



## What awaits us in September?

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How were the trade fairs?



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Why is it worth making the most of trade fair events?

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What's the news at MTP?



# New suggestions opportunities formulas



Photo: MTP Photoservice, Drema 2008

The second half of 2008 at MTP looks set to be just as exciting as the first half. Apart from trade fairs of well established renown, the calendar of events features a lot of new suggestions. These are as follows:

- **PRO-HORTI** Horticultural Contracting Exhibition PRO-HORTI is addressed to the manufacturers and distributors of products and services necessary for cultivating crops under cover and for fruit growing. Its aim is to create an effective platform for communication and exchange of know-how between the suppliers and buyers of specific products and services.
- **KOMTECHNIKA** International Trade Fair for Municipal Technologies KOMTECHNIKA have been separated from the POLEKO International Ecological Fair. It will present machines, equipment and vehicles for road, street and square maintenance, cleaning and waste disposal, maintenance of green and recreation areas, as well as public transport and maintenance of other municipal facilities.
- **BOAT SHOW** Fair of Sailing and Water Sports BOAT SHOW is addressed to sailing and motorboat enthusiasts, divers, windsurfers and canoeists and is co-organised by Interservis Sp. z o.o. from Łódź and MTP. This year, for the first time, it will be held in Poznań.
- **GLASS & STONE** Glass Industry Fair, Stone Industry Fair GLASS & STONE will feature both glass and stone raw materials, as well as machines and equipment for the glass and stone industry, not to mention finished glass and stone products.
- **CEDE** Central European Dental Exhibition CEDE is an event all dentists are familiar with. It has been held for 17 years by Exactus sp.j. in Łódź. Starting this year the event will be organised in Poznań.
- **DREMASILESIA-MEBELTECHEXPO** Trade Fair of Machines and Tools for Wood Processing DREMASILESIA-MEBELTECHEXPO, held in Katowice, is co-organised by MTP together with the MTK International Katowice Fair.
- **GMINA** Fair for Local Governments GMINA accompanies the POLEKO and KOMTECHNIKA trade fairs.
- **OPTYKA** Optical Exhibition OPTYKA, accompanied by the Conference Optyka, is co-organized with National Chamber of Optical Crafts. It will present a full offer for the optical sector.

## ALREADY THIS YEAR

- 02-04.09.2008** **TEX-STYLE** Trade Fair of Fabrics, Clothing and Accessories  
**NEXT SEASON** Contracting Exhibition  
**BODY STYLE** Exhibition of Lingerie and Beach Fashion  
**SPECIAL DAYS** Exhibition of Wedding, First Communion and Evening Fashion  
**Fair of Shoes, Leather and Leather Goods**  
**Euro-Reklama GIFT EXPO** International Trade Fair of Advertising Goods and Services
- 14-18.09.2008** **POLAGRA-TECH** International Trade Fair of Food Processing Technologies, including:  
14-18.09 Exhibition of Baking and Confectionery Industry  
15-17.09. International Food Ingredients Show  
15-18.09 Exhibition of Machines and Devices for the Dairy Industry  
15-18.09 Exhibition of Machines and Equipment for the Food Industry
- 15-18.09.2008** **POLAGRA-FOOD** International Trade Fair of Food Products and Catering
- 15-18.09.2008** **TAROPAK** International Packaging Technology and Logistics Exhibition
- 25-27.09.2008** **Central European Dental Exhibition CEDE**<sup>1)</sup>  
**14th Congress of Dental Teams**
- 02-05.10.2008** **PRO-HORTI** Horticultural Contracting Exhibition
- 03-05.10.2008** **FARMA** – International Trade Fair of Animal Breeding and Rural Development  
**NATIONAL HORTICULTURAL EXHIBITION**<sup>2)</sup>  
**NATIONAL BREEDING ANIMALS EXHIBITION**<sup>3)</sup>  
**DREMASILESIA-MEBELTECHEXPO** Trade Fair of Machines and Tools for Wood Processing<sup>4)</sup> (Katowice)
- 16-17.10.2008** **BUY POLAND**
- 16-18.10.2008** **TOUR SALON** Trade Fair of Regions and Tourist Products  
**INVEST-HOTEL** Trade Fair of Hotel Equipment
- 18-19.10.2008** **HOBBY** Model Making Exhibition
- 27-29.10.2008** **International Trade Fair of Hygiene and Pest Control**
- 27-30.10.2008** **POLEKO** International Trade Fair for Environmental Protection  
**KOMTECHNIKA** International Trade Fair for Municipal Technologies  
**GMINA** Fair for Local Governments  
**INVESTFIELD** Property and Investment Exhibition
- 13-16.11.2008** **BOAT SHOW** Fair of Sailing and Water Sports<sup>5)</sup>
- 15-18.11.2008** **GLASS&STONE** Glass Industry Fair, Stone Industry Fair
- 21-22.11.2008** **OPTYKA** Optical Exhibition<sup>6)</sup>
- 22-23.11.2008** **POZNAŃ GAME ARENA (PGA)** Trade Fair of Multimedia and Entertainment
- 04-07.12.2008** **FESTIVAL OF ART AND ARTISTIC OBJECTS**

Before taking final decision concerning your participation in the trade fair, please check its dates on our website [www.mtp.pl](http://www.mtp.pl)

1) Organizer: Exactus Sp.j.

2) Co-organizer: Association of Horticultural Engineers and Technicians, Poznań Branch

3) Co-organizer: Ministry of Agriculture and Rural Development, National Animal Breeding Centre, Associations of Animal Breeders

4) Co-organizer: International Katowice Fair Sp. z o.o.

5) Co-organizer: Interservis

6) Co-organizer: KRIO National Chamber of Optical Crafts

MTP is a member of:





Photo: MTP Photoservice

## Ladies and Gentlemen,

Each trade fair is a business event addressed to specialists in a given field, its key goal being to facilitate establishing trade contacts in optimum conditions conducive for business talks. It means that innovative solutions need to be implemented and new services must be offered. For this reason we are constantly improving our exhibition portfolio and the scope of our services. Each year new trade shows are introduced, while those with established position are profiled to better suit current market demands. The increasing industry specialisation causes us to address our products to precisely defined groups of specialists. In this issue of Poznań Fair Magazine we would like to draw your attention to our new exhibitions, and invite you to take a look at the foreseeable future of the MTP. This issue of Poznań Fair Magazine contains also information about trade shows to be held in September – as soon as the summer holidays are over. Various exhibitions organised recently are also worth reading about. It will allow you to learn more about the potential of the MTP, the scale of our expositions, and participants' opinions. Moreover, the current issue presents in full the extensive portfolio of MTP business activities. Our experience, professionalism and sizeable exhibition area situated in the very centre of Poznań allow us to organise congresses, scientific meetings, concerts and competitions. The greatest challenge we will face this year is the preparation of the 14th UN Climate Change Conference (COP 14), which will be attended by around 10 thousand participants. Some of the actions we have undertaken in connection with this project are also described in the magazine.

Enjoy your reading and we look forward to meeting you in Poznań.

Przemysław Trawa  
President of the MTP Board

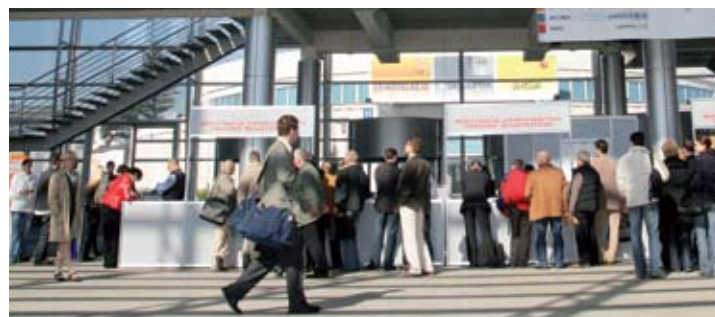


Photo: MTP Photoservice, Drema 2008

### WHAT'S AHEAD

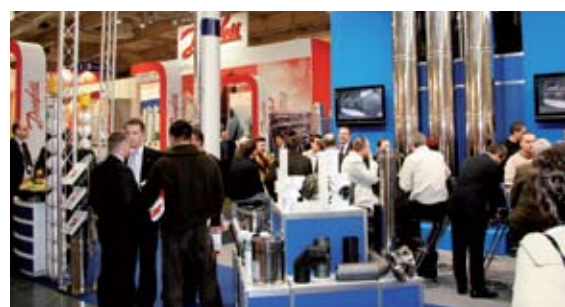
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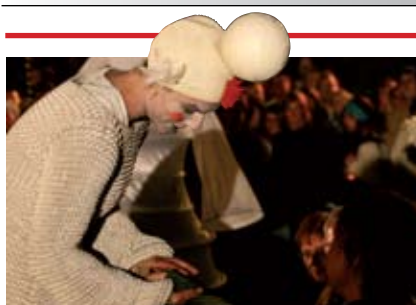
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### KALEIDOSCOPE

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### AROUND POZNAŃ

Malta  
– the only festival  
of this kind

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Photo: MTP Photoservice, NEXT SEASON 2008

Photo from the fashion show during this year's spring edition of trade fair.

## Contracting exhibitions: Next Season, Body Style, Special Days

According to International Service Check, the Polish clothing market is one of Central and Eastern Europe's most attractive markets. Its value is estimated at around PLN 15 billion and it is growing at the rate of 8-10% annually. This is reflected in the growing interest of manufacturers and traders in the Next Season, Body Style and Special Days contracting exhibitions. This success can also be attributed to the well-chosen trade fair formula. The manufacturers and traders will once again be able to meet their customers in a comfortable setting in a specially arranged exhibition hall and present their latest collections not only at the stands, but also at special commercial fashion shows. The visitor registration system enables the exhibitors to build a database of all registered traders. It is worth noting that the spring edition of the exhibitions attracted nearly 4 thousand traders from all over Europe, including Russia, Ukraine, the Czech Republic, Lithuania, Latvia, Germany, the UK, Spain and Italy. ■

# Fashion trade fair

At Poznań fair grounds the autumn season is the starting point for a series of fashion meetings. Fashion collections are developed seasonally, for the spring/summer and autumn/winter seasons, which is why Poznań host seasonal comprehensive trade fairs for the clothing industry twice a year. These trade fairs comprise 5 separate events, i.e. three contracting exhibitions: NEXT SEASON Contracting Exhibition, BODY STYLE Exhibition of Lingerie and Beach Fashion, SPECIAL DAYS Exhibition of Wedding, First Communion and Evening Fashion, as well as TEX-STYLE Fair of Fabrics, Clothing and Accessories and Fair of Shoes, Leather and Leather Goods. The products offered by Poznań exhibitions are highly complementary, which makes for substantial time savings for the manufacturers and traders.



Photo: MTP Photoservice, NEXT SEASON 2008



Photo: MTP Photoservice, BODY STYLE 2008

At the contracting exhibitions in September the manufacturers will introduce their latest collections for the spring-summer 2009 season. The commercial catwalk shows are a crucial component of companies' trade fair presentations and are aimed not only at showcasing new designs, but also introducing the company – providing support for business talks.

## TEX-STYLE Fair of Fabrics, Clothing and Accessories

The TEX-STYLE fair held under a motto "Fair made to measure" have been evolving towards a contracting formula. The next edition in September has been expanded to include special spaces – a co-operation exchange, window display inspirations, a trends forum for fabrics and accessories and presentations of new technologies. An important element of the trade fair programme are fashion shows and seminars concerning the current fashion trends, technology, trade and marketing. An unquestionable attraction of the upcoming edition of this trade fair will be the 2nd Polish Championships in Ironing, featuring contestants representing clothing companies and laundries as well as journalists. ■



# rs at the top



Photo: MTP Photoservice, TEX-STYLE 2008



Photo: MTP Photoservice

## ELŻBIETA ROESKE

Project Manager of the trade fairs group

*Our trade fair meetings of manufacturers and traders in the clothing sector have evolved in line with the market needs towards the contracting formula. The growing interest generated by these events has proved that the decision to modify their character was the right one. Today we already know that the autumn edition will feature the most creative companies – market leaders. The fair of the shoes and leather sector looks set to be a very successful event, where the visitors will be able to meet leaders of the footwear and leather sector. Such a comprehensive and exciting range of products presented at our trade fairs attracts ever greater attention of professional visitors, including the representatives of specialised boutiques and showrooms, as well as specialised multibrand stores from Poland and abroad. Buyers from New Europe have shown great interest in the exhibitions.*

## Fair of Shoes, Leather and Leather Goods

This trade fair provides a good opportunity for manufacturers and importers to showcase their latest products incorporating the current fashion trends. The daily Fashion & Time shows will draw attention to the most interesting designs and cuts. The trade fair is, first and foremost, a platform for business contacts, but also an opportunity to meet nearly everyone in the shoe and leather sector. In view of the current difficult situation (a drop in the value of US dollar and growing imports of Chinese footwear) frequent contacts with the target domestic and foreign customers are invaluable. ■



Photo: MTP Photoservice, 2008

The trade fairs will be a good opportunity to learn about the newest fashion trends. Additionally essential know-how about the current trends, technologies, trade and marketing will be provided as part of daily seminars run by industry professionals. In March this year such meetings were conducted, among other, by Ferial Karoui from PromoStyl, a French styling agency.

## Market success

Interview with SYLWIA CIEROCKA, Marketing Manager at Aryton

**In 1991 Aryton presented its first collection at the Poznań trade fair, which immediately turned out to be a great success. Today Aryton is a market leader. Could you tell us how you did that?**

First and foremost you need a good product. Danuta Cierocka, the owner of Aryton, started off by creating collections herself, later on hiring Italian designers. These clothes combined a classic look with a bit of innovation.

The first products offered by Aryton were coats with original designs, whose quality, both in terms of the fabrics used, as well as workmanship, quickly became one of the most recognized features of this clothing brand. Soon the collections evolved, becoming more extensive and forming complementary lines of women's apparel. As in the

case of coats, the quality and uniqueness of these products, made using original high-quality fabrics, mainly Italian and French, often carrying the Woolmark quality label, has attracted many new loyal and satisfied customers to the brand.

**And how did you conquer the market?**

The company began its market expansion by co-operating with well-known boutiques and multibrand stores all over Poland. Currently the brand is distributed by around a hundred such outlets. However, the company's strategy has always foreseen a stage when it would create a chain of its own stores, under the Aryton brand. The first such store was created in Chmielno, next to the company's headquarters. Others soon followed, both owned by the company and co-operating as part of a franchise – in Gdynia, Warsaw, Kraków – and later on in more cities in Poland and abroad. All this was possible due to many business contacts established at trade fairs in Dusseldorf and Moscow.

**How do trade fairs benefit such an established company as Aryton?**

Aryton firmly believes in the Japanese kaizen philosophy that focuses on continuous improvement in all areas. That is why we continue to search for new inspirations, solutions and technologies. Our products go through a highly complex and sophisticated implementation process. Travelling around the world, attending large international trade fairs in Paris or the fashion capital Milan helps us keep up to date with worldwide trends. Owing to these explorations the collections presented at the Poznań trade fair and sold in our stores are in line with the latest fashion. We always value our participation in the Poznań fashion fair. It is here that we meet our regular customers and establish contacts with prospective business partners from Poland and abroad. Being at the trade fair helps us to develop our business in line with the adopted philosophy. ■

# Let yourself be seen

This year's Euro-Reklama GIFT EXPO International Trade Fair of Advertising Goods and Services in September shall be held under a motto "Let yourself be seen!". This highly-specialized trade fair is the only exhibition of advertising gifts in the autumn, a perfect time to promote products when companies are developing advertising budgets for the coming year and make purchases before Christmas.



Photo: MTP Photoservice, Euro-Reklama GIFT EXPO 2007



Photo: MTP Photoservice, Euro-Reklama GIFT EXPO 2007

## Euro-Reklama GIFT EXPO Effective developments

Euro-Reklama GIFT EXPO trade fair is addressed to the representatives of advertising and PR agencies, as well as marketing departments of companies in various industries. The range of products offered by the exhibitors will be dominated by various advertising goods, mainly advertising gifts and gadgets. Advertising services providers and marketing agencies will also present their suggestions. There will be no shortage of trade media and specialised publications. The advertising gifts sector in Poland is developing rapidly and experts predict this trend is likely to continue. More and more companies recognize the need to build up their image through suitable advertising gifts. That is why so many manufacturers and distributors have already expressed their intent to participate in the trade fair. They include Quo Vadis Polonia, which has remained a loyal exhibitor for many years. According to the Managing Director Zdzisław Kątek, *this year our primary task at the Euro-Reklama GIFT EXPO trade fair will be to showcase the latest additions to our range of products. We offer two completely new products, which we wish to present to a wider audience - thematic organisers, a novelty on a worldwide scale, as well as a new form of luxury Premium diaries. We hope they will generate interest among the prospective buyers.* The trade fair will also be accompanied by interesting events, such as the 1st FAP Forum of Advertising Goods, a "Unique Advertising Goods" competition and the „Gadgets and Sports" conference. ■



Photo: MTP Photoservice

*I would like to encourage you to join us at this year's edition of the Euro-Reklama GIFT EXPO 2008 trade fair. GIFT EXPO is the most specialised event addressed to the Polish advertising goods sector and a venue for showcasing market trends and technological novelties. It is also a place where business contacts are established and the relations within the sector strengthened. I am convinced that the latest suggestions of the advertising goods market will provide invaluable inspiration to all marketing professionals, especially in the period when Christmas gifts are ordered.*

**JOLANTA SUCHARSKA**  
Euro-Reklama GIFT EXPO 2008  
Project Manager

*As in the previous year, the Polish Chamber of Promotional Goods will exhibit at Euro-Reklama GIFT-EXPO 2008 International Trade Fair of Advertising Goods and Services. This year we wish to change the formula of our stand, to create a so-called "meeting place", where visitors will have an opportunity to meet the Chamber's representatives, have a cup of coffee and discuss issues related to the advertising goods industry. This trade fair may become the most important event presenting the latest trends in promotional goods for the winter and spring season. According to the organisers the fair will be accompanied by a few interesting events and meetings. As the Chamber we plan on supporting the trade fair organisers to help them build up a good reputation for this exhibition.*

**Grzegorz Fajerski**  
Managing Director of the Polish Chamber of Promotional Goods

# Gold Medal

## of the Poznań International Fair

The most prestigious distinction granted since 1979 to high quality, innovative products manufactured using cutting-edge technologies and exhibited at the trade fair.

### PRESTIGE

Gold Medals are Poland's oldest quality distinction, greatly valued by Polish and foreign companies alike, who use it to create a positive image of their products and company in the eyes of customers.

### EFFECTIVENESS

MTP Gold Medal winners declare a 10-30% rise in the sales of award-winning products.

### INDEPENDENCE

The Gold Medal Competition Juries comprise renowned authorities from a given sector, practitioners and representatives of technical, scientific, economic, artistic universities and R&D institutes.

### EXPERTISE

Gold Medals are granted in around 40 categories, pursuant to the criteria specially matched to the sector represented at a given trade fair.

### MARKETING SUPPORT

Randomly selected winners are promoted by Radio Merkur, Wielkopolska's most popular radio station and TV Biznes, Poland's first satellite business channel.

MTP Gold Medal Competition is open to Polish and foreign exhibitors.

### MTP Gold Medal Competition Organisers

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Is it worth vying for  
MTP awards?

There is only  
one answer –  
YES, as it is the  
best form of  
promotion



Photo: MTP Photoservice

# Looking forward

The representatives of the food processing sector are already gearing up for New Europe's biggest and most prestigious meeting, i.e. the POLAGRA-FOOD International Trade Fair of Food Products and Catering and POLAGRA-TECH International Trade Fair of Food Processing Technologies. Together with the International Food Ingredients Show held September 15-17, the trade fairs form a strong thematic block on an unprecedented scale.

## POLAGRA-FOOD bound to be successful

**POLAGRA-FOOD International Trade Fair of Food Products and Catering comprises five specialised exhibitions: Food and Drinks Exhibition, Catering Exhibition, Wine and Spirits Exhibition, Store Equipment Exhibition and Franchising Exhibition.**

Every year the trade fair attracts around 1300 exhibitors from almost 40 countries, including Spain, Germany, Greece, Austria, Portugal, Turkey, China, Sri Lanka, as well as Lithuania, the Czech Republic and Slovakia. It also draws professional visitors – manufacturers, distributors, importers, owners of hotels, restaurants, wine cellars and representatives of large retail chains from Poland and abroad. This year the organisers expect



Photo: MTP Photoservice, POLAGRA-FOOD 2007

an over 20% rise in the number of visitors, which last year exceeded 34 thousand. Such great interest generated by the trade fair can be attributed to a good situation in the food processing sector noted over the past few years. According to the Institute of Agricultural and Food Economics, in 2007 the value of Polish agricultural and food exports amounted to EUR 10 billion, increasing by 18% compared to 2006. The share of exports in the total sales reached 20% and has doubled over the past 4 years. Poland is not only an exporter, but also a significant consumer of food products, which makes it a very attractive market, as well as a partner for co-operation. This can be seen at the trade fair, where once again foreign exhibitors are going to prepare joint international presentations. Already today we can reveal that the Pavilion of the Nations will

feature companies from China, Spain, Austria, Germany, Greece, Turkey, Lithuania, the Czech Republic, Slovakia and Sri Lanka. As always, the trade fair will be accompanied by an extensive programme of culinary shows, including presentations of molecular cuisine, confectionery, bartending skills, culinary competitions, such as the most prestigious Polish Culinary Cup, 2nd Polish Championships of Confectioners in the desserts category, 9th edition of the Wielkopolska Cook of the Year competition, the finals of the third edition of the Primerba Cup addressed to professional chefs and Poland's first team championships of coffee chains. Moreover, the trade fair will feature a number of conferences, the 14th Forum of Butchers and Meat Producers, meetings of traders during the Two Days for Distribution event. ■



# to autumn



Photo: MTP Photoservice, POLAGRA-FOOD 2007

## International Conference of Ministers

September 15, 2008, during POLAGRA-FOOD and POLAGRA-TECH trade fairs, is set to feature an International Conference of Ministers of Agriculture, accompanied by a panel discussion. The meeting will be held at the initiative of the Polish Minister of Agriculture and Rural Development Marek Sawicki and attended by the Agriculture Ministers representing mainly, but not only, European Union Member States. The Conference will be devoted to the "Co-existence of various agriculture models". Additionally, the organisers are planning a special area for the countries of the New Europe. It will be the New Europe Island, a joint undertaking thanks to which the countries will be able to present their commercial offer. Exhibitors from Lithuania, Latvia, Estonia and Romania have already declared their participation in the project. ■



Photo: MTP Photoservice, POLAGRA-FOOD 2007

Tasting of products during POLAGRA-FOOD trade fair create an opportunity for manufacturers to get a valuable feedback from customers.



Photo: MTP Photoservice

**HANNA SKRZYPCZAK**  
POLAGRA-FOOD Project Manager

*There are still a few months until POLAGRA-FOOD, but many exhibitors have already applied to showcase their products at the trade fair. For instance, record-breaking interest on the part of the dairy sector means that there are only a few stands left in the exhibition hall allocated for dairy products. An additional attraction is the fact that the adjacent hall will house an exhibition of machines and equipment for the dairy industry as part of the POLAGRA-TECH trade fair. Our trade fair naturally goes beyond just the stand displays. Anyone who has ever visited it knows how extensive the programme of accompanying events is. This year, apart from the regular features, we would like to invite the visitors to the first Coffee Olympics and Coffee Academy, shows entitled Meat in Spiceland, presentations unveiling the secrets of molecular cuisine, the Day of Young Caterers and the Experts Club. You can find out more in September!*



Photo: MTP Photoservice, POLAGRA-FOOD 2007

Talks at the stands are often a first step into business contacts.



Photo: MTP Photoservice, POLAGRA-FOOD 2007



Photo: MTP Photoservice, POLAGRA-TECH 2007



Photo: MTP Photoservice, POLAGRA-TECH 2007



Photo: MTP Photoservice, POLAGRA-TECH 2007

## POLAGRA-TECH power of technology

**POLAGRA-TECH International Trade Fair of Food Processing Technologies is divided into five specialised thematic exhibitions, of which four are held on a biennial basis, while the Exhibition of Machines and Equipment for the Food Industry is an annual event. This year it will be accompanied by the Exhibition of Baking and Confectionery Industry and the Exhibition of Machines and Devices for the Dairy Industry, while in 2009 by the Exhibition of Machines and Devices for the Meat Industry and Exhibition of Refrigerating, Air-conditioning and Heating Devices.**

POLAGRA-TECH exhibitors include many leaders on the food processing technologies market. Every year the trade fair attracts nearly 34 thousand professional visitors, comprising owners and co-owners of food production companies, decision-makers and production technologists from EU Member States, but mainly from the countries of New Europe. The latter are particularly interested in establishing business contacts with European suppliers of machines and equipment for the food processing sector. That is why this year we can once again expect many visitors from Russia, Lithuania, Latvia, Ukraine and Belarus, as well as representatives of the Czech Republic, Hungary and Slovakia. The trade fair, owing to the presence of nearly all market players, is an excellent meeting point for the industry. This year this opportunity will be seized by the representatives of the dairy sector, who will gather at the 7th Polish Dairy Summit, as well as bakers and confectioners, attending the 14th Forum of Bakers and Confectioners. Sunday, September 14, has been declared the Baker and Confectioner's Day. The bakers will also have a chance to compete in the 1st Polish Bakers' Championships. Moreover, the trade fair participants may take part in special discussion panels tackling such issues as the opportunities to obtain EU funding by bakers and confectioners, the current situation in the grain processing industry or building a competitive advantage by food sector companies. ■



Photo: MTP Photoservice, POLAGRA-TECH 2007



The trade fair is a time that benefits all of us. In the course of the trade fair we can learn more about the latest production techniques and technologies. We can also make purchasing decisions regarding many state-of-the-art machines and devices, often at very attractive prices. The trade fair introduces new technological solutions that make

the bakers' work more efficient. It is also a great opportunity to exchange experiences, meet your colleagues and hold business meetings. Moreover, it helps us to gain new know-how as part of the professionally prepared industry panels. The trade fair is also the time when old relations may be restored and new contacts established. It is a time for talks, exchange of opinions, experiences, expert advice – a time to integrate and foster relations within the industry. At the trade fair we meet the manufacturers of raw materials, machines and equipment, i.e. everyone who cares about the development of the baking sector.

At this year's POLAGRA-TECH the visitors will have a chance to admire the competition between bakers to win the Champion of Polish Bakers title. The Championships winners will form a team, representing Poland in trade competitions taking place around Europe.

**Stanisław Butka**

President of the Polish Baking Craftsmen Association



Photo: MTP Photoservice

**JOANNA JASIŃSKA**  
POLAGRA-TECH Project Manager

Last year's decision to make POLAGRA-TECH an individual exhibition event was the right one, as shown by the record interest of exhibitors in this year's trade fair. So far we have received 30% more applications than in the respective period of the previous year. What is more, the majority ordered exhibition space twice as big as last year. There are really very few locations left. With our exhibitors in mind we send out invitations to professional visitors not only from Poland, but also from the Ukraine, Belarus, Russia, Lithuania, Latvia, the Czech Republic, Slovakia, Hungary and other European states. The most important accompanying events include the 1st Polish Bakers' Championships, the 7th Polish Dairy Summit and the 14th Forum of Bakers and Confectioners. Sunday, September 14th, has been declared the Baker and Confectioner's Day.



Photo: MTP Photoservice, POLAGRA-TECH 2007

Trade fair meetings create a good opportunity to discuss many technical problems



POLAGRA-TECH is Poland's most important trade events and one of the most significant exhibitions of the confectionery sector in Central and Eastern Europe.

Already today the Polish Association of Confectioners, Pastry Cooks and Ice Cream Makers is happy to invite everyone interested in the art of confectionery to visit the 14th Confectionery Forum and admire the shows by confectionery masters from all over Poland. The aim of this event is to promote confectionery art at the highest level. The Confectionery Forum has a unique atmosphere, which is difficult to put into words, but worth experiencing yourself.

POLAGRA-TECH provides an excellent opportunity for companies to present themselves to visitors from all over Poland and Europe. The trade fair is also a great chance to meet other representatives of the industry, exchange ideas and suggestions, so that the Polish confectionery sector can develop further and not fall short of international standards.

An enormous advantage of this trade fair is its relaxed and friendly ambience. Moreover, the extensive programme of accompanying events, including presentations, competitions and workshops makes this trade fair unique. These events turn it into a presentation of the worldwide and European confectionery trends.

**Edward Gruszecki**, Vice-President of the Polish Association of Confectioners, Pastry Cooks and Ice Cream Makers

Food ingredients are not a mass product, therefore the International Food Ingredients Show has a B2B formula and the visitors need to register prior to entering the hall. Such a formula guarantees a comfortable setting for effective meetings.



Photo: MTP Photoservice, POLAGRA-TECH 2007

## Food ingredients already for the fourth time!

**This year will be the fourth year when the International Food Ingredients Show has been held as an independent event in a separate exhibition hall.**

It is here that the owners and managers of food processing companies, as well as production technologists, meet with the exhibitors. There will also be no shortage of wholesalers and distribution centres supplying small and medium-sized enterprises not only from Poland, but also from the Ukraine, Belarus, Russia, Lithuania, Kazakhstan and Moldova.

Interest in the exhibition has been growing year by year, which translates into the number of exhibitors and visitors alike. Wojciech Hoffmann, President of the Polish Chamber of Food Ingredients, says: *It is estimated that the global food industry now uses over three thousand various food ingredients. They are an essential element in the industrial production of foodstuffs in all sectors. These ingredients determine the visual and aromatic properties, as well as boost the quality of food products. Moreover, they replenish the sensory properties lost in the raw material processing, streamline the production process and enable the producers to create foodstuffs with original features.*

Food ingredients are now gaining due recognition by the state authorities, which is reflected in the fact that the Consumer-Friendly Ingredient competition is now held under the auspices of the Minister of Agriculture and Rural Development. The participants of the upcoming International Food Ingredients Show will have a chance to meet the winners of the competition, as the award ceremony will form part of the event. The award may be granted to such additional ingredients, which raise no health concerns and are characterised by unique quality, functional and aesthetic properties. The fundamental criterion for product evaluation is its innovativeness. ■



Photo: MTP Photoservice, TAROPAK 2006

# Trade fair of good

In September the market leaders and most active companies manufacturing and distributing packaging and machines for the production of packaging, as well as packing equipment, together with the logistics sector, will gather in Poznań at TAROPAK International Packaging Technology and Logistics Exhibition. It is New Europe's biggest specialised trade fair of this industry, firmly ranked in the top ten of leading European packaging exhibitions. Trade fair with such an extensive scope as in September this year is held on a biennial basis. However in the years when TAROPAK is not held PAKFOOD Fair of Packaging for the Food Industry, is being organized.

## TAROPAK

### Good market situation, good trade fair

It is estimated that until 2010 the Polish packaging market is expected to grow by 5-10% annually, while its value will rise up to PLN 5-7 billion, whereas the European packaging market will note a mere 3% growth. A good market situation has attracted many exhibitors to this year's TAROPAK, including brands of worldwide standing. It is here that many new products will be introduced for the first time. Special labels at the stands and information on new products published and distributed prior to the trade fair will make it easy to locate them among an extensive and varied range of products showcased at the exhibition.

Participation in the TAROPAK trade fair is more than just a chance to gain new distribution channels and establish co-operation, but also an opportunity to obtain a lot of useful information, conduct many talks, discussions and meetings. The presentations, conferences, workshops and competitions accompanying the trade fair facilitate dialogue between the sellers and the buyers, the exhibitors and the visitors. Interesting conferences will be held, among other, by the Polish Packaging Research and Development Centre, Polish Chamber of Packaging, the Logistics and Warehousing Institute, as well as trade publications. ■

## Sztaplar Show

A regular feature of the TAROPAK trade fair is the Sztaplar Show, a forklift truck tournament. The spectators will have a chance to see forklift trucks of nearly all makes available on the Polish market. The trucks and their operators competing in the tournament will represent either the suppliers or the manufacturers, which resembles the situation known from car racing tournaments. The Sztaplar Show will also include a presentation of forklift truck operation in a setting imitating real-life conditions, i.e. a warehouse. A special "Modern Warehouse Driving School" will conduct workshops aimed at improving the operators' skills. ■

## Towards automation



Interview with  
**MICHAŁ BUCIAK**,  
Commercial Director  
at Ilapak Sp. z o.o.

**Economic development results in growing demand for packaging and, as a consequence, for packing machines. How do you assess**

**the needs of the Polish market?**

The 1990s and the beginning of the 21st century were still devoted to catching up with the rest of the world, replacing obsolete machinery and modernising production plants to include universal devices, capable of packing any products. Therefore, these were largely semi-automatic systems, still

requiring significant participation of humans, especially when feeding products to the machine and picking up the finished packaging.

Today investors are facing other problems - rising labour costs combined with difficulty in finding people willing to perform simple tasks, such as feeding products to the packing machine. Hence the distinct trend towards greater manufacturing process automation, including unit and bulk packaging. This has stimulated investments not in simple universal machines, but whole automated packing lines, less flexible when it comes to the range of products packed, but more efficient and dramatically reducing the need for staff. These are sophisticated complex systems, requiring suitable tuning already at the design stage, detailed machine specifications and, most importantly, highly-qualified professional service at the installation and training stage and maintaining the continuity of operation during production. That is why we

focus on adequate technical training for our sales staff and building a strong service team, which has already generated measurable effects.

**What is the marketing significance of your participation in the TAROPAK trade fair?**

Poznań trade fairs remain the best way of showcasing new packing equipment and trends on the Polish market. To our company, Poland's biggest supplier of the "form-fill-seal" machinery, the trade fair is gradually becoming a place where, within a short time and in a single location, we can meet hundreds of businesses we co-operate with and to show them live what we are currently doing or introducing on the market. In this age of countless communication possibilities, regardless of the distance, the trade fair is losing its importance as a venue for establishing new contacts and attracting prospective customers. ■



# solutions



Photo: MTP Photoservice, TAROPAK 2006

## WPO President at the trade fair

Keith Pearson, President of the World Packaging Organisation, will be the guest of honour at this year's edition of the TAROPAK trade fair. The WPO President will visit the trade fair on September 15 and 16. As part of his visit Keith Pearson will participate in the opening ceremony and hand awards and distinctions to the winners of the Nationwide PakStar Packaging Competition, as well as walk through the exhibition. On the first day of the trade fair he will also meet with journalists at a special press conference.

## More and more logistics

Logistics is a rapidly developing branch of the economy. It is the logistics support techniques, methods and tools that determine the competitive advantage. These issues will be tackled by the part of the trade fair devoted to in-house transport equipment, warehouse management solutions, logistic services and technical assistance. TAROPAK 2008 will feature an "Innovations 2008" conference, whose participants



Photo: MTP Photoservice, TAROPAK 2006

TAROPAK exhibitors have to answer difficult technical questions very often.

will have an opportunity to learn more about the latest developments on the logistics market. Many persons are likely to be interested in the "Innovations for logistics" exhibition, i.e. a model warehouse with standard entry (goods-in) and exit (goods-out) areas and different variants of order picking zones, constructed in an exhibition hall over an area of 200 m<sup>2</sup>. All machines presented in the warehouse are technologically sophisticated and innovative, setting the highest standards for logistics services. ■



Photo: MTP Photoservice

**JANUSZ MAZURCZAK**  
TAROPAK Project Manager

*The upturn on the Polish and European packaging market is conducive to the establishment of new business contacts and new forms of cooperation. No wonder that the TAROPAK trade fair, the most effective venue for marketing operations, looks set to be a very interesting event. Poznań will play host to nearly 800 exhibitors from around 30 countries. We hope that they will have an opportunity to showcase their products to almost 40 thousand prospective customers from all over the world. The TAROPAK trade fair belongs to the COPE Confederation of Organisers of Packaging Exhibitions, which helps us to follow closely all changes taking place both at the packaging market, as well as the exhibition market. This allows us to offer you a modern trade fair that incorporates the latest worldwide trends.*

## 15<sup>th</sup> September Packaging Day

The first day of TAROPAK 2008 has been declared the "Packaging Day". It is organised at the initiative of the Polish Chamber of Packaging and aimed at promoting projects introducing packaging designers and manufacturers, as well as companies that have contributed to the development of the Polish packaging industry and market. Activities promoting packaging issues are conducted throughout the year, while September 15th will be the climax of these campaigns. On that day the Council of the Chamber will give awards to companies that have particularly contributed to the development and modernization of production, as well as stimulated the local industry representatives to be more active. ■

## Awarded packaging

This year, for the first time, the PakStar Nationwide Packaging Competition will be extended to include the first edition of the Student PakStar Nationwide Packaging Design Competition. The prestigious awards for the best packaging, packaging materials and packaging designs open the doors to competing in worldwide packaging competitions such as WorldStar and Student World Star, held by the World Packaging Organization. The award ceremony will take place during the trade fair, while a special exhibition will introduce the winning designs. TAROPAK 2008 will also feature a special exhibition presenting the packaging rewarded with the "Pearl of Packaging" distinction in the Art of Packaging 2007 competition. ■



The winner of the competition Art of Packaging debuts was Artur Antkowiak for his packaging design "Crystal carafe".

The trade fair is, first and foremost, a venue for promoting goods and services and meeting prospective customers or business partners. An integral component of an exhibition are special marketing events, i.e. various types of events and campaigns highlighting a range of selected issues. The setting and structure of these events stimulate an emotional response among participants, which helps them to remember the content and increases the brand awareness.



Photo: MTP Photoservice, BODY STYLE 2008

## Special exhibitions and shows

58% of companies surveyed by the EMNID Institute say that they take part in trade fairs because they wish to leave a lasting impression and be remembered. They can do so by participating in special events accompanying the exhibition or, in turn, suggesting and co-organising such initiatives. A good example of product promotion is getting involved in large-scale trade fair projects, such as the Live Furniture Factory at DREMA or hairdressing shows at the LOOK Forum.

## An eye-catching stand

The visitors' attention may be attracted by the exhibition stand itself, its architectural design and the events happening at it. Many companies use their presence at the trade fair as an element of a promotional campaign.

## Competitions

Holding competitions that incorporate know-how of the company and its products is an effective tool to make the company's participation in the trade fair and its products memorable. It also strengthens the relations between the exhibitor and the visitor – i.e. the customer. For instance throughout the four days of the INSTALACJE trade fair, the contestants in the 1st Polish Fitters' Championships proved their familiarity with Viessmann and Grundfos products and the practical skills of fitting a model installation. The winner left the fair grounds in a brand new Volkswagen Caddy. Prestigious competitions have already become a regular feature of the LOOK Forum, where hairdressers compete for the highest trophies.

The trade fair is a great forum for holding award ceremonies for winners of many industrial competitions. The winners are the best and thus the customers believe that they are dealing with an attractive product and a reliable company. For many years Metabo has acted as a partner of competi-

tions at the DREMA trade fair, such as "Conjured from Wood" and "Nail Hammering", as well as sponsored valuable prizes for the winners.



“ Our involvement in the “Conjured from Wood” competition addressed to the youngest aspiring woodworking professionals is of dual importance. A purely promotional aspect is creating a positive brand image of the Metabo brand, as a supplier of reliable solutions, while from a marketing point of view this is an opportunity to attract future customers, faithful to our brand from the very first steps on their professional path. We are also the sponsors of prizes in the Nail Hammering Championships addressed to

trade fair exhibitors and visitors – these prizes include a voucher to purchase our devices and tools. The trade fair creates a perfect setting for promoting the company through the use of events.

Paweł Dawidowicz, Marketing Specialist, Metabo

## Meetings

Symposia, conferences, seminars, workshops, meetings with industry representatives are an inseparable feature of any trade fair. These meetings are addressed to professional visitors and attract large numbers of specialists to the exhibition. They are also accompanied by forums and discussion panels. This helps to voice certain problems and issues to a wider audience. The trade fair integrates the industry representatives and offers a perfect venue for lobbying activities.



Photo: MTP Photoservice, LOOK 2008

In the photo: Wojciech Koperski, President of the Board of Ilirija Polska Sp. z o.o. with show performers at the main stage

“ This year our show at the main stage during the LOOK fair was particularly festive, as we are currently celebrating the 100th anniversary of the company. That is why we tried to take the audience on a journey through various periods, showing them how fashion, haircuts and hairstyles have changed over the years. Naturally shows at trade fairs do not translate into an immediate financial effect, however I believe such presence is important, out of respect for thousands of hairdressers who came to the trade fair often from far away to learn about the latest trends, seek inspiration and ideas. Our show was very well received, judging from the number of positive opinions we heard from our guests at the stand. Speaking of measurable effects for our company, shows at the large stage offer an excellent opportunity to build your brand. Ilirija is not a brand all Polish hairdressers will be familiar with, which is why the LOOK fair is such a good place for our company to show that we are a large and thriving business. We offer mainly professional hair styling products and the visitors to LOOK are mainly hairdressers. That is why our presence here, reinforced by shows on the main stage, is of such significance.

Wojciech Koperski, President of the Board, Ilirija Polska Sp. z o.o.



Photo: MTP Photoservice, DREMA 2008



Photo: MTP Photoservice, TAROPAK 2006



“Participation of the Polish Chamber of Commerce of Furniture Manufacturers in the FURNICA trade fair is a means of establishing co-operation. This is the goal of our presence here. Already many suppliers of materials and accessories

for the furniture industry co-operate with us, some of them as our Members. Our stand always features many interesting co-operation proposals, as well as information about the Chamber, the furniture industry and the manufacturers of furniture materials and accessories. During the trade fair we invite entrepreneurs to meetings with

journalists at press briefings. We also hold conferences and discussions. The Chamber's stand is also a good place to relax over a cup of coffee or tea, meet your colleagues and talk in a pleasant atmosphere”.

**Marek Adamowicz,**  
Office Director, Polish Chamber of Commerce of Furniture Manufacturers

## Why at the trade fair?

By holding special marketing events at the trade fair you can capitalise on the attention paid to them by industry representatives, as well as on the presence of professionals, entrepreneurs, traders, decision-makers, gov-

ernment officials and many journalists. These events are preceded by promotional campaigns: mailshots sent out to tens of thousands of professionals, advertisements in the Polish and foreign trade press, radio, television and Internet commercials. This way information can reach a wide audience. Events organised at the trade fair generate media attention. Media coverage is provided prior to, during and following the trade fair, in the daily press, trade press, on radio and television stations, as well as web portals. The trade fair attracts the representatives of all media – trade, nationwide, regional and local. Trade fair events not only offer an opportunity to be featured in the media, but also to establish contacts with journalists. ■

# Stand out or perish



Interview with  
**ALEKSANDER OWSIANOWSKI,** Marketing Director of Pump Factory in Leszno

**Your company has prepared a unique trade fair presentation. Your stand draws attention, is open and inviting to the visitors,**

**but that is not all – there is a lot happening here.**

The open nature of the stand stems from our philosophy of having an open-minded attitude towards our existing and prospective business partners. We have nothing to hide as a company, our brand has been on the market for many years. Trade fairs offer an opportunity to meet new people. Often it turns out that despite the widespread use of the Internet it is these face-to-face meetings that carry the greatest potential for future business relations. Our stand was open to everyone – part of the stand was dedicated to those who wished to discuss serious trade issues, whereas the other part was addressed to

those who simply wanted to have fun. Dance shows, beautiful girls and fiery routines attracted the male public, while coffee and biscuits served by our hostesses encouraged the visitors to stay a little while longer. Sports elements in the stand design referred to the upcoming EURO 2008 football championships and reflected the emotions accompanying the distribution of tickets to EURO 2008 games. We handed out nearly two thousand t-shirts and scarves with the slogan “Jesteśmy zaROMBiści” (“We’re great”) – certain to be seen at stadiums and streets this summer.

**You have worked very hard on so many promotional events, do you believe this has translated into success?**

The wide array of events offered by our company at the trade fair was based on the assumption that we need to offer something different and unique to each visitor, something to attract their attention and encourage them to see our products and discuss our current or future co-operation. For some of the trade fair guests this was the first time they have seen Pump Factory in Leszno following last year's change of market philosophy and, consequently, the Corporate Identity. A new logo,

new company colours and a new way of presentation seem to have impressed the visitors. In terms of fulfilling our objectives we have been successful – even more successful than we had hoped. However, our chief aim remains to make the most of the contacts established at the trade fair so that they can result in actual business dealings. We have a sophisticated CRM system at our disposal, which will help us analyse and monitor the new relationships.

**Why did you decide to conduct the whole promotional campaign here, at the INSTALACJE trade fair?**

Stand out or perish – this famous marketing motto guided us through the preparations. The INSTALACJE trade fair provides an opportunity to meet the widest audience of our customers, answer their queries, showcase the latest additions to our range of products, dispense professional advice and capitalise on direct, personal contacts. This is the time when we fulfil our work duties here in Poznań. The fact that we pooled all our resources for this particular event results also from its biennial cycle – right now two years on the market is a “to be or not to be” for a business – and we wish TO BE a more and more professional partner. ■

MEDICAL TRADE FAIRS

# a year with the sector

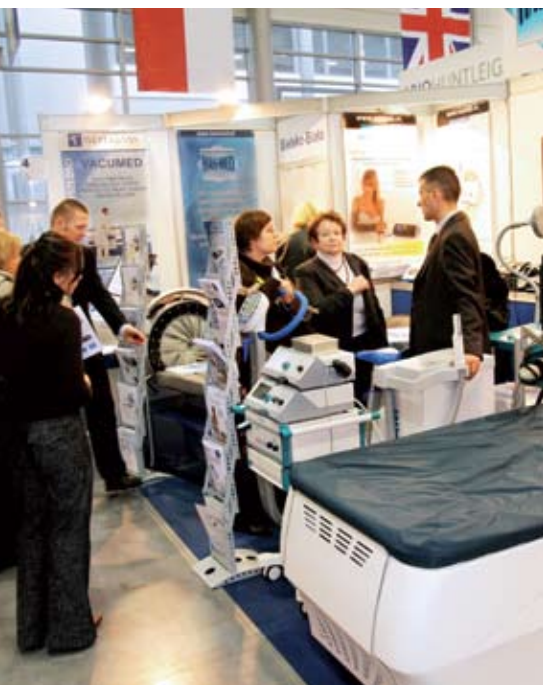


Photo: MTP Photoservice, SALMED 2008

## Good market situation

The Polish medical equipment market has been developing rapidly in recent years, which could be witnessed at this year's SALMED International Medical Fair. Nearly 260 exhibitors from 17 countries – is a 25% rise compared to the previous year. A lot of foreign exhibitors turned up (over 50) from among others Germany, UK, Italy, Switzerland and the US. The report issued by PMR – “The Polish Medical Equipment Market 2008” states that over the next few years that market, currently worth PLN 4 billion, will continue growing at a rate of several% annually and by 2010 will have reached the value of nearly PLN 6 billion. The good situation on the market is confirmed by the words of Rafał Duraj, Sales Specialist at Astar ABR, one of exhibitors at this year's SALMED: *We are a manufacturer of state-of-the-art electronic medical equipment for physiotherapy and rehabilitation. We are continuously expanding our range of products and services, that is why we need to be present at SALMED, where we can meet many of our prospective customers. There is great demand in Poland for our equipment. Hospitals often have obsolete devices at their disposal and are forced to make new purchases. Moreover, there are many private clinics and rehabilitation centres, as well as SPAs. Not to mention the growing health awareness of Polish society and recognition of the positive effects of rehabilitation.* ■

MTP offers a wide range of exhibition events addressed to the medical sector. Every two years in the spring the manufacturers and buyers of medical equipment meet at the SALMED International Medical Fair. This year the trade fair was held from March 12 to March 14, the next edition is scheduled to take place in 2010. Starting this year, Poland's biggest meeting of dentists – CEDE Central European Dental Exhibition is also held in Poznań. The 18th CEDE Exhibition will be accompanied by the 14th Congress of Dental Teams. Both events will take place September 25-27. Another exhibition connected with the medical industry is the Poznań Optical Salon, which was held this year April 11-12, as well as the OPTYKA Optical Exhibition scheduled for November 7-8.



Photo: MTP Photoservice, SALMED 2008

## SALMED New products – new contacts

***The SALMED trade fair is a good place for the exhibitors to hold business talks, showcase their products and establish new contacts.***

The trade fair visitors include the representatives of health centre managers, hospital directors, doctors and healthcare professionals. To them SALMED provides an excellent opportunity to learn more about a wide range of products offered by medical equipment manufacturers and distributors from all over the world and to exchange experiences. This year's SALMED, featuring cutting edge medical apparatus and tools, hospital, clinic and surgery equipment, as well as laboratory and rehabilitation devices, attracted 5000 professional visitors.

Over 75 new products were introduced, including the latest generation of defibrillators, state-of-the-art ultrasound machines, medical compressors, operating tables, rehabilitation devices. The stands of exhibitors showcasing their products for the first time were marked by a special label, which made it easier to navigate the exhibition and locate a given product. *There was no shortage of medical market leaders among the exhibitors. The biggest stand belonged to Factory of Hospital Equipment in Żywiec Famed S.A. The representatives of GE Medical Systems Polska, Dräger Polska, Shell Industries were also present, alongside many other leading medical equipment manufacturers.* – says Anna Lemańska, SALMED Project Manager. ■





SALMED visitors had a chance to catch their breath and relax by playing a round of minigolf.

SALMED exhibitors showcased over 75 novelties. The eye-catching "NEW!" label made it easier to locate new products among other exhibits on display.



What makes the SALMED trade fair unique is its extensive programme of conferences. This year they were divided into three themed modules: SALMED Hospital, addressed to managers of healthcare facilities, SALMED Emergency Medicine for medical rescue workers and SALMED Laboratory for laboratory diagnosticians and clinicians. SALMED also featured the INTERHERBA 2008 conference and other seminars and specialist meetings concerning, among other, nursing issues. A new feature of this year's trade fair was the Speaker's Corner, a special area where exhibitors had a chance to hold presentations of their medical equipment. The total number of conference participants came to 1500. The picture shows Interherba 2008 participants.



An exhibition accompanied by live presentations of the equipment offered is an additional advantage of the trade fair, eagerly seized by many companies. This year's SALMED was no exception. A stand that attracted particular attention belonged to Famed Żywiec S.A., the leading Polish medical equipment manufacturer. Famed Żywiec S.A. held as many as four shows every day, at which it presented the latest solutions used in operating theatres, intensive care units, patients' rooms and treatment rooms. These shows also offered an opportunity for practical exercises. Wojciech Tlałka, Marketing and Promotion Specialist at Famed Żywiec S.A, says: *Shows at the stand and lectures in the Speaker's Corner generate greater interest in what our company has to offer. At this year's SALMED we have played host to many guests, not only thanks to the shows. Prior to the trade fair we sent out nearly 3000 invitations and I believe this has also boosted the turnout at our stand. This year's SALMED has been very successful for our company, first and foremost in terms of the number of people who have expressed interest in our products. We have also won the Golden Aesculapius Medal for our LO-23 diode surgery lamp and the Acanthus Aureus Medal for our stand.*





## GOLD MEDALS

The highest distinction awarded by the Poznań International Fair, MTP Gold Medals are presented to exhibited products characterised by innovative solutions, high quality, as well as outstanding aesthetic values, ergonomics and usability.

### SALMED 2008

#### Gold Aesculapius Awards

Affinity® 4 delivery bed - Hill-Rom Company Incorporated, entered by: Richter Med Anna Richter, Warsaw

- Cardiotel telemetry diagnostics and monitoring system with AsCARD Mr Blue telemedical ECG system and ASPEKT 523 Event ECG recorder - ŻYWIECKA S.A. Zabierzów
- LO-23 operating light - Żywiecka Fabryka Sprzętu Szpitalnego Famed S.A., Żywiec
- PELETON plus system - ITAM Institute of Medical Technology and Equipment, Zabrze
- LATERA ACUTE electrically adjustable bed with a lateral tilt system - Linet spol. s.r.o. Czech Republic, entered by: Konkret Dagmara Fik, Chełmno
- MEDI CRUISER (model MS 777) Motorised stretcher for patient transport - Savion Industries Ltd, Israel, entered by: Konkret Dagmara Fik, Chełmno
- System of panels covered with the BioCote® antibacterial coating, designed for operating theatre applications - Alvo Grupa Gastronomal, Śmigiel
- WED- 2000A ultrasound unit - Shenzhen Well. D Electronics Co.Ltd, China, entered by: Przedsiębiorstwo Farmaceutyczno-Chemiczne Profarm Sp. z o.o., Warsaw
- Alteris-Connect IT system for teleradiology applications - Alteris Sp. z o.o. Katowice
- STANLEY PTS knee joint prosthesis - Fag Medical, France, entered by: Stanley Sp. z o.o., Poznań

### Euro-Reklama

#### OUTDOOR EXPO 2008

Océ Arizona 250GT Flatbed UV Printer - Océ N.V., entered by: Océ Poland Ltd Sp. z o.o., Warsaw

- iCAP-TURE TM Audience Measurement System - TruMedia Ltd, Israel, entered by: PDL-TV Multimedia Sp. z o.o., Opole
- S-Series FEI YEUNG Printers, models FY 3206S and FY 1806 S - Universal Digital Technology Equipment Ltd, China, entered by: Plotserwis M. Janicki i Wspólnicy Sp.j., Opole
- SMART IKONOS SMM 310 G Environmentally Friendly Medium - Atrium Centrum Ploterowe Sp. z o.o., Opole
- EUROLASER M-1200 W Laser Cutting Plotter - Eurolaser GmbH, Germany, entered by: Printy Poland Colop Polska Sp. z o.o., Bytom

### DREMA 2008

BHT 500 Through-feed CNC-controlled processing centre with a fully automatic cross-feed system - Weeke Bohrsysteme GmbH, Germany, entered by: Homag Polska Sp. z o.o., Środa Wielkopolska

- FLEXIMA 105 Dimension Sawing Machine with an automatic unloading system - SCM Group s.p.a. Gabbiani Mah-

continued on page 20

## Annual meeting of dentists

**The Congress of Dental Teams, scheduled to take place from September 25 to September 27, 2008, will focus on general dental practice.**

As usually it will play host to many distinguished lecturers with extensive clinical and research experience. Apart from Polish representatives, there will also be European speakers, from Italy, Germany, France and Slovakia. The lectures will tackle a wide variety of subjects. The speakers will discuss, among other, such issues as anaesthetics, methods of medical and prosthetic recon-

struction of damaged dental tissue while maintaining microscopic precision, theoretical principles of using materials and techniques, achieving visual effects, professional hygienic solutions, the latest developments in endodontics and orthodontics. The scientific programme of the Congress will be supplemented by the sessions of Poznań Dental Practice Forum, featuring lectures by university staff, as well as a session for hygienists and dental assistants held by the Kwintesencja publishing house and featuring well-known and recognized lecturers from Germany. ■



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Poznań 25-27.09.2008

### CEDE for the first time in Poznań

CEDE Central European Dental Exhibition is a trade fair with an established reputation, which needs no introduction to the representatives of the dental sector. What is new, however, is the fact that this will be the first year the exhibition is held in Poznań. As usual, the range of products on display will include everything a modern dental surgery could need, i.e. fittings, equipment and products for dental surgeries and dental workshops, furniture and lighting, pharmaceuticals, products for implantology, orthodontics, radiology, hygiene and sterilization, clothing and protective measures.

## We cannot waste the reputation of the exhibition

Ewa Mastalerz from Exactus sp.j. discusses the reasons for moving the CEDE Exhibition to Poznań

**When you decided to move the CEDE trade fair from Łódź to Poznań didn't you fear a drop in the number of exhibitors and visitors? After all this trade fair has an established reputation and many people have got used to the previous location.**

It was not a rash judgement, it took us a while to reach the final decision. We considered all the pros and cons of moving the exhibition in general, as well as the upsides and downsides of moving it to Poznań. A new location may naturally cause some confusion, especially that Łódź had been CEDE's venue for 17 years. However, both the growing exhibition, as well as the Congress of Dental Teams accompanying it, need more room to breathe, so to say, and we could not offer that in Łódź, either to the exhibitors or to the visitors. We have worked 17 years to build up CEDE's brand and in order to preserve this brand we decided to move the event. The exhibition facilities in Poznań are incomparably better than in Łódź, which has already resulted in a greater number of exhibitor applications, while the number of lecture and workshop halls has enabled us to hold many parallel sessions for doctors, dental technicians and dental assistants. This has also provided us with a possibility to invite interesting lecturers and develop a programme incorporating issues from various fields of dentistry, so that anyone can find something of interest there. The CEDE Exhibition in Poznań enables companies to put up a better display of their products, but also to hold their own lectures and workshops related to the novelties on offer and to introduce the techniques and applications of the materials or equipment.

Of course, not to break with a 17-year tradition, the first evening of CEDE exhibition will feature a cocktail party held in the Spire of the MTP grounds, renamed by us the "Poznań Palace", to evoke the atmosphere and the spirit of the previous location, i.e. Israel Poznański's Palace in Łódź. We also hope that the next evening, spent in Brovaria on the beautiful Old Market in Poznań will provide the participants with an excellent opportunity to relax and have a good time. We believe that Poznań with its long standing trade fair traditions and a friendly exhibition facilities will be accepted as a location both by dental companies, as well as by the visitors. ■



# Joining forces and experience

Interview with JAN WITKOWSKI, President of the National Chamber of Optical Crafts

**Polish customers searching for high-quality glasses in modern frames cannot complain – there are many opticians offering attractive products, where the customers may sometimes also have their eyes tested free of charge, while glasses can be made within a relatively short period of time. This is certainly partly due to the presence of Western chains – how are Polish companies coping?**

We estimate that there are between 2500-2800 optical shops in Poland, of which around 40% are members of our Chamber. When large foreign chains, such as Vision Express or Fielmann entered the Polish market, we feared that Polish companies would not withstand the competition. Fortunately that was not the case. We have more and more well educated and highly qualified opticians, not just graduates of technical secondary schools, but also universities. As in other European countries, our universities also offer courses for optometrists. Poznań is the leading centre for such education. Moreover, the Chamber holds additional courses and workshops aimed at increasing the qualifications of opticians, we also try to educate the customers, raising awareness of the importance of eye care and well-fitted glasses. The owners of optical shops constantly modernize their facilities, so that they can keep up-to-date with technological developments. In that respect we do not fall short of Western standards. Poland produces lenses and frames of the same quality as anywhere else in the world, using the same

materials, tools and machines. Polish manufactures satisfy the domestic demand, part of the output is also exported.

**When you decided, together with MTP, to organise the OPTYKA trade fair, you must have had good reasons to believe that it could be a success. What were the reasons?**

The National Chamber of Optical Crafts holds annual optical congresses, usually attracting over 1000 participants. Due to the great interest of the industry in these congresses, we have arrived at a conclusion that it would be worth to extend such a meeting to include product exhibitions. The decision to organise a trade fair was taken together with MTP, as a partner who has adequate space and organisational potential at

its disposal. I am counting on the interest of market leaders, who have always attended our congresses. Many of them have already expressed their intent to participate in the trade fair. I would like to stress that together with MTP we are currently conducting a large scale marketing and information campaign. We have, for instance, invited the Czech Association of Opticians and Optometrists, as well as the Union of German Opticians to participate in the trade fair – the two biggest industry organisations operating in the neighbouring states beyond our western and southern border. When you consider the combined experience of the Chamber and MTP I am deeply convinced that the OPTYKA trade fair to be held in Poznań in November this year will turn out to be a success and will have great development prospects. ■

**NEW**

## OPTYKA for the first time

On November 7-8, 2008 MTP grounds will, for the first time, play host to the OPTYKA Optical Exhibition, accompanied by the Optyka Conference held by MTP in co-operation with the National Chamber of Optical Crafts. The scope of the trade fair comprises eyeglass frames and their components, eyeglass and contact lenses and care products, aids for persons with visual impairment, special purpose glasses (sunglasses, sports glasses, protective glasses and other specialised eyewear), eyeglass accessories, optical and optometric instruments, materials and devices, as well as equipment for optical shops and opticians, pharmaceuticals, software and other products. The trade fair will be held on a biennial basis.

## Opticians at the trade fair

***In April the representatives of the spectacle optics sector gathered in Poznań at the Poznań Optical Exhibition, which is a good opportunity to see the latest solutions offered by manufacturers and supply their surgeries with all the necessary accessories.***

All the established companies operating on the Polish market showcase their products in Poznań. These companies include the manufacturers or distributors of spectacle frames, spectacle and contact lenses and care products, equipment for optical shops, optical instruments, materials and devices, as well as aids for persons with visual impairment, sunglasses, protective and specialist eyewear. This is a great chance for them to present their products in a comprehensive way directly to their most important customers. Modern infrastructure

This year the Poznań Optical Exhibition attracted 70 exhibitors.

ensures a comfortable setting for product display and business talks, which results in the growing popularity of the exhibition, with each subsequent edition generating greater interest. Next year will bring two

editions of the event - on March 13-14 and September 25-26. The organisers – MTP and the Interprovincial Guild of Optical Crafts in Poznań are expecting an even bigger turnout. ■



Photos: MTP Photoservice, Poznań Optical Exhibition

ADVERTISING INDUSTRY TRADE FAIRS

# towards specialization

Poznań trade fairs of the advertising industry have a clearly specified profile, which positively impacts the transparency of the product offer and facilitates business contacts. The spring Euro-Reklama OUTDOOR EXPO brings together the representatives of the out-of-home industry, while the autumn Euro-Reklama GIFT EXPO presents BTL advertising suggestions. Next year the Euro-Reklama OUTDOOR EXPO trade fair will be held on April 21-24, parallel to POLIGRAFIA International Fair of Printing Machines, Materials and Services, Poland's biggest trade fair of the printing industry, well established and recognized in Poland and in Europe. Together with a new event – TEKSPRO Fair of Textile Finishing and Marketing – the trade fairs will offer a comprehensive range of products for the outdoor advertising, printing and advertising print industry.

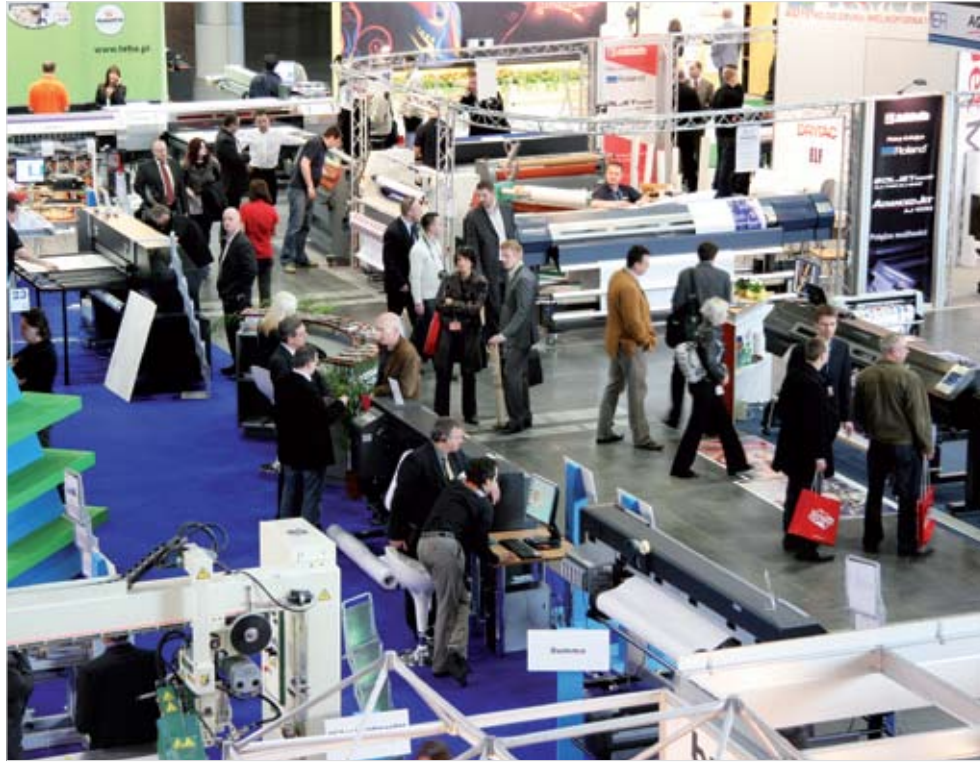


Photo: MTP Photoservice, Euro-Reklama OUTDOOR EXPO 2008

## Euro-Reklama OUTDOOR EXPO Another successful edition

***This year's edition of Euro-Reklama OUTDOOR EXPO International Trade Fair of Advertising Goods and Services was another successful meeting of the outdoor advertising industry.***

It attracted nearly 6 thousand professional visitors from 20 countries, who had an opportunity to learn more about the products and solutions offered by around 170 exhibitors from Poland, Germany, the Czech Republic, France, Slovakia and China. The exhibitors comprised mainly the manufacturers and distributors of machines and devices for the production of advertising materials, plotters and specialised printed media, as well as outdoor advertising media, light advertising solutions, direction signage systems, transit advertising, POS dis-

plays and exhibition systems. The products showcased at the stands included 49 specially labelled market novelties. Those that generated greatest interest included large-sized (120x240 cm) 3D adverts produced by means of lens printing on lenticular film. According to Paweł Więckowski, representing the Raster company, the producer of such prints, the technology itself has been known for a while, however, the size of the advert is new. *We have decided to present these prints at the Euro-Reklama trade fair, as we consider it to be a great venue for showcasing new products. Over the three exhibition days a few thousand people walk by and come up to our stand.- he adds. Owing to our presence at the trade fair we are*

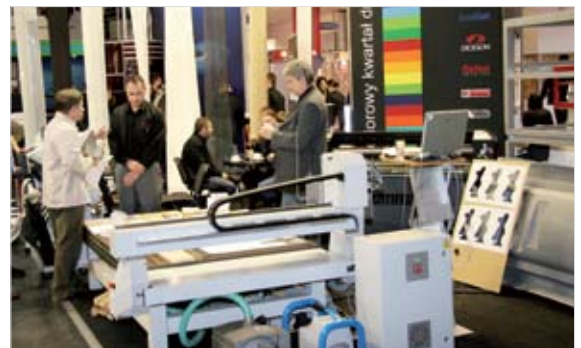


Photo: MTP Photoservice, Euro-Reklama OUTDOOR EXPO 2008

*able to promote our product well. Naturally we do not see the immediate effects of such promotion, as such advertising is costly, therefore, before anyone decides to place a firm order, they need to discuss their needs with us, we need to prepare samples and talk about a number of issues. Generally we are satisfied with the trade fair, as we managed to establish many contacts, our adverts have met with a positive reception, therefore I believe this will translate into better sales in the future. ■*

We did not expect such good results. That is what the representatives of the outdoor advertising industry say. At the beginning of 2007 no one expected the sales to surge by nearly 19.5% compared to 2006. According to the data by the Outdoor Advertising Chamber the value of the outdoor advertising market in Poland in 2007 stood at PLN 625.6 m.

## It is worth highlighting new products

Rafał Lewiński, commercial director, Graph-Expert Sp. z o.o.

**At this year's Euro-Reklama OUTDOOR EXPO trade fair Graph-Expert's stand was filled with new products, exhibited for the first time and marked with a special NEW! label. Do you think that placing your products in the Catalogue of Novelties and such special labelling makes for greater attention on the part of prospective customers?**

Definitely. It is a fact that the products we offer, i.e. trimmers, laminators, cutters, assembly panels for labelling and direct printing, e.g. UV, materials for the production of graphic panels for exhibition systems, laminates, etc., are not as spectacular as finished light advertisements, car graphics or plotters. That is why such labelling helps to generate greater interest in the showcased products. The NEW! label is large enough to be seen from the distance. I myself saw many customers stop in their tracks to take a look at the labelled product. It is of enormous importance to us, as we consider the trade fair to be an excellent opportunity to launch new products on the market, owing to the large number of professional visitors. The interest in new products subsequently translates into new business contacts. ■



Photo: MTP Photoservice, Euro-Reklama OUTDOOR EXPO 2008

### TEXTILE MARKETING for the first time in Poznań

In 2009 Euro-Reklama OUTDOOR EXPO and POLIGRAFIA will be joined by the TEKSPRO Fair of Textile Finishing and Marketing, co-organised with H & K Messe GmbH & Co. KG. The exhibition will showcase the latest machines for digital printing on fabrics or embroidery, flocking machines, silk-screen printing or transfer presses, as well as textiles and fabrics for printing, dyes, inks, flocks, adhesives and more. The trade fair is addressed to company executives, decision-makers, production managers, advertising technicians and graphic artists from silk-screen and textile printing companies, embroidery companies, transfer printing houses, service companies, copy shops, advertising, sponsorship, merchandising and event agencies, as well as other enterprises. *The fact that this trade fair will be held at the same time as POLIGRAFIA Poland's largest printing industry trade fair and Euro-Reklama OUTDOOR EXPO, addressed to the advertising industry creates a synergy effect – says Jerzy Kaczmarek, Project Manager. – We are hoping to see a large group of professional customers, who will come here to visit three trade fair events at the same time. This is a unique opportunity for the exhibitors to showcase their latest accomplishments.*

**NEW**

## The power of three

**In 2009 Euro-Reklama OUTDOOR EXPO and POLIGRAFIA held at the same time! Joined by a new event – TEKSPRO**

**Every two years the Euro-Reklama OUTDOOR EXPO is held together with Poland's biggest meeting of printers, POLIGRAFIA International Fair of Printing Machines, Materials and Services.**

In 2007 both events attracted over 14 thousand professional visitors, while over 500 companies from several countries showcased their products at 330 exhibition stands. The exhibition space covered nearly 11 thousand square metres – i.e. was nearly 30% bigger than two years before. Accreditation was issued to 220 journalists.

POLIGRAFIA exhibitors are producers and traders offering machines and devices for prepress, printing and post-printing services, printed materials processing, production of

printed packaging, as well as spare parts and components and printing services, including typesetting, comprehensive prepress, printing and post-printing processing. In 2007 most exhibitors represented the printing machines segment (64 companies) and bookbinding products and equipment (68 companies). The visitors are dominated by the representatives of: print shops, printing houses, advertising agencies, graphic studios, bookbinding workshops, wholesalers and specialised stores, trading companies distributing printing materials and accessories. POLIGRAFIA is visited not only by printing industry representatives, but also by companies commissioning printing services, e.g. publishing houses, advertising agencies, packaging manufacturers, graphic artists, IT specialists, etc. ■

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ros, Italy, entered by: SCM Group Polska Sp. z o.o., Suchy Las • CYFLEX F900 Universal Drilling and Grooving Centre – CM Group s.p.a., Italy, entered by: SCM Group Polska Sp. z o.o., Suchy Las • UNIX KBT Machining Centre for boring, routing and hardware inserting – SCM Group s.p.a. Norbidelli, Italy, entered by: SCM Group Polska Sp. z o.o., Suchy Las • Frame Saw Blade with L-shaped cut-outs preventing distortion – Gasstech Przedsiębiorstwo Produkcyjne sp. z o.o., Suwałki • WK-4 Semi-Automatic Dowelling Machine – Fabryka Maszyn do Drewna Gomad Sp. z o.o., Gorzów Wlkp. • STREAM SB 2 Edgebanding Machine – Biesse s.p.a., Italy, entered by: Technika Sp. z o.o., Warsaw • VEKTOR 15 CNC Machining Centre – Bre.ma. Brenna Macchine s.r.l., Italy, entered by: Technika Sp. z o.o., Warsaw • VARIOMAT Automatic Moulding and Planing Machine – Michael Weinig AG, Germany • CNC CONTUREX Profiling Centre – Michael Weinig AG, Germany • ALBATROS UV Drying System – Giardina Officine Aeromeccaniche s.p.a., Italy, entered by: Technika Sp. z o.o., Warsaw

**FURNICA 2008**

Sliding door damper – Raumplus International GmbH, Germany, entered by: Drzwi Przesuwane Sp. z o.o., Łomianki

**GARDENIA 2008**

“Silver Round” Blue Spruce – Elżbieta Nowicka Szkółka Roślin Ozdobnych, Golina • TORF-MIX decorative chips – WOKAS Kopalnie Torfu Sp. z o.o., Łosice • Line of fertilisers – Target Sp. z o.o., Kartoszyño, entered by: Tarnak S.A., Kartoszyño

**INSTALACJE 2008**

GRYFIT CX – 4S Fire Damper – Ciat Sp. z o.o. Gryfit Branch, Szczecin, entered by: Ciat Sp. z o.o., Szczecin • TERMO CONDENS, TERMO CONDENS PLUS, MASTER HEAT, and ECONO MAX Series of Gas Condensation Boilers – Termet S.A. Świebodzice • UMR Mixing System with Control Valve – PTH Kisan Sp. z o.o., Piaseczno • OxipermPRO DCD 162 Chlorine Dioxide Generator – Grundfos A/S, Denmark, entered by: Grundfos Pompy Sp. z o.o., Przeźmierowo • Mechanical ventilation control system for garages, car parks and tunnels – Gazex – Drzewicki Sp.j., Warsaw • ALTHERMA Heat Pump – Daikin Europe N.V., Belgium, entered by: Daikin Airconditioning Poland Sp. z o.o., Warsaw • Clean Steam Generator – Stigen mgr inż. G Janów, Żywiec • SMART Detection System – Alter S.A., Tarnowo Podgórze • SYNCO™ LIVING System – Siemens Switzerland Ltd, Building Technologies Group, Switzerland, entered by: Siemens Sp. z o.o. Building Technologies, Warsaw • FZ-type Single Stage Submersible Impeller Pumps – Hydro – Vacuum S.A., Grudziądz • DHP-H Heat Pumps – Danfoss Sp. z o.o., Grodzisk Mazowiecki • FLM 3.0 Software Module – Fluid Desk Sp. z o.o., Szczecin • LIK 8TE Air-to-Water Heat Pump – Glen Dimplex Deutschland, Germany, entered by: Glen Dimplex Polska Sp. z o.o., Poznań • HDG compact 50/65/80 Series of Heating Boilers – HDG Bavaria GmbH, Germany, entered by: PGK System Sp. z o.o., Osielsko

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The Euro-Reklama OUTDOOR EXPO trade fair provides a great opportunity to present awards to the winners of the Polish edition of the prestigious Superstar Poland competition held for the POS sector by the Display GmbH Hamburg publishing house and MTP. The Superstar awards are granted for the best installations, as well as for the best designs, best technical quality and most innovative solutions. The award-winning works may be admired as part of a special exhibition.



The growing demand for large format outdoor advertising makes the offer of large-format printing companies more and more extensive at each edition of the Euro-Reklama OUTDOOR EXPO trade fair. This year the event attracted many market leaders, including such companies as Alma Trend, ARW Focus, Atrium, Digiprint, Endutex, Hewlett-Packard, Jet Media, Lambda, Océ, PolKos, Signtech or Spandex.



As in previous years the European Media Group, publisher of Visual Communication and Print & Publishing magazine, prepared a number of attractions for the visitors. At the publisher's stand they could see LED panels, seamless screens and a local digital signage network prepared by partners of the publishing house – Trias and GIG. Great interest was generated by shows of vehicle graphics application.

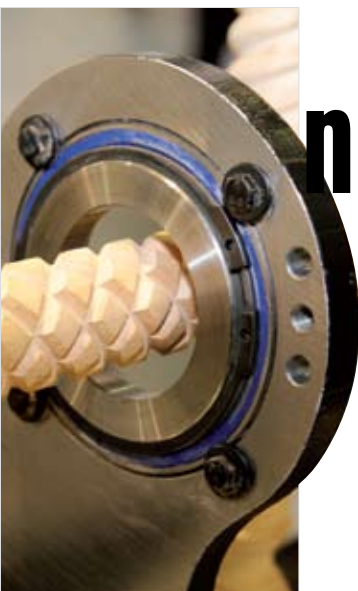


A special Printed Advertising Exhibition addressed to the printing industry featured printing equipment, materials and services aimed at the advertising sector. Large-format printing was also the subject of many conferences and specialised meetings, including a very popular conference and workshops from the Colour Management Academy series, held by Polski Drukarz publishing house, attended by nearly 130 representatives of large-format printing houses, prepress, DTP studios, manufacturers and distributors of large-format printers, POS displays and exhibition systems. Another event accompanying the trade fair was called the Magic of Large Format and was devoted to the latest market trends in digital large-format printing. It was organised by Hewlett-Packard and Digiprint.



WOOD AND FURNITURE INDUSTRY TRADE FAIRS

# novelties and inspirations



DREMA and FURNICA are truly record-breaking trade fairs, year by year. Not only do they attract market leaders and market makers, but also offer an exceptional and extensive programme of accompanying events. This brings to Poznań crowds of professionals, prospective customers of the exhibitors. The trade fair organisers pay particular attention to developing effective means of communication between the two groups. *We try to exceed the industry standards - this year the trade fair featured a full-size Furniture Factory. This project, unique on a European scale, met with critical acclaim by industry representatives and the media from Poland and abroad. We are already developing an even more interesting trade fair programme, setting the standards higher and higher, so that our trade fairs can serve the exhibitors and the economy as effectively as possible. We would like to encourage you to join us at DREMA and FURNICA to be held from March 31 to April 3, 2009, promising an even more interesting edition* – says Miłosz Matelski, DREMA/FURNICA Project Manager.

## DREMA, FURNICA Prestigious

**DREMA International Trade Fair of Machines and Tools for the Wood and Furniture Industries is recommended by EUMABOIS, held under the auspices of the Minister of Economy and features the representatives of nearly all world-famous brands. It is Central and Eastern, as well as Southern Europe's most important trade fair of the wood sector.**

The scope of the trade fair comprises a comprehensive range of products for the whole industry: starting with the sawmill sector, through wood processing, up to the production of final products. The exhibition presents solutions for small, medium and large-sized enterprises, interested in unit and mass manufacturing. At the same time and in the same location the FURNICA International Fair of Components for Furniture Production is held, offering an excellent opportunity to learn more about the latest trends in furniture components. The flexible and attractive formula of the FURNICA trade fair guarantees effective business communication between component manufacturers and suppliers and furniture designers and producers. Both DREMA and FURNICA trade fairs offer valuable insight into the market of wood and furniture industry suppliers. Seminars, forums, conferences – these are the places where specialists and company representatives answer ques-



Photo: MTP Photoservice, DREMA 2008

The hit of the DREMA and FURNICA trade fair is the live Furniture Factory. This year a special space allocated in an exhibition hall was the venue for the production of kitchen furniture, using the latest available techniques and solutions.

tions and showcase cutting-edge technological solutions, discuss economic problems and hold debates. The fairs generate great interest among professional visitors from Poland and abroad. This year over 21 000 professionals saw the offer of nearly 800 companies from 21 countries. These trade fairs are also covered at length by the media. They arouse the interest not only of the trade press, but also general media – press, radio and television. At this year's DREMA and FURNICA 275 accreditations were issued to domestic and foreign journalists. ■



Photo: MTP Photoservice, DREMA 2008

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## SAWO 2008 Grand Prix and Gold Medals

### GRAND PRIX

awarded by the Chief Labour Inspector in the "Personal protective equipment" category: SECURA 2000 POŻ./S/14 Air Cleaning Equipment with a protective hood, designed for use in fire emergency situations - Secura B.C. Sp. z o.o., Warsaw; in the "Control and measurement instrumentation" category: modular system for toxic and explosive gas detection - GazeX-Drzewicki Sp.j., Warsaw • awarded by the Minister of Labour and Social Policy in the "Education and prevention" category: portal promoting knowledge of occupational health and safety rules, Central Institute for Labour Protection - National Research Institute, Warsaw • awarded by the Chief of the State Fire Service in the "Fire and rescue service equipment" category: WUS-1R Firefighter Balaclava - Volunteer Fire Service Association of Poland, Wytwórnia Umundurowania Strażackiego, Brzeziny; in the "Fire protection systems" category: GWG2X-AF fire extinguisher designed for use on cooking oil in catering companies and home kitchens - KZWM Ogniochron SA, Andrychów; in the "Civil protection" category: HW Future 19 - indoor fire hydrants with a semi-rigid hose - PPPH GRAS Piotr Grabowski, Korzybie

### GOLD MEDAL

awarded by the Head of Central Institute for Labour Protection in the "Personal protective equipment" category: F-H1 surgical apron - Arlen SA, Warsaw; in the "Control and measurement instrumentation" category: SV 102 2-channel acoustic dosimeter - Svantek Sp. z o.o., Warsaw • awarded by the Chief of the State Fire Service in the "Fire and rescue service equipment" category: CALISIA AK-06 Firefighter Helmet - Kaliskie Zakłady Przemysłu Terenowego, Kalisz; in the "Fire protection systems" category: photoluminescent floor marker on a metal substrate - Top-Design Chwaszczyno Chudzyński, Stupnicki Sp.J., Chwaszczyno; in the "Civil protection" category: first aid point - Boxmet Medical Sp. z o.o., Pieszce

Special Medal presented by the Chairman of the Board of the Volunteer Fire Service Association of Poland to the products improving occupational safety, security of people and efficiency of Volunteer Fire Service units, also increasing general safety in Poland's administrative regions: CALISIA AK-06 Firefighter Helmet - Kaliskie Zakłady Przemysłu Terenowego, Kalisz; GWG2X-AF fire extinguisher designed for use on cooking oil in catering companies and home kitchens - KZWM Ogniochron SA, Andrychów; HW Future 19 - indoor fire hydrants with a semi-rigid hose - PPPH GRAS Piotr Grabowski, Korzybie

### SECUREX 2008

INTEGRA 12B-WRL Hijack and Intrusion Control Panel - Satel Sp. z o.o., Gdańsk • INTEGRAL EVOLUTION Fire Alarm System - Schrack Seconet AG, Austria, entered by: Schrack Seconet Polska Sp. z o.o., Warsaw • SALAMANDER Door Holder System - Stephenson Gobin Ltd, Great Britain, entered by: Małkowski - Martech Sp. z o.o., Poznań • SECU-MEDIA System - Optiguard Sp. z o.o., Toruń • OBSERVISION System - Obsersivision BV, Neth-

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The special Charm of Detail – Light and colour exhibition was this year created by Ms Zuzanna Skalska, trendwatcher of the Dutch VanBerlo Strategy + Design agency. She took everyone for an interdisciplinary journey through design trends, because, as she herself believes *To notice new solutions and inspirations you need to look beyond your own industry and specialisation. The transfer of trends and interesting solutions from one industry to another yields surprising effects.*



Photo: MTP Photoservice, FURNICA 2008

## Professional visitors

DREMA and FURNICA organisers set great store by ensuring that the exhibitors' prospective customers are present at the trade fair. They remain in regular contact with over 20 thousand representatives of the wood and furniture industries. They conduct an extensive promotional campaign throughout the year, aimed at reaching professionals in Poland and abroad with information about DREMA and FURNICA. A special visitor registration system enables them to constantly expand their address database of persons interested in the wood industry, as well as to conduct special research among the visitors to learn more about their needs and expectations. In-depth analysis of such research allows the organisers to develop a suitable programme of the trade fair and attract professionals. ■

## Driven by novelties

The trade fair is the best venue to promote new products. This has been recognized by DREMA and FURNICA exhibitors, which is why these events are dominated by novelties – new machines, new technologies, new materials, some of them worldwide debuts. These new products and solutions are promoted not only by the exhibitors, but also by the trade fair organisers. Prior to the trade fair special publications are prepared and sent out to prospective customers of the exhibitors, while current information about novelties is posted online. Upon entering the fair grounds, the visitors are handed a magazine informing them of what they can see, where and when, accompanied by technical descriptions and photographs of new products. At the stand displays new products are marked with a special label. The NEW! labels are signpost pointing the visitors to innovation. This is of great value to professionals, who are first to gain access to cutting-edge solutions, which is of enormous importance in the business world. ■





## Meeting of industries

**DREMA and FURNICA bring together the professionals from the wood and furniture industries. The presence at the trade fair of organisations operating in various sectors of the wood industry, as well as the furniture industry, provides an excellent opportunity for them to establish contacts between each other.**

According to Marek Adamowicz, Office Director of Polish Chamber of Commerce of Furniture Manufacturers, it is necessary for furniture manufacturers and the Chamber to participate in FURNICA trade fair. It is very important to observe trends, new solutions and cheaper technologies. Andrzej Pórolniczak, president of the DROMA Association of Manufacturers of Woodworking Machinery, Devices and Tools believes that The DREMA trade fair is the most important exhibition event for Polish manufacturers, which is why the members of our Association pay so much attention to the presentation of their range of products at the trade fair. Members of the DROMA Association display their offer as part of a joint exhibition space, which continues the idea of a joint promotion of the Polish woodworking machines, devices and tools' sector. Bogdan Czemko, director of the Polish Economic Chamber of Wood Industry, when asked about the importance of the DREMA and FURNICA trade fairs for the Chamber, replied *These trade fairs have always attracted the representatives of the global woodworking industry to Poznań. It is hard to imagine a better venue for fostering relations and establishing new contacts. DREMA is a perfect place to promote the Chamber and its Members, as well as bring together the whole industry. No wonder than that three years ago we managed to persuade a few other industry organisations to join us and today we exhibit together as an ISLAND OF ASSOCIATIONS.* ■



The Polwood Economic Forum of the Polish Wood and Furniture Industry, accompanying the DREMA trade fair, is a venue for dialogue between wood industry representatives, experts, market analysts, researchers, decision-makers and politicians.

The DREMA Training Ground – Varnishing was a true test for varnishing skills. The participants had an opportunity to discuss various technological solutions, take part in practical demonstrations, as well as a competition involving treating and varnishing a wooden surface.



The Polish Championships in Nail Hammering have already become a regular feature of the DREMA trade fair.



Visitors to the trade fair may admire the works of the winners of the "Conjured from Wood" competition addressed to the pupils of woodworking schools. The most important and the most difficult element of the competition is coming up with the idea for the wooden object itself.



Photos: MTP Photoservice, DREMA, FURNICA 2008

FURNICA trade fair is a presentation of the latest components enabling to realize even the most ambitious furniture collections.

**We would like to invite this year**

**DREMASILESIA**  
TRADE FAIR OF MACHINES AND TOOLS FOR WOOD PROCESSING  
**MEBELTECHEXPO**  
www.dsm.katowice.pl

**3.–5.10.2008**  
**Katowice**





## GARDEN TRADE FAIR

# parks, gardens, allotments

### GARDENIA

Ideas for garden arrangements, seeds, seedlings and gardening accessories, as well as regional Wielkopolska delicacies awaited the visitors at the GARDENIA 2008 Garden Trade Fair. In a comfortable setting of modern exhibition halls the exhibitors not only had an opportunity to put up an excellent display of their products, but also to conduct business talks in a relaxed atmosphere. GARDENIA 2008 attracted 10 thousand gardening enthusiasts. Over 130 companies seized the opportunity to showcase their products. The exhibition featured nearly 100 novelties, including pergolas, garden furniture, flower pots, gardening and lighting equipment, the latest irrigation systems, plant support solutions and different varieties of plants and shrubs.



### DAY FOR PROFESSIONALS

The first day of the GARDENIA trade fair is always addressed solely to professional visitors – garden designers and landscape architects, owners of gardening centres and stores, as well as companies developing gardens and green areas. In 2008 landscape architects responsible for green areas in cities had a chance to attend a seminar entitled Urban Gardening Art – “Trees in Urban Architecture”, which attracted over 160 participants.



### REGIONAL PRODUCTS

The Regional Produce Market offered a chance to purchase regional delicacies, produced using traditional recipes by family companies. The Market, organised in cooperation with the Wielkopolska Marshall's Office also included works by local artists – sculpture, wooden cut-outs, dried flowers arrangements and decorative elements made with moss and hay.



### COMPETITION FOR DESIGNERS

The “Greenery in the City” competition, held by the Polish Association of Garden Designers and GARDENIA Trade Fair attracted over 300 architects from Poland and abroad. The task was to develop a greenery concept for a designated urban square in Poznań. The competition was held under the auspices of the President of the City of Poznań and MTP. The winner of the competition was Ewa Czerwińska.



### FLORIST SHOWS

Poznań Branch of the Scientific and Technical Association of Horticultural Engineers and Technicians held Florist Shows featuring the Polish Florist Champions from the previous years. The florist shows were accompanied by an open competition for the most beautiful occasional bouquet and the most interesting wedding bouquet. The winner can now enter the Eurofleurs 2008 European competition for young florists, held in Brussels.



### HOW TO ARRANGE A HOME GARDEN

Landscape architects advised the visitors how to arrange their home garden. All they needed was a map and pictures of the garden.



## SECURITY TRADE FAIR

# dynamically developing sector



SECUREX International Security Exhibition, Poland's biggest trade fair of the security industry, is held on a biennial basis. This year the event attracted 216 exhibitors, including representatives of 18 countries. The trade fair featured nearly all Polish security market leaders (many of which operate globally), as well as many small and medium-sized enterprises. The SECUREX exhibition, held parallel to the INSTALACJE International Trade Fair for Installations and Equipment and SAWO International Fair of Work Protection, Fire-Fighting and Rescue, was visited by nearly 28 thousand guests.



Photo: MTP Photoservice, SECUREX 2008

## SECUREX

### Technology for special purposes

**The Polish society is becoming more aware of the existing threats and the need to secure property and protect people. This growing awareness stimulates demand for technical devices increasing security. Social needs lead to faster implementation of state-of-the-art equipment.**

The SECUREX trade fair provides an excellent venue for showcasing the latest solutions in the field of crime prevention, threat detection, visual surveillance (CCTV) or security systems. This year the exhibition featured over 180 such new solutions. Companies realise that finding new products is one of the main objectives of trade fair visitors. According to the research conducted by Exhibition & Event Association of Australia, visitors come to the trade fairs first and foremost to see a new product or service,

obtain market information, learn about new technologies and establish business contacts. This opinion is shared by 79% of Polish exhibitors surveyed by Pentor. In a single location SECUREX exhibitors have access to a wide audience, comprising architects, installation designers, fitters and contractors, developers, companies providing security services for banks, museums, shopping and hotel chains, public services, as well as to security personnel. ■

## Trade fair events

The SECUREX trade fair not only offers a comprehensive overview of property security products and services available on the Polish and foreign markets, but also provides a platform for the exchange of experiences and information concerning state-of-the-art systems supporting secure operations of companies or households. The trade fair is accompanied by numerous professional conferences and seminars.

The fact that the SECUREX trade fair brings together almost all representatives of the industry provides an excellent opportunity to reward the best and hold award ceremonies for the winners of such competitions as the Polish Master of Alarm Technology, addressed to the best manufacturers and distributors of electronic and electromechanical property and personal security devices. This year the trade fair featured the 1st Championships of Polish Installers of Alarm Systems, promoting the sector of technical security devices, new technologies and equipment, as well as offering an opportunity to present experiences and installation skills. ■



Photo: MTP Photoservice, SECUREX 2008

**The SECUREX trade fair offers a comprehensive overview of the latest property security technologies available on the Polish and foreign markets. It attracts the manufacturers and distributors, designers and contractors, market leaders and small and medium-sized enterprises.**

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erlands, entered by: C & C Partners Telecom Sp. z o.o., Leszno • IRO840T Dual Optical Movement Sensor - Siemens Schweiz AG, Building Technologies, Switzerland, entered by: Siemens sp. z o.o., Warsaw • BIOSTATION WIRELESS RF - wireless version + biometrics + card reader - Suprema INC, Korea, entered by: Cardco Sp. z o.o., Łódź • TG-GB Class 1 Jewellery Safe - Metalkas Sp. z o.o., Bydgoszcz • Mobotix M12-Sec-R8 IP Camera - Mobotix AG, Germany, entered by: Linc Sp. z o.o., Poznań • TCS Traffic Control System - IPP Sp. z o.o., Warsaw • RECYCLER RZ-100 Cash Dispenser with a Recycling System - Glory Europe GmbH, Germany, entered by: Ktos Zbigniew Nowoczesne Technologie Bankowe, Mościska • ATM Access Management System - Sargent and Greenleaf INC., USA, entered by: Pol-Ital Sp. z o.o., Warsaw • ESSER IQ 02 T Optical-Thermal Multisensor Fire Detector - Novar GmbH, Germany, entered by: Honeywell Life Safety GmbH, Austria • ESSER IQ 0T blue Optical-Thermal Multisensor Fire Detector - Novar GmbH, Germany, entered by: Honeywell Life Safety GmbH, Austria • AVERMEDIA AVERDiGi S.A. 6000E PRO Series DVR - Avermedia Information Inc, Taiwan, entered by: Alpol Sp. z o.o., Katowice • Retransfer UV printing technology for printing plastic cards - Digital Identification Solutions AG, Germany, entered by: EDP Support Polska sp. z o.o., Warsaw • XS Multisafe - Konsmetal Sp. z o.o., Warsaw • Cash Dispenser - Konsmetal Sp. z o.o., Warsaw

**LOOK and beautyVISION 2008**

Coconut shampoo - Leo Professional Hair Cosmetics, Kraków • SPA line of beauty beds with massage facility: AFRODITE bed, DELFINO chair - Ayala Wojciech Wierzchowski Agnieszka Wierzchowska Sp. jawna Piaseczno • PARLUX 3500 supercomfort model 315 I hair dryer - Parlux S.p.A., Italy, entered by: SED FRYZ Stanisław Wyrzykowski, Siedlce • Vitality's "ZERO" hair dye - Farmen S. p. A., Italy, entered by: Adrion Trade Sp. z o.o., Warsaw • "Hair do" system - Hair Uwear, USA, distributed by: Tinoso GmbH (Germany), entered by: Adrion Trade Sp. z o.o., Warsaw • GELBETON LAVA XP - UV nail gel - Lava International Inc., USA, Wamp S.D. Lamprecht, Gorzów Wielkopolski • Hair conditioning shampoo with silicone glycols - K. Pułaski University of Technology in Radom, Department of Chemistry, Radom • GOLDWELL COLOR GLOW IQ - a new intelligent series of hair care cosmetics for post-colour treatment with new innovative technologies - KPSS GmbH, Germany, entered by: JBS Sp. j. Kisielewski-Turos-Kisielewski, Gdańsk • GOLDWELL OXYCUR PLATIN HIGHLIGHTS - a new highlight bleaching system with an improved hair protection formula - KPSS GmbH, Germany, entered by: JBS Sp.j. Kisielewski-Turos-Kisielewski, Gdańsk • HAIR-TECH mineral cream dye with natural protection, 100 ml - Emmebi Italia di Malenza & C. S.n.c., Italy, entered by: Fryz Group Majewscy Janusz Majewski, Rzeszów • EDEN beauty chair with a high lifting option - Panda Trzebnica Sp. z o.o., Trzebnica

PROTECTION TRADE FAIR

# in the spotlight

SAWO International Fair of Work Protection, Fire-Fighting and Rescue is held on a biennial basis. This year's edition in April showcased a wide range of the latest equipment and solutions addressed mainly to the work protection sector, but also fire-fighting and rescue services. The next edition is scheduled to take place in 2010, while the Innovations-Technologies-Machines Poland trade fair taking place on June 15-18, 2009 will feature a Work Safety in Industry exhibition. The SAWO trade fair is held under the auspices of the Minister of Labour and Social Policy, Chief Labour Inspector and Chief of the State Fire Service. This shows how much attention the state authorities pay to issues related to work protection, safety and rescue.



Photo: MTP Photoservice, SAWO 2008



Photo: MTP Photoservice, SAWO 2008

TRADE FAIRS IN THE LENS



SAWO 2008 opening ceremony was attended by many distinguished guests, including the representatives of patron institutions and MTP partners. This offered an opportunity to present awards. The opening ceremony featured a show of personal protection agents entered for the Grand Prix and Gold Medal Competitions.

Photo: MTP Photoservice, SAWO 2008



Photo: MTP Photoservice, SAWO 2008

## Keeping up with requirements

Over the past few years there has been growing interest of business enterprises in solutions increasing the safety at work, as well as in modernizing the equipment available to emergency and rescue services. Hence the marked technical and technological progress in those sectors. Such progress was clearly visible at SAWO mainly in the products offered by global leaders. Manufacturers and distributors of occupational health and safety products as well as fire-fighting equipment dominated the exhibition. The trade fair attracted 200 exhibitors from 20 countries. Foreign companies accounted for over 30% of all exhibitors. A wide offer of new products presented by domestic

and foreign exhibitors, spectacular rescue shows, numerous conferences tackling the issues most pressing for the sector – all this acted as a magnet, drawing a wide audience to the trade fair. The visitors included occupational health and safety officers, professional and voluntary fire fighters, as well as distributors and wholesalers of personal protection products and fire safety installations. The SAWO trade fair offers an excellent opportunity not only to learn more about state-of-the-art solutions, but also to meet other industry representatives, hand awards to winners of trade competitions and to hold many informal meetings and talks. ■

## In the knowledge zone

Conferences, seminars and lectures form an inseparable component of the SAWO trade fair. They always generate great interest among trade fair participants, especially that they are organised by renowned institutions. This year the organisers included the National Labour Inspectorate, Central Institute for Labour Protection – National Research Institute, Poznań-based Provincial Headquarters of the State Fire Service, Wielkopolska Branch of the Association of Firefighting Engineers and Technicians, Poznań University of Medical Sciences, "Road and Safety" Association, and the Centre for Applied Ergonomics. ■



Photo: MTP Photoservice, SAWO 2008



Photo: MTP Photoservice, SECUREX 2008

Many exhibitors at SECUREX prepared special attractions for trade fair guests. A climbing wall generated a lot of excitement.



Photo: MTP Photoservice, SAWO 2008

SAWO 2008 participants could not complain of boredom. The Provincial and City Headquarters of the State Fire Service in Poznań prepared spectacular shows focused on high altitude, chemical and environmental, as well as road and medical rescue operations.



Photo: MTP Photoservice, SECUREX 2008

The four days of the SECUREX trade fair featured many interesting seminars and lectures held in cooperation with trade associations, research centres and the exhibitors.

Special shows during SECUREX fair generated not only great interest, but also, at times, fear and awe.



Photo: MTP Photoservice, SECUREX 2008

INSTALLATIONS TRADE FAIR

# source of innovation

Once every two years the manufacturers and distributors of air-conditioning, refrigeration, water and sewage, heat generating and heating products and technologies gather in Poznań to showcase their market offer. This presentation is eagerly awaited both by institutional, as well as individual investors. This year the INSTALACJE 2008 International Trade Fair for Installations and Equipment attracted 537 exhibitors from 21 countries, who presented their products over an area of 31 thousand m<sup>2</sup>. The exhibition was visited by nearly 30 thousand guests. The success of the INSTALACJE trade fair can be attributed to the high standard of the exhibition, the presence of industry leaders, the international nature of the event, the interest shown by the state administration, as well as an attractive programme of accompanying events. This allows to believe that the next edition in 2010 will be even better. The greatest success of this trade fair is the number of new products. The trade fair also featured new events addressed to industry representatives, such as the Polish Fitters' Championships or a special "Fireplaces on Fire" project – the only such event in Poland and one of few in Europe.

## INSTALACJE Poznań invites progress

New products and market premieres are the strongest magnet drawing professional visitors to the trade fair. Many experts consider exhibitions to be a source of innovation and they quote this as one of the chief reasons for their visit at the trade fair. The organisers actively promote innovative products submitted by the exhibitors in the Guides for Visitors addressed to the professional audience, listing their technical

specifications, publishing photographs and the location of a given exhibitor. Such information is also posted on the trade fair website. The Guide not only helps the visitors to navigate the exhibition, but also provides them with an opportunity to review and compare various solutions. The last edition of the INSTALACJE trade fair featured over 250 new products, many of those world-wide debuts. ■



## TRADE FAIR IN THE LENS



A lot of excitement was also generated by the first Polish Fitters' Championships, at which a large group of installation fitters showed off their skills. The first position was awarded to Mr Adam Hrynkiewicz, who left the fair grounds in a brand new Volkswagen Caddy

INSTALACJE exhibitors prepared a lot of attractive events for their guests.



Representatives of the Ministry of Infrastructure could be met at the INSTALACJE 2008 trade fair both among the visitors as well as among lecturers at seminars and conferences. At the seminar devoted to installation technologies in low-energy consumption buildings a special lecture was given by Undersecretary of State in the Ministry of Infrastructure, Piotr Styczeń.

One of the unique attractions of this year's trade fair was the first edition of the "Fireplaces on Fire" project. In a specially prepared exhibition hall the visitors could admire interesting displays of fireplaces with real fire lit inside them. The attractive format of this presentation enabled everyone to learn about many advantages of state-of-the-art technological solutions, as well as see the modern fireplace designs. This special exhibition was accompanied by a conference entitled "Ecological challenges for fireplaces 2008", devoted to environmental aspects of fireplace production and use.



Photo: MTP Photoservice, INSTALACJE 2008



Photo: MTP Photoservice, INSTALACJE 2008

## Know-how at the trade fair

The INSTALACJE trade fair is more than just a venue for presenting a range of products and promoting your company, but it is also a source of information and a platform for exchanging experiences. The trade fair was accompanied by an interesting programme of events, featuring numerous seminars, conferences and workshops. The meetings that generated particular interest among trade fair participants included those devoted to installation techniques in low-energy construction, the use of metal installation materials in open and closed circuits, the safe use of chimney, heating and ventilation installations, as well as cutting-edge technologies in network heat engineering. Representatives of Poland's episcopate also came to Poznań looking for energy-saving sources. ■



Photo: MTP Photoservice, INSTALACJE 2008



Photo: MTP Photoservice, INSTALACJE 2008

## Opinions about the trade fair

**An advantage of the INSTALACJE trade fair is the presence of many industry leaders. Below you will find a selection of their comments.**

*This is Poland's most important event addressed to the installations sector. Certainly Marley's participation in this trade fair proves its position on the Polish market of installations and fittings. Owing to the market upturn, our company has noted steady demand for our materials. INSTALACJE International Trade Fair for Installations and Equipment offers an excellent platform for the exchange of experiences and contacts with our business partners and prospective customers. I believe this trade fair provides accompanying events of very high quality, which attract many installation professionals, says*

a marketing specialist at Marley, the leader of the Polish gutter systems market.

*The INSTALACJE trade fair is Poland's biggest exhibition of the installations sector. That is why we simply have to be there. We always try to emphasize our presence by becoming involved in innovative projects accompanying the trade fair. A wide range of exhibitors, including many market leaders and specialists, combined with excellent credentials of the organisers make this a number one event among trade exhibitions for the installations sector. INSTALACJE provides an excellent forum for the exchange of know-how and establishing new contacts between industry specialists. By participating in this trade fair we have a*

*chance to introduce our company and its latest products to a wide audience of prospective customers – says Dorota Winiarska, communications and advertising manager at Viessmann.*

*We recognise the potential and reputation of the INSTALACJE trade fair, which is why we came to Poznań. We have been co-operating with MTP for nearly 10 years. This year our company has had the first ever opportunity in Poland to present a lit fireplace live. This is an exceptionally attractive and prestigious event – says Miroslaw Szyrle, Marketing Specialist, Spartherm ■*



# HAIRDRESSING AND COSMETICS TRADE FAIRS in two guises

This year's LOOK Hairdressing Forum, together with the beautyVISION Cosmetics and Solaria Forum attracted 28% more exhibitors than the previous year and a record-breaking 11 500 visitors. 215 companies representing 280 best brands showcased their products in the most modern complex of 4 exhibition halls, all connected by a glass roof, with a beautiful linden tree alley in the middle. This was a good scenery for trade fairs devoted to beauty and the products used to emphasize it.

## LOOK

### Anything on the head

The most fashionable hair styles, the latest hair colouring trends, professional equipment and cosmetics for hairdressing salons – all this can be found at the LOOK Hairdressing Forum. This trade fair has always featured an impressive array of shows. Hairdressing is a sector that requires space, an interesting setting, a direct presentation. That is why the atmosphere at the LOOK Forum is so unique. The exhibition halls are lively, you can hear music and the voices of presenters, the visiting public is swarming the stands where exciting shows are taking place or shopping for hair products. As one owner of a hairdressing salon from Swarzędz near Poznań says: *The LOOK Forum has been firmly entered into my diary and I am yet to miss an edition. I always learn something new here. Obviously the fashion trends in our business change rapidly. I cannot cut my customers' hair now the same as I did a few years ago. The numerous shows at the stands allow me to take a closer look at the work of good stylists. Not to mention the presentations on the main stage, as these are a real treat. Moreover, I always do my shopping here at good prices.* ■



#### HAIRDRESSING COMPETITIONS

The Polish Open Hairdressing Championships have accompanied the LOOK Forum from the very beginning. This is the most important event addressed to hairdressers, held by the Polish Hairdressing and Cosmetics Committee of the Polish Crafts Association and the Wielkopolska Crafts Chamber in Poznań. The Champions represent Poland on the international arena. This year the junior category featured 113 contestants, of whom the following two won the Champion's title: Sabina Janda from Racibórz (ladies' hairdressing) and Dominik Degowski from Gdańsk (men's hairdressing). The senior category featured 25 contestants. The Polish Champion's title went to Joanna Jakubek from Rumia (ladies' hairdressing) and Daniel Pasierb from Ruda Śląska (men's hairdressing).



Photos: MTP Photoservice, LOOK 2008



The aim of the Creator competition is to discover new hairdressing talents. The winners get to participate in international competitions and are noticed by hairdressing concerns, which opens the door for them to take part in shows and workshops. This year saw the sixth edition of the competition; of 44 contestants the best one was Żaneta Grzechnik from Gdynia.



At the Polish Open Championships in Hair Lengthening and Thickening the contestants must, apart from demonstrating innovative methods of hair thickening and applying extensions, create a modern hairdo and show various colour contrasts. This year the Champion's title went to Marta Kuśmierska from Warsaw.



## beautyVISION

# Anything for the body

The beautyVISION Cosmetics and Solaria Forum, held for the first time this year, surprised many with its scale. Exciting stands, shows, competitions, professional advice – all this awaited the trade fair visitors. The range of products offered by the exhibitors, including body care and make up cosmetics, hand, foot and nail care products, solaria and solaria cosmetics, fragrances, jewellery, specialized equipment for beauty parlours, spas and solaria, as well as protective clothing, featured 20 novelties. Ireneusz Folaron,

a make-up artist, stylist and vice-president of the examination committee evaluating future make-up artists, affiliated with the Poznań Crafts Chamber, and an exhibitor at the beautyVISION Forum, commented on the first edition of the event: *The success of beautyVISION can be attributed to active marketing operations by the trade fair organisers. Effective promotion resulted in greater interest in the trade fair among prospective exhibitors. I believe this trade fair is bound to develop further.* ■

## Nails up!

*This year's beautyVISION Forum was dominated by nails. Shows at the stands, competitions, professional debates devoted to nails reflect the current fashion trends.*



Photo: MTP Photoservice, beautyVISION 2008

All those interested in nail care and nail decoration techniques were happy to participate in the 2nd International Polish Nail Art Championships 2008 and the Nail Expert beautyVISION 2008 Congress, co-organised by Beauty Publishers, publisher of Nail Expert magazine, and MTP. Congress participants – nail stylists from all over Poland, as well as students of cosmetics schools – had an opportunity to observe various nail styling techniques. The presentations showed different applications of professional nail styling products and revealed the secrets of the work of famous stylists. The star of the Congress was the Nail Art Champion from Prague and Frankfurt, Victoria Spáčilová, invited by the main sponsor of the Congress, CM Professional. Victoria's skills are impressive, she can turn nails into real works of art. Other sponsors of the Congress and the Championships included Beautica, Ecolab, Ekert Nails, IMS Nails, La Femme Cosmetics and Perfect Lady.

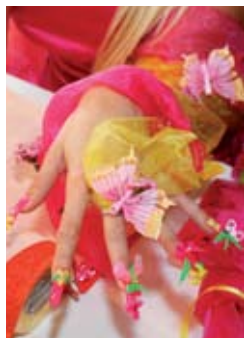


Photo: MTP Photoservice, beautyVISION 2008

The theme of Nail Art Championships – the "Magic Garden" – inspired the contestants to create unique decorations on the nails and attracted crowds of onlookers, not only

professionals, to the hall where the competition was held. The Championships featured thirteen contestants, evaluated by a Jury, comprising: Sylwia Pfajfer, Chair (Beautica), Halina Grabicka (La Femme Cosmetics), Emilia Kossakowska (Waller Polska), Beata Pokroppek (CM Professional), Victoria Spáčilová (the Czech Republic), Izabela Stelmaszyk (IMS Nails), Mirosława Tumkiewicz (La Femme Cosmetics). The first prize and the title of the Polish Nail Art Champion 2008 went to Violetta Lewkowicz from Szczecinek.

Sylwia Pfajfer, Chair of the Jury, praised the skills of the contestants. *Every year when I sit on the Championships Jury I can see how quickly Polish stylists are improving and expanding their ever-growing skills. Nails were decorated with landscapes of magical gardens, beautiful flowers, colourful birds. The nail decoration was complemented by carefully selected outfits and beautiful make-up of the models – it was sheer magic. The whole Jury enjoyed assessing such colourful and magical works. The Championships are a perfect test of our imagination, creativity and emotions.* ■



## acanthus aureus

Exhibition stands awarded in the Acanthus Aureus competition are characterised by the most original architectural design, and are perfectly prepared for showcasing the offer of the company, at the same time ensuring optimum conditions for business talks with customers. Below please find the list of this year's winners..

**SALMED 2008** Żywiecka Fabryka Sprzętu Szpitalnego Famed SA, Żywiec • Zakład Techniki Medycznej Tech – Med Sp. z o.o., Bydgoszcz • Alvo Grupa Gastrometal, Śmigiel • Alma Spółka Akcyjna, Poznań • Konkret Dagmara Fik, Chełmno • Przedsiębiorstwo Farmaceutyczno-Chemiczne • Profarm Sp. z o.o., Warsaw • Alteris Sp. z o.o., Katowice

**Euro-Reklama OUTDOOR EXPO 2008** Alma Trend Sp. z o.o., Katowice • Pol-TV Multimedia Sp. z o.o., Opole • European Media Group Sp. z o.o., Poznań

**DREMA 2008** Inwestor Sp. z o.o., Publishing House, Tczew • SIA Biuro Technologiczne Sp. z o.o., Szczecin • Saint-Gobain Abrasives Sp. z o.o. Koło • Homag Polska Sp. z o.o., Środa Wielkopolska • SCM Group Polska Sp. z o.o., Suchy Las • Drew-Technika Bartłomiej Matuła, Unisław • Pneumat System Sp. z o.o., Wrocław • Fabryka Narzędzi Skrawających Fenex S.A., Siedlce

**FURNICA 2008** Italcolor Sp. z o.o., Piotrków Trybunalski • Hafele Polska Sp. z o.o., Długołęka • Werkpol Piłka Sp.j., Pruszków • Shop Line Sp. z o.o., Warsaw • Schattdecor Sp. z o.o., Tarnowo Podgórne • Proform Sp. z o.o., Mikołów • Kuncar Sp. z o.o., Mikołów

**GARDENIA 2008** Titan Eko Sp. z o.o., Rokietnica • Beldeco, Plewiska

**INSTALACJE 2008** Polish Oil and Gas Company SA, Trade Office in Warsaw • Eko – Vimar Orlański, Otmuchów • Glen Dimplex Polska Sp. z o.o., Poznań • IMI International Sp. z o.o., Olkusz • Flowair Głogowski i Brzeziński Sp.J., Gdynia • Thermaflex Izolacji Sp. z o.o., Żarów • Instal-Projekt Gawłowsky, Ścierzyński S.J. Nowa Wieś near Włocławek • Tweetop Sp. z o.o., Szczecin • Polioplast Sp. o.o., Oleśnica • Kominki Mikołajczyk Konserwacja Zabytków Artystyczna Obróbka Kamienia, Czadków • Parkanex Sp. z o.o., Targowisko • Spartherm, Strzelce Krajeńskie

**SAWO 2008** Eurosoft Sp. z o.o., Bielsko-Biała • Artex – Polskie Centrum BHP i P. POŻ., Wołomin • PPPH Gras Piotr Grabowski, Korzybie

**SECUREX 2008** SIEMENS Sp. z o.o., Warsaw • S.P.S. Trading Sp. z o.o., Warsaw • Satel Sp. z o.o., Gdańsk • Schrack Seconet Polska Sp. z o.o., Warsaw • Konsmetal Sp. z o.o., Warsaw

**LOOK i beautyVISION 2008** Octopus Sp. z o.o., Warsaw • Eurex Sp. z o.o., Gliwice • Wats Sp. z o.o., Mysłowice • Raccoon Polska, Warsaw • Adrion Trade Sp. z o.o., Warsaw • JBS Sp.J. Kisielewski-Turoś-Kisielewski, Gdańsk

## Big stage, great show

The LOOK Forum has always featured company shows on a large stage in a specially allocated hall seating nearly 1000 people. The interest in the shows is enormous, as the professionals visiting the trade fair – hairdressers and beauticians – have a unique opportunity to admire the work of famous stylists representing well-known brands. These shows are often quite intimate, surprising the public with their flawless choreography, excellent music and interesting ideas. Companies seize this chance to reinforce their image.

*We have participated in the LOOK Forum every year, as we believe that our presence at this important trade fair strengthens our brand and boosts the customers' confidence in the company. It reassures them that Adrion Trade has a strong position on the market, invests in promotion and wants to keep its partners satisfied and certain that they use good products of an established company. This year we also held a show at the main stage, as a matter of prestige and an opportunity to introduce new products to hairdressers.*

Katarzyna Michalska, Adrion Trade ■

## Extensive programme of events

Visitors to the beautyVISION Forum, dominated by beauticians, were offered an opportunity not only to see the latest products available on the market, but also to learn a lot. Many stands featured shows and presentations of make-up, nail care, eyelash extensions and thickening, body and facial care procedures. Moreover, such events were accompanied by interesting seminars, workshops and make-up and nail decoration championships, attracting crowds of visitors. Hanna Jarzębska, who works in a beauty parlour in the centre of Poznań was enchanted: *There is a great number of shows at almost every stand. You can not only watch how professionals work but may ask questions and get comprehensive explanations. I was especially impressed by nail art championships. As a matter of fact I cannot imagine to do such things to my clients, but it is nice to watch. It develops imagination.* ■



It is worth travelling hundreds of miles to see him. That is why finding an empty seat at his show was next to impossible. The star of this year's LOOK Forum, JeanLuc Paris held an almost one hour long show at the main stage, as well as running a closed workshop concerning the latest haircutting and hair dyeing techniques. This internationally-famous French stylist runs a hairdressing salon in one of Berlin's most prestigious streets. For the past 15 years he has been one of the most important and most intriguing stars of "Haute Coiffure". He was invited to Poznań by MTP and Goldwell, a company he has co-operated with for many years.

**Shows at the stands are an inseparable feature of the LOOK and beautyVision. They always generate great interest among the professional visitors.**



The main stage is a venue for presentations addressed to a wide audience. It is here that companies showcase the latest trends and products and raise awareness of their brands.



## Professional make-up – who's the best?

This year MTP played host to the second edition of Polish Open Championships in Professional Make-up. The Championships are held by the Polish Hairdressing and Cosmetics Committee of the Polish Crafts Association and Wielkopolska Crafts Chamber in Poznań, in co-operation with Anita Folaron's School of Professional Make-up and Styling. The Championships are open, which means that anyone can participate, regardless of age or education. The contestants compete in two categories: "Business women" make-up to be worn during the day, creating the image of a successful career woman, which should also reflect the model's personality and "Haute couture" make-up, where the stylists need to be creative. This year the Championships attracted 20 contestants. The grand prix went to Elena Stoszek from Gdynia. ■



## Solaria

The 5th Solarium Seminar "The Sun in your Hair", held under the auspices of the editorial board of Solarium&Fitness magazine, has already become a regular feature of Poznań trade fairs. It previously accompanied the LOOK Forum, this year it became a natural component of the beautyVISION Forum. At this annual meeting highly-qualified experts discuss the most interesting issues, both related to health, as well as marketing. This year the discussions focused on the impact of phyto-biological radiation from light sources on the human body, as well as practical and effective methods of suggesting solarium cosmetics to a customer. ■

## Preparations for COP14 are in full swing

Although the 14th Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC) to be held December 1-12, 2008 is still a long way away, at MTP, acting as the host of the event, the preparations are already in full swing.



On April 25th the UN Secretariat's Technical Mission visited Poznań with the aim of discussing the current state of play in the organisation of the conference by the Polish government and the city of Poznań. The conference is expected to attract around 8 thousand participants: over 190 government delegations led by ministers of environment or climate change, international, environmental, business and research institutions, non-governmental organisations and the media. The Secretariat's repre-

sentatives were pleased with the progress made and were optimistic about further developments related to the conference. Following her visit, the UN Climate Change Conference Co-ordinator Salwa Dalallah said: *In Poznań we were able to see excellent conference facilities and their arrangement. We also learned more about the plans for conference logistics, transportation and educational schemes. I am convinced that the government, in concert with the local government representatives, will perform their duties related to the first ever United Nations conference in Poland very well.* ■

### Craftsmen have honoured MTP

For many years MTP has supported Polish crafts and has always maintained friendly and efficient co-operation with Polish craftsmen organisations. This excellent co-operation has been recognised by the Polish Crafts Association, which decided to grant to MTP its prestigious distinction - Jan Kiliński's Gold Medal. This medal has been awarded for 30 years by the Polish Crafts Association to companies promoting entrepreneurship in Poland and abroad, as well as actively contributing to the development of Polish crafts. The Jan Kiliński's Gold Medals went to Barbara Vogt, LOOK and beautyVISION Project Manager, for her contribution to the development of Polish crafts and model co-operation with the Wielkopolska Craft's Chamber in Poznań and to Elżbieta Roeske, MTP Product Group Manager, for her lifetime work in co-operation with craftsmen organisations, including, in particular, the Wielkopolska Crafts Chamber in Poznań. ■



Elżbieta Roeske and Barbara Vogt received Jan Kiliński's Gold Medal from Vice-President of Wielkopolska Craft's Chamber, Stanisław Marczak



Photo: MTP Photoservice, PGA 2007

### Poznań Game Arena at the forefront

Poznań Game Arena Multimedia and Entertainment Exhibition was ranked third in this year's edition of the "Fantomy" competition, in the "biggest event of 2007" category. The awards granted by Onet.pl portal are the most prestigious distinctions in the Polish computer and video games industry.

The products in each of eight categories were nominated by Poland's most renowned computer journalists, representatives of distributors, as well as famous computer gamers. 34 thousand Internet users cast their votes at the [fantomy.gry.onet.pl](http://fantomy.gry.onet.pl) website.

It was their decision to give Poznań Game Arena - one of the biggest events addressed to gaming enthusiasts in Poland - the third position in the "biggest event of 2007" category.

PGA is a festival of computer and video games, role-play games and extreme sports, held since 2005 by MTP. Last year's edition of PGA attracted 17 thousand digital entertainment fans, who played nearly 200 tournaments and competitions. The exhibitors showcased over 100 games. ■

### From Poznań to Turin

On Saturday May 10th MTP grounds were swarmed with trucks as part of the qualifiers for the UICR World Championships of Professional Drivers, whose finals will be held in October in Turin, Italy. The level of the championships was high and the competition fierce. The participants had to go over a difficult obstacle course to test their driving precision, involving knocking off a ball, reversing the vehicle or passing through a narrow corridor. The tasks and the layout of the obstacle course resembled those that will be evaluated in the finals. The drivers also had to sit a highway code test and show they knew how to properly secure the transported load. ■



## Logistics professionals feel good in Poznań

The excellent conditions offered by MTP persuaded the representatives of the logistics sector to hold their ninth consecutive international annual congress here. The ninth Logistics Congress – Logistics 2008 under a motto “New challenges – new solutions” was held May 7-9. The main theme of the Congress were new market opportunities, security issues, economic and political aspects currently affecting the development of the logistics industry. The Congress attracted over seven hundred participants, who attended 60 lectures, 3 technical inspections in Wielkopolska’s leading enterprises and 4 thematic workshops. The Congress was accompanied by an exhibition entitled “Logistics Market 2008”, presenting the offer of logistics and IT companies, warehousing technology suppliers, as well as logistics ports and centres. ■



Photo: Institute of Logistics and Warehousing

## Debate of 1000 doctors

Around 1000 specialists from all over Poland participated on April 17-19, 2008 in the 2nd Nationwide Congress of the Polish Cardiometabolic Society, held at MTP grounds. A plenary and problem session, featuring many outstanding experts, tried to find answers to such questions as how to effectively prevent the further spread of the diabetes and ischemic heart disease epidemic and how to treat patients to avoid potentially life-threatening consequences. ■

## Smile Creators

Such was the motto of the 1st Dental Symposium, held May 16-17 at MTP grounds. The symposium featured lectures, workshops and presentations of equipment. An additional attraction was a dental fashion show and a Pearl Banquet at Delicjusz Hotel, with a performance by singer Krzysztof Kiljański and a show of magic by Maciej Pol, Polish most distinguished illusionist. ■

## Stand with magnetic powers



Interview with ZBIGNIEW JÓZEFIOK,  
MTP Technical Services Manager

**A good exhibition stand is one of the key factors determining a company's successful participation in a trade show. "What should it be like?", we asked our expert – Mr Zbigniew Józefiok, Technical Services Manager of MTP. The department prides itself on numerous awards presented for the arrangement and comprehensive development of "turn-key" exhibition stands. It develops around 3,000 stand designs each year, which translates into ca. 12 designs per each working day.**

We have a broad experience and extensive practical skills in constructing stands. We derive much satisfaction from both our customers' appreciation and the recognition we gain in a wider forum. Our work has won us numerous Acanthus Aureus awards, which are presented to stands characterised by interesting architectural qualities and solutions creating an optimum working environment, such that facilitates business talks. We are aware that the stand is an essential element of fair marketing – just like exhibitor's visiting card. Our experience tells us that there are three basic things that must work properly for an exposition to prove successful. First of all, the stand marks the presence of a company at the fair – it should therefore be easily recognisable, attracting fair visitors' attention. Still, its primary function is to showcase the company's offer – it ought to display the products effectively. Finally – what is of utmost importance in direct marketing – the stand should facilitate communication with the customer and the market. It is after all a workplace, a space for conducting business meetings. The crucial thing is to make the fair exposition consistent with a corporate marketing strategy.

### How do these theoretical guidelines translate into practice?

We work with each customer on an individual basis. Everything depends on their expectations, so it is really important for a company to clearly specify the requirements concerning the stand concept. When deciding to participate in a trade show, the exhibitor must answer a number of questions before the stand is designed: what is the purpose of the company's participation, who are the addressees, and what message should the stand convey? We are capable of meeting even the most extraordinary expectations, making even the most sophisticated ideas come true. We can stick to designs provided by the customer, but there is also a possibility of employing MTP's design team. Everything is possible in our department – from arranging conventional stands to delivering unique solutions, as well as original stage setup designs for congresses and conferences. We are ready to share our knowledge and experience with customers, with whom we also engage in a dialog to work out the best concepts possible. Much depends on the goal of participating in the fair. As regards stand preparation and construction, it does make a difference whether a company intends to develop its sales network at the show, or launch a new product. I believe that it is important for an exhibitor to cooperate with an experienced designer – one that will suggest optimum solutions; with a contractor who not only knows his field very well, but also has extensive practical skills which allow construction work to proceed smoothly. Basically, a lot depends on good cooperation with a reliable stand designer and constructor.

### In your opinion then, it is worth betting on the professionalism and experience of the MTP Stand Construction Department?

I believe so, especially taking into account our experience and professionalism, which go hand in hand with the latest solutions. We are employing cutting-edge technologies in our construction jobs, attempting to strengthen corporate and product image, resorting to architectural innovations, space arrangement, lighting, sound and other techniques. We offer professional arrangements and a comprehensive development of "turn-key" exhibition stands. Depending on the financial resources available, we can implement different concepts and designs, always ensuring top quality of work. We are at the disposal of exhibitors during stand installation and throughout the duration of the fair, ready to solve any problem relating to stand construction. First and foremost, we are aware of the true nature and specificity of trade shows. We know how important it is to give a stand its original character that would be closely connected with the corporate marketing strategy. When designing and constructing exhibition stands, we know that they must possess unique magnetic powers – and this is exactly what we aim at. ■

# Malta

the only festival of this kind

For the eighteenth time already, MALTA International Theatre Festival will be held in Poznań on 23–28 June. It is the biggest theatre-related undertaking in Poland, and a major one in Europe. Poznań will be visited by thousands of young people with their backpacks and tents, for whom the theatre-focused Malta is an equivalent of the rock festival in Jarocin.



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For those few days, the city will turn into a gigantic stage, with performances taking place not just on the grounds surrounding Lake Malta, but also in the Old Market Square, streets, squares, city theatres as well as arts and culture centres. The festival will seize any kind of space available. Even though more and more performances are now being held indoors, Malta – in line with its original idea – remains an open-air festival and a stage for non-repertoire and non-mainstream theatre groups, as well as shows bordering on theatre and circus, or theatre and dance. This is a great celebration of theatre, combining street and alternative performances with professional theatres, "conventional" exhibitions and concerts. The cultural offer of the Festival is extremely rich. All events generate great interest, and the visiting artists are invariably impressed with their audience and

the unique atmosphere sensed all over the city. At the same time, Poznań citizens cannot imagine the place without the festival.

As with previous editions, festival presentations have been divided into several thematic categories.

**THEATRE/PERFORMANCE** stands for theatre shows featuring excellent groups of actors from Poland and other European countries. **DANCE** comprises shows by the most original dancers presenting the latest choreographic projects on the grounds of Old Brewery centre. This year's **FILM** shows will be strongly focused on environmental issues, as 2008

was declared The Year of Climate and Environment by the Mayor of Poznań. There will also be **MUSIC**, always attracting crowds of people. The Festival is famous for its open-air concerts featuring renowned artists from Poland and abroad. This year's Star at the Festival will be Elvis Costello – one of the most talented rock musicians, virtually worshipped in Great Britain. The singer, who is also the husband of the popular jazz artist Diana Krall, will give an open-air concert on Lake Malta grounds on 28th June. Speaking about Stars, we also need



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Photos from the Malta 2007 festival.  
Author Wojciech Barzewski

1. Pippo Delbono, Urlo
- 2, 3, 5, 6. Theater Gajes, Alice in Wonderland
4. Ondadurto Teatro, Un certo Signor de Molier
7. Jean Paul Lefevure and Didier Andre, La serre

to mention the fascinating show awaiting Festival guests. For the first time ever, the Polish audience will have a chance to see the world's best equestrian theatre – the phenomenal Zingaro. The artists will visit Poznań with their latest show entitled "Battuta". The title refers to a Gypsy toy, and the performance will take spectators on a journey through the world of Balkan myths and legends. Breathtaking images, the artistry of riders and horses, accompanied by Balkan music performed by orchestras from Moldavia and Transylvania, will leave nobody

indifferent. As part of the VARIA thematic category, the Festival will be complemented by a variety of meetings and discussions with theatre experts, artists and critics, as well as photo exhibitions. Since Malta Festival is held at the beginning of summer holidays, the organisers have prepared numerous attractions addressed to both adults and their children, undoubtedly making it one of the most compelling art-related outdoor events of this summer.

20-23.01.	<b>BUDMA International Construction Fair</b> <b>Sports Construction Centre</b> <b>WINDOOR-TECH</b> Trade Fair of Machines and Components for Window, Door, Gate and Facade Production
3-6.02.	<b>EPLA</b> Plastic and Rubber Processing Fair
13-15.02.	<b>HORSE-RIDING EQUIPMENT TRADE FAIR</b>
17-19.02.	<b>POZNAŃ MEDIA EXPO</b>
24-27.02.	<b>DREMA UKRAINA</b> in Kiev <sup>1)</sup> <b>GARDENIA</b> Garden Trade Fair
3-5.03.	<b>TEX-STYLE</b> Trade Fair of Fabrics, Clothing and Accessories <b>NEXT SEASON</b> Contracting Exhibition <b>BODY STYLE</b> Exhibition of Lingerie and Beach Fashion <b>SPECIAL DAYS</b> Exhibition of Wedding, First Communion and Evening Fashion <b>Fair of Shoes, Leather and Leather Goods</b>
13-15.03.	<b>Education Fair</b> <b>School Equipment Exhibition</b> <b>BOOKS FOR CHILDREN AND YOUNG PEOPLE</b> – VIII Poznań Trade Fair Meetings
19-21.03.	<b>T112</b> International Trade Fair of Equipment for Rescue Services and Police
20-21.03.	<b>Poznań Optical Exhibition</b> <sup>2)</sup>
31.03.-03.04.	<b>FURNICA</b> International Trade Fair of Components for Furniture Production <b>DREMA</b> International Trade Fair of Machines and Tools for the Wood and Furniture Industries
21-24.04.	<b>Euro-Reklama OUTDOOR EXPO</b> International Trade Fair of Advertising Goods and Services <b>POLIGRAFIA</b> International Fair of Printing Machines, Materials and Services <b>TEKSPRO</b> Fair of Textile Finishing and Marketing <sup>3)</sup>
25-26.04.	<b>LOOK</b> Hairdressing Forum <b>BEAUTY VISION</b> Cosmetics and Solaria Forum
24-28.04.	<b>BAKEPOL</b> Baking and Confectionery Industry Fair
7-10.05.	<b>ATF</b> Automotive Technology Fair <b>Poznań Automotive Meetings</b>
8-10.05.	<b>FIT-EXPO</b> Fitness & Sport Park
9-10.05.	<b>Electronic Sports World Cup Poland</b> (ESWC)
19-21.05.	<b>EXPOPOWER</b> International Exhibition of Power Industry <b>GREENPOWER</b> International Renewable Energy Fair <b>AUTOMA</b> International Trade Fair of Robotics, Automatics and Control & Measurement Equipment
22-23.05.	<b>2ND DENTAL SYMPOSIUM "SMILE CREATORS"</b>
3-6.06.	<b>MEBLE</b> Furniture Fair <b>BIURO</b> Fair of Office Furniture and Furnishing <b>HOME DECOR</b> Interior Design and Home Furnishings Fair <b>LUMINEXPO</b> Lighting and Lighting Technology Exhibition <b>BUDMA INTERIOR</b> Interior Finishing and Renovation Fair
15-17.06.	<b>INFOSYSTEM</b> IT for industry and administration
15-18.06.	<b>INNOVATIONS – TECHNOLOGIES – MACHINES POLAND</b> (ITM-POLAND): <b>HAPE</b> Hydraulics, Pneumatics and Drives Exhibition • <b>MACH-TOOL</b> Machine Tools Exhibition • <b>METALFORUM</b> Exhibition of Metallurgy, Foundry Engineering and Metal Industry • <b>SURFEX</b> Exhibition of Surface Treatment Technologies • <b>TECHNOGAZ</b> Gas and Oil Exhibition • <b>WELDING • Science for the Economy • Work Safety in Industry</b>
	<b>ROLTECHNIKA Wilkowice (Wielkopolskie province)</b>
2-4.09.	<b>TEX-STYLE</b> Trade Fair of Fabrics, Clothing and Accessories <b>NEXT SEASON</b> Contracting Exhibition <b>BODY STYLE</b> Exhibition of Lingerie and Beach Fashion <b>SPECIAL DAYS</b> Exhibition of Wedding, First Communion and Evening Fashion <b>Fair of Shoes, Leather and Leather Goods</b> <b>Euro-Reklama GIFT EXPO</b> International Trade Fair of Advertising Goods and Services
13-17.09.	<b>POLAGRA-TECH</b> International Trade Fair of Food Processing Technologies, including: 13-17.09 Exhibition of Machines and Devices for the Meat Industry • 14-16.09 International Food Ingredients Show • 14-17.09 Exhibition of Refrigerating, Air-Conditioning and Heating Devices • 14-17.09 Exhibition of Machines and Equipment for the Food Industry
14-17.09.	<b>POLAGRA-FOOD</b> International Trade Fair of Food Products and Catering <b>PAKFOOD</b> Fair of Packaging for Food Industry
24-26.09.	<b>CEDE</b> Central European Dental Exhibition <sup>4)</sup> Congress of Dental Teams
25-26.09.	<b>Poznań Optical Exhibition</b> <sup>2)</sup>
1-4.10.	<b>PRO-HORTI</b> Horticultural Contracting Exhibition
2-4.10.	<b>FARMA</b> International Trade Fair of Animal Breeding and Rural Development <b>National Horticultural Exhibition</b> <sup>5)</sup> <b>National Breeding Animals Exhibition</b> <sup>6)</sup> <b>DREMASILESIA-MEBELTECHEXPO</b> Exhibition of Woodworking Machines and Tools
22-23.10.	<b>BUY POLAND</b>
21-24.10.	<b>TOUR SALON</b> Trade Fair of Regions and Tourist Products <b>INVEST-HOTEL</b> Trade Fair of Equipment for Hotels
24-25.10.	<b>HOBBY</b> Model Making Exhibition
7-8.11.	<b>POZNAŃ GAME ARENA</b> (PGA) Multimedia and Entertainment Exhibition
12-15.11.	<b>BOAT SHOW</b> Fair of Sailing and Water Sports <sup>7)</sup>
14-17.11.	<b>GLASS &amp; STONE</b> Glass Industry Fair • Stone Industry Fair
24-26.11.	<b>TRADE FAIR FOR PEST CONTROL AND HYGIENE</b>
24-27.11.	<b>POLEKO</b> International Trade Fair for Environmental Protection <b>KOMTECHNIKA</b> International Trade Fair for Municipal Technologies <b>GMINA</b> Trade Fair for Local Governments <b>INVESTFIELD</b> Property and Investment Exhibition
4-6.12.	<b>FESTIVAL OF ART AND ARTISTIC OBJECTS</b>

<sup>1)</sup> Co-organizer: Kiev International Contracting Fair

<sup>2)</sup> Organizer: Interprovincial Guild of Optical Crafts in Poznań

<sup>3)</sup> Co-organizer: H & K Messe GmbH & Co. KG

<sup>4)</sup> Organizer: Exactus Sp.j.

<sup>5)</sup> Co-organizer: Association of Horticultural Engineers and Technicians, Poznań Branch

<sup>6)</sup> Co-organizers: National Animal Breeding Centre, Ministry of Agriculture and Rural Development, Associations of Animal Breeding

<sup>7)</sup> Co-organizer: Interservis Sp. z o.o.



Międzynarodowe Targi Poznańskie  
Poznań International Fair



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meet the future

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