

POZNAŃ FAIR MAGAZINE

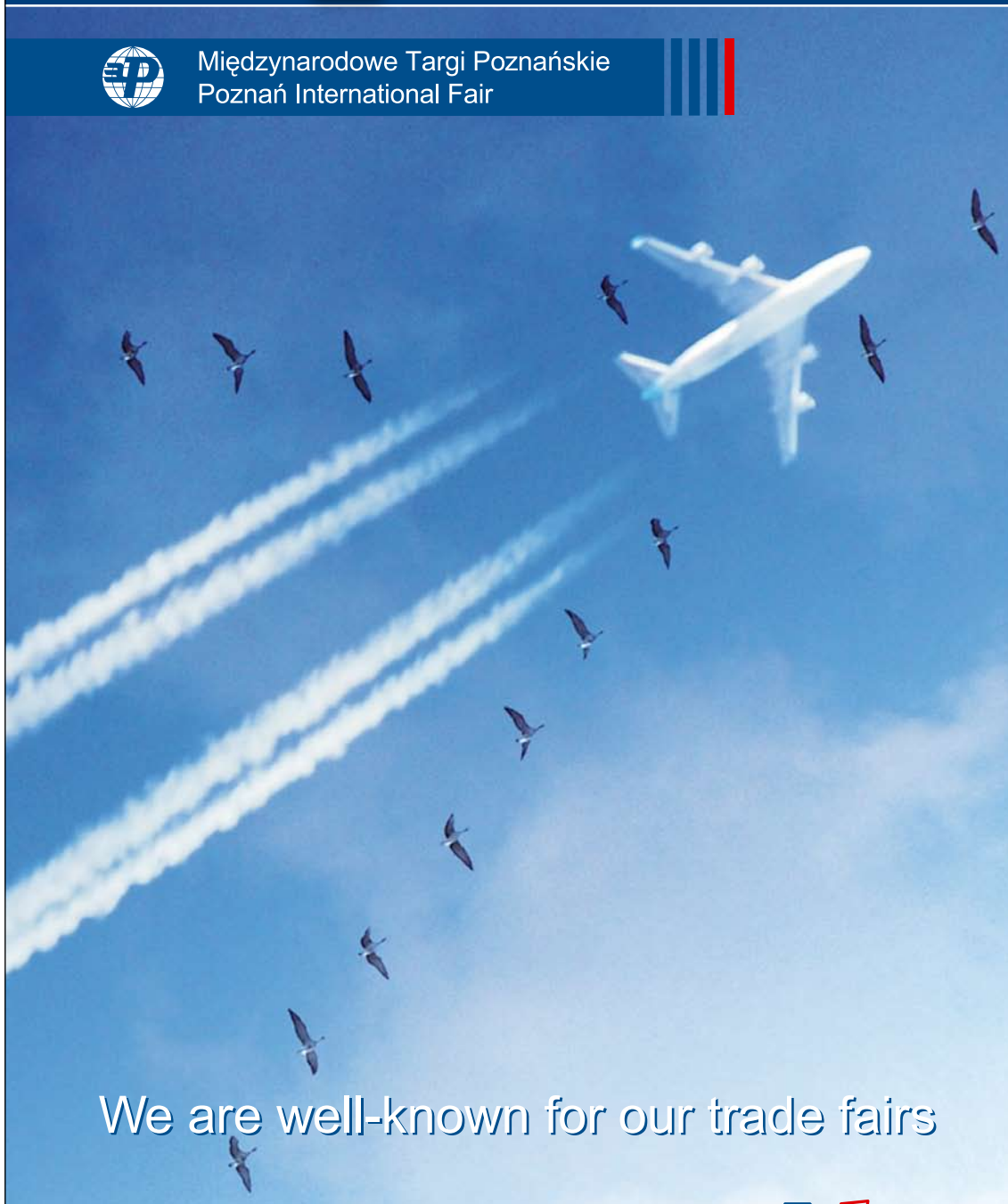
**pfm**

■ FAIRS  
■ MARKET  
■ OPINIONS

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Międzynarodowe Targi Poznańskie  
Poznań International Fair



MTP promotional  
campaign  
**[2nd cover]**

Opinions  
of market leaders  
**[18-21]**

What's up  
at the trade fairs

We are well-known for our trade fairs

[www.mtp.pl](http://www.mtp.pl)

  
spotkaj przyszłość  
meet the future

# MTP

## – leader of the exhibition industry

MTP is Poland's biggest and most famous venue for business meetings. The trade fairs held by MTP feature debates about the future of the most important economic sectors. Industry leaders – the biggest Polish and international companies – choose to exhibit at Poznań trade fairs.

We are well-known for our trade fairs – this is the strapline promoting MTP's image in the current campaign. We are well-known for our trade fairs means that we are famous for holding construction, agricultural, industrial, interior design and fashion trade fairs, as well as many other exhibitions. We are well-known for our experience dating back nearly ninety years, that translates into professional customer service. We are well-known for our excellent state-of-the-art exhibition infrastructure, the most modern in Poland. We are well-known for the fact that MTP trade fairs generate enormous popularity and critical acclaim among professional visitors and exhibitors. The numbers speak for themselves. Trade fairs held at MTP grounds in the first half of 2008 attracted over 200 thousand visitors and over 6 thousand exhibitors. The stands covered exhibition space of almost 250 thousand m<sup>2</sup>. We are well-known for our trade fairs – such are the facts.



# We are well-known for our trade fairs



### Trade fairs benefit Poznań

MTP is a company strongly associated with Poznań and an important part of the city's history. In December 2007 a survey was conducted among the residents of such cities as Warsaw, Kraków and Wrocław, asking them to name their associations with Poznań. The majority of the respondents named the MTP trade fair as their chief association. The extent and scope of MTP's operations directly contributes to the promotion of Poznań in Europe and worldwide. For many years MTP has been an important element in the life of the city and each of its inhabitants. What about today? What is the impact of MTP on the development of Poznań and its surroundings? In 2007 the events held at MTP grounds attracted around half a million trade fair guests. If we assume that during their stay at the trade fair each of them spends one thousand zlotys on hotels, taxis, restaurants and other expenses, it is easy to calculate how much the city benefits each time an exhibition is held. MTP is also something Poznań residents can be proud of. After all the MTP grounds have become a famous landmark and are just as recognizable as the Old Market Square or the Poznań Cathedral. MTP has worked hard for the status of the city's symbol, together with many generations of Poznań residents.

### We are well-known for our trade fairs New promotional campaign

MTP – leader of Polish exhibition market has just started a new promotional campaign. Its aim is to present MTP brand as a leading representative of the trade fairs sector and the organizer of biggest exhibition events in Poland. MTP's image campaign is conducted through outdoor advertising (backlights, citylights), in nationwide press, on television, on the radio and online.



Dear Readers,

Marketing is the art of communicating with your environment based on correctly executed market segmentation and in-depth understanding of market needs. Marketing activities can be deemed a success when the company manages to generate the interest of customers in its range of products. A marketing-orientated company puts the customer first and makes him effectively the partner of the trade fair organiser. We always try to look ahead to the future and present this future to our partners at the trade fairs. With that in mind, all MTP promotional materials now feature a USP which reads "Meet the Future". MTP's marketing operations focus mainly on promoting this unique selling point of our product which says that at Poznań trade fairs you can meet your future, both the future of your industry, as well as your prospective customers. Contacts established at MTP are certain to bear fruit. MTP is the leader of the Polish exhibition market, which is why our advertising campaign also features a new strapline – "We are well-known for our trade fairs". This strapline evokes not only the extensive programme of trade fair events, the potential of our state-of-the-art exhibition infrastructure, nearly ninety years of experience in the exhibition sector and professionalism of our staff, but also the fact that our trade fairs are recognised and valued both by the exhibitors and the visitors and have become firmly established on the exhibition market.

In this issue of Poznań Fair Magazine you will find information about the trade fairs held by MTP in the fourth quarter of 2008, as well as reports from recent exhibitions. The magazine also features exhibitors' opinions and materials introducing various forms of MTP operations. We would like to draw your attention to the 14th Conference of the Parties to the United Nations Framework Conference on Climate Change to be held in December this year at MTP grounds, expected to attract around 10 thousand participants from all over the world. The magazine outlines the preparations for the conference, as well as the programme of accompanying cultural events. Enjoy the read!

Przemysław Trawa  
Chairman of the Board of Directors  
Poznań International Fair



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# Strength of agriculture



Photo: MTP PhotoService, FARMA 2007

## FARMA

### Time for farmers

Last year the exhibition attracted nearly 40 thousand visitors, mainly farmers, including foreign guests from 21 countries: Australia, Austria, Belgium, Canada, the Czech Republic, Estonia, France, Germany, Italy, Kuwait, Lithuania, Latvia, Moldova, the Netherlands, Russia, Slovakia, Spain, Sweden, Ukraine, UK and USA. The MTP Press Centre issued accreditation to 345 journalists from Poland and abroad, mainly related to the agricultural sector. There was substantial presence of the nationwide press, radio and television.



This year's FARMA will be held under the auspices of the Minister of Agriculture and Rural Development Marek Sawicki (first on the left, next to the Deputy Prime Minister Waldemar Pawlak). At last year's trade fair he participated in the panel discussion devoted to the future of Polish agriculture.

The last quarter of 2008 MTP begin with a true celebration of farming. Already on October 3rd the fair grounds begin teeming with the exhibitors and visitors at FARMA International Trade Fair of Animal Breeding and Rural Development. The trade fair is accompanied by the National Breeding Animals Exhibition and the National Horticultural Exhibition. The day before sees the opening of PRO-HORTI Horticultural Contracting Exhibition, addressed to the manufacturers and distributors offering products and services essential for open-field and covered cultivation, as well as fruit growing.

### Inviting you to the trade fair:

**MTP's co-operation with the most important animal breeders' federations, unions and associations is definitely one of the trade fair's strengths. The exhibition is held under the auspices of animal breeding associations. Here's what some of them said:**

*This year we are launching a new promotional campaign entitled "Time for Polish Horses". You will be able to see them for yourselves – in exhibition hall 5 we put on display over 120 animals of all the breeds for which the Polish Horse Breeders Association keeps herd books.*

**Władysław Brejta, President of the Polish Horse Breeders Association**

*The National Breeding Animals Exhibition offers the opportunity to present the best animals from the best Polish breeding farms and to exchange experiences and observations between the breeders and experts representing institutes specialising in animal husbandry and contributing to the success of the Polish breeding sector.*

**Jan Biegnewski, Ph.D. Eng., President of Polsus Polish Pig Breeders and Producers Association**

*Around 45 exhibitors from all over Poland will present dairy cattle. A competition will feature 11 categories. The best animals will be awarded 11 champion titles and 7 vice-champion titles.*

**Leszek Hądzlik, President of the Polish Federation of Cattle Breeders and Dairy Farmers**

*MTP offers an excellent platform for promoting cattle and beef, as well as discuss the future of Polish breeding.*

**Bogdan Konopka, President of the Polish Union of Beef Cattle Breeders and Farmers**

*Every year the trade fair is becoming more and more interesting – both for the exhibitors, as well as visitors. It is nice to participate in such projects and support their organisers.*

**Ryszard Świętański, President of the Polish Sheep Breeding Association**



Photo: MTP PhotoService

*We are constantly striving to improve the formula of the trade fair and to make it easier for trade fair participants to establish business contacts and showcase their latest products. That is why this year the exhibitions will be grouped by themes, enabling the visitors to see in the same hall not only the most valuable animals, but also state-of-the-art solutions used in their breeding.*

**JOANNA GREWLING-KORASIAK, FARMA Project Manager**



Photo: MTP PhotoService



## National Breeding Animals Exhibition

### Especially for breeders

The National Breeding Animals Exhibition, organised by the Ministry of Agriculture and Rural Development, National Animal Breeding Centre, National Research Institute of Animal Production, animal breeding associations and MTP, is Poland's only event of that kind, enabling everyone interested in animal breeding and keeping to showcase their animals and gain expert know-how.

**Jadwiga Chłapowska**, Project Manager of the National Breeding Animals Exhibition, said: *Poland offers many agricultural trade fairs, but the National Breeding Animals Exhibition is a unique, one of a kind event. It is the biggest and most important exhibition showcasing the accomplishments of Polish breeders, who every year turn out in great numbers to present their most valuable animals and subject them to thorough evaluation by competition judges. The winning animals receive the highest honour – the prestigious title of a Champion, Vice-Champion and SuperChampion. The National Breeding Animals Exhibition is a source of animal breeding and bearing know-how, as well as a place for the exchange of experiences and promoting Polish*

*breeding farms. In 2007 the National Breeding Animals Exhibition extended over nearly 6800 m<sup>2</sup>, where 468 breeders presented over 2100 animals: horses, dairy and beef cattle, swine, sheep and goats. Other animals featured at the exhibition included poultry, pigeons, ostriches and ornamental birds, as well as fur animals, bees and freshwater fish. A special highlight of the event was the exposition of foxes, polecats, raccoon dogs, green frogs, snails and fallow deer. This year's 23rd National Breeding Animals Exhibition looks just as interesting. This will be the first year it has featured alpaca and beefalo. The conference programme also looks set to be very interesting. The leading theme of the two-day Veterinary and Breeding Forum held at the trade fair by the Polish Society of Veterinary Sciences will be swine and poultry breeding. The Agricultural Forum will feature interesting lectures on animal breeding. This year the exhibition will also include a new attraction – a polo tournament held in an indoor arena. The leading polo clubs will compete in two-man teams for the cup for the best polo club in Poland.*

### Farma Show – modern barn

### The first time ever!

For the first time an exhibition hall will be turned into a model barn, fitted with all the necessary facilities, equipment and tools. The special Farma Show space will feature presentations of assembly systems and barn construction, demonstrations of cattle stalls, feed carts at work and machines facilitating barn keeping and maintenance. All this to show the trade fair exhibitors and visitors what a well-designed and functional barn should look like. The project is supervised by De Heus Agra-Matic, while media coverage will be provided by the Top Agrar Polska magazine.



## Forestry Forum

Poland's woodland covers an area of 9 million hectares, i.e. over 28 percent of the country's territory. The overwhelming majority of the forest is state-owned, of which over 7.5 million hectares are managed by the Polish State Forests National Forest Holding. This is our great national treasure we should preserve. There is no better opportunity to discuss the latest issues related to forests and forest management than the autumn agricultural trade fair. 2008 will be the fifth time the representatives of the State Forests service, forest communities, district authorities, forestry entrepreneurs, researchers, private forest owners and forestry enthusiasts will meet at the Forestry Forum held under the Man-Forest-Wood motto. This year's leading theme will include forest certification, forest and rural development, as well the latest developments in the sector, including a briefing from last year's climate congress

Photo: MTP Photoservice



Photo: MTP Photoservice



## Domestic breeds protected against extinction

The Domestic Breeds Exhibition, organized by the National Research Institute of Animal Production, has already become a regular feature of the National Breeding Animals Exhibition. This exhibition presents the Polish animal breeds threatened by extinction. Poland has always strived to protect the domestic breeds, which has resulted in the preservation of significant genetic variety of the particular species and the survival of many valuable traditional breeds. The most valuable of those are covered by the genetic resources protection schemes. There have also been steps to revive and reintroduce the breeds already considered extinct.

## National Horticultural Exhibition

– for the 30th time!

This prestigious horticultural exhibition, one of Poland's biggest, every year attracts exhibitors from Poland and abroad. The beauty of horticultural produce on display always draws thousands of visitors. They have an opportunity to see new plant varieties, innovative technologies used in horticulture and the latest accomplishments in horticultural production. The National Horticultural Exhibition proves that the offer of Polish horticultural products does not fall short of international standards and can easily compete with products sold by foreign distributors.

This year the Association of Horticultural Engineers and Technicians will organize a seminar devoted to modern methods of extending the shelf life of fruit and vegetables in supermarkets. As usual the visitors will also have a chance to shop at the Sales Fair, where gardening enthusiasts will be able to purchase attractive high-quality plant varieties at discounted prices, as well as fruit trees, decorative shrubs and gardening tools.



Photo: MTP Photoservice

## Hospitable regions

Every year the Pavilion of the Regions features the offer of districts and communes from all over Poland, agricultural advisory centres and agritourism farms, as well as exhibitors showcasing local products. This year will be no exception and the Pavilion of the Regions looks set to be a very attractive event. The visitors will have an opportunity to learn more about the regional tourist attractions, local customs and rites, see the exhibition of folk handicraft and folk art in the broad sense of the word, as well as taste the delicacies from various Polish regions. An additional attraction for the visitors will be performances of folk song and dance ensembles. An Exhibition of Local and Regional Products will be organized.



Photo: MTP Photoservice, FARMA 2007



PRO-HORTI 2-5.10.2008



## PRO-HORTI Horticultural Contracting Exhibition

This year the FARMA trade fair will feature the first edition of the PRO-HORTI Horticultural Contracting Exhibition. This event is addressed to the manufacturers and distributors of products and services necessary for businesses and individuals specialised in open-field and covered cultivation, as well as fruit growing. The PRO-HORTI exhibition will begin a day before the FARMA trade fair, that is on October 2nd, and on that day will be open solely to the invited professionals. PRO-HORTI organisers have compiled a database

of contacts in the horticultural sector, as well as fostered co-operation with trade organisations and the media, which has enabled them to invite to Poznań professional buyers directly interested in the products on show. **Dariusz Muślewski**, Project Manager, said: *Based on many discussions and observations of the trends on the European and global exhibition market, we have developed a strong and effective tool for establishing contacts with customers. The new formula of this meeting of the agricultural sector in Poznań encompasses both market*

*communication strategies, as well as an opportunity to hold business talks in a comfortable setting.* The scope of the PRO-HORTI Horticultural Contracting Exhibition includes: greenhouses, film tunnels and their equipment, horticultural machinery, equipment and tools, chemicals, seeds and genetic material, crops logistics (orchardry, crops grown under cover), "non-industrial" crop processing (preserves, such as marmalades, jams, salads, etc.), fruit and vegetable markets and wholesalers, horticultural services, consulting and finance.





# Tourism is good business

The representatives of the tourism and hotel industry have recognised that the TOUR SALON Trade Fair of Regions and Tourist Products and INVEST-HOTEL Trade Fair of Hotel Equipment held in October are the time for professional business meetings. The business nature of these trade fairs is reinforced by the presence of the BUY POLAND incoming tourism workshop. Since this year the range of leisure industry products has been expanded to include the BOATSHOW Fair of Sailing and Watersports – scheduled to take place a bit later, in November. This trade fair is addressed to sailing and motorboat enthusiasts, as well as divers, windsurfers and canoeists, organized for the tenth year running by Interservis Sp. z o.o. MTP is its co-organizer. This event used to be organised in Łódź, this will be the first time organized in Poznań.

## TOUR SALON

### Positive outlook

That tourism is good business needs no convincing. In 2007 global tourism revenues amounted to USD 856 billion. The outlook is also good. Over the past few years the tourism traffic around the world grew by 7% annually. The World Tourism Organisation forecasts that by 2020 the number of tourist trips will reach 1.6 billion compared to 903 million in 2007. Europe will traditionally account for the biggest share of travelling. The forecasts of the Polish Tourism Institute are also positive. The total number of tourists choosing Poland as their destination should rise to around 19 million in the years 2012 and 2013, which amounts to the average annual growth of 2.7%. The business boom is also reflected by the TOUR SALON Fair of Regions and Tourist Products. In 2007 the event attracted 800 exhibitors (over 100 more than in the previous year), of whom 200 foreign, representing 38 countries. This year the organisers also expect a good turnout. TOUR SALON is, first and foremost, a business trade fair, gathering the whole tourism industry at the same time in a single location. This year's trade fair will last three days, with the first two days allocated solely for professionals. The third day will be open to the general public, seeking ideas how to spend their leisure time. All trade fair participants will be treated to an interesting programme of events, including the 11th TOUR FILM 2008 International Festival of Tourist Films, the 17th National Festival of Sightseeing Books, 2nd Polish Championships of Bus Drivers and many more conferences, seminars, presentations and shows.

### TOUR SALON – a market leader

TOUR SALON's position as an undisputed leader among Polish tourism exhibitions is confirmed by the annual ranking lists. One of them, published in the January 2008 issue of the "Rynek Podróży" monthly, gives TOUR SALON the winning spot in 5 of 7 categories (number of exhibitors, number of domestic exhibitors, exhibition space sold, number of traders and industry professionals, accompanying events and general rating of the trade fair), with an overall first position and a bigger number of points than in 2006.



Photo: MTP Photoservice

TOUR SALON is more than just impressive, colourful and lively exhibition stands. An inseparable element of the trade fair is an extensive programme of accompanying events. The TOUR FILM International Festival of Tourist Films or the BUY POLAND incoming tourism workshop have already become regular features of that programme. This year will be the second time the Polish Championships of Bus Drivers will be held. Every year we try to organise and co-organise conferences, seminars and workshops tackling the issues most pressing for the tourist industry. In 2008 the most important subjects will include ECO MICE, organization of events and many more. There will be no shortage of attractions aimed both at industry representatives, as well as at the general public, by our Partner Country – Norway and Partner Region – Łódzkie Province.

MAGDALENA HALICKA-GOŁĘBIOWSKA, TOUR SALON Project Manager



Photo: MTP Photoservice, TOUR SALON 2007



Photo: MTP Photoservice, TOUR SALON 2007

### New offer of TOUR SALON organisers!

#### How to effectively plan your meetings at the trade fair?

The exhibitors and professional visitors at this year's TOUR SALON have been given a brand new tool, enabling them to maximize the efficiency of the time spent at the trade fair. MTP has implemented an innovative system for scheduling meetings, the so-called Business Planner. With the intermediary of MTP the exhibitors will be able to schedule meetings in advance with professional visitors, other companies participating in the trade fair, as well as exhibitors will be able taking part in the INVEST-HOTEL 2008 Trade Fair of Equipment for Hotels held at the same time as TOUR SALON. Owing to the Business Planner application our exhibitors will be able to manage their working time at the stand more effectively, as well as to create a new or update the existing database of their customers. – says **Magdalena Halicka-Gołębiowska**, TOUR SALON Project Manager. Professional visitors will, in turn, feel more confident that they will get to talk to the exhibitors they most care about. Business meetings will therefore become less random. – she adds. The use of the Business Planner this year is absolutely free of charge.

## Who will we meet?

This year the TOUR SALON trade fair will feature all Polish regions and the representatives of regions from all over the world, many travel agencies and tour operators, tourism organisations and associations, hotels and leisure centres, carriers, tourism services providers, etc. There will also be special exhibitions devoted to specific themes:

### Health SPaCe

This year will feature the fourth consecutive presentation of health centres, resorts, SPAs and wellness facilities, all part of a special Health SPaCe, located in the very heart of the exhibition hall. Owing to distinct visual identification and colourful stands the presentation is certain to stand out and attract attention of the visitors. As in previous years, the centre of the exhibition will be occupied by a stage for shows. Such a location of the stands creates favourable conditions for the exhibitors to present their products to a wide audience and to hold B2B meetings with industry professionals during the two days allocated solely for specialists.

No wonder that there has been growing interest in health care services, also on the part of exhibition organisers. After all foreign guests spend most money in Poland precisely in such facilities. According to the Tourism Institute, in 2007 the average health care expenditure of foreign tourists amounted to USD 218 per person.



Photo: MTP Photoservice, TOUR SALON 2007

### Business tourism

Business tourism is becoming a more and more important segment of the tourism market worldwide, including Poland. In 2007 a quarter of all tourists visiting Poland did so on business. The average spending per person amounted to USD 166 (the second biggest amount following health care expenditure). Such high spending accompanies mainly congresses and conferences (USD 217 per person). International organisations rank Poland in the top thirty of global congress and conference organisers.

As business tourism develops, companies are constantly in search of new opportunities to hold conferences, congresses, workshops, incentive trips and events. That is why TOUR SALON now features a new Business Tourism space, bringing together the representatives of the MICE industry. Owners of conference and workshop facilities, organisers of incentive trips for companies, event agencies – all these will present their range of products and services. These products and services are addressed to tour operators and owners of travel agencies, presidents and managers of large companies, PR and HR managers and event organisers.



Photo: MTP Photoservice, TOUR SALON 2007

### Extreme

Extreme is a special space accompanying the TOUR SALON trade fair for the second time. It supplements Business Tourism space with extreme expeditions, untypical events and active tourism. This is a thriving sector of tourism services with great development prospects. There are more and more companies organising such events in Poland and often offering truly extreme adventures for their participants. They reflect the market needs.



new!

## BOATSHOW 13-16.11.2008



This year's 10th anniversary edition of the **BOATSHOW Sailing and Watersports Fair** will be held in Poznań. Its scope includes motorboats and yachts, canoes, accessories, sailing and motorboat equipment, charters, yacht electronics, marinas and harbours, construction and maintenance materials, boat trailers and transport, diving, clothing, safety and rescue equipment, yacht design, boatbuilding and sailmaking services, training and tourism, windsurfing.

### The new face of BOATSHOW

This is the first year MTP has co-organised the BOATSHOW Fair of Sailing and Watersports. **Grzegorz Wiśniewski**, Vice-President of the Management Board of Interservis, BOATSHOW organiser, talks about the decision to move the trade fair from Łódź to Poznań, the dilemmas related to that move and the opportunities provided by the new location.

**BOATSHOW is a well-established trade fair. How did your existing partners, who had already got used to the fair's location, react to the decision to move the event from Łódź to Poznań?**

The event has been organised for nine years now and both the exhibitors, as well as the visitors, have already got accustomed to the location and the exhibition conditions, not to mention the unique atmosphere accompanying the show. The timing of the trade fair in November will be maintained, as it is a good period for the manufacturers and distributors to establish new business contacts and conclude contracts before the coming season. The BOATSHOW trade fair is also a meeting point for yachting and motorboat enthusiasts, who consider the event to be the closing of the season and a chance to see the latest developments in the sector. It is those individuals that contribute to the unique atmosphere the trade fair is famous for. Over the past decade we have succeeded in establishing a special bond between the exhibitors, visitors and us – the organisers. That is why the decision to hold the trade fair in Poznań was not an easy one and was not taken lightly, without a thorough analysis and consultations with the exhibitors.

I must admit that most of them reacted positively to this idea, recognizing the wide array of opportunities that we can offer jointly with MTP. We all felt that we were running out of space in Łódź. If we want the trade fair to develop and there are grounds to believe it will, as the Polish yacht and boatbuilding industry is thriving and looks set to develop further, we need bigger exhibition facilities and

more modern infrastructure. All this can be provided by our Poznań partner. The overwhelming majority of exhibitors approved the new location, now we are hoping the visitors will too.

**Exactly – how are you planning to attract them? MTP infrastructure offers new opportunities, how will you take advantage of that?**

There will be no revolutionary changes, as we have decided, along with MTP as the BOATSHOW co-organiser, to preserve the unique atmosphere I have mentioned. That is why, as always, the most important element of the trade fair will be the exhibitors and visitors from near and far, which are certain to include buyers. We will also transfer the Pirates' Nest Tavern to Poznań, featuring performances by the best sea shanty bands, where the visitors will have a chance to take a break and rest. We should remember that the BOATSHOW is a great meeting of the business world with watersports enthusiasts, held in Poznań in an excellent setting, offering perfect conditions for showcasing products and services. Bigger exhibition halls with larger entrance doors will enable the exhibitors to present bigger boats and vessels. We will also be able to build a bigger pool for displaying light sailing gear and windsurfing equipment, as well as for holding water rescue shows. Watersports enthusiasts will be happy to visit the regatta boat zone, presenting the boats used by the Polish Olympic team in Beijing and enabling the visitors to see the boats up close and compare details. The trade fair will be also accompanied by many trade meetings – seminars, meteorological and navigation workshops addressed to persons wishing to expand their practical know-how and by presentations of Polish and foreign water basins. Together with the Polish Railways (PKP Przewozy Regionalne) we have prepared a special offer for visitors travelling to the trade fair – a fifty percent discount on a return ticket from any location in Poland.

I believe that the decision to move the BOATSHOW from Łódź to Poznań should satisfy everyone, both the industry professionals, as well as sailing enthusiasts.

## Łódzkie Province as the Partner Region

It has already become a tradition at TOUR SALON to invite one of Polish regions to do the honours of the Partner Region. This year this role will be served by the Łódzkie Province. **Sylwester Pawłowski**, President of the Board of the Regional Tourism Organisation of the Łódzkie Province talked to us about the preparations for the exhibition and the expectations accompanying such a presentation:



*The TOUR SALON trade fair is one of Poland's biggest undertakings of that kind. This is an excellent opportunity to present the tourist attractions of our province to the participants and visitors from all over Poland. We are deeply honoured by the decision to grant the Łódzkie Province the status of the Partner Re-*

*gion, but this is also a great challenge. We wish to convince everyone that Łódzkie offers, first and foremost, the freedom of choice. The Poznań trade fair is a meeting between the buyers of tourist products with the representatives of the tourism industry, a place and time for exchanging experiences and opinions on tourism. We have great hopes and expectations regarding this year's edition of TOUR SALON. We want to showcase our latest tourist products, promote our region and familiarize trade fair visitors with the attractions offered by the city of Łódź and the whole region. We want to prove that our province offers a wide array of opportunities for tourism and that everyone can find something here to suit their taste. We wish for Łódź to be perceived as a city of art and festivals, a worthy candidate for the status of the European Capital of Culture 2016. We hope that being the Partner Region combined with the contemplated promotional campaigns will translate into rising numbers of tourists and the recognition of the region as a place attractive for visitors, especially those seeking unique experiences.*

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### BUY POLAND

#### Professional business meetings

Many participants of last year's edition of the BUY POLAND, Poland's biggest incoming tourism workshop as well as companies that did not participate in last year's event have already announced their participation this year. Following the 2007 edition, which featured a record-breaking number of nearly 3000 professional business meetings, the attendees surveyed provided a highly positive feedback. 56% of the buyers and 87% of the sellers declared the wish to partici-

pate in the next edition and as many as 88% of the buyers and 100% of the sellers were satisfied with what they managed to achieve. BUY POLAND is the easiest and the most effective way of reaching prospective customers by pre-arranged individual meetings with selected partners. The buyers include foreign or domestic entrepreneurs, e.g. tour operators, travel agencies, incentive decision makers, PCO, while the sellers comprise companies operating in Poland, offering tourism services, e.g. incoming tour operators, hotel chains, tour operators, carriers, local tourism organisations and other tourist structures.



Photos: MTP Photoservice, BUY POLAND 2007



Photo: MTP Photoservice, INVEST-HOTEL 2007



## Complex offer for hotels

*INVEST-HOTEL Trade Fair of Equipment for Hotels, is focused on the development of hotel infrastructure, improving the quality of hotel services and on access to cutting-edge technologies. Here you can learn about the latest trends, inspiring accessories and stylish interiors. Moreover, the trade fair attracts exhibitors with its excellent arrangement of exhibition space, professional service and extensive programme of trade events.*

### INVEST-HOTEL

A unique trade fair

**This year the trade fair will last three days. The first two days will be allocated solely for professionals. The scope of this year's edition is impressive, featuring comprehensive furnishings and equipment for hotel rooms, bathrooms, reception area, foyer, restaurant, conference halls and Spa&Wellness facilities.**

**Every piece of equipment, starting with furniture, carpets or ornaments, through to stylish crockery or high quality cutlery are very important in hotel arrangement. On the other hand, efficient operation of a hotel depends on established technical solutions, which is why this year will feature also a presentation of products and services offered by companies dealing with hotel construction, computer systems, security, cleaning and investment services.**



Photo: MTP Photoservice, INVEST-HOTEL 2007

## Norway as the Partner Country

Norway has been declared this year's Partner Country at the TOUR SALON trade fair. The country's presentation is prepared by the Norwegian Embassy in Poland, which, jointly with Norwegian tourism companies will promote Norway's most beautiful locations and tourist attractions. *We are particularly looking forward to the two business days, as we would like to establish fruitful contacts with Polish tour operators* – says **Konrad Konieczny**, Market Manager for Tourism at the Norwegian Embassy. That is why the highlight of the programme will be a national Norwegian workshop, where Norwegians will present

their latest tourist offers to Polish travel agents and tour operators. The workshop will be accompanied by a presentation about Norway, featuring Elżbieta Dzikowska, a famous Polish traveller. The workshop participants will then take part in a raffle, with a trip to Norway as a special prize. On the third day of the trade fair – addressed to the general public – Norway will showcase its tourist attractions. There will also be competitions with prizes, tastings of Norwegian delicacies, performances and shows, as well as promotion at a large stand, extending over 100 m<sup>2</sup>, with Denmark also present.



## A thriving industry

The dynamic development of the hotel industry impacts positively on the situation in the hotel equipment sector. Poland currently has around 1550 hotels with the total of 137 thousand beds. 60% of those beds are located in five, four and three-star facilities. Hotels of the highest standard – five and four-star – offer 26.3 thousand beds (19.2%). According to the forecasts by the GUS Central Statistical Office, the hotel market in Poland is poised for growth at the rate of 13.9% annually. This growth will be driven by rising numbers of visitors, especially business visitors, as well as by the upcoming EURO 2012 European Football Championships, where the number of football fans travelling to Poland is expected to reach 500 thousand – and Poland will have to provide them with accommodation facilities.



Photo: MTP Photoservice, INVEST-HOTEL 2007



Photo: MTP Photoservice

What makes the INVEST-HOTEL trade fair so attractive is, first and foremost, its comprehensive character. We want to make sure that all the representatives of the hotel industry have an opportunity to see as much as possible of the offer currently available on the market, all this within the three trade fair days. The scope of INVEST-HOTEL covers everything that is needed when constructing, modernizing or running a hotel. For many years we have strived to make this trade fair a meeting point for the leading suppliers and buyers of products and services for hotels, guesthouses, leisure centres, conference halls and SPA & Wellness facilities.

**JÓZEF SZYSZKA, INVEST-HOTEL Project Manager**

In 2007 the exhibition space at INVEST-HOTEL exceeded 2500 m<sup>2</sup> and featured over 100 exhibitors, among them many market leaders.



Photo: MTP Photoservice, INVEST-HOTEL 2007

## Who will be here?

**Every year the INVEST-HOTEL trade fair attracts several thousand professional visitors, searching for the latest trends in equipment, technological innovation and expert know-how.**

These are decision-makers (owners, presidents, managers) of hotels, guesthouses, health resorts, sanatoria, SPA and wellness centres, leisure and conference centres and hotel restaurants. The trade fair also draws PR and HR managers working for hotels, chefs and cooks, confectioners and bakers, reception desk employees, as well as architects, interior designers, developers and investment consultants.

With these visitors in mind the organisers prepare an extensive programme of conferences, workshops, exhibitions and events. The Invest-Hotel conference, held every year, is bound to attract a wide audience. The conference features lectures by

practitioners responsible for implementing the latest technologies and innovative solutions. Some of the issues to be tackled by the conference include the development prospects for the hotel industry in Poland in view of the EURO 2012 championships, as well as hotel and sports centre equipment as accommodation facilities for the guests at the football tournament. Another interesting event will be the "Build a Hotel" conference, presenting a comprehensive overview of all issues of interest to hotel investors – from a feasibility study, through facility maintenance, security and management to the financing and co-financing opportunities from structural funds.

## Room of the future

The visitors and exhibitors at this year's INVEST-HOTEL trade fair will have a unique opportunity to see a model hotel room, which may, in the future, become a standard for luxury hotels. It will be presented by the editorial board of the Hotel Profit magazine and is based on the idea of the American Guestroom 2010 project. The aim of the "Room of the Future" exhibition designed under a watchful eye of experts, is to show the latest trends and unique solutions already employed in hotel rooms, as well as ideas that are still to be implemented. The exhibition covering the space of 35 m<sup>2</sup> will be open to the general public. The guests will be able not only to see the equipment on show, but also check its functionality themselves. The stand will be staffed by well-qualified personnel ready to answer all queries regarding the presented solutions.



Photo: MTP Photoservice, INVEST-HOTEL 2007

Excellent arrangements by the leading hotel furniture manufacturers always account for a significant portion of the trade fair exhibition. The companies that have already showcased their products and solutions include Kler, Swarzędz Meble, Drew-Mark Mebelplast, Komandor Kraków, Meble Jarocin, Hercules Trading. Many market leaders have already announced their participation in this year's edition.

# Trade fair with passion

*The HOBBY Model Making Exhibition is a unique trade fair, because it is created by people sharing a common passion. It provides an excellent opportunity to promote and sell models and model-making accessories. This is also a meeting point for model-makers from Poland and abroad where they can establish contacts with model-making clubs and individual hobbyists. Moreover, the HOBBY exhibition is also fun, not only for kids, as well as an educational experience, providing technical know-how.*



Photo: MTP Photoservice

The HOBBY Model Making Exhibition has been strengthening its position on the model-making market year by year. It attracts more and more model producers and distributors, as well as individual model-makers and collectors, clubs and model-making workshops. We also host growing numbers of foreign model-makers. This makes the range of products on show more comprehensive, which translates into greater interest of visitors in the exhibition.

**BARBARA VOGT, HOBBY Project Manager**

## HOBBY

### Plenty to admire

This year's HOBBY Model Making Exhibition looks set to be a very interesting event. Many manufacturers, distributors and individual model-makers have already announced their participation. They will present many exciting models, mock-ups, figures, as well as model-making accessories, materials and tools. At this year's exhibition a fragment of Polish modular railway mock-up in H0 size will be presented. A separate modules of the mock-up are constructed by separate model-makers in different parts of Poland. They will be joined together in one route separated with railway stations. The Polish model-making market is experiencing dynamic growth, hence the rising interest in the HOBBY Exhibition. Last year it attracted 100 exhibitors and 6 thousand visitors.



Photo: MTP Photoservice, HOBBY 2007



The kids taking part in the championships are cheered on by grown-ups. This is good fun for the whole family.



Models presented by HOBBY exhibitors are developed down to the slightest detail.



Photo: MTP Photoservice, HOBBY 2007

### For competitors and spectators

**Great excitement for the competitors and the spectators alike. Model tournaments always draw a huge audience. This year will be no exception. The fair grounds will host the Polish Championships of Railway Models, qualifiers for Polish Indoor Championships of RC Car Models and indoor championships of RC cars for kids. Shows of floating and flying models will provide an additional attraction.**

### Attractions for everyone

Individual model-makers play a special role at the trade fair. Everyone who wishes to present their mock-ups and model collections can do so here. In turn, persons who would like to try this hobby and develop their skills, will have an opportunity to establish contacts with model-making clubs and sign up for workshops organised by such clubs. There will be no shortage of professional advice dispensed by experienced model-makers, as well as workshops addressed to kids.

Any visitor may try their luck in building their first ever model. This is how the model-making passion is born. On the other hand, experienced model-makers can attend lectures delivered by experts.



Photo: MTP Photoservice, HOBBY 2007



# Ecobusiness at the trade fair

This year's leading theme at POLEKO International Trade Fair for Environmental Protection is Technology for Earth Climate. The trade fair will be held only a month ahead of the 14th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP 14), scheduled to take place in Poznań from December 1st to December 12, 2008, at MTP fair grounds. That is why this year the attention of the industry and media representatives has focused particularly on issues related to environmental protection and climate-friendly technologies. The year 2008 in Poznań has been declared the Year of Climate and Environment and the interest in the POLEKO trade fair has been enormous. Parallely to POLEKO trade fair International Trade Fair for Municipal Technologies KOMTECHNIKA will be held.

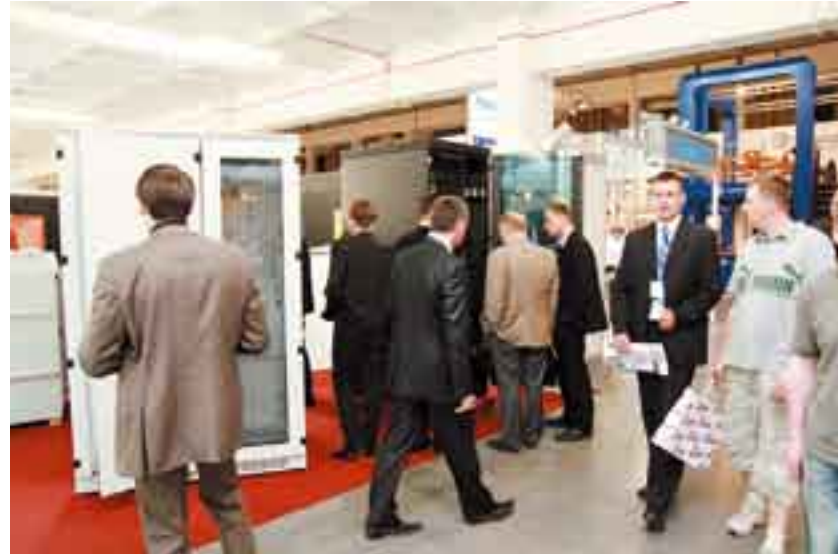


Photo: MTP Photoservice, POLEKO 2007



Photo: MTP Photoservice, POLEKO 2007

## POLEKO

### Undisputed leader

With the growing importance of ecological solutions, the POLEKO trade fair continues to develop rapidly, reinforcing its position as the undisputed leader among New Europe's environmental exhibitions. Last year the trade fair attracted nearly 1000 exhibitors and represented companies from 21 countries, while the exhibition extended over 18 700 m<sup>2</sup>. Many of last year's exhibitors have already expressed their wish to participate in this year's edition of the trade fair. By July as much as 80% of the available exhibition space has been booked. The exhibitors will showcase their products and solutions as part of four special exhibitions: Renewable Energy Exhibition, Recycling Exhibition, Measurement and Control Equipment Exhibition and Science for the

Environment Exhibition. These are certain to feature many novelties, labelled with special signs that help the visitors to locate them among the extensive range of products on display. The Science for the Environment Exhibition will feature innovative solutions by nearly 50 research and development centres and research institutes, as well as other entities operating in the area of environmental protection. As in previous years, the following bodies will have their own stands: the Ministry of the Environment, Department for Co-ordination of Infrastructural Programmes at the Ministry of Regional Development, Ministry of Science and Higher Education, Institute of Meteorology and Water Management, Institute for Ecology of Industrial Areas, National Fund for Environmental Protection and Water Management, provincial funds for environmental protection and water management and Bank Ochrony Środowiska. This year the provincial funds for environmental protection will celebrate their 15th anniversary and will hold a special conference at the trade fair. There will be no shortage of joint national presentations by companies, held under the auspices of government agencies and institutions. For instance last year's trade fair featured such official national exhibitions by the Czech Republic, Denmark, France, Germany, Norway, Spain, Sweden and Switzerland.



Photo: MTP Photoservice, POLEKO 2007

The POLEKO trade fair is held under the honorary auspices of the Minister of the Environment. Professor Maciej Nowicki, Minister of the Environment, shows great interest in the exhibition.



Photo: MTP Photoservice, POLEKO 2007

### More than just an exhibition

The fact that POLEKO is one of Europe's most important exhibition events presenting all the latest solutions offered by the industry that could benefit environmental protection is not only due to the size of the trade fair reflected in the number of participants and the exhibition space rented. The attention of the industry representatives and the media is also drawn by the accompanying events. The POLEKO trade fair always features the International Ecological Congress. Its official opening ceremony will be held on the first day of the trade fair. The Congress will bring together the representatives of state administration, local governments, municipal services sector, Polish and foreign companies and other environmental protection organisations. The conference held as part of the Congress will be devoted to "The industry and the new environmental protection and climate challenges". Problems related to global climate change will also be tackled at many other conferences. A special seminar entitled "Counteracting climate change – actions by local authorities" will be held by the Association of Polish Cities. Specialised issues will be discussed at meetings organised as part of the Recycling Forum and Renewable Energy Forum. A Recycling Debate and Waterworks Forum will also be held. Problems of immense significance connected with the opportunity to obtain EU funding (by 2013 Poland will have spent EUR 12.5 billion on environmental investments) will be discussed at a special conference entitled "European Union Funds for Environmental Protection". All these events generate great interest among the industry representatives. Last year the trade fair attracted over 23 000 visitors from 32 countries and 4 continents. Accreditation was issued to 299 journalists from Poland and abroad.



Photo: MTP Photoservice

This year's POLEKO trade fair will be unique for a number of reasons. First of all, this will be the 20th anniversary edition of the event. Over the past twenty years POLEKO has gained the position of an undisputed leader among Central European environmental trade fairs and continues to develop dynamically. This year will be the first time POLEKO has been accompanied by the KOMTECHNIKA International Trade Fair for Municipal Technologies – a new event addressed to companies offering solutions for the public services sector in the broad sense of the word. Holding both trade fairs at the same time will expand the range of products and solutions for the representatives of the municipal services sector, i.e. the target audience of both exhibitions.

**AGATA DUTKA, POLEKO and KOMTECHNIKA Project Manager**



Photo: MTP Photoservice, POLEKO 2007

There is more to the POLEKO trade fair than just a commercial and business dimension. The exhibition also serves an outstanding educational purpose. It is here that the finals of many competitions are held, as well as special performances and campaigns. This year's POLEKO will also be accompanied by the Youth Climate Summit.



Photos: MTP Photoservice, POLEKO 2007







Interview with **Paweł Rewicki**,  
Managing Director, Veolia Water Systems Sp. z o.o

## Time of good investments

**Veolia Water Systems Sp. z o.o. forms part of the Veolia Environnement – a global leader in environmental services. Your company specialises in water and wastewater services. You have been operating on the Polish market since the early 1990s. How do you evaluate the changes taking place in Poland in terms of environmental protection? What role do EU funds play in the growth of the industry?**

After many years of neglect, resulting from lack of awareness at first, and then from lack of funds, the environmental protection sector in Poland has recently begun to develop rapidly. The inflow of EU funds is so substantial that Poland will soon catch up with other European states. I believe it is a matter of seven, maybe eight years. EU funds are used both by communes, as well as industrial plants. For instance our company is involved in a few big and several smaller projects, each implemented, to a greater or lesser extent, with the assistance of EU funds. In 2010 we are scheduled to complete the modernization and extension of the Czajka wastewater treatment plant in Warsaw. We are supplying this particular plant, as well as wastewater plants in Łódź and Kraków, with sewer

sludge incineration facilities. A similar incineration plant will soon be put to use at the Orlen Eko refinery in Plock. These are obviously examples of some of our bigger investments.

**How is exhibiting at POLEKO important for a global leader such as the company you represent?**

POLEKO is an exhibition bringing together companies and customers from the environmental protection sector. You simply have to be here to meet the representatives of companies operating in the same industry. We have been participating in the trade fair for over ten years. A few years ago we decided to exhibit our range of products on a biennial basis. The technological progress in our industry is not rapid enough for us to present something new every year. Naturally we do realize that showcasing new products will not translate directly into sales growth in the case of such a large and established company like ours, but we wish to demonstrate our potential and introduce customers to new solutions. This year will be the first time the companies from the Veolia Environnement group have held a joint exhibition. This is our way to stress that we are a large group, well established on the Polish market.

## International forum

**Environmental problems often extend beyond the borders of a single country, which is why it is so important to share experiences and present the latest solutions in the area of environmental protection. The POLEKO trade fair is conducive to the establishment of international contacts and has often served as a starting point for new environment-friendly international business initiatives, inspiring business activities and promoting sustainable development. Therefore it is worth taking an interest in this year's offer of foreign exhibitors, as well as paying attention to the national days and international initiatives. For instance, the second day of the trade fair will feature the "Clean&Green: Swedish-Norwegian-Danish Innovation Day". This will be a seminar presenting the experiences of these countries and the latest environmental protection technologies employed by them. It should be noted that international business co-operation in the area of environmental protection is fostered at the POLEKO trade fair by matchmaking events, at which Polish and foreign enterprises, as well as research and development centres, have an opportunity to find partners willing to implement joint projects. This year the matchmaking meetings will include the "Polish-Swiss Business Mixer".**

Photo: MTP Photoservice, POLEKO 2007



Photo: MTP Photoservice, POLEKO 2007

# Anything for municipal services

*This year will feature the first edition of KOMTECHNIKA International Trade Fair for Municipal Technologies, created on the basis of the existing Municipal Technology Park, previously part of the POLEKO trade fair. Holding both trade fairs at the same time will expand the range of products and solutions for the municipal services sector.*



The world's strongest man – Mariusz Pudzianowski – was the guest of honour of Komunal Partner, exhibitor at last year's Municipal Technology Park. The 2007 Polish, European and World Champion signed autographs and ran contests for the visitors.

Photo: MTP Photoservice, POLEKO 2007

## KOMTECHNIKA

### A rich offer

At KOMTECHNIKA International Trade Fair for Municipal Technologies companies will present machines, equipment and vehicles for road, street and square maintenance, waste collection and disposal, maintenance of urban green and recreation areas, as well as public transport and maintenance of other municipal facilities. The exhibition will be accompanied by City-Truck Show, outdoor show presenting the operation of municipal equipment. Last year's Municipal Technology Park attracted 48 exhibitors who showcased their products and solutions over 2850 m<sup>2</sup>. A specially extensive range of products was exhibited by manufacturers and suppliers of tractors adjusted to municipal purposes, transportation vehicles and special-purpose vehicles, as well as by companies producing specialist constructions and semi-trailers for transportation vehicles. The companies presented new models of waste collection and transportation vehicles, sweepers, wastewater vehicles, winter road and street maintenance equipment, devices for maintaining green areas and cleaning equipment.



Photo: MTP Photoservice, POLEKO 2007



Interview with **Zbigniew Wilmański**,  
President – Managing Director, Municipal Equipment Manufacturing Plant WUKO S.A.

## Company strengths

**WUKO SA is one of Poland's biggest manufacturers of municipal services equipment. It is an established and reputable company,**

representatives whose task is to reach prospective customers. I would like to emphasize that we operate based on Polish capital and our own construction solutions.

**both on the domestic, as well as on the foreign market. How do you manage to maintain your position on the market, given the fierce competition in the industry?**

We have been manufacturing municipal equipment for over 50 years and in that period we have produced nearly all types of devices needed for efficient waste management and maintenance of order in communes and cities. Our refuse collection vehicles, sweepers and wastewater vehicles are modern devices manufactured using technologically advanced lorry chassis. Today the features that really matter are innovative construction solutions, functionality, reliability, work ergonomics and price. That is why we strive to make our products fulfil all the listed criteria. To that end we established our own construction bureau more than a decade ago and equipped it with the latest computers and software. Our engineering know-how is constantly expanded and reviewed. Each of our customers may present their needs, preferences and solutions and our bureau is capable of developing a custom-made product. We have the capacity for unit production and I believe that is one of our strengths. We also show our own solutions. We have decided to present a new or modernized product to our customers every year. This year that product is a vehicle for cleaning street drainage systems with water recirculation. Next year we would like to show a new model of a refuse vehicle for collecting segregated waste.

In order to attract customers we have established a Commercial Company specialising in trade and marketing. We have our own

**How important is the company's participation in the Poznań trade fair for its marketing activities?**

I have worked in this company for over 30 years. We have had our ups and downs. Still, as far as I can recall, we have always exhibited at various Poznań trade fairs. They included the technological, automotive and, more recently, the municipal trade fair. The trade fair is a very important component of our marketing operations. It is here that we have an opportunity to meet our customers in a relatively short time. We learn about their needs and problems. Our constructors are present at the trade fair and can obtain valuable feedback, which they later use in their day-to-day work. We also have a chance to present the latest additions to our range of products and see what our competitors have to offer. We can also find out more about the development trends for municipal equipment. This year we will exhibit at both POLEKO and KOMTECHNIKA. We would like to invite our existing and potential customers to visit our stand.



Photo: MTP Photoservice, POLEKO 2007



# Art at the trade fair



By participating in the Festival many graphic artists, folk artists and craftsmen have an opportunity to break through on the market and arouse the interest of individual customers and art sellers. This year's Festival will provide a unique opportunity to promote their works, as it will be held at the same time as the United Nations Climate Change Conference, expected to attract around 10 thousand participants from all over the world.

**ZOFIA STRZYŻ**, Festival of Art and Artistic Objects Project Manager

In December's festive atmosphere the modern and professionally arranged MTP exhibition halls host a unique meeting with art and artistic crafts, namely the Festival of Art and Artistic Objects. This event is held under the auspices of the Association of Polish Artists and Designers.

## Festival of Art and Artistic Objects

### Closer to the art

This year's Festival of Art and Artistic Objects will feature graphic artists of various kinds, students of Academies of Fine Arts and schools of graphic arts, craftsmen and folk artists, as well as galleries, gift shops, art workshops, culture centres, as well as producers and importers of art materials. This is an opportunity to establish contacts within their own community and beyond it, with individual customers. Such a chance to hold face-to-face talks with art buyers is invaluable. Visitors to the Festival will be able to purchase the works they like. The artists themselves sell and set the price for their pieces. The Festival has continued to generate more and more interest, as people are beginning to turn away from mass production and towards handicraft, wishing to be closer to art. In 2007 the Festival featured over 450 artists from all over Poland – a third of



Maria Wojcik work

which were graduates or students of academies and schools of fine arts. And such is the opinion on Festival of **Jerzy Brukwicki** from Mazovia Centre of Culture and Art *The Festival held during the Christmas shopping rush is an important event. It enables the visitors to purchase unique beautiful Christmas gifts, unique Christmas ornaments and decorations, as well as works of art not only by young artists, but also renowned painters and sculptors shaping the contemporary art scene. They are purchased by individuals who do not deal with art in their day-to-day work and are not collectors. Owing to the Festival they can purchase art at affordable prices. Another advantage of the Festival is its variety and lively atmosphere, as well as the visiting public reacting enthusiastically to the colourful mix of objects, forms and styles.*



The Festival always emphasizes the works of young artists. Last year the works by students of Poznań and Łódź Academies of Fine Arts were displayed at special exhibitions. Another special exhibition, entitled "Femininity" showcased the artistic accomplishments of the members of the "Niezależni" Students Association from Poznań Academy of Fine Arts.



This year will once again feature special workshops addressed to the visitors, who will explore various art techniques. These workshops always prove very popular with people wanting to test their artistic skills and talents.



Photo: MTP Photoservice, PGA 2007

POZNAŃ GAME ARENA – Multimedia and Entertainment Exhibition is, first and foremost, a meeting of computer games, party games and paintball enthusiasts. This year all of them will gather in one exhibition hall over an area of 15 thousand m<sup>2</sup>. Last year saw a record-breaking number of visitors – 17 thousand. To suit the varied tastes of PGA visitors, the exhibition is divided into three arenas: Digital Arena, Fantasy Arena and Paintball Arena.

# GAMES in three guises

## Digital Arena – what's new?

multimedia and computer games • modern technologies • the latest IT developments



Photo: MTP Photoservice, PGA 2007

Every year the manufacturers want to showcase the latest additions to their range of products and it is here that they choose to hold launches of long-awaited games. These market debuts draw youngsters from all over Poland. Last year's event featured the first public presentation of "The Witcher". Many fans are already gearing up to support their idols competing in prestigious tournaments. Here emotions are really running high. Suffice it to say that last year the winners received a record amount of nearly 50 thousand zlotys. But that is not the only factor contributing to the event's unique atmosphere. Here everyone can test their skills in their favourite console and PC games, learn new

tricks or participate in tournaments or competitions open to amateurs. For that November weekend the organisers have prepared nearly one thousand workstations for the gaming fans.

## Fantasy Arena – the world of magic

party games • card games • figure games • board games • chess • bridge

This is a place where imagination and intelligence reign. Organisers are preparing many presentations of games, as well as competitions and tournaments for fantasy literature fans and party games enthusiasts. Here they will have an opportunity to see the champions play, learn the rules and test their skills in a tournaments addressed to amateur players. There will also be premiere shows. For instance, last year's event featured the Polish debut of the StarCraft board game based on one of the most popular computer games of recent years. Another attraction was a knights' tournament, where, under the watchful eye of the members of Poznań Knights Fraternity, everyone could fight a duel, wielding a sword made of flexible carbon fibre and foam.



Photo: MTP Photoservice, PGA 2007



Photo: MTP Photoservice, PGA 2007

## Paintball Arena – only in Poznań!

There is no other event in Poland of such a scale as the Paintball Arena. Its professional organisation is guaranteed by the support of Fanatix – Poland's best paintball tournament organiser. Paintball fans will be able to watch the best Polish teams compete, as well as experience an adrenaline rush themselves when trying their luck at the paintball shooting range or a field allocated especially for the visiting public.



Never before in Poland have the biggest computer industry companies prepared so thoroughly to an electronic entertainment trade fair. Microsoft, Intel, Hewlett Packard or Electronic Arts will offer exciting solutions Polish gaming fans could only dream of until recently. Market debuts and novelties, hundreds of accredited journalists, a riveting nationwide advertising campaign, tens of thousands visitors and the industry's giants – this will be the biggest PGA on record and Poland's largest gaming and entertainment event addressed to whole families. Join us!

**RAFAŁ BŁACHOWSKI**, PGA Project Manager



Photo: MTP Photoservice, PGA 2007

Last year Poznań Game Arena played host to Jonathan "Fatal1ty" Wendel, a global gaming star, invited to Poland by Creative. He is a professional computer gamer and the world's most famous tournament player. He has already won over half a million dollars in hundreds of computer gaming championships.

*At the same time and in the same place the trade fair brings together most of the leading industry representatives, as well as the most active and the most creative businesses operating on the market or wishing to enter it. That is why exhibitions offer an excellent opportunity to compare the range of products offered by various companies and learn more about the latest solutions and trends.*



Photo: MTP Photoservice

**The best promotion**

Company's growth is determined largely by innovation, i.e. access to new solutions, new technologies and new materials. Exhibitors displaying the latest additions to their range have a chance to reach a wide audience of professional visitors and put up a spectacular show. At the trade fair it is not only the products that are evaluated, but also the exhibitors themselves. A company which chooses to showcase novelties at an exhibition builds up its brand and, consequently, market position.

It is true that last year the property prices skyrocketed. At the same time the interest rates on mortgages to construct or purchase property also went up. However, high property prices are not directly linked to the price surge in the construction sector. They depend on the market. In fact, the prices of our products, due to the strong zloty, even went down. People generally need flats and houses, therefore a stagnation on the market is unlikely. Poland has room for many more properties. I hope real estate prices will soon drop, boosting the interest in the construction of a house or purchase of a flat. Companies continue to build many new facilities, warehouses, offices and homes. They need and will continue needing doors, gates and drives – and our company can offer high-quality solutions in that field.

**Hörmann is one of BUDMA's biggest exhibitors. The advantage of this trade fair is the presence of many construction industry leaders and representatives. What does your company gain as a result of trade fair participation?**

We have been exhibiting at BUDMA ever since the first edition of this trade fair. Our priority has always been a well-designed and functional stand. We believe the trade fair to be the best venue for presenting the latest additions to our range of products. The products we offer are often large-size objects and it is difficult for our sales reps to show them to prospective customers "live". In such cases they use pictures in catalogues and folders. The trade fair, on the other hand, enables us to present our products in their full glory, in the same place and at the same time. We also value the presence of our competitors. Our prospective customers can thus get an overview of the solutions offered by many manufacturers. By making direct comparisons the customer can make an informed choice and select the best product available.

**In marketing terms, how important is it for Hörmann to exhibit at BUDMA?**

The marketing importance of the trade fair consists in the opportunity to showcase our company's products directly. Moreover, we wish to acquaint our business partners and dealers with our latest designs and new solutions. A trade fair is an excellent venue for presenting your range of products, an opportunity we are eager to seize.

Paradyż Group believes that presenting new products at the trade fair is a matter of promotion and prestige, as well as obtaining market feedback

**Lukasz Kardas**, Marketing Manager, Paradyż Group, says:

*At this year's BUDMA Interior trade fair Paradyż Group decided to present luxury collections of large format tiles: Sensual/ Art and Amanda/ Alex. We have designed our stand in such a way as to emphasize the display of the latest collections in our range. We have demonstrated many arrangement and colour variants using four bathroom designs fitted with the largest ceramic tile format produced in Poland. These, as well as the remaining 60 tile collections presented at our stand generated great interest among the visitors to our stand, who comprised architects, interior designers, stylists and individual customers. For the Paradyż Group, the leader of the tiles sector in Poland, exhibiting at the BUDMA Interior trade fair is largely a matter of prestige, building up and reinforcing the company's image. Another aim this year was to present the latest collections of ceramic tiles – suggestions for 2008. The attractive design of our stand was recognized and rewarded with the Acanthus Aureus prize granted by a jury of professionals. This award is given to the exhibitors whose stand is best suited to their marketing strategy.*

**New products draw attention**

New products and market premieres are the strongest magnet drawing professional visitors to the trade fair. According to the research carried out by Exhibition & Event Association of Australia, the visitors come to the trade fair mainly to see new products, obtain market information, learn about the latest technologies and establish business contacts. In turn, surveys conducted by AUMA-EMNID Institute, Germany, found that 87% of trade fair visitors pass on the information obtained there to their immediate superiors. It is not only exhibitors who promote novelties at the trade fair; exhibition organisers also actively strive to publicize such solutions submitted by companies. Prior to the trade fair special publications are sent to the exhibitors' prospective customers, while up-to-date information is also posted online at the trade fair website. Upon entering the fair

grounds, the visitors are handed a brochure with technical details, pictures of new products and the location of a given exhibitor. Such a guide not only makes it easier to find the relevant stand, but also offers an opportunity to review and compare various solutions. On the other hand, at the stands new products are labelled with a special NEW! sign, which helps to locate them among the extensive range of products on display. Information about new products also generates media interest. A trade fair presentation covered by the media draws attention to new products and the company offering such solutions. The trade fair also provides an excellent opportunity to showcase new products in an original way, for instance at work.



According to **Maciej Marulski**, Technical and Trading Specialist of Isotek Sp. z o.o.: *At the ITM Poland trade fair we are presenting a few new products. Special labels at the stand attract visitors. The product we are currently promoting – STENHOJ broaching machine – is presented in a special way, i.e. in motion, at work. This is of great importance, the principle of its operation has been*

*patented, while the opportunity to see a machine at work brings enormous benefits. Although it is a highly specialised machine tool, we have decided to showcase it at the trade fair and provide the visitors with an opportunity not only to see it up close, but also to receive comprehensive information. Such a form for presenting new products is credible, thus affecting purchasing decisions. A trade fair exhibition provides an opportunity to generate interest in the machines among a wide audience of specialists. We hope that the new solutions will also be noticed by journalists. The fact that we are presenting three new products at the trade fair says a lot about our company. We offer our customers cutting-edge solutions, which, displayed at the trade fair, positively impact our company's market image. More and more exhibitors seize the opportunities for promoting new products offered by the trade fair. Today Poznań trade fairs are dominated by novelties – new machines, new technologies, new materials. They include worldwide premieres.*



**Strategically about new products**

Interview with **Tomasz Szymański**, Director of NICOM Professional Engineering Systems

**At your stand one of the pieces of software is labelled with a NEW! sign. Does that draw the attention of visitors?**

Definitely. When trade fair visitors, who are mainly professionals, see that label, they pay more attention to our exhibition. They stop and ask questions about the new product, i.e. EdagCAM 12,5 software – a leader among CAM applications. We, on the other hand, try to provide them with answers and comprehensive information. In a face-to-face dialogue we have a chance not only to pass on a lot of information, but also suggest some solutions. There is a reason why direct contacts are considered to be the best sales tool.

**Is that why you have chosen the trade fair as the venue for launching the new product?**

Direct contact with the customer is just one of the reasons. The ITM Poland trade fair is a professional event with a wide reach and excellent reputation. In a single location it brings together a large group of professionals in the field of technology and industry, interested in investments. Here we can also meet our prospective customers – representatives of the machine tools sector. I believe that owing to the trade fair new ideas and new applications are transferred more quickly into business practice. Many trade

fair visitors seek inspiration to develop production in their companies. Here they can observe where the industry is going and what conditions must be met to conquer the market. The opportunity to obtain financing for innovative production is conducive to modernisation. Hence the interest in new solutions. Many people consider the trade fair to be a source of information about the latest trends and products. That is one reason why it is worth exhibiting novelties here.

On the other hand, exhibitors decide to participate in trade fairs to promote their products and company. Showcasing novelties is good for the company's reputation. It is very important to be remembered as a sound innovative business presenting new solutions. An unquestionable benefit of exhibiting at the trade fair is the opportunity to be noticed by the media. The new product on display generate interest not only among professionals, but also journalists. It is also important that MTP promote novelties not only by labelling them with a special sign, but also by posting information online and publishing press releases.

And although in our case the presentation of new software at the trade fair is just one of the elements of our launch strategy, we are counting on trade fair promotion.



**Wojciech Gieburowski**  
CEO of Kolekcja Mebli Klose

## Creating furniture is a certain philosophy

When designing furniture many elements have to come together, such as material, form, function, quality, etc. How would you describe Klose furniture and what, in your opinion, determines the strength of this brand and makes Klose furniture popular with buyers in Poland and abroad?

Creating furniture is a certain philosophy. Over the past few years we have turned from a company perceived as a manufacturer of reliable high-quality furniture into a provider of interior design solutions. That does not mean that we pay less attention to quality, just the other way around, in fact – owing to cutting-edge equipment and innovative technological solutions employed in all our manufacturing plants, we can guarantee the best possible workmanship. Klose furniture is produced using timber of the highest quality. However, the strength of our brand can be attributed to the fact that we do not just sell furniture, but solutions: how to arrange your dining room, living room, study or bedroom. We try to make our range of products extensive and varied. We enjoy mixing different styles, matching the designs to different characters and tastes of our customers. We always keep in mind, however, that the furniture we create needs to smoothly combine beauty and functionality. Fashionable designs and functional properties go side by side in each of our projects. By putting themselves into the prospective customers' shoes, the design team develops models that best meet the market demand. The seal of approval for the projects by architects and experienced designers is a guarantee of their originality. Numerous awards and distinctions granted to our furniture (including MTP Gold Medals and distinctions in the Good Design Programme organised by the Institute of Industrial Design) are the best proof that design and interior arrangement solutions offered

by Klose creators are recognized and appreciated both by furniture industry experts, as well as by demanding customers. We create furniture with a soul.

**What development strategy are you planning to follow in the coming years and what market growth do you expect?**

Our operations have always been focused on building up the reputation of our brand on the market, due to the fact that our range of products is addressed to customers who pay attention to added value. An effective and valued brand guarantees product recognition, especially on the developed and highly saturated European Union markets. The conditions for profitable exports, i.e. low production costs and favourable zloty-euro or zloty-US dollar exchange rates have changed dramatically. The current difficulties on the global markets have resulted in lower growth on the Western markets. Our strategy is to reinforce our position on the domestic and on the European market. At the same time, we are planning to intensify our operations in the East, making the most of our potential and the opportunities connected with offering highly processed goods.

**Klose is an undisputed market leader. How do you assess the situation in the Polish furniture industry compared with other European states?**

First of all I would like to stress we are the leader in our segment. The development strategy we adopted and the resulting long-term activities have enabled us to establish our position as the manufacturer of furniture from natural materials produced on an industrial scale. Coming back to your question – until recently the greatest advantage of the Polish furniture manufacturing industry was the low cost of labour and, consequently, lower production costs. Well-known large European shopping chains would purchase high volumes of furniture from Poland, made to order using the designs submitted

by such chains. Exports guaranteed dynamic growth for Polish manufacturers. The profits thus obtained enabled them to invest in their plants and new machinery, which made Polish furniture competitive on the international market. The strength of Polish brands is evidenced by the fact that they are recognized abroad and highly popular with buyers. Unfortunately, the strong zloty against the euro and US dollar has created significant barriers to Polish exporters. With the rising cost of labour and the strengthening currency Poland is losing the price advantage over its competitors. In order to win the competition with Asian manufacturers who do not comply with European employment standards and with the established Western brands we need to maintain the highest possible production standards and offer products that stand out among those offered by other manufactur-



A stand of Klose awarded with Acanthus Aureus.

Photo: MTP Photoservice, MEBLE 2008

ers. Polish brands that care about the quality and innovativeness of their furniture have won that competition for some years.

We hope that this year, despite the unfavourable exchange rates, will confirm the success of Polish furniture on the global market.

**Klose is one of the biggest exhibitors at the MEBLE trade fair. How important is it for you to participate in such exhibitions?**

Klose furniture has been known around Europe for over 30 years, while the company has been present in Poland for the past 15 years. One of the elements contributing to our company's market position is active participation in important trade events. MTP's MEBLE trade fair is certainly one of Poland's most im-

portant exhibitions addressed to the furniture sector, which is why we have been exhibiting here from the very beginning of our operations on the Polish market. MEBLE offers more than just an opportunity to attract new business partners. It is, first and foremost, the chance to showcase your company and its accomplishments. The trade fair is a venue where the latest and most innovative products are presented, as well as a good place for the exchange of information and promoting the company's image. It promotes greater product and brand awareness. After all a strong brand is the best investment for the future, especially when we have to face the competition on exports markets.

When we debuted on the Polish market, our trade fair participation was aimed mainly at winning new business and showing the reliability and excellent workmanship of our

furniture, as well as our attention to detail. These aims have not changed, however, as we continue to develop, so does our presentation formula. Today our presence at the trade fair is more a matter of marketing and prestige. New competitions and ranking lists introduced by the trade fair organiser, including the presentation of new products at the Poznań Premieres exhibition, evaluated by a body of professionals, are conducive to the assessment of our accomplishments, at the same time offering outstanding marketing opportunities. The trade fair in Poznań is a great tool for building relations with your customers. The better we know our customers and the better they know us, the greater our chances of achieving business success. ■



**Piotr Wrotyński**  
Unilever Foodsolutions Director

## A recipe for SUCCESS

The catering industry is a robust and thriving industry. Unilever Foodsolutions is a global corporation all professional, as well as amateur chefs, are familiar with. What is the recipe for your success? Where do you seek inspiration for new products?

The success of Unilever Foodsolutions can be attributed to many factors. First of all, we offer high-quality products with unique properties, especially on the Polish catering market (including bouillions, spices, soups, sauces, tea, salad dressings, desserts). Unilever Foodsolutions, however, is more than just products. It also involves comprehensive ideas, expert know-how and assistance, enabling our customers to save time and money, thus boosting their profits. Equally important are professional workshops and cooking shows held in our Culinary Centre in Poznań. A state-of-the-art trailer designed for cooking presentations allows us to hold training sessions directly on the premises of our customers. Unilever Foodsolutions is also the brains behind and the organiser of the prestigious Primerba Cup cooking tournament, as well as the general sponsor of the Polish Culinary Cup. The finals of both competitions are held at POLAGRA-FOOD. Our company also supports young talents by holding a special competition addressed to the youngest chefs, called the "Young Culinary Art Creator".

When seeking inspiration for new products, we use a number of different sources. We follow closely the current market trends, research our customers' needs, as well as draw on our company's experiences in other countries. It is of great importance to listen to the voice of our customers, whose feedback and ideas inspire us to take action and develop further. Therefore, a recipe for success is more than just the right ingredients, but also, maybe most importantly, the ability to find the right way to combine them. After all we operate on the catering market, where this rule applies universally.

**How would you describe your typical Polish customers? Is it easy to win their loyalty?**

Our buyers include all types of catering establishments, however, they are dominated by hotels and restaurants, Polish and foreign catering chains and public sector institutions. Each group of buyers has different needs and requirements, specific for their sector. We try to adapt our range of products to suit various needs, however it is product quality that is of primary importance, as confirmed by the findings of research conducted on the Polish catering market. Customers set their requirements very high for Unilever Foodsolutions, expecting

them not only to meet the most stringent quality standards, but also to follow the latest trends on the foodstuffs market. Winning customer loyalty is a long-term process that can take many years. It is possible to achieve that by guaranteeing constantly high product quality, introducing innovative solutions, providing support and assistance in supplying custom-made solutions enabling a given customer to develop their own business. We support our customers through cooking training and workshops, but also by educating them in the area of restaurant management: how to increase your turnover, optimize costs and stand out from the competitors. All these activities build solid foundations for good co-operation and allow it to develop further.

**You operate in 65 countries. Are the products sold on our domestic market different from those marketed in other countries? If so, what is the difference?**

Unilever Foodsolutions in Poland offers over 230 different products for the catering sector. Some of them are typical not only for Polish cuisine, but also for the culinary traditions of other European countries. Such products sold on our market are identical to those available in France or Germany. However the majority of our products are customized to meet the expectations of Polish consumers regarding the flavour, format, packaging and functional properties. When we launch new products we often rely on the experiences and trends observed in other European countries, which enables us to introduce a product that is so innovative that it sets new trends in Polish cooking. Still, it is our customers' preferences that are our priority. The most important thing is what Polish chefs and consumers expect from us.

**You have been active participants in the Poznań trade fair. To what extent does the time spent at MTP grounds translate into the company's performance?**

POLAGRA-FOOD is one of Central and Eastern Europe's most important events of the food and catering industries. The exhibitors always include the leaders of the particular food market segments, which means we cannot fail to be here either. The trade fair provides an excellent opportunity to showcase our range of products and new recipes, to exchange experiences, hold business meetings with our existing customers and business partners, as well as to establish new business contacts with owners of hotels, restaurants and other catering facilities. Exhibiting at the POLAGRA-FOOD trade fair is an excellent tool for fostering Unilever Foodsolutions' image as the leader in catering solutions. ■

Is it worth vying for MTP Gold Medal? There is only one answer – **YES**, as it is the best form of promotion



**Gold Medal of the Poznań International Fair - the most prestigious distinction granted since 1979 to high quality, innovative products manufactured using cutting-edge technologies and exhibited at the trade fair.**

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

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

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

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

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

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

**MTP Gold Medal Competition Organisers**  
**BIT-BUSINESS-INNOVATIONS-TECHNOLOGIES Ltd.**  
Głogowska 26, 60-734 Poznań, Poland  
phone 48 61/866 59 36, 869 24 06  
phone/fax 48 61/866 66 50  
e-mail: bit@binte.pl, j.kanikowska@binte.pl

FITNESS TRADE FAIR

# fit business

Owners and managers of fitness and sports clubs, fitness trainers and instructors, and, last but not least, fitness enthusiasts – it was with them in mind that MTP decided three years ago to introduce a new event – FitExpo – into its calendar. Today it is Poland's only trade fair addressed to fitness professionals. This year's edition was record breaking not only in terms of exhibition space, but also the programme of events. Next year looks set to bring new surprises – golf, tennis, squash and many more.

This year's exhibitors presented the range of products offered by 120 leading Polish and international manufacturers – the latest solutions for owners of fitness clubs, gyms, tanning parlours, hotels and SPAs. The trade fair featured 50 market debuts. Companies had an opportunity to display their products to over five thousand visitors, including the famous Polish athlete Jacek Wszola, Aleksandra Kobiela – the fitness world champion and Hanna Fidusiewicz – the pioneer of the fitness movement in Poland.



Hundreds of thousands calories burnt, tens of thousands kilometres covered – all this inside an exhibition hall! At no other fitness trade fair in Poland did so many people exercise at once in a single venue!



The Fitness&Sport Marketing conference attracted over 100 participants. The debates were devoted to the most important issues related to the management, marketing, promotion and finance in the sports sector, as well as the interior arrangement of sports and fitness clubs.



The exhibition featured fitness accessories, Cardio devices, weight lifting equipment and accessories, fitness bikes, home sports equipment, physiotherapy equipment, sports clothing and footwear, sports underwear, beach fashion and swimsuits, martial arts clothing, cosmetics and dietary supplements, equipment for sport and recreation centres, IT solutions for the fitness sector, saunas, swimming pools and solariums.



Fans from all over the world (the Netherlands, Brazil, USA, UK and France) came to participate in training sessions and lectures held by legends of the Brazilian capoeira, such as Mestre Acordeon, Mestre Itapoaz and Mestre Suassuna. Almost 300 people of various ages took the opportunity to practice their capoeira skills.

The Fitness Eu4ya Convention attracted over 450 fitness enthusiasts from all over Poland and neighbouring countries. The training sessions were conducted by internationally renowned coaches and trainers, invited by Poland's leading fitness schools. The Eu4ya Convention participants could choose between aerobics classes, step, dance, BodyArt, fitness with elements of Tai-Bo, Tae-Kwon-Do, Karate and boxing. The convention also featured small workshops conducted by fitness stars, while in the intervals the participants could pop out for a talk in the Fitness Schools' Avenue.



Next edition 8–10.05.2009



## MTP Gold Medal

### FIT-EXPO 2008

ACTIVE WELLNESS TV (AWT) System – Technogym SpA, Italy • TOMAHAWK S series SENSITIVE BIKE – Cytech GmbH, Germany • PRECOR AMT adoptive motion trainer – Precor, USA

### EXPOPOWER 2008

Internet Electric Energy Trading Platform – poee – Elbis Sp. z o.o., Rogowice • ZKSN medium voltage cable connector with SN switchgear of CGMCOSMOS type – Strunobet-Migacz Sp. z o.o., Kuzki • CAMELEON universal modular power supply unit – Merawex Sp. z o.o., Gliwice • D series medium voltage switchgears – Elektrobudowa S.A., Katowice, submitted by Elektrobudowa S.A., Company Branch Rynek Dystrybucji Energii, Konin • concrete transformer station – advertising pole 20/630 – Energetyka Kaliska – Usługi Techniczne Sp. z o.o., Kalisz • RC\*GSM VR – energy saving controller for lighting circuits – Profil Przedsiębiorstwo Wielobranżowe Sławomir Mroziński, Dąbrowa Górnicza • VIGO cam v 50 thermographic camera – Vigo System S.A., Warsaw • Xinus – active filter – C&T elmech Sp. z o.o., Pruszcz Gdański • SYNDIS- control and supervision system – Badawczo-Rozwojowa Spółdzielnia Pracy Mikroprocesorowych Systemów Automatyki Mikronika, Poznań • BRDA – system of dual medium voltage switchgears, ZPUE Elektromontaż Poznań S.A., Poznań • concrete rotated pole for 110 KV lines – Przedsiębiorstwo Produkcji Strunobetonowych Żerdzi Wirowanych Wirbet S.A.

### MEBLE 2008

LIBERO sofa – Meblarska Spółdzielnia Pracy Dąb, Gdynia • NEPTUN furniture system – Fabryka Mebli Taranko Aleksander Taranko, Morąg • WERSAL furniture system – Fabryka Mebli Taranko Aleksander Taranko, Morąg • KLER D140 programme – Kler S.A., Dobrodzień • MULTIFORM living room furniture set – Kolekcja Mebli Klose Sp. z o.o., Nowe • Meble Mikołajczyk, COLOSSEO stylized furniture – Fabryka Mebli Mikołajczyk Sp. z o.o., Piotrowice • CAPRI upholstered furniture line – Fabryka Mebli Tapicerowanych Tombea, Tomasz Misiorny Łowęcin • AVANTI garden furniture set – Heinz Kettler GmbH & Co. KG, Germany, submitted by: Kettler Polska Sp. z o.o., Piła • SAWANNA furniture line – Meblik s.c. Stanisław Gierszewski Andrzej Zablotny, Chojnice • ARGENTO – Vero Sp. z o.o. Lubliniec • SENSO bedroom furniture – Profap, Kraków, submitted by: UNEX Sp. z o.o., Kraków • TUKAN living room furniture – Noti, Tarnowo Podgórne • Argo study – Przedsiębiorstwo Produkcji Mebli Jafra, Karnice • Karen – B study – Przedsiębiorstwo Produkcji Mebli Jafra, Karnice • Mar-Jani collection – Przedsiębiorstwo Produkcji Mebli Jafra, Karnice • Jafra hotel furniture – Przedsiębiorstwo Produkcji Mebli Jafra, Karnice

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## TRADE FAIR OF THE POWER ENGINEERING SECTOR

# Innovation in the foreground

Following a successful debut in 2007 the time has come for the second edition. Its success exceeded all expectations: EXPOPOWER 2008 International Exhibition of Power Industry has doubled its exhibition space and the number of exhibitors. The record-breaking figures - nearly 3300 m<sup>2</sup> of exhibition space, 200 exhibitors and represented companies – prove that the new MTP event addressed to the power industry, organised jointly with its representatives, has met with a positive response. The greatest strength of EXPOPOWER are the latest technological solutions, both those presented by the exhibitors, as well as those discussed by experts at numerous conferences accompanying the trade fair.

Next edition 19–21.05.2009

The power industry is facing a period of rapid growth, as economic investments stimulate ever greater demand for energy. This, however, requires the need for cutting-edge technologies for power generation and distribution. Our trade fair, apart from its marketing objective, is also aimed at creating a forum for the exchange of know-how about power engineering innovations – says **Wiesława Galińska**, EXPOPOWER Project Manager.



Photos: MTP Photoservice, EXPOPOWER 2008

### Important partners

Innovativeness and fast development of the power sector are a priority for state authorities and one of the strategic objectives of industry organisations. The EXPOPOWER trade fair with its formula emphasizing the importance of the transfer of technologies into industrial practice has been recognized by important partners. The trade fair was held under the honorary auspices of Andrzej Czerwiński, Chairman of the Parliamentary Power Industry Committee and the Ministry of the Economy, as well as trade chambers of commerce.

### Hot issues

The three days of the trade fair were packed with presentations, discussions and seminars. These events were dominated by questions of energy security, and, consequently, explored the potential of renewable energy sources, energy-saving solutions and energy efficiency. The representatives of ministries and central institutions, industry associations, power engineering companies, energy suppliers and distributors, as well as consumer organisations gathered at a debate devoted to the planned energy efficiency act. There was no shortage of strictly technical conferences, as well as conferences analysing the legal regulations governing the operation of the power market. The trade fair also featured the finals of the nationwide "Safe Electricity" education campaign.



### Marketing objectives

Reaching new customers and conquering new markets is always one of the chief objectives of trade fair exhibitors – both the power industry giants, as well as smaller companies providing energy-related services. About the need to invest in marketing activities aimed at attracting prospective customers speaks **Paweł Gniadek** from the Market Communication and PR Department of Tauron Polska Energia SA: *Tauron Polska Energia SA is planning to have its Stock Exchange debut next year. Therefore we want*

*to make the most of every opportunity to meet the market participants and individuals that shape the opinions of prospective investors. Of course we also set great store by contacts with customers, both the existing recipients of power we supply and the prospective buyers. Any chance to win new business is valuable. The trade fair is an excellent place where you can meet opinion makers, potential investors and customers. That is why it is worth being here! We believe that exhibiting at such an important event is a matter of prestige – Poland's second largest power company cannot fail to appear at the industry's most important trade fair.*



AUTOMOTIVE TRADE FAIR

# HITS

## of automotive showrooms

MOTO SALON Poznań Automotive Meetings is a fascinating meeting of automotive experts and enthusiasts with car dealers, presenting their latest models at the trade fair. There is no shortage of novelties and product launches, which always generate a lot of excitement. This year's exhibition attracted over 17 000 visitors. Next year's event looks set to be even more interesting, as Poznań Automotive Meetings will accompany the Automotive Technology Fair, held on a biennial basis where vehicle diagnostics, service stations, spare parts and accessories are presented.



The visitors at Poznań Automotive Meetings had an opportunity to see such makes as Alfa Romeo, Audi, BMW, Cadillac, Chevrolet, Citroen, Dacia, Fiat, Ford, Gazela, Honda, Hyundai, Jeep, Kia, Lancia, Lexus, Łada Niva, Mercedes, Mitsubishi, Nissan, Opel, Peugeot, Renault, Seat, Skoda, Subaru, Suzuki, Toyota, Uaz, Volkswagen and Volvo.



Entrepreneurs operating vehicle testing stations, vehicle testing stations supervisors, diagnosticians and everyone interested in issues related to technical inspections and road safety had an opportunity to meet at a training seminar devoted to technical inspections carried out in vehicle testing stations, held by the Regional Automotive Training Centre of the Polish Automobile and Motorcycle Federation. The objective of this seminar was to present the interpretation of regulations applicable to the operation of vehicle testing stations, and to technical vehicle inspections.



At the initiative of the Road Traffic Department of the Provincial Police Headquarters in Poznań a conference was held, devoted to "Road Safety in Wielkopolskie Province", featuring representatives of the government, local authorities and research centres implementing tasks related to road safety. The conference was accompanied by road rescue shows, prepared in co-operation with the Provincial Headquarters of the State Fire Service in Poznań.

Next edition 7-10.05.2009

Nearly 30 car dealers showcased the latest models of famous makes, including family cars, luxurious limousines, sports coupes, off-road vehicles and SUV's, as well as campers – recreational vehicles. The premiere shows featured Citroen C5 and Berlingo, Chevrolet Aveo, Fiat Fiorino, Ford Kuga and Suzuki Splash.

TRADE FAIR OF FURNITURE, INTERIOR DESIGN AND FINISHING

# In good company



The boom in furniture industry could clearly be seen at this year's trade fair. It attracted nearly 600 exhibitors from Poland, Germany, France, the Netherlands, Switzerland, Italy, United Kingdom, Turkey, Romania, Ukraine, Hungary, the Czech Republic, Lithuania, Latvia, Spain, Portugal, India, Malaysia, Singapore and China, who showcased their range of products on almost 30 thousand m<sup>2</sup>.

At this year's trade fair Mebelsplast showed for the first time a collection Eva Minge for Livingroom created in co-operation with a well-known Polish designer Ewa Minge (in the photo, in the middle)

*This year for the first time the MEBLE Furniture Fair was held in good company – as many as three parallel exhibition events, all connected with one theme – interiors. The HOME DECOR Interior Design and Home Furnishings Fair, the LUMINEXPO Lighting and Lighting Technology Exhibition and the BUDMA INTERIOR Interior Finishing and Renovation Fair perfectly complement the range of products offered by the furniture industry and draw crowds of prospective buyers to the exhibition halls. No wonder that within 4 days as many as 25 thousand visitors flocked to the fair grounds, nearly 25% more than the previous year. Next year the big four will be joint by the BIURO Fair of Office Furniture and Furnishing, held on a biennial basis.*

Next edition 3-6.06.2009



## Furniture – Polish specialty



The success of this year's trade fair can be partly attributed to the boom in the furniture industry. Poland is the world's tenth biggest furniture manufacturer. In 2007 the value of the furniture output sold amounted to PLN 27 billion. According to the estimates by Maciej Formanowicz, President of the Polish Chamber of Commerce of Furniture Manufacturers, the coming years should bring about steady growth in output, ranging from 10 to 12 percent. Around 80% of furniture manufactured in Poland is sold on foreign markets. Poland is the fourth biggest furniture exporter, after China, Italy and Germany. The furniture sales are influenced by the situation

on the residential construction market. Recently that market has been thriving in Poland. In the first quarter of 2008 as many as 35 thousand apartments were put to use, an over 30% increase on the previous year, where a 16% increase was noted. **Maciej Formanowicz**, President of the Polish Chamber of Commerce of Furniture Manufacturers says that *maintaining the development momentum in the Polish furniture sector requires a number of supporting measures, which help Polish manufacturers effectively operate on foreign markets and compete with foreign producers. One such measure is holding exhibition events, which serve a very important role in promoting Polish furniture.*

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**HOME DECOR and LUMINEXPO 2008**

AZJATYCKI silverware, limited collection – OOO PUKP AGAT, Ukraine, submitted by: Wair Sp. z o.o., Opalenica • THOR fabric decoration, 59% copper – Diaz N.V., Belgium, submitted by: Flokatex Izabela Kaczmarska i Jacek Kaczmarski Sp. j., Łódź

**ITM POLAND 2008**

powRgrip toolholder system – REGO-FIX AG, Switzerland, submitted by: Zakład Usługowo-Handlowy Gamstal Sp.j., Oborniki • Tube Inspekt measuring system – Aicon 3D Systems GmbH, Germany, submitted by: Casp System Sp. z o.o., Jaworzno • VIGO cam v50 thermographic camera – Vigo System S.A., Ożarów Mazowiecki • SPEEDGLAS 9100XX automatic welding helmet – 3M Svenska AB, Sweden, submitted by: 3M Poland Sp. z o.o., Kajetany • TRULASER 3530 laser cutting machine – Trumpf Group GmbH+Co. K.G., Germany, submitted by: Trumpf Polska Sp. z o.o. Sp.K. Warsaw • CNC STAR ECAS-20T Swiss type automatic lathe – Star Micronics Co., LTD, Japan, submitted by: R+S Jerzy Ryżewski, Poznań • PPEB-EFL press brake – LVD Company N.V., Belgium, submitted by: LVD Polska Sp. z o.o., Kędzierzyn Koźle • TOPO 01 modular system for surface topography measurement and analysis – Institute of Advanced Manufacturing Technology, Kraków • DCN-L vacuum circuit breaker for direct current – Zakład Aparatury Elektrycznej Woltan Sp. z o.o., Łódź, licensed by IAE Łódź Technical University • high purity gas generation using PSA and VPSA methods – Blachownia Institute of Heavy Organic Synthesis, Kędzierzyn Koźle • silver and copper based vacuum brazes in the form of strips and wires – Metal Processing Plant of the Institute of Non-Ferrous Metals, Gliwice, submitted by: Institute of Non-Ferrous Metals, Gliwice • APZ+ apparatus for controlling gas content in liquid aluminium alloys – Institute of Non-Ferrous Metals, Light Metals Division in Skawina, Skawina, submitted by: Institute of Non-Ferrous Metals, Gliwice • microtelephone featuring silent correspondent authorisation in telecommunication circuits – Jarosław Dąbrowski Military Technical Academy, Warsaw • ALFA aluminium brake discs reinforced with fly ash – ALFA – Polish Foundry Research Institute, Kraków and Motor Transport Institute, Warsaw, submitted by: Polish Foundry Research Institute, Kraków • DW 300 MIG PULS alternating current machine – OTC Daihen, Japan, submitted by: SAP Krzysztof Jaskulski, Poznań • BA 321 horizontal machining centre – Schwabische Werkzeugmaschinen GmbH (EMAG Group), Germany • 2500-630-275-SPR power chuck with a spring mount – Fabryka Przystrojów i Uchwytów Bison-Bial S.A. • CTX alpha 300 multi-axis CNC lathe – Fامت Pleszew S.A., Pleszew • road and rail tractor – Instytut Pojazdów Szynowych Tabor, Poznań • line of screwtaps for blind holes with fine pitch – Fabryka Narzędzi Fanar S.A., Ciechanów • STABILIZER solid carbide end mills – Niagara Cutter, USA, submitted by: Fabryka Narzędzi Fanar S.A., Ciechanów • VMC 1300 vertical machining centre – Fabryka Obrabiarek Precyzyjnych Avia S.A., Warsaw • CTX GAMMA 2000 turning and milling machine – Gildemeister Drehmaschinen GmbH, Germany, submitted by: DMG Polska Sp. z o.o., Pleszew • INTEGREG i-15C multi-tasking turning and milling centre – Yamazaki Mazak Corporation, Japan, submitted by: Yamazaki

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This year's edition of interior design trade fairs in Poznań generated a lot of interest among the representatives of the trade media, but also the daily press, radio and television. The MTP Press Centre issued accreditation to over 250 journalists from Poland and abroad. The media showed huge interest in the press conference of a well-known designer Tomasz Rygalik, who ran a "Meblóścianka" workshop for young designers, as well as in the annual conference of the Polish Chamber of Commerce of Furniture Manufacturers, outlining the current situation of the Polish furniture industry and the prospects for its development.



Photo: MTP Photoservice, MEBLE 2008



Photo: MTP Photoservice, MEBLE 2008

Over four trade fair days the most gifted students of art colleges from all over Poland and from the renowned Royal College of Art in London worked in a specially allocated exhibition hall on their original furniture wall unit. Owing to the workshop and creative ideas by young designers, this piece of furniture proved to be an endless source of inspiration, various interpretations and surprising designs. The three winning designs will be implemented by Vox.

## On the trends path

**Designs, colours, shapes, suitable materials and accessories, lighting – all this matters when designing a functional interior. This is the reason why every year the trade fair features many exhibitions presenting new trends on the interior design and furnishing market.**

For the sixth year running trade fair exhibitors, as well as companies not participating in the trade fair, showcased their latest products at the **Poznań Premieres** exhibition. This provided an excellent opportunity to learn about the latest design and colour trends. This year's edition of this exhibition was particularly colourful – the rich hues of the walls and the floor made the display impossible to miss. Over an exhibition space of 400 m<sup>2</sup>, the furniture was presented in the form of complete interior arrangements.



The **PE-P** Educational and Design Programme Exhibition has accompanied the MEBLE trade fair for six years. Its aim is to enable students to establish co-operation with the industry, receive job offers from companies and participate in professional training schemes and internships. First and foremost, however, the programme's objective is to prepare students to enter the world of design work immediately after graduation.



For five years the **transFORM Design beyond borders** exhibition has been building a European platform for dialogue about design. The exhibition has been created and organised by Maria Magdalena Korpys – Creative Director, owner of the Inspira group, who wants to showcase the results of Polish-German co-operation in the field of design, industry and education between artists, companies and universities. This year, an exhibition space of 300 m<sup>2</sup> featured the most interesting designs of office chairs and armchairs, living room furniture, bathroom fittings and lamps, as well as designs and models by 5th year students of industrial design at Poznań University of Technology.



Promoting students and young university graduates specialising in design was also the aim of the **concept\_08** exhibition and film, featuring seven Academies of Fine Arts.



## A successful edition

This year's edition of the interior and furniture trade fairs left everyone satisfied. The visitors – industry professionals, Polish and foreign merchants, traders, architects and interior designers, who had an opportunity to spend the first two days of the trade fair, allocated solely for professionals, visiting the exhibition in peace and meeting with the exhibitors, stressed that the range of products presented at the trade fair was not only interesting in terms of design, but also represented very high quality of workmanship. Fruitful business contacts gave the exhibitors a reason to be pleased. After all that is one of the chief objectives of trade fair participation. On Friday and Saturday the fair grounds were open to individual customers, i.e. end users of the products and services on display. They also had no reason to complain. Especially that apart from the attractive exhibition there were many other additional attractions

in store. An "Architect advises" information desk proved very popular. There the visitors could obtain advice free of charge from renowned and experienced interior designers. Many individuals planning the purchase of real estate visited the first ever Developers' Lounge, which brought together many companies and institutions connected with the property market, as it offered an excellent opportunity to compare various real estate offers, check the financing options and

choose the best mortgage. The visitors were also eager to see numerous presentations of popular finishing works and attend lectures about the latest trends and novelties in the interior design sector. The recording of the SOFA TV show was an attraction for trade fair visitors on Saturday. Well-known journalists working for WTK presented two proposals for a living room. They exchanged opinions both with renowned designers and with the audience.



Photo: MTP Photoservice, MEBLE 2008



Viva LED is the title of this year's edition of the **Interior Lighting** Exhibition, featuring lamps and decorative lighting, which has already become a regular element of the Poznań trade fair. The aim of the exhibition is to provide an overview of young Polish designers' accomplishments. The lighting solutions on display are characterised by innovativeness, freshness of ideas and excellent design qualities. This year the exhibition featured the latest technological developments and a wide array of LED applications.



The **best diploma works 2006/2007** exhibition featured 26 industrial graphics and design works by the best graduates of Polish design schools. They included original designs of glassware, fabrics, furniture, mobile phones, footwear or even cars, boats, snow clearing vehicle and specialist turbines. The "Roofus" design of a vehicle for clearing snow off roofs by Michał Glogowski was also nominated for an award in the International Design Competition 2007/JDF in Osaka, Japan and found itself in the top twenty projects out of 300 works entered for the contest.



TRADE FAIR OF CUTTING-EDGE TECHNOLOGIES

# The future of the economy

*The Innovations-Technologies-Machines Poland trade fair is New Europe's most important exhibition event devoted to cutting-edge industrial technologies, fostering progress and economic development, as well as market growth. Due to its modern formula reflecting the worldwide trends and a clear profile the trade fair has expanded year by year and become more and more attractive. The rise in the number of exhibitors, participating countries, exhibition space and the number of visitors is accompanied by prestige and the importance of this trade fair for the economy. In less than a year, Poznań will showcase all the latest solutions offered by the industry and science for the market, the directions of technical progress, the key issues requiring a well thought out solution, the initiatives worth undertaking and the measures conducive to executing your plans. Every year ITM Poland organisers offer new suggestions for business people so that this trade fair may serve as an effective platform for business communication.*

**Next edition 16–19.06.2009**



Photo: MTP Photoservice, ITM 2008



Photo: MTP Photoservice, ITM 2008

ITM Poland was held under the honorary auspices of the Minister of Economy and the Minister of Science and Higher Education. The trade fair was declared open by **Waldemar Pawlak**, Deputy Prime Minister and the Minister of Economy. In his address he said: *Today the trade fair exemplifies a new outlook on the co-operation between the industry and science. I hope that such co-operation will result in innovative projects in the field of mechanics, pneumatics or hydraulics. The Deputy Prime Minister also visited the exhibition and participated in a press conference.*

## It was impressive

This year the ITM Poland trade fair attracted nearly 1400 companies from 34 countries and territories: Austria, Belgium, China, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, India, Ireland, Israel, Italy, Japan, Latvia, Lithuania, Luxembourg, the Netherlands, Norway, Poland, Romania, Russia, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, Ukraine, the United Kingdom and the United States. The exhibition space reached 30,000 m<sup>2</sup>. The growing importance of the ITM Poland trade fair on the global exhibition market is reflected in the rising numbers of foreign exhibitors, whose brands used to be presented only at the stands of their Polish representatives. In 2008 the products and solutions presented by the exhibitors were seen by 22 000 visitors from 35 countries and territories: Austria, Belgium, Bela-

rus, Brazil, China, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Italy, Japan, Latvia, Lithuania, Malaysia, Mexico, the Netherlands, Norway, Pakistan, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Taiwan, Turkey, Ukraine, the United Kingdom and the United States.

## It is going to be even better

Promoting state-of-the-art technologies and creating a platform for direct meetings between specialists and the representatives of industry and applied sciences, exchange of know-how and experiences – these are the chief objectives set by the ITM Poland organisers. The fundamental issue is a clearly established scope of the trade fair. It comprises eight trade exhibitions: MACH-TOOL – Machine Tools Exhibition, METALFORUM – Exhibition of Metallurgy, Foundry

Engineering and Metal Industry, SURFEX – Exhibition of Surface Treatment Technologies, TECHNOGAZ – Gas and Oil Exhibition, TRANSPORTA – Exhibition of Logistics, Transport and Shipping, WELDING, HAPE – Exhibition of Hydraulics, Pneumatics and Drives, as well as SCIENCE FOR THE ECONOMY – an exhibition where the best research and development centres present their offer for the industry. These exhibitions are accompanied by special presentations: Automation for the Industry and Measurement and Control Equipment, as well as a FOUNDRY thematic park. The ITM Poland trade fair is complemented by the INFO-SYSTEM IT for Industry and Administration exhibition, held at the same time.

The concept of the trade fair and the accompanying events, conferences and business meetings is developed by the organisers in co-operation with the exhibitors, market leaders and trade associations. Owing to such consultations the extensive programme of events reflects the latest and most important business issues. Among a few dozen seminars and conferences, tackling the whole scope of the trade fair, everyone may find something of interest and use to them. The conferences are more than a source of information and knowledge, but also help to integrate the whole community interested in fostering economic development and inspire its members to co-operate internationally. For instance, the last edition featured an International Foundry Discussion Forum entitled "Casts in machines and devices of the future", held at the initiative of Professor Józef Suchy and under the honorary auspices of Professor Keisaku Ogi, President of World Foundrymen Organisation, as well as a RAPID conference – technologies in ma-

chine construction and medicine, prepared by Professor Kazimierz Oczko, a renowned authority in the field of machine construction. It is important to stress that the scope of the conferences is always related to the latest and most crucial issues, some of which concern investments resulting from our EU membership, while others are connected with Poland's preparations for hosting the EURO 2012 European Football Championship. For instance this year's edition of TRANSPORTA Exhibition was accompanied by a series of seminars devoted to the public and non-public rail transport in Poland in the 21st century.



Photo: MTP Photoservice, ITM 2008

Both the manufacturers, as well as distributors, present their offer at the trade fair. It is good that more and more foreign manufacturers join the ranks of exhibitors at ITM Poland, whose brands used to be showcased only at the stands of their Polish representatives. A good example is MAZAK, a Japanese corporation.

## Machines in motion

An advantage of the ITM Poland trade fair is the possibility to show machines in motion. Access to water and compressed air outlets means that exhibition halls can be turned into a modern factory. And they are. This year the exhibitors showcased as many as two thousand machines at work. There is no question the benefits of such presentation are enormous: the visitors can evaluate the operation of the machines on display and often even try them out by themselves. The trade fair exhibition also features special spaces, where shows of cutting-edge technologies can be held. Interactive presentations are prepared, during which the visitors can learn about the latest technologies and see the work of new machines. For a few years new surface treatment solutions have been presented as part of the Skills Testing Ground. Talks by the leaders of the welding sector combined with a presentation of the latest welding devices and tools and cutting-edge technologies are held as part of the Welding Academy workshops. Various types of workshops, presentation and shows held in the pavilions during the trade fair meet with a very good response on the part of the exhibitors – the companies participating in them – as well as the trade fair visitors. That is why these events have already become a regular feature of the ITM Poland trade fair.



Photo: MTP Photoservice, ITM 2008

## Driven by novelties

The ITM Poland trade fair presents a few hundred innovative solutions. New technologies, new structures, new materials and new technological solutions are the strongest magnets drawing professional visitors to the trade fair – the best place to promote such new products. At the stands the novelties are distinguished by a special label. A detailed list of new products submitted by the exhibitors is published in a special "New at ITM Poland" brochure and on the [www.itm-polska.pl](http://www.itm-polska.pl) website. Just as the exhibitors, the organisers also prepare new suggestions for trade fair participants. This year one of such new ideas was the HAPE Exhibition of Hydraulics, Pneumatics and Drives. Already the first edition turned out to be a great success. It attracted 75 companies representing the Czech Republic, China, Finland, France, Germany, Poland, Russia, Romania, Ukraine, Sweden, Switzerland and the United Kingdom. HAPE exhibition was organised in co-operation with the Corporation of Hydraulic and Pneumatic Drives and Controls. The exhibition was accompanied by a workshop devoted to designing hydraulic systems using typical elements.

ITM Poland is a trade fair with an established reputation. It always attracts industry representatives, entrepreneurs, traders, decision makers, government officials and journalists. In such good company it is worth showing your best side. No wonder that at ITM Poland many companies like to emphasise their accomplishments and anniversaries. The trade fair often becomes a venue for award ceremonies. Even the journalists themselves selected the trade fair as a place to honour the winners of the BAZAR Nationwide Festival of Business Television Programmes.



Photo: MTP Photoservice, ITM 2008





It is no surprise that when he visited the ITM Poland trade fair, the Deputy Prime Minister and Minister of Economy Waldemar Pawlak was mainly interested in technical details – he is, after all, an engineer.

The range of products offered by ITM Poland 2008 exhibitors was seen by 22 000 visitors from 35 countries and territories. The registration system introduced by the organisers enables them to draw up accurate visitor profiles. It turns out that the trade fair visitors are dominated by decision-makers, company presidents and owners, directors, managers and traders.



The Polish foundry market is characterized by enormous production potential and well-developed research and development facilities. This was clearly visible at the stand of the Polish Foundry Engineering Centre.



ITM Poland trade fair features a few dozen conferences and seminars. Some of those, such as Innovations in Machine Construction and Operation, have already accompanied the trade fair for a few years. Every year the conference tackles the most pressing issues for the industry.



For the fourth year running MTP, in co-operation with the Welding Institute, held the Welding Academy workshop at the ITM Poland trade fair. This is one of the main events accompanying the Welding Exhibition. The workshops feature lectures, as well as shows of the latest devices and technologies.

The Welding Academy was declared open by its organisers. Cutting the ribbon, from the left: Professor Andrzej Kolasa, Chairman of the Polish Welding Chamber; Przemysław Trawa, President of the MTP Board; Professor Jan Pilarczyk, head of the Welding Institute in Gliwice.



The means of collective transport showcased at the trade fair were dominated by rail vehicles. Experts believe that it is rail transport that is certain to undergo major modernization in the coming years, which means purchases to the value of a few billion zlotys.



An attraction accompanying the SURFEX Exhibition is the interactive show entitled the Skills Testing Ground. A special show area features presentations of new technologies and equipment. Every visitor has an opportunity to learn about the whole technological process, or even try out the latest devices and tools.



Special shows of machines and equipment at work generate a lot of interest. They provide the trade fair visitors with an opportunity to watch the machine's operation, while the exhibitors can stress the benefits of their equipment.



**Maciej Wierzbowski,**  
Commercial Director of Nova Trading SA

## Development strategy

Nearly 20 years of experience of your company in the industry have enabled you to observe the speed of economic development.

Is your company satisfied with the current situation in the economy? What steps are you planning to take in the nearest future?

Stainless steel products offered by our company are used in various industries – starting with the food processing industry, household appliances manufacturing, through the construction sector, chemical industry, pulp and paper industry, environmental protection (wastewater treatment plants) to the automotive and telecommunications industries. By co-operating with different companies we get an overview of the whole economy.

Right before Poland's accession to the European Union the Polish manufacturing sector experienced a boom, as due to the need to meet EU norms and standards many companies were forced to upgrade their technical facilities and machinery. Later on we observed a slight slowdown, however, consecutive foreign investments have enabled us to maintain high manufacturing output.

As for our plans... For many years we have consistently implemented our development policy aimed at turning Nova Trading into a service centre providing stainless steel and aluminium preliminary treatment services. We are no longer just a distributor of steel products (Poland's biggest, I might add) – we are a service centre, i.e. we prepare the material for our customers' specific needs, for instance cutting steel coils into non-standard sheets – suited to our customers' production process. The advantage – a customer gets a ready-made material and pays only for the steel actually used, not the waste generated when purchasing standard steel sheets. Our services also include cutting steel coils into strips, grinding and brushing of sheets, tubes, sections and flatbars, as well as polishing tubes and sections. The latter have a wide spectrum of use, for instance in the pro-

duction of banisters, furniture, lamps, also as interior decoration elements, i.e. where substantial strength and appearance are important. Therefore we have returned to the universal application of stainless steel and aluminium. In the future we would like to expand the scope of our services. Soon we are going to launch a line for polishing steel coils and plasma cutting of steel sheets, etc.

Is there fierce competition on the Polish market of innovative technologies? What are your secrets when it comes to securing your position as one of market leaders?

The answer may not be the most original, but it is true. Our position in the industry is determined by the high quality of our products and services, accepted by the most demanding customers even from Western Europe. From the outset our company's priority has been reliable customer service – "zero tolerance for mistakes" is our motto. Another factor is carefully selected personnel – well-trained with extensive experience.

How important are exports for your operations and which countries do you find the most promising?

For many years we have been exporting our products to former Soviet Union countries – Ukraine, Belarus, Lithuania, Latvia and Russia, and more recently to Germany, the Czech Republic, Austria and Switzerland. This year we have been more proactive – apart from our office in Hamburg we have opened another one in Prague and in July also in Switzerland.

How important is the ITM trade fair for you?

For the past few years we have exhibited at METALFORUM, held as part of the ITM trade fair. This trade fair is gradually becoming a meeting of our industry, attracting more and more companies offering stainless steel, whose presentation is accompanied by open seminars promoting the use of stainless steel and know-how regarding its processing, etc. It is a perfect venue to meet your existing customers and suppliers, as well as to attract new ones.

GLASS & STONE 2008



## Glass Industry Fair • Stone Industry Fair 15-18.11.2008

An excellent opportunity to present the latest products and technologies used in glass and stone processing. Its scope will include:

- raw materials for both the glass and the stone industries
- machines and devices for glassware and ceramics, equipment for stone extraction and processing
- chemicals used to produce glass and ceramics, stone processing chemicals
- tools and electrical tools, cutting and abrasive materials
- modern technical and IT systems for the glass and stone sectors
- the latest environmental solutions for glass recycling and disposal
- ready-made glass and stone products and their applications
- artistic works and handicraft made of glass and stone.



SCIENCE FOR THE ECONOMY

# Science hand in hand with the economy



The SCIENCE FOR THE ECONOMY is Poland's biggest presentation of the accomplishments and research potential of Polish applied sciences. It is held at ITM Poland and forms an integral part thereof. Such a marriage of science and cutting-edge industrial technologies provides an opportunity to form mutual relations between the science sector and the economy. Some of the stands of research and development units, as well as companies and institutions fostering the technology transfer process are located in the heart of the industrial exhibition – adjacent to the stands of manufacturers and traders. Such proximity is conducive to establishing fruitful contacts. The exhibitors' range of products, including the presentation of novelties, is always complemented by an extensive programme of events – expert conferences and business meetings. The SCIENCE FOR THE ECONOMY is always accompanied by the Engineering Forum, where talks and debates are held, devoted to the most pressing economic and technological problems. The aim of the Forum is to promote innovation. This year's Forum was held under the following motto: "Polish Federation of Engineering Associations NOT – promoting innovative entrepreneurs". All activities related to the SCIENCE

FOR THE ECONOMY are aimed at promoting the latest scientific accomplishments and at transferring the research findings into business practice. Such transfer should be intensified by the Centre for Consultancy and Innovative Solutions – organised for the first time at the last edition of the SCIENCE FOR THE ECONOMY.

The Centre for Consultancy and Innovative Solutions was a new project aimed at fostering the development of innovation in companies by facilitating contacts between entrepreneurs, research institutions and scientists. Entrepreneurs – ITM Poland exhibitors and visitors – had an opportunity to voice their problems and submit applications requesting innovative solutions. The Centre helped to locate research and development units, state universities and institutes of the Polish Academy of Sciences that could respond to those needs and suggest possible solutions. Such needs could be submitted on-line, as well as directly at a special trade fair stand. The Centre staff helped the customers define their requirements and then forwarded such information to the research institutes participating in the trade fair. In total the companies submitted a few dozen issues to the Centre. The follow-up meetings often took place already at the trade fair; if not, the submission was saved in a database and the partner sought after the exhibition. Registration of needs, searching for partners before, during and after the trade fair, as well as participation in meetings were all free of charge. Owing to the presence at the trade fair of the representatives of the Ministry of Science and Higher Education, the Polish Agency for Enterprise Development, NOT Innovation Centre, Representative Council of Research and Development Units and the Patent Office, the participants were able to obtain a lot of valuable information, for instance, how to apply for and receive financial assistance for implementing innovative projects.



This year SCIENCE FOR THE ECONOMY attracted over 70 exhibitors from Poland and Germany. They included both research and development units, as well as companies and institutions supporting the technology transfer process. Expositions of Polish scientific institutions were co-financed by the Ministry of Science and Higher Education.



The Engineering Forum has already become an established feature of the ITM Poland trade fair. The event is held by the NOT Polish Federation of Engineering Associations. Its main aim is to promote innovation in enterprises.

INFOSYSTEM

## Information technology for industry and administration

For four years the ITM Poland trade fair has been complemented by the INFOSYSTEM Forum, held at the same time. The Forum showcases IT solutions for companies, industrial plants, administrative offices and local governments.

Each of the three days of this year's INFOSYSTEM trade fair had a clearly specified profile. Day one was devoted to the e-administration Forum, tackling issues connected with electronic communications between the applicants and official institutions, including the use of open standards, as well as a hotly-debated issue of e-PUAP – electronic platform for public administration services. The second and third day were devoted to e-industry: production planning systems for large and medium-sized enterprises and electronic communication solutions. Exhibitors at the INFOSYSTEM trade fair presented solutions in the field of electronic document distribution in the ASP model: the registry box and electronic courier service – very interesting, as they guarantee document transfer between entities with no investments required on the part of the company.

### Profiled according to the industry

INFOSYSTEM is also a clearly-profiled event, accompanying the BUDMA and EXPOPOWER trade fairs. This formula involves specialisation of IT solutions and services offered, thus narrowing down the audience of prospective buyers, says **Krzysztof Ślatała**, INFOSYSTEM Project Manager. For instance it is better to present cost-estimation software at the BUDMA trade fair, demonstrating its application



in a construction company, than to showcase it at a general IT exhibition.

– The construction sector is one of the most difficult industries in terms of introducing IT solutions – says **Wojciech Mikulski** of Komako Software House, Microsoft's partner. – At the same time it is a field where information technology provides uniquely effective tools. We are glad to see a separate exhibition devoted to specialised IT solutions for this sector – IT Island: INFOSYSTEM – Information Technology for the Construction Industry provides an excellent opportunity for a "live" presentation of a wide array of solutions addressed both to medium-sized and large construction enterprises.



**new!** **OPTYKA Optical Exhibition 21–22.11.2008**

This is the first specialised trade fair addressed to opticians, optometrists and other industry professionals organised on such a scale. The trade fair is co-organised by MTP and the Chamber of Polish Opticians (KRIO).

The exhibition will feature eyeglass frames, components and parts for eyeglass frames, eyeglass lenses and contact lenses as well as eyeglass and contact lens care products, low vision aids, speciality eyewear (sunglasses, sports glasses, safety glasses and other speciality glasses), eyeglass accessories, optical and optometric instruments, materials and equipment, as well as equipment for optical shops, pharmaceuticals, software, etc. The trade fair will be accompanied by the OPTYKA 2008 Conference, tackling the most pressing issues for industry professionals. The main conference topics will include eye refraction and refraction examination procedures, vision physiology, optical materials, screening tests, dyslexia and eyesight. The trade fair will be held on a biennial basis.

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Mazak Central Europe Sp. z o.o. Branch in Poland, Wanaty • MAZAK 3D 150 2,5 KW laser cutter – Yamazaki Mazak, Japan, submitted by: H & J Maschinentechnik, Katowice • air-conditioning solution for electric trains – Faiveley Transport Leipzig GmbH, Germany, submitted by: Faiveley Transport Polska Sp. z o.o., Poznań

### MTP Gold Medal in the category "transfer of scientific research results into business practice"

Institute of Non-Ferrous Metals, Gliwice for the Technology of manufacturing high-quality zinc concentrate • Technical University of Łódź, Institute of Electrical Apparatus and Zakład Aparatury Elektrycznej WOLTAN Sp. z o.o., Łódź for the ultrafast synchronic SVB 25/15 kV vacuum circuit breaker for high speed railway systems; 50/60/16.7 Hz; 250-1250A; 40kA • Welding Institute, Gliwice for the SpotWeldQS multi-station system for monitoring welding process parameters • Szewalski Institute of Fluid-Flow Machinery, Polish Academy of Sciences Gdańsk for the Laser microprocessing system • TABOR Institute of Rail Vehicles, Poznań for the microprocessor-aided modular solution for controlling locomotive pneumatic brake system.



### ACANTHUS AUREUS

#### EXPOPOWER 2008

Południowy Koncern Energetyczny S.A., Katowice • Badawczo-Rozwojowa Spółdzielnia Pracy Mikroprocesorowych Systemów Automatyki Mikronika, Poznań • Energetyka Kaliska- Usługi Techniczne Sp. z o.o., Kalisz • Elektromontaż Poznań S.A., Poznań

#### MEBLE 2008

Kolekcja Mebli Klose Sp. z o.o., Nowe • Interprint Polska Sp. z o.o., Ozorków • Fabryka Mebli Tapicerowanych, Tombea Tomasz Miśniorny, Swarzędz • Vero Sp. z o.o., Lubliniec • Przedsiębiorstwo Produkcji Mebli Jafra, Karńce • Mebelplast SA, Olsztyn

#### HOME DECOR and LUMINEXPO 2008

Gardińia Sp. z o.o., Domasław • Eurofirany B.B Choczynscy Sp.j., Żywiec • Zorluteks Tekstil, Istanbul, Turkey

#### BUDMA INTERIOR 2008

Sanprim Sp. z o.o., Warsaw • Ceramika Paradyż Sp. z o.o., Opoczno

#### ITM POLAND 2008

DMG Polska Sp. z o.o., Pleszew • Trems A.S. / Amkovo Sp. z o.o., Warsaw • Poznańskie Zakłady Naprawcze Taboru Kolejowego S.A./ Sigma Sp. z o.o., Poznań • MG Murbet Sp. z o.o., Elk • Flaboform Sp. z o.o., Tychy • „Chmieliński” Marcin Chmieliński, Wałbrzych • Bystronic Polska Sp. z o.o., Raszyn • ARS Partner, Otmuchów • Fabryka „Wiertła Baidon” S.A., Katowice • Atlas Copco Tools Polska, Bratislava

# COP14

## Year of climate and the environment

The year 2008 in Poland has been declared the year of climate and the environment – says professor Maciej Nowicki, Minister of Environment. From December 1st to December 12th Poland will play host to the world's biggest UN conference and the first ever UN summit to be held in our country. COP14 constitutes the most prestigious forum for political discussions on climate protection, drawing attention of the whole world. The debates are expected to attract over 190 government delegations headed by Ministers of Environment or Ministers for Climate Change, as well as international, ecological, business and research institutions, NGOs and hundreds of international and domestic media representatives. Poland, as the host country, will be entrusted with running the sessions, while its representative, i.e. the Minister of the Environment, will serve as the COP President. COP14 sessions and meetings will be held at MTP fair grounds. Małgorzata Snarska, Head of the COP14 Team at the Ministry of Environment, talks about the scale of this undertaking: *The infrastructure we are preparing as the host country involves over 42 000 m<sup>2</sup> of conference space compliant*



with the highest international standards, IT infrastructure guaranteeing simultaneous operation of around 2000 computers, an IP network making possible fluent voice communication, over 500 staff, 500 volunteers, a state-of-the-art centre for around 1000 journalists from all over the world, accommodation facilities for 8000 guests, live broadcasts online, operating international broadcast signal for television and radio stations from all over the world, educational campaigns spreading information about climate change – these are but a few tasks conference co-ordinators are responsible for. COP14 will be accompanied by numerous interesting events. One of those is an interactive exhibition held on MTP grounds in pavilion 5. The exhibition will present various methods of reducing greenhouse gas emissions and adapting to the constantly changing climate.

## Colourful “four-pack”

We already know the names of the winners of the concept competition for the best arrangement of the passageway connecting 4 exhibition halls covered by a single glass roof, commonly referred to as the “four-pack”. The competition attracted nine teams comprising students of Poznań Academy of Fine Arts. The winning design was developed by Maria Dziejowska and Anna Kruk, 3rd year students majoring in Industrial Design. The designers based their concept on the assumption that “space is information”, emphasizing the communication functions of the passageway. We want to shape the space in a way that enables it to provide essential information in itself. We suggest a system that is as intuitive as possible – a colour coding where the colours selected help both to identify the exhibition halls, as well as their functions (such as “information” or “restaurant”). Colourful planes help to organise the space, helping the user make the most of their time at the trade fair – said one of the designers. The winning design met with the jury's acclaim not only due to its functionality in the “four-pack” passageway, but also because the suggested solutions may be later introduced throughout the fair grounds.



## Sailing regatta with DREMA

DREMA International Trade Fair of Machines and Tools for the Wood and Furniture Industries launched the special celebrations of the 25th anniversary edition of the event, to be held from March 31 to April 3, 2009. A two-day regatta organised June 14-15 in Wilkasy near Giżycko attracted sailing enthusiasts from the wood and furniture sectors. There was a lot of excitement and a lot of fun. The regatta featured 17 crews on Omega sailing boats. The Cup of MTP President went to the winning crew representing Gopól from Jarocin, while the runners-up were Instalexport S.A., followed by Gasstech. The top three crews received stylish statuettes and gifts from the Inwestor Publishing House, a media patron of the event. The second day of the regatta featured a race for the trophy funded by the President of the Wielkopolska District Sailing Association. This time Instalexport S.A. proved to be the best. All Regatta participants were handed special diplomas.

## Trade fair and the city

Nearly 120 representatives of large European cities, participants of the Eurocities Economic Development Forum, gathered in Poznań on June 18-21 to debate the impact of the trade fair on city development. It was no coincidence that the meeting was held at MTP grounds, as it is here that the relations between the trade fair and the city are the closest. Conference participants had an opportunity to learn about the experiences of four trade fair cities: Poznań, Leipzig, Berlin and Madrid. The Forum featured the representatives of Polish state authorities and local governments, trade associations, academic community and the private sector. The Polish speakers included Tomasz J. Kayser – Deputy President of the City of Poznań, Przemysław Trawa – President of the MTP Board and Danuta Kubasik – Product Group Manager at MTP.

## MTP will get a facelift

– competition winner announced!

Poznań's most renowned architecture studio will soon begin work on the comprehensive overhaul of MTP's front entrance from Głogowska street. The winning ADS Studio's designs include the famous Stary Browar (Old Brewery) shopping and arts centre, as well as the passenger terminal at Ławica airport. Following the overhaul the MTP facade will gain modern and refined appearance, fit for an institution of such international repute.

The designers decided to emphasize the spaciousness of the entrance halls, which cannot obscure the famous trade fair spire. Special care was taken when designing the VIP reception zone, elegant and inviting, as well as connected with other facilities, making it easy for the visitors to get around. The elevation will feature a giant screen for multimedia displays, not obstructing, however, the visibility from inside. Adria restaurant will be demolished, while the Trade Fair Centre building restructured and refurbished. The existing three lifts will be replaced by a system of panoramic lifts, connecting all floors. The floors will feature new office space, separated from the common areas by glass partition walls. A conference hall located on an additional mezzanine inside the East Hall, seating 150, will offer a splendid view over the city.



## Nephrologists share their knowledge

On June 5-7 MTP grounds hosted debates by nephrologists. Outstanding representatives of Polish nephrology attended the 17th Scientific and Training Conference of the Polish Society of Nephrology and presented the latest developments in kidney disease treatment. The conference featured kidney specialists, internal medicine specialists, as well as general practitioners. The conference also provided an opportunity to look back on the 50 years of haemodialysis therapy in Poland and 25 years of the Polish Society of Nephrology. The event was organised by the Polish Society of Nephrology, the Chair and Clinic of Nephrology, Transplantology and Internal Diseases of Poznań University of Medical Sciences, as well as the Termedia Publishing House.



Waldemar Kujawiak,  
MTP Logistics Director

We will face up  
to any challenge

2008 brought about a very prestigious challenge for MTP – to organise the global climate conference. This is a large-scale project, requiring great commitment and very efficient logistics. This is also a great honour.

Indeed. For two weeks, from December 1st to December 12th, the eyes of the world will turn to Poznań, as the United Nations Conference on Climate Change is the most prestigious platform for political debates concerning climate protection. We expect around 10 thousand participants: over 190 governmental delegations headed by Ministers of the Environment or Climate Change, international, ecological, business and research institutions, non-governmental organisations and the media. The conference debates will be held at MTP grounds.

The fact that MTP has been entrusted with organising such a prestigious event is a proof of trust, isn't it.

I would say it is the result of a thorough analysis of our skills and capacity. We should remember that MTP is one of Poland's biggest and most modern conference and congress centres. The Poznań International Trade Fair Congress Centre is ranked at the top of the list of conference facilities in Poland, compiled by [www.meetingspoland.pl](http://www.meetingspoland.pl). It offers 58 well-equipped and air-conditioned conference halls with various spatial layout options – both intimate spaces for small business meetings, as well as large halls seating over 5 thousand people. Once exhibition halls are adapted for conference purposes, we are able to hold a conference for as many as 10 thousand participants. And, most importantly, the Centre guarantees high standards – the air-conditioned

halls can be equipped with multimedia devices, screens and simultaneous interpreting booths; the organisers can prepare a banquet and provide transport services, hold accompanying events prior to and following the conference, as well as provide assistance when arranging accommodation. Coupled with extensive experience and professional staff...

Then we get a product that complies with the highest international standards. The Poznań International Trade Fair Congress Centre holds a Professional Business Tourism Organiser Certificate granted by the Polish Tourism Organisation. In practice such a recommendation means that we offer high-quality comprehensive services at all stages of congress preparation. Our staff are capable of facing up to any challenge. This is best evidenced by our work so far – over 1100 various events held annually, including conferences, congresses, training sessions, attended by 250 thousand participants. For instance, the trade fair grounds hosted meetings of EUMABOIS management board. We also played host to over 1500 participants of the General Meeting of CEMR Council of European Municipalities and Regions, as well as to the 6th International Cardiology Congress, which attracted over 3500 participants from 22 countries. At the same time there is no shortage of events of a completely different nature – small-scale meetings and company workshops. Such extensive experience serves as the best guarantee of the quality of our services. We do not fear new challenges. On the contrary – we simply do our best to meet them.

## Allegro users feel at home at MTP

Once again the members of Poland's most popular e-commerce website, Allegro.pl, met at MTP grounds. The 9th Allegro Group Meeting was held June 20-21 and tackled the latest trends in e-commerce, as well as methods of winning market share using Allegro Group Services. The organisers prepared an extensive programme of meetings, conferences and seminars addressed to 350 participants. There was also room for the exchange of experiences and a lot of fun. The two-day meeting concluded with an open-air concert at the Malta lake.

# Herbie Hancock... and more



Herbie Hancock's concert is organised by the 8GATE Agency in co-operation with GoAhead. For more information about the concert please visit [www.8gate.pl](http://www.8gate.pl) and [www.bilet24.pl](http://www.bilet24.pl).

Herbie Hancock, one of the world's greatest jazz pianists and composers, will perform on December 2, 2008 at Poznań Arena Hall. As a musical "child prodigy" he learned to play the piano at the age of seven; as an eleven-year-old he gave his first piano concert playing Mozart with the Chicago Symphony Orchestra and recorded his first album at the age of twenty one. Since then Herbie Hancock's music career has gathered momentum, he has worked with many outstanding jazz musicians. His albums offer a blend of jazz and other musical genres, in which he feels just as confident. He is one of the great pianists of late modern jazz whose influence on piano playing has been enormous. The audiences worldwide are particularly impressed with Hancock's innovative rhythms and improvisation skills. Many of his pieces have already become jazz standards. This year he won two Grammy Awards in the Album of the Year and Best Jazz Album categories, as well as the Musician of the Year award granted by Jazz Journalists Awards. It is also worth reminding that in 1986 he won an Oscar for the soundtrack to "Round Midnight". The artist will perform in Poznań as part of the Herbie Hancock Quintet tour. The concert will not fail to feature pieces from the "Possibilities" album, an intimate self-portrait of the musician, as well as tracks from his latest critically acclaimed record entitled "River: The Joni Letters",

one of the best albums in his career. His concert will be the second musical event (after Nelly Furtado's show) connected with this year's Year of Climate and Environment celebrated in Poznań. The concert forms part of the official programme of the 14th UN Climate Change Conference held from December 1st to December 12th, 2008 on MTP fair grounds. The conference is expected to attract around 10 thousand participants. Although Herbie Hancock's concert will unquestionably be a spectacular artistic event, the city has also prepared a wide array of other cultural and entertainment suggestions addressed to Poznań inhabitants, Conference guests and tourists. The programme has been devised in such a way as to satisfy both high-brow entertainment seekers, as well as those who prefer a relaxed and laid-back atmosphere. There will be exhibitions, movie screenings, festivals, concerts and jazz workshops, such as "Made in Chicago 2008", classical music performances in the Poznań University Auditorium – "World Opera Stars" or "Between Chopin and Wieniawski". Churches will host a series of choir concerts joined by a common theme of "Poznań Carol Singing", emphasizing the unique nature of the Christmas season in Poland, while the "December Museum, Gallery and Theatre Night" from December 6 to December 7 will allow everyone to visit exhibitions or watch theatre shows and performances.

20-23.01.	<b>BUDMA</b> International Construction Fair <b>Sports Construction Centre</b> <b>WINDOOR-TECH</b> Trade Fair of Machines and Components for Window, Door, Gate and Facade Production
3-6.02.	<b>EPLA</b> Plastic and Rubber Processing Fair
13-15.02.	<b>Horse-Riding Equipment Trade Fair</b>
19-21.02.	<b>POZNAŃ MEDIA EXPO</b>
24-27.02.	<b>DREMA UKRAINA</b> in Kiev <sup>1)</sup>
27.02-01.03.	<b>GARDENIA</b> Garden Trade Fair
3-5.03.	<b>TEX-STYLE</b> Trade Fair of Fabrics, Clothing and Accessories <b>NEXTSEASON</b> Contracting Exhibition <b>BODY STYLE</b> Exhibition of Lingerie and Beach Fashion <b>SPECIAL DAYS</b> Exhibition of Wedding, First Communion and Evening Fashion <b>Fair of Shoes, Leather and Leather Goods</b>
13-15.03.	<b>Education Fair</b> <b>School Equipment Exhibition</b> <b>Books for Children and Young People</b> – VIII Poznań Trade Fair Meetings
19-21.03.	<b>T112</b> Trade Fair of Equipment for Rescue Services and Police
20-21.03.	<b>Poznań Optical Exhibition</b> <sup>2)</sup>
31.03-03.04.	<b>FURNICA</b> International Trade Fair of Components for Furniture Production <b>DREMA</b> International Trade Fair of Machines and Tools for the Wood and Furniture Industries
21-24.04.	<b>Euro-Reklama OUTDOOR EXPO</b> International Trade Fair of Advertising Goods and Services <b>Euro-Reklama GIFT EXPO</b> International Trade Fair of Advertising Goods and Services <b>POLIGRAFIA</b> International Fair of Printing Machines, Materials and Services <b>TEKSPRO</b> Fair of Textile Finishing and Marketing <sup>3)</sup>
25-26.04.	<b>LOOK</b> Hairdressing Forum <b>BEAUTY VISION</b> Cosmetics and Solaria Forum
24-28.04.	<b>BAKEPOL</b> Baking and Confectionery Industry Fair in Kielce
7-10.05.	<b>ATF</b> Automotive Technology Fair <b>Poznań Automotive Meetings</b>
8-10.05.	<b>FIT-EXPO</b> Fitness & Sport Park
9-10.05.	<b>Electronic Sports World Cup Poland (ESWC)</b>
19-21.05.	<b>EXPOPOWER</b> International Exhibition of Power Industry <b>GREENPOWER</b> International Renewable Energy Fair <b>AUTOMA</b> International Trade Fair of Robotics, Automatics and Control & Measurement Equipment
3-6.06.	<b>MEBLE</b> Furniture Fair <b>BIURO</b> Fair of Office Furniture and Furnishing <b>HOME DECOR</b> Interior Design and Home Furnishings Fair <b>LUMINEXPO</b> Lighting and Lighting Technology Exhibition <b>BUDMA INTERIOR</b> Interior Finishing and Renovation Fair <b>ARENA DESIGN</b>
16-19.06.	<b>INNOVATIONS - TECHNOLOGIES - MACHINES POLAND (ITM-POLAND):</b> <b>HAPE</b> Hydraulics, Pneumatics and Drives Exhibition • <b>MACH-TOOL</b> Machine Tools Exhibition • <b>METALFORUM</b> Exhibition of Metallurgy, Foundry Engineering and Metal Industry • <b>SURFEX</b> Exhibition of Surface Treatment Technologies • <b>WELDING</b> • <b>TRANSPORTA</b> • <b>Science for the Economy</b> • <b>Work Safety in Industry</b>
2-4.09.	<b>TEX-STYLE</b> Trade Fair of Fabrics, Clothing and Accessories <b>NEXTSEASON</b> Contracting Exhibition <b>BODY STYLE</b> Exhibition of Lingerie and Beach Fashion <b>SPECIAL DAYS</b> Exhibition of Wedding, First Communion and Evening Fashion <b>Fair of Shoes, Leather and Leather Goods</b>
13-17.09.	<b>POLAGRA-TECH</b> International Trade Fair of Food Processing Technologies, including: 13-17.09 Exhibition of Machines and Devices for the Meat Industry • 14-16.09 International Food Ingredients Show • 14-17.09 Exhibition of Refrigerating, Air-Conditioning and Heating Devices • 14-17.09 Exhibition of Machines and Equipment for the Food Industry
14-17.09.	<b>POLAGRA-FOOD</b> International Trade Fair of Food Products <b>GASTRO TRENDY</b> International Catering Fair <b>PAKFOOD</b> Fair of Packaging for Food Industry
24-26.09.	<b>CEDE</b> Central European Dental Exhibition <sup>4)</sup>
25-26.09.	<b>Poznań Optical Exhibition</b> <sup>2)</sup>
1-4.10.	<b>PRO-HORTI</b> Horticultural Contracting Exhibition
2-4.10.	<b>FARMA</b> International Trade Fair of Animal Breeding and Rural Development <b>National Horticultural Exhibition</b> <sup>5)</sup> <b>National Breeding Animals Exhibition</b> <sup>6)</sup>
2-4.10.	<b>DREMASILESIA-MEBELTECHEXPO</b> Exhibition of Woodworking Machines and Tools <sup>8)</sup>
22-23.10.	<b>BUY POLAND</b>
21-24.10.	<b>TOUR SALON</b> Trade Fair of Regions and Tourist Products <b>INVEST-HOTEL</b> Trade Fair of Equipment for Hotels
24-25.10.	<b>HOBBY</b> Model Making Exhibition
7-8.11.	<b>POZNAŃ GAME ARENA (PGA)</b> Multimedia and Entertainment Exhibition
12-15.11.	<b>BOATSHOW</b> Fair of Sailing and Water Sports <sup>7)</sup>
14-17.11.	<b>GLASS &amp; STONE</b> Glass Industry Fair • Stone Industry Fair
24-26.11.	<b>Trade Fair for Pest Control and Hygiene</b>
24-27.11.	<b>POLEKO</b> International Trade Fair for Environmental Protection <b>KOMTECHNIKA</b> International Trade Fair for Municipal Technologies <b>GMINA</b> Trade Fair for Local Governments <b>INVESTFIELD</b> Property and Investment Exhibition
4-6.12.	<b>Festival of Art and Artistic Objects</b>

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

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

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

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

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

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

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

<sup>8)</sup> Co-organizer: International Katowice Fair

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