



Making the fair an event and the event a success

Kuehne + Nagel has been active in the international trade fair and events logistics business for more than forty years. Today, the Group has a strong presence at the booming exhibition centres of China as well as at the leading trade fairs of Central Europe or the USA

Although the special department Fairs & Exhibitions Logistics is administratively a part of the business unit Road & Rail Logistics, it naturally also handles many sea- and airfreight shipments. With its specialised know-how in the trade fair and event business, together with Kuehne + Nagel's broad range of services, it is able to offer the customer an attractive overall package. The comprehensive service offering rests on three pillars.

First, Kuehne + Nagel operates as an accredited forwarder at a number of international trade fair locations – in Germany, for instance, at Cologne, Munich, Hanover, Nuremberg and Düsseldorf. A second service package is tailored for the all-round support of exhibitors over the whole transport

chain from the customer to the exhibition site and back, including customs clearance in the case of fairs held in another country. The German Federal Ministry of Economic Affairs and Technology, for instance, has for many years trusted in the services of Kuehne + Nagel for German official participations at some 40 fairs and exhibitions annually all over the world. The third pillar is events logistics for orchestra tours, guest performances of opera companies, musical tours and product presentations in the form of roadshows or stationary events such as presentations of new car models for the press and dealers.

Kuehne + Nagel offers the trade fair companies and organisers, with their exhibitions which are progressively growing into independent brands, high-quality

transport logistics whose smooth operation is a crucial factor for success. This includes the early involvement of the logistics provider in the planning process to clarify the detailed requirements relating to transport and customs clearance, the rapid handling of goods on the trade fair site using modern organising technologies and adequate personnel, the rapid removal of packing material and its delivery back to the booth after the exhibition, and the punctual clearing of the halls to make way for the next exhibition.



The exhibitors themselves are already contacted by the Kuehne + Nagel specialists in their home countries and informed in detail about the specific transport requirements and customs regulations. Through its own insurance broker Nacora, Kuehne + Nagel offers the customer comprehensive exhibition insurance which covers intermediate storage during the transport operation and the period when the goods are present at the exhibition site itself. In the case of complex trade fair appearances such as national participations or large individual stands, the project managers of Kuehne + Nagel travel to the exhibition sites and are at the customers' disposal round the clock to assist in coordination and provide other support. The same contact person, who knows the needs of the customer in every detail, is thus available throughout the duration of the exhibition.

In events logistics, finally, it is particularly important to closely study the customer's list of requirements, to check time schedules and their feasibility, to inspect event venues in advance, and to respond flexibly to changes in the transport plan. Musical instruments of orchestras, for instance, which may be extremely valuable, must be transported at controlled temperatures, maintaining a con-

tinuous chain of between 18 and 20 degrees Celsius. Stage properties and costumes of opera houses often have to be packed and shipped immediately after the performance, and in some cases flown to the place of the next guest performance with special permits and in fully chartered aircraft.

However different the detailed requirements of an industrial fair or trade exhibition, a large project presentation or a musical tour, the logistics challenges are generally highly complex and precise compliance with the planned time schedules is vital. The late arrival of a stand element, a damaged product model or missing musical instruments could quickly endanger the success of a major event and seriously damage the image of the customer – and, of course, the logistics provider. In this field of business it is therefore particularly important for the staff to be at the service of the customer at all times, and a plan B must always be prepared and ready at hand in case of emergencies. Kuehne + Nagel's specialists for trade fair and events logistics have already demonstrated their extensive experience in countless projects and thus contributed to the excellent reputation the company also enjoys in this special field.

FAIRS & EXHIBITIONS LOGISTICS

- Roughly 120 specialists deployed worldwide
- Local teams of exhibition specialists in Bahrain, China, Czech Republic, Germany, Israel, Italy, Japan, Mexico, Spain, Sweden, Switzerland, Taiwan, Turkey, UK, United Arab Emirates, USA
- Between 20,000 and 30,000 individual orders per year depending on the trade fair calendar
- Highlights 2009: Bavarian State Opera (guest performance in Beijing), Bolshoi Theatre (tour of USA), Lucerne Festival Orchestra (tour of China), Deutsche Oper Berlin (tour of Japan), Prague Symphony Orchestra (tour of Japan), "Body Worlds" exhibition (North America, Haifa, Singapore), Marlboro Events (Germany), BMW-World (official forwarder), John Deere dealers presentation (Teneriffe) etc.
- Highlights 2010: Bauma Munich (official forwarder), World Expo 2010 Shanghai (recommended logistics provider), Packexpo Chicago (official forwarder and customs agent), BMW stand at the Geneva Automobile Salon etc.





On the road for Media Markt in Austria

Media Markt has been present in the Austrian market for two decades. To mark this jubilee, between May and October Europe's biggest electronics market chain is sending a completely furnished "Mediahouse", equipped with every conceivable electrical appliance, on a tour of the whole country. The prefabricated house is being erected each week at one of the 23 Media Markt locations, and will be raffled to a lucky Media Markt customer after the end of the tour. The tour is organised and man-

aged by the agency WWP Weirather-Wenzel & Partner. Kuehne + Nagel is transporting the building, which consists of eight modules, on four flatbed semi-trailers. These are accompanied by a semi-trailer for the accessory parts, a truck loading crane and a 50-tonne truck-mounted crane. The building must be erected and dismantled within a very narrow time window to ensure that the Mediahouse is ready on time for its four-day opening to the public at the next Media Markt.

Criss-crossing Europe with the Bosch-Rexroth Sales Truck

Bosch-Rexroth is an international leader in the development and production of drive and control systems for a broad range of industrial applications, and employs more than 35,000 people all over the world. Between February and November 2010 the company is sending its new Sales Truck on a promotion tour of Germany, the UK, Ireland, Italy, Swe-

den, Switzerland and Austria. The purpose of the *Control City on Tour* is to give a live presentation of the latest control technology for industrial automation. Kuehne + Nagel is providing the tractor unit in a publicity-effective get-up, as well as the drivers for the tour plan. The drivers must get the truck ready for the show at each new location, a task which includes not only the connection of the power supply, extending the canopy and access steps and checking the hydraulic and air conditioning systems, but also the start-up of the presented product models and tools. The drivers, who are on standby for the duration of the presentation, are also responsible for keeping the trucks impeccably clean.



"On tour" with Philip Morris International

Philip Morris International has been a customer of Kuehne + Nagel for many years, and since 2008 it has also used the company's services in the field of event logistics. In support of the *Marlboro Vibes* concert tour, various logistics services are provided at roughly a hundred events every year. The customer has also entrusted Kuehne + Nagel with transport operations for roughly 15 open-air shows per year, including such well-known events as the pyrotechnic spectacle *Rhine in Flames* or the large-scale concerts *MeltFestival* and *Ruhr in Love*. The whole of the Philip Morris stand material, including electronic equipment and printing and engraving machines, is stored and maintained by Kuehne + Nagel.





Logistics *tour de force* for the world's biggest trade fair

Among other trade fairs Kuehne + Nagel is the official forwarder for Bauma, which was first held more than 50 years ago and opened its doors for the 29th time in Munich in April. This triennial international trade fair for construction machinery, building material machines, construction vehicles and equipment is the world's biggest in terms of area. This year, on a gigantic surface of 550,000 sqm, 3,150 exhibitors presented themselves to more than 415,000 trade visitors and interested members of the general public from almost all countries in the world. In 2002 Bauma established an offshoot fair in China, which has now established itself as the leading trade fair for construction machinery in Asia and will next take place in Shanghai in November 2010.

At the Munich fair Kuehne + Nagel is responsible, among other things, for the physical handling and customs processing of the exhibits and provides the equipment needed for unloading and loading. In the critical periods immediately before and after the fair, 65 forklifts and 30 truck-mounted cranes with a lifting capacity of up to 400 tonnes were in operation, as well as countless telelifters and platform hoists. A particularly challenging task is to collect the empty packing material from the exhibitors, to store it during the fair and to return it as quickly as possible after the close of the event – at this year's fair the volume of empty packaging amounted to no less than 10,000 cubic metres.

