

POZNAŃ FAIR MAGAZINE

pfm

FAIRS
MARKET
OPINIONS

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Good reasons to be proud

COP 14 IN POZNAŃ

■ HOW TO OVERCOME THE CRISIS?

Leaders speak out

[18]

■ FAIRS 2009

What is worth knowing?

[2]



Międzynarodowe Targi Poznańskie
Poznań International Fair



spotkaj przyszłość
meet the future

EXHIBITION PROGRAMME

April-December 2009

21.04 – 24.04	EURO-REKLAMA OUTDOOR EXPO International Fair of Advertising Goods and Services EURO-REKLAMA GIFT EXPO International Fair of Advertising Goods and Services POLIGRAFIA International Fair of Printing Machines, Materials and Services	04.09 – 05.09	Poznań Optical Exhibition ²⁾
24.04 – 28.04	BAKEPOL Baking and Confectionery Industry Fair (Kielce)	13.09 – 17.09	POLAGRA-TECH International Trade Fair of Food Processing Technologies, including: • Exhibition of Meat Industry Machines and Equipment (13.09-17.09) • International Food Ingredients Show (14.09-16.09) • Exhibition of Refrigerating, Air-Conditioning and Heating Devices (14.09-17.09) • Exhibition of Food Industry Machines and Equipment (14.09-17.09)
25.04 – 26.04	LOOK Hairdressing Forum beautyVision Cosmetics and Solaria Forum	14.09 – 17.09	POLAGRA FOOD International Food Product Trade Fair GASTRO TRENDY International Trade Fair of Catering PAKFOOD Food Industry Packaging Fair
07.05 – 10.05	TTM Automotive Technology Fair	24.09 – 26.09	CEDE Central European Dental Exhibition ³⁾
08.05 – 10.05	Poznań Automotive Meetings	02.10 – 04.10	DREMASILESIA MEBELTECHEXPO Exhibition of Woodworking Machines and Tools (Katowice) ⁴⁾
08.05 – 10.05	FIT-EXPO Fitness & Sport Park	09.10 – 11.10	FARMA International Fair of Animal Breeding
09.05 – 10.05	Electronic Sports World Cup Poland (ESWC)	16.10 – 18.10	POZNAŃ GAME ARENA (PGA) Multimedia and Entertainment Fair
19.05 – 21.05	EXPOPOWER International Power Industry Fair AUTOMA International Fair of Robotics, Automatics, Control and Measurement Equipment GREENPOWER International Renewable Energy Fair	21.10 – 24.10	TOUR SALON Trade Fair of Regions and Tourist Products INVEST-HOTEL Hotel Equipment Trade Fair
30.05 – 31.05	Agricultural Fair Agro-Park in Lublin ¹⁾	22.10 – 23.10	BUY POLAND
03.06 – 06.06	arena DESIGN • MEBLE Furniture Fair • BIURO Office Furniture and Furnishing Fair • HOME DECOR Interior Design and Home Furnishing Fair • LUMINEXPO Lighting and Light Technology Exhibition • BUDMA INTERIOR Interior Finishing and Renovation Fair	24.10 – 25.10	HOBBY Model Making Exhibition
16.06 – 18.06	Convention and Exhibition: "21st Century Rail Transport for Poland"	06.11 – 08.11	BOAT SHOW Fair of Sailing and Water Sports ⁵⁾
16.06 – 19.06	INNOVATIONS – TECHNOLOGIES – MACHINES POLAND (ITM POLAND): • HAPE Exhibition of Hydraulics, Pneumatics and Drives • MACH-TOOL Machine Tool Exhibition • METALFORUM Exhibition of Metallurgy, Foundry Engineering and Metal Industry • SURFEX Exhibition of Surface Treatment Technologies • TRANSPORTA • WELDING • RESEARCH FOR INDUSTRY • WORK SAFETY IN INDUSTRY	16.11 – 18.11	BTS Fair of Shoes, Leather and Leather Goods
22.08 – 23.08	ROLTECHNIKA Agricultural Exhibition (Wilkowice)	19.11 – 22.11	GLASS & STONE Glass Industry Fair. Stone Industry Fair
02.09 – 04.09	TEX STYLE Clothing Industry Fabrics and Accessories Trade Fair BODY STYLE Exhibition of Lingerie and Beach Fashion NEXT SEASON Contracting - Exhibition of Clothing, Shoes and Accessories	24.11 – 26.11	Hygiene and Pest Control Fair
		24.11 – 27.11	POLEKO International Trade Fair of Environmental Protection KOMTECHNIKA International Trade Fair of Municipal Technologies GMINA Trade Fair for Municipalities, Cities and Regions INVESTFIELD Property and Investment Exhibition
		04.12 – 06.12	Art & Craft Festival
		11.12 – 13.12	Horse-Riding Equipment Fair



¹⁾ Co-organizer: International Lublin Fair sp. z o.o., ²⁾ Organizer: Interprovincial Guild of Optical Crafts in Poznań,

³⁾ Organizer: Exactus sp. j., ⁴⁾ Co-organizer: International Katowice Fair, ⁵⁾ Co-organizer: Interserwis sp. z o.o. in Łódź

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Ladies and gentlemen,

we were entering 2009 aware that it would not be an easy year for the economy. And yet, from the perspective of the end of the first quarter, we can see that Polish entrepreneurs are far from throwing down their arms. This was very clear from the scale of the BUDMA fair, held in January. The business cycle of market economy is no more something new for Polish companies, whose managers take business fluctuations into account in their long-term plans. Therefore, for Polish companies, the time of economic downturn does not mean stagnation. On the contrary, it is an impulse to intensify marketing actions and introduce dynamic changes in their business strategies. Also, much as it may seem paradoxical, it becomes the time of intensified investments.

Investing in innovative technologies gives a competitive advantage to a business, which makes it the best tactic in turbulent economic times. This is confirmed by the words of entrepreneurs of various industries interviewed by the Poznań Fair Magazine. You are welcome to read the interviews in the "Leaders speak out" section.

Fairs always respond to the needs of the economy, so today they must be, first of all, the place of business meetings and talks, during which concrete business contacts can be made. The time and efficiency of business actions is nowadays twice as important as it was in less turbulent times. That is why we focus on making our events as specialised as possible, by clarifying the profiles of large, renowned fairs and introducing new events into the fair calendar. In this issue, you can read about several such events, including the EPLA, GREENPOWER and AUTOMA fairs.

Our new offer is regional fairs, for instance, the recent first edition of Lublin Packaging Fair, DREMA Ukraina, held in February or the organizing of Polish companies' exhibitions at foreign fairs. In this issue of our magazine, we report the events that took place in the first quarter of 2009 and information about the future events that are going to be held in Poznań before summer holidays. I would also like to recommend our new section – "Fairs abroad."

The first Poznań Fair Magazine issue in 2009 is also an opportunity to judge the UN Climate Summit we hosted in December from the perspective of organization. Excellent reviews praising the logistics of the conference are the best proof of the potential and professionalism of Poznań International Fair as an organiser of large-scale events. The activity of Poznań International Fair in this field is going to be systematically described in our magazine in the new section „Poznań International Fair Congress Centre”.

We kindly invite you to read our magazine and hope that our new offer will serve your business plans well this year. We are looking forward to seeing you in Poznań!

Przemysław Trawa

President of MTP Management Board



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POZNAŃ FAIR MAGAZINE

1959 – 2009

We have written
about fairs
for 50 years



NEW TECHNOLOGIES, NEW TRENDS

Spring of printing and advertising



Every two years the Poznań OUTDOOR-EXPO fair and the POLIGRAFIA fair are held together under the same roof. This year, visitors can count on even more, as this mighty duo is to be joined by the GIFT-EXPO fair. As a result, three closely cooperating industries are going to meet on the Poznań fair grounds: out-of-home advertising, BTL advertising and – in the broad sense of the term – printing. This spring at Poznań International Fair belongs to printing and advertising.

POLIGRAFIA

New technologies and new... exhibitors

■ This is definitely the biggest exhibition event for the printing industry in Poland. It takes place every two years, which reflects the cycle by which technological novelties appear in this industry. The fair gathers manufacturers and traders offering solutions concerning all the production processes: prepress, press and postpress. Also service-driven companies, offering prepress and postpress as well as printing services regularly appear at the fair. *Among this year's exhibitors there are going to be also companies that have never showcased their products or services at our trade fair before,* says Jerzy Kaczmarek, the fair manager. *We hope that many of the new products that were presented last year at DRUPA, the world largest printing equipment fair, are going to be showcased at our fair as well.*

Polish printers present

■ One of the events that has become customary at the POLIGRAFIA fair is the Polish Printers' Village exposition. It is a separate exposition, devoted entirely to Polish printing and held under the patronage of Polish Chamber of Printing. This is the place where visitors will be able to find the full offer of printing services offered by Polish companies, including prepress services, all the possible printing techniques and finally postpress services, like bookbinding, foiling, lacquering, etc.



The POLIGRAFIA trade fair is a well-organized space for business meetings and a perfect place to see what is happening in the Polish printing market.

Printing Conference

On the second day of the fair, the seventh edition of the Conference of the Polish Chamber of Printing is going to be held. This event has for many years accompanied the POLIGRAFIA fair, always gathering representatives of the most significant companies and organizations in the Polish printing market. This year, the leitmotif of the conference is: standards.

The conference was divided into three thematic blocks: the first is devoted to standardization at the prepress stage, including the issues of PDF format, descriptions of technological processes, process management in a print shop and standardization of production files. The second block is concerning the standards of complex colour management: contracting the colours of printing copies, colorimetric profile, tech-

nological processes in colour control systems and ISO standards (ISO 2846 and ISO 12647). The third block constitutes of lectures devoted to postpress processing: the possibility of creating the European standard of book covers' endurance, postpress processing planning in the case of newspapers and journals, and finally – computer integration of the production systems of bookbinding.



JERZY KACZMAREK

the manager of the POLIGRAFIA fair

The most important is to attract clients

Although the times are difficult for the industry, companies are still convinced that they should showcase their offer at the POLIGRAFIA fair, which takes place every two years. They come to the fair also to become familiar with the offer of their competitors, strengthen the relations with their present clients, make new contacts and renew the old ones – in general, they come for both business and social meeting. And what about the latest buzzword – the crisis? This is the time when entrepreneurs should invest in new contacts, make twice as much effort as before to present themselves to current and potential clients. Each crisis is always followed by a period of economic recovery, and when it comes, those who managed to attract clients in more difficult times, will reap the benefits.

Poligrafika about financial issues

Today, there is not a single industry that can escape the subject of financial issues and the printing industry is no exception. Crisis management entered the offices of managers, so it is also going to be present at the POLIGRAFIA fair, as a leading subject of the seminar prepared by Poznań International Fair and the Poligrafika magazine. Experts invited to take part in the discussion are going to give advice on investments profitable in the period of economic downturn, restructuring businesses in order to make them more effective and on new sources of business financing.

Large format

The growing and more and more demanding market of large format advertising is clearly reflected in the Poznań fair expositions. Every edition of the fair is attended by more and more companies that provide solutions in this industry, bringing with them their more and more interesting offers. The special space of the common POLIGRAFIA and OUTDOOR-EXPO fairs, that is Large Format Printing Exhibition is going to be separated precisely in order to display this particular offer. Leaders of large format printing such as: Alma Trend, Atrium, Endutex, Jet Media, Oce, Polkos, Plotserwis, Reprograf, Scorpio-Signtech and Teba have already announced their presence at this exhibition.

GET READY FOR A LARGE FORMAT STAND

Tadeusz Figurski, from Reprograf SA

This year all the machines and technologies, including the large format ones, are going to be showcased in one exhibition hall. Together with the Canon company, we are preparing a truly large format stand, thanks to which we are going to be able to present hybrid offset/digital production. Unfortunately, we will not be able to showcase one of the greatest (literally and figuratively) machines – Komori – at our stand. At that particular time, three machines of this kind, very interesting in configuration, will be in the process of being installed in a place in the vicinity of Poznań. But we are definitely going to present the machines' capabilities through printouts. We are also going to showcase many other solutions, for instance, a Truepress 344 printing machine, a Screen CtP image setter. We are also going to organize unique interactive shows of soft-proofing software and full Workflow concepts, which will give an idea about the future of printing.

The fair interesting points

RETRO printing Printing with the use of a 19th century platen press, writing with a goose-quill pen in a medieval scriptorium or maybe paper moulding and applying a wax seal on paper? All this and other shows and attractions are going to await printing fans at the Poligrafia RETRO exhibition prepared by the Polski Drukarz company, the publisher of the "Świat Druku" monthly and the "Pro-KREACJA" magazine.

Something for bibliophiles Visitors of the fair will be able to see a real rarity – a volume of record size in Poland. Henryk Sienkiewicz's "Trilogy", issued in 10 numbered copies was made in a Poznań publishing house, Kurtiak i Ley, specialising in upmarket editions for bibliophiles. The book weighs 14 kg, is 43 cm long, 33 cm wide and 14 cm thick. Its cover is made from leather.

Gallery of Unconventional Gifts Visitors of the GIFT-EXPO fair are encouraged to see the Gallery of Unconventional Advertising Gifts organized by the "Pro-KREACJA" bimonthly. The final part of the exhibition is to be the competition for the Most Creative Gift at the Euro-Reklama GIFT EXPO fair. This year the competition is going to be held for the third time. All the gifts presented in the Gallery can be evaluated by visitors. The Gallery and the competition are going to be organized under the patronage of the Polish Chamber of Promotional Articles.



MAGDALENA HALICKA-GOŁĘBIOWSKA

the manager of the Euro-Reklama OUTDOOR-EXPO and GIFT-EXPO fairs

B2B contacts are today crucial

Today's world needs efficient advertising, so the advertising industry will certainly cope with the present economic downturn. Even if the situation in the market becomes more difficult, companies will definitely not forgo advertising altogether. Nevertheless, they will be more careful in choosing advertising products and services. That is why representatives of advertising agencies and employees in marketing and promotion departments, who are directly responsible for the image of their companies or institutions, are going to come in large numbers to the fair. Hence, paradoxically, the crisis is a chance both for our exhibitors – who can win new direct accounts – and for companies looking for cheaper and more efficient forms of B2C communication – who can find such alternatives at the fair. Therefore, it is worth to invest in B2B contacts and that is the focus of our fair.



TIME OF TALKS AND DECISIONS Wojciech Górski, Polkos

We are the leader in the sale of solvent plotters in Poland and the position of leader is a responsibility. Therefore, we come with holistic solutions for advertising. We are going to show our trusty machines and surprise with some new offers. Our chief assortment consists of Roland plotters, such as XJ-640 – the fastest in the market in the up to 1,8 m category and capable of dealing with types as large as 6 points at the resolution of 720 x 720 dpi. The new thing is Mimaki JV33-160. The ink we use for it is the alternative Triangle JVV ink, which is much cheaper than the original one, but matches it precisely in terms of colours. We are going to present SummaCut cutting plotters, thermal plotters, which are irreplaceable in making spatial advertisements from styrodur and styrofoam, and milling machines designed especially for the advertising industry, produced by our long-term partner, the Coner company. The fair is the time when companies make purchasing decisions. For instance, printing with the use of Mimaki machines is more expensive than with the use of Roland plotters but the machine itself is cheaper. The functionality and comfort of use may be a reason to purchase rather a cutting plotter and a printing plotter instead of a machine that combines print and cut. But the choice must be made by clients themselves, during talks at our stand we will try to show advantages and disadvantages of different solutions.

photo: private archives

EURO-REKLAMA: OUTDOOR EXPO • GIFT EXPO

Successful specialisation

Thanks to the new form of the Euro-Reklama fair, introduced in 2007, the advertising industry gained two clearly profiled trade events, and at the same time – a more efficient marketing tool. At the OUTDOOR-EXPO fair, manufacturers and distributors of plotters and other machines and devices for the production of advertisements, showcase their products along with representatives of the visual communication industry. The latest offers of BTL products, advertising media and promotional products are going to be presented at the GIFT-EXPO exhibition. The GIFT-EXPO fair used to take place in autumn, but this year it is going to join its sister event, OUTDOOR-EXPO, so that together with the POLIGRAFIA fair, they are going to form a great gathering of the industries related to printing and advertising at the grounds of the Poznań fair. At the OUTDOOR-EXPO fair visitors will see: machines for the production of advertisements, plotters, specialist media for advertising print, outdoor, illuminated and transit advertising media, directional orientation systems, POS display units and exhibition systems. And at the GIFT-EXPO fair, visitors will see promotional products, mainly advertising gifts and gadgets, and will be able to become familiar with offers of advertising and marketing consulting services.



THE FAIR FOR PROFESSIONALS

Izabela E. Kwiatkowska, president of the board, European Media Group

The visual communication sector has been developing in Poland especially dynamically and the Poznań fair is an obvious response to the challenges of the more and more professional market. At present in Poland, there are about 100 thousand static outdoor advertising media and, additionally, the OOH – Digital Signage sector is growing at a satisfying pace. Outdoor digitalization is the best proof that Poland is evolving and reaching European standards. Companies specialising in Digital Signage constitute an ever bigger percentage of exhibitors. Visual Communication magazine, which was the first one in Poland to start education in this field, has presented in Poznań advanced solutions in the visual communication sector, printing tools, LED display boards, seamless screens and the local Digital Signage network. We have been awarded for the best fair exhibition twice. Although you might think that this has set the bar extremely high for us, I assure you we have not rested on our laurels.

photo: private archives

SuperstarPOLAND: Who is going to win the gold?

For the fourth time at the OUTDOOR-EXPO fair visitors are going to see the winners of the prestigious SuperstarPOLAND competition for the best POS displays, organized by Display GmbH from Hamburg and the Poznań International Fair. All those professionally related to the POS industry always look impatiently forward to knowing the competition results, because the awards are very prestigious and confirm that the makers of the awarded displays are worth recommending. The awards are also hints for potential advertising media buyers. Superstar awards are presented for the best permanent temporary and international displays, the best designs, the best technical quality and the most innovative solutions. Therefore, it promotes the most interesting solutions in the industry of POS displays. Competition winners are identified by a jury consisting of international experts. Superstar competitions have been held for several years in Germany, as well as Italy, Russia and Spain.



OUTDOOR-EXPO and GIFT-EXPO have always exciting events in their programme. This year's edition abounds with workshops prepared especially for those who come to the fair in order to widen their marketing and advertising expertise.



TTM AUTOMOTIVE TECHNOLOGY FAIR is organised every two years. This year's edition is going to attract manufacturers and distributors eager to showcase their latest offers related to car inspection and service stations, spare parts, accessories and tuning.



DARIUSZ MUŚLEWSKI

the manager of TTM AUTOMOTIVE TECHNOLOGY FAIR

You will not get far without a car

Nowadays, it is impossible to imagine our life without cars and modern, competitive economy without the automotive industry. That is why we believe that it is worth to regularly organise the great automotive forum – a place where manufacturers, traders and clients can meet. What we have prepared for our visitors this year is a special thematic exposition presenting a model service station working "live". It is our ambition that everyone who decides to come here should regard the visit as time well spent.

Meetings, talks

■ The programme of TTM Automotive Technology Fair has always included interesting seminars and so it is going to be this year. The conference on the Road Safety in Wielkopolska, prepared by the Road Traffic Department of the Provincial Police Headquarters in Poznań and the Marshall Office of the Wielkopolska Province will be definitely interesting for all fair attendants.

Presentations

■ Once again, TTM Automotive Technology Fair is going to gather fans of car design at meetings prepared by Wojciech Sierpowski, the Polish member of the jury of the Car of the Year competition, and the editors of the AutoRok journal. As every year, young apprentices of the art of car designing, as well as those who simply like drawing cars, will be able to take part in drawing workshops organized at the fair. What may be especially interesting is the presentation of Polish car projects, whose authors are seeking to start the production. The fair is also a place for those who like cars looking different from their original versions, i.e., for tuning car enthusiasts.

Everything for the car

TTM AUTOMOTIVE TECHNOLOGY FAIR

■ TTM AUTOMOTIVE TECHNOLOGY FAIR is the largest event of this kind in Poland. It is a kind of B2B event, giving all those interested an opportunity to take a look at the latest offers of companies operating in the Polish market. The Automotive Technology Association, the Polish Chamber of Automotive Industry, the Polish Chamber of Vehicle Inspection Stations and the Association of Manufacturers of Automotive Parts are arranging their presentations as well as presentations of their members. The exhibitors' shows are going to be complemented with a number of accompanying events. At the weekend, apart from the technical exposition, visitors will be able to see the exhibition of cars at the POZNAŃ AUTOMOTIVE MEETINGS, which is going to be a draw not only for professionals but for all automotive fans.

Important questions meeting ready answers

■ In Poland, there are more than twenty thousand independent automobile repair shops. They are the most important link between vehicle distributors and users. It is for them that the fair has this year prepared many events; they will help the owners and employees of automobile repair shops find answers to important questions.

Automobile repair shop "live"

■ The "live" automobile repair shop is going to be prepared by the editorial board of the "Nowoczesny warsztat" journal in cooperation with leading automobile companies. The idea is to present the latest technologies, equipment and devices used by car mechanics. But there is more to it. As the name of the exposition suggests, it is going to be an automobile repair shop, where throughout the whole time of the fair it is going to work just as on a usual workday. Therefore, visitors will be able to take a closer look at car body and coating repairs, including repairs to accident-damaged vehicles.

Workshop Forum

■ Specialists related to automotive diagnostics will be able to take advantage of the Workshop Forum, i.e., a series of lectures and presentations, including the presentation on the latest achievements related to vehicle service, for example, new solutions in wheel geometry measurement and installation, development tendencies in the field of diagnostic lines and the practical use of graphic current data display in a diagnostic tester.



Competitors taking part in the Polish Open Championship in Hair Extension and Thickening, apart from presenting innovative methods of hair extension and thickening, will have to create chic hairstyles and show various colour contrasts.

The art of



Mysteries of the Black Continent

■ Many of us dream of an exciting travel to the Black Continent: hot desert sand, the smell of the sun and the ocean and meeting indigenous inhabitants of Africa. However, Africa means not only beautiful landscape, but also a strong tradition of natural beauty care and body decoration. The climate of the Black Continent will be palpable during this year's International Polish Championship Nail Art held under the theme of "The Mysteries of the Black Continent". This enormously inspiring subject, letting stylists give free rein to their imagination, makes almost unlimited room for creation. The Championship is organized by Beauty Publishers, the publisher of the Nail Expert magazine and Poznań International Fair. At the same time, the third International Polish Championship Nail Art is a perfect opportunity to face the best professionals in the art of nail decoration. The Championship is open to everybody from cosmetic industry, including students, nail stylists, certified beauticians and those employed in beauty parlours.

Who will become the Polish champion?

■ Polish hairdressers are looking impatiently forward to the Polish Open Hairdressing Championship, which is going to be held in Poznań during Hairdressing Forum LOOK. As it was in the past years, also this year top-notch hairdressers are going to come to Poznań to present their hairstyle ideas for women and men.

The Polish Open Hairdressing Championship is going to be held in two age categories: junior and senior hairdressers. The participants are going to compete in several competitions, including: creative hairstyle, evening hair style, hair modeling and fashionable cutting. The Champion not only wins the great prestige associated with the award, but also becomes a member of the Polish team at the European Championship, which this year is going to take place in Athens, Greece, and at the World Championship in 2010. Moreover, the laureates do not have to take a practical part of the apprenticeship examination. At the same time, hairdressers specializing in hair extension and thickening are going to compete in a different championship. The master of professional make-up will be also appointed.

Create your success – the CREATOR 2009 competition

■ CREATOR is an all-Poland competition for young, gifted people, able to demonstrate hairdressing skills and a sense of form and colour. Winning the CREATOR competition gives a passport to a world career in hairdressing. Competitors colour the hair of a model and the jury mark the results, taking into account the matching of colour to the model's type of looks and the general styling. Innovativeness and creativity of young hairdressers are obviously the most appreciated.

beauty care

Since 2008 April forum of hairdressing and cosmetics has been divided into two independent events: Hairdressing Forum LOOK and Cosmetics and Solaria Forum beautyVision.



BARBARA VOGT
the manager of the LOOK and beautyVision fair

I long for the atmosphere of this fair all year long

Each year I am enchanted by a unique atmosphere of the fair. When I enter the exhibition space it is like opening a magic door leading to the world of beauty and colour, which smells with all the scents of luxury. I am happy, because I know that although you can always organize an even better fair, invite even greater stars – if the fair has no atmosphere of its own, it will not work anyway. That is why the atmosphere is for me the most important. I am always surprised by the imaginativeness of the exhibitors. I wonder what interesting things will happen this year.



beautyVision • LOOK

■ Hairdressing Forum LOOK is where the most fashionable trends in hair styling and colouring are presented by the industry leaders. Whereas Hairdressing Forum LOOK is a real festival of the hairdressing industry, during beautyVision top-notch specialists are not only going to present the latest trends in make-up and nail decoration, but also are going to reveal what cosmetics to use in order to maintain a beautiful and well-groomed body.

Beauticians competing for the title of Master of Poland in professional make-up will compete in two categories: business make-up and haute-couture make-up. Both of them should differ in their character.



TRADE FAIR PRESENTATION IS NOT ONLY A STAND
Interview with Mariusz Zarzycki, marketing manager of JBS, representative of Goldwell, Olymp and Efalock

Your company has taken part in the fair since the very beginning. What is your opinion on how the event has evolved?

The LOOK fair has definitely undergone a transformation: from an event not many believed in to a stable and firm position in the programme of MTP. Furthermore, consecutive editions compete for the best exhibition halls with other events and the latest editions show that the development prospects are very promising. Still, this dynamic development and willingness to combine a trade and exhibition event with hairdressing competitions, such as the Polish Hairdressing Championship and the avant-garde CREATOR competition, pose new challenges to the organizers: combining an exhibition event with competitions in such a way that visitors can see everything is not an easy task. Let us hope that the organizers will hear our suggestions and come back to the "all in one" concept of keeping the exhibition part and the competition stage at the same logistic centre in order to avoid the effect of deserted pavilions during the shows. We should

definitely praise the concept of organizing various trainings and industry workshops during the fair, as it makes the commercial offer more attractive. Visitors have an opportunity to learn about the offer but also to improve their skills and widen their knowledge in certain subjects.

What are your most often used means of attracting visitors?

There are no single solutions I can mention. Usually, we employ a number of various methods and tools that are, on the one hand, aimed at directing the attention of visitors to our stand and products, and on the other hand, at showing our loyal clients that we are an important player in the industry. In this industry we are one of the few companies that are significantly present at every LOOK event and so we prove our loyalty to the industry and to hairdressers in the whole Poland. Apart from our visually attractive stand, we offer our visitors a two-day technical and technological programme held by our GOLDWELL instructors. We also offer the support and advice of our representatives, commercial consultants and area managers. During the fair they are present at our

stand all the time and at the disposal of our guests and all the interested. As a commercial company, we cannot forget the business side of the whole event, so we also have special commercial offers for our visitors.

What latest trends are you going to present at this year's LOOK?

This year we are definitely going to concentrate on the latest collection Goldwell Trend Zoom 2009. This collection is for us especially attractive and important, because one of our business partners, Mr Pawel Sztorek, participated in its creation. As the winner of the international Trend Zoom Challenge 2007 competition, he became part of the creative team. The collection presents two worlds of trends: Virtualist and Ecolopolitan, which draw inspiration from both the Middle Ages and the urban but environment-friendly lifestyle. We believe that our collection will inspire many stylists to look at their work and their clients from a completely new perspective, and to suggest the clients a new image, in line with the latest trends. We will be happy to welcome you to the fair.

photo: private archives

Lynn Lammers
– mistress of nail styling, a guest of beautyVision

Beauty Publishers, the publisher of the Nail Expert magazine, and MTP, invite to the Third Nail Expert beautyVision Congress. The Third Nail Expert beautyVision Congress is one of the most important events of 2009 in the nail industry! During this year's edition, visitors will have an opportunity to meet the best specialists from Poland and other European countries, champions of Nail Design and Nail Art, who are going to present the latest trends and techniques of nail decoration. This year the congress will host Lynn Lammers, a mistress of nail styling from USA who was the winner in a couple of rankings for best nail stylist in 2008.





Unique fitness meetings

FIT-EXPO trade fair is an annual, professional meeting that allows for contacts to be made among businessmen, who can exchange experience and visions related to the future of the industry. The power of the FIT-EXPO fair lies not only in the broad exhibition offer, but also the marketing and training offer, attracting mainly the decision makers of the fitness industry, i.e., owners and managers of fitness clubs, gyms, sports, leisure and rehabilitation centres.

FAIR IS A GOOD TIME FOR BUSINESS ACTIVITIES

INTERVIEW with Dariusz Świerzewski,
commercial director of T.H. Matmarco, distributor of Technogym in Poland

How important are fairs in your marketing policy?

Taking part in fairs is very important for our company, especially as far as the fitness and wellness market is concerned. The FIT-EXPO fair is the best opportunity to showcase new products in Poland where there are no trade events for the fitness and wellness industry that could compete with it. Especially that the fair grows bigger and bigger each year. It is also very important that practically all our competitors take part in it. This may sound strange, but we are actually comfortable with this situation, as clients come to this one fair and we do not have to showcase our products at several smaller events, which – taking into account the wide range of products we offer – would generate high expenses. The situation is different with the hotel and spa industry – here the market is fragmented.

What profits can a company like Matmarco gain from taking part in the fair?

It is difficult to summarize in several sentences all the goals. For us, the fair means, first of all, a great opportunity to make new business contacts. Moreover we can showcase new equipment and our know-how. The fair is a natural environment for the industry people to meet and talk. Therefore, we can access information concerning

the current situation in the market and learn about the offers of our competitors, but most of all we can see what our present and prospective clients think about us and our position in the market. Gathering the same information in a different way would require plenty of time and money.

2008 was the best sales year in the history of your company. In the nearest future we will have to face the economic downturn. Do you think the negative forecast will have an impact on the fitness market?

Well, I approach the issue with cautious optimism. In Poland, the fitness market is still in the developing stage. In my opinion, the crisis will slow down the development, but will not stop it altogether. The decisions of investors undoubtedly are influenced by the problems with financing. Many companies may want to cut down on their expenses on leisure or even stop spending money on leisure altogether. I think we should just do our work. We have been in the Polish market for 18 years and throughout that time we have seen and experienced many situations.

FIT-EXPO

Fitness euphoria

■ EU4YA International Fitness Convention is a fitness festival for instructors, trainers and fans of active leisure combined with interactive music. Classes are run by internationally renowned instructors. The event is going to be held for the third time. Every fitness fan will find something interesting in the programme of the event. A big boost of energy will definitely be given to the participants of the MTV-version Dance class – the most dance-like form of aerobics, strongly influenced by R&B, funk, hip hop, afro, Latino and jazz music. Aerobics fans will be able to exercise to house and Sen Dance music. Those bored with standard step classes will have an opportunity to take part in the Step to Heaven classes. The participants will see the difference between them and usual exercising: starting from basic steps and changing details, the instructors can change the usual exercising into spectacular choreographies. Fans of martial arts will also find



ANNA LEMAŃSKA
the manager of the FIT-EXPO project

There is a need for such trade fair

The number of professional fitness clubs in small towns is growing. In big cities, on the other hand, small community clubs tend to be superseded by larger centres, offering fitness, wellness and spa services at one place. In such large centres, customers can use state-of-the-art equipment and consult professional instructors.

The FIT-EXPO fair is a specialised industry fair, targeted at professionals; a perfect place to become familiar with the advantages of the latest solutions in sports and leisure equipment, to learn about new directions of the industry development and to improve one's qualifications as an instructor.

something for themselves at EU4YA: the fight kick classes (the combination of Tai Bo, Tae Kwon Do, Karate and box).

The quality of the event is guaranteed by the presence of the world class experts, including: Jessica Exposito (Spain), Steve Boedt (Belgium), Jose Martinez (the Dominican Republic), Toni Nemeth (Germany) and Serkan Vural (Turkey). During the break from the sports classes, the fair attendants will be able to become familiar with the offer of fitness schools in the Fitness School Avenue.

Fitness & Sport Marketing conference

The conference is going to be a perfect opportunity to learn a series of principles and acquire hints concerning the development of an enterprise resulting from marketing management. The conference will be an opportunity to exchange opinions and experience among those who are every day involved in creating and developing the fitness and leisure industry. Conference participants will be able to take a full advantage of the experiences of both Polish and foreign speakers: scientists, managers, lawyers and instructors as well as to have One-on-One Meetings with them. The conference means also interesting lectures and workshops, during which professionals will show examples and involve the participants to take part in creat-

ing projects, improving their expertise and qualifications.

Inexhaustible cyclists

Tomahawk Evolution Ride is Poland's biggest series of Indoor Cycling classes. Without doubt, the Poznań meetings of cycling fans will give their participants many ideas on what to do to be fitter. Those who like competitions will be able to take part in the cycling marathon, organized on the second day of Tomahawk Evolution Ride. The four-hour long marathon is going to be open for anybody who cherishes good fun combined with physical effort of various levels of difficulty. It is a really great opportunity to test one's fitness level. The organizers of the event are: Poznań International Fair, Fitness Music Polska and Mega Fitness Equipment Agency.

This year's Tomahawk Evolution Ride is going to be absolutely unique. Superb instructors and great light fitting and sound setting will give the participants unforgettable emotions. The classes are going to be run by foreign Tomahawk Master Instructors – Tanja Schweitzer and Lars Sell.

Gymstick & Nordic Walking

During this year's two-hour long workshops, international instructors of Nordic

Walking are going to present the techniques of Nordic Walking and various ways of running group activities. Nordic Walking is a form of exercising appropriate for everyone who wants to become fitter through a non-invasive kind of sport or for those who wish to diversify their training routine. It is also a sport for everybody who wants to lose his or her weight, suffers from orthopedic problems or balance impairments, or just do not wish to overuse his or her joints. Nordic Walking has become especially popular among senior and mature people, for whom it is often the only available form of physical activity. Walking with poles makes most of our muscles active and improves our circulatory and respiratory system. It is comfortable, because we do not need a gym or any special conditions.

For all those who are not willing or able to take advantage of Nordic Walking, the Active Foundation, who is the host of the meeting, has a different offer – Gymstick. Simple exercises done regularly with the use of Gymstick bring great results: muscle gain, improving muscle strength and endurance, enhancing joints mobility, improving coordination and general physical condition. The Gymstick tool is constructed in such a way that it does not strain your spine or joints, because it shifts the physical load below the body mass centre.



KAROLINA KOZUBSKA

the manager of the BUDMA INTERIOR project

Interior finishing can be enjoyable

Everybody who comes to Poznań to the BUDMA INTERIOR fair will see that it is true. A new idea for this year's fair is special spaces designed especially for visitors, where they will be able to talk to architects, see how to decorate walls and how some products or devices work "live". i.e., in use. Thanks to the knowledge acquired at the fair, renovation or interior arrangement will become a pleasure. The BUDMA INTERIOR programme includes also many interesting events and numerous attractions for the fair visitors.

Inspiring interiors in Poznań



MEBLE • BIURO • HOME DECOR • LUMINEXPO • BUDMA INTERIOR

The first step – interior finishing

Manufacturers of bathroom fittings and ceramics, home appliances and kitchen equipment, furniture, internal doors, window sills, stairs, wallpaper, plaster, decorative wall systems, building chemistry and fireplaces, as well as interior design and consulting companies are going to take part in the Interior Finishing and Renovation Fair BUDMA INTERIOR. In special exhibition zones visitors will be able to see bathrooms (bathroom fittings, ceramics, furniture and accessories, and home

SPA elements, like saunas and hot tubes), kitchens (kitchen furniture, build-in home appliances, kitchen fittings, countertops and accessories) and floors (floors and floor coverings).

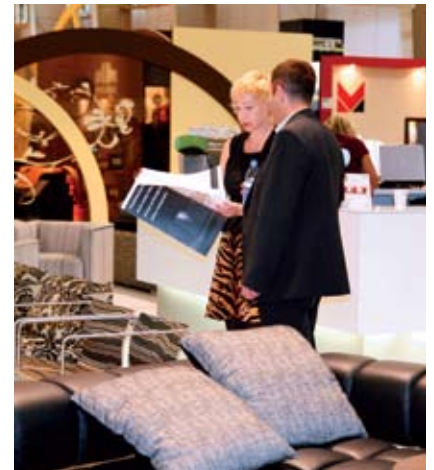
Visitors will find here interesting thematic venues: FreeIdeasRoom – a place to seek advice on interior design and decoration. CoffeeRoom – a place to rest and look through the publications of the interior furnishing sector, ShowRoom – a place to see the offer of some ecological

products and devices displayed "live". i.e. in use and listen to expert advice: on how to reduce water and energy consumption, and what to do to make waste segregation easy and fun. LiveCooking is the place where visitors will be able to feast their eyes on a beautifully arranged kitchen and get involved in making Italian and Polish dishes. and PaintRoom – a place to explore the rich selection of wall decoration possibilities that everyone can make also by him or herself.

Stylish furniture

The biggest exposition of furniture in this region of Europe is a great opportunity to look at the latest furniture collections of both Polish and foreign manufacturers and see how functional these new products are. It has already become customary that at the MEBLE fair manufacturers showcase furniture for bedrooms, living rooms, studies, kitchens and dining rooms. Inspiring living space arrangements reflecting the world trends in interior design attract enormous interest every year. This year's exposition is going to additionally include garden and tourist furniture, and also collections of stylized, rattan and wicker furniture. These offers will be perfectly comple-

mented by the BIURO exposition, presenting the latest trends in arranging offices and public service premises. As always at the Poznań fair, various seminars and conferences are going to provide opportunities to discuss the industry issues and the general condition of the furnishing sector in Poland. As the continuation of special matchmaking programme, this year, for the third time, the fair is going to be visited by furniture traders from Poland and other European countries. The matchmaking of exhibitors with potential business partners is valuable help in making new business contacts, especially in the times of economic downturn in the furniture market.



New products and trends in interior design: from interior finishing, through furniture, to lighting and stylish decorations, all this is going to be seen once again at the Poznań interior fairs: MEBLE, HOME DECOR, BUDMA INTERIOR and BIURO. Additionally, this year's visitors will be able to see the debut of the prestigious arena DESIGN project. The Poznań interior fairs constitute the greatest event for the furniture and furnishing industry in Central and Eastern Europe. The presented offer includes products and services from all over the world.



As usually during Poznań fairs debates of professionals concerning Polish furniture industry are going to be held as part of various seminars and conferences. "Meble Plus" monthly will organize a series of panel discussions on the basis of survey "Mood Barometer in the Furniture Industry".



ANNA IDASZAK

the manager of the HOME DECOR and LUMINEXPO projects

The fair is a good opportunity to integrate within the industry

HOME DECOR is mainly for designers, architects and traders looking for inspiration, new interior design and furnishing products, as well as lighting products, which are presented at the LUMINEXPO exhibition. At the same time, however, it is a perfect opportunity to see the latest trends and modern design "live". Our fair is also the time for talks, experience exchange and professional advice, which makes it a good occasion for the industry integration.



JÓZEF SZYSZKA

the manager of the MEBLE and BIURO projects

We know how to help in running a business

Exhibitors expect from us ideas and intensified work aimed at attracting their clients to the fair. That is why we concentrate first of all on the development of our matchmaking programme, Hosted Buyers, within which we try to bring to the furniture fair furniture traders, trader groups, warehouse stores and furniture stores from Poland and abroad, and to assist in arranging meetings of potential business partners.

Decoration time

It is impossible to create a beautiful interior without original decorations. They are presented every year at the HOME DECOR Interior Design and Home Furnishing Fair. This year, showcased products are going to be divided into the following thematic groups: fabrics at home (including decorative and upholstery fabrics, net curtains, curtains, curtain rods, towels, bedclothes, carpets, duvets and pillows), table & kitchen (including glassware, china, ceramics, cutlery, kitchen accessories), home beauty (including mirrors, clocks, flower stands, picture frames, candles, decorative ceramics, wooden and metal decorations), other decorations (including, Christmas tree decorations, seasonal and occasional decorations, decorative packaging), and lighting showcased at the LUMINEXPO Lighting and Light Technology Exhibition (including internal and external lighting, light sources and components and lighting accessories). Also interior design companies, industry publishing houses and organizations are going to be present at the fair.



New market products and current trends in lighting will be presented during LUMINEXPO Lighting and Light Technology Exhibition.



ELŻBIETA ROESKE

the manager of the arena DESIGN project

Design in a good investment

It is impossible not to notice the impact of good design on companies' profits. I think that visitors of arena DESIGN will find out the most about it through direct contact with the representatives of artistically- and technologically-oriented colleges and universities, with institutions promoting high design standards and most of all – at meetings with world authorities on design. Our role is to provide comfortable conditions for the talks on the sources of inspiration and trends in modern design in Poland and in the world.



arena DESIGN

The form gets a jump on the future

■ In 2009, at the Poznań interior fairs, visitors will be able to see the debut of arena DESIGN. This new event is to be held regularly with a focus on modern and industrial design. The aim of the project is to create a prominent meeting platform for the world of design and business, as well as to promote the best practices of furniture and industrial design in the European market. The arena DESIGN 2009 project is to be divided into five thematic zones: Forum, Top Design, Creatives, Education and Knowledge. The rich programme realized within each of the themes includes: meetings with renowned designers, discussion panels, presentations, exhibitions and competitions for designers and manufacturers. Visitors will also find here representatives of numerous Polish and foreign artistically- and technologically-oriented colleges and universities (running courses in product and industrial design), but also industry institutions, associations and publishing houses.



Building a brand identity is a long process

Interview with Wojciech Gieburowski, the president of the Klose company

The times of prosperity are the period of building the brand recognition and prestige, searching for new ways of development.

The Klose company can serve as a model example of this approach. Is a strong brand helpful in more turbulent times?

Having a good and strong brand is the best way to stand out in a very saturated market. Only companies whose brand is trusted and liked by customers are able to effectively compete with other businesses. They can count on a group of loyal clients, who themselves recommend the brand to others, which is the most effective form of promotion, especially in the times of economic downturn. In addition to that, a strong brand makes it possible to lower the costs related to looking for and widening distribution channels. An attractive and desirable brand generates bigger turnout in sales points than no-name products and consequently – is more attractive for business partners. What I can see happening

right now confirms that it is true. However, I must emphasize that building a brand identity is a long-term process. The current changes of the economic conditions should not result in the company's forgetting its clear goals – they may only modify the tools we will use to achieve them.

Building a brand identity does not end with creating a good product. The basic need is to maintain stay in touch with clients through an appropriate system of market information. This is especially important in difficult periods. For clients, a strong brand means certain advantages and values, which translate to their level of satisfaction. Therefore, its attribute is – apart from maintaining high product quality – keeping the promises once given to clients.

Besides purely functional values, the Klose brand offers an additional meaning and a certain level of prestige. Building a brand is a form of dialogue with clients about their needs and expectations, and our role in this dialogue – the role of the manufacturer – is presenting the advantages our clients may gain from having our products. Winning and increasing the trust of clients in difficult times will pay off in the future.

Economy determines marketing policies of companies and the reasons for which companies go to the fair. What does the situation look like from your perspective?

The deteriorating macroeconomic situation means the necessity for greater marketing alertness. In my opinion, the Poznań MEBLE fair is one of the most important events of the furniture world in Poland. For years the fair has provided us with opportunities to build and strengthen the relations with our clients. It is also a great chance to present the company and its achievements. It is definitely going to be the same this year. Therefore, as usual, our company is going to be present at the fair mostly for marketing and prestigious purposes. The fair is where we want to confirm our market position through the presentation of our latest collections, taking into account the "promise" we have given to our clients and fulfilling their expectations. Our regular attendance at the fair is one of the elements of the constant dialogue with our clients. The better we understand them and the better they know us, the greater our chance of achieving good business results.

Energy for people and environment

The youngest Poznań fair is devoted to the issues related to environment-friendly energy, alternative energy sources, including renewable sources, and technologies of energy production conducive to the principles of environment protection, energy saving and improving energy efficiency. This is the one of a kind opportunity to become familiar with the latest products and technologies before the summer investment season.



GREENPOWER

The energy sector of the future

The GREENPOWER fair and congress are the results of the cooperation between Poznań International Fair and the Polish Economic Chamber of Renewable Energy, which joined forces in order to organise professional fair devoted to the latest solutions in the use of renewable energy sources. The organisers believe that due to the determined policy of the European Union concerning the promotion of renewable energy sources, the GREENPOWER fair will attract significant interest among both exhibitors and visitors. The fair exhibition is complemented with the rich programme of accompanying events, including conferences, courses, trainings and business meetings. For entrepreneurs, specialists, R&D units, institutes and universities, it is going to be an opportunity to exchange knowledge and experience. The first edition is going to take place in May 2009.

Solar Power Industry Forum and the Solar Day

The forum is addressed to all the leading solar collectors producers, distributors and sales representatives, as well as installers of solar systems and all those interested in the solar thermal energy sector. The forum organisers – the Institute for Renewable Energy and the Polish Chamber of Renewable Energy, in cooperation with Poznań International Fair – would like to offer the participants of the forum a chance to learn more about the Polish market of solar collectors and opportunities it has to offer. The organisers' goal is also to facilitate the technical and scientific cooperation within the sector and the transfer of technologies. Examples of closer cooperation will be presented by the invited guests, including the European Solar Thermal Technology Platform and the European Solar Thermal Industry Federation. Apart from the Polish solar energy market, the participants of the forum will take a closer look at the two largest solar energy markets in Europe: German and Austria, the organisation of the markets and the principles of financing solar investments.



JOANNA KUCHARSKA
the manager of the GREENPOWER project

Energy from renewable sources is the future of Polish power industry

When Poland joined the European Union, it took on environment responsibilities that are going to lead to a dramatic increase in environment investments. The process is going to be significantly enhanced by the EU resources. For the years 2007-2013, only within the Operational Programme Infrastructure and Environment, Poland got more than 3.2 billion zlotys. Therefore, we expect GREENPOWER International Renewable Energy Fair to develop very dynamically in the nearest years.

International Renewable Energy Congress

The congress is going to be the greatest event of 2009 in the renewable energy sector in Poland. It will host high representatives of the European Commission, the European Parliament and the Council of the European Union, Polish, European and world RES organisations, ministers of the EU member states, the highest representatives of the Polish Government and Parliament, local self-government units' officials, European research institutions and the biggest companies operating in the sector, from Poland, Europe and the world.



Backing and Confectionery Industry Fair April 24-28, 2009

- The BAKEPOL fair is one of the newest events in the Poznań International Fair calendar. It is held every two years in Kielce. At the last edition, 76 exhibitors showcased their products to more than 4000 visitors.
- **What is it going to be like this time?** The fair will be attended by all the industry leaders: producers, importers and distributors of machinery and devices used in baking, in confectionery production, in the production of cocoa, chocolate products and candies; producers, importers and distributors of bakery and confectionery materials, systems of products' packaging and storage, forming, dosing and packaging machinery, slicing machines, baking ovens and transport means. At the area of nearly 6 thousand square meters, over 80 exhibitors are going to showcase their products.
- **Confectioners' festival** Thanks to the cooperation of the Polish Association of Bakers and the Polish Association of Confectioners, Caramel Makers and Ice-Cream Producers, visitors of the fair will be able to see how bakery and confectionery products are made, and taste the fresh-made bread, rolls or cookies. What seems especially interesting is the shows of making and serving products for the hotel and catering sector, including bread and banquet pastries.

MODERN TECHNOLOGIES' FAIR

The great fair of the great industry

INNOVATIONS-TECHNOLOGIES-MACHINES (ITM) Poland is New Europe's largest fair of modern industry-related technologies. It is a unique event, because it does not only present the latest technological achievements and the development of particular industry sectors, but also creates economic progress.



ITM POLAND

The renowned brand

■ The ITM Poland fair has the longest tradition among all the events organized by Poznań International Fair. It has evolved over the years, changing its form and responding to the needs of the developing industry and the contemporary economic situation. One thing that has not changed is the prestige of the event, which is proved every year by the contribution of Poland's most important industry organizations in the creation of the fair programme and the honorary patronage of the country's government. ITM Poland is held under the patronage of the Minister of Economy and the Minister of Science and Higher Education. Last year, the fair was visited by the Deputy Prime Minister, Minister of Economy, Waldemar Pawlak. The significance of the fair is undoubtedly confirmed by the presence of the market leaders. It is also very telling that foreign manufacturers appear more and more often among the exhibitors, whose brands not so long ago could be found only at the stands of their Polish representatives.

Eight thematic shows

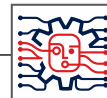
The enormous scale of the fair requires a clear division. Several years ago it was divided into thematic exhibitions:

- **MACH-TOOL** – Machine Tool Exhibition is the largest of all the shows
- **METALFORUM** – Exhibition of Metallurgy, Foundry Engineering and Metal Industry
- **SURFEX** – Exhibition of Surface Treatment Technologies
- **TRANSPORTA**
- **WELDING**
- last year's new show: **HAPE** – Exhibition of Hydraulics, Pneumatics and Drives
- and finally – the **Research for Industry** exhibition, promoting the transfer of the latest achievements of science into the realm of industry
- This year, the seven exhibitions are going to be complemented with the eighth one, organized every two years, the **Work Safety in Industry** exhibition.



Technological novelties in the exhibition halls

■ Technological novelties are, without doubt, the draw, attracting professionals to the fair. Every company makes an effort to prepare new products to be showcased at the exhibition. Products marked with a special "New product" sign are a common sight in every exhibition hall. Last year, there were hundreds of such products. The infrastructure of Poznań International Fair gives numerous possibilities of showcasing products, including presenting them in motion. For four days, the exhibition halls are filled not only with the lively sounds of people talking, but also the roar of several thousand working machines, the hum of a team of industrial robots bustling around and the flickering of screens of computers that control the work of all those devices. This is the place where you can see for your own eyes the technologies of the future.



The ITM Poland fair is a place where visitors are able to see how new technological solutions change the market reality. It is also a platform facilitating meetings of present and future business partners.



WIEŚŁAWA GALIŃSKA
the manager of ITM Poland

A solution to the crisis is innovativeness
Although economic experts keep talking about the crisis on all the possible media, looking at this year's applications to the ITM Poland fair, I think I notice its other side. In market economies, periods of prosperity and downturn interweave cyclically, on a smaller or greater scale but the economic life does not die out. The example of enterprises taking part in our fair clearly shows that the best companies will survive the crisis and even grow stronger. They will gain competitive edge through increasing productivity, which may be achieved by innovative technologies that modernise production processes and reduce production costs. Investments in innovativeness guarantee future successes. The fact that the ITM fair has grown by nearly 100 per cent over the last five years shows that more and more companies adopt this approach.

Interactive exposition

■ Specially arranged demonstration areas are a great opportunity to take a close look at the technical potential of machines in motion, to talk to the representatives of companies that showcase them and to widen one's knowledge on technological novelties. The WELDING exhibition invites all visitors to the 5th Welding Academy Workshops. Lectures by industry leading companies conducted every day are going to be combined with demonstrations of state-of-the-art machinery and the application possibilities of the most innovative technologies. This is the welding know-how space, prepared in strict cooperation with the Polish Welding Institute in Gliwice. Another, similarly interesting event, is the Technical

Skills Range, organized as part of SURFEX, as it concerns surface treatment technologies. In this demonstration area, visitors will be able to see new technologies and tools used in industrial painting. They will have an opportunity to become familiar with the technological process, ask questions, clear doubts, but also – try operating the devices themselves. The organisers of this event are: Poznań International Fair in cooperation with the editorial board of "Lakiernictwo Przemysłowe" magazine. A special demonstration area is also going to be arranged as part of the METALFORUM exhibition. It is going to be the Foundry Thematic Park, organized in cooperation with the Centre of Polish Foundry Technology.

Awards for the best

■ There is no need to emphasize the prestige the MTP Gold Medal has been gained over the last three decades. For the third time this year, Gold Medals will be awarded in the category of "Transfer of scientific research results to the economic practice." The award ceremony of the Polish Festival of Documentaries BAZAR will also take place. The competition is organized by MTP and the Polish Chamber of Commerce. In the course of its 13-year history, the festival has become the greatest event in Poland to present the effects of work of TV journalists dealing with socio-economic issues. Every year, about one hundred journalists take part in the competition.



TAKE ADVANTAGE OF THE EFFICIENCY OF FAIR MARKETING
Maciej Astanowicz, the president of the Polish Foundrymen's Technical Association

The good cooperation between Poznań International Fair and the industry organizations such as the Polish Foundrymen's Technical Association and the Foundry Chamber of Commerce, have for many years brought results in the form of a special exposition of Polish foundries' products at the ITM Poland fair.

The FOUNDRY Thematic Park, which is part of the METALFORUM exhibition is a prestigious exhibition, presenting the overview of the foundry sector products for almost all the economy's sectors, a real showcase of the Polish foundry industry. Every serious foundry and definitely every foundry interested in finding new outlet markets, should take part at such a significant event. I would like to say thank you to those companies that are going to take part in the fair again and to those that have decided to do that for the first time. This year, the exhibition is going to have a special meaning, as fair marketing may be able to efficiently mitigate the results of the crisis. Many exhibitors at the past fairs saw for themselves the efficiency of this sort of promotion, as they gained new orders for their products. The fair is visited by many prospective clients of Polish foundries: they come both from Poland and abroad, mainly from other EU countries. Also the government officials visiting our fair show interest in the foundry industry, which results in the stronger position of the whole industry and support in case of economic problems that have been more and more visible recently. I look forward to seeing you in Poznań!



In the Centre for Consultancy and Innovative Solutions you will be able not only to apply to take part in the programme, but also to talk to experts having their duty hours at the stand. It is an opportunity to inquire about the principles of receiving subsidies for innovative projects' implementation.



ZOFIA STRYŻ

the manager of the Research for Industry and the Work Safety in Industry exhibitions

We focus on knowledge

The research potential of Polish applied sciences is enormous, but it seems it is still not promoted enough. Organizing the Research for Industry exhibition, we try to facilitate the flow of the ideas from Polish R&D units into the economy. It often takes too much time before these ideas are practically used. At our fair we try to show the possibilities resulting from the cooperation between science and industry; we make an effort to bring the two closer to each other, facilitating meetings, discussions and the exchange of experience. The situation with the Work Safety in Industry is very similar. The EU standards are demanding. Companies are responsible to provide safe working conditions, which means they need to follow the changes in both the OH&S regulations and in the OH&S market. At our fair, we make it easier.

From R&D to industry

The Research for Industry is the greatest exhibition in Poland featuring the potential and products of Polish applied sciences. As an integral part of the largest fair of industry-related technologies in Poland, the exhibition is a platform facilitating meetings between representatives of the R&D sector and the industry. The fact that both expositions are situated in a close vicinity to each other fosters making contacts. The Research for Industry is an untypical exhibition: companies and institutions supporting the process of technology transfer from the R&D sector to industry create a uniform exhibition while stands of R&D units may be found in pavilions of their appropriate sectors. The Polish science exhibition is supported by the Minister of Science and Higher Education. This year the seventh edition of Engineering Forum is going to be held, organized by the Polish Federation of Engineering Associations NOT. The theme of the forum is always close to life – participants discuss the most urgent economic and technological problems. This year's talks are going to touch upon the subject of innovation in the industrial sector as a cure for the economic crisis.

Innovative matchmaking

■ The mission of ITM Poland is promoting modern technologies. In the case of technologies, the most effective method of promotion is organizing conditions in which specialists, representatives of industry and applied sciences can meet face-to-face and talk. Such meetings are the first step to later strict cooperation between the academic world of science and the world of business. Since last year a new project is realized as part of the Research for Industry exhibition – the Centre for Consultancy and Innovative Solutions. The project is a kind of matchmaking, aimed at linking the demand for innovations with the supply of innovations. Entrepreneurs – both ITM Poland exhibitors and visitors – have a chance to voice their problems and needs relat-

ed to innovative solutions. Then, the questions are matched with the profiles of suitable R&D units, state-funded universities and institutes of the Polish Academy of Sciences, which can suggest the innovation that is sought for and become a given company's business partner in the process of the innovation's implementation. Companies can register and submit their applications online, using a website launched two months before the fair, or during the exhibition, at a special stand. The programme is free of charge. Last year, entrepreneurs submitted dozens of inquiries, searching mostly for solutions helping optimise manufacturing processes and related to environment protection technologies.

The focus on work safety

■ The issue of work safety concerns every industrial enterprise, so it must also be present at the largest fair of industry-related technologies. At a special exhibition called Work Safety in Industry, manufacturers and distributors are going to show a range of technical solutions aimed at health protection and improving work safety. The theme of OH&S reoccurs in Poznań every two years, at SAWO International Fair of Work Protection, Fire-Fighting and Rescue Equipment. The SAWO fair is not held this year, so this special exhibition is going to be organized instead. The ITM fair is a great time for this sort of exhibition, because exhibitors of Work Safety in Industry have an opportunity to make valuable contacts with their final customers from many industry branches, and consequently – to gain a really

large number of new customers. The exhibition will be accompanied by workshops and conferences, the topics of which will focus on management and safety at work and appropriate choice of personal protection means. Henk Venheutte, General Secretary of European Safety Federation announced his visit to the fair.



THE 21ST CENTURY RAILWAY *In the nearest years, Polish railway transport will have to undergo modernisation worth several billion zlotys. How to spend the money wisely is going to be the subject of discussions held at the 21st Century Railway Transport in Poland Convention. The convention and the accompanying exhibition of rail vehicles is going to gather local self-governments' officials, state-owned and private rail carriers PKP including, passenger and cargo rolling stock suppliers, suppliers of transport solutions and clients using freight services.*



KNOW-HOW GIVES A COMPETITIVE EDGE, professor Jan Pilarczyk, the manager of the Welding Institute in Gliwice

Welding technology has been a significant part of ITM Poland. Modern materials, tools and welding equipment always constitute the most visible and the most attractive part of the fair exhibition. Innovative solutions and new technologies, on the other hand, just as know-how, are more difficult to showcase in a tangible way.

Therefore, they are going to be presented in the form of lectures and shows at the fifth edition of the Welding Academy. In the times of looming crisis, both the fair and the Welding Academy are going to have a special function. It is difficult to say today how serious the negative consequences of the crisis will be for the Polish economy. It is, however, relatively easy to gain knowledge on how to increase efficiency, reduce expenditures, increase quality and compare one's offer to the offers of other manufacturers. And although acquiring knowledge does not always mean being able to use it in practice, it does give a competitive edge over other companies, because it brings you closer to success.

Meetings of professionals



At the EXPOPOWER fair much emphasis is put on the need for the transfer of modern technologies to the industry. Therefore, all the fair days are filled not only with showcasing the sector's products but also on discussions in the sector's issues and presentations given by specialists.

EXPOPOWER

Industry meetings

■ In the electrical power engineering sector, access to the latest technologies is especially important. It is not only the basic condition of remaining competitive, but – first of all – has an influence on the level of safety, both locally, as it is often crucial for the life and health of electric equipment users, and more globally, as it guarantees the stability of the more and more loaded power systems. EXPOPOWER International Power Industry Fair, which is going to be held in Poznań in May 19-21, 2009, is going to be a perfect opportunity to become familiar with the latest offers in the market of power production, transmission and distribution.

The power sector is not afraid of the crisis. That is the conclusion we can draw from the number of companies willing to take part in EXPOPOWER. So far, it seems that the third edition of the fair will break another record of the number of exhibitors. And there will be leaders among them. The most prominent representatives of the power engineering and electrical engineering sector show interest in taking part in EXPOPOWER, including such companies as: ABB, Apator, BOT, Elektrobudowa, Elektromontaż Poznań, Elektromontaż Lublin, ENEA, Kompania Węglowa, Merazet, Południowy Koncern Energetyczny, PKP Energetyka and Weidmüller.

Conferences and meetings

■ EXPOPOWER 2009 is going to be accompanied by particularly interesting events prepared by Poznań International Fair in cooperation with the industry partners. There are going to be also many promotional presentations and meetings with key clients, organized by particular exhibitors.



MARCIN GORYNIA
the manager of the EXPOPOWER project

The crisis does not affect EXPOPOWER

EXPOPOWER has already consolidated its position in the market of fairs aimed at representatives of the power engineering sector. There are more and more companies which – because of the exposition conditions – choose EXPOPOWER and stop showcasing at other fairs of the industry. Also many companies from the electrical engineering industry have declared that they want to switch to Poznań. Therefore, also this year, despite the omnipresent crisis, we are expecting further rise in the number of exhibitors and a greater offer of products showcased in the exposition space, which is, obviously, crucial for visitors.

AUTOMA



**International Fair of Robotics, Automatics, Control and Measurement Equipment
May 19-21, 2009**

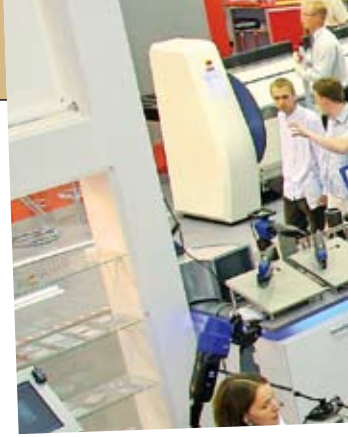
New trade fair in Poznań

Companies belonging to the industrial automatics sector have showcased their products at fairs many times, but they actually did not have their own, individual event until now, when such an event is going to be organized for them in Poznań. The first edition of the fair indeed shows promise. Among the exhibitors there are going to be companies showcasing automatics, robotics, control and measurement equipment, electronics and systems of production process control.

Our fair is a response to the needs of the sector of industrial automatics, and in the course of organizing the fair we took into account numerous opinions of people working in this industry, says Marcin Gorynia, the manager of the AUTOMA fair. The AUTOMA exposition is to take place in a modern hall No. 5 equipped with multimedia and internet connections. Exhibitors are going to have at their disposal large exhibition space with stands equipped with high power electrical connections and compressed air connections. I hope that, thanks to all such facilities, we will be able to see large machines in action.

Visitors of the fair are going to be subject to full registration. It is the best way to guarantee that the fair is going to be attended by people involved in the industry, which is obviously of the greatest importance for all the exhibitors. Therefore, it is worth coming to Poznań. All the companies taking part in the first edition of the fair are going to be presented with the "AUTOMA Founder Certificate" that will entitle them to a special offer during the next edition of the fair.

Business planning for good and bad times



Business cycles are natural phenomena in market economies. But are we ready to face the economic downturn, having functioned in the market economy reality for only 20 years? **Are there any universal solutions in crisis management?** We asked the entrepreneurs of different industries in the Polish market about how to successfully steer a company not only in good but also in bad times.



Use the crisis to your advantage

ANDRZEJ JANISZEWSKI,
the president of
TRUMPF POLSKA

Many companies did not foresee such turbulent times in their plans for the nearest future made just a year ago...

It is true that nobody has foreseen the problems of this size – neither have we nor other companies from our group, including our stem firm. The whole economy was unprepared for that. This is a sudden situation, especially difficult due to its global character. It is hard to find one part of the world that have not been affected by the crisis and focus on it in building a business strategy. Nevertheless, much as it may sound paradoxical, Poland and Polish companies can use this crisis to their advantage. The crisis is like a new deal in a card game and the new deal means for us an opportunity to catch up with Western Europe, reaching their level of technological advancement and their standards of living.

So far the only result is that “cost cutting” has become a new buzzword.

Cost cutting is a good strategy as long as the right costs are cut. You should definitely make no savings on the quality of what you offer to your clients or the quality of customer service. In my opinion, the weakness of Polish companies is organization, which decreases their productivity and increases expenses. The change in organization may generate the much desired savings. I am sure that many companies will use such solutions, which will bring them long-term benefits.

Experience shows that economic downturns must be taken into account in long-term plans. Is TRUMPF Polska resorting to such previously prepared crisis solutions now?

Economic downturns constitute a part of free market economy, it is always a sinusoidal curve and in the case of our industry – a very regular one: about four years of prosperity and then two years of downturn. We are prepared for the latter thanks to the system of flexible working hours we have in our company. There is the so-called base of overtime hours gathered in the period of intensified production and received, in the form of overtime compensation or days off, when the production must be limited. The Polish labour law should keep up with the needs for such flexible solutions, which make it possible to adjust the working hours of the staff to the demand for given products. Companies with renowned brands that guarantee quality are also better off in the times of economic downturn. Large investments in crisis, and these are always large investments in the case of our machines, are never spontaneous or rapid – they are choices that are to guarantee increased efficiency. It is a simple, financial calculation.

Did Polish industry have such emergency solutions? Were we prepared for the crisis?

The strength of Polish entrepreneurs is experience – running a business in the crisis 1980s, in the conditions of the lack of economic freedom, was a real challenge. What we learned in those days is nowadays priceless and managers who started gaining experience in those times today manage large companies. Free economy offers incomparably better conditions to run a business, so I hope it will not be that bad.

What enterprises will do well in the times of crisis? From your experience: does it help if a company belongs to a strong international group?

Frankly speaking, companies that do best are those whose employees identify strongly with

them. This makes it possible to reach agreements concerning flexible forms of work and flexible working hours, which I have already mentioned. In the times of economic downturn, flexibility is one of the keys to success.

Companies offering advanced technologies increase their revenues in periods of economic recovery, but it is the period of crisis that gives them an opportunity to increase their market shares. Factory units do not invest in more difficult times unless the investment guarantees that they will be able to reduce costs. If they invest at all, they choose high-tech solutions. Internationality of a company may also be helpful, if only because it makes it possible to analyse the situation of sister companies in different countries and to make comparisons as far as the efficiency of particular tested solutions is concerned, before you resort to the solutions yourself.

So it is possible to find a way out of the crisis drama.

As for the situation in Poland, I am still rather optimistic. The crisis appeared in the period when we have at our disposal a truly significant amount of resources from the EU investment funds. Additionally, there are financial resources for the organization of Euro 2012. Even if the resources are reduced to some extent, the preparation to Euro 2012 will still involve serious investments and they will have to be made. For industries related to construction, this means a significant impulse to development. TRUMPF Polska has a ready action plan. We offer machines of the highest world standard, able to dramatically increase production efficiency, which is exactly what our clients will need if they want to get ready for fierce competition in terms of prices. We showcased the new machines at last year's fair in Hannover; in June we are going to present them in Poznań. ■



It is time to choose innovation

JANUSZ KOMURKIEWICZ,
the chief marketing
manager in FAKRO

In the last several years, the Polish construction sector went through periods of prosperity and stagnation. Now, it has been forced to experience the world crisis. Was it possible to notice the signs of the crisis and prepare plans for this stagnation period? Is it at all possible to prepare for any crisis?

Over the last years, the construction industry got used to having a boom period. Now it is experiencing stagnation. It is true that we feel the crisis, but the situation varies along with different markets. FAKRO is a Polish global company – we are the second manufacturer of roof windows in the world. We sell windows in as many as forty countries. If a company has diversified distribution channels, sells in different markets – then it is possible to compensate the drop in sales in one market with an increase in another. In Ukraine, for example, the stagnation in the construction industry is complete, but we have the counterbalance in the form of the German, Romanian and Bulgarian markets, where our sales increase. In the case of a global company, the fact that it is present in many markets may protect the exporter from experiencing a general decrease in sales. As for the question about crisis preparation:

the example of currency options, which were to protect companies from currency risks, shows that we should be very careful at making decisions and try hard to foresee all the possible consequences. We should be able to use every opportunity – in the case of exporters such an opportunity is the beneficial exchange rate of the euro, thanks to which they can generate resources for the development of sales techniques and marketing actions.

Building companies can benefit from domestic infrastructure investments, supported with the EU funds. Where do you see opportunities for your company?

Brussels earmarked 19 billion euros for the development of the road, railway and air infrastructure in Poland, including airports. This is where many building companies see their chances to cope with the economic crisis. And you need to remember that road and air investments will fuel others, e.g., investments in the hotel and catering industry, so it is a great chance for constructing companies indeed. In my opinion, in the times of crisis you should first of all avoid making hasty decisions. The times of economic downturn will finally end, so it is best to use it to introduce changes.

The times of prosperity are the times of investing in new technologies, in marketing campaigns. The period of downturn is associated with tightening the belt. What have you learned about it from years of – also international – experience of your company?

Despite the stagnation, we are not planning to give up investments in production and marketing. In FAKRO we think that the cure for crisis is innovativeness – at many levels of the company's activity. Firstly, innovativeness in production and technologies makes it possible to adjust products to the needs of clients (and the needs are different in this difficult time). In this case, innovation involves a lot of financial resources. If a company cannot afford this sort of modernization, it should concentrate on improving organizational processes, which translates to better efficiency and optimal production expenses. A company can be innovative in terms of its sales techniques or the organization of promotional activities. This can be done by any company, even a local one. In the times of crisis, innovation seems the best possible choice.

The last edition of the BUDMA fair showed that companies are still willing to invest in marketing, even in more difficult times.

This year we showcased at the BUDMA fair for the eighteenth time. Our stand was one of the biggest attractions of the exposition. There were crowds of visitors, who wanted to learn about five new products of our company. FAKRO takes part in more than 20 fair events a year, all over the world, and we are not planning to change that. It is true that showcasing at fairs requires a lot of financial resources, but it gives an opportunity to present your products to thousands of new clients and to conquer new markets, so it definitely pays off. ■



Victory lies in investments...

PIOTR ZIELIŃSKI,
the owner of GIFT
STAR and Pro-USB

One of the marketing principles is that you should not give up marketing activities in the times of economic downturn, but change the marketing strategy instead. The sin of omission may have painful consequences. From the perspective of your experience in running a company, does this rule really work?

Marketing activities are advisable in the times of both prosperity and economic downturn. Giving up promotional activities may be, in a longer perspective, an act of suicide. Sales must be supported with promotion. Cutting down on advertising always leads to a drop in sales. There may always be a competitive company that right in the time of economic downturn will spend its savings on advertising, gain an edge over other companies and become the key player in the market.

As for our strategy, GIFT STAR is exactly this kind of competitive company. Now, we focus and spend our resources on fair events, press advertising and enhanced PR activities. In addition to that, we enlarge the service staff through employing new people in our sales department. We also want to invest in new, modern machines. It is obvious that the times of prosperity will finally come back and then companies that invest will benefit from their decisions. ■



CONSTRUCTION FAIRS excellent in every inch

The International Construction Fair BUDMA 2009 took place in Poznań from January 20 to 23. Held under the theme "inspired by nature", the fair promoted environment-friendly solutions. The organizers consider this year's edition a success.

We are satisfied with the results of the BUDMA fair and with the Sports Construction Centre and the Fair of Machines and Components for Window, Door, Gate and Facade Production WinDoor-tech that were held at the same time, said construction fair manager Danuta Kubasik. Both exhibitors and visitors turned up in large numbers.

This year in Poznań, in the exhibition space of 41,000 m², nearly 1350 companies from 35 countries showcased their products and services, bringing evidence to the internationality of the event. The exhibition was attended by almost 65,000 visitors from Poland and abroad. These statistics match the last year's ones.

For various sectors

The International Construction Fair BUDMA is a presentation of companies addressing their offer to contractors, developers, individual and institutional investors interested in realising construction projects from the design to the closed-in building stage. Judging from the quality and variety of companies and brands present at the fair, this year's market offer looks very promising.

The exhibitors showcased their new products in several thematic exhibitions: Walls and Facades, Windows, Doors and Gates, Roofs, Wood in Construction, Stone in Construction, Roads and Pavements, IT for Construction. For us, the Poznań fair is one of the most important events in Central Europe, claims Sławomir Gawlik from FAKRO Sp. z o.o. As the vice leader in the world window market, we take part in many industry events all over the world, but the premier show of our newest products always takes place in Poznań. Thanks to the prestige of the fair and the professionalism and commitment of the MTP workers, this event stands out from the rest with its very high organizational standards. In my opinion, BUDMA 2009 was a very successful and effective event with respect to the number of visitors, the exchanged information and the won contracts, both domestic and international. Our newest product, awarded with the MTP Gold Medal, was among the best products at the fair, which we are currently using in our marketing activities.

Construction for the environment

This year, the visitors were especially interested in those from among the presented solutions that make it possible to construct ecologically and economically. Therefore, the Village of Wooden Houses organized at the fair was really flooded with visitors. One of the showcased houses, the passive house, was presented as an example of a new trend in individual construction, which

makes it possible to reduce significantly the operating costs of housing constructions. The fair presentation of Natura 2009, where the exhibitors promoted practical solutions allowing for more environment-friendly construction, complemented the knowledge of visitors on modern construction materials.

WinDoor-tech

The first edition of the Fair of Machines and Components for Window, Door, Gate and Facade Production WinDoor-tech was received very positively by both exhibitors and visitors interested in its offer. A clear-cut separation of the exhibition space of about 6,500 m², where 130 exhibitors from 29 countries showcased their products, made it easier for the interested to learn about the latest efficient technologies used in the production of door and window joinery. The offer of manufacturers and distributors of machines and components for this sector included solutions allowing to optimize the production and improve the quality of the

TRADE FAIR REPORTS

www.epla.pl



Successful debut of the new sector

EPLA INTERNATIONAL FAIR
OF PLASTICS AND RUBBER PROCESSING

This year, plastic and rubber, omnipresent in both industry and everyday life, appeared also in the Poznań International Fair calendar, as a separate event. This was due to the dynamic development of the sector, its demand for more and more innovative technological solutions and the pace at which such solutions occur. Enterprises related to plastic processing needed a space in which to make business contacts, exchange knowledge and experience. This year, they found

it at the EPLA fair. The fair concept and programme were created by MTP, in close cooperation with partners from the industry. Apart from seeing products showcased by exhibitors and having business conversations at the stands, visitors were also able to take part in seminars and conferences, including, for instance: the seminar on colour measuring systems, organized by the Kamado company, and the conference on the



NEARLY 60 COMPANIES FROM BOTH POLAND AND ABROAD showcased their offers at the EPLA fair. Many of them have already declared that they would take part in the next year's edition. The EPLA exhibitors repeatedly emphasized the professionalism of the audience and the number of business contacts they were able to make.

The next EPLA fair edition is to be held next year, from February 1st to 4th, 2010.



Fair for greenery fans

More and more people want their smaller and bigger gardens or even small pieces of greenery to look like real works of art. Right before the start of the season, they and other horticulture fans were able to compare various offers of products and services prepared for them by exhibitors at the GARDENIA Garden Fair.

The fair lasted three days and during that time the fair expositions and accompanying events were attended by more than 12 thousand visitors, also from abroad, for example from Belarus, the Netherlands, Germany, Sweden, Ukraine and Great Britain. At the exhibition grounds visitors could see a wide offer of products related to ornamental horticulture, including: plant material, tools, devices and horticultural equipment, horticultural chemistry, pieces of garden architecture, furniture, irrigation accessories and decorative elements. Visitors were very much attracted by the stands of garden designers and creators. The greatest interest was obviously evoked by the presentations of products new to the market, which at this year's GARDENIA amounted to nearly 100.

The next edition of GARDENIA will take place in February 26-28, 2010.



finished products. The next edition of WinDoor-tech is to be held in two years, in 2011.

Sports Construction Centre

The fair was attended by a great number of representatives of local self-governments, invited by Poznań International Fair and Polish Sports Infrastructure Club. Local self-governments are the key clients of the companies presenting their offer in the exposition. In three pavilions, more than 100 exhibitors presented modern solutions in the thematically divided space. This year's Sports Construction Centre proved that the sports construction sector is in an excellent condition. *In the case of the Polsport company, taking part in such prestigious fair strengthens the brand awareness of our clients, says Mieczysław Szczygieł, the Sales Director of POLSPORT Bielsko-Biała. It is also an opportunity to present our offer to potential partners. Our stand was attended by a number of foreign clients, who appreciated both the exhibitors' offer and the good organization of the event. Keep up the good work!*

Events in focus

The interesting and very diverse exposition of the Poznań construction fair was accompanied by an interesting programme of conferences and meetings, amounting to over 60 this year. During the Civil Engineering Day, attended by the Undersecretary of State in the Ministry of Infrastructure Olgierd Dziekoński and other representatives of the Ministry of Infrastructure, there were talks concerning the energy assessment of buildings. The turnout of visitors interested in this and similar subjects exceeded the expectations of the organizers. The participants were interested predominantly in the principles of obtaining energy certificates and credits for thermal modernization. *BUDMA fair is not just the exhibition hall. It's also the rich programme of industry events we are happy to participate in, says Adam Galas, the owner of the SALAG company. In addition to that, the measurable result of our participation in the fair is the knowledge we have gained about the market and new products or trends of the construction industry.*

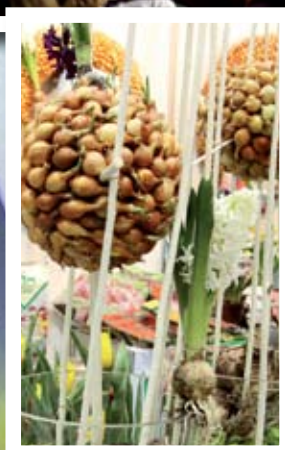
The next edition of BUDMA is going to be held from January 19 to 22 in 2010, under the theme of sustainable construction.



HOUSING ESTATE MANAGERS, gardeners, landscape architects and contractors constituted an unusually numerous group of over 400 people who took part in this year's edition of the "Urban Art of Horticulture" seminar. This time, the subject was greenery in housing estates. The programme of the seminar included: presentations concerning the realisation of greenery projects in Poland and abroad, original plant composition and selection, innovative technologies, solutions for playgrounds. The speakers were scientists renowned in the horticultural profession, practitioners in the field of horticulture and suppliers of technologies.



THE "GREENERY IN THE CITY" COMPETITION for landscape architects has become a customary element of the Poznań fair. This year, the jury of the competition had to choose the best greenery development project of the area near the Stary Browar shopping centre in Poznań. From among nearly 200 projects submitted by designers from Poland, Germany, Ireland and Great Britain, three were awarded. Two other projects were given special recognition.



DURING THE FLORAL SHOWS, colourful and amazingly subtle floral compositions were made in front of the visitors' eyes.

THE POZNAŃ GARDENIA fair has already become famous for its garden compositions made by landscape architects. This year, visitors could see eight original compositions, prepared by architects from OSTO [Polish Association of Garden Creators].



An opportunity to see an 18-wheel production truck of holding Media Group Pegaz was a real draw for visitors.

POZNAŃ MEDIA EXPO Three days in the

There has never been such fair, neither in Poznań nor in the whole Poland, or even in this region of Europe. The first edition of POZNAŃ MEDIA EXPO was held in February. To a wide audience it was an opportunity to see for their own eyes the technical facilities of television. At the same time, professionals were talking about the presented technological novelties and the development of electronic media.

Cameras and screens

The exhibition hall was filled with stands of companies offering mostly specialist recording equipment and equipment for image processing and broadcasting: workstations, studio equipment, antennas, decoders and many more. All this was showcased by holding Media Group Pegaz that used an 18-wheel production truck with all the latest pieces of TV studio equipment inside. Exhibitors showcased also other products, not electronic, but still indispensable in the world of films and television – accessories: from cables, through clapperboards, to director's chairs. The absolute star of this year's fair was the 4k standard. Today, the technology is used pre-



In the cinema of National Chamber of Audiovisual Producers the most visitors were attracted by projections of films in the 3D format.



TRADE FAIR IN THE LENS

www.targijezdzieckie.pl

The real enthusiasts' meeting

HORSE-RIDING EQUIPMENT FAIR

Three February days at the grounds of Poznań International Fair were devoted to the subject of horses. Spacious exhibition halls turned into a riding course, right beside which stands appeared, filled with equipment and accessories for the enthusiasts of equestrianism.

All this took place thanks to the equestrian competition of international importance – the Central European League CSI2*-W 2009 Qualifiers. The competition was accompanied by the Horse-Riding Equipment Fair, which was very successful this year. It was attended by both professionals, such as horse breeders, owners of riding centres and halls, and all those for whom horse-riding is just a leisure activity.

The next edition of Horse-Riding Equipment Fair will take place in December 11-12 this year.



120 RIDERS AND 200 HORSES FROM 18 COUNTRIES took part in the International Equestrian Competition CSI2*-W, lasting from 13 to 15 February. On Sunday, February 15, the Grand Prix Competition of Poznań International Fair was held, the qualifier to the FEI Rolex World Cup Central European League.



world of television



Heads of the most important offices and organizations in the Polish telecommunication market took part in the debate on the future of television.

dominantly for commercial presentations, but also for scientific purposes. In the future, however, it will be definitely used by the film-making industry. In Poland, there is one cinema screening films in the 4k standard and the other one was organised at the Poznań Media Expo fair, at the stand of Poznań Supercomputing and Networking Centre.

In a conference hall

An equally important part of the fair were discussion panels and debates, every day on a different subject. Participants recruited from among representatives of almost all the

significant TV broadcasters in Poland. The first day of the fair was devoted to new technologies, including digitalisation. The second day's discussions concerned the problems of the TV market and oscillated around the market regulators, the monitoring of media, and Internet television. Journalists were the most interested in the discussion concerning the future of the TV market in Poland. Among the participants in the discussion there were the presidents and chairmen of the most important offices and organizations: the Office of Electronic Communications, the National Broadcasting Council, the Polish Chamber

for Electronic Communication and the Polish Chamber of Audiovisual Producers. The third day was devoted to programming. There were debates on advertising and the boundary between factual information and advertising message, multimedia techniques of the future and the consequences of digitalizing media on cinematography. The latter is related to the revolution in the future of cinemas: the photographic film is to be replaced by files transmitted through a broadband link, which is related to a number of advantages, including faster and cheaper distribution.

Next edition: 18-20 February, 2010

This fair has a future



MARIAN POKORSKI
the chief editor of the SATAcademy

Multimedia technology has become part of our everyday life, both private and professional. Still, there are not many popular science magazines devoted to the related issues.

That is why POZNAŃ MEDIA EXPO 2009 was such a significant event. One question from visitors reoccurred over and over again: why so late?, why now and not ten years ago?

The most important aim of the fair was to show new trends and directions of multimedia technology development to the wide audience. This was achieved through meetings and talks with top-notch specialists, and also through showcasing state-of-the-art technological devices. There is a need for such events in Poland and Poznań International Fair proved that it is able to organise them.

I am quite positive that in a couple of years POZNAŃ MEDIA EXPO will be the number one place for the whole Eastern Europe for international meetings of managers, specialists of the industry and a wide audience.



VISITORS THINKING OF TAKING UP horse-riding were able to become familiar with riding centres, offering horse-riding classes and various forms of horse-riding leisure activities. Among the exhibitors were also unions of horse breeders and organizations promoting therapeutic horse-riding as a special rehabilitation method.



EXHIBITORS PRESENTED not only horse-riding equipment, but also stable equipment, blacksmith products, grooming equipment, wagonettes and carriages, and even magazines (at the stands of the industry publishers).

TRADE FAIR REPORTS

www.lto.mtp.pl



MTP's first time in Lublin

LUBLIN PACKAGING FAIR

More than 35 companies showcased their commercial offers from March 11 to 12 in the exhibition hall of International Lublin Fair during the Lublin Packaging Fair.

The fair was initiated and organized by Poznań International Fair. *We did our best to make the fair not only an occasion to present new offers, but also a forum of exchange of market information. That is why the fair was accompanied by so many seminars and conferences, says Janusz Mazurczak, the manager of the Lublin Packaging Fair project. And although the idea of organizing the Lublin Packaging Fair appeared only less than a year ago, we can already say that the initiative of presenting packaging offer in this region of Poland proved to be right. One of the advantages of this region is the proximity of our Eastern neighbours – Ukraine and Belarus.*



POLISH CHAMBER OF PACKAGING presented seminars and conferences on the latest tendencies and problems packaging companies encounter in their everyday activities.



The concept of organizing the fashion fair in the form of contracting exhibitions was bang on, which is proved by the NEXT SEASON exhibition that grows each year.



The TEX-STYLE fair attracted visitors with the possibility to take part in the seminars held by merchandising guru Wolfgang Gruschwitz (in the photo) - a specialist in the area of arranging and designing retail interiors and visual communication of brands. What footwear is going to be fashionable, and what stands behind the success of certain collections - this was the subject of the workshops held at the BTS fair by Italian stylist and footwear designer Lucio Righetto.

Business in good style

The newest ready-to-wear collections on the catwalk, orders at contracting exhibition stands, seminars for sales specialists – it is all behind us now. What we will see in shops in autumn and winter will tell us all about the decisions concerning goods that were made at the beginning of March in Poznań.

The March edition of the fashion fairs in Poznań involved three contracting exhibitions – NEXT SEASON, BODY STYLE and SPECIAL DAYS, the TEX-STYLE fabric and accessories fair and the BTS footwear and leather fair – for the first time under the new name, in the new form and on new dates. This was a really successful fair edition – all the events together were attended by more than 7 thousand professionals. At the stands and during the trade shows at the contracting exhibitions, 4200 traders saw the model products of more than 350 European brands. Most of the visitors came from Poland, but there were also many traders from Germany,

Lithuania, the Czech Republic and Sweden, and traders from Belarus, France, Greece, Netherlands, Latvia, Ukraine, Italy and Great Britain contracted at the fair as well.

BTS – a debut in a brand new form

The new dates of the footwear and leather industry fair were a result of the coordination of the schedule of footwear and leather industry events in the whole Europe. Thanks to the change of dates, producers, importers and traders no longer have to choose between the Poznań fair and similar events in other European cities. This year's BTS fair gained not only the new dates and the new name, but also a clearer

arrangement. The fair was divided into two thematic venues: Trend, where footwear and leather clothes and accessories were presented and Tech, which focused on footwear and purse-making components and accessories, as well as machines and technologies for the industry. Nearly 200 brands offered by exhibitors from 15 countries were presented during the fair.

Seminars – for stylists and traders

Can a shop become a wellness oasis? Of course it can. All you need is visual merchandising tools – the right lights, colours and smells as convinced the greatest star of the merchandising workshops during the spring TEX-STYLE fair, Wolfgang Gruschwitz, who worked for such famous brands as Massimo Dutti, Zara, Adidas, Högl Shoe, Burberry.

The lectures of Lucio Righetto regarding footwear trends in the next seasons were the most attractive part of the BTS fair programme. Traders could find out what makes footwear fashionable, and what stands behind the success of certain collections. Lucio Righetto cooperates with such footwear groups as Clarcks, Bata, Merell, Stonefly, Dr



The Future project gives young designers a chance to enter the professional fashion world. The Poznań fashion fair is the place where designer Ewa Minge debuted.



www.next-season.mtp.pl
www.shoes.mtp.pl
www.fashion.mtp.pl
www.bodystyle.mtp.pl

What's new?

The trained eyes of experienced traders looked out for new trends at the everyday shows on the catwalk. As always, they could also count on hints from experts during the seminar meetings.



Scholl, Wolverine, But-S. This year's workshops were his second consecutive workshops at the Poznań fair.

Young fashion: FUTURE

They have only just started their professional career path in the fashion world and surprise others with fresh ideas about form and function – young, debut designers. Each spring edition of TEX-STYLE fair they have a space organized just for them by the initiative of designer Ilona Kanclerz. The space, called Future, is there for them to show their designs to the wide public at their own stands or on the catwalk. It is their big chance to establish contacts with the producers of clothes that come to the fair. This year's Future edition was the tenth one and 20 designers participated in it.

For the best

The best products were honored with MTP Gold Medals. Also the winners of the second edition of the Fashion Website Awards were awarded for the best website in the fashion industry. The best companies in the industry received awards also in the Golden Heel competition.

www.edukacja.mtp.pl • www.targiksiazki.pl



Education and fun

During the Education Fair, the School Equipment Exhibition and the Poznań Trade Fair Meetings – Books for Children and Young People, the premises of Poznań International Fair were indeed flooded with students, preschoolers, teachers and parents.

Visitors were attracted by a wide range of exhibitors: schools of all levels and profiles, colleges and educational institutions – all presenting new, interesting education offers. Visitors were able to see modern school furniture and educational aids, such as models of human body, colourful charts, boards and comfortable school desks.



THE POZNAŃ TRADE FAIR MEETINGS – BOOKS FOR CHILDREN AND YOUNG PEOPLE

were a great festival for the youngest book-worms, but also for pedagogues and illustration fans. Children took part in different activities organized for them, watched shows and films, and were generally plunged in the world of books and authors. Young readers came to the fair in order to meet the authors of their favourite books. Teachers were attracted by workshops and conferences.



THE TOWN OF TECHNOLOGY ORGANIZED FOR CHILDREN

was an idea aimed at evoking interest in science and technology among the youth. The organizers followed the words of Confucius: "Tell me and I'll forget, show me and I may remember, involve me and I'll understand," and additionally – provided some great fun for visitors. There were workshops on constructing and programming robots, experimental chemistry and construction of air-cushion vehicles.



MTP helps to develop Polish export

In the nearest months several major events of the constructing industry are going to be held in Russia, Ukraine, Belarus and Kazakhstan. Poznań International Fair is going to prepare Polish exhibitors to take part in the events.

The list of events includes: Southern Architecture and Construction Forum in Krasnodar, Kiev Build, Construction and Architecture in Kiev and Construct Expo Antreprenor, Utilaje and Ambient in Bucharest, Stroytech in Plovdiv and Kaz-Build in Kazakhstan. The aforementioned events are obviously only several examples of a great number of various fairs taking place abroad – events in which Polish companies can participate, commissioning Poznań International Fair to organize their exhibitions. Poznań International Fair offers the organisation of exhibition events for several industries: agriculture, food industry, packaging industry, installation industry, environment protection, ecology, fashion and design, technical and technological industries and security.

Taking part in foreign fairs, Polish companies have an opportunity to directly showcase their products and services in Eastern markets. Such a business trip makes it possible to see what the situation in a given market looks like and what are the conditions of cooperation. But most of all, it is a chance to gain new, reliable contractors. Expanding business activities beyond the boundaries of the domestic market is nowadays a necessity, says FILIP BITTNER, the manager of the trade fairs abroad project. Companies that diversify their outlet markets are much less dependent on business fluctuations. This is confirmed by the experience of many Polish enterprises, including such that used our services to enter the foreign, Eastern markets.

Poznań International Fair is a reliable partner, helping Polish companies to gain European export development funds. Poznań International Fair have been trusted for years among Polish companies and are synonymous with the highest quality of trade fair services. We offer holistic support: from making and filing applications to the full realisation of the exhibition project abroad.

www.zagranica.mtp.pl

DREMA UKRAINA & FURN'EQUIP 2009

The first International Fair of Machinery for Furniture and Wood Processing Industries DREMA UKRAINA & FURN'EQUIP 2009 was held in Kiev, Ukraine, in the Kiev Expo Plaza from February 24 to 27. The event took place simultaneously with the Fair of Components for Furniture Production MTKT.

During the fair, in the exhibition space of about 4 000 m², over 150 companies interested in establishing contacts with representatives of wood processing and furniture manufacturing companies presented their offer. The event was visited by more than 11,000 professionals from Austria, Germany, Poland, Sweden, Italy, Ukraine and other Eastern European countries. The greatest interest was aroused by new machines and components for furniture production.

The organization of DREMA UKRAINA & FURN'EQUIP 2009 was based on a triangle: Experts – Product – Communication. The experts attention was directed mainly at exhibitors' offer, especially at the most innovative solutions. The fair offer included machines and equipment for wood processing industry and components for the production of furniture of a modern design, based on materials in line with current trends.

Visitors coming to DREMA UKRAINA & FURN'EQUIP 2009 varied in many respects. Apart from the owners and the management of enterprises, experts from the furniture sector and workers responsible for machines and production equipment, there were people in-



The next edition of DREMA UKRAINA & FURN'EQUIP will be held as soon as in 2010!

Organisers: Poznań International Fair Ltd. and International Contract Fair, JSC in Kiev.

terested in the organization of the furniture production process and investors and developers, who had also been invited by the fair organizers. During DREMA UKRAINA & FURN'EQUIP 2009, visitors were able to see innovative products providing inspiration and knowledge on the latest technological solutions. Among the proposals submitted by the exhibitors to receive Innovation 2009 signs, there were, for instance: RAUMPLUS sliding door aluminium systems supplied by Ukrainian ANTA, MDF boards with artificial leather cover by HO-MAX and Aristo shelf systems.



MTP Gold Medal

The MTP Gold Medal is the oldest fair award in Poland. It has become synonymous with the highest quality of products and the highest class of technologies. The MTP Gold Medal means prestige and is a source of pride. Moreover, the experience of laureates shows that the MTP Gold Medal translates to an increase in sales, as the sale of awarded products rises up to even 40 per cent.

Here is the list of the MTP Gold Medal laureates awarded in the first quarter of 2009:

- **BUDMA:** roof window with a high swing axis, featuring a fixed bottom light, FAKRO Sp. z o.o., Nowy Sącz • ArcADIA - TERMO PRO Arcadiasoft, Chudzik sp.j., Łódź • AGAFIL ready-made bathrooms, PPHU AGAFIL, Chojnice • RUUKKI hall construction system, RUUKKI POLSKA Sp. z o.o., Żyrardów • split-face block fencing systems, DREW BET S.J., Zbrojewsko • AMBERTERM PCV window, Plastico Sp. z o.o., Kołobrzeg • Porotherm 44Si Nowy Wienerberger, Ceramika Budowlana Sp. z o.o., Warsaw • CCM 3200 concrete plant, BART Import Poland Bartłomiej Skąpski, Szamotuły • TERMIX-P5 perlite-based thermal floor levelling compound, PPHU FORMAT s.c. Paweł Forusiński, Tomasz Major, Bełchatów
- FENKO hybrid outflow cup, UNIWERSAL Sp. z o.o., Katowice • HALA ZET frame hall construction, BALEX METAL Sp. z o.o., Bolszewo • KOBİ cost calculation software for construction projects, ATHENASOFT Sp. z o.o., Warsaw • DELUX furniture boards, PRESTIGE SA, Poznań
- **Sports Construction Centre:** GREEN SAUNA energy-efficient sauna, KLAFS Sp. z o.o., Miłosław • HUCK catch-ball fencing system with MAHULAN netting and aluminium posts, HUCK POLSKA Sp. z o.o., Wrocław
- **TEX-STYLE:** MARLENA women's jacket, PPHU Kreacja Maria Kosz, Mosina
- **NEXT SEASON Contracting Exhibition:** women's coat 9504/0, Zakłady Przemysłu



THE SIXTH EDITION

The best Poznań entrepreneurs



The laureates awarded during a ceremony held in December in the Poznań District Governor's Office: HANNA STYLE Hanna Nowak i Sławomir Nowak sc, SPUTNIK SOFTWARE sp. z o.o. from Poznań, ITTI sp. z o.o. from Poznań (the small business category), PROMAG SA, NIEDŹWIEDŹ LOCK Renata Niedźwiedz i Zygmunt Niedźwiedz SJ – sheltered workshop, CENTRUM JĘZYKOWE IDEA sp. z o.o. (the medium business category). Special recognition was given to: R&C UNION SA (the small business category), ONE 2 ONE SA, TECHNIKA SPAWALNICZA sp. z o.o. (the medium business category). The Certificates of the Poznań Academic Entrepreneurship Leader were given to: BEER FINGERS Bartosz Głodowski and ZNAJDZPREZENT.PL Aleksandra Irla i Rafał Irla sc.

To become the laureates of the Poznań Entrepreneurship Leader competition, small, medium and micro businesses must be successful in the market, people- and environment-friendly and able to present interesting, innovative offers. They must also use innovations and modern methods of work organization and be reliable in their business activities. In December new companies won the sixth edition of the competition.

The first edition was organized in 2003 by the Poznań District Governor, the Poznań President and the Wielkopolska Economic Regional Council. The competition's aim is to select and promote the best Poznań entrepreneurs of the SME sector, whose activities and successes make them potential role models for others to look up to. The most important goal, however, is to help young, noteworthy entrepreneurs in gaining stable position in the market by giving them opportunities to present their offer to a wide range of partners and potential clients. The idea

of the competition is very close to the mission of Poznań International Fair, which participate in the organization of the competition from the very beginning.

Research conducted in the whole Poland showed that one of the most important barriers hindering the development of small, medium and micro businesses is the lack of efficient promotion. In the competition, among other rewards, companies can win an opportunity to participate in fairs, exhibitions and commercial missions, which are aimed at establishing and developing business relations.

The opportunity is co-financed by MTP. The laureates receive also a promotional campaign on the WTK TV.

So far, 48 businesses were awarded in all the previous editions. 87 candidates applied to take part in the last, sixth edition; among them – for the second time – academic businesses active in the Poznań agglomeration. 20 of them qualified to the second round. Each of them was audited by an independent consulting company, F5 Konsulting, acting as the contents partner in the competition. The evaluation criteria, apart from the analysis of the company's financial standing, were the following: the quality of the offered products or services, the quality assurance system, the value of the investments, the employment dynamics and the opinions of contractors and business partners.

Odzieżowego WARMIA, Kętrzyn • two occasional suits, JOYVI Zbigniew Szymak, Tuszyn • jacket and dress from the SENSO collection, KASTOR SA, Łask • two models of women's jacket finished with a characteristic ladder stitch, RENE ŁÓDŹ Renata Urban, Łódź • sheepskin coat (090 symbol), GOŁDA Marek Gołda, Bielsko Biała • BONITA women's coat, LAYLA FASHION Sp. z o.o., Łódź • ALBERTO men's sweater, PPHU COSMA Renata Kosmęda, Wieluń • women's suit with decorative detail, Zakłady Dzwierskie MEWA SA, Biłgoraj • ANTONIO men's trousers, GRASO MODA Sp. z o.o., Poznań

■ **BTS Fair of Shoes, Leather and Leather Goods:** women's boots, model 206, CARSONA Małgorzata Brzozowska, Warsaw • men's shoes, model 2105, PPH TRIO – SKORPION E.A. Mielewicz, Słupsk • men's occasional footwear, model 5600, Zakład Produkcji Obuwia FABER Krzysztof Faber, Zebrzydowice • IZA modern bag, Zespół Szkół Zawodowych im. J. Kilińskiego, Radom • ARMANDO men's leather jacket, PERFECT LEATHER Wyrób i Sprzedaż Odzieży Skórzanej Marcin Mąkosa, Radom • CANNAWARO bovine leather, Garbarnia Kazimierz Dusiński, Marki,

submitted by: Przedsiębiorstwo Skórzane K.K. Gołębiewscy, Marki • women's footwear, model 652, ŁUKBUT Sp. z o.o., Łuków • DOMINIKA women's shoe model, Technical University of Radom, Faculty of Materials Science, Technology and Design, Radom, submitted by: Chair of Footwear and Clothing Design student Wojciech Grudziński, Radom • WALERY men's shoe model, Technical University of Radom, Faculty of Materials Science, Technology and Design, Radom, submitted by: Chair of Footwear and Clothing Design, student Paulina Krawczyk

■ **GARDENIA:** rambling magnolias, ZYMON Szkoła Krzewów Ozdobnych, Tłokinia Wielka • AMBER GLOW Northern Whitecedar, ZYMON Szkoła Krzewów Ozdobnych, Tłokinia Wielka • Platanus x acerifolia Alpen's Globe, Szkoła Drzew i Krzewów Ozdobnych NOWACKI, Piotrków Kujawski • Flower box constructions – flower towers (model H1100), TERRA Bogusław Albinowski, Gubin • set of garden decorations, Fabryka Wikliny Babiarz Zygmunt, Cieśle • SMARTLINE SL 600 controller SLW10 weather station, WEATHERMATIC, USA, submitted by: DRAGO Tomasz Więcek i Wspólnicy Sp.J., Gdańsk

Acanthus Aureus

Jury of Acanthus Aureus Competition rewards stands that consistently reflect the company's marketing strategy. In the first quarter of 2009 the awards went to:

- **BUDMA:** RECTOR Polska Sp. z o.o., Chrzanów • PEKABEX BET Sp. z o.o., Poznań • PADILLA POLSKA Sp. z o.o., Poznań • MAPEI POLSKA, Warsaw • PRESTIGE S.A., Poznań • GERDA Sp. z o.o., Warsaw • P.P.H. BAMAR – POL S. J. D. Błacha, Jełowa • TITAN EKO Sp. z o.o., Rokietnica • Zakłady Tworzyw Sztucznych Gamrat S.A., Jasło • Z.P.H.U. WA- BIS Waldemar Wata, Szczekociny • RUKKI POLSKA Sp. z o.o., Żyrardów • TRASKO – STAL Sp. z o.o., Ostrów Wlk.
- **Sports Construction Centre:** BERNDORF BADERBAU Sp. z o.o., Jaworze • ZIELONA ARCHITEKTURA, Warsaw • KLAFS Sp. z o.o., Miłosław • Przedsiębiorstwo Techniczno Budowlane Nickel Sp. z o.o., Suchy Las • TRIAS S.A., Warsaw
- **WinDoor-tech:** Centrum Dystrybucji Akcesoriów Sp. z o.o., Wrocław • GAMET S.A., Toruń • HAFELE POLSKA Sp. z o.o., Długoleśka
- **BTS Fair of Shoes, Leather and Leather Goods:** MENBUR Polska Sp. z o.o. • MB Market Ltd Sp. z o.o.
- **GARDENIA:** Garte S.C. • Fabryka Wikliny Babiarz Zygmunt



Poland hosted the **UN CLIMATE CHANGE CONFERENCE** for the first time. What is important, it was also the first UN summit in our country.

More than 1500 people took part in the **FIRST COP 14 PLENARY SESSION**. Speeches were held by high-level state officials. In the photo: Lech Kaczyński, President of the Republic of Poland.



COP 14: WORLD CLIMATE IN POZNAŃ CONGRESS CENTRE

It was a great chal

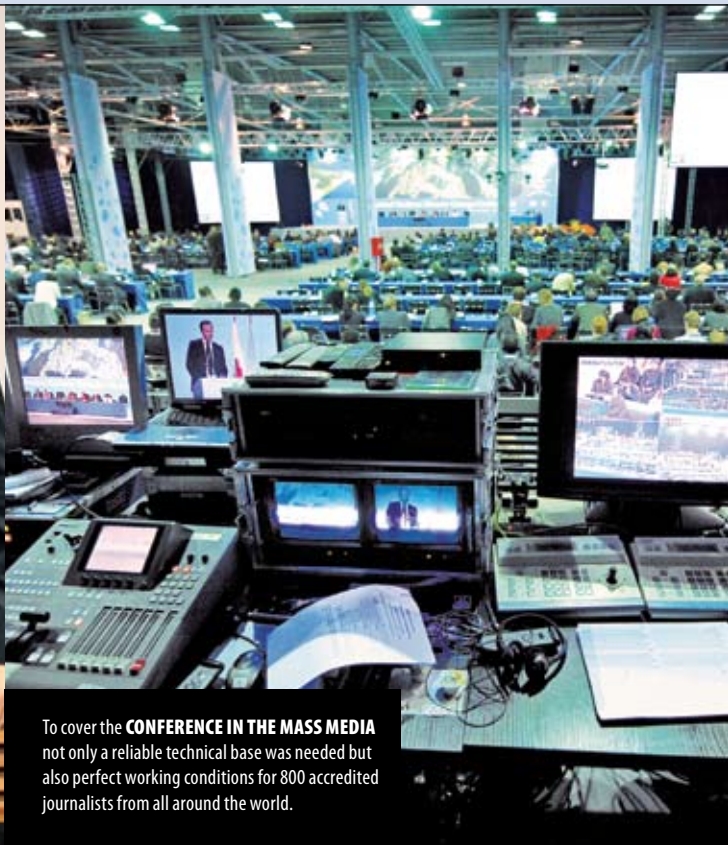
The best recommendation can indisputably be given by the organizers – Secretariat of the UN Convention on Climate Change – and the summit attendees themselves. The infrastructure, the organization of the conference and especially the provided security were praised. The achievement of the host of COP14 was highly appreciated by foreign journalists. As a result of the excellent organization the Climate Conference was proclaimed the most spectacular success of the Wielkopolska region in the year 2008 by the readers of Gazeta Wyborcza Poznań. *It was an enormous undertaking and at the same time the biggest political summit hosted in Poland and in this part of Europe. Let the figures speak for themselves, Waldemar Kujawiak, the Head of the MTP logistics department, sums up. First of all, we have to keep in mind that the conference lasted for two weeks and was visited by 10 thousand attendees. We prepared 42 thousand square meters conference space, including 34 rooms – from big ones, for 1400 people, to small ones, with 20 sitting places. Around the extraterritorial zone consisting of the conference area placed under the jurisdiction of the UN, pro-*

tected by a few dozen thousand UN security officers, a nearly 1-km-long fence, built especially for that purpose, was placed. Offices for 300 UNCCC Secretariat employees were erected as well as a press centre for 8000 journalists. We also set up an IT infrastructure enabling 2500 computers to be used at the same times, and an IP network providing undisturbed voice communication for 500 people in real time and mobile working conditions. To connect these networks 150 km of cables and fiber-optic cables were used. In addition, we had to connect 350 pieces of different network equipment. And all this was just a fraction of all our activities... Moreover, the Congress Centre ensured transmission of an international TV and radio signal, conference live broadcasting on a website and a system of multilingual simultaneous interpretations. IT infrastructure preparation was by far one of the biggest challenges for the organizers of this conference and it was positively appraised by UN representatives. The conference attendees were served by 500 people supported by 500 volunteers. The restaurants on the fair grounds were prepared to serve 1300 guests. The host city, Poznań, also managed

the task. Ecological means of transport for the COP 14 participants provided by the authorities of the city of Poznań was a topic frequently covered by the mass media. The conference program was not merely limited to sessions. Apart from plenary sessions and working group meetings, the conference featured the Econcert Sustainable Energy Event, presentations, seminars, happenings and exhibitions. One of the most important events alongside the conference was the exhibition "Technologies for Climate Protection", encompassing solutions from all over the world – 29 countries and six continents. The idea to organize such an exhibition came from the Minister of the Environment, Maciej Nowicki, and evolved into an event unique on the world scale, featuring a whole range of technological solutions helping to protect the Earth's climate, such as hydrogen-fueled engines, energy-saving cars, sustainable isolation materials and many more. The city of Poznań and the MTP Congress Centre meet all the required conditions to host similar events – the Conference organizers from the UN declared. Can there be a better recommendation?



COP 14 created an opportunity for governmental representatives from countries participating in the conference to meet in small groups. In the picture we can see a meeting between the Polish PM, Donald Tusk, and the Danish PM, Anders Fogh Rasmussen.



To cover the **CONFERENCE IN THE MASS MEDIA** not only a reliable technical base was needed but also perfect working conditions for 800 accredited journalists from all around the world.

The hosts of the annual climate change conferences are required to meet very specific UN requirements, but one condition always remains the same, namely space for sessions and service for conference attendees meeting the highest world standards. Therefore the organizational activities in the Congress Centre were initiated a year prior to the actual event. Today we can say, as it is a well-known fact, that the centre met the challenge with flying colors.

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GOOD REASONS TO BE PROUD

Yvo de Boer, Executive Secretary of the UNFCCC

I am very grateful to Minister Nowicki not only for the fact that he chaired the climate summit sessions, but also for the excellent infrastructure. . .

Salva Dallalah, representative from the UNFCCC Secretariat in Bonn

The delegates were very pleased with the professional COP 14 infrastructure provided by the organisers (...). The perfect organization guaranteed excellent working conditions for all participants.

Prof. Maciej Nowicki, the Minister of the Environment

The conference in Poznań is very well organized. In the opinion of the UN this is one of the best conferences from the organizational point of view to date. (...) Poland witnessed a global event. . .

Jerzy Buzek, former Prime Minister, Member of European Parliament

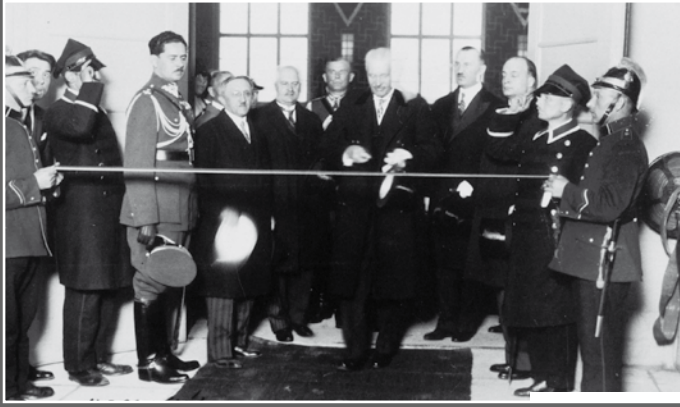
... a splendid organization of the World Convention, and the best in many years, on the grounds of the Poznań International Fair is an indisputable success (...). The best organizational and logistic features present during the Conference are without doubt an achievement of the government, the city of Poznań and the Poznań International Fair.



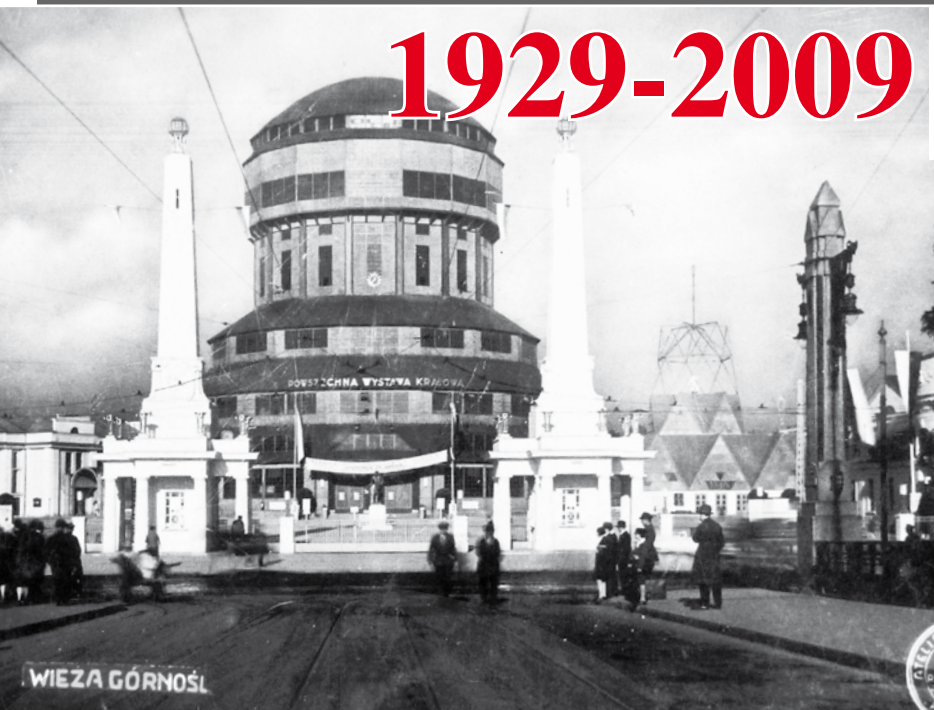
▲ 30 rooms were prepared for the **CLIMATE CHANGE CONFERENCE** for various purposes – plenary sessions, working group sessions, panel discussions. The rooms available in the Congress Centre host over 1000 different events each year, such as congresses, conferences, trainings, business events.

◀ **THE MOST INTERESTING POINTS OF THE “TECHNOLOGIES FOR CLIMATE PROTECTION”** exhibition were inventions typical only of specific regions of the world – the hanging gardens of Bangladesh, the “rainmaker” from Holland that makes it possible to harness water from the atmosphere, or the solar internet café from Gambia, as well as the dance floor which produces electricity or the first city in the world with zero CO₂ emissions producing no waste.

GENERAL DOMESTIC EXHIBITION



1929-2009



80
years

The rise to
international
Poznań