



Construction of the representative complex of the MTP main entrance is being started

MTP keeps investing

■ More exhibition space

■ IT projects – unique in Europe

[II-1]

Science and business need close contacts

■ We are talking with Ewa Mańkiewicz-Cudny, President of the Polish Federation of Engineering Associations – NOT about ITM POLAND fair

[14]

Trade fairs – spring 2010

■ Leaders – novelties – events

[2-15]





New multi-storey hall of the Poznań Congress Centre will be ready in 2014

MTP keeps investing



STANISŁAW BIELAZIK
the MTP Technical Director

Modernisation works on the trade fair grounds are carried out virtually all the time and to a large extent concern the technical infrastructure. This time, however, we are planning really large scale investments.

Thanks to the development of hall 6A, as soon as this year we are going to have a new, modern pavilion with a large exhibition area. The next stage of the works, which will join together pavilions 6A and 5 into one complex, will enlarge the exhibition space even more.

Next summer, the development of the Congress Centre will start. First, a new, multi-storey congress hall will be built. Its architecture will be original and bold, with glass elevation. Inside the hall there will be escalators and panoramic lifts. We are also planning to have a foyer on the ground floor, which will also be used as an exhibition area. Upstairs there will be an amphitheatre. The visualisations are very promising. The modernisation and joining of the particular pavilions of the Congress Centre will produce a single great conference complex able to host as many as 12 thousand participants of various events.

Reconstruction of the main entrance to the trade fair grounds stirs up most emotions. The investment includes remodelling of the former press centre building, which requires the acceptance of the conservation officer. The building was constructed in 1925 on the occasion of the first international and the fifth consecutive Poznań Trade Fair.

Poznań International Fair is the 33rd largest exhibition centre in the world of trade fairs. In Poland, it is the unquestionable leader of the trade fair market.

The Poznań Congress Centre hosts nearly 1900 various events every year. This is the place that last year hosted the international United Nations Climate Change Conference - COP 14 and in December 2009 - the Taizé European Youth Meeting, during which 30 thousand participants gathered at the MTP grounds. MTP must face more and more large scale organisational challenges. Therefore, it is planning large scale investments in its infrastructure. Only this year's budget includes plans of spending 50 mln zlotys on investments in infrastructure.

More exhibition space

The opening ceremony of the BUDMA Fair included the embedding of the foundation act of the hall to be constructed in the place of knocked down pavilion 6B. The new hall will extend the existing hall 6A by more than 3600 square metres, creating a complex of pavilions of the total exhibition area of 11 thousand square metres. And this is not the end. In the future, the new complex will be joined with the largest trade fair hall - pavilion 5 of the area of 14.5 thousand square metres. In this way MTP is going to achieve a structure offering a truly impressive exhibition space: more than 25 thousand square metres. The development of the construction will be completed by the end of August 2010. The contractor is the Hochtief Polska company and the value of the investment is 25 mln zlotys.

More congress infrastructure

Poznań has grown to be one of the largest and most important congress centres in Poland. There is no doubt that this was possible due to the infrastructure and potential of the Poznań Congress Centre. Last year, the centre hosted 1900 congresses and meetings, attended by 475 thousand participants - nearly twice as many as only two years ago. Organi-

sational ambitions of the Poznań Congress Centre are to be satisfied by the developing congress facilities. The nearest plans cover the next two years. Pavilion 8A - one of the so-called four pack complex, which hosted the United Nations conference - will be demolished, as it is considered to be the least functional part of the complex. It will be replaced by a multi-storey congress hall with 2.5 thousand seats. There will be also a three-level car park for 1000 cars. Pavilion 14B will be modernised. The concept of this architectural reconstruction will be prepared by Studio ADS, whose portfolio includes such projects as Stary Browar in Poznań and the passenger terminal at the Ławica Airport. At the same time, construction teams will start the modernisation of pavilion 15, creating new conference halls at levels A and B with the use of mobile walls. According to the plans, the works will end in 2014.

More attractive main entrance

This part of the planned investment is surely the most spectacular one - the total reconstruction and modernisation of the front wall of the trade fair complex. The competition for the best project of this investment has been won by Studio ADS. The representative complex of the main entrance will extend from the present administration building, through the MTP Trade Fair Centre edifice, up to the glass Eastern Entrance. The whole structure will be airy and spacious, but it definitely will not shut off the symbol of MTP - the famous trade fair spire. A screen for multimedia projections will be placed on the facade.

What about the inside? The functional system of the existing buildings will change. The new part will host a representative VIP zone: a reception hall and club space, conveniently joined with the rest of the buildings. The MTP Trade Fair Centre will gain more space. The storeys will provide new office space, separated from the common area with glass walls. The existing lifts will be replaced by a set of panoramic lifts. From the conference hall on the mezzanine of the Eastern



The foundation act for a new hall 6 was embedded during the BUDMA Fair. In the photo, from the left: Andrzej Rybarczyk, Director of Hochtief, Andrzej Byrt, President of MTP, Przemysław Wieczorkiewicz, President of ADS Studio+, Olgierd Dziekoński, Deputy Minister of Infrastructure, Tomasz Kayser, Deputy President of the City of Poznań



Hall visitors will be able to admire the panorama of the city. The corridors of the new representative part of the MTP complex will be open in 2013.

New IT projects – unique in Europe

Last September, MTP welcomed its visitors with newly arranged registration points in the Eastern Hall and the WTC Hall. A new, professional registration system based on reading bar codes was introduced. Bar codes can now be found on all the trade fair admission documents – tickets, invitations, exhibitor's cards, press cards and car entry cards. In order to get inside, you need to scan the bar code in the gate reader.

To reduce the time spent on formalities, trade fair guests can also use the www.mtp24.pl website, started several months ago. On the website, you can fill in and print out in advance a registration questionnaire that will be later needed to buy a ticket at the counter, or – if you want to pay online – buy an electronic ticket.

Apart from that, starting from January, MTP provides participants of trade fair and other events organised on the MTP grounds with Wi-Fi wireless Internet access. It may not be a unique kind of service, but it is worth emphasizing, as at the MTP grounds the service is available for clients on every square metre, it has a large capacity and can serve thousands of users at the same time.

MTP fairs are visited by more than one million people a year. The company annually organises over 70 trade fair events and more than 1900 conferences. These involve a great number of formalised business processes and most of them require IT support, which has already resulted in many implementation projects. Much as MTP clients may not have a direct contact with the implemented systems, the systems do influence the smoothness of service the clients receive.

by Dorota Krawczak



KRZYSZTOF ŚLATAŁA
the MTP IT Director

In MTP, the last 10 years were a period of intensive changes of the management structure and organisation of the company. These changes had to be followed by new IT solutions. We have already implemented many serious projects related to inner business processes. Now our priority is to improve the customer service. In December we completed the implementation of the Central Logistics System (CSL) – the project that has totally changed the manner of customer service and required many additional implementations such as the creation of one of the most modern computer networks in Poland. Let me

just remind you that this network coordinated the largest international conference ever held in Poland – the Climate Change Conference – COP 14. Now, it is used to distribute dozens of ICT services to MTP employees and clients. Our CSL system is unique not only in Poland but also in Europe. It takes into account years of experience of MTP as far as organising mass events is concerned. It gives holistic logistic solutions, providing services to people entering trade fair events, seminars and offices, to those entering by cars and parking, etc. We are able to coordinate events attracting up to 100 thousand people and 5 thousand cars a day. We register the majority of the million of people coming to us every year. As a result, we know exactly who visits our trade fairs, when, for how long and why. We know the scope of interests of our clients and changes that have happened in their professional careers since their last visit. It is all priceless knowledge to the organiser of trade fairs.

In a company like MTP, the key issue is broadly understood security of both people and information. Our CSL system is an essential element of this strategy and works related to security never seem to end.

WHAT'S AHEAD

DREMA, FURNICA Technologies of tomorrow	2
INSTALACJE, KOMINKI, WODOCIĄGI The meeting of three industries	4
SECUREX, SAWO Top security	6
FIT-EXPO Fitness sport and marketing	7
EXPOPOWER, GREENPOWER, AUTOMA Energetic May	8
HOME DECOR, LUMINEXPO Business-focused trade fair	10
ARENA DESIGN, MOODFORM Trade fair design zone	11
ITM POLAND Innovations for business	12
Science and business need a close contact with each other – interview with Ewa Mańkiewicz-Cudny, the President of the Polish Federation of Engineering Associations NOT	14
LEADERS SPEAK OUT	16



TRADE FAIR REPORTS

Construction of tomorrow	18
Valuable contacts	18
The magic of glass	19
Garden from A to Z	20
Novelties before the season	21
Poznań – a furniture capital	22
Interactive and... record-breaking	23
Poznań fashion meetings	24
For the first time so multimedial	26
Only in Poznań	27
Medicine of the new century	28
The legend is back	29



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Technologies of tomorrow

DREMA and FURNICA are the most important, prestigious and awaited events for the wood and furniture industries in Central and Eastern Europe. The DREMA International Trade Fair of Machines and Tools for the Wood and Furniture Industries and the FURNICA International Trade Fair of Components for Furniture Production are going to start on 13th April. We already know that visitors to the events will be able to see more than 100 new products and world premieres.

DREMA • FURNICA

The most important trade fair in the region

DREMA and FURNICA fairs held at the same time create for professionals an opportunity of direct contact with about 800 leading suppliers of technique and technology in the world, presenting their offers in the total exhibition area of nearly 30 000 square metres. The fair exhibitors are going to come from 22 countries: Austria, Belgium, the Czech Republic, China, Denmark, Estonia, France, Spain, the Netherlands, Columbia, Luxemburg, Germany, Poland, Russia, Slovakia, Slovenia, Switzerland, Sweden, Turkey, the USA, Hungary and Italy. The organisers expect DREMA and FURNICA 2010 to be visited by more than 22 000 professionals from Poland and abroad. Attending the Poznań fairs is

a unique opportunity to learn about the capabilities of machines in motion. The complement of the interesting and varied exposition of the trade fair is a rich program of additional industry events and unique exhibition areas.

Live production never seen before

Live Furniture Factory is a special presentation area that joins the interests of visitors to both DREMA and FURNICA.

With the use of state-of-the-art technology and materials, the full-size machine park will produce upholstered furniture, interesting in terms of design. The implementation of this exciting but logistically difficult project will be supervised by the Poznań University of Life Sciences. Live Furniture Factory does not only provide information about technological subtleties, but also in-



> The FURNICA fair features a whole palette of components used for the production of furniture: products of technical interest and design novelties

tegrates the university students and future workers of the furniture industry.

POLWOOD – discussions on the European level

During the nearest edition of the trade fair, the 4th Economic Forum of Polish Wood and Furniture Industry POLWOOD is going to take place, organised together by Inwestor Publishing House and the Poznań International Fair. Gathering the representatives of the leading wood processing companies and industry representatives, the forum will be devoted to the problems of the sawmill and furniture industries, including the subjects of main challenges for the industries and possible ways of development. Another important subject will be the position of the Polish wood and furniture industries in the European



Union. Representatives of the most significant industry organisations from abroad, as well as Polish and foreign industry journalists will be among those invited to take part in the meeting.

DREMA for the sawmill industry

The sawmill industry is a significant part of the wood processing industry and part of the DREMA fair is going to be devoted to events prepared for sawmill industry professionals. Among such events, visitors will find the "Modern Technologies in the Sawmill Industry" seminar, at which representatives of invited companies and their partners from the world of science will present the most interesting solutions making the production processes in small and medium sawmill enterprises more efficient. The organisers are counting on a high turnout on the part of entrepreneurs interested in long-term development of their businesses, basing on economical and safe production methods.

Island of Associations

Nowhere is the professional character of the DREMA fair as visible as at the Island of Associations, created by the leading organisations of the industry. It will be an opportunity to make many interesting contacts and learn more about the industry in global terms.

Competitions and exhibitions

The 2010 edition of the fair is going to be enriched with competitions and exhibitions organised by Inwestor Publishing House, the publisher of "Gazeta Przemysłu Drzewnego" (The Timber Industry Magazine), the "Meblarstwo" monthly, "Drewnotechnik", the drzewny.pl website and MTP. Emotions are guaranteed also at the 9th Polish Championships in Nail Hammering. The "Conjured from Wood" competition, on



HANNA OCHLIK-PAWŁOWSKA

Manager of DREMA and FURNICA

The use of state-of-the-art technologies is for small, medium and big enterprises dealing with wood processing and furniture production a way to achieve a competitive advantage in terms of their operating costs and the quality of finished products. Therefore, professionals looking for the right directions in which to develop their companies include the DREMA fair in their diaries. The international reputation of the trade fair is proved by the recommendation of the EUMABOIS European Federation of Woodworking Machinery Manufacturers.



the other hand, is addressed to students of secondary schools and universities. It promotes professions related to woodworking. Those interested both in wood and philately will be delighted with a rich exhibition of stamps coming from all over the world. The exhibition is going to be held under the slogan "Wood on Post Stamps".

Charm of Detail – Kitchen from inside

"Kitchen from Inside" is the quite tricky title of the nearest edition of the Charm of Detail exhibition addressed first of all to manufacturers of kitchen furniture, studio kitchens and in particular to designers and those responsible for advising at the sales stage. The space was divided into two zones: the exhibition and the knowledge zone.

Poznań – worth visiting

The mutually complementary DREMA and FURNICA fairs belong to the leading world events addressed to professionals of the timber and furniture industries. More than 100 new products and world premieres, as well as interesting conferences and exhibition zones make the place really worth visiting. ■

by Jacek Obarski

> Once again part of the trade fair hall is going to change into Live Furniture Factory, where we will see a full-size machine park making upholstered furniture





Is it worth to compete for the Gold Medal of MTP?

The only answer is YES, as it is the best promotion possible

The Gold Medal of MTP – the most prestigious prize awarded since 1979 to those products exhibited at the fair that are of the highest quality, which are modern, innovative, and made using the highest standard technologies.

■ **PRESTIGE** Gold Medal is the oldest quality award in Poland, appreciated by Polish and foreign companies which use it in creating the image of their products.

■ **EFFICIENCY** Winners of Gold Medals claim the sales of prize-winning products rise by 10-30%.

■ **INDEPENDENCE** The Jury of Gold Medals is composed of recognised authorities in a given industry, practitioners and scientists from the milieu of technical universities, natural science universities, schools of economy, fine arts academies as well as research and science institutions.

■ **COMPETENCE** Gold Medals are awarded in 40 competition categories, according to criteria adapted to the trades of exhibitors at a given fair.

■ **MARKETING SUPPORT** Randomly selected winners are promoted by Radio "Merkury", the most popular radio station in Wielkopolska, and TV Biznes, the first nationwide television channel for entrepreneurs.

Both Polish and foreign companies can compete for the Gold Medal of MTP.

Organisation of the Competition for the Gold Medal of MTP: **BIT BUSINESS-INNOVATIONS-TECHNOLOGIES**

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The meeting of three industries

Companies presenting technological novelties of the broadly defined installation sector are going to occupy the halls of MTP as soon as in April. The traditional meeting of the installation industry – the **INSTALACJE International Trade Fair of Installations and Equipment** – will attract the professionals of the sector, designers of installations in industrial and residential buildings, as well as investors, architects and contractors. This year the exposition is going to be even more interesting due to the company of other events: the premiere edition of the **WODOCIĄGI International Water and Sewage Industry Fair** and the second edition of the **KOMINIKI International Fair of Fireplaces**.



INSTALACJE

New events in repertoire

■ The **INSTALACJE** fair is the most important meeting for installers in Central and Eastern Europe. It is an event of a well-established tradition and form. Nevertheless, the upcoming edition is going to bring certain changes. The comfort of visits and talks at the fair stands is going to be ensured by clear and simple arrangement of the exposition. Also the sectoral composition of the event has been extended and modified.

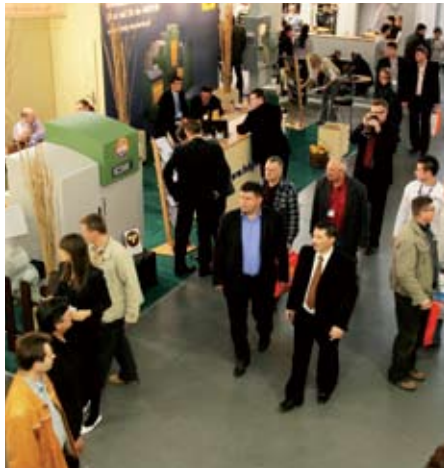
Apart from the permanent repertoire of events, several premieres are expected. One of them is the R-energy exhibition, i.e. a special exposition devoted to all the modern environment-friendly solutions used in installation techniques, aimed at saving and rational management of energy. The exhibition is going to feature all the issues meeting the requirements of sustainable development, such as green energy

sources, proper utilization and saving of energy in buildings, energy efficiency, management of energy, heat (energy recovery) or water (recycling).

Another new event – **System Heat Park** – is a project organised by MTP in cooperation with the Economic Chamber "Heat Engineering" (IGCP), which involves arranging a separate area for the promotion of state-of-the-art technological solutions and the idea of system heat. The exposition is going to be accompanied by a two-day long conference.

Competition emotions

For all those willing to test their knowledge of installation products and practical skills, the **INSTALACJE** fair is also an occasion to take part in the spectacular 2nd Polish Fitters' Championships. You can expect a strong competition, but awards are worth the effort. The winner is going to be given a Volkswagen Caddy Life with special extra equipment. Valuable awards are also going to await the other finalists. The qualifying



rounds are to be held on every day of the INSTALACJE fair. The great final and the ceremony of granting the awards are scheduled for Friday, 29th April. The Championships are organised by MTP and Target Press, and sponsored by Shell, Grundfos and Volkswagen.

Another proposal is the 3rd edition of the Heliosy competition, the aim of which is to promote projects of warm-air heating and ventilation systems, unique in terms of innovativeness, original solutions and design – systems that set new trends in the heating and ventilation industry. Projects submitted for the competition may be based on products of any manufacturer. The awards in the competition are trips to the most beautiful Norwegian fiords. Apart from the awards, Helios statuettes are going to be granted to all the competition winners. The competition is organised by MTP in cooperation with the Flowair company.

WODOCIĄGI

Premiere meetings

The WODOCIĄGI International Water and Sewage Industry Fair 2010 is the first meeting of the providers of water and sewage technology and solutions. It is also a perfect opportunity for investors, users, designers and contractors of water and sewage infrastructure to make business contacts.

The event is also going to include many interesting additional events. From 27th to 28th April, Aquanet and MTP invite to the international Waterworks Forum conference. The first day of the conference is going to be devoted to subjects related to investments in the water and sewage industry and to obtaining funds to finance the investments. The talks on the second day of the conference are going to concentrate on the creation of zonal tariffs.

This year's Waterworks Forum is a meeting addressed directly to the representatives of companies operating in the water and sewage sector in Poland, entities financing investment activities and consulting companies.



> Companies presenting technological novelties of the broadly defined installation sector are going to occupy the halls of MTP as soon as in April



KONRAD FLEŚMAN

Manager of INSTALACJE, WODOCIĄGI, KOMINKI

At the three events – INSTALACJE, WODOCIĄGI and KOMINKI – held at one place and time all the visitors, both professional and non-professional, will find a comprehensive representation of the installation industry. A wide range of offers includes innovative solutions for infrastructural investments, large-size constructions (installations and systems for both residential and industrial buildings), and home fireplaces giving friendly and unique atmosphere to a ready home interior. Our trade fairs are also arenas of numerous prestigious competitions and additional events, as well as good occasions for discussing important ecological issues.

KOMINKI

Hot trade fair

The first in Poland exposition of active fireplaces – “Fireplaces on fire” – took place at the INSTALACJE 2008 fair. The success of the event two years ago inspired MTP to organise a separate trade fair of fireplaces during the largest in Poland installation fair. The proposal was put forward rather shyly but it was received with interest and accepted by the industry.

The KOMINKI fair means, besides the exhibitions of the latest models of fireplaces, also a number of competitions and premieres. In cooperation with the “Świat Kominków” Publisher, apart from the permanent “New trade fair products” section, a separate program is organised called “KOMINKI fair premieres”. It is to be an area for innovation. Participants in the program will be able to vote for novelties they find the most interesting. The winner is going to be awarded a special opportunity to present its offer on the kominki.org website

and is going to receive preferential conditions for the participation in the next edition of the KOMINKI fair.

Another part of the fair is going to be a conference organised by MTP and “Świat Kominków”, devoted to safe installation and exploitation of fire appliances. The meeting is addressed both to the industry representatives and users of fireplaces and stoves.

by Sylwia Dziwińska



JOANNA JASIŃSKA
Manager of SECUREX

In April, at one place and time, visitors to the SECUREX exhibition will be able to learn about the latest products and solutions in the security industry. It is a prestigious exhibition perceived as a professional meeting place for experts, who come here for current information from the industry and valuable business contacts with the representatives of the Polish market and foreign partners.

SECUREX

New products review

One of the greatest advantages of the exhibition is its comprehensiveness. SECUREX, offering the presence of 250 companies from Poland and abroad, is a comprehensive review of the latest products and services such as crime detection and anti-crime systems, mechanical and electronic security systems, visual surveillance systems (CCTV) and property protection solutions. The number of new products and services is impressive – nearly 230 of them are going to make their market debut at the exhibition.

Program for professionals

Traditionally, the Finals of the 13th Polish Master of Alarm Technology Competition are going to be held at the trade fair. The finals are organised by Polish Engineers and Technicians Association of Technical Security and Security Management POLALARM, which is at the same time the organiser of the 1st Conference

Top security

The next edition of the SECUREX International Security Exhibition is going to take place in April at MTP fairgrounds. The exhibition is the largest professional event organised for the security industry in Central and Eastern Europe. It is held every two years. This year's edition seems very promising due to the record number of new products to be presented by the exhibitors and a rich program of additional events. The Poznań exhibition will attract representatives of the industry from all over Poland and Europe.



> From the security of public places to data protection – one of the greatest advantages of the SECUREX exhibition is its comprehensiveness

on Security Management in Facilities. Those interested in the subject of sports facilities must attend the “EURO 2012 – secure championships” conference, organised together by the Polish Chamber of Persons and Property Security (PIO), the PL.2012. company, EURO 2012 POLSKA and EURO 2012 hosting cities – Gdańsk, Poznań, Warsaw and Wrocław. One of the potentially very interesting events is also the Conference on “Security in public space and at home – Together Safer”, organised in cooperation with Provincial Police Headquarters in Poznań and the Security and Crisis Management Department of Wielkopolska Regional Office in Poznań. For the representatives and employees of offices, institutions and banks, as well as commercial networks and shops other conferences are organised – on “Trade safety” and “Security of financial

institutions”. Much excitement is bound to be generated by the Finals of the Championship of Polish Installers of Alarm Systems, organised by the Polish Chamber of Alarm Systems (PISA). Six teams are going to take part in the competition.

On each of the four days of the exhibition, the consulting point of the National Association for Classified Information Security (KSOIN) is going to be open, with the Association's experts providing consultation and advice related to industrial, ICT, personal and business secrets security, modern techniques/technologies of collecting and processing information and organising and ensuring security of legally protected information in a company, as well as the protection of personal data and intellectual and industrial property.

by Monika Nawrocka

SAWO

Leaders expected

This trade fair, organised under the honorary auspices of the Minister of Economy, the Minister of Labour and Social Policy, the National Labour Inspector and the Chief Commandant of the National Headquarters of the State Fire Service, is the most important place for the presentation of the latest equipment and solutions in work safety in Poland. The additional subjects of the fair are fire safety and rescue services. The trade fair attracts great interest of exhibitors. So far as many as 170 enterprises declared that they would participate in the fair; among them were companies from Austria, Belgium, Bulgaria, the Czech Republic, France, Spain, the Netherlands, South Korea, Germany, Po-

land, Russia, Sri Lanka, Switzerland, Great Britain and Italy. Among the exhibitors there are going to be unrivalled leaders of the market – renowned manufacturers and distributors. The exposition and program of SAWO is addressed to professional visitors: employees of the occupational health and safety service, fire protection inspectors and firefighters from both professional and volunteer fire departments. The National Headquarters of the State Fire Service scheduled its management staff conference for the time of the fair.

Abounding with events

SAWO is going to be accompanied by an interesting and varied program of conferences devoted to work



safety, rescue services and fire safety. From 26th to 28th April, the Province Headquarters of the State Fire Service in Poznań are going to organise outdoor shows of specialised rescue teams. The visitors to SAWO will definitely be interested also in a series of accompanying events of the SECUREX International Security Exhibition, which is going to be held at the same time.

by Marta Siek



Fitness, sport and marketing

Fitness is the synonym of healthy lifestyle, good fun and recreation, but also – successful business. Market research indicate that the fitness industry in Poland continues to develop dynamically and active lifestyle is becoming more and more popular. The same is proved by each edition of FIT-EXPO Fitness & Sport Park.

FIT-EXPO FITNESS & SPORT PARK

Business...

As every year, this year's FIT-EXPO is going to be a professional meeting facilitating the exchange of experience, business contacts and visions of the future of the industry. It is also going to be a great source of knowledge and a centre of advancing instructor skills. Apart from that, it is going to be an exposition featuring new market products and the greatest fitness events in Poland. Once again, the FIT-EXPO fair will gather the leaders of the industry and fitness celebrities. Visitors will be able to see the full offer of equipment, devices and software essential at a modern gym or a fitness club. The exhibitors will also present nutrition and dietary supplements for sportsmen, fitness wear collections, offers of cen-

tres and clubs popularising sport lifestyle and a range of professional publications.

... and lifestyle

There is much more to FIT-EXPO than just the exposition of products. The event involves also a school of the industry know-how and an incubator of innovative ideas in the form of the Fitness Marketing Event Conference. It also offers an opportunity to take part in a professional training session under the watchful eye of international fitness celebrities during conventions accompanying the fair. It is the only place where owners and managers taking care of constant development of their clubs, fitness, wellness and spa centres, gyms, Sports and Leisure Centres (OSiR) and Municipal Sports and Leisure Centres (MOSiR), resorts, rehabilitation



KATARZYNA SUPA
the FIT-EXPO manager

The fitness market in Poland is constantly developing. The number of professional clubs is growing also in smaller towns and small clubs extend their offers with wellness and spa services. The FIT-EXPO fair is a professional meeting, which makes it possible for the representatives of the industry to make direct business contacts and exchange experience. We are concerned to include in the program of the fair not only events interesting for instructors or meetings with the famous people of the world of fitness, but also marketing and training events attractive for owners and managers of clubs, gyms and wellness centres.



> *International Fitness Convention EU4YA is a great event for instructors, coaches and enthusiasts of active entertainment accompanied by music. Every fitness fan will find his or her favourite activity here*

centres and hotels can acquire reliable knowledge on the subject of new directions of the fitness industry development, new products and market debuts, and advanced training programs. Fitness and indoor cycling instructors and fans, on the other hand, will sweat buckets and experience true euphoria taking part in the EU4YA International Fitness Convention, the Evolution Ride 2010 indoor cycling marathon or the EU4YA Aqua Convention – a premiere convention of water exercises.

by Aleksandra Chilewicz

Energetic May

For several years the second half of May has been the time reserved in the MTP schedule for events of the energy sector. This year, more than 300 companies are going to represent their innovative offers during the next edition of the EXPOPOWER International Power Industry Fair, the GREENPOWER International Renewable Energy Fair and the AUTOMA International Fair of Robotics, Automatics, Control and Measurement Equipment.

EXPOPOWER

Fourth edition

Experts in the field of power engineering and electrical engineering are going to meet in Poznań in May for the fourth time. In recent years, the show has become one of the most important meetings for the electrical engineering sector in Poland. The honorary auspices over EXPOPOWER 2010 are going to be held by the Ministry of Economy. Other partners of the event are: the Economic Chamber "Heat Engineering" (IGCP), the Polish Chamber of Power Industry and Environment Protection (IGEiOŚ), the Polish Chamber of Railway Equipment and Services Providers, the Polish Power Transmission and Distribution Association (PTPIREE) and the Association of Polish Electrical Engineers (SEP). The thematic scope of the trade fair, taking place under the slogan "The future of Power Engineering – Power Engineering of the Future", involves the production, transmission and distribution of electrical energy. Just as last year, also this time among the exhibitors of EXPOPOWER 2010 there will be the leaders of the sector. Leading manufacturers, distributors and service providers related to power engineering and electrical engineering have already declared that they are interested in the participation in the event,

among them: ABB, Apator, Elektromontaż Poznań, Elektromontaż Lublin, Hager Polo, Mikronika, Philips and ZPUE Włoszczowa.

The complement of the exhibitors' expositions is going to be a rich program of additional events. Among numerous specialist conferences, special attention should be given, for example, to the "Nuclear power engineering and regional economy" seminar, organised by the Institute of Atomic Energy POLATOM and the Marshall's Office of the Wielkopolska Province. The aim of the seminar will be to provide the listeners with reliable information about the aspects of nuclear security, economics and the role of nuclear energy in environment protection and Polish energy security, and in particular – the impact of a nuclear power plant on the economy of the region where it is built.

Industrial Lighting Exhibition

As a response to numerous suggestions of the lighting industry companies, MTP decided to organise during the trade fair a special exposition devoted to industrial lighting. The thematic scope of the Industrial Lighting Exhibition involves energy-saving road lighting, modern railway lighting, energy efficient interior lighting, lighting control and operation, LED light-

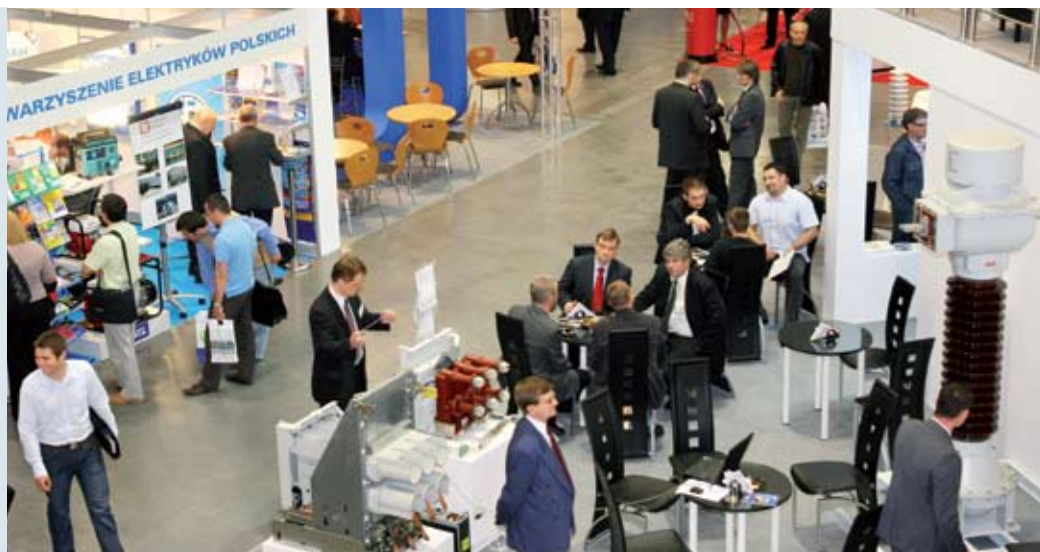


ing, LED technology in variable message signs and traffic lights, as well as modern supporting structures for lighting. The exhibition is going to be accompanied by the "Energy-Efficient Lighting" conference, organised by the Association of Polish Electrical Engineers (SEP), the Wielkopolska District Chamber of Construction Engineers (WOIIB) and MTP. The program of the conference is going to include a lecture introducing the listeners into the subject of energy efficiency criteria and two parallel thematic sessions concerning road lighting, interior lighting and railway lighting.



From EXPOPOWER to Portugal

The limitless ocean, fresh Atlantic air, enchanting landscapes and warming sun – all this awaits the winner of the competition organised for the EXPOPOWER 2010 exhibitors. Each exhibitor has a chance to win a trip for two to Portugal. Other awards that can be won in the competition include large discounts on renting exhibition space or a standard developed stand with equipment at the EXPOPOWER fair





MARCIN GORYNIA

Manager of EXPOPOWER and AUTOMA

The complex of May energy trade fairs is a good opportunity to present the offer of your business in the company of market leaders, a chance to create the image of an innovative enterprise that invests into its development and takes active part in setting market trends. Our exhibitors can count on the presence of professional clients from all over the world. That is why Poznań is a perfect place to showcase your company's latest products and technologies that are currently being launched in the market. This year, just like in the previous one, we are going to see a really great number of novelties.



GREENPOWER

Green energy engineering

■ Since last year, the EXPOPOWER fair has been accompanied by a comprehensive presentation of the market offer related to the utilisation of energy from renewable resources. The GREENPOWER International Renewable Energy Fair – a new proposal of the Poznań International Fair and the Polish Economic Chamber of Renewable Energy (PIGEO) was for the first time held in May 2009 and immediately attracted great interest of the representatives of companies and experts in the industry. The number of participants of GREENPOWER 2009 was

80 companies from Poland, Germany and Sweden. This year, just as in the previous one, the GREENPOWER exposition is going to occupy the whole pavilion. The thematic scope of the exhibitors' offers is going to include solar, wind, water and geothermal energy, solid and liquid biofuels, biogas and energy-efficient technologies. This year's GREENPOWER is also going to include a new educational event for youth – Green My Power. It is an idea to spend a May weekend during which a topic of renewable energy will be presented to young people in an innovative form and from the best professionals in the country.



AUTOMA

Automatically better

■ The second edition of the AUTOMA International Fair of Robotics, Automatics, Control and Measurement Equipment is also going to take place in May. The event will be a perfect opportunity to learn about the latest solutions in the field of industrial automatics. The exhibitors are going to show a number of new products and technologies, recently launched in the market. A broad thematic offer of the trade fair is going to include issues related to drives, control, software and components for automatics. Manufacturers of robots and related equipment, businesses dealing with various kinds of automatics, as well as companies from the measurement industry are all interested in participating in the AUTOMA fair.

Just as last year, also for this year's edition of AUTOMA a robotics event for the fans of robotics is planned. During the trade fair, races and a football cup for robots, and mini-SUMO championships are going to be held.

by Kacper Maćkowiak

Business-focused trade fair

In 2010 the HOME DECOR Fair changes its form – it will now last shorter but with an extended scope of industries and enriched program. The program of the event is going to include a number of projects facilitating establishing commercial cooperation. The trade fair will be above all a business event. It is going to be accompanied by the specialist LUMINEXPO Lighting and Light Technology Exhibition.

HOME DECOR

Business interior

It will be a strictly B2B event. Invitations to take part in the trade fair are extended to professional clients (including retailers, wholesalers, representatives of commercial networks), as well as to designers, architects and developers. They will be able to learn about rich offers of manufacturers and service providers operating both in interior design and the furnishing industry. Traditionally, the trade fair will feature textiles, decorations, interior design and furnishing services; new subjects of the fair will include bathrooms, home spa and floor and wall finishes.

Apart from the modifications concerning the industry scope of the trade fair, the duration time of the fair is also going to change – it is going to be shortened to three days (from Wednesday to Friday). In order to make it possible for the exhibitors to fully focus on business contracts, the organisers surrendered the trade fair Saturday, which traditionally was a day open for a wide public. Additionally, establishing and developing commercial cooperation during the trade fair will be facilitated by a number of programs created with a thought of entrepreneurs operating in the interior industry. Among those especially worth mentioning are: the Hosted Buyers project (a number of facilities for key visitors of the fair), Speaker's Corner (giving entrepreneurs an opportunity to present their companies in a seminar area) and arranged business meetings.

Traditionally, the HOME DECOR program will include a series of conferences and lectures, as well as specialist events. Among many attractions prepared this year by MTP, visitors to the trade fair will be able to see the European Young Parquet Floor Layers' Championship, organised by MTP in cooperation with the National Association of Parquet Floor Layers (OSP) and the Polish Parquet Floor Layers Association (SPP).



LUMINEXPO

More light!

Every year, the LUMINEXPO exhibition features the latest solutions related to indoor and outdoor lighting, light sources and lighting components and accessories. The two previous editions of LUMINEXPO established the reputation of the Poznań Lighting and Light Technology Exhibition as a place where you can see new products and market premieres that set trends in the industry.



Interesting indeed

On 27th and 28th of May, the participants of HOME DECOR and LUMINEXPO will have an opportunity to visit also the moodFORM – Design Trade Fair, where the latest design solutions for various industries will be presented. They will also be able to take part in a debate on modern design organised as part of arena DESIGN. Both events are going to last from 27th to 30th May and they will be very interesting indeed. Anna Paczos, the manager of HOME DECOR, LUMINEXPO, arena DESIGN and moodFORM promises that during this year's events devoted to the subject of interior furnishing and design both those who prefer practical, tried and tested solutions, and those seeking new and innovative ideas will find something for themselves.

by Anna Adamska

> A package of business programs will facilitate business contacts at the HOME DECOR fair





Trade fair design zone

Design is almost omnipresent. As soon as in May we will be able to see to what extent design shapes the space around us. In May, two events devoted to forms, practices and trends in design will be held at the same time – arena DESIGN, placing special emphasis on the relations between broadly understood design and business, and moodFORM, a new trade fair for companies from various industries investing in good design of their products.

ARENA DESIGN

Lots of events

The main attraction of this year's meeting is going to be a rich program of lectures and panel discussions. Designers and entrepreneurs will discuss the most desired model of cooperation between the worlds of business and design. Experts dealing with popularising design and economic education of businesses will explain how to efficiently create products that are good in terms of design and how to launch them into the market. Professors and graduates of higher art and technical schools will meet to discuss the two sides of the same model of teaching. We will find out if young future designers are satisfied with what the present education system can offer or if they expect a different education model.

Meeting with a design legend

This year's event will be opened by one of the most creative and appreciated designers of his generation – Karim Rashid, an author of more than 3000 projects implemented for mass production, a winner of over 300 awards. Especially for arena DESIGN, Karim Rashid prepared a speech entitled "Design changes the world". Right after the lec-

ture and at a press conference, this legendary designer will answer the questions of his audience.

Remarkable design: the TOP DESIGN zone

As part of arena DESIGN 2010 the second edition of the TOP DESIGN award competition is going to take place. Products submitted for the competition are going to be evaluated by an independent jury consisting of international design specialists. The best products are going to be shown in a specially arranged space. The aim of the competition is to popularize the best design solutions and to promote the achievements of manufacturers and designers of industrial forms.

CREATIVITY, EDUCATION AND KNOWLEDGE

The arena DESIGN exposition is going to be divided into three zones: Creativity, Education and Knowledge. The first one is going to feature examples of professional design created by experienced designers and architects, as well as new, creative design solutions proposed by the younger generation of future designers. Additionally, the zone is going to in-



ANNA PACZOS

the manager of moodFORM, arena DESIGN, HOME DECOR and LUMINEXPO

Arena DESIGN is an event devoted to contemporary design and architecture. Our intention was to create a platform of dialogue and cooperation for entrepreneurs, designers and architects – to join the two worlds of design and business. The first edition of the fair took place last year and turned out to be an unquestionable success. We want to promote the best European practices in furniture design and other industrial forms, hence the new idea – moodFORM – Design Trade Fair. We would also like to concentrate more on business events, which is why we are changing the form of HOME DECOR, LUMINEXPO, shortening the time of both of the events, extending the range of industries and enriching the program.

MOODFORM

Design fair debut

Nowadays, the word design itself seems to be overused, but there is no other word to describe forms, practices and trends in planning of everything from lamps, pens and moulding machines to public space. Design gives shapes to the world and the awareness of the fact becomes more and more common. The moodFORM fair is a new exhibition event for companies investing in good design. The specially prepared zones of the exhibition – at home, be free, outside and at work – make it possible for all the industries to show their products. Visitors will have an opportunity to learn about new design solutions and see their various implementations – from industrial forms, through visual communication, to website design.



clude presentations of institutions and associations supporting the development of design. The review of numerous student initiatives presented in the Education zone will be a great opportunity to learn about the potential and achievements of the European higher education as far as design is concerned. The Knowledge zone, on the other hand, is going to offer a wide range of journals and books on the subject of industrial design and architecture. The offer is going to be complemented with presentations of the latest applications, devices, technologies and specialist materials for designers and architects.

by Anna Adamska



JOANNA KUCHARSKA

Manager of ITM POLAND

Last year's ITM POLAND fair was a real test of moods. We are happy with the trust placed in us by the exhibitors participating in the event. The economic recovery lets us believe that companies will be more willing to make decisions about investments than last year and will now continue promotional activities frozen in the times of the crisis. The number of companies – including market leaders – that have already declared their participation in this year's fair encourages us to be optimistic and expect yet another success.



> This year, visiting the trade fair is going to be very convenient: when buying a ticket, visitors will receive a voucher for a meal at the so-called Rest and Meet Points – comfortable areas arranged for relaxation and business meetings

ITM POLAND

To outdo the competition

Experts perceive ITM POLAND as a kind of instrument with which you can measure the condition of the Polish industry. Not without reason so much emphasis was placed last year on the most technologically advanced solutions, which are not only characterised by increased efficiency but also able to optimise costs, significantly increasing savings in an enterprise. It is innovations that in the times of economic downturn let you gain a competitive edge over your market rivals. ITM POLAND features the most technologically advanced machines and tools that could never be created without close cooperation between the worlds of science and

Innovations for business

ITM POLAND – the fair of innovative technological projects – belongs to the largest events of this kind in Poland. Its next edition will make it possible to show particular stages of the creation of a modern product: from the idea and project stage through various stages of the process: cutting, founding, welding, varnishing and transport – up to the final effect.



business. The honorary auspices over this year's event are going to be held by the Minister of the Economy and the Minister of Science and Higher Education.

Strong representation of industries

The main asset of the ITM POLAND is the comprehensive thematic scope of the trade fair, which makes it possible to present at one time and place state-of-the-art solutions for various sectors of the industry. In a clear and convenient for visitors way the event has been divided into separate thematic exhibitions: the HAPE Exhibition of Hydraulics, Pneumatics and Drives, the MACH-TOOL Machine Tools Exhibition, the METALFORUM Exhibition of Metallurgy, Foundry Engineering

and Metal Industry, the SURFEX Exhibition of Surface Treatment Technologies, WELDING and TRANSPORTA. Also the best science and R&D centres gathered in the Research for Industry Exhibition are going to present their offers.

With a thought of visitors

Moreover, ITM POLAND is going to be accompanied by specialist events, among them the Boot Camp (SURFEX) organised together by the editorial board of the "Lakiernictwo Przemysłowe" journal and MTP. The Boot Camp program includes both workshops and shows of practical application of tools, and lectures given by the industry experts. The Welding Academy (WELDING), held for the

continued on page 14



> ITM POLAND is held under the honorary auspices of the Minister of Economy and the Minister of Science and Higher Education. The Deputy Prime Minister Waldemar Pawlak was one of the guests of the last year's event. In the photo Minister Waldemar Pawlak with MTP President Andrzej Byrt at the fair stand



> The Welding Academy, held for the sixth time, is going to take the form of welding workshops

FOR THE SEVENTH TIME

Poznań Leaders of Entrepreneurship have been chosen



At a formal ceremony in the District Governor's Office in Poznań we met the winners of the seventh edition of the Poznań Leader of Entrepreneurship competition. The event gathered many distinguished guests, representatives of the region's business, politics and science.

The purpose of the competition is to promote small and medium enterprises with an interesting, innovative offer, standing out from other businesses with its modern methods of work, reliability, friendliness towards people and the environment, and successes in the market. The aim of the competition is to efficiently promote young, developing enterprises, as the research conducted in the whole of Poland showed that the lack of such promotion is one of the greatest barriers in the development of SMEs.

As many as 140 companies had declared their willingness to participate in the seventh edition of the competition. Once again, the F5 Consulting company made a review and evaluation of the submitted applications. The award giving ceremony was an unusually formal event. Among the guests there were representatives of business circles of Poznań: Wojciech Kruk, Marek Zieliński, Jadwiga Rotnicka, Agnieszka Kozłowska-Rajewicz and Marian Gorynia as well as Andrzej Byrt, President of MTP. The ceremony was broadcasted live by the WTK television.

And here are the winners:

- **in the micro-enterprise category the awards went to:** Kamereon Media Sp. z o.o., Chilli Agencja Marketingu i Reklamy, Grupa MPeditio MPeditio SK – distinction awards; Centrum Badań DNA sp. z o.o., C.I.H. Ultra Chemicals – the title of the Poznań leader of entrepreneurship;
- **in the small enterprise category the awards went to:** Palmark sp. k., Przedsiębiorstwo Informatyczne AdvaCom Sp. z o.o., Budownictwo Drogowe Krug sp. j. – distinction awards; Pakmar Kartony i Poligrafia, BioInfoBank Sp. z o.o. – the title of the Poznań leader of entrepreneurship;
- **in the medium enterprise category the awards went to:** Modertrans Sp. z o.o., Verax Systems Sp. z o.o., Borkowski Grupa SB – distinction awards; Inea SA, PTB Nickel Sp. z o.o. – the title of the Poznań leader of entrepreneurship;
- **the Academic Enterprise Certificate:** Poleng Sp. z o.o., Squid Design Studio, Itiner, Akustix Sp. z o.o.



Winners of Poznań Leaders of Entrepreneurship 2010 awards at the award giving ceremony with Ryszard Grobelny, President of Poznań



Science and business need a close contact with each other

Interview with **EWA MAŃKIEWICZ-CUDNY**, the President of the Polish Federation of Engineering Associations – NOT

As far as innovative projects themselves are concerned – Poland can be proud. And yet, our position in the ranking of countries implementing innovations still leaves much to be desired. Where do you think the problem lies?

In the latest, recently announced ranking of innovations Poland moved from the penultimate place among the EU countries to the fifth position from the end, so we can speak of positive tendencies. Nevertheless, Poland's and also Europe's problem is still the fact that scientific achievements are not sufficiently translated into business practices.

There are several reasons for this. One problem is, obviously, the availability of financial resources – implementations are long-term processes, requiring financial investments, and Polish enterprises can hardly afford them. This problem, however, can be solved. Support is provided in the form of the funds of the Innovative Economy Operational Programme 1.4 and 4.1 or the developing project of the preferential technological loan, the applications for which are evaluated also by NOT experts.

The key issue is the fact that the Polish science is not fully prepared to work on commissions from entrepreneurs and companies, and the latter are not used to utilising the achievements of research centres in their everyday practices.

The dialogue between scientists and businessmen is still a difficult issue. Therefore, all the initiatives that lead to such a dialogue are very important. Such events are organised by the Polish Federation of Engineering Associations – NOT, the Main Council of the R&D Units (RG JBR) and rectors of technological higher schools.

The Poznań trade fair of industrial technologies is precisely a meeting place for the world of science and the world of industry and business. What are the results of the dialogue taking place at the fair?

It is very valuable that Poznań International Fair got involved in the creation of the space for talks and making contacts by the representatives of the two environments. Trade fairs are perfect opportunities for them to meet. ITM POLAND gathers a very broad representation of industrial enterprises and at the neighbouring Research for Industry exhibition visitors can learn about the offer of scientific and research centres. Such a direct contact makes entrepreneurs realise the potential lying in the cooperation with the world of science. Regardless of the development of multimedia means of communication, personal contact still remains essential. It makes it possible to change the awareness of both businessmen and researchers, and this is what the dialogue between the two environments needs the most.

The Polish Federation of Engineering Associations – NOT is always very involved in the fair initiatives. This cooperation started in 2002, when during the trade fair organised in June, the 23rd Congress of Polish Technicians took place, under the slogan "Technicians closer to the market". As can be seen, the idea has not changed up to today. Since that time, every year, in cooperation with MTP, we organise Engineering Fora, at which we try to show the benefits arising from the cooperation between the worlds of business and science, presenting our achievements in the area of implementing targeted projects for small and medium enterprises. Thanks to the agreement made with the Ministry of Science and Higher Education, NOT became a platform of support for innovative solutions for SMEs. We look for interesting projects that have a chance to be implemented, provide subsidies to enterprises in the area of R&D and organise the process of implementation of a given solution until the assumed goals are met.

In the area of innovations, there can be, obviously, no immediate results – it is a long-term process. But looking from the perspective of the last few years, I think that the initiatives of MTP and all the other partners, including NOT, have had their great share in the improvement of Poland's ranking position.

We are waiting for the next ITM POLAND fair, at which we can expect not only the eight edition of the Engineering Forum organised by NOT, but also the beginning of the 24th Congress of Polish Technicians. What joins the two events?

What joins the two events is, of course, innovativeness – we are going to talk about advanced technologies. They may not be Polish specialities – these technologies are often brought to Poland by large corporations. But we want to take a look at the achievements we have, show them and analyse to what extent our economy is able to implement them. We are going to analyse the issue from a broader, European perspective. At the 8th Engineering Forum we are going to start the congress debate, which for the next year is going to be held in science and technology associations and regional NOT units, in cooperation with R&D units, the Academy of Engineering and higher schools of technology. The aim of the debate is to identify the barriers to innovativeness and create a program of removing them. Next year's session closing the congress is going to end with the formulation of specific postulates that we are going to present to the Polish government, the parliament and local self-governments. Apart from innovativeness, the postulates are going to concern energy security and infrastructure, as the conditions of economic development. I hope we will be able to form comprehensive, interesting proposals.

interview by Dorota Krawczak



> *During this year's 7th Engineering Forum, the 24th Congress of the Polish Federation of Engineering Associations – NOT is going to be opened. One of the main subjects is going to concern barriers to innovation in the Polish economy*

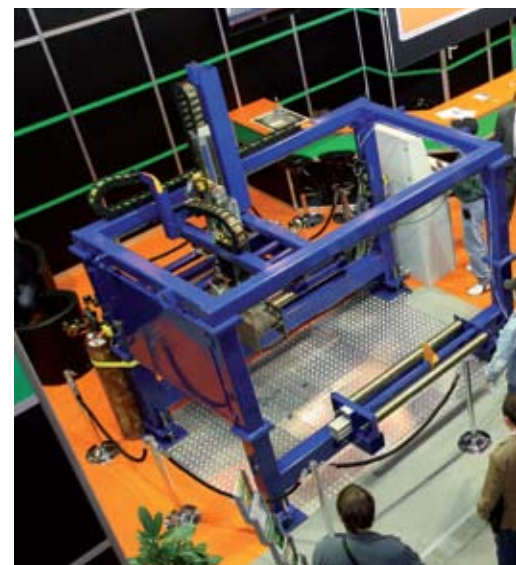
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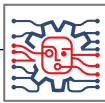
sixth time, is going to take the form of welding workshops, during which in a special exhibition area exhibitors are going to show the visitors the latest products and technologies.

Other attractions of ITM Poland include: Hydraulics, Pneumatics and Drives Park (HAPE), Innovation in Practice – a lecture and exhibition tour at the MACH-TOOL Machine Tool Exhibition, Foundry Park (METALFORUM) and the "Track Transport of the 21st century for Poland" Convention (TRANSPORTA).

Trade fair premieres

Trade fair premieres, showing the most technologically advanced solutions, enjoy unflagging popularity every year. The hits of the last edition were: the flying robot – an unmanned aircraft resembling a helicopter with an autopilot, able to independently take off, land and complete a given route, basing on the on-board GPS navigation system; the IMMVein terminal used to identify people on the basis of the infrared analysis





Międzynarodowe Targi Poznańskie
Poznań International Fair



spotkaj przyszłość
meet the future



of a palm vein pattern, unique to each individual; the "lipthink" and the "intelligent" pen. ITM Poland creates also an opportunity to see amazing, precise and automated robots. The sight of them in action always attracts crowds.

Order innovative solutions

Part of the Research for Industry Exhibition is the INNOVATION FOR BUSINESS Centre for Consultancy. It is a place where business people can register their needs for new technologies and look for solutions. All you need to do is to register the problem you want to be solved. The Centre is coordinated by experts from the Poznań Science and Technology Park – Adam Mickiewicz University Foundation, who match partners and arrange their appointments at the trade fair. Both the registration of a problem, partner matching and participation in arranged meetings are free. Apart from that, during the fair the Centre is going to provide free-of-charge consulting services concerning academic entrepreneurship, preparing business plans and opinions on innovation, as well as obtaining sources of financing for investments and innovations. ■

by Monika Wietrzyńska



www.itm-polska.pl

new communication platform

www.mtp24.pl

PLATFORM AVAILABLE AROUND THE CLOCK

For those planning to visit the fair or participate in any event taking place at the MTP premises, Poznań International Fair has launched an online visitor centre at www.mtp24.pl.

QUICK

One of the benefits of the new www.mtp24.pl platform is that it enables you to obtain your admission documents for a particular event quicker. You can use the website to purchase an e-ticket or apply online to take part in a given fair by completing and printing out the registration survey which you need later to purchase a ticket at the ticket offices at the MTP grounds.

EASY

In order to use the platform you are required to register a unique password. That is all you need in order to have immediate access to all the functions offered by the platform in the future.

CONVENIENT

Each registered user may log in as many times as needed and apply for participation in any number of selected events. Users may also review their transaction records and print out duplicates of any previously issued documents.

Poznań International Fair

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” Poland has proved that the foundations of its economy and attractiveness for investors are strong enough to mitigate the effects of the turbulent time of the crisis. Polish membership in the European Union, its absorptive internal market, well-educated workforce and a system of investment incentives have been attracting foreign investors for years. During the crisis Poland gained yet another advantage – it remained the only green spot on the red map of recession. Investments made in Poland are less and less often projects involving simple, repetitive actions at the assembly belt and more and more often projects requiring technical expertise, knowledge of languages and marketing culture. More than one third of the investment portfolio in Poland in 2009 constituted of business services centres and R&D related projects.

Waldemar Pawlak, Deputy Prime Minister, Minister of the Economy

source: PAIIZ



Better forecast



LARS BOSSE

General Director of the German-Polish Chamber of Industry and Commerce (AHK Poland)

The German-Polish Chamber of Industry and Commerce (AHK Poland) is the

biggest bilateral chamber in Poland. It represents the interests of about 1000 member companies and for more than ten years has been actively supporting the development of Polish-German economic relations. In your opinion, to what extent the fairs organised by MTP are useful for the purpose of making and sustaining international economic contacts?

All kinds of direct contacts and situations fostering talks and the exchange of opinions are factors that stimulate cooperation. Such contacts make it possible to specify needs and possibilities to undertake various common actions. The German-Polish Chamber of Industry and Commerce attempts to organise such a forum through cooperation exchanges and study visits. Fairs are yet another efficient tool, especially international events such as the ones that take place in Poznań. They are opportunities to establish contacts with professionals related to a given industry and meet them face to face, learn about their offer, together look for various solutions. Many economic initiatives started at fair meetings. Fairs are definitely an effective marketing tool, which should be skillfully used.

In the survey conducted by the German-Polish Chamber of Industry and Commerce at the beginning of the previous year, 163 of the surveyed indicated Poland as the most attractive location for investments in the region of Central and Eastern Europe. Does this mean that we can expect increased interest in participating in our fairs among German entrepreneurs?

In the survey covering the year 2008 Poland was indicated as the most attractive location. Slovakia and the Czech Republic fell to the second and third position. We are still waiting for the results of the survey covering the year 2009 but we do hope that they will confirm once again the theory already arising from many reports – that Poland is doing better and better against the background of other countries in the region. Although the global decline in foreign investments affected also Poland, where the FDI value dropped by 17 per cent, reaching the

level of 8.4 bln euros, we must still remember that in Hungary, Slovakia and Bulgaria the same value dropped by 50 per cent, and in the Czech Republic – even by about 57 per cent. In that critical year for the economies of many countries, we could see that many German investors were shifting the emphasis from direct investments in Poland to developing their distribution networks through their Polish partners and to seeking contracts also in public tenders. Such events as cooperation exchanges or trade fairs serve precisely the purpose of seeking contacts and contracts, and the Poznań International Fair – as the largest organiser of such events in Poland – plays an invaluable role. In 2010, the economic forecasts for both Poland and Germany are definitely better, so we can expect that some projects frozen in the times of the economic stagnation will now be continued, which will result in greater interest in business events in Poland on the part of – also German – investors. (DW)

Beneficial cooperation



ROLANDS LIELBRIEDIS

the President of the Polish Bureau of Investment and Development Agency of Latvia

Statistical data indicate that in spite of the crisis the economic relations between Poland and Latvia in the recent years have been positive. In what industries the cooperation between our countries develops best and has the greatest chances for further development in the years to come?

The economic relations between Poland and Latvia in 2008 and in the first half-year of 2009 were positive. In spite of significant worsening of the overall economic situation of Latvia, Polish goods continued to enjoy great popularity. From January to the end of July 2009, the Polish-Latvian trade turnover reached the value of 397.34 mln euros (compared to 589.25 mln euros in the same period of 2008). In the period from January to July 2009, the Polish share in the Latvian export decreased by 0.6 per cent compared to the same period in the previous year. Poland ranked eighth on the list of the most important export partners of Latvia (the same position as in the same period of 2008). At the same time, the Polish share in the Latvian import increased by 1.3 per cent (which gave Poland the 4th position on the list of the most important import partners of Latvia). Among the main goods imported from Poland were: products of the electromechanical and chemical industries, and agri-food products. The import from Latvia to Poland, on the

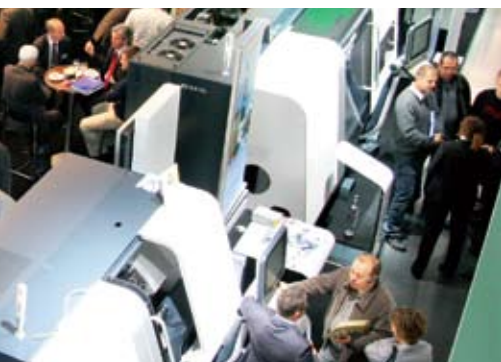
other hand, was dominated by products of metallurgy, wood and paper, and electromechanical industries.

The value of direct foreign stock investments in Latvia at the end of the second quarter of 2009 was 16.65 mln euros, of which 9.53 mln euros was invested in wholesale and retail trade, 3.27 mln euros in financial mediation, 3.27 mln euros in production and 0.43 mln euros in real estate. The remaining investments equalled 0.15 mln euros. The value of Polish FDI flow in Latvia at the end of the second quarter of 2009 equalled -1.14 mln euros (-1.0 mln euros in the first quarter, -0.14 mln euros in the second quarter). The greatest decrease in the level of Polish investments in Latvia was recorded in retail trade (by about 1.14 mln euros), in the remaining areas – by 0.14 mln euros. Polish investments in the real estate sector increased by 0.14 mln euros. The value of Latvian FDI stock in Poland at the end of the second quarter of 2009 equalled 32.87 mln euros. The total of the investments was made in wholesale and retail trade (32.87 mln euros). At the end of the first quarter of 2009 the value of Latvian FDI flow in Poland equalled 4.55 mln euros. The decrease was recorded in investments in wholesale and retail trade. It is, however, worth emphasising that the level of Latvian foreign stock investments in Poland at the end of the second quarter 2009 was twice as high as the level of Polish stock investments in Latvia. Poland ranked 7th among the countries of the highest value of Latvian foreign stock investments.

Research conducted among the fair participants, both domestic and foreign, show that trade fairs are the best marketing tool. Among more than 11 thousand companies that every year take part in MTP events and nearly 300 thousand professional visitors, there is a small Latvian representation. Do you think the trade fairs make it easier for Latvian companies to enter the Polish market, reach potential clients or start a beneficial cooperation?

Definitely yes! I always recommend Latvian companies participating in the events such as the BUDMA International Construction Fair, the METALFORUM Exhibition of Metallurgy, Foundry Engineering and Metal Industry or the POLAGRA-FOOD International Food Product Trade Fair. If an entrepreneur is not able to take part in these events as an exhibitor with an individual stand, I think it is still worth to come and see the fair expositions. This will definitely facilitate making contacts with entrepreneurs from Poland. Every Latvian company always gains measurable benefits from this kind of activity. Additionally, in our agency companies can always apply for funds to take part in trade fairs. As far as I know, such financial support is usually granted. Latvian companies participating in Poznań trade fairs are always successful and evaluate the events very positively.

Nowadays, there is a great number of ways in which you can win a client. What is the position of trade fairs among those various ways of gaining partners for cooperation?



From the perspective of a Latvian entrepreneur, participation in trade fairs is essential, but it is not the only tool available to win partners for cooperation. Nevertheless, the position of fairs is very high. Much, of course, depends on a given industry. In combination with taking part in symposia, industry conferences and the use of direct marketing, it is possible to achieve success in the Polish market, and a Polish partner is also able to successfully enter the Latvian market. One thing is certain: if you do not take part in trade fairs, it is not possible to become fully successful in the Polish market. (HB)

Face to face conversation



**VLADISLAV
CHLIPALA**

Commercial Counsellor
of the Slovak Republic

Representatives of Slovak companies are always present in large numbers at the trade fairs organised by MTP, both as exhibitors and visitors. In what way, do you think, the participation of companies in trade fairs translates into their operation in the Polish market?

The best proof of the fact that trade fairs do help our companies enter the Polish market is the companies' participation in the events organised every year by MTP and other exhibition companies. Slovak economic entities take part mainly in the ITM Poland – the greatest fair of innovative technological processes organised in Poland. Every edition of the event makes it possible to show particular stages of the creation of a modern product – from the idea and design through various stages of the production process: machining, founding, welding, varnishing, transport – up to achieving the final effect. The participation of Slovak companies in the ITM Poland fair is officially supported by the Ministry of Economy of the Slovak Republic and the Slovak Chamber of Commerce and Industry (SOPK). In this way, we carry out the pro-export policy for our producers in the industry. Other very popular fairs among Slovak entrepreneurs are: the POLAGRA-FOOD International Food Product Trade Fair and the POLAGRA-TECH International Trade Fair of Food Processing Technologies. The fairs are often visited by official representatives of the Ministry of Agriculture of

the Slovak Republic. Personally, I am positive that the fairs open opportunities for our companies to invest in the Polish market and search for potential partners and clients. This is proved by the results of our mutual trade, which – since the outbreak of the economic crisis – has been developing the most dynamically in the whole EU. In spite of significant declines, the Slovak export to Poland is currently in the second place, just behind France.

Do you think trade fairs are good occasions to present one's own offer to a wide public?

If an entrepreneur is convinced that his products or services are best and most perfect, there is no better place for him than trade fairs to observe a lively, deep and clear reaction to his offer. At fairs, in a direct conversation, a manufacturer can discuss with his clients the most important arguments for and against his product. A direct contact with a potential or actual partner or client is always the best opportunity in competitive market. The world changes very quickly and new technologies are constantly being implemented that develop marketing further and further towards the electronic media or the Internet in mobile phones. And this gives immense opportunities – such as the fact that representatives of companies from all over the world may learn all about the products or services they are interested in without having to leave their homes – using multilingual websites. This is something truly amazing for businesses – something unthinkable for our fathers or grandfathers, or even twenty years ago. But this is only one side of the coin. I am deeply convinced that a possibility of a face to face conversation of a producer or a trader with a buyer is going to remain for a long time the best opportunity to develop businesses in the most effective way. Therefore, I think the organisers of trade fairs and various exhibition events will be able to enjoy their successful activities for long years to come. (HB)

A part of strategy



MICHEL LODOŁO
the Director of the
Ubifrance Economic
Mission by the French
Embassy in Poland

What factors are the most important for companies as far as entering international markets is concerned?

French companies have many advantages such as creativity, innovative solutions, a sophisticated sense of design and widely acknowledged and appreciated know-how. These advantages make it possible for French companies to be successful in international markets. The crisis has started a new era based on services and technologies respecting the natural environment. A very competitive offer of French companies reflects such new needs. Many French small and medium enterprises and industries look for clients in the Polish market. The aim of the UBIFRANCE Economic Mission is to support them in their pro-export activities.

Investments in Poland

Last year, foreign direct investments constituted 84 per cent of the FDI inflows in the last year before the crisis – 2008. According to the initial estimates of the National Bank of Poland (NBP), the FDI inflows into Poland in 2009 equalled 8.4 bln euros. Currently, Polish Information and Foreign Investment Agency (PAIIZ) coordinates 118 projects – over 40 projects more than a year ago.

Poland has coped with the economic crisis better than any other European country. Offering our investors economic stability, our country is one of the more attractive investment location..., says Sławomir Majman, the President of the Management Board of Polish Information and Foreign Investment Agency (PAIIZ).

One example of a company that has continued to invest in Poland in spite of the crisis is ArcelorMittal Poland. Sanjay Samaddar, the President of the Management Board said:

If you do not invest you are left behind and not able to face the challenges of the market. Investments worth 3.8 bln zlotys carried out within 5 years since privatisation have prepared us for the difficult economic conditions we have been experiencing since the end of 2008. We are positive that even in the situation of crisis, if we resigned from further development, it would be a step back. That is why, only in 2009, we earmarked 200 mln zlotys for investments, thoroughly modernising a cold rolling mill in Kraków and opening a measuring and control unit for testing of rails in a large rolling mill in Dąbrowa Górnicza. At the beginning of the year, we put into service yet another important investment – a ladle furnace in Dąbrowa Górnicza. source: PAIIZ

Are fairs and events that accompany fairs organised by the Poznań International Fair helpful as far as making business contacts in the Polish market is concerned?

Fairs are an integral part of the export strategy, provided that they are well prepared. Events organised by MTP are like a shop window where products can be displayed; they make it possible to inform others about our products and to make business contacts. Polish entrepreneurs must be, however, informed in advance about the presence of French companies at fairs and meetings must be planned. In 2010 the UBIFRANCE Economic Mission is going to organise stands and business meetings for French companies at MTP events and fairs as many as five times: during FAST FASHION, SALMED, POLAGRA, TAROPAK and POLEKO.

What benefits, do you think, can a company draw from taking part in fairs?

At one place and in a very short period of time a company may see the offer of a given industry and through collecting technical information and advertising materials (catalogues, product descriptions, company brochures, terms of sale etc.) compare the offers of its competitors. It is also an opportunity for a company exhibiting at fairs to take care of the contacts with its current partners (whose comments are a valuable source of information) and to turn them into regular clients. Participation in fairs and exhibitions is part of the medium-term actions. A single appearance at one such event does not always immediately produce the required results. It is usually necessary to participate in such events repeatedly, many times. This is the area in which companies can count on the support of the UBIFRANCE Economic Mission. (DN)

CONSTRUCTION FAIR

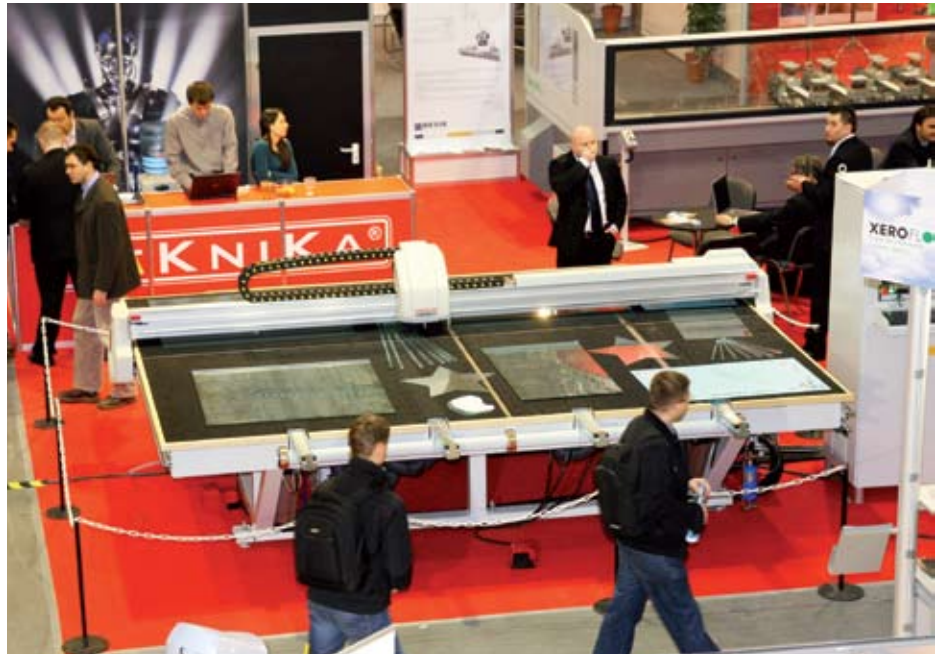
Construction of tomorrow

The 19th edition of the BUDMA International Construction Fair confirmed the special role of the event in promoting the latest solutions and technologies. The fair event was held in 15 pavilions on 60 thousand square metres. Nearly 60 thousand people saw the offers of 1350 companies from more than 30 countries.

Following the leading theme of the fair – “Sustainable construction - economy, ecology, human” – the exposition and program of this edition of the trade fair focused on ecological and human-friendly construction materials, technologies ensuring high energetic efficiency, comfort and functionality of buildings, while minimizing the environmental damage, and also – on designing in harmony with the cultural and landscape context. The event was held under the honorary auspices of the Minister of Economy, the Minister of Infrastructure and the Polish Chamber of Commerce.

Sustainable expositions

One of the innovative solutions presented at the trade fair was the Passive Construction project. Advantages of the more and more popular, ecological and economical passive technology were presented at a special exposition of companies offering materials and technological solutions and during a two-day series of seminars and presentations of the International Knowledge Transfer Conference – “Passive construction from A to Z”. As part of the BudShow project, in one of the pa-



vilions, a model house, meeting the requirements of sustainable construction, was constructed with the use of traditional materials and modern technology. A special exposition of the Village of Wooden Houses presented examples of state-of-the-art solutions used in wooden construction. During the debate with the representatives of the Ministry of Infrastructure and the Parliament organised by the Building Research Institute, the par-

ticipants discussed new challenges for science and industry posed by sustainable construction, as well as European initiatives creating new requirements for products and buildings made in accordance with the idea of sustainable construction.

Broad thematic scope

This year, the profile of the fair was complemented with the offer for road and infrastructure

FAIR OF PLASTICS AND RUBBER PROCESSING

Valuable contacts

In February nearly 1.5 thousand professionals visited the EPLA International Fair of Plastics and Rubber Processing. The group of professionals included mostly manufacturers of motor vehicles, tires, household supplies, pipes, moulders, hoses, toys and plastic furniture. Other visitors were for example manufacturers of packaging for pharmaceutical products, plastic packaging and materials, as well as companies that recycle and mill waste plastic.

The aim of the EPLA Fair is to create a platform for communication that facilitates establishing business relations.

Thanks to interactive meetings of high class professionals and authorities renowned in the sector, the trade fair has become a platform of

experience that brings results in the form of pioneering solutions in the industry. One of the most popular offers during this edition of the fair was the offer connected with rubber processing. Among the new products visitors could find: a group of chalk fillers that effectively lower the manufacturing cost of final products, liquid dyes, which improve plasticity and physical properties of window profiles, injection moulding machines enabling its users to save 60% of electric energy and reduce the time of details



www.epla.pl

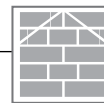


production, an injection aggregate with the help of which every injection moulding machine can be economically and quickly changed into a multi-component injection moulding machine, and many more.

Many exhibitors have already declared they would like to participate in the next edition of the fair, which should be even more interesting.

by Witold Aleksandrowicz

**The next edition of the EPLA fair:
1-3 February 2011.**



construction. The offer was additionally enriched by the BUMASZ International Fair of Construction and Road Building Machines, Vehicles and Equipment held every two years. BUDMASZ visitors could see, for example, state-of-the-art vehicles of the construction industry, cranes and transport equipment. The stands of the exhibitors featured also a professional offer of machines and equipment for construction, conservation and maintenance of roads. Apart from that, companies dealing with formwork and scaffolding, as well as with machinery and equipment for pre-treatment, concrete and mortar transport and transfer, and concrete condensation were widely represented at the BUMASZ trade fair.

Platform of meetings and education

BUDMA was an opportunity for specialists in the construction industry to exchange experience. It was also a valuable source of information about the latest trends in the sector. The program of the event included conferences and debates organised with a thought of particular groups of visitors, for instance: the Civil Engineering Days, the Architecture Day, the Urban Planning Day, the Congress of Polish Roofers or the Construction Craft Forum. Much interest was enjoyed by events such as: the Shows of Good Roofing Practice, the Modern Carpenter Workshop and Archispace – the platform for architects where everyone could receive a special record with 32 thousand of CAD drawings especially made for the BUDMA trade fair. Much excitement was caused by

the Polish Young Parquet Floor Layers' Championship, which was at the same time the qualifying round for the European Young Parquet Floor Layers' Championship, and the Polish Tile Laying Championships.

Constructors of Polish sport

As part of the BUDMA trade fair, for the fifth time, the CBS – Sport Facilities, Amenity Areas, Wellness & Spa was organised in cooperation with the Polish Club of Sports Infrastructure. CBS is the largest in Poland trade event of the sports infrastructure industry. It is a professional platform of experience and knowledge exchange, including the subjects of sports halls and stadiums, swimming pools, wellness and spa, recreation, as well as sports equipment, lighting and sounding, and security of sports facilities. The event involves also the presentation of specialist materials and construction technologies, and subjects related to designing, financing, constructing and exploitation of sports facilities. The program of the event is filled with seminars devoted to subjects such as sources of financing for sports infrastructure. Both exhibitors and visitors to CBS have at their disposal a special consultation and information point.

Kacper Maćkowiak

The next edition of BUDMA is going to take place from 11th to 14th January 2011. It is going to be accompanied by the CBS – Sport Facilities, Amenity Areas, Wellness & Spa and the WinDoor-tech Trade Fair of Machines and Components for Window, Door, Gate and Facade Production.



MTP Gold Medal

BUDMA: Tender / Way Collection of Ceramic Tiles, Ceramika Paradyż Sp. z o.o. • Tenado Metall Design Software for the Metal Construction Sector, Technobox GmbH • Francesco Guardi Collezione Lime Stucco, J Colors S.p.A. • Leister Uiroof E Automatic Welding Machine for Roof Membranes, Leister Process Technologies • DachGam PVC Roof Membrane, Zakłady Tworzyw Sztucznych Gamrat SA • Geneo Window featuring Super Spacer® technology, PPHU Euro – Color Sp. J. G. Gazda, Z. Rutkowski • Stropex Comprehensive Flooring System, PPHU Stropex Sp. j. R. Bruzi, K. Bruzi, • Type 300 Cellular Concrete Blocks with thermal conductivity $\lambda=0,075$ W/m K, Bruk – Bet Sp. z o.o. • Prince Color KAM Adhesive and Reinforcing Mortar, BASF Polska Sp. z o.o., Warszawa • Flamingo Steel Gutter System, Budmat Bogdan Więcek • “Classy Floors”, Stanisław Marchewka “Marchewka” • Hand or Screen-Print Decorated Convex Bent Glass for Doors, Art.-Lines Artur Szurek • Concertto Steel Facade Systems by Metehe, Metehe OY **BUMASZ:** Alsipercha Fall Prevention System by Alsina, Encofrados J. Alsina SA **CBS:** Biorhythm Sauna, Klafs sp. z o.o.

Acanthus Aureus

BUDMA: Bruk-Bet Sp z o.o. • Classen-Pol SA • Anwis AG Wiśniewscy Sp. j • Zakłady Tworzyw Sztucznych Gamrat SA • Invado Sp. z o.o. • D.R.E. Sp. z o.o. • Incana SA • BASF Polska Sp z o.o. • Ardi Andrzej Radzimski **BUMASZ:** Scandimber Sp. z o.o. **CBS:** Fabryka Artykułów Turystycznych i Sportowych “PolSport” Sp. z o.o.

GLASS INDUSTRY FAIR

The magic of glass

For several years the glass industry in Poland has been developing visibly. For architecture, glass is a material of unthinkable potential. It is the perfect time to extend the program of MTP events by adding GLASS – a trade fair devoted solely to the glass industry.

The event was organised in cooperation with Polish Glass Manufacturers Federation and had grown from the GLASS & STONE event held for the first time two years ago. GLASS 2010 gave its participants a unique opportunity to learn about

the full offer of products and technologies used for glass processing. The exposition included machines, equipment, tools, technologies and raw materials, as well as services for the glass industry. Among the exhibitors there were Polish, German and Chinese companies, well-known in the sector. The fair was held in the perfect neighbourhood of the largest construction fair in Central and Eastern Europe - BUDMA.

The premiere edition was complemented with a rich program of events accompanying the BUDMA International Construction Fair and the CBS – Sport Facilities, Amenity Areas, Wellness & Spa. Seminars, lectures and speeches organised by the Building Research Institute and MTP concerned such subjects

as: the usable quality of windows, acoustic qualities of windows in the light of PN-EN 14351-1, the thermal quality offered by new window and door solutions, as well as certification and quality labels for windows. Manufacturers presented many new products, such as Keylite wooden roof windows, PCV windows with Super Spacer technology, Picasso windows for children, oak windows styled to look old and Vetrex Alphaline 90 Plus six chamber system.

by Aleksandra Chilewicz

The next edition of the GLASS Glass Industry Fair is going to take place from 11th to 14th January 2011.



GARDEN FAIR

Garden from A to Z

MTP Gold Medal

GARDENIA: Fothergilla and its varieties, Szkółka Bąblin Andrzej Kujawa • Adam Tuczynski Blue Spruce, Zakład Szkółkarski Żywotnik, Żnin • Precision set of static sprinkler nozzles, The Toro Company, USA • Ginkgo biloba Stefan Batory, Poznań University of Life Sciences, Department of Dendrology and Nursery, Baranowo • special granular and liquid fertilizers with silver and copper nanocolloids, Nawomix PPH • Cheddar Pink in Dawid and Dobromierz variations, Produkcja Roślin Ozdobnych "Byliny – Świerk" • Golden Carpet Japanese spiraea, Szkółka Roślin Ozdobnych inż. Zbigniew Byczkowski

Acanthus Aureus

GARDENIA: GalaProdukt Sp. z o.o. • Szkółka Drzew i Krzewów Ozdobnych Bartłomiej Ważyński • Beldeco Fimtec-Polska Agnieszka Kowalska • Eko-Bord System Karol Gmachowski • Comeco Jerzy Komosiński • Park-M Sp. z o.o. • Makita Sp. z o.o. • Aries Power Equipment Sp. z o.o.

At the moment GARDENIA Garden Fair is the biggest meeting of the gardening industry in Poland. This was proved by the last edition of the trade fair, at which on the area of almost 6.5 thousand square metres, 260 exhibitors from Poland and from abroad presented over 150 market novelties. Within three days, the exhibition was visited by nearly 24 thousand professionals and greenery lovers. Among the visitors there were also many guests from abroad.

The rich offer presented at the fair included, for instance, plant materials, equipment, gardening tools and accessories, gardening chemicals, small garden structures, furniture, irrigation accessories and decorative elements. Stands that enjoyed lots of interest were those of garden designers and creators. For the comfort of business discussions, the first day of the GARDENIA Fair was dedicated to professional visitors. On this day the fair was visited mainly by owners and employees of gardening wholesale stores, gardening centres and shops, authorities responsible for greenery in cities and within residential areas, as

well as landscape architects and garden design experts.

Gardening trade without secrets

A seminar entitled "The Art of Urban Gardening" gathered numerous, over 500 people group of housing estates managers, greenery designers, gardeners and architects. This year's edition was dedicated to modern parks. The program included presentations on the present condition and the future of parks in Poznań. There were examples of Polish and foreign park projects implementations, as well as examples of methods for plants selection and the use of modern technologies for establishing parks. The owners of gardening stores and wholesale outlets, distributors, wholesalers and manufacturers for the gardening market were trying to find answers to puzzling, trade related questions during the "Garden Trade Development – opportunities and threats" conference. Traditionally, the Poznań gardening meeting included competition for landscape architects called "Greenery in the City". The focus of this year's competition was selecting the best project for a public greenery area. 20 works from almost 450 projects submitted from Poland and from abroad qualified for the fi-

nal. The awarded projects could be admired at the fair. The fair program was complemented with "Garden for a city dweller" design workshops devoted to the subject of residential estates with terrace houses and designing of private and social space.

Meeting with floristics

The GARDENIA Garden Fair was accompanied by the 6th Polish International Floristic Championship organised by the Management Board of the Science and Technology Association of Gardening Engineers and Technicians (SITO) in Poznań. The leading theme of the Championship was "Chopin Variation". Apart from the competition between recognized florists, this edition of the Championship included shows that gather a great audience every year.

Regional delicacies and hand-made craft

Dairy products, bread, cold-cuts and meat, honey, hand-made craft and many decorations for home and garden could be bought during the Regional Products Market. Once again, together with the Marshall's Office of the Wielkopolska Province, MTP promoted broadly defined culinary art of Wielkopolska.

by Ewa Rutkowska

AGRO-PARK²⁰¹⁰
AGRICULTURAL FAIR
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The next edition of the GARDENIA Garden Fair is going to take place from 25th to 27th February 2011.



AGRICULTURAL MECHANISATION AND HORTICULTURAL FAIR

Novelties before the season



For four days in February, MTP pavilions were occupied by an international exhibition of leaders of the agricultural industry. For the first time, along with the Polagra-PREMIERY trade fair, the PRO-HORTI Horticultural Contracting Exhibition took place. 42 thousand visitors came to see the offers of nearly 300 exhibitors. It was the largest hall exhibition gathering manufacturers, fruit and vegetable growers, experts and practitioners from the agricultural and horticultural sector from all over Europe.

The Polagra-PREMIERY International Fair of Agricultural Mechanization is one of the most important meetings of the agricultural sector in Poland. It is attractive not only because of the rich offer of various new products, but first of all – because this broad market offer is available to see at one place and time. This year's third edition of the trade fair was a record one in many respects, with over 300 exhibitors not only from Poland, but also from Austria, Denmark, Spain, the Netherlands, Germany, Slovenia, Ukraine, Great Britain, Hungary and Italy as well as India and the United Arab Emirates. The exhibitors showed nearly 2 thousand models of machines and equipment for the agricultural and horticultural industries, more than 200 newly launched products among them. Visitors were also interested in innovative solutions in agricultural machines, such as a combine harvester with hybrid system, a tractor equipped with a combustion engine capable of using 100 per cent biodiesel, as well as new models of caterpillar tractors. In the pavilion of the PRO-HORTI exhibition visitors could see the so-called transplanters – robots used for automatic transplanting of seedlings.

Prominent guests

The honorary auspices over the trade fair were held by the Minister of Agriculture and Rural Development Marek Sawicki, who formally opened the exposition. Among the guests were high-ranking foreign delegations, including the Minister of Agriculture of the Republic of Lithuania Kazys

Starkevicius, the Minister of Food and Agriculture of the Republic of Belarus Siemion B. Szapiro, the Deputy Minister of Agriculture and Food Industry of the Republic of Moldova Vasil Bumacow and the Director of the Department of Engineering and Technology of the Ministry of Agrarian Policy of Ukraine – Dacenko M. Sergijowycz.

Young farmers have spoken

More than 1000 young farmers belonging to various organisations associated in the European Council of Young Farmers (CEJA) took part in the European Young Farmer's Day, which was held in Poland for the first time. It was an international platform for sharing knowledge and good practices, for professional discussions and debates on the future of young farmers in Poland and Europe. The leading theme of the plenary session, chaired by the President of the European Council of Young Farmers Joris Baecke, was efficient political lobbying in Brussels and a new approach to the Common Agricultural Policy after 2013. The meeting came to fruition, producing 10 postulates.

On the same day, Minister of Agriculture Marek Sawicki handed the awards in the Polish competition for "The Most Innovative Young Farmer 2009". The awards went to the farmers who used EU resources granted for farm modernisation purposes in the most effective manner.

The next meeting of young farmers from all over Europe is scheduled to take place during the FARMA International Fair of Animal Breeding in February 2011.

Forum for the exchange of experiences

Polagra-PREMIERY and PRO-HORTI proved to be excellent occasions for discussions and experience sharing, and a valuable source of knowledge about the latest trends in the agricultural sector. Around a dozen specialist conferences, seminars, shows and discussion panels took place during the events. The program included, for example, a meeting devoted to the government's programme "Fruit at School", a conference on alternative tomato growing techniques and a lecture on new developments in fruit growing technology. The event did not fail to include the issue of renewable sources of energy, which was discussed during the 8th Forum of Rapeseed Producers and the debate on "Biogas plants – an opportunity for individual farmers". The latest products on the agricultural machinery market (tractors and fertilizer spreaders) were shown during the three-day discussion panels organised by Top Agrar Polska.



Awards for the best

For the first time, the exposition featured so many products awarded with MTP Gold Medals. This year, the Competition Jury granted the award to 28 most interesting and innovative products in two categories: "machines and equipment" and "crop varieties". A total of 14 products received the prestigious title of "Machine of the Year 2010". The winners were selected by editors of fourteen professionally-themed magazines from Germany, Denmark, Poland, Sweden, Russia, Romania and Hungary.

by Dominika Redlińska

The next editions of Polagra-PREMIERY and PRO-HORTI are going to take place in two years – from 9th to 12th December 2012.

FURNITURE FAIR

Poznań – a furniture capital

The 29th edition of the largest in Poland trade fair of the furniture industry took place in February in Poznań. This time, the event was held under a new name MEBLE POLSKA, at a different time – at the beginning of the year, and in a new contraction form. 120 exhibitors from 12 countries presented their offers in five pavilions on the area of 15.500 square metres. The trade fair was attended by 7 thousand visitors, including 5.5 thousand furniture traders from Poland and the whole Europe.

Finally, a trade fair concept that we like – these were the comments about MEBLE POLSKA by exhibitors and furniture traders who participated in the event. The latest collections and technological solutions were presented by the largest group of furniture manufacturers in Poland. The following companies came back to Poznań after many years of absence: Black Red White, Bydgoskie Fabryki Mebli and Fabryki Mebli Forte. The show hosted market leaders, including Bogatti, Fabryka Mebli Wójcik, Fameg, Gawin, Jadik, Jafra, Klose, Komfort Meble, Matkowski Meble, Mebin, MSP DĄB, Rameta, Taranko, Tombea, Wintech and many more.



New contact zone

This year's furniture show was addressed only to representatives of the industry and, in line with the new concept, it became a place for business talks and establishing contacts between furniture manufacturers and business clients (only furniture traders). For the first time ever, the exhibitors' collections were showcased in a modern complex of 5 interconnected pavilions. Attractive offers of Polish furniture manufacturers, a reflection of the Polish furniture industry, attracted furniture traders from

MTP Gold Medal

MEBLE POLSKA: Opti Plus table system – innovation and functionality in the dining space • Kolekcja Mebli Klose Sp. z o.o. • Lazuryt dining room furniture, Mebin Stolarstwo Import-Export A. Binkowski • Venti bedroom, Wójcik Fabryka Mebli Sp. z o.o. • Kantata couch, Meblarska Spółdzielnia Pracy DĄB • Ambre collection, Przedsiębiorstwo Produkcji Mebli Jafra Bieniek Franciszek • Casanova corner couch, Poldem Sp. z o.o. • Genesis module collection, Fabryka Mebli Tapicerowanych Tombea



all over Europe. Numerous facilities for the professionals attending the trade fair were an additional asset of the show. These included free admission and free car entry, a car park on the fairgrounds, all-day-long catering services and free invitations for contractors. A business meetings planner available on the trade fair website made it possible to effectively plan the time spent at the fair and to create a professional schedule of business talks.

Feedback from the industry

The opinions of the participants of the trade fair about the new form of the event were very positive. The exhibitors' stands were visited by a large number of furniture traders from Poland and the whole Europe, filling their diaries with orders. Due to the fact that the time of the trade fair was changed, the exhibitors have been given a possibility to promote their designs and collections in the showrooms of furniture traders earlier than before. The traders, on the other hand, will now have more time to test new products before they make orders for the other six months of the year. Apart from that, new products will sooner appear at showrooms. Numerous furniture companies showcased their latest collections, which could be admired at exhibition stands marked with a sign saying "MEBLE POLSKA – new product". All these changes are a step in the direction of the promotion of Polish furniture as an integrated offer in the Polish market, but also in export markets, which was also emphasized by the representatives of the industry.

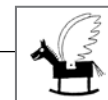
Towards Visual Merchandising

The MEBLE POLSKA Furniture Fair was accompanied with a program of free-of-charge specialist confer-

ences and seminars. Poznań International Fair in cooperation with the Polish Chamber of Commerce of Furniture Manufacturers (OIGPM) organised workshops, during which Marek Borowiński, PhD, a specialist in design, psychology of colour and visual merchandising, gave advice to commercial staff working directly with individual clients at furniture showrooms. Other interesting events were seminars on the subjects of "Trend Design 2010 – the latest trends in interior decoration" and "How to furnish a furniture showroom to sell more". The Polish Chamber of Commerce of Furniture Manufacturers (OIGPM) prepared many interesting events at its stand. They included: talks and panel discussions with sector representatives, discussions regarding the promotion programme for the "Polish Furniture – Confirmed Quality" sign and "All about furniture: from the manufacturer to the client" informative and educational presentations. A press briefing about the new business concept of MEBLE POLSKA was held on the third trade fair day. The participants included: Józef Szyszka, the Manager of MEBLE POLSKA; Andrzej Rybacki from the Group of Polish Furniture Traders (GPKM); Marek Adamowicz from the Polish Chamber of Commerce of Furniture Manufacturers (OIGPM), and representatives of the following companies: KLOSE (Wojciech Gieburowski), TOMBEA (Marcin Depa), MEBIN (Andrzej Binkowski). A carnival party evening with numerous attractions was the key event to integrate the sector and to strengthen business contacts in less formal circumstances.. ■

by Monika Nawrocka

The next edition of the MEBLE POLSKA Furniture Fair is going to take place from 15th to 18th February 2011.



BOOK AND EDUCATION FAIR

Interactive and... record-breaking

Walking robots, a lie detector, croissants baking, trampoline jumping and dancing on a stage – more than 450 exhibitors at the 14th Education Fair held in Poznań in February competed for the attention of more than 40 thousand visitors in the most elaborate ways. Also very young readers had a great time thanks to lots of attractions offered to them at this year's Books for Children and Young People – Poznań Trade Fair Meetings. It was the youngest visitors for whom the Polish First Lady Maria Kaczyńska appeared at the fair. The First Lady officially opened the book exhibition.



This year, schools and universities decided to present their offer using interactive methods. It worked – interactive stands enjoyed immense popularity

Every year, the number of leaflets at the Education Fair decreases in favour of interactive actions. This year, the fair exhibitors brought with them what was the most interesting in their schools and universities from the perspective of candidates. The greatest attraction brought by the Social Sciences Faculty of the Poznań University of Adam Mickiewicz was a lie detector. The students of the Poznań University of Technology were proud to show technological novelties – an unmanned plane and walking robots. Students of the last classes of higher secondary schools had opportunities to ask the representatives of the Poznań Regional Examinations Board (OKE) about this year's secondary school examination. Also shows held at the craftsmen's stands enjoyed great interest – it may be that among the visitors to the fair there were future learners of these still wanted professions. A special exhibition space called Eko Forum was occupied by institutions and organisations dealing with ecological education. There were also policemen from the Regional Police Headquarters in Poznań who brought a Newfoundland from the Poznań water police station. The policemen talked about the characteristics and skills necessary in their profession.

Education for adults

In a special Education for Adults Zone, offers were presented for those who have their school studies behind them. Besides complementary technical schools, adult secondary schools, schools offering post-graduate studies and companies that organise courses, shows and workshops took place. Under the project "Continuing Education as a world-wide standard for the mastery of



The School Equipment Show Zone included also a sports field with an artificial surface. Students of the Poznań University School of Physical Education (AWF) used the field to organise leisure activities and team games

every occupation" conducted by the Teacher Training Centre in Poznań, a conference dedicated to adult continuing education was held. Visitors could receive personal advice at twelve consulting points. Nearly one thousand people listened to the lecture given by the Deputy Minister of Education Krystyna Szumilas on the topic of new curriculum fundamentals.

Innovative schools

Right next to the school and university stands there was a zone called the School Equipment Show, which was explored by school directors and teachers, aware of the fact that students and their parents are more and more often guided by a school's equipment when evaluating and eventually choosing the school. 37 companies presented their offers at the School Equipment Show, which exhibited teaching materials and school accessories, as well as equipment for lecture halls, laboratories and gyms. In a Model Classroom for pupils in class 1-3 of the primary school, fully equipped by the exhibitors, lessons were held for the whole time of the fair. The youngest learners did great with their hand-held notebooks and screens instead of blackboards. In a Model Language Laboratory teachers of foreign languages and their learners together tried out modern teaching aids.

Reading feast for the youngest

Can there be a more interesting place for a young reader than a friendly bookshop or a school library? Yes! There are the Books for Children and Young People – Poznań Trade Fair Meetings. The fair gathers the best publishers, authors of popular books, graphic designers and book illustrators. This year, the publishing industry was represented by several dozen representatives of Polish and foreign publishing houses publishing books for children. There were meetings with authors, exhibitions of book graphics and illustrations, workshops, games and opportunities to obtain autographs. As it has already become a tradition of the fair, the prestigious Pegazik Awards were granted for promoting and teaching love for books among children. This year, the awards were given to: artist Józef Wilkoń (author of books for children) and the IBBY Polish Section (friend of books for children). Great interest was enjoyed by the Illustrators' Exhibition, featuring the works of more than 30 authors of book graphics and the anniversary exhibition of animal sculptures and book illustrations for children by



The most honourable guest of the book trade fair was the wife of the Polish President, Maria Kaczyńska. The First Lady was also awarded a medal from the Polish Association of Book Publishers (PTWK). She died on 10th April 2010 near Smolensk in a tragic crash of Polish government plane

Józef Wilkoń. The Books for Children and Young People – Poznań Trade Fair Meetings are organised in cooperation with the Polish Association of Book Publishers (PTWK) and the "Zamek" Culture Centre. This year, the honorary auspices over the event were held by the Minister of Culture and National Heritage Bogdan Zdrojewski, the minister of National Education Katarzyna Hall and the President of the City of Poznań Ryszard Grobelny.

by Marta Siek, Karolina Makowska

The next, 15th jubilee edition of the Education Fair will take place during 4-6 March 2011.



Each day of the fair was finished by the so-called "dust time" when famous people read the most popular fairy tales and poems to the children present at the fair. The list of stage readers included Ryszard Grobelny – the President of Poznań, Witold Rewers – the commandant of the Poznań Fire Brigade and Agnieszka Duczmal – a conductor

FASHION AND CLOTHING INDUSTRY FAIRS

Poznań fashion meetings

The spring edition of the most important fashion fairs in Poland is already behind us. From 2nd to 4th of March Poznań International Fair was the capital of the fashionable business – the meeting point of the representatives of the fashion industry: designers, clothes producers and traders from Poland and abroad. There were also companies offering a whole spectrum of products related to the clothing industry, such as machines and devices for the light industry and equipment for a modern sewing room, clothes designing applications, fabrics and clothing accessories, and finally – ready collections for autumn-winter 2010/2011 and spring-summer 2010.

The greatest and the most comprehensive clothing and textile fairs in Poland were divided into four expositions: the NEXT SEASON Contracting Exhibition of Clothing, Shoes and Accessories, the BODY STYLE Exhibition of Lingerie and Beach Fashion, the FAST FASHION Exhibition and the TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair. At the same time, the INTERMASZ International Trade Fair of Textile, Clothes and Shoe Making Machines took place. All the events were held under the honorary auspices of the Minister of the Economy Waldemar Pawlak. On the occasion of the jubilee twentieth edition of the INTERMASZ Fair and the tenth edition of the NEXT SEASON Contracting Exhibition, companies that had participated in the events since their beginnings were awarded jubilee statuettes.



NEXT SEASON

From head to foot

The NEXT SEASON Contracting Exhibition gave an opportunity to learn about trends for autumn-winter 2010/2011. Exclusive Spanish and French brands made their debut in the Polish market. There were also representatives of Austrian, Belgian, British, Danish, Dutch, German, Polish, Portuguese, Slovak, Swedish and Italian brands. In the pleasant atmosphere of their stands, visitors – owners of boutiques and commercial networks from all over Europe – were able to make their orders for exclusive collections of clothes for women, men, teenagers and children, clothing accessories, shoes and leather goods – all of perfect quality and unique design. Much attention was attracted by individual collections, available only in short series, which proves that the number of clients willing to express their personality through playing with fashion is growing. Exhibitors did not forget about fuller figured people and prepared sophisticated collections also for them.

BODY STYLE

In the fair boudoir

Among the garments contracted in Poznań there were also day and night lingerie, hosiery and beach fashion of Dutch, German, Polish, Portuguese, Romanian and Italian brands. Exhibitors offered both lingerie that highlights curves and such that hides them. At the stands, visitors could find silk tunics, batiste housecoats and velour overalls. There was also lingerie for those who appreciate sophisticated style or prefer highly comfortable seamless underwear.



FAST FASHION

Trends for now

The FAST FASHION Exhibition is an opportunity to supplement current collections. Traders who came to the fair ordered collections for spring-summer 2010 offered by French, Polish, Portuguese and Ukrainian companies in order to let their clients enjoy still fresh but already familiar trends at a reasonable price. The exhibitors offered ladies' and children's clothes, accessories, leather products and jewellery.

The future of Polish design

The FUTURE – Clothes for Tomorrow project carried out under the supervision of designer Ilona Kanclerz was part of the FAST FASHION Exhibition. Debuting designers – graduates from clothes design and industrial design schools – presented their collections at expositions and during daily shows. They tried to attract the attention of the clothing industry with their original designs, innovative construction solutions and the application of unusual materials. Olena Molchnowa, a designer and participant of the Ukrainian Fashion Week also presented her collection at the FAST FASHION Exhibition.

There were more than 400 brands at the fairs, the stands were visited by over 5500 traders, buyers and technologists from Poland and abroad – from countries such as Germany, Ireland, the Czech Republic, Lithuania, Latvia, Russia and Great Britain. It was more than during the previous edition. Among the visitors there were such masters of fashion as Bernard Ford Hanaoka, Grażyna Hase, Anna Korytowska, Jagoda Komorowska



MTP Gold Medal

NEXT SEASON: PRESTIGE men's suit by Lassar J. Małek D. Perdjon from Toruń • ELGIR Slim Fit men's shirt by ELGIR IMPORT EXPORT Elżbieta Giruć from Kraków • RAFAEL Slim Fit men's shirt by RAFAEL Barański Janusz from Kraków • 0503/0 ladies' coat by WARMIA S.A. from Kętrzyn • LAETA set including 210-925 trousers and 210-922 top by LAETA LINGERIE from Gdynia. **FAST FASHION:** a boy's set including a shirt and shorts from MERRYLAND linen collection offered by MERRYLAND inter mark group s.c. K.M. Witkowiak from Poznań. **TEX-STYLE:** premium packaging for Vittorio Votii shirts by AB* Group from Łódź.



TEX-STYLE

Reels, ribbons, hooks and fabrics

At the TEX-STYLE Fair clothing producers could find everything they need to produce a new collection: from fabrics, knitwear or interlining most fashionable in the coming seasons, through yarns, threads, appliqués, up to buckles, buttons and designer accessories. A new offer at this year's fair was the debut on the Polish market – a retail system for visual identification of products to support sales, including a series of posters, price tags, hang-tabs, stickers, ribbons and T-shirts with prints, to professionally advertise seasonal sales, discounts or new collections.

A key to success in the fashion industry

The exhibitors' expositions and daily commercial shows were supported by a significant amount of professional knowledge offered by experts in the fashion industry. A rich programme of presentations and seminars was prepared for producers, traders, designers and stylists who attended the fair. How to familiarise clients with new trends? How to sell fashion? What are the success factors in the fashion market in Poland and Europe? These important topics were discussed and considered during meetings held on the three trade fair days. The editorial board of moda.com.pl, a magazine



Flexibility in meeting the customers' needs and investing in environment friendly technologies is what counts in the market today

and a website, invited trade fair participants on a journey through the trends for the upcoming season. The presentation of the editorial board of Rynek Mody focused on how to use the autumn-winter 2010/2011 trends to be successful on the fashion market. Thanks to a lecture given by stylist Nina Wadowska, entitled: "The end of yes-men's era, or the role of a stylist in sales" we might soon meet experienced stylists and use their advice more often in Polish boutiques.

Topics related to boosting retail sales in the fashion industry were discussed at the Fashion Retail Forum 2010 held at the fair for the first time and organised by the Promedia company.

The Fashion Website Awards for the best fashion websites and online shops were also given at the Fashion Retail Forum. Moreover, for the first time in Poland, Mudpie, a British styl-

ing office presented comprehensive forecasts for women's, men's and children's fashion for autumn-winter 2010/2011 and spring-summer 2011.

On the last day of the fair, a panel discussion including representatives of the clothing and footwear industries, exhibitors and journalists was held on the central catwalk. Among other topics, the participants discussed the place of fashion in the media and future prospects for the Polish fashion market.

INTERMASZ

The kingdom of new technologies

Organised every two years, the INTERMASZ International Trade Fair of Textile, Clothes and Shoe Making Machines is today the greatest in Poland business meeting place for those interested in modern machines and devices, as well as computer systems used for preparing production in the light

industry. The fact that the event is part of a whole block of fairs related to the fashion industry gives opportunities to establish multi-dimensional business cooperation. Among the businesses that participate in the Poznań fair there are companies from such countries as China, Spain, Germany, Pakistan, Poland, Taiwan and Italy. They present a wide spectrum of modern machines and devices for producers operating in the clothing and textile, and footwear and leather industries, as well as for design and interior decoration studios, and for manufacturers of upholstered products.

This year, the organisers offered the exhibitors an innovative matchmaking programme called Hosted Buyers, which made it possible to shorten to minimum the time of reaching the narrowly specified groups of potential buyers.

The program of the fair included also training seminars devoted to the subject of the features of modern knitwear with additional functions, the most common errors occurring when sewing clothes from fabrics and knitted fabrics and ways of avoiding them thanks to the use of the right needles. For the first time, the Speaker's Corner zone was filled with presentations prepared by exhibitors. In the Speaker's Corner, the owners of production companies were able to learn about the advantages of a revolutionary 3D scanner of a human figure, specialist software for designing clothes and preparing production, a computer system for automatic cutting and modern ironing and packing devices. ■

by Marta Siek

The next edition of the fashion fairs in Poznań is to be held in autumn – from 31st August to 2nd September 2010. The TEX-STYLE Fair is to start on 1st March 2011 and the INTERMASZ Fair – in 2012.

ADVERTISING FAIR AND MARKETING COMMUNICATION

For the first time so multimedial

This year's edition of the EURO-REKLAMA International Fair of Advertising Goods and Services was very much awaited, as profound changes to the form of the event were expected. What was modified were the specialist exhibitions constituting the trade fair: in May we could see the first edition of the Digital Printing Expo Large Format and Advertisement Printing Exhibition and the Visual Expo Visual Communication Fair. This was undoubtedly the biggest trade fair of the advertising industry in Poland, visited by more than 8500 people. At the same time POZNAŃ MEDIA EXPO – a television trade fair – was held.

MTP Gold Medals

EURO-REKLAMA: ORACAL 975 PREMIUM – PVC film with permanent adhesive, ORAFOL EUROPE GmbH • BIG Mamut BACKLIGHT STAND – an innovative advertising carrier, MAMUT-MEDIA B&C S.A. Sp.k. • Laser Rayjet, Trotec GmbH • system of aluminium profiles to construct lit advertisements, SAPA Aluminium

Acanthus Aureus

EURO-REKLAMA: Digiprint Sp. z o.o., Stoisko Ekologiczno-Aplikacyjne • Alma Trend Sp. z o.o. • TeBa Barbara Teodorczyk • Z. P. POLY Małgorzata Doros



The most creative gift at the EURO-REKLAMA 2010 trade fair was Clocky® – a running alarm clock

Digital Printing Expo was visited by representatives of advertising agencies, BTL professionals, media houses, network clients and graphic design studios, in other words professionals of the widely understood advertising printing sector. Visual Expo was a meeting place for marketing experts from companies of various industries. For three days of the trade fair, at more than 150 stands, covering the area of nearly 10 000 square metres, exhibitors from all over Europe showcased the latest offers in the area of advertising media, goods and digital printing. "We are very happy that year after year EURO-REKLAMA enjoys more and more interest. This year we were visited by more than 8500 professionals. This success will definitely contribute to the further development of the event, which – we hope – will soon be hailed the largest event of the advertising industry in Central and Eastern Europe", says Piotr Kamiński, Manager of EURO-REKLAMA.

Serious...

Much interest was attracted by specialist workshops such as "Colour management in practice", organised for the fair visitors by the editorial board of the "Świat Druku" magazine. The "Corporate marketing and PR" panel, organised by the editorial board of the Pro-KREACJA magazine, was yet another very popular meeting among professionals visiting the show. These two events were held under the auspices of the editorial boards of Pro-KREACJA and "Świat Druku", both published by Polski Drukarz sp. z o.o. Other valuable sources of knowledge were meetings entitled "Outdoor advertising – what are you like and what will you be like?" with the involvement of the Outdoor Advertising Chamber of Commerce (IGRZ) and the "Reprehensible behaviours on the market of advertising gifts" seminar, organised by the Polish Chamber of Promotional Goods (PIAP).

... and original

The 1st Car Wrap Championship in Poland attracted crowds of visitors. The event was organised by European Media Group under the auspices of such media partners as Print&Publishing, Visual Communication, Packaging magazines, as well as mediafun.pl and mediafm.net. The winner was Polska Grafika Samochodowa. The visitors could also admire the Gallery of Unconventional Advertising Gifts organised by the editorial board of Pro-KREACJA and vote for the Most Creative Gift at EURO-REKLAMA 2010. The winner of this year's competition was Clocky® – a running alarm clock by Kusha.

by Jacek Obarski

The next edition of EURO-REKLAMA is going to take place from 29th March to 3rd April 2011.

TELEVISION FAIR

Only in Poznań

Only once a year, in Poznań, you can see up so close and understand the world of contemporary television. In March, once again MTP organised one in its kind event, important for the sector of electronic media in Poland – the POZNAŃ MEDIA EXPO television fair.

This event traditionally gathers: broadcasters, producers of programmes and TV equipment and telecom operators. The exhibitors showcase state-of-the-art equipment: film cameras, edition systems, studio equipment, etc. The fair promotes also Polish TV programme and film producers, offers of TV stations and telecommunication solutions of the future. The trade fair is always held under the auspices of the most important institutions and organisations related to the media sector: the Office of Electronic Communications (UKE), the National Broadcasting Council (KRRiT), the Polish Chamber of Audiovisual Producers (KIPA), the Polish Chamber for Electronic Communication (PIKE), the Polish Chamber of Information Technology and Telecommunications (PIIT) and the Polish Chamber of Digital Radiodiffusion (PIRC).

It all started a year ago

This unique event for media experts, television people and producers of television content and technologies was for the first time held in 2009 – a very difficult year for the industry. Its main aim was to integrate the television industry and stimulate the development of this currently most valuable form of broadcasting information. Numerous discussion panels and unofficial talks were devoted to the subjects important for the country.

And today...

POZNAŃ MEDIA EXPO 2010 was a unique international meeting of representatives of regional film funds. One of the pillars of the event was once again its factual content, based on a series of discussion

panels with the most eminent representatives of the television market in Poland. Among the people who took part in the talks were: Anna Streżyńska, President of the Office of Electronic Communications (UKE); Witold Kołodziejcki, Head of the National Broadcasting Council (KRRiT); Jerzy Straszewski, President of the Polish Chamber for Electronic Communication (PIKE); Juliusz Braun, Head of the Department of Strategy and Analysis in the Ministry of Culture and National Heritage; Jacek Silski, President of the Board of the Polish Chamber of Digital Radiodiffusion (PIRC), and many more. What is worth emphasizing, anybody present at POZNAŃ MEDIA EXPO could join the discussions. It was one of few, if not the only occasion to ask questions directly to people who create the future of television in Poland. On the second day of the event, during a formal ceremony, the Deputy President of Poznań awarded the television station best promoting local government issues with the Golden Screen 2009. The award went to the WTK television. Also Poznań International Fair granted its awards. Super Partner statuettes for commitment and contribution to the organisation of POZNAŃ MEDIA EXPO were given to the Polish Chamber of Audiovisual Producers (KIPA) and the Polish Chamber of Digital Radiodiffusion (PIRC), as well as to companies – Pegaz, Diomar, Technisat and ADB.



The tomorrow of television

POZNAŃ MEDIA EXPO 2010 was yet another step in the direction of creating a significant, independent event for the television industry in Poland. A place for meetings, presentations and opinion exchange is being consistently created in Poznań with the participation of television people, offices, chambers and companies operating in the market. The content of the event gives POZNAŃ MEDIA EXPO a new dimension, which manifests itself not only in the integration of the television sector, but also in a visible contribution to creating the future of television. The trade fair involves discussions on difficult subjects that require opinion exchange and action, as well as on those that open new opportunities.

by Piotr Kamiński

The next edition of POZNAŃ MEDIA EXPO is going to take place from 29th March to 1st April 2011.



Among the people who took part in the discussion panels during the POZNAŃ MEDIA EXPO fair was Anna Streżyńska, President of the Office of Electronic Communications (UKE)





MEDICAL FAIR

Medicine of the new century

The twenty-third edition of the SALMED International Medical Fair must be pronounced a success. It was visited by nearly 6000 professionals, including many healthcare managers, managing staff of medical facilities, physicians, laboratory diagnosticians, rehabilitation specialists, medical rescue personnel, as well as nurses and midwives. As usual, SALMED was held under the honorary auspices of the Minister of Health Ewa Kopacz.

Contemporary medicine may be proud of incredible achievements in all its fields, constantly introducing increasingly effective methods for disease treatment and prevention. To a great extent, its development hinges upon technological progress that particularly manifests itself in medical equipment. For a more efficient healthcare operation, the level of both equipment and services provided by medical centres in Poland must follow patients' expectations and needs. The offer from SALMED exhibitors addresses the expectations of managers of both public and private healthcare facilities, creating an opportunity to provide technologically the most advanced medical equipment to these facilities – up to standards of a 21st century hospital.

The largest in Central and Eastern Europe

SALMED is Poland's largest event of the medical industry, a professional platform of education and experience sharing. In March, in one of the most modern and the largest exhibition pavilions in Poland, on the exhibition space of 13000 square meters, over 300 exhibitors from 29 countries from all over the world, including the USA, Great Britain, Germany, Italy, France,

Japan, Sweden, Finland and Austria, presented their comprehensive offer. In Poznań, leaders of the Polish and international medical markets showcased medical devices and instruments, equipment for hospitals, clinics and private practices, as well as laboratory and rehabilitation equipment.

New products on the medical market

SALMED is first of all a platform for presenting market novelties and trade fair debuts. More than 100 new products were presented to professional audience at SALMED for the very first time. These included the most cutting-edge ultrasound platforms, electrocardiographs, defibrillators, telemonitors, portable ventilators, soundproof testing booths, IT systems, hospital beds, operating tables and many other devices. The presentation of new products brought a lot of interesting information about the latest technologies and trends in the medical industry. MTP grounds have turned into an impressive centre of contemporary medical technologies. Those of the products presented at the fair that involved cutting-edge technological solutions and top quality were presented with MTP Gold Medal – Gold Aesculapius. This is one of the most prestigious quality

MTP Gold Medal

SALMED: CliniNET Hospital IT system, UHC Sp. z o.o. • Anasztazja 7700 Apparatus for general anaesthesia, Fabryka Aparatury Rentgenowskiej i Urządzeń Medycznych Farum SA • Sonix Touch Ultrasound Scanner, Ultrasonix Medical Corp. • Alteris II integrated RIS/PACS system supporting advanced postprocessing of medical images and teleradiology, Alteris sp. z o.o. • Patient care stand: Eleganza 3XC bed with accessories, LINET spol. s.r.o. • Economy All in One Patient transport stretcher, SAVION INDUSTRIES Ltd. • TotalCare SpO2RT® Connect Bed system for intensive medical care, Hill-Rom Company Incorporated, USA • The Vest® Airway clearance system, HILL-ROM Manufacturing, Inc. • OB - GYN Maternity stretcher, HILL-ROM Company Incorporated • Microprocessor-controlled anti-decubitus mattress for non-contact therapy of bed sores up to stage 5 (inclusive) model: 88AGA, Revita Rafat Krutul

Acanthus Aureus

SALMED: Stolter Sp. z o.o. • Konkret Dagmara Fik Marcin Mazurkiewicz Sp. J. • Siemens Healthcare Diagnostics • Alvo Grupa Gastrometal Barbara Staszczuk-Olszewska • Alteris Sp. z o.o. • Systemy Informatyczne Alma Sp. z o.o. • UHC Sp. z o.o. • Richter Med. Sp. z o.o. • Zakład Techniki Medycznej Tech-Med. Sp. z o.o.

awards in Poland that has been presented to medical products for over 20 years now.

Medical know-how

An indispensable element of SALMED is a program of seminars and specialist conferences, along with workshops, lectures and many business meetings that enjoy great popularity with professional audience. The thematic profile of this year's edition of SALMED comprised the following conference modules: Management, Laboratory, Rehabilitation, Emergency Medicine and Nursing. The multi-disciplinary exposition from suppliers of medical equipment was complemented by expert lectures on effective management of healthcare units and IT technologies (from keeping medical e-records, through streamlining operational costs, to on-line health accounts and patient relation management), financing of investments from European Union funds (training for managers of non-public medical facilities), service of medical products, conferences on laboratory diagnostics (involvement of a medical diagnostics laboratory in patient care), rehabilitation in oncology, rescue medicine (lectures, shows and workshops on procedures to follow in cases of life hazard in children and newborns) and nursing (contemporary health hazards in children and youth).

by Marzena Banasz



The next, 24th edition of the SALMED International Medical Fair is going to take place in March 2012.



AUTOMOTIVE FAIR

The legend is back

Poland has not seen an event like that for years! More than 260 cars, over 100 motorcycles, scooters, quads bikes and – the most important – 40 000 visitors! After a five-year break, in March the Poznań MOTOR SHOW came back in great style.



We had prepared this event in a new form, combining an automotive industry with a rich program of accompanying events.

Our aim was not to organise another Geneva trade fair, because we had to take into account the specificity of the Polish market. We had chosen the idea of a family event and it worked perfectly well – said Rafał Błachowski, Manager of MOTOR SHOW. The partners of the event were Mobil 1 and BZ WBK.

Premieres and famous figures

The Poznań event abounded with premiere shows of cars. Enormous interest was enjoyed by stands that showcased cars such as Mercedes SLS AMG, Tata Nano, BMW 5, Citroen DS. 3, Hyundai ix 35 or Dacia Duster. Other makes, however, such as Porsche, Jaguar, Alfa Romeo, Fiat, Mazda, Opel, Renault or Nissan were not less popular. Crowds of people gathered also in front of the main stage to see the presentations of cars and take part in

competitions. The fair was also visited by famous guests. MOTOR SHOW attendants were able to talk to, for example, Włodzimierz Zientarski, Szymon Kołecki, Sylwia Gruchała, Bartosz Bosacki, Jacek Wszola and Piotr Reiss. – This event has been reborn thanks to the passion of a few crazy people in order to bring joy to thousands of those thirsty for motorisation – said Włodzimierz Zientarski, summing MOTOR SHOW up.

Lots of family attractions

Adults admired beautiful cars and motorcycles, and the younger ones played at a great playground, rode Segways, karts and quad bikes. Also the exhibition of equipment and fire trucks enjoyed immense interest. The organisers created opportunities to play and have fun for everyone, regardless of age. During the whole weekend, the fairgrounds of the Poznań International Fair were teeming with motorisation! The event was closed with a competi-

tion, the winner of which was awarded a Fiat Bravo Dynamic.

Outdoors, next to the off-road track, the Polish Championships of Professional Drivers were held and the Mieloch Racing Team performed shows, presenting their extraordinary skills in riding mini-bikes and scooters! Apart from that, on Sunday the Poznań Speedway Association (PSZ) presented its speedway team for the 2010 season.

Dozens of premieres, hundreds of competitions and presentations held on two stages attracted crowds of people. The turnout of 40 000 visitors exceeded the expectations of the organisers and proved just how much demand there is for such events as MOTOR SHOW.

The legend is back – and in great style!

by Dariusz Wawrzyniak

The next edition of MOTOR SHOW is going to take place from 18th to 20th March 2011.

See you in Poznań!

EXHIBITION PROGRAMME 2011

11.01 - 14.01	BUDMA International Construction Fair CBS Sports Facilities, Amenity Areas, Wellness & Spa WINDOOR-TECH Fair of Machines and Components for Window, Door, Gate and Facade Production GLASS Glass Industry Fair	02.06 - 05.06	ARENA DESIGN MOODFORM Design Fair
28.01 - 30.01	32nd Pigeon-Olympiad Poznań 2011 Trade Fair of Racing Pigeons and Accessories	14.06 - 17.06	INNOVATIONS-TECHNOLOGIES-MACHINES POLAND (ITM POLAND): MACH-TOOL Machine Tool Exhibition; HAPE Exhibition of Hydraulics, Pneumatics and Drives; METALFORUM Exhibition of Metallurgy, Foundry Engineering and Metal Industry; SURFEX Exhibition of Surface Treatment Technologies; TRANSPORTA ; WELDING ; Research for Industry ; Work Safety in Industry
10.02 - 13.02	FARMA International Fair of Animal Breeding	30.08 - 01.09	NEXT SEASON Contracting Exhibition of Clothing, Shoes and Accessories; BODY STYLE Exhibition of Lingerie and Beach Fashion; FAST FASHION Exhibition; BTS Fair of Shoes, Leather and Leather Goods
15.02 - 18.02	MEBLE POLSKA Furniture Fair	06.09 - 08.09	GIFT EXPO Advertising Gift Fair
25.02 - 27.02	GARDENIA Garden Fair	11.09 - 15.09	POLAGRA-TECH International Trade Fair of Food Processing Technologies, including: Exhibition of Meat Industry Machines and Equipment (11.09 - 15.09); Exhibition of Refrigerating, Air-Conditioning and Heating Devices (11.09 - 15.09); International Food Ingredients Show (12.09 - 14.09); Exhibition of Food Industry Machines and Equipment (12.09 - 15.09)
01.03 - 03.03	NEXT SEASON Contracting Exhibition of Clothing, Shoes and Accessories BODY STYLE Exhibition of Lingerie and Beach Fashion FAST FASHION Exhibition TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair BTS Fair of Shoes, Leather and Leather Goods	12.09 - 15.09	POLAGRA - FOOD International Food Product Trade Fair GASTRO TRENDY International Trade Fair of Catering PAKFOOD Food Industry Packaging Fair
04.03 - 06.03	Education Fair School Equipment Exhibition Books for Children and Young People - 10th Poznań Trade Fair Meetings	22.09 - 24.09	CEDE Central European Dental Exhibition
11.03 - 12.03	Poznań Optical Exhibition ¹⁾	23.09 - 24.09	Poznań Optical Exhibition ¹⁾
18.03 - 20.03	MOTOR SHOW	24.09 - 25.09	AKTYWNI 50+
22.03 - 24.03	EPLA International Fair of Plastics and Rubber Processing	29.09 - 02.10	TTM Automotive Technology Fair
29.03 - 01.04	POZNAŃ MEDIA EXPO	07.10 - 09.10	National Breeding Animals Exhibition
29.03 - 01.04	EURO - REKLAMA International Fair of Advertising Goods and Services POLIGRAFIA International Fair of Printing Machines, Materials and Services	07.10 - 09.10	DREMASILESIA - MEBELTECHEXPO Exhibition of Woodworking Machines and Tools (Katowice) ²⁾
01.04 - 05.04	BAKEPOL Baking and Confectionery Industry Fair (Kielce)	14.10 - 16.10	Poznań Game Arena (Warszawa)
02.04 - 03.04	LOOK - Hairdressing Forum BEAUTY VISION - Cosmetics and Solaria Forum	19.10 - 22.10	TOUR SALON Trade Fair of Regions and Tourist Products INVEST- HOTEL Hotel Equipment Trade Fair
12.04 - 15.04	FURNICA International Trade Fair of Components for Furniture Production DREMA International Trade Fair of Machines and Tools for Wood and Furniture Industries	22.10 - 23.10	HOBBY Model Making Exhibition
13.05 - 15.05	FIT-EXPO Fitness & Sport Park	08.11 - 10.11	SAKRALIA Trade Fair of Church Furnishings, Liturgical Objects and Devotional Items
18.05 - 19.05	OPAKPRINT Lublin Packaging and Printing Fair	09.11 - 12.11	KAMIEŃ - STONE Stone Industry Fair ³⁾
24.05 - 26.05	EXPOPOWER International Power Industry Fair AUTOMA International Fair of Robotics, Automatics, Control and Measurement Equipment GREENPOWER International Renewable Energy Fair	18.11 - 20.11	BOAT SHOW Fair of Sailing and Water Sports ⁴⁾
01.06 - 03.06	HOME DECOR Interior Fair LUMINEXPO Lighting and Light Technology Exhibition	22.11 - 25.11	POLEKO International Trade Fair of Environmental Protection KOMTECHNIKA International Trade Fair of Municipal Technologies GMINA Fair of Products and Services for Local Governments INVESTFIELD Property and Investment Exhibition
		02.12 - 04.12	Art & Craft Festival
		December	Horse-Riding Equipment Fair

1) Organizer: Interprovincial Guild of Optical Crafts in Poznań

2) Co-organizer: International Katowice Fair Ltd.

3) Co-organizer: Geoservice-Christi Ltd., Wrocław

4) Co-organizer: Interserwis Ltd. in Łódź