

Meet the Flock

An interview with... Garcia Newell

The Ops Nest

Please tell me about your experience within the industry so far?

Having started out in the general freight forwarding industry in 1989, I entered the world of events and exhibition logistics in 1992, working for RE Rogers, who at the time were a leading global exhibition logistics supplier in the UK (strong business remains in India). I am approaching my 20th year with current employers Agility Fairs & Events (now DSV - Global Transport and Logistics).

Thinking about our industry as a whole, what excites you the most especially with the return to events post-pandemic?

This is such a hard question as there are so many things that excite me! Overall it is about seeing colleagues, customers and industry friends after such a long time. Zoom calls etc have been ok, and of course filled a gap; but nothing beats face to face.

What is the most challenging event you have worked on and why?

Ooh... there have been many over the years; but one that stands out, it would have to be the World Energy Congress in Rome. This was very challenging as the venue construction had not fully completed, which made the site logistics harder... We managed to get the job done with good team work between our team, the venue and the event PCO.

What could we be doing more to keep/ encourage talent in our industry?

I have always been fortunate to work for companies that have/had a strong training ethos; also companies who listened to, and made me run with ideas for improvement. If you do not give new talent the opportunity to express themselves or the tools to grow they will look elsewhere. As an industry we should do more to make the outside world aware of the various great career options there are and some of the perks of the job.; for example, I have travelled and worked in some really great locations (and many bad too)... but this really motivated me, especially when I was a young man.

What or who could you not do without onsite?

For me it has always been about the team and good team work. I have always ensured that whether you are a forklift driver, show labour or office staff, you are all important and vital to the overall delivery of each event.

What's the best piece of advice you've ever received?

Again there have been many, but the one that sticks out in my career would be "never panic or drop your head when things appear to be going wrong; especially when you know you have done or are doing your best" This advice has really helped me over the years and I was very grateful for these words. Years later I told the individual how much it meant.

How do you unwind post event?

I had to think about this one. There is not much time to unwind post event (pre-COVID19 of course) as you are normally handling back-to-back shows. But one thing that helps me most of all is returning home to my family to re-charge and be ready for the next challenge.

What value does The Ops Nest bring to you?

Very grateful to The Ops Nest, as it reminded me of what a lovely bunch of people we have in our overall industry. The discussions, advice and collaboration have been very helpful to me. I was even able to complete a few courses too!

If people would like to connect, where can they find you?

 <https://www.linkedin.com/in/garcia-newell-00b44512>

 garcia.newell@dsv.com

 0207 069 5321

