



MTP distinguished

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80th anniversary of the largest exhibition in Poland

PEWUKA

GENERAL NATIONAL EXHIBITION

80 years

This is where the international **Poznań** was born



May – September
Poznań

1929

The largest and most comprehensive

General National Exhibition was a gigantic undertaking. It was a presentation of the economic, cultural, scientific and political achievements of the country on the 10th anniversary of Poland's regaining independence. It covered the exhibition area of 65 ha, took up 112 facilities, hosted 1427 exhibitors, and attracted 4.5 million visitors, of whom 200,000 were from abroad (90,000 from Germany, 80,000 from Czechoslovakia, 10,000 from America and 20,000 from other countries). Journalists wrote more than 20,000 enthusiastic articles about the exhibition.

Professionalism everywhere you looked

The guests were enchanted with the modern organisation of the Exhibition. A cutting-edge telephone switch and a telegraph were available. The guests had at their disposal public service offices, banks, exchange offices, railway booking offices, theatre and cinema booking offices, and even hairdressers! Journalists were serviced at the Press Information Office. Professional entrance cards were printed along with guides for vis-

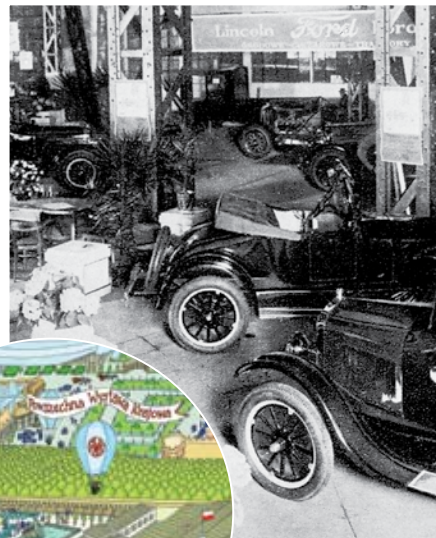
itors with detailed maps of the area. Kiosks spread around the exhibition area were selling the Main Catalogue, Farm Catalogue, Government Exhibition Guide and the Exhibition Guide "Polonja Zagranicą". The General National Exhibition even issued its professional biweekly – "Echo Pow-szechniej Wystawy Krajowej".

World-class entertainment

For 138 days Poznań became a capital of entertainment. Concerts, film shows, firework shows as well as horse, car and carriage parades were organised, along with shows, dances, and cabaret performances. There was an opportunity to visit the palm house with the biggest complex of tropical vegetation in Poland, and to have fun in the funfair (based on the best European models) built at the Exhibition specifically for that occasion.

Pompous birthday

This year the 80th anniversary of the General National Exhibition is exceptionally attractive. To celebrate this occasion the Poznań International Fair and Głos Wielkopolski organised the display "The General National Exhibition of 1929 – this is where the international



Poznań was born" in the eastern hall of MTP.

On the pavilions of the Poznań International Fair, 11 large format printouts and boards were hung (the biggest one was larger than 200 m²) which underlined the enormous scale of the General National Exhibition and various interesting details about it. Information about the PeWuKa (short for General National Exhibition) was published in Głos Wielkopolski and Gazeta Wyborcza and was broadcast by PTV3 and WTK TV as well as by the radio stations Złote Przeboje, Merkury, Emaus and Afera. A unique album on pre-war Poznań was also published. Until 9 August, at the National Museum of Farming and Farming-Food Industry in Szreniawa, an exhibition related to the agricultural section of PeWuKa may be seen.

Dear Readers

Once again we are presenting you the new issue of Poznań Fair Magazine – a periodical which is meant to be a medium of communication between Poznań International Fair, all the organisations co-creating the fair exhibitions and their participants. The information we present on its pages is to help you learn more about the company and its rich exhibition and service offer so that you more effectively benefit from the experiences and potential of MTP – the largest in Poland and of world renown fair organiser.

The magazine contains a summary of the most significant events in the life of MTP in the last three months, but we encourage you to have a look with us at the near future of our fair.

In this issue, you will find information on the fairs that are to take place right after the summer break, in September. Already today we invite you to a true festival of agriculture in Poznań. Autumn is the time when all the participants in this market meet: producers, traders, and all users of machines, new technologies, new solutions for agriculture but also for the food processing industry. POLAGRA-TECH, POLAGRA-FOOD, GASTRO TRENDY and PAKFOOD fairs are also a meeting place for trade organisations as well as a location for numerous conferences, debates and discussions that are of crucial importance to the trade milieu. They are the best opportunity to present market novelties and the most effective method of showing your products to the professional fair audience. And already in October, FARMA fair will start – an expertly prepared meeting of breeders.

The fairs of fashion seem equally interesting. We invite to Poznań in September to Clothing Industry Fabrics and Accessories Trade Fair TEX-STYLE, Exhibition of Clothing, Shoes and Accessories NEXT SEASON, Exhibition of Lingerie and Beach Fashion BODY STYLE, Exhibition FAST FASHION, and in November, Fair of Shoes, Leather and Leather Goods BTS.

On the pages of our magazine you will find reports from the fairs that have recently taken place. Their value and importance can be measured not only in statistical data on the number of exhibitors and visitors, or the utilised exhibition area, but also they are proven by the presence of many prominent fair guests – well-known persons from Poland and abroad, but also by the exhibitors' positive feedback – and many of them are Polish market leaders.

*Have fun reading it,
Editorial board*

New Supervisory Board of MTP Poznań International Fair Ltd.

On 3 April 2009 at the Meeting of the Supervisory Board of MTP three Members of the Board were appointed. The appointed Members of the Board are: Andrzej Byrt, Przemysław Trawa, and Tomasz Kobierski. The Supervisory Board of MTP also appointed President of the Board – Mr. Andrzej Byrt. Przemysław Trawa and Tomasz Kobierski are Vice-Presidents.



ANDRZEJ BYRT
President of the Board of Directors



PRZEMYSŁAW TRAWA
Vice-President



TOMASZ KOBIERSKI
Vice-President

Mr. **ANDRZEJ BYRT** PhD, is a graduate of the Higher School of Economy in Poznań. He has been professionally connected with MTP since 1977, and was its Executive Director in 1982-1987 and chairman of the Supervisory Board in 1992-1995.

Mr Byrt was a commercial attaché in the Polish embassy in Belgium, under-secretary of state in the Ministry of Commercial Cooperation with Abroad, Vice Minister of Foreign Affairs, and twice a Polish ambassador in Germany. He is a lecturer on international business relations.



KALEIDOSCOPE

**MTP is ready to face threats
but also use the opportunities they create**

an interview with Andrzej Byrt,
President of the Board of Directors

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POZNAŃ CONGRESS CENTER



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MTP is a good brand

The results of the survey conducted by the research centre Pentor Research International among exhibitors of the largest fair centres in Poland prove that MTP is the most recognisable brand of fair organisers. As much as 84% of MTP exhibitors claimed that it is the most influential Polish fair centre. Almost 60% of customers of other fairs also listed MTP among largest trade fairs organisers. The biggest advantages of MTP

comprise many years of experience – so said 87% of MTP customers and 59% of exhibitors at other centres. 93% of MTP exhibitors and 65% customers of other centres claim that MTP is the organiser of the most renowned and recognisable fair events in Poland. 92% of MTP customers and 65% of exhibitors of other centres point to MTP's huge experience in the organisation of various trade events.

The survey was conducted by the Pentor Research International Institute in Poland in the form of telephone interviews with the representatives of companies participating in fair events at least once every two years. About 300 companies participated that regularly exhibit at MTP and 300 companies which do not exhibit there or exhibit irregularly. Date of the survey: December 2008 and January 2009.

MTP “Leader of Trade Fair Services 2009”

The first edition of the competition “Leader of Trade Fair Services” for enterprises designing and building fair stands was won by MTP.

The Jury was composed of well-known Polish designers, creators of the contemporary Polish school of exhibition: Full Professor Witold Gyrkovich (President of the Jury) – former Head of the Architecture and Design Dept. at Academy of Fine Arts in Poznań and Chancellor for Academy of Fine Arts in Poznań in 1987-1990, Associate Professor Maciej Kysiak, Ph.D. – Dean of the Architecture Dept. at the Warsaw Technology University, who can boast several exhibition architecture projects (stands, national pavilions) and Tadeusz Piątek, distinguished designer of exhibition architecture.

Good year – good results

For MTP the year 2008 was the best year in its history. The company posted a turnover of PLN 170 million and more than PLN 20 million in profits on its primary activities.

It comes as no surprise – after all MTP is a leader of the Polish fair industry. MTP holds almost 50% of shares in the fair industry in Poland and ranks second among the fair organisers in Central and Eastern Europe. As the only centre in Poland, Poznań was included in the AUMA world ranking of fairs cities (33rd position in 2008). MTP organises almost 80 specialist fairs in Poland and exhibitions of Polish companies at 50 leading fair events abroad. MTP's activity also comprises organisation of conferences, congresses, and sport and cultural events – 1600 events a year take place at the biggest and most modern Poznań Congress Centre. MTP is the leader of the Polish fair industry.

Ambassador of the Polish Economy

In May 2009, MTP was awarded with the title of the Ambassador of the Polish Economy in a competition organised by Business Center Club, under the auspices of Radosław Sikorski, Minister of Foreign Affairs.

The aim of the competition is to strengthen the image of entrepreneurs and their promotion through giving awards to the best examples of good business practices used in contacts with foreign companies. The title of the Ambassador of the Polish Economy is to support the promotion of Poland and Polish entrepreneurs on international markets and bring closer the entrepreneurs and the representatives of Polish foreign institutions responsible for promoting Poland and the Polish economy. The competition jury selected four winners in four categories: Exporter, Partner of Foreign Companies, European Brand, Creator of 21st Century Solutions. The title of the Ambassador of the Polish Economy was awarded to MTP in the category “European Brand” – for promoting the Polish brand on international markets. Surely, the Jury took into consideration the excellent organisation of the COP 14 climate conference held on MTP grounds in December 2008.



In the photo (from the left) Radosław Sikorski, Minister of Foreign Affairs, Andrzej Byrt, President of the MTP Board and Marek Goliszewski, BCC President during award ceremony

"MTP is ready to face threats but also use the opportunities they create"



Interview with
ANDRZEJ BYRT,
President of the Board of Directors

The global crisis has reached Poland too. Industrial production is on the decline, export is nose-diving, and all of these phenomena are accompanied by shrinking consumption on the domestic market. Surely, the crisis will affect the fair industry. What opportunities and dangers to the development of MTP can you see in this difficult period?

Business trends: periodic fluctuations of pace and development directions of world economies have been a normal historical phenomenon since the mid-19th century. The crisis we are experiencing now is hardly a surprise then. What is unexpected, though, is the time of its eruption, its size, the depth of breakdown and its simultaneous occurrence on the major markets of all continents. Since WWII there hasn't been anything of this scale, i.e. since anti-cyclical policies were introduced by the states with market economy.

The crisis has affected – or soon will – international trade fairs in Poland. In normal times its occurrence on fair market is delayed by 6-18 months as compared to non-fair economy – depending on the economic sectors which are topics of given fairs. The reaction of exhibitors to the crisis in the industries or services they represent began to be experienced from April or May this year; it will intensify in the second half of 2009 and in the first half of 2010.

The number of companies interested in participating in fairs will lower, stand areas will be smaller, additional services ordered by exhibitors at the fairs will be limited – all of this under the slogan: cutting costs in order to survive. Such situation will come as a shock to the fair market in Poland. During the last, much milder, crisis in Poland in 2001-2003 the turnover of fair sector in Poland fell by 30%. This time, we can only estimate the scale

of reductions in terms of fair activity ex post, once we have got out of the crisis, not now.

Just as during the previous crisis, the number of events will be limited, some fair organisers will disappear, some will merge with others. As a result of the crisis, everybody – provided they survive it – will become much stronger, with reduced operation costs, leaner and more efficient executive bodies, more frugal management, i.e. in a much better condition than they were before the crisis hit them. That will be the positive outcome of the whole thing.

All of this, the threats and opportunities, apply also to MTP. MTP is ready to face the dangers and transform them into opportunities. We have already cut costs and we are rationalising MTP management structures; we are modifying the programme of modernisation of fair infrastructure and new investments; we have adopted motivation systems and – I believe – in a year or a year and a half we will vigorously welcome the next, natural stage of this economic cycle – an economic boom.

Thus far, despite the difficult times, the Polish economy has showed its good resilience to the attack of the world crisis. To my mind, in one year's time we will be able to say the same about the whole Polish trade fair industry, when – stronger and wiser – we will be looking back together at the current crisis.

The survey conducted by Pentor Research International among the exhibitors of the largest trade centres in Poland has confirmed that MTP is the strongest Polish brand of fair organisers. As many as 84% of MTP customers pointed to Poznań as the key fair centre in Poland – and surprisingly, 60% of customers of competitive fairs are of the same opinion. What, in your opinion, contributed to such good perception of MTP?

Its history and real, current position. For 20 years of the inter-war period, MTP was a monopolist in Poland; the situation was similar for almost 40 years until 1989/1990.

The fair competition – new organisers of fair events, their new areas and events which sprang up after the political and economic revolution of those times – had it very difficult at the beginning. However, in response to the increasingly diversified economy of the country and the demand whose structure and size were changing dynamically, the competition developed. Today, 20 years after the historic breakthrough of 1989/1990, our fair market is mature and MTP cooperates and competes with many equally capable organisers of international and national fairs. MTP is still the most prominent symbol on

the market but this time it is so because of the continuous modernisation of our exhibition infrastructure, development of the programme of fair events which can satisfy the requirements of all economic sectors in our country, implementation of cutting-edge technologies of management and service providing, and finally – due to a dedicated and long-term dialogue with exhibitors and visitors, which allows MTP to respond to their needs and expectations. All of these factors contribute to the very positive image we have among fair exhibitors and guests.

Last year in December, at the premises of MTP, the Climatic Congress COP 14 was organised. It was a huge logistic and organisational task. Almost 12,000 participants from 189 countries around the world, a separated extraterritorial area of 42,000 sq meters under the jurisdiction of the UN, 34 perfectly equipped conference rooms, special IT infrastructure which facilitated the simultaneous operation of 2,500 computers, 150 kilometres of cables and fibre optic cables... And a spectacular success. How can such extensive know-how and capabilities of the Poznań Congress Centre be used?

Last year's UN Climatic Congress was a huge success of Poland, in which MTP had its share – and a significant share it was. The experience gained during this event will come in handy in organising large events of comparable scale: congresses, meetings, conventions, international rallies for many thousands of participants, e.g. the ecumenical meeting of Taizé community in December 2009, when we will happily welcome 50,000 young people from all over Europe who will come to Poznań. Irrespective of several hundred conferences, seminars, and different kinds of meetings which are hosted by MTP every year, we would like such huge events to become our flagship product in the future. They call for an impeccable organisation, accurate logistics, perfect cooperation with the municipal and regional authorities, as well as with their foreign originators or contracting bodies: international organisations e.g. members of the UN system or the EU, which would either themselves come up with the idea of organising their events here or let us convince them to come to Poznań.

The Polish market of conferences and congresses is still before a deep diversification, which will be the result of a stronger relation between Poland and the EU and the world economy. This sector, unlike the fair market, is still far from maturity in Poland; therefore in the forthcoming years many things are going to happen in Poland. The same goes for the participation of MTP in this process.

Contracting exhibitions in March: NEXT SEASON, BODY STYLE, SPECIAL DAYS and the accompanying TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair were visited by 5,200 professionals. Among them were representatives of retail shops, boutiques, shopping chains and shopping malls, department stores, and representatives of trade agencies. The majority of visitors came from Poland, yet traders from Germany, Lithuania, Czech Republic and Sweden came in large numbers as well. Collections of women, men and children's clothing as well as accessories for the season of autumn-winter 2009/2010 were contracted in Poznań also by dealers from Byelorussia, France, Greece, Holland, Latvia, Ukraine, Italy, and Great Britain. 120 journalists were accredited who represented trade magazines, daily newspapers, and the Polish nation-wide and regional TV stations.



New quality

Twice a year, in spring and autumn, manufacturers, dealers and designers – professionals active in the clothing industry – gather in Poznań. It is a perfect opportunity to strengthen the market position, establish business contacts and promote brands on offer. For the September edition, the organisers prepared many new proposals facilitating and encouraging business contacts.

TEX-STYLE

Everything necessary for clothing production

■ The September fair TEX-STYLE will focus on articles necessary in clothing production: fabrics, knitwear and fibres haberdasheries, tailoring accessories, store mannequins and displays, clothing production software. This change is reflected in a new name of the event TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair. TEX-STYLE fair will be held together with FAST FASHION Exhibition, offering ready-to-wear collections for the current autumn-winter season, BODY STYLE Exhibition of Lingerie and Beach Fashion and NEXT SEASON Exhibition of Clothing, Shoes and Accessories with collections for spring and summer 2010.



Twice a year over 4000 professional guests from Poland and abroad participate in BODY STYLE and NEXT SEASON exhibitions.

NEXT SEASON • BODY STYLE

A step ahead of competitors

Sellers who are looking for a comprehensive offer of women, men and children's clothing for the season spring-summer 2010 will be able to find it at the NEXT SEASON and BODY STYLE exhibitions – the biggest exclusive contracting meetings in Poland.

The sixth edition of BODY STYLE Exhibition will provide an opportunity to contract latest collections of lingerie and beach fashion. In September, during NEXT SEASON Exhibition, for the first time in history it will be possible to contract shoe collections for the spring-summer 2010 season. Companies offering shoes will be able to present their collections as many as four times a year, thereby multiplying the opportunity to make business contacts. The new range was reflected in the name of the event: NEXT SEASON Exhibition of Clothing, Shoes and Accessories. Contracting in Poznań has entered the

schedule of most important fairs in Poland as a place where lasting business relations are formed and the brand image is strengthened. The exhibitions are always held in comfortably arranged pavilions. They offer an opportunity for individual business talks, create a platform of sectoral knowledge exchange and plans for the next season.



MAŁGORZATA NOWAK-SOWIŃSKA

Project Manager of fashion fairs

Bearing in mind the needs of all fair participants we have introduced several important changes in the clothing and textile events. We are concentrating on a new standard of exhibiting and a special service package for exhibitors, which includes promotional and advertising activities. In autumn, we will initiate a new event for dealers who are interested in new collections – FAST FASHION Exhibition while TEX-STYLE fair, BODY STYLE and NEXT SEASON exhibitions will change their formula. All these events are addressed to specialists.

FAST FASHION

Always up-to-date

In autumn, a new event will be initiated – FAST FASHION Exhibition, i.e. fashion trade in “present tense”. This new business event is addressed to producers and representatives of Polish and foreign clothing brands who offer clothing collections and accessories for the current season as well as sellers interested in constant updating of their offer. During the FAST FASHION exhibition, professional seminars will be organised as well as trainings on trends, marketing and selling.



The Poznań fair provides an opportunity for young designers to show their value. In the picture you can admire their works presented during the spring edition of the fair – as part of the Future project.

photo: Future 2009



Is it worth to compete for the Gold Medal of MTP? The only answer is YES, as it is the best promotion possible

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

- **PRESTIGE** Gold Medal is the oldest quality award in Poland, appreciated by Polish and foreign companies which use it in creating the image of their products.
- **EFFICIENCY** Winners of Gold Medals claim the sales of prize-winning products rise by 10-30%.
- **INDEPENDENCE** The Jury of Gold Medals is composed of recognised authorities in a given industry, practitioners and scientists from the milieu of technical universities, natural science universities, schools of economy, fine arts academies as well as research and science institutions.
- **COMPETENCE** Gold Medals are awarded in 40 competition categories, according to criteria adapted to the trades of exhibitors at a given fair.
- **MARKETING SUPPORT** Randomly selected winners are promoted by Radio "Merkury", the most popular radio station in Wielkopolska, and TV Biznes, the first nation-wide television channel for entrepreneurs.

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

Organisation of the Competition for the Gold Medal of MTP:

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EDYTA BONIN-KANIKOWSKA
Project Manager of BTS fair

Starting from the autumn edition, the cycle of BTS fair will change. The shoes and leather industry will come to present its offer at MTP in May and November. This change followed numerous suggestions from our customers. We are convinced that such an organisation will bring to Poznań a large group of representatives of the shoe and leather sector and thus – satisfy the expectations of sellers with respect to the number and diversity of presented collections.

WWW.SHOES.MTP.PL

For salespeople and stylists

■ At the BTS Fair of Shoes, Leather and Leather Goods, the exhibitors will show their offer for the season spring-summer 2010 in two thematic areas. In the TREND area, latest collections of shoes, clothes and leather haberdashery will be displayed. The TECH area, on the other hand, is a place for suppliers of leather, components and accessories for shoes and purses, along with machines and technologies for the shoe-leather trade.

The exhibition will be accompanied by an interesting programme – including trade shows. Companies contracting shoes six months in advance will also be able to take part in the September NEXT SEASON Exhibition of Clothing, Shoes and Accessories. In order to make it easier for the exhibitors to reach a wide range of sellers, the organisers recommend a combined promotional participation offer in both events – NEXT SEASON Exhibition (2-4 September 2009) and BTS fair (16-18 November 2009).



In March 2009, about 200 brands from the shoe and leather industry were represented at the fair. BTS Fair in Poznań was visited by about 2,000 professionals, amongst others, from Poland, Lithuania, Germany, Great Britain, Italy, Russia, Finland, France, Spain, Greece, Byelorussia and Latvia.



Last year more than 350 exhibitors from 20 countries presented their offer during trade thematic exhibitions: Exhibition of Food Industry Machines and Equipment, Exhibition of Dairy Industry Machines and Devices, and Exhibition of Baking and Confectionery Industry



JOANNA JASIŃSKA

Project Manager of POLAGRA-TECH fair and International Food Ingredients Show

Direct contact in business is of crucial importance in the times of economic decline. Today everything must be more balanced and each decision carefully considered. With POLAGRA-TECH we are trying to provide customers with the most favourable conditions to implement most difficult business tasks. The programme of accompanying events that we have prepared is to help the exhibitors as well as their customers to find their way in today's world.

Cutting-edge production

Already in September exhibition halls will turn into a modern machine park of the food industry. This year's edition of the International Trade Fair of Food Processing Technologies POLAGRA-TECH will cover: Exhibition of Meat Industry Machines and Devices, Exhibition of Refrigerating, Air-Conditioning and Heating Devices, and Exhibition of Food Industry Machines and Equipment. For the fifth time POLAGRA-TECH fair will be accompanied by the International Food Ingredients Show. At the same time POLAGRA-FOOD, GASTRO TRENDY and PAKFOOD will take place.

POLAGRA-TECH

Novelties, shows, special areas

■ New technological solutions, new constructions, new technologies, and new products will undoubtedly attract biggest attention among professionals and media during this year's POLAGRA-TECH. In order to facilitate finding them among the rich offer of exhibitors, special marks "Novelty" signifying innovative products will be placed on stands; in addition, relevant information can also be found on the fair web pages and in a special publication. An advantage of POLAGRA-TECH is the possibility to show the machines in operation, so the presentation of technical devices is more interesting and more comprehensive. During the trade exhibition, a special area will be designated where the production of sausages will be presented. The co-organiser of this area is the Association of Polish Butchers and Producers of Processed Meat. The Association is also an initiator of a special event called "Meat in the land of ingredients". The invited companies that cooperate with the meat industry will present their offers by showing that aroma ingredients are a basis for almost any kind of meat dish. In front of the audience, chefs will be preparing dishes revealing the secrets of their culinary arts of selecting the right ingredients. Also at the POLAGRA-TECH fair, a special area will be designated, especially for sellers, to present the organisation and arrangement of the back of a butcher's shop.

Knowledge at the fair

The traditionally rich exhibitors' presentations at POLAGRA-TECH are accompanied by a very interesting programme of conferences and seminars.

It is where specialists from the food industry will be trying to find answers to such questions as: How to survive the crisis in the meat industry? What is the situation of the fruit and vegetable industry in the changing world economy? How to implement and finance innovations in the food industry? What are the practical ways to achieve a success (economy in the kitchen)? Particularly interesting will be the programme of the Exhibition of Refrigerating, Air-Conditioning and Heating Devices organised in cooperation with the National Refrigeration Forum and the European Partnership for Energy and the Environment (EPEE).

WWW.DODATKI.MTP.PL

Food ingredients

■ The International Food Ingredients Show will be organised for the fifth time. Producers, exporters and importers will present their offer of food ingredients which prolong food durability, influence the structure, appearance and sensory features as well as of enriching and auxiliary substances. During the International Food Ingredients Show, a conference will be held "Food ingredients vs. functional food" organised in cooperation with the Polish Chamber of Food Ingredients and Polish Association of Food Technologists.

Strategically about food

Market novelties, tasting, competitions, shows of the culinary art, seminars – all of this will be waiting for professionals in the food industry in September in Poznań. During the International Food Product Trade Fair POLAGRA-FOOD the following shows will be organised: Food and Drink Exhibition, Wine and Spirit Exhibition, Franchising Exhibition, and Store Equipment Exhibition. At the same time, the International Trade Fair of Catering GASTRO TRENDY will take place for the first time as well as PAKFOOD Food Industry Packaging Fair. Parallely POLAGRA-TECH trade fair will be organized.

POLAGRA-FOOD

Promotion comes first

■ POLAGRA-FOOD is the biggest fair of food products in Poland and New Europe. Professionals from the food industry and food selling business come here both from Poland and abroad (last year 45,000 visiting professionals were recorded). The fair is covered by daily press, trade press, as well as TV and radio stations. Consequently, it is the best place to present and promote novelties and many companies decide to introduce new products to the market during this fair. New products are distinguished at the stands with a special sign "Novelty", which makes it easier to find them among the rich fair offer; also information about their presentations can be found in the Internet and special publications.

A popular way of promotion at the fair are samplings – they are also a method of mar-

ket research. At the fair, the surveys of the Consumer Product Appraisal are carried out. Visitors fill out special questionnaires where products submitted by exhibitors are appraised with respect to, among others, their taste, look, smell, packaging and price. During POLAGRA-FOOD, the halls where the exhibitors and importers of alcohols from all around the world present their offers have their own tasting rooms and professional glassware and ice makers.

POLAGRA-FOOD fair is not only about exhibitors' displays – it is also a well-developed and interesting programme of conferences, discussion panels and seminars. It will be possible to benefit from the specialists' valuable know-how during a series of conferences organised during the Two Days for Distribution.



GASTRO TRENDY

For the first time

■ GASTRO TRENDY fair is an answer to the dynamic growth of catering in Poland and the interest expressed by companies and people engaged in this business. The basis on which this fair was established was the Catering Exhibition, which so far has been organised as part of POLAGRA-FOOD. Separating GASTRO TRENDY will make it easier to adapt it even better to the needs and expectations of market participants, to present catering trends and market novelties, to organise culinary shows with even more panache and announce winners of prestigious competitions. All of this will be accompanied by numerous presentations, conferences, seminars and competitions. GASTRO TRENDY is a proposal aimed primarily at the companies which want to present an interesting offer for the catering sector and join the discussion on the directions of development in the industry.



In 2008, POLAGRA-FOOD and POLAGRA-TECH were visited by many excellent guests, amongst others, Waldemar Pawlak, Deputy Prime Minister and Minister of Economy, Marek Sawicki, Minister of Agriculture and Rural Development, Alexei Vasylyevich Gordeyev, Minister of Agriculture, Russian Federation, ministers and representatives of the Ministries of Agriculture in Hungary, Romania, Czech Republic, Slovakia, Bulgaria, Ukraine, Palestine, China and many more. Many delegations attended the fair, e.g. from Spain, Brazil, Moldova, China, Russia, Ukraine, Hungary, Slovakia, Czech Republic, Palestine, and Romania. During the fair many meetings and conferences took place where problems related to the production of food products were discussed as well as mutual international economic and trade relations.



HANNA SKRZYP CZAK
Project Manager of POLAGRA-FOOD and GASTRO TRENDY

I would like to invite you to the thirtieth edition of the International Food Product Trade Fair POLAGRA-FOOD and the first edition of the International Trade Fair of Catering GASTRO TRENDY. The fairs, just like the market, evolve trying to adapt to the ever-changing situation in the national and world economy. All our efforts as the organiser of the fairs are to create the best atmosphere and the most advantageous conditions for establishing good business contacts for a good promotion of products and companies.

A chef in a model restaurant

Wednesday, 16 September
will be the Day of the Chef at the fair.

On this day chefs will receive invitations to visit the fair exhibition and watch cooks struggling in the Culinary Cup of Poland; they will also get an invitation for a meal in the model restaurant. It will be a specially arranged, comprehensively equipped, almost ideal restaurant. Throughout the whole duration of GASTRO TRENDY everybody who is interested in opening their own food outlet will be able not only to see the "model restaurant" but also to obtain tips and advice from experts in the industry. The restaurant will be connected with the Expert Club.



Last year, about 450 companies from 30 states participated in POLAGRA-FOOD fair, whilst the exhibition covering the area of 11,000 sq m was visited by 45,000 professionals.

Best of the best

Already in September during GASTRO TRENDY fair we will know the winner of the ninth edition of the Culinary Cup of Poland – the most prestigious culinary competition in Poland. Winning it is a huge success, but even entering the final – a great achievement. Participants comprise two-person teams – a chef and an assistant. Their task is to prepare a starter and a main course, which will be judged by an international jury. The winner receives a money prize and an opportunity to participate in a training scheme at the Paul Bocuse Institute in Lyon. The Culinary Cup of Poland in 2008 was awarded to Artur Pijanowski and his assistant Grzegorz Birek from the Intercontinental Hotel. This year, the chefs will also be awarded in two other important competitions: Primerba Cup and Wielkopolska Cook of the Year. What is more, the Champion-

ships of Polish Confectioners will have their finals in the category of desserts during the fair. The representatives of the best Polish hotels, restaurants, and confectioneries will be preparing the fanciest desserts possible. The jury will be composed of the authorities in Polish and world confectionery. Great emotions will surely be stirred up during the Championships of Coffee Chains, i.e. Coffee Olympics. The competitors will be teams of baristas representing individual coffee chains. Their skills will be judged by a jury accredited by the Speciality Coffee Association of Europe and World Barista Championship.



DISTINCTIONS AND MEDALS ARE A GOOD PROMOTION

For many years MLEKOVITA has been participating in the biggest international trade exhibition in Poland, namely POLAGRA-FOOD in Poznań. MTP has existed since 1921, so it is one of the oldest fair companies in Europe. Taking part in the fair is one of the elements of the marketing strategy whose goal is to support the professional image of MLEKOVITA brand. At the same time it is an occasion to meet with the current and potential business partners. Participation in the fair is a promotion for the company and its products. During the last year's edition MLEKOVITA received 16 awards. Of particular importance is the Gold Medal of MTP, the most prestigious award, given only to the best products. The Gold Medal has been awarded since 1979 and is generally recognised by domestic and foreign exhibitors. Last year, this highly regarded prize was given to the butter Masło Ekstra POLSKIE and FAVITA.

During POLAGRA-FOOD fair, MLEKOVITA as the only company in the food industry received the title of Mister of Export of Food Products. This distinction makes us very proud but it does not surprise us. For years the company has been working hard to deserve such prizes. It is the largest exporter of Polish dairy products. Our most important advantages are: cutting-edge machine park, original recipes, own technologies and specialist labs as well as international management systems. Moreover, the company won the competition Acanthus Aureus organised by MTP. The Jury chosen the stand of MLEKOVITA because it represented the most original architectural and graphic solutions, it reflected the character of company's marketing strategy, supported building a positive company image and an atmosphere optimal for face-to-face communication with the customer and market. Our stand was as eagerly visited by consumers as by sellers!

Dariusz Sapiński

President of the Board, MLEKOVITA



BAKEPOL

MTP Success in Kielce

This year's edition of BAKEPOL Baking and Confectionery Industry Fair in Kielce, which took place on 24-28 April, outdid the previous one with respect to the number of exhibitors, size of the exhibition area, and range of presented offers as well as professional audience. The exhibition area of more than 6,500 sq m hosted almost 130 companies from Poland, Czech Republic, Germany, France, Slovakia and Turkey. Almost 5,000 professionals visited the fair. The representatives of baking plants, confectionery plants as well as baking and confectionery plants made up over 80% of them, while distributors and manufacturers of machinery for the baking and confectionery industry together with distributors and manufacturers of baking and confectionery ingredients – nearly 10%. The next BAKEPOL fair is scheduled for 2011.



CONFERENCES CREATE A CHANCE TO EXCHANGE EXPERIENCES

POLAGRA is obviously part of promotional activities. It is our third time here, i.e. since the moment the company was established, and this shows how much emphasis we place on the fair. Investments in PAGO are of exceptional character. Investments in logistics – and in the freezing sector is probably the highest in the country. Our activities aim at introducing significant changes in the organisation and structure of distribution in our country through market activities, as well as educational initiatives and promoting know-how in the sphere of logistics. The aim of our participation in POLAGRA is to disseminate knowledge about the organisation of delivery chain service processes among everyone who is interested in cutting-edge storage technology, distribution technology, and a comprehensive approach to process management. During the fair we will organise a conference presenting features of our new logistic software.

Our warehouses and distribution centres are equipped with the systems which can be considered to be the most cutting-edge on the national scale – and beyond. Controlling shelves, lighting, optimisation of energy use for cooling – this is only a fore-taste of the potential of installed Hi-Tech novelties. What is important is the full representation of physical logistic processes in the IT system. Warehouse economy managed practically with no paper, based on commonplace radio terminals, scanners, sensors and electronic scales, allows to provide cargo services with the level of human error limited to the minimum. Most of these systems we have already put into operation, others will be implemented soon. We believe that if we contribute to their becoming as standards, everybody's work will be easier.

Adam Gościński, President of PAGO

PAKFOOD

Food well packed

■ This year the series of fairs for the food industry will for the second time be supplemented with PAKFOOD Food Industry Packaging Fair, which is organised biennially, alternating with the International Packaging Technology and Logistics Exhibition TAROPAK. After a successful debut in 2007 (200 exhibitors from 18 countries who presented their offers on the area of 6,500 sq m) we are convinced that this fair is a good response to the market needs.



Meeting of the whole industry

The scope of exhibition of PAKFOOD fair covers the most important areas in the food packaging sector, i.e. apart from packaging – packaging materials, raw materials, semi-products, package manufacturing machines, packing machines and devices, products storage systems as well as technical consulting.

Such a comprehensive offer allows to target PAKFOOD fair at a broad audience – first and foremost at the representatives of the food industry, producers of packages and packaging machines, printing houses, sellers as well as individual customers. The fact that they are organised simultaneously with the International Food Product Trade Fair POLAGRA-FOOD and the International Fair Trade of Food Processing Technologies POLAGRA-TECH provides the exhibitors with an opportunity to meet a wide spectrum of customers. The last edition of the fair was visited by 34,000 people altogether.



Talks between professionals are often continued during conferences and special business meetings.

Professionally



This year's International Fair of Animal Breeding FARMA is organised for those breeders who favour innovativeness. They will find here interesting technological solutions which will make their work easier, more effective and more up-to-date.

FARMA

Specialisation is being modern

■ This year the thematic scope of exhibition will be divided into four most important segments with respect to modern animal breeding and management:

AGRO-BUILDING

agricultural buildings, equipment for animal standings, milking and milk pre-processing equipment, animal excrements removing and processing equipment, equipment for poultry and small stock farming, agricultural transport, ventilation, air-conditioning and heating equipment

FEEDING

industrial foders, fodder admixtures, machines, equipment for animal feed preparation and for animal feeding, harvesting machines and equipment, machines and technological equipment for the animal feed industry, machines and technological equipment for the utilization industry

GENETICS

animal breeding material

VETERINARY SCIENCE

control and measurement equipment, laboratory equipment, machines and equipment for animal husbandry, veterinary equipment and preparations

CENTRAL EUROPEAN DENTAL EXHIBITION

24-26.09.2009



Dentists invited to Poznań

This year the Central European Dental Exhibition CEDE will be organised at MTP for the second time.

It will not provoke as many emotions as the one last year because Poznań proved to be an excellent place. The internet web site of Exactus sp.j. – the organiser of CEDE – informs that the new place turned out to be convenient and friendly for the exhibitors and visitors.

Roofed passages between the halls with cafés, tables and benches, surrounded with trees, allowed the visitors to relax, whilst the professional exhibition halls guaranteed comfortable work of the exhibitors.

Similarly to the previous years, the visitors will have a rich offer at their disposal which will cover anything necessary in a modern dentist room, i.e. equipment, devices and products used by dentists,

furnishing and lighting, products for implantology, orthodontics, radiology, hygiene and sterilization, clothing and protective products.

The exhibition will be accompanied – just like every year – by the Congress of Dental Teams with a rich programme of lectures and practical trainings. The Congress programme is supervised by Professor Stanisław Suliborski from the Medical University of Łódź.



about **breeding**



DARIUSZ MUŚLEWSKI
Project Manager of FARMA

We know that farmers want to modernise their farms and are looking for new ideas to utilise EU funds. That is why FARMA fair is becoming more specialised; this year's offer should satisfy all animal breeders. Three special areas will be worth special attention – it will be possible to admire there innovatory and compatible solutions for breeders of cattle, pigs, and poultry.

Meetings with experts

The FARMA fair will be accompanied by a specialist programme of events. What deserves particular attention is a discussion with experts on cost reduction in inventory buildings combined with increasing efficiency of a breeding farm.

The Vet and Breeding Forum looks interesting as well. It will be organised by the Polish Association of Veterinary Sciences and it will cover the most crucial issues of health and feeding of animals. Trade fair offer will be supplemented by various sectoral meetings, conferences and symposia. They always meet with great interest of trade fair visitors.

Unique in Europe

The success of the special FarmaShow area in 2008 – a cutting edge barn equipped with most modern devices and machines where during the whole fair, presentations of assembly and construction systems as well as demonstrations of cattle stations, shows of feed distributors and machinery used in barn operations were organized, encouraged the organisers not only to continue this form of presentation but also to expand it. This year three special areas presenting modern inventory rooms that contain technologically advanced equipment: BARN, PIGGERY and POULTRY HOUSE will be organized.

The next edition of FARMA International Fair of Animal Breeding is scheduled for 10-13 February 2011. In 2010, on 11-14 February, the International Fair of Agricultural Mechanization Polagra-PREMIERY will take place.

POZNAŃ OPTICAL EXHIBITION

04-05.09.2009



Business meeting of opticians

■ In September Poznań Optical Exhibition will take place for the second time this year. The first one was organised on 20-21 March and, as always, it was immensely popular. In autumn the representatives of the optical sector will have yet another opportunity to meet and learn more about new market trends. The exhibition offer includes among others: frames, lenses, optical devices, equipment for opticians. For professionals it is a great opportunity to obtain the necessary equipment for their studios which is offered by the most prestigious companies on the Polish market. The Poznań Optical Exhibition is a result of cooperation between MTP and the Interprovincial Guild of Optical Crafts in Poznań.



What to do to survive the economic downturn? Or is it a chance to reinforce your position? It is worth finding out what the leaders on the Polish market, exhibitors at MTP, think about it. In the face of the world crisis many exporters found themselves in a difficult situation – we have asked the President of the Polish Chamber of Commerce what to do in order not to lose one's position on the international market.



Export requires good promotion



Interview with **ANDRZEJ ARENDARSKI**,
President of the Polish Chamber of Commerce

The data provided by GUS (Central Statistical Office) show that Polish export is in decline, that the situation of Polish exporting companies is deteriorating on international markets. Are there any steps being taken to remedy such a state of affairs?

On the part of the Polish Chamber of Commerce I can assure you that we are still implementing one of the main objectives of the Chamber, which is the promotion of Polish businesses and providing assistance to Polish entrepreneurs who enter foreign markets. We organise trade missions and host groups of foreign entrepreneurs and we put them in touch with Polish partners. One of the numerous examples is the recent visit of the President of India, Ms. Pratibha Devisingh Patil, which provided an opportunity to organise a successful business forum "Poland-India" with the Ministry of Economy and the Polish-Indian Chamber of Commerce. Each such undertaking translates into many new contacts between Polish and foreign businesses. We do realise that in the period of economic slump Polish exporters are in need of particular support. Many of them painfully experienced the crisis on the markets of our key commercial partners. The fall in Polish export is one of the most serious effects of the economic crisis. So, to my mind, in the present situation the matter of promoting the Polish economy and supporting exporting companies should become the key priority of the

government. However, an effective expansion of Polish companies on new markets requires establishing a comprehensive system of foreign trade support. The crisis should be a clear sign that the work on the strategy of promoting Poland's economy, which had been dragging for years, should be precipitated. Exporters should be provided with more information from Polish diplomatic agencies. So it is really important to form a supporting system, and if this is done wisely, it will bear fruit quickly.

What should an exporter do to maintain its foothold on an international market? Can companies handle the crisis on their own?

The crisis is not the entrepreneurs' fault and for that reason alone no company should be left to its own. It should suffice to have a look at other countries which are trying to stimulate the economy in the period of crisis with measures which otherwise would have been considered an unacceptable form of protectionism. In Poland it is necessary to implement as fast as possible actions which will result in unrestricted access to credits for companies and a good system of bank guarantees which in many countries are not granted on purely commercial basis but with additional funding from the state. It is needed to facilitate the entrepreneurs' access to subsidising their participation in international events, exhibitions, fairs, seminars and – as I have already mentioned – complete the work on a comprehensive system of economic promotion of Poland. These are only a few actions that should be taken in the near future by the state authorities, simultaneously to the reforms of economic law and simplifying the pro-

cess of running a business activity. On the other hand, the entrepreneurs should not forget that in the times of harsher competition it is necessary to invest in cutting-edge technologies, attempt to restructure companies, so that in this difficult period their goods and services could maintain their competitive advantage.

In your opinion, how important is promotion for the development of export?

Let me quote the World Bank's data, according to which one dollar spent on the promotion of export can bring 40 dollars of profit. No other vivid examples are needed to appreciate the value of promotion in export. It is important, though, that this "one dollar" is used effectively, and therefore we need to identify the specific nature of markets and prepare adequately. For years, the Polish Chamber of Commerce has been helping Polish entrepreneurs in discovering new, even most distant, markets. Throughout that time, on numerous occasions, we have come to understand that a well-prepared participation in fairs and an adequate and well-considered promotion can be a key to success in export.

In search of effective methods of operation



ADAM GOŚCINIAK
President of PAGO

The PAGO's offer comprises both logistics services for frozen products and cooling services. How would you



comment on the present market situation? What directions for your company's development do you see?

Today, due to effects of the global crisis – more discernible even in our country, we all must revise forecasts on the future and confront our optimism with a dramatic decrease in GDP estimates in the whole EU. This state of affairs must determine a new approach among the investors and entrepreneurs on the market of food logistics – particularly in such a niche market as the one related to low temperatures. The expected decrease in demand, and the consequent reduction of production and expansion of new brands and a whole range of new frozen products will dramatically impact the situation of many entities in this market segment. It will surely be a moment of truth for shareholders' assertiveness and a test of competences for the managerial staff of companies. Strict requirements imposed upon the entities providing services to frozen products delivery chains in the times of crisis will force the companies to form new development strategies and to search for more effective methods of operation. Some will have to say good-bye to the vision of growth, and these will be companies that cannot handle new challenges, whose economic background and – more importantly – intellectual efficiency of executive teams as well as innovativeness and flexibility in adapting to changes in demand will not be big enough. For others, the crisis will be an opportunity. There are a bunch of examples in economic history showing that the times in which many companies go belly up are often an onset of lasting prosperity for those who seized the opportunity and knew how to use it.

In recent years, during which the entrepreneurs in the segment of frozen foods got used to two-digit growths, much was invested in the cooling infrastructure. Many investments are still in progress. So the storage areas available for producers and importers have increased. Now, with the slump in demand, many of those areas will not be used as extensively as to ensure capital return. It is natural that charges for cooling services will be lowered by those companies which will see it as the only way of surviving. But here also, history shows that such actions bring poor results. Our company impetuously entered the market minutes before the first signs of crisis surfaced. Today we have 85,000 pallet places in three logistically strategic locations: Warsaw, Gdańsk and Poznań. Yet, from the very beginning, all our investments had been planned as elements of struggling with competition. We were aware that the market of storage and distribution of frozen products, although not very developed, had clearly defined and divided areas of influence. For a while hopes for any significant profits were low. Bearing in mind all of these, from the very beginning our long-term strategy was based on high quality management, know-how based on modern approaches to logistics and our employees' years of experience, on the power of IT solutions and the quality of all logistics processes. Only these elements as well as modern, energy efficient and ecological cooling facilities and hand-picked technical equipment will make it possible to render services with a minimal error level. And it is the errors that can absorb all, even most radical savings in prices.

Those who cease to develop will – sooner or later – lose the market



DARIUSZ SAPIŃSKI
President of the Board,
MLEKOVITA

MLEKOVITA is one of the largest dairy companies in Poland with a 100% Polish equity capital. What is your recipe for success?

I have been managing the MLEKOVITA company for more than 25 years, but from the beginning I was not afraid of brave decisions. I had an objective, an intuition, a clear vision of development and good ideas. It resulted in the formation of the largest dairy capital group in the country, a company with a 100% Polish equity capital, the biggest exporter of dairy products, a company meeting the highest global standards, using only ethical behaviour on the market. My objective is to build a good image and to raise consumers' awareness of the company as an honest and reliable brand. The MLEKOVITA brand, created from scratch, is the most recognisable brand in terms of dairy products. During years of systematic development I have learnt the hard trick of seizing opportunities and avoiding pitfalls. Every years I invest in new equipment, I utilise only certified technical and technological solutions. I increase expenditure on marketing, keep track of the market situation to be able to envisage the future and adapt to the market in such a way as to gain as much as possible. All of this is done because those who cease to develop will – sooner or later – lose the market. New companies keep joining the MLEKOVITA capital group – I explain to them our development strategy and my own conditions. I want everything to be clear for both sides; I do not want to have any shady or unresolved issues. There is one vision, one direction, we all share one idea and have a comfort of work. During meetings I only concentrate on the development. I am surrounded with people I can trust, people who identify themselves with the company and put their heart into their work. Employees expect more than decent salaries – they also want satisfaction and good atmosphere. I am proud of the effects of my work but I have not yet said my last word and I intend to keep surprising the market.

TRADE FAIRS OF THE WOOD AND FURNITURE INDUSTRY

Inspired by novelties

DREMA International Trade Fair of Machines and Tools for Wood and Furniture Industries organised together with FURNICA International Trade Fair of Components for Furniture Production are the most important events for the wood and furniture industry in Central-Eastern Europe. This year almost 800 companies took part – suppliers active in the wood and furniture industry, who presented their offers on 35,000 sq. m. More than 21,000 of professionals from Poland and abroad came to learn more about them.

Among professionals

The biggest players in the wood and furniture industry participated in this fair. There was plenty of innovative solutions at the stands – about 150. It was yet another time that world's unique demonstration of the most cutting-edge methods of furniture production was organised – the Live Furniture Factory. This model factory that showed the potential of Polish manufacturers of machines and tools in terms of comprehensive solutions of technological infrastructure for small- and medium-sized companies was presented by the members of Association of Manufacturers of Woodworking Machinery, Devices and Tools



DROMA. It is also worth mentioning that in the special space the Island of Associations, major branch organisations were present, such as the Polish Economic Chamber of Wood Industry, the Polish Chamber of Commerce of Furniture Manufacturers, Wood Based Panels Producers Association of Poland. Maria Antoni Hikiert, Secretary of the Wood Based Panels Producers Asso-

ciation of Poland, said: *It is not the first time our Association is participating in DREMA and FURNICA fairs as members of the so called "Island of Associations". We think that creation of such an island is a good idea and we hope that this sort of cooperation among a few sectors of the wood industry will grow stronger. The common stand of associations is integrating our branch and helps to de-*



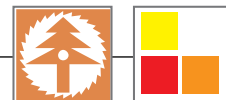
ONLY ONCE A YEAR, IN POZNAŃ, the managers of the largest Polish companies from the wood and furniture sector, as well as directors of state forests, scientists, economists, and politicians meet to debate as members of the Polwood Economic Forum. A few hundred guests invited by the Forum's organisers discussed the cost competitiveness of the Polish wood and furniture industry in Europe. Also, the Polwood Award for the best investment of 2008 was given to "Szynaka" Furniture Factory.



FOR THE THIRD TIME, a world's unique demonstration of live furniture production was organised in a specially designated space in hall 3A. This year, the partners of the Live Furniture Factory, namely most prominent suppliers of machines, tools and components, together with the organiser – the MTP, were demonstrating the process of manufacturing of dining room furniture (table, chairs, bookshelf) made from solid wood. The correct operation of the Furniture Factory was coordinated by a special team, headed by Prof. Jerzy Smardzewski from the Department of Furniture Design at Poznań University of Life Sciences.



THE CHARM OF DETAIL – COLOURS OF RELAXATION EXHIBITION DOMINATED THE PARALLEL FURNICA FAIR. Experts in design and the psychology of colour gave lectures. Zuzanna Skalska, a trendwatcher at the Dutch agency VanBerlo Strategy + Design, ran seminars and workshops on the perception of colours and the way customers see them. Lectures by Marek Borowiński focused on how colours can be used as psychological factors in sales strategies – in fact having a great impact on the choice of products.



cess”, whose goal is to protect the intellectual property of machine manufacturers was presented. The campaign stresses the need to choose original machines and technologies which are the fruit of know-how, research and commitment.

DREMA fair and the developing FURNICA fair, which have our recommendation, are an important meeting that we have been looking forward to. We are very impressed by their quality, said Franz Josef Bütfering, President of EUMABOIS. What is more, Mr. Bütfering spoke highly of the exhibition spaces provided during DREMA fair, such as the Live Furniture Factory.

Attractions for the exhibitors and visitors

DREMA and FURNICA fair host not only many meetings and conferences but also many special shows, competitions and exhibitions. Some of them have become a traditional element of the fair. For years now, a real trial of skill is the special space DREMA Varnishing Training Ground. This

is where you can talk to experts on various solutions used in technological processes, take part in hands-on demonstrations as well as in a competition in which one has to prepare, polish, and paint the surface of wood. The event which has always stirred vivid emotions is the Polish Championship in Nail Hammering. Every year you can also admire works of prize-winners in the “Conjured from Wood” competition for the students of wood colleges. The concept of an item conjured up from wood is the most important – and the most challenging – element of the competition.



Next edition of DREMA and FURNICA: 13-16 April 2010.

bunk the stereotype that other manufacturer is merely a competitor. Of course, the main goal of our participation in the fair is promoting our branch and its products. We also get important information on the expectations of our partners – and in particular – furniture producers. This fair is a source of knowledge about the most innovative technologies and trends in the wood and furniture industry. Another important thing is the opportunity to have a number of business meetings in a short time. This allows you not only to do

business but also to exchange views on the issues that are most important for our sector, on identification of trends and prospects of the wood industry. The EUMABOIS association was also present at the fair, which used some of the time for a Board Meeting. During a press conference, the program of the campaign “Choose the Original – Choose the Suc-

exhibition offer, ranging from simple manual tools to more complicated devices such as machining centres or millers. The top priority for the organisers was diversity and attractiveness, which allowed the exhibitors and visitors to participate in special events. There will be quite a few of those at this year’s fair, including the Island of Innovativeness and Technology – much appreciated by both groups. It is a platform where lectures and debates on the wood industry take place. Other part of the programme are interesting competitions

and presentations. It is assumed that this year’s DREMASILESIA-MEBELTECHEXPO fair will be visited by 3,000 specialists. In order to ensure comfort of business meetings, a registering procedure for the visitors will be launched, which was much valued by the fair visitors last year. It is worth mentioning that during the last year edition, 63 exhibitors from Poland, Czech Republic and Germany presented their offers, taking up the area of 2,000 sq. m. The fair was visited by almost 1,700 professionals from the wood industry.



We invite you to DREMASILESIA-MEBELTECHEXPO fair on 2-4 October in Katowice.

DREMASILESIA-MEBELTECHEXPO fair is a very important meeting place for the professionals from the wood and furniture branch. One of the assets of this event is the comprehensive

PRINTING AND ADVERTISING TRADE FAIRS

Latest trends and technologies

On 21-24 April, an important meeting for all professionally involved in the printing and advertising business took place in Poznań. POLIGRAFIA International Fair of Printing Machines, Materials and Services presented machines and technologies used in prepress preparation, printing and post-printing treatment. Euro-Reklama OUTDOOR EXPO International Fair of Advertising Goods and Services attracted manufacturers and distributors of machines and devices used in creation of advertisements, plotters, as well as companies involved in visual communication. At the same time, Euro-Reklama GIFT EXPO was a review of the latest solutions in the BTL sector, advertising media and promotional materials. On the area of more than 11,000 sq. m, almost 450 companies from a dozen or so countries presented their offers.

Successful meetings, interesting contracts

This year's edition of POLIGRAFIA International Fair of Printing Machines, Materials and Services came as a shocker to all the sceptics who anticipated its failure due to the global recession. And although not all of the largest players came to Poznań this year, the visitors, who came in large numbers, were not disappointed. The exhibitors demonstrated many solutions that were

novelties on the Polish market. The largest group of exhibitors represented the branch of the printing and post-printing treatment machines. The exhibitors had twofold reasons to be satisfied. First of all, the turnout was high. Almost 14,000 people came – that is about the same number as during the previous edition, two years ago. Secondly, the visitors were mainly branch specialists, interested in making new contacts and purchases. This resulted in many interesting contracts signed during the fair – e.g. Xeikon company sold the Xeikon 5000 machine; Duplo Polska – three machines: DC 645, DC 615 and the Duplo 5000 system; Norma System – the envelope inserting system Sitma SM-15; Digiprint – five machines; SPC-Solvent Printer Center – two large format plotters HI-jet of the X6328B-(4C) series and two models of the X6184B-(4C) series, while KBA-Graftec – four machines (17 printing units). The Avargraf company received an order for 3 bookbinding machines by Schmedt, an automatic cardboard bending machine by Bacciottini and a laminating machine by Tauler Maquinaria, while Océ received an order for the Arizona plotter.

A regular item of the programme – the Printing Conference

The Printing Conference that has been organised for many years by the Polish Chamber of Printing has always aroused much interest in the branch. This year, its seventh edition, was attended by more than 200 people from the whole Poland. The meeting, the motto of which was "Print-

ing Standards", was divided into three subject areas moderated by editors-in-chief of the major printing periodicals. The first area focused on the issues of standardisation in terms of workflow systems and production management systems used in printing companies. The second one was devoted to standardising the process in colour management in prepress and printing, while the third one addressed the issues of standardisation in postpress. Each of the segments was finished with a discussion in which speakers and branch experts took part. Ryszard Czekala, director of the Polish Chamber of Printing, made the following comment on this year's conference: *I think that in this period – a difficult one for our branch – such a turnout is a success. At the same time, we hear from the participants that they like the new form of lectures, conference and discussion. So already today we can announce a new edition. We will talk about the details in good time.*

More than an exhibition

The rich offer of the exhibitors was supplemented with interesting lectures, meetings with specialists and demonstrations in special areas. Some of particularly noteworthy events were the educational conference "Cutting-edge Vocational Training is a Prerequisite to Modern Printing" prepared by the Central Research and Development Centre of the Printing Industry (COBR) with the participation of MTP; the Printing Academy – an educational-training project of the Poznań International Fair and COBR, which gathered this year over 740 students

continued on page 20.



THE BEST MEASURE OF FAIR'S SUCCESS ARE THE POSITIVE OPINIONS OF THE EXHIBITORS:

Although the fair is not usually a place where you sign new contracts, we returned from this one with our calendars full of booked meetings with clients who were very interested in our solutions.

Tomasz Skrobik, Project Director at Lesko Engineering

We are very pleased that we came to this year's fair; our presence here will surely be reflected in our business results.

Jolanta Szafranek, Marketing Manager at Inzotrap

Considering the current economic situation and the downward trend, when you compare this edition to previous ones, the results of our participation in it are just what we hoped for.

Piotr Skłodowski, Owner of System P

To our mind, this year's edition, even in the times of crisis, was a magnificent forum for meeting our clients. This year there will be no better opportunity in this part of Europe for us to present our portfolio to such a wide spectrum of clients and to show them our machine in operation.

Oliver Becker, President of KBA-Polska.

The next edition of Euro-Reklama OUTDOOR EXPO and Euro-Reklama GIFT EXPO is scheduled for 9-11 March 2010 and of POLIGRAFIA – for spring 2011.



THE MAJOR ADVANTAGE OF POLIGRAFIA FAIR is the opportunity to have a good look at working machines and to talk to the specialists operating them.

THE QUO VADIS COMPANY INVITED to its stand a famous cartoonist, satirist, illustrator and caricaturist – Mr. Henryk Sawka.



FOR THE CONNOISSEURS OF BEAUTIFUL BOOKS Kurtiak and Ley publishing house prepared something special – a unique edition of Henryk Sienkiewicz's "Trilogy". There are merely 10 numbered copies in this series, leather-bound with a 19th century font, with hand-made illustrations. It weighs more than 14 kg, has the size of 43 x 33 cm and is more than 14 cm wide.



PARTICULARLY POPULAR was the virtual mannequin Lucy – Innovative POS made by 3M, which came from New York to its Polish première.

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of printing-targeted schools and colleges; or the special exhibitions of the Large-Format Printing Showroom and the Town of Polish Printing Houses, which showed their printing offer targeted at the advertising sector and clients in this field.

A successful marriage

This year the offer of the advertising business was exceptionally rich as it encompassed two events: International Fair of Advertising Goods and Services Euro-Reklama OUTDOOR EXPO and Euro-Reklama GIFT EXPO. Thanks to these fairs, the customers had a full picture of the out-of-home and BTL sector.

Novelties everywhere you look

The visitors came to the fair mainly to see market innovations. This year, they were not let down by the exhibitors who showed many new products and technologies, among them the latest milling plotters, laminating machines as well as energy-efficient neon and fluorescent lamps, a modern multimedia exhibition kiosk, the biggest large format roll up on the Polish market as well as special mirco-prismatic foil that allows creation of high quality advertising graphics on vehicles. There were also demonstrations of innovative technologies, production of large-format adverts on paragliders as well as the presentation of the Internet ordering system for offset and large format printing. Among the latest solutions in the BTL sector, advertising media and promotional accessories dominated such market novelties as pens with in-built memory and USB port, camcorder, environment-friendly lanyards with company logo, smart advertising robots or exceptional key pendants with perfume atomizers.



More than 240 professionals from the field of visual communication took part in the conference "Complementary Visual Communication in Digital Signage and Digital External Media", organised by the "Visual Communication" magazine.



It was the third time the bimonthly "Pro-KREACJA" organised a gallery of advertising gifts combined with a competition for the Most Creative Gift of the Euro-Reklama GIFT EXPO. Among 20 submitted gadgets, the winner was a pen cup PEN CADDY by TOPICO Polska Sp. z o.o. from Trzebnica, shaped like a golf bag cart, with moving wheels and pens shaped like golf clubs.



SuperstarPoland once again in Poznań

The most technologically innovative projects that entered Superstar Poland 2009 competition could be seen at a specially organised exhibition. During the fair, the winners were selected. They were the following companies: ART. Reklama (for products designed for Diageo Polska) and Ergo (POS for Moët Hennessy), second prize went to ATS Display (product for CEDE Group) and Wilson&Brown (product for Moët Hennessy), bronze medals were won by: Wilson&Brown (for POS for Kraft Foods Polska) and SCA Poznań Display (for POS for Nivea).



MTP Gold Medal

DREMA: EBERL Energy-Saving Vacuum Drying System, EBERL TROCKNUNGSANLAGEN GmbH, Germany, entered by: Przedstawicielstwo Firm Zagranicznych KUBIAK-WASILEWSKI s.c. Łódź • SPEED Single-Sided Edgebander, JAROMA SA, Jarocin • Kappa 550 e-motion FORMAT-4 Sliding Table Panel Saw, FELDER KG, Austria, entered by: FELDER Group Polska Sp. z o.o., Żory • SKILL 300 K3 Machining Centre, BIESSE S.P.A., Italy, entered by: TEKNIKA Sp. z o.o., Warszawa • Window Coating Line, FINITURE S.R.L. Italy, entered by: TEKNIKA Sp. z o.o. Warszawa • NOVIMAT CONTOUR L20 Single-Sided Edgebander, IMA KLESSMANN GmbH Holzbearbeitungssysteme, Germany, entered by: IMA POLSKA Sprzedaż i Serwis Sp. z o.o., Środa Wielkopolska

FURNICA: PF 087 – 5 Seat Lift Mechanism, Fabryka Okuć Meblowych STALMOT Sp. z o.o., Nidzica • PROFIL 800 Frameless Door System, Raumplus International GmbH, Germany, entered by: Raumplus Warszawa Drzwi Przesuwane Sp. z o.o., Łomianki

POLIGRAFIA: Large format HP Designjet L65500 Printer with Latex Inks, Digiprint Sp. z o.o., Warszawa • automatic thermal line for laminating paper PROTEUS SYSTEM by D & K, ZFP Zakład Foliowania Papieru, Gdynia • MASTERPRESS 01, Opus Sp. z o.o., Gliwice • machine for confectioning and printing quality control LESKO SKD 400, Lesko Engineering Leszek Seroczyński, Radzymin • Ocę PRISMAprepare, entered by Ocę Poland Ltd. Sp. z o.o., Warszawa • CTP KODAK ELECTRA XD Thermal Plate, Kodak Polska Sp. z o.o. Warszawa • the technology of letterpress printing with the use of Kodak NexPress machine, Kodak Polska Sp. z o.o. Warszawa • identification of rollers with the use of RFID ROLLER ID technology, Ligum POL Sp. z o.o., Głogów • water duct roller – WERODAMP LOTOTEC – Westland – Ligum, entered by Ligum POL Sp. z o.o.

Euro-Reklama OUTDOOR EXPO and GIFT EXPO: Ocę ColorWave 600 Plotter, Ocę Poland Ltd Sp. z o.o., Warszawa • Ocę Arizona 350GT Plotter, Ocę Poland Ltd Sp. z o.o., Warszawa • PLATINUM display system, EXTEND VISION Sp. z o.o., Kraków • PVC PROFIFLEX PRO GPT 100+ self-adhesive foil, IKONOS Sp. z o.o., Opole • WP DIGITAL VIRTU RS 25/48 PLOTTER, SIGNTECH C.E. Sp. z o.o., Katowice • Books with hand-painted edges Kurtiak i Ley Wydawnictwo Artystyczne, Koszalin

GEENPOWER: BIOMASSER MOBILE – factory on wheels for straw and hay briquetting, Asket Roman Długi, Poznań.

EXPOPOWER: new generation electric drive for remote control overhead switches, Przedsiębiorstwo Produkcyjne Aparatów i Konstrukcji Energetycznych "ZEMER" Sp. z o.o., Kalisz • UPS SUPERLINE, Ever Sp. z o.o., Swarzędz • multichannel logger GL 800, Graphtec, Japan, entered by Zakład Usługowo-Handlowy Mersew S.J., Warszawa • new generation of field drivers with the energy quality analyser, Instytut Tele- i Radiotechniczny, Warszawa • medium voltage switchgear RAWA for min-

FITNESS INDUSTRY FAIR

Fitness fever



This year's FIT-EXPO was visited also by Jacek Wszola - an Olympic champion and European record-holder in high jump. This time he came to the fair as a businessman - as the owner of Gymnasion fitness club.

Support excitement took over the fair areas during the second week-end of May due to FIT-EXPO Fitness and Sport Park. It was hard to take it all in and everything was attractive – exhibition of ultra-modern training equipment, conferences, workshops and most of all – world famous fitness stars and the possibility to participate in trainings.

More, more and more

Not only sport records were broken. This year's edition of FIT-EXPO, the largest fitness fair in Poland, was visited by 5,000 fans of healthy life style, and that was much more than in the previous year! No surprise – according to the branch leaders who visited the fair, popularity of fitness in Central Europe is constantly on the increase – today 8-9% of people exercise in clubs on regular basis. In Poland it is 1.5% – 2% and the number is quickly catching up with the European average.

The exhibitors had all the reasons to be happy; being sure they will return to Poznań next year. There is a bright future ahead of FIT-EXPO Fitness and Sport Park. The key to its success is their unique style – FIT EXPO is by far the most active fair event in Poland. It is so much more than exhibition of equipment or stands – it is a comprehensive branch event, encompassing not only exhibitions, seminars, conferences, and workshops but also training events. There is a lot of things going on here.

Many things happened

The visitors were particularly interested in the Fitness & Sport Marketing Conference which has been a traditional element of Poznań fair. There were 300 participants this year – three times more than last year! Polish and foreign lecturers – scientists, managers, lawyers and instructors – shared their know-how with the audience.

More than 600 of fitness fans took part in the largest in Poland training event – the 3rd International Fitness Convention EU4YA. It was something very special for instructors: celebrities of Polish and international fitness presented new sets of exercises and choreographies. Some of the best IFAA instructors made an appearance Inka Szymanski Fitness School, Open Mind, Profi-Fitness School, Reebok University and Klubben.

The most perseverant sport enthusiasts joined the largest in Poland indoor cycling event – EVOLUTION RIDE 2009. The group ride on stationary bikes was accompanied by live music flowing straight for a DJ's console. Part of the fair was also the conference "Problems of Comprehensive Rehabilitation in Developmental Disturbances". This event, attractive particularly for physiotherapists and rehabilitation specialists, was organised by the Committee for Rehabilitation and Social Integration at the Poznań branch of the Polish Academy of Sciences.

What is more, FIT-EXPO offered an opportunity to try somewhat less tiring forms of physical activity. A group of enthusiasts of Nordic Walking – Increasingly popular among all age groups – encouraged everybody to try "walking with sticks". Special seminar and workshop were held to demonstrate basic uses of a versatile training device – the Gymstick. Yet another event accompanying FIT-EXPO was the workshop in BECO aqua-aerobics, which took place at the Rataje swimming pool.

The next edition of FIT-EXPO is scheduled for 7-9 May 2010.

ing, ZPUE Elektromontaż Poznań S.A., Poznań, entered by Elektromontaż Poznań S.A., Poznań • TANK SURGE PROTECTOR – device for surge protection of control and measuring equipment, Automatic Systems Engineering Sp. z o.o., Gdańsk • transformer monitoring system, Badawczo-Rozwojowa Spółdzielnia Pracy Mikroprocesorowych Systemów Automatyki MIKRONIKA, Poznań • two-system medium-voltage switchgear, types D-12-2S; D-17-2S, Elektrobudowa SA in Katowice, department of Rynek Dystrybucji Energii, Konin • automatic diagnostic stand for dielectric analysis of personal safety devices, Fabryka Aparatów Elektrycznych Zwarpol Sp. z o.o., Warszawa • factory (W-500M device) for producing fuel from plant oil for propelling self-ignition engines – Przemysłowy Instytut Maszyn Rolniczych w Poznaniu, Poznań and Przedsiębiorstwo Wielobranżowe Promar Sp. z o.o., Poznań, entered by Przemysłowy Instytut Maszyn Rolniczych w Poznaniu

AUTOMA: System of visualisation of industrial processes TelWin SCADA x64 – TELSTER Sp. z o.o., Poznań

Acanthus Aureus

MTP awards the Acanthus Aureus prize to those stands that use original architectural solutions which facilitate direct contacts with customers and are a perfect embodiment of the company marketing strategy. During the April and May fairs, the following companies received the award.

DREMA: Tubes International Sp. z o.o. • Sempre Maszyny i Urządzenia • Italcolor Sp. z o.o. • Drew-Technika Sp. z o.o. • JTN Tomasz Nieciąg

FURNICA: Nestor Sp. z o.o. • Proform Sp. z o.o. • Wolmet Sp. z o.o., STALMOT Sp. z o.o. • Shop Line Sp. z o.o. • Maag Polska Sp. z o.o. • Interprint Polska Sp. z o.o.

POLIGRAFIA: Böttcher Polska Sp. z o.o. • Wolff Trading Sp. z o.o. • Opus Sp. z o.o. • Scorpio (stand selected as winner by the Chapter)

Euro-Reklama OUTDOOR EXPO and GIFT EXPO: Extend Vision Sp. z o.o. • Alma Trend Sp. z o.o. • Zakład Galanterii Skórzanej Stefania Export-Import, Stanisława Gal-

bierz, Andrzej Galbierz • European Media Group Sp. z o.o. (stand selected as winner by the Chapter)

LOOK: JBS Kisielewski-Turos-Kisielewski Sp. J., Stand of Goldwell • RB Polska Sp. z o.o. • Adrion Trade Sp. z o.o. • Ayala Wojciech Wierzchowski, Agnieszka Wierzchowska Sp. J. • Over Europe Sp. z o.o. • Rokoko S.C.

BEAUVISION: Octopus Sp. z o.o. • JM Cosmetics Dorota Sobkowska • Profi Staniek Niemiec Sp. J.

Automotive Technology Fair: Precyzja-Service Sp. z o.o. • Gutmann Messtechnik Polska Sp. z o.o. • Polskie Górnictwo Naftowe i Gazownictwo SA, Warszawa

GREENPOWER: GE Energy, Salzbergen • Nibe-Biawar Sp. z o.o. • Polska Izba Gospodarcza Energii Odnawialnej • PGE Energia Odnawialna SA

EXPOPOWER: Elektromontaż Poznań SA • APATOR SA • ENEA SA • Badawczo-Rozwojowa Spółdzielnia Pracy Mikroprocesorowych Systemów Automatyki Mikronika

AUTOMA: Schunk Intec Sp. z o.o. • Metal Work Polska Sp. z o.o. • Fanuc Robotics Polska Sp. z o.o.

Both exhibitors and visitors considered this year's events to be very successful. The figures seem to bear it out: 220 companies, 11,500 of fair visitors, area of 4,500 sq. m – that is more than a year ago!



Polish Hairdressing Championship.

Except for prestige, the winner is nominated to become a member of the Polish team at the European Championships. Piotr Pieper – winner in female hairdressing, and Ewelina Kaźmierczak – winner in male hairdressing, will represent Poland in Athens. They will also be on the Polish team in 2010. Among the seniors there were 64 contestants and among juniors – as many as 237.

HAIRDRESSING AND COSMETICS TRADE FAIRS

Colourful vertigo

Both exhibitors and visitors showed up in great numbers, there were new technologies and specialist debates, crowds came to admire demonstrations – even the weather was great. This year's LOOK Hairdressing Forum as well as BEAUTY VISION Cosmetics and Solaria Forum were yet another successful editions. The figures seem to bear it out: 220 companies, 11,500 of fair visitors, area of 4,500 of sq. m.

Everything you need to look good

Two years ago it was a single event; last year the fair had its première as two separate events. Currently, LOOK Forum creates a space for presenting the latest trends in cutting and styling of hair as well as demonstrating professional equipment and cosmetics for hairdressers, while BEAUTY VISION is the domain of beauty salons and solaria.

This is where care and colourful cosmetics, perfumed products, and specialist equipment for beauty salons, spas and solaria are presented. *The fair for these branches need space and light – in short a beautiful scenery, and this is what we are offering,* says Barbara Vogt, Project Manager of LOOK and BEATUNY VISION forums. *They are held in the complex of our four most modern halls, connected with a lime-tree alley. These two days are a real festival of the art of beauty.*

Business Saturday, eventful Sunday

Due to its atmosphere, the first day of the weekend fair is more conducive to business talks, because the Sunday programme of events is usually close to bursting at the seams. This year was no exception. The halls were cramped with presentations and mini-workshops presented by the participating compa-

nies at their stands. Often the visitors served as models. For beauticians and hairdressers it was a magnificent opportunity to pick up tricks of professional stylists or ask them directly about properties and applications of specific products. Crowd gathered almost continuously around the stand of Anita Folaron School of Image and Styling. There were as many people waiting near the Speakers' Corner during the times of lectures by specialists. Owners and managers of studios could count on business issues being tackled in those lectures, e.g. the presentation "Two ways to have money: to earn it and not lose it – marketing and management at a hairdressing studio".

Beauty on stage

The real feast for the eyes connected with an opportunity to gain specialist know-how were the shows on the main stage.

Kreator competition is a clash of strong creative personalities. This year the award went to Kinga Kwiek. The participants' task was the preparation of hair colouring. The jury gave points for cutting, choice of colour for the type of look, and styling.



Sun-warmed dessert sand, colours of the ocean and African traditions – these motifs were utilised by this year's Nail Art Championships. The mysteries of the Black Continent favoured Anna Rosińska.



Cosmetic procedures, styling shows and shopping frenzy – the stands at LOOK and BEAUTY VISION fairs were crowded from the very opening till right before closing of the pavilions.



The collection of trends 2009 of the La Biosthetique company was presented by Maciej Wróblewski – one of the Polish leading stylists, a creator of hairdos in ELLE and TWOJ STYL sessions and in the YOU CAN DANCE show. An American stylist Lynn Lammers was a special guest at the Nail Expert Congress BEAUTY VISION. Lynn Lammers is a US champion in nail styling and a winner of this year's European Championship in Dusseldorf. He shows attracted huge crowds.

The demonstration of make up technique in the style of the 1950's impressed the audience with particular professionalism. The audience applauded the Tongue show by Waldemar Wagner's art group, a demonstration of Haute Couture by BabyllsPro & Revlon Professional as well as a presentation of up-to-date wedding and evening haircuts. An almost theatre-like setting and excellent sounding created a unique atmosphere for these events.

The way the pros do it

Nail care and ornamenting is the most prominent field at BEAUTY VISION Forum.

It was the second time when the Nail Expert Congress – one of the most important trade events in Poland, organised by Beauty Publishers, editors of "Nail Expert", took place in Poznań. The participants were not only professional stylists but also students of cosmetic schools. It was a rare occasion to learn the secrets of the elite – the more so that the guest of this year's congress was Lynn Lammers, American styling guru, who indisputably won the ranking of the best nail stylists of 2008.

Yet another opportunity to learn something from experts was the 6th Tanning Seminar "With the Sun in Hair". The topic was not only how to create the optimal tan using various techniques but also new EU regulations and norms that become binding in the tanning business.

The struggle for championship

Like every year, this May weekend had been impatiently awaited by hairdressers and stylists. This is where the contest for the titles of national champions takes place: the prestigious Polish Open Hairdressing Championship and the competition in a slightly younger activity namely the Polish Open Championship in Hair Extension and Thickening, Open Championship in Professional Make-up as well as the Nail Art Polish Championship, in which nail stylists compete. Equally stimulating was the national competition for beginner hairdressers Kreator, where the jury comprised representatives of branch media. This years edition was extremely colourful, spectacular and emotional.

Next edition of LOOK and BEAUTY VISION is scheduled for 20-21 March 2010.

AUTOMOTIVE TECHNOLOGY TRADE FAIRS

Four days of four wheels



Among the models presented at the Poznań Automotive Meetings there were novelties that were not yet on sale at car dealers. They were subjects of immense interest for the Poznań public.

The Automotive Technology Fair attracted 350 companies from 11 countries. Maintenance, diagnostics, parts and accessories – these in short were the main fields of the fair. The suppliers presented comprehensive equipment for car garages, diagnostic stations and car washers, parts and components, automotive electronics, alarm signal devices and locks, consumables, car accessories, maintenance and cleaning products. Of course, also the enthusiasts of tuning had lots to see. The exhibitors announced the presentation of 130 new products, while the professionals who came to visit the fair had an opportunity to see a wide range of novelties. Among them, there were numerous tools

and devices used in car garages and vulcanizing shops, mobile sets of repair tools, whole diagnostic lines as well as control, measuring and testing devices, car parts and components, anti-burglary safety devices, accessories as well as maintenance and cleaning products. As every year crowds of visitors and listeners came to the accompanying events. Among others, a show car garage began its operation, which was prepared by the "Nowoczesny Warsztat" magazine in cooperation with the leading automotive companies. Throughout the whole fair, it was engaged in a normal day's work – you could watch tinsmithing and lacquering robots and post-accident car repair. All this using the most cutting-edge available

technologies and devices. Also, bearing in mind the needs of car mechanics, the conference "Technical Tests at Car Control Stations" as well as the usual element of the fair Workshop Forum were prepared. There was also a special show "Model school" – modern equipment in the workshops of car schools. At the same time, Poznań Automotive Meetings were organised. The visitors could admire a whole range of family cars, luxury limousines, sport coupés, off-road and utility cars as well as collectible and concept cars. Under one roof, the latest of the following models were to be seen: Abarth, Alfa Romeo, Cadillac, Chevrolet, Citroen, Dacia, Fiat, Ford, Gazela, Hyundai, Kia, Lancia, Lada Niva, Mazda, Mitsubishi,



TTM is automotive fair of the business-to-business type, the largest event of this kind in Poland.





Servicing, diagnostics, accessories, and of course cars looking their best – this is what this year's offer of TTM Automotive Technology Fair and Poznań Automotive Meetings looked like. During four days, as many as 22,000 specialists and car lovers visited the fair halls.



Nissan, Opel, Peugeot, Renault, Saab, Skoda, Subaru, Suzuki, Tata, Toyota, and Uaz

The Poznań audience could not complain about the shortage of attractions – among the presented models there were models not yet available at car showrooms!

Once again the fair was a meeting point for the enthusiasts of car design prepared by Wojciech Sierpowski, the Polish juror in the Car of the Year competition. The special guest of Design-Forum 2009 was Janusz Kaniewski, Polish designer working for, amongst others, Pininfarina studio, who ran a workshop for young students of this profession. It was the MTP area where enthusiasts of tuned cars inaugurated the new season. Clubs associating owners of particular models as well as individual owners of cars that had been tuned to various degrees participated in the inauguration.

Next edition: Poznań Automotive Meetings – 7-9 May 2010, TTM Automotive Technology Fair – spring 2011.



FAIR OF ROBOTICS, AUTOMATICS, CONTROL AND MEASUREMENT EQUIPMENT

A successful debut

To address the needs of companies from the field of industrial automatics, robotics, measurements as well as electronics and production processes control systems, for the first time, a specialist International Fair of Robotics, Automatics, Control and Measurement Equipment AUTOMA was launched in Poznań in May this year. It was a successful debut with 52 companies participating in this event.



A meeting of professionals and enthusiasts

Already on the first day, almost 3,000 visitors came to the fair. The interest in the exhibition intensified during the following days. Most of all this was due to interesting presentations of the exhibitors. Of particular interest were production innovations. As the stands were equipped in high power connections and compressed air it was possible to perform demonstrations of even large size machines in operation. This sort of presentation facilitated explaining the technical details in a more effective way. Although the talks held at the fair were mostly of the business kind, there were also scientific – and at time philosophical – discussions. During the fair there was also a number of popular science events. The WObit company together with MTP and Poznań University of Technology prepared the Great Robotic Event – the largest meeting of this type in Poland. It arouse interest not only among the professionals but also brought to the fair many enthusiasts of robotics. As part of the Great Robotic Event, there were, among others, races of Maor 12 robots on the racecourse with obstacles, robo-football Maor Cup, or even robo-wrestling of two robots of the minisumo Maor 12 class on a ring. Enthusiasts of astronomy and robotics were able to test the mobility of a mobile robot Explorer in the specially prepared scenery resembling the planet Mars.

Next edition of AUTOMA is scheduled for 18-20 May 2010.

POWER INDUSTRY TRADE FAIRS

The newest energy



Country's economic development results in increasing power demand, which entails the necessity to modernise or build new sources of generating it. Entrepreneurs from the field of power market utilise the most modern solutions and technologies that allow to use the generated energy in the most rational, and above all, most environment-friendly way. The most widely-debated issues are now renewable energy sources and nuclear energy. These topics could be found at Poznań events. International Power Industry Fair EXPOPOWER and GREENPOWER International Renewable Energy Fair create a magnificent opportunity for meetings for specialists and participants in the energy market. They are a place where energy suppliers can meet its recipients, a place where all the burning issues can be discussed most effectively.

GREENPOWER

The youngest of Poznań fair is devoted to the issues connected with environment-friendly energy, its non-conventional sources, including renewable ones, as well as technologies of energy production that are compliant with environment protection regulations, including energy preservation and increasing power energy efficiency. The fair received the honorary

patronage from the Minister of the Environment, Minister of Agriculture and Rural Development as well as the Minister of Economy. Due to the determined policies of EU in terms of promoting renewable energy sources and obligations that the Polish energy sector has to accept as a result of them, GREENPOWER fair since the very beginning became the subject of interest of exhibitors and visitors. The first edition attracted over 80 companies from Poland, Germany and Sweden. The show of the exhibitors took up the whole Hall 9, with the area of about 1350 sq. m. For participants it was a magnificent opportunity to learn more about the latest products and technologies already before the summer investment season. The fair exhibition was supplemented with a rich programme of accompanying events – e.g. conferences, courses, trainings, business meetings, which provided an opportunity to exchange know-how by entrepreneurs and branch specialists as well as R&D units, institutes and universities.

Future energy industry: conferences, meetings, workshops

Undoubtedly, the most important event of GREENPOWER fair was the International Renewable Energy Congress, organised by the Polish Economic Chamber of Renewable Energy and

MTP. It was the largest international meeting of the renewable energy sector in 2009 in Poland. It gathered over 450 participants. Some of them were the representatives of the Polish, European and global organisations from the Renewable Energy Sources sector, Polish government and parliament, local government units, European scientific institutes, but most of all – representatives of the largest companies from this sector from Poland and Europe. Among honorary guests and lecturers there were among others professor Maciej Nowicki, Minister of the Environment, professor Jerzy Buzek, member of the European Parliament, Christine Lins, Director General of the European Renewable Energy Council EREC, Jarosław Pietras, Director General of the European Union Council and Günther Mate, representative of the European Investment Bank in Poland, loans branch.

The event was accompanied by the 2nd Forum of Solar Energy Industry "Investments, Financing, Innovations and Solar Energy Market in Poland", prepared by the EC Baltic Renewable Energy Centre institute. The forum was targeted at the leading producers of solar collectors, distributors, sales representatives, companies installing solar systems and everybody interested in solar thermal energy.

Another point of interest was the seminar "Funds for Renewable Energy Sector" during



which the most important sources of financing of the renewable energy investments in Poland were presented. The trainings were carried out by the representatives of implementing institutions, the National Fund for Environmental Protection and Water Management as well as the financial sector.

Mystery of the green room

During the fair, the visitors had the opportunity to admire special stands prepared by major Polish organisations of the specific sub-sectors of RE sources (members of Polish Coordination Council for Renewable Energy Sources). In a number of "rooms", experts were awaiting congress guests to provide them with information about prospects for the development of specific branches of renewable energy in Poland. The visitors could learn, among others, how to establish a wind farm or biogas plant, what the available support is, where to look for information and why it is a good idea to become a member of RE sources chambers and organisations.

EXPOPOWER

It was the third time EXPOPOWER was held in Poznań. In two years that passed since the first edition, the Poznań power industry fair became one of the most important meetings of the power branch in Poland. Their form accentuates very strongly the need to transfer of modern technologies to the industry. As a result, all the fair days were filled not only with the presentation of trade-specific offers but also specialist discussions and presentations.

Trade-specific meetings

In the power sector, access to cutting-edge technologies is of primary importance. Not only is it a basic condition for remaining competitive, but most of all increases the safety level. This is true both on the micro scale – as it affects the safety of users of electric appliances – and on the macro scale – it guarantees the stability of the increasingly more loaded power systems. The EXPOPOWER International Power Industry Fair was a great opportunity to learn more about the latest market offer in terms of production, transmission and distribution of electric energy. The power industry fears no crisis – this is the conclusion one could have when visiting the fair. This year's edition was larger than the previous one.

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The biggest attraction for professionals visiting the fair were numerous new products presented at the stands, as the fair is a fantastic opportunity to learn more about new solutions and technologies that are being implemented in the Polish market. The EXPOPOWER exhibitors presented a few dozens of new solutions. The stands of those companies that had registered their new products earlier were marked in a special way.

During EXPOPOWER, the Polish Association of Electric Energy Distribution and Division organised the conference "The Need to Develop the Energy Network Infrastructure. Legal and Environmental Conditions". Among its participants was Prof. Jerzy Buzek, former Prime Minister, now the President of the European Parliament. Participants in the conference made an attempt to answer the question how the Polish energy industry should be changed to the benefit of energy recipients and the environment.



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The exhibition took up the space of nearly 10,000 sq m. Companies from 6 countries: Poland, Belgium, Czech Republic, Spain, Germany and the USA came to Poznań to present their offers. Among more than 200 exhibitors there were almost all leading representatives of the energy and electrotechnical industry, among others: ABB, Apator, Elektrobudowa, Elektromontaż Poznań, Elektromontaż Lublin, ENEA, Polska, Kompania Węglowa, Merazet, Philips, PKP Energetyka, Siemens, Tele-Fonika Kable, Weidmüller and ZPUE.

Trade-specific talks

EXPOPOWER was accompanied by an exceptionally interesting programme of events prepared by MTP in cooperation with trade partners as well as numerous promotional presentations and meetings with key clients organised by particular exhibitors. The two-day conference "Power Engineering in Construction Projects" organised by the Association of Polish Electrical Engineers (SEP) was of special interest of the fair's guests. On the first day, during a meeting organised in cooperation with the Wielkopolska District Chamber of Civil Engineers, a number of very interesting topics were discussed: energy assessment of buildings (current legal solutions and their implementation) as well as receipt and operation measurements of low-voltage power installation. The thematic scope of the conference was particularly interesting for designers, contractors, users (managers and investors) of devices, networks, and power engineering structures as well as everybody



engaged in installation services, selling or distributing of power engineering devices. On the second day, the SEP's partners were WOIB, ABB, DEHN Polska, and the Electric Department of Poznań University of Technology. They organised the 7th Scientific-Technical Conference "Low-, Medium- and High-voltage Electric Installations". The topic of this year's edition was "Electric Switching Devices". The conference was an exceptional platform for exchanging experiences between units focused on research, design and construction and installation in terms of switch devices and equipment. The Polish Chamber of Power Industry and Environment Protection in cooperation with Ecofys Poland – coordinator of the COFITECK project – as well as the Economic Society of Polish Power Plants, representing in this project the Polish power engineering sector, organised an

international conference "Co-combustion of Biomass in Central and Eastern Europe – Promoting Know-How in Terms of Technology of Co-combustion and Biomass Collection". What was presented during the conference was the key issues for development of the technology of co-combustion of biomass and fossil fuels: technological aspects of co-combustion in the power industry, potential of biomass globally and in Central and Eastern Europe, development of biomass markets, technological and market limitations for the development of biomass co-combustion, current status of co-combustion in Poland, the Czech Republic, Estonia, Lithuania, Latvia and Romania as well as co-combustion case studies in Poland and Germany.

Next edition of GREENPOWER and EXPOPOWER: 18-20 May 2010.

FAIR CALENDAR – September – December 2009

02.09 – 04.09	TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair BODY STYLE Exhibition of Lingerie and Beach Fashion NEXT SEASON Exhibition of Clothing, Shoes and Accessories FAST FASHION Exhibition	16.10 – 18.10	POZNAŃ GAME ARENA Multimedia and Entertainment Fair
04.09 – 05.09	Poznań Optical Exhibition ¹⁾	21.10 – 24.10	TOUR SALON Trade Fair of Regions and Tourist Products INVEST-HOTEL Hotel Equipment Trade Fair
13.09 – 17.09	POLAGRA-TECH International Trade Fair of Food Processing Technologies including: • Exhibition of Meat Industry Machines and Equipment (13.09-17.09) • International Food Ingredients Show (14.09-16.09) • Exhibition of Refrigerating, Air-Conditioning and Heating Devices (14.09-17.09) • Exhibition of Food Industry Machines and Equipment (14.09-17.09)	22.10 – 23.10	DISCOVER POLAND
14.09 – 17.09	POLAGRA-FOOD International Food Product Trade Fair GASTRO TRENDY International Trade Fair of Catering PAKFOOD Food Industry Packaging Fair	24.10 – 25.10	HOBBY Model Making Exhibition
24.09 – 26.09	CEDE Central European Dental Exhibition ²⁾	04.11 – 07.11	GLASS Glass Industry Fair STONE Stone Industry Fair
02.10 – 04.10	DREMASILESIA – MEBELTECHEXPO Exhibition of Woodworking Machines and Tools in Katowice ³⁾	06.11 – 08.11	BOAT SHOW Fair of Sailing and Water Sports ⁴⁾
09.10 – 11.10	FARMA International Fair of Animal Breeding	16.11 – 18.11	BTS Fair of Shoes, Leather and Leather Goods
		24.11 – 26.11	Hygiene and Pest Control Fair
		24.11 – 27.11	POLEKO International Trade Fair of Environmental Protection KOMTECHNIKA International Trade Fair of Municipal Technologies GMINA Trade Fair for Municipalities, Cities and Regions INVESTFIELD Property and Investment Exhibition
		04.12 – 06.12	Art & Craft Festival
		11.12 – 13.12	Horse-Riding Equipment Fair

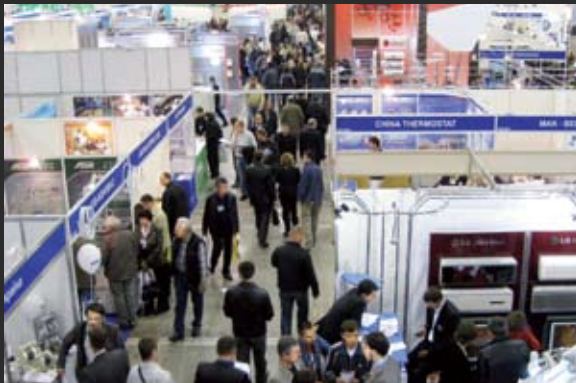
Success abroad

The last months were not an easy period for the Polish economy. Neither do forecasts for the upcoming months anticipate a swift closure of the crisis. Despite this, the foreign activity of MTP, namely organisation of Polish companies' exhibitions at European fairs, has not lost its momentum.

It is very often so that when Polish companies participate in foreign events, they find a cure for the adverse macroeconomic situation in the country. Although the crisis has reached the global scale, one needs to diligently seek new openings, also by going outside the domestic market. Polish entrepreneurs have been doing this actively. Apart from export leaders who regularly present their offers at foreign events, also new companies make this effort. They hope that by showing themselves there, they will strengthen their position in the times of economic hardship. Those who keep investing now will be the winners – this is the marketing paradigm for the times of crisis.

An organiser of presentations of Polish companies abroad MTP has all the reasons to feel happy after the first 6 months of 2009. Particularly successful were three events from the construction branch: Construction and Architecture (Ukraine), Construct Expo Ambient (Bucharest, Romania) as well as the Southern Forum of Construction and Architecture (Krasnodar, Russia). Even if you look at the statistics of the last of the three fairs – almost 600 exhibitors and 18,000 visitors – you can get impressed by their scale. Numerous halls filled with magnificent stands are a proof that the ongoing fight for leadership in the trade is a fierce one. Much interest was stirred up by the World Fair for the Forestry and Wood Industries Ligna (Hanover, Germany) as well as the Aqua Therm International Exhibition for the HVAC Industry (Kiev, Ukraine).

The know-how and professional, comprehensive services rendered by MTP during the organisation of fairs abroad are particularly useful for those who are just entering a given market. Equally important is the possibility to entrust the organiser, who usually knows the country inside-out, with the whole organisation of the stay. Not only can you burden them with the task of renting the exhibition space including the facilities, but also with supervising the logistic aspects of the endeavour: booking hotel rooms, plane tickets, local transport, etc. The most valuable is constant assistance to the exhibitor during the whole duration of fairs.



In the second half of this year, MTP invites you to fairs in Bulgaria, Romania and Ukraine. Already in September there is Romania's international fair for furniture, wooden products, interior decorations; machinery & equipment for forest exploitation & wood processing BIFE-TIMB (Bucharest, Romania, 2-6 September), International Fair of Domestic Appliances, Crockery, Gifts and Decorations (Kiev, Ukraine 9-12 September), Construction and Architecture (Kiev, Ukraine 15-18 September), International Fashion Fair KIEV FASHION (Kiev, Ukraine, 23-26 September), International Specialised Exhibition of Building Equipment, Road Machinery and Building Technologies Stroytech (Plovdiv, Bulgaria, 28 September – 3 October).

In October, there are: International Furniture Fair KIEV EXPO MEBEL (Kiev, Ukraine, 7-10 October), and International Agriculture INDAGRA FARM (Romania, Bucharest, 14-19 October).

Apart from the above-mentioned fairs, there are others in Azerbaijan, Croatia, Czech Republic, Georgia, Kazakhstan, Tajikistan and Uzbekistan. These markets are ready to be conquered, it is worth trying.

19.01 – 22.01	BUDMA International Construction Fair • Sports Construction Centre • BUMASZ International Fair of Construction and Road Building Machines, Vehicles and Equipment
02.02 – 04.02	EPLA International Fair of Plastics and Rubber Processing
11.02 – 14.02	POLAGRA-PREMIERY International Fair of Agricultural Mechanization PRO HORTI Horticultural Contracting Exhibition
16.02 - 19.02	MEBLE POLSKA Furniture Fair
19.02 – 21.02	Education Fair • School Equipment Exhibition • Books for Children and Young People – 9th Poznań Trade Fair Meetings
26.02 – 28.02	GARDENIA Garden Fair • Angling Fair • AQUAZOO Fishkeeping Exhibition
02.03 – 04.03	NEXT SEASON Exhibition of Clothing, Shoes and Accessories • BODY STYLE Exhibition of Lingerie and Beach Fashion • FAST FASHION Exhibition • TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair • INTERMASZ International Trade Fair of Textile, Clothes and Shoe Making Machines
09.03 – 11.03	Euro-Reklama OUTDOOR EXPO International Fair of Advertising Goods and Services Euro-Reklama GIFT EXPO International Fair of Advertising Goods and Services
10.03 – 12.03	POZNAŃ MEDIA EXPO • SALMED International Medical Fair
19.03 – 21.03	Poznań Automotive Meetings
20.03 – 21.03	LOOK Hairdressing Forum • BEAUTYVISION Cosmetics and Solaria Forum
26.03 – 27.03	Poznań Optical Exhibition ¹⁾
13.04 – 16.04	FURNICA International Trade Fair of Components for Furniture Production DREMA International Trade Fair of Machines and Tools for the Wood and Furniture Industries
26.04 – 29.04	INSTALACJE International Trade Fair of Installations and Equipment • WODOCIAGI International Fair of Water and Sewage Systems • KOMINKI International Fair of Fireplaces • SAWO International Fair of Work Protection, Fire-Fighting and Rescue Equipment • SECUREX International Security Exhibition
07.05 – 09.05	FIT-EXPO Fitness & Sport Park
11.05 – 13.05	BTS Fair of Shoes, Leather and Leather Goods
18.05 – 20.05	EXPOPOWER International Power Industry Fair • AUTOMA International Fair of Robotics, Automatics, Control and Measurement Equipment • GREENPOWER International Renewable Energy Fair
19.05 – 20.05	OPAKPRINT Packaging and Printing Industry Fair in Lublin
27.05 – 30.05	ARENA DESIGN • DESIGN4LIFE • HOME DECOR Interior Design and Home Furnishing Fair • LUMINEXPO Lighting and Light Technology Exhibition
29.05 – 30.05	AGRO-PARK Agricultural Fair in Lublin
08.06 – 11.06	INNOVATIONS-TECHNOLOGIES-MACHINES POLAND (ITM POLAND) , including: HAPE Exhibition of Hydraulics, Pneumatics and Drives • MACH-TOOL Machine Tools Exhibition • METALFORUM Exhibition of Metallurgy, Foundry Engineering and Metal Industry • SURFEX Exhibition of Surface Treatment Technologies • Convention and Exhibition "21st Century Rail Transport for Poland" • TRANSPORTA • WELDING • Research for Industry
31.08 – 02.09	NEXT SEASON Exhibition of Clothing, Shoes and Accessories • BODY STYLE Exhibition of Lingerie and Beach Fashion • FAST FASHION Exhibition • TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair
09.09 – 11.09	EKO-LAS Fair of Forestry, Wood Industry and Environmental Protection
12.09 – 16.09	POLAGRA-TECH International Trade Fair of Food Processing Technologies, including: Exhibition of Baking and Confectionery Industry (12.09-16.09) • International Food Ingredients Show (13.09-15.09) • Exhibition of Dairy Industry Machines and Devices (13.09-16.09) • Exhibition of Food Industry Machines and Equipment (13.09-16.09)
13.09 – 16.09	POLAGRA-FOOD International Food Product Trade Fair • GASTRO TRENDY International Trade Fair of Catering • TAROPAK International Packaging Technology and Logistics Exhibition
23.09 – 25.09	CEDE Central European Dental Exhibition ²⁾
01.10 – 03.10	DREMASILESIA – MEBELTECHEXPO Exhibition of Woodworking Machines and Tools (Katowice) ³⁾
08.10 – 10.10	POZNAŃ GAME ARENA (PGA) Multimedia and Entertainment Fair
20.10 – 23.10	TOUR SALON Trade Fair of Regions and Tourist Products INVEST-HOTEL Hotel Equipment Trade Fair
23.10 – 24.10	HOBBY Model Making Exhibition
05.11 – 07.11	BOAT SHOW Fair of Sailing and Water Sports ⁴⁾
10.11 – 13.11	GLASS Glass Industry Fair • STONE Stone Industry Fair
16.11 – 18.11	BTS Fair of Shoes, Leather and Leather Goods
23.11 – 26.11	POLEKO International Trade Fair of Environmental Protection • KOMTECHNIKA International Trade Fair of Municipal Technologies • GMP Fair of Products and Services for Self-Government Administration • INVESTFIELD Property and Investment Exhibition
26.11 – 27.11	OPTYKA Optical Exhibition ⁵⁾
03.12 – 05.12	Art and Craft Festival
December	Horse-Riding Equipment Fair

¹⁾ Organizer: Interprovincial Guild of Optical Crafts in Poznań

²⁾ Organizer: Exactus sp.j.

³⁾ Co-organizer: International Katowice Fair Ltd.

⁴⁾ Co-organizer: Interservis Ltd. in Łódź

⁵⁾ Co-organizer: National Chamber of Optical Crafts KRIO



Poznań CONGRESS CENTER

- 81 perfectly-equipped, air-conditioned conference rooms
- the largest Congress Room with a capacity of 1 200 in theatre configuration
- more than 1 600 conferences, congresses and training meetings each year
- more than 200 000 event participants each year
- possibility of adapting 16 modern exhibition pavilions for the purposes of conferences and congresses
- almost 35 000 m² of open-air area prepared for holding concerts and events
- certificate of a Professional Business Tourism Organiser

The largest event held at the Poznań Congress Center in 2008 – **the COP 14 conference** – attracted 12 000 participants representing 189 countries from all over the world. An extraterritorial area (42 000 m²) under the United Nations jurisdiction was created especially for the conference.

The Poznań Congress Center plans for 2009 are just as ambitious. Already in July the venue will host two major events. **The International Congress of Jehovah's Witnesses** will draw 23 000 participants, including 6 000 foreign guests. Also in July, the Center will become part of **the MALTA International Theatre Festival**, whose programme includes a Nine Inch Nails concert planned for about 15 000 spectators. At the turn of 2009 the **European Young Adult Meeting** organised by the Taizé Community will join the list of highlight on the Center's schedule. Since the organisers anticipate an attendance of more than 40 000, the event will apply the entire area of the Poznań International Fair, which encompasses the Poznań Congress Center.

We invite you to experience the hospitality of the Poznań Congress Center all year long!



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