: Training & Education on the Tri-Partite Context

Speaker: [Dr. Francis Mangeni](#), Director of Trade, Customs and Monetary Affairs, with the Common Market for Eastern and Southern Africa (COMESA)

Presentations by the 4 Young International Freight Forwarder of the Year 2016 Award Winners.



*L to R:
Verena Schaer (FIATA) and
Professor Lee Rubenstein.*

Meet the experts: the Advisory Body Safety and Security (ABSS) and the evaluation of risk (11–12)

Topic: Introduction to TAPA, the Transport Asset Protection Association

Speaker: [Mr. Steve McHugh](#), TAPA EMEA Standards Secretariat

Topic: Secure Truck Parking

Speaker: [Mr. Tony Kavanagh](#), Regional HSSE Manager Europe, Tapa

Moderated by [Mr David Fielder](#), Damco Global Head: Health, Safety, Security & Environment (HSSE).



*L to R:
Donia Hammami and
Susanne Aigner.*

Making thoughtful policy choices: the Custom Affairs Institute (CAI) guides you through trade facilitation (13:15 – 14:45)

Topic: European Commission: Common Customs Code

Speaker: [Ms. Susanne Aigner](#), Head of Unit Customs Legislation, DG TAXUD at European Commission

Topic: Realizing the benefits of the WTO Trade Facilitation Agreement: easier, faster, cheaper trade

Speaker: [Ms. Donia Hammami](#), Head Customs & Trade Facilitation, Inter. Chamber of Commerce

Congress Day 2 - Thursday 6th October 2016



*L to R:
(Back Row) Simon Clark,
Oliver Evans and Frank
Wernze.
(Front Row) Grainne Lynch
and Anne Sandretto.*

Meet the experts: Managing technology with the advice of the Advisory Body Information Technology (ABIT) (15:00 – 16:15)

Topic: The next paradigm of transportation for time-sensitive medical goods

Speaker: [Mr. Oliver Evans](#), Head of Global Business Development at Matternet

Topic: SME Innovation through IoT

Speaker: [Mr. Frank Wernze](#), Chief Solution Architect Transport – SAP SE

Topic: The next generation TMS: A true opportunity for the FFF

Speaker: [Mr. Simon Clark](#), Vice President of Business Development in EMEA at Wisetech Global

Meet the experts: Influencing policy choices, the Advisory Body International Affairs (ABIA) explains the art of advocating for the industry (16:45 – 18:00)

Topic: Why Trade Facilitation Implementation matters in your daily business

Speaker: [Ms. Nora Neufeld](#), World Trade Organisation

Topic: How Business can benefit from Advocacy

Speaker: [Ms. Donia Hammami](#), Taxation, Customs and Trade Facilitation Policy Manager International Chamber of Commerce



Congress Day 3 - Friday 7th October 2016

Multimodal Business Forum hosted by FIATA Multimodal Transport Institute (09:00 – 11:00)

Topic: Developments and Perspectives of Railway Business in Europe and Asia

Speaker: [Mr. Hans- Günther Kersten](#), Director Freight at UIC (International Union of Railway)

Topic: The outlook for container shipping

Speaker: [Mr. Alan Murphy](#), COO, Sealntel Maritime Analysis

Topic: The new Virtual High Street and Supply Chain

Speaker: [Mr. Peter Ward](#), CEO of the United Kingdom Warehousing Association

Moderated by [Mr. Robert Keen](#), Director General of the British International Freight Association

Realising the potential of airfreight, a journey in air logistics hosted by the Airfreight Institute (11:30 – 13:30)

The public signature of the cooperation agreement between FIATA and IATA for the IATA-FIATA Air Cargo Program (IFACP) will take place during the Air Freight Institute session. The public signature will follow the announcement and speech given by Mr. Aleks Popvich, IATA Senior Vice President for Industry Distribution and Financial Service and Mr. Jean-Claude Delen, FIATA Past President, Treasurer

Topic: Extracting More Value from the Air Cargo Supply Chain together

Speaker: [Mr. Jacques Leijssenaar](#), Vice President Cargo Sales EMEA, United Airlines

Topic: Sustainable packaging – myth or reality and the impact on airfreight

Speaker: [Mr. Jack Ampuja](#), President, Supply Chain Optimizers

Topic: Future of the Air Cargo Industry Globally

Speaker: [Mr. Geoffrey Arend](#), Publisher/ Editor at Air Cargo News/ Flying Typers, FIATA Fellow

Guest Moderator: Ms. Franca Tomba, Cargo Manager at Air France - KLM Cargo

Signing of IATA FIATA Air Cargo Programme (part of AFI session)

On 18th July, IATA and FIATA issued a joint statement announcing that IATA and FIATA had reached an important agreement on a new jointly-managed air cargo program. This was the result of four years of hard work to modernize the relationship between Freight Forwarders and Airlines. The announcement also referenced that the formal signing of the document would take place during the 2016 FWC Dublin. The Agreement was signed by the Respective Heads of IATA and FIATA on Friday 7th October 2016, during the Air Freight Institute session, in front of an audience of Global Air Cargo Representatives.



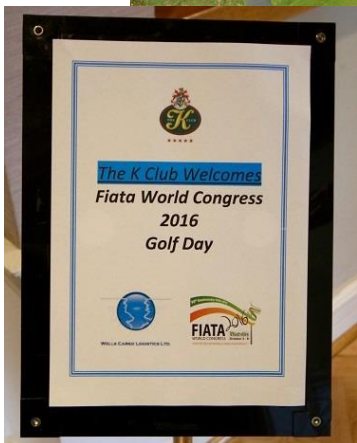
Closing Session of the 2015 – 2016 FIATA World Congress Dublin (15:00 – 15:45)

Press Conference (16:00 – 17:00)

Tuesday 4th October 2016
Pre-Congress Golf Tournament
Venue: The K Club

Organised by 2016 Local Organising Committee Members John Bermingham and Greg Lewis and sponsored by Wells Cargo Logistics, the 2016 FIATA Golf Tournament was an overwhelming success. With an initial target of 72 Golfers, capacity was reached and Golfers on the day reached 96, making this the most successful FIATA Pre-Congress Golf Tournament in recent years.

A number of local Irish Business sponsored Tee Boxes on the today and we wish to thank them for this; Atlantic Container Agencies Ltd, DHL, Emerald Freight, Emirates Cargo, Expeditors, GMLN Network, International Airline Marketing, Irish Ferries, Int. Logistics & Consolidation Services, Keelings, Lufthansa, Sandford Group, Schenker and WFS.



Tuesday 4th October 2016
Pre-Congress Golf Tournament
Venue: The K Club



Winning Teams; (L) Ned Downey of GML Network and Runner Up; (R) Michael Meagher of Emirates Airlines

Wednesday 5th October 2016
Welcome Reception in Trinity Dining Hall

90th Anniversary of FIATA

2016 offered a unique opportunity to Ireland as FWC Organisers in that this year marked the 90th Anniversary of FIATA. Taking full advantage of this situation, IIFA worked with FIATA to trace the 16 Founding Member Associations of FIATA and invite them to the 2016 Congress. The majority of Founding Members evolved into new entities that are still FIATA Members. However, there were some Associations that had fallen out of FIATA Membership while others had undergone changes and needed to be traced. All 16 were eventually identified and invited to attend the Welcome Reception of the 2016 Congress, which was held in Trinity Dining Hall.

In front of a large audience of global Delegates, FIATA President Zhao Huxiang marked the occasion with a speech and IIFA delivered commemorative certificates to 13 of the 16 Founding Members that travelled to Dublin. Given FIATA's Global status, this event was reported on through industry media around the globe, with each article naming and featuring images of Trinity College Dublin.



Wednesday 5th October 2016
Welcome Reception in Trinity Dining Hall



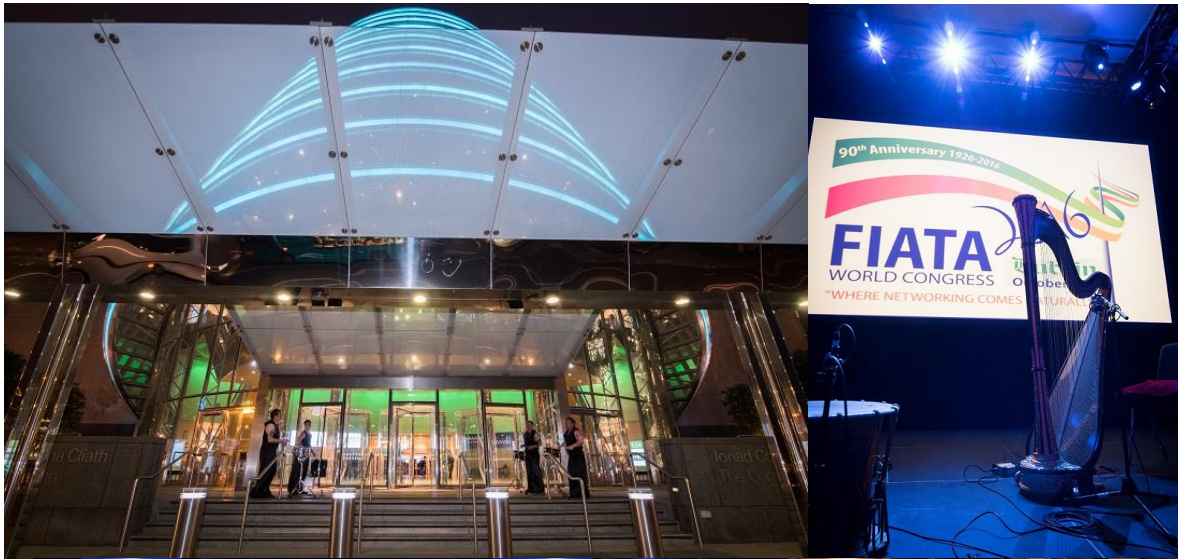
Thursday 6th October 2016
Irish Culture Night in Ballsbridge Hotel



Thursday 6th October 2016
Irish Culture Night in Ballsbridge Hotel



Friday 7th October 2016
Gala Dinner in the Forum of the Convention Centre Dublin



Friday 7th October 2016
Gala Dinner in the Forum of the Convention Centre Dublin



Handover to 2017 FIATA World Congress Kuala Lumpur

The FIATA World Congress will travel to Kuala Lumpur, Malaysia for 2017. At the Closing Ceremony of the 2016 FIATA World Congress, the FIATA World Congress Committee Chairman Stanley Lim welcomed on stage the FIATA President Zhao Huxiang and IIFA President Tom Thornton for the passing of the FIATA Talking Stick to Representatives from Federation of Malaysian Freight Forwarders.



On Thursday 6th October 2017, Dato' Sri Liow Tiong Lai (pictured centre, below), Minister of Transport, Malaysia, visited the Exhibition Stand of the Federation of Malaysian Freight Forwarders in the Convention Centre Dublin.



Sponsor Partners for the 2016 FIATA World Congress Dublin

Conceived as a showcase event, the aim of this Congress was to deliver an exceptional Delegate experience. Delivering such an ambitious package required a significant level of support. Through designing attractive packages and making key contacts, the Sponsorship and Exhibition Team of the LOC worked with 32 key Sponsors, some logos of which are included below:

Platinum Sponsors



Silver Sponsors



Maurice Ward Networks



Bronze Sponsors



Exhibition Partners for the 2016 FIATA World Congress Dublin



Supporting Partners for the 2016 FIATA World Congress Dublin



All sponsors were thanked directly for their participation through an appropriate letter, jointly sent from FIATA and the 2016 Local Organising Committee.

Exhibition Hall of the 2016 FIATA World Congress Dublin

30+ Exhibitors available across Wednesday 5th – Friday 7th October 2016

123 Cargo
DFDS Logistics
Federation of Malaysian Freight Forwarders and the 2017 FIATA World Congress
FIATA
Green Dragon
IWT
Kenwil
NAFL (UAE)
Quality Freight
TT Club
Wells Cargo Logistics

Azyra Freight Systems
Descartes
Forwarders and the 2017 FIATA World Congress
Finnair
IAG Cargo
Korea International Freight Association
Maurice Ward & Co
Neptune
Seabridge/ Cosco
Turkish Airlines
Wisetech

Business on the Move
Emerald Freight
Intellect Technologies
Mercury Gate
The Pallet Network
TPF Networks
WCA
XPO Logistics



Promotion and Marketing

While the FIATA World Congress is a Global event, the Congress had spent its recent years outside of Europe; Taipei 2015, Singapore 2013, Los Angeles 2012, Cairo 2011. The last Congresses in Europe were Geneva in 2009 and Istanbul in 2014. Furthermore, while Ireland is an attractive location, Dublin does not hold the new business attractiveness of larger European hubs such as Rotterdam, Antwerp and Hamburg. Even with a doubled roster of quality Speakers and attractive social functions, IIFA needed to travel to events around the Globe in promotion of the Congress.

IIFA exhibited the Dublin Congress at the 2015 FIATA World Congress in Taipei, the 2016 Transport Intermediaries Association Annual Conference in San Antonio, Texas and sought sponsor partners through the 2015 and 2016 Multi-Modal UK shows and 2014 FWC in Istanbul, Turkey. Furthermore, IIFA Representatives made presentations on the Congress during FIATA's 2014 – 2016 HQ Sessions in Zurich, Switzerland, at a number of events across the UK in partnership with BIFA (British Freight Association) and at the Latin American Freight Congress in Barcelona in June 2016. At home, IIFA exhibited the Congresses at various industry exhibitions and through partnering with fellow industry bodies such as Irish Exporters Association at their events nationwide. Furthermore, IIFA partnered with 12 Global industry Media Partners to ensure the farthest reach for its promotional message, including Logistics Update Africa, The STATS Times (Asia), Freight Business Journal (UK + North America) and International Transport Journal (Europe).

Congress Media Partners ran articles (supplied by IIFA) and advertisements in printed form and hosted banner adverts through their digital channels (e-newsletters and websites). Such articles were also featured in FIATA National Association Member e-zines throughout 2016.

Samples of the web and e-newsletter banners used:



[Full Page advert used in 2015 FWC Taipei Brochure](#)

90th Anniversary 1926-2016
FIATA 2016
WORLD CONGRESS
Dublin
October 3 - 8
"WHERE NETWORKING COMES NATURALLY"

FIATA 2016 WORLD CONGRESS
Knowledge
Diversity
Culture
Hospitality
Talent
Innovation

CONVENTION CENTRE DUBLIN IRELAND
3rd – 8th October 2016
"WHERE NETWORKING COMES NATURALLY"

IMPORTANT DATES
Opening of Registration:
10th September 2015
End of Early Registration:
29th May 2016

WWW.FIATA2016.ORG

In Association with  Hosted by  Congress Organizer  conference partners 

IATA
International
Air Transport
Association

IIFL
International
Freight
Association

FIATA
International
Freight
Association

Full Page advert used by printed Media Partners in July 2016
(several Sponsors listed on advertisement)

99th Anniversary 1926-2016

FIATA 2016
WORLD CONGRESS
Dublin
October 3 - 8
"WHERE NETWORKING COMES NATURALLY"

FIATA 2016 WORLD CONGRESS

the annual meeting point for
Senior Executives from the Global freight,
transport and distribution industries

CONVENTION CENTRE DUBLIN
IRELAND

3rd - 8th October 2016
Register via www.fiata2016.org

2016 FIATA World Congress Dublin
2016 FIATA World Congress Dublin
@fiata2016

Platinum Sponsor: MercuryGate
Silver Sponsors: WCA, KEWILL, TURKISH CARGO, WiseTech GLOBAL, IAG Cargo, Mariner Ward Networks

In association with: Hosted by:

Conference Organiser:

This design template was a running theme across 2016 FWC print advertisements, with the bottom image inter-changing with various Dublin imagery, including Trinity College, Molly Malone and other Dublin landmarks.

Media Partners for the 2016 FIATA World Congress Dublin

Freight Business Journal



International Transport Journal



Air Cargo News



Lloyd's Loading List



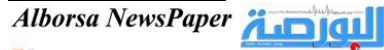
Logistics Update Africa



The STAT Times



Alborsa Newspaper



Daily News Egypt



United Kingdom Warehousing Association and International Federation of Warehousing and Logistics Associations



Airline Cargo Management



UTA Lojistik



Voice of the Independent



Media Partners for the 2016 FIATA World Congress Dublin



Lloyd's Loading List

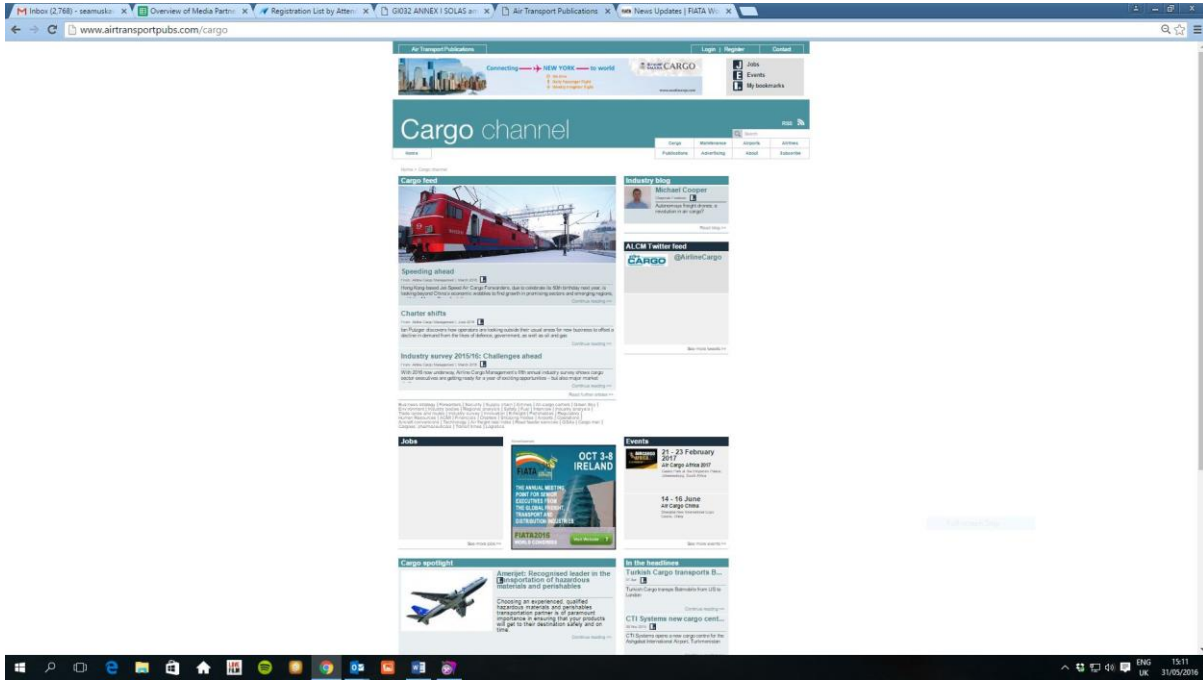
Maritime intelligence | informa



Media Partners for the 2016 FIATA World Congress Dublin



Media Partners for the 2016 FIATA World Congress Dublin



Social Media for the 2016 FIATA World Congress Dublin

Social Media Tools were active throughout promotion of the Congress through Facebook, Twitter and LinkedIn. Posts, Tweets etc were scheduled ahead of time so that every Sponsor, Exhibitor and Speaker was mentioned in the lead up to the Congress. At the close of the event, the Social Media follow stood at:

Facebook: 212 Likes
 Twitter: 207 Followers
 LinkedIn: 92 Followers



Social Media for the 2016 FIATA World Congress Dublin

2016 FIATA World Congress Dublin
9mo

2016 FWC Media Partner Airline Cargo MGMT have shared a story about the 2016 FIATA World Congress has taken initiatives to showcase the talent of Young Professionals in the industry today: ...see more



Rising stars of the industry are set for FIATA World Congress 2016
airlinecargomanagement.com

1 Like


Like Comment Share

2016 FIATA World Congress Dublin
9mo

Mr. Alan Murphy, CEO & Partner, Sealintel Maritime Analysis will speak at the MultiModal Transport Institute session of 2016 the FIATA World Congress Dublin on Friday 7th October 2016.

Alan Murphy has 13 years of experience in Container Shipping research and analysis, providing insight and intelligence to a broad range of stakeholders in the logistics community, through quantitative research, econometric modeling, and database architecture development.

For more, please see <https://lnkd.in/d/dCikU>



2 Likes

Like Comment Share

Above: LinkedIn Posts ahead of the 2016 FWC Dublin

FIATA 2016 - Dublin @FIATA2016 · 3 Oct 2016

Some of our Delegates have arrived early and are enjoying our informal get-together in the Ferryman Pub 🍷



4 Retweets 4 Likes

FIATA 2016 - Dublin @FIATA2016 · 6 Oct 2016

FIATA Delegates enjoying a night of Irish Dancing and ballads like "No Nay Never" 🍷🍷🍷🍷



3 Retweets 8 Likes

Above: Twitter Posts during 2016 FWC Dublin

2016 FIATA World Congress Dublin
9mo

Goodada (Green Dragon) will be taking an Exhibition Booth at the 2016 FIATA World Congress Dublin.



3 Likes

Like Comment Share

FLA @FiataFla · Following

Ireland issues invitation to FIATA World Congress 2016



Ireland issues invitation to FIATA World Congress 2016
FIATA World Congress Dublin 2016 is delighted to announce that Mr Kunio Mikuriya, Secretary General of the World Customs Organisation (WCO), will be ...
linkedin.com

11:01 PM - 31 May 2016

Reply to @FiataFla

Above: Twitter and LinkedIn Posts ahead of the 2016 FWC Dublin

Post Congress Engagement with Delegates Thank You E-Mail

From: FIATA 2016 Organising Team [mailto:fiata2016@conferencepartners.com]
Sent: Wednesday 19 October 2016 18:25
To: Seamus Kavanagh <info@iifa.ie>
Subject: FIATA 2016 Thank You Email



Dear Seamus Kavanagh,

3 years of careful planning, coordination and hard work came to fruition a few days ago with the 2016 FIATA World Congress Dublin. Feedback at the Congress was upbeat and positive, with many Delegates complimenting the range and quality of the Guests Speakers. We were pleased to be able to share our culture through our social programme and honoured to learn that so many of you considered this a highlight of your time in Dublin.

While it is true that we invested much work in planning for these items, a key ingredient for a successful Congress is Delegates. We wish to thank you for choosing to travel to Dublin for the 2016 FIATA World Congress and for contributing to what we regard as a truly successful event.

To assist with future planning for FIATA World Congresses, we would like to ask each of you to please take the time to complete the below 4 question survey. Your feedback will influence the future of FIATA World Congresses. Survey Link:

<https://eventmobi.com/fiata2016/surveys/189603/85601> (Results on next page)

Paddy Kenny

Chairman of the 2016 FIATA World Congress Organising Committee



Post Congress Engagement with Delegates Results of Post Congress Survey

QUESTION: How did you hear about this Congress?

- | | |
|---|-----|
| - Attended Previous FIATA Congress | 42% |
| - Industry Media | 7% |
| - Direct from Congress Organisers through e-mail or at an event | 11% |
| - Direct from FIATA through e-mail or at an event | 40% |

QUESTION: What was your primary reason for attending the 2016 FIATA World Congress?

- | | |
|----------------------------------|-----|
| - Congress Sessions and Speakers | 62% |
| - Networking | 29% |
| - Exhibition Hall | 7% |
| - Visit Host City | 2% |

QUESTION: The Congress Programme ran from Wednesday 5th – Friday 7th October 2016 with 11 different sessions (4x Regional Meetings included as one option). Within the three day period, do you feel that 11 sessions:

- | | |
|-------------------------------------|-----|
| - Were too many | 25% |
| - Were too few | 2% |
| - Were the appropriate amount | 69% |
| - Congress should be one day longer | 4% |

QUESTION: Congresses provides the opportunity for emphasis on the cultural/ social side of affair. How did you see our Social Programme?

- | | |
|-------------|-----|
| - Excellent | 33% |
| - Very Good | 22% |
| - Good | 29% |
| - Fair | 11% |
| - Poor | 5% |

Post Congress Engagement with Delegates Delegate feedback on Dublin City



“My time in Dublin was great. I'm a big fan of literature so was an excellent opportunity to visit the literature museum and go on a literary tour of the city. Also, a trip is not complete without a visit to the Guinness Factory. One of the more memorable nights was at temple bar when we were invited to line dance with the Irish locals. They were welcoming and a lot of fun. Overall Dublin is a great tourist city. As you know, it's also well connect with Belfast for which I also made a trip up to see the Titanic Museum and the Belfast prison.”

- ***Bassil Eid, FIATA, San Francisco, USA***

“One of my friend was saying that Dublin is one the best cities in the world to live in. When I came to Dublin I agreed with her. I left Dublin with wonderful memories not only about the city but also about the gentle and cheerful people. The both side of River Liffey with full of lively places and pubs and the Teeling Whisky Distillery were the most interesting parts remained in my memories.”

- ***Cavit Ugur, UTiKAD, Istanbul, Turkey***

“Of course one the highlights was the experience of the vibrancy of Dublin’s traditional drink and Irish music scene at Temple Bar area. I witnessed the local music, dancing and jollyng culture – wonderful. Another one was the area of the Trinity College. I joined a short walking tour and it was great! Would do it any time again. I will be definitely visiting Dublin again, probably paired with a tour through the country side. And I would like to take my partner and kids along.”

- ***Elena Primitzhofer, FIATA, Zurich, Switzerland***

“A very good conference venue and the speakers for opening ceremony are impressive, very high level! Overall very good impression upon Ireland!”

- ***Adelaide Ynag, Taiwan Freight & Logistics Association, Taipei City, Chinese Taipei***

“This was my first time in Europe so it’s been very exciting for me. Dublin is gorgeous. I’ve been getting up at 6am each morning to go running along the River Liffey and it’s just stunning. The most beautiful part about Dublin so far, apart from the Guinness, has been the people. Everyone is so friendly, so accommodating and the accents are just absolutely gorgeous.”

- ***Shanon Goud, Navia Logistics, Melbourne, Australia***

“Culturally the week-long experienced also afforded me to experience the Irish tradition and in particular the friendly interaction with the locals, the food, the dances, and the rich cultural diversity of the Irish people. The unforgettable experience on the Hop-On, Hop-Off bus was truly amazing and the Liffey River view was also eye catching and will forever remain a landmark to remember.”

- ***Lorraine Zhou, AWS Global Freight management, Harare, Zimbabwe***

“FIATA WC in Dublin was fantastic, starting with the venue, the App which allowed us to ask questions, Speakers and the business sessions were excellent.”

- ***Tej Mayur Contractor, Mayur C. Contractor Logistics Pvt. Ltd, Mumbai, India***

Local Organising Committee



L to R: John Bermingham, William Cress, Liam Davis, John Dunne, Greg Lewis, Noel Good, Karl Louwrens, Sean McCool, Seamus Kavanagh, Paddy Kenny, Tom Thornton + Colm Walsh.

Formed over the summer months of 2014, the Local Organising Committee for the 2016 FIATA World Congress Dublin was a volunteer group of individuals from the body of Irish International Freight Association Members. The first meeting of this group took place on 18th September 2014 and this group would have a further 18 formal meetings ahead of the commencement of the Congress.

While the below job titles cover, in broad terms, the responsibility each LOC Member had for specific areas, the workload for the Congress was colossal and required serious, continued effort from all involved.

Congress Chairman:	Paddy Kenny
IIFA President:	Tom Thornton
FIATA Coordinator/ Marketing/ Secretary:	Seamus Kavanagh
Congress Programme:	William Cress
Marketing of Exhibition and Sponsorship:	Karl Louwrens and Sean McCool
Pre-Congress Golf:	John Bermingham and Greg Lewis
Social Programme/Catering/Transport:	John Dunne & Noel Good
History of Freight Forwarding:	Liam Davis and Colm Walsh



A dinner to mark the work of the LOC Members was held on Wednesday 7th December 2016 in Dublin City, at which each LOC Member was presented with a Medal to commemorate their hard work in making the 2016 FIATA World Congress Dublin a resounding success.



In addition to the LOC Members, IIFA would like to express thanks to the work of the staff at Conference Partners for their experienced guidance through the process, from bid application in 2013 right the way through to on-site management at the event. IIFA would like in particular to thank Elva Hickey, Laura Kelly, Mai Olden, Clare Kilmartin and Miriam Verdon.

Relevant Statistics

Final Overview

While the FIATA World Congress was an event organised by IIFA for the Irish Freight Industry, this was an opportunity to showcase Ireland to our Global Industry colleagues. The business of Freight Forwarding operates and prospers through international relationships and IIFA was proud to win the opportunity to host this prestigious Congress for Dublin and share Irish culture with Representatives from 75 different countries. Countless hours were poured into promoting the Congress, in seeking Sponsorship, in attracting Key Speakers and all of the intricacies involved with planning such a large event.

The FIATA World Congress was the largest Global gathering of the Freight, Logistics and Transport industries in 2016. 2017 will see the FIATA World Congress take place in Kuala Lumpur, Malaysia, India for 2018 and South Africa for 2019. While the Congress may return to Europe in 2020, this event will not be held in Dublin for the foreseeable future. Given the work put into the Congress by the IIFA Local Organising Committee, the 2016 Congress is one that will be remembered as one of the highlights of FIATA 90th year history as it moves forward to 100 years representing the Global Freight Industry.

Key Statistics

- 672 Registered Delegates from 75 Countries
- 2x Platinum Partners
- 5x Silver Partners
- 7x Bronze Partners
- 15x Exhibition (only) and 4x *other* sponsors
- Generated over half a million in Congress revenue with the final outcome showing a break even
- Visiting Delegates worth over €2 million to the Irish economy

Social Programme included a Welcome Reception in Trinity College Dublin on Wednesday 5th October 2016, an Irish Culture Night in the Ballsbridge Hotel on Thursday 6th October 2016 and a Gala Dinner in the Convention Centre Dublin on Friday 7th October 2016.

A Congress Programme with over 30 International, high quality Speakers across:

5x FIATA Advisory Bodies covering

International Affairs, Information Technology, Legal Matters, Vocational Training and Safety & Security

3x FIATA Institutes:

Air Freight, Customs Affairs and Multi-Modal Transport

4x Regional Bodies covering:

Africa/ Middle-East, Europe, Americas and Asia/ Pacific

A dedicated day for Young Professionals (Tuesday 4th October 2016) featuring 10 Under-35 Speakers, the format of which will be adopted by FIATA for future such Young Professional sessions.

Dublin last hosted the FIATA World Congress in 1981.