



MTP – the ambassador of Polish economy

■ international meetings at the fairs [2]

■ Polish entrepreneurs most optimistic

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Ladies and gentlemen,

economic commentators always say that a turbulent year for the world economy is a testing time for all companies, but that at the same time – it marks out the strongest brands. Will Poznań International Fair (MTP) turn out to be one of the best?

We are glad to see that today Polish entrepreneurs regard MTP as such: a recent survey by Pentor Research International showed that more than 80 percent of our exhibitors and nearly 60 percent of exhibitors at other fairs consider MTP to be the most important Polish fair centre. For our company the appreciation of clients is a great reward. We are also happy about another award we have received this year – the title of the Ambassador of the Polish Economy, granted to MTP in the competition organized by Business Center Club under the patronage of Polish Minister of Foreign Affairs Radosław Sikorski. In the present issue of our magazine, MTP actions that won it the title will be discussed by Allan E. Mortensen – the Commercial Counsellor of the Danish Embassy, Sha Halin – the president of the City Business Council in Shanghai, Piotr Guzowski – the President of the Polish-Kazakh Chamber of Commerce and Industry and Cristiano Pinzauti, Secretary General of the Italian Chamber of Commerce and Industry in Poland.

In this issue we also give voice to entrepreneurs and economic experts who from their perspectives evaluate the way in which the Polish economy achieved the recently revealed, optimistic half-yearly GDP results. What factors were conducive to businessmen? What strategies did they chose for their companies? – answers to these questions you will find in the interviews in the “Leaders speak out” section.

About 70 percent of the Polish GDP is generated by small and medium enterprises and entrepreneurship is the national DNA of Poles, claims on the pages of our magazine Vice-President of Adam Smith Centre Andrzej Sadowski. What confirms his words is the activity of companies we can observe at our fairs. Polish entrepreneurs are far from despairing and MTP meets them with new propositions concerning the programme of fairs and accompanying events.

In the present issue we look closer at the events that took place in the second quarter of the year: furniture and furnishing fairs, the food and technologies in food industry fairs, the June fair of modern technologies for the heavy industry, the animal breeding fair and – finally – the textile industry fairs. We will also look behind the scenes of the coming events: the autumn TOUR SALON tourist fair with a new event DISCOVER POLAND, the BOAT SHOW and INVEST HOTEL fairs, the KAMIEN-STONE fair, the POLEKO and KOMTECHNIKA fairs, the specialist GMINA and INVESTFIELD fairs, and three B2C events – PGA fair of multimedia and entertainment, the HOBBY exhibition and the December Art and Craft Festival.

We invite you to read this issue of Poznań Fair Magazine and – naturally – also to attend the events scheduled for the autumn and winter season.

Editorial Board



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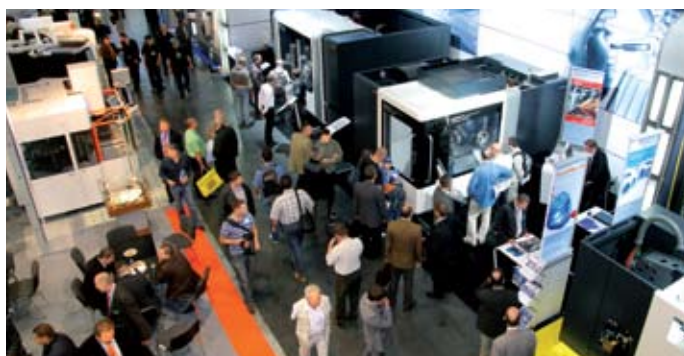
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MTP – AMBASSADOR OF THE POLISH ECONOMY

Trade fairs inspire – interview with Piotr Guzowski, President of the Polish-Kazakh Chamber of Commerce

About **East China Fair in Poznań** says Sha Halin, Deputy Secretary General of the Government of the City of Shanghai

Being efficient at fairs – interview with Allan E. Mortensen, the Energy and Environment Protection Counsellor in the Commercial Department of the Danish Kingdom Embassy in Warsaw

Fairs are unique instruments – says Cristiano Pinzauti, Secretary General of the Italian Chamber of Commerce and Industry in Poland **2**



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In May 2009 Poznań International Fair was awarded the Ambassador of the Polish Economy title in the competition organized by Business Center Club under the honorary patronage of Polish Foreign Affairs Minister Radosław Sikorski. The aim of the competition is to promote Polish entrepreneurs and support their image by awarding the best examples of good business practices in international relations. The Competition Jury selected winners in four categories: Exporter, Partner to Foreign Companies, European Brand, Creator of the 21st century Solutions. This prestigious award and the Ambassador of the Polish Economy title was granted to Poznań International Fair in the European Brand category – for promoting the Polish brand in international markets.

Trade fairs inspire

The Polish-Kazakh Chamber of Commerce began its activity only as recently as in January 2008 as a response to the growing interest in cooperation with Kazakh enterprises among Polish entrepreneurs. Which industries does this concern?

There are numerous possibilities of cooperation. First of all, the Republic of Kazakhstan is the ninth largest country in the world as regards the area, rich in natural resources (99 out of 105 chemical elements on the periodic table can be found in Kazakhstan). The country is one of the world's largest producers of crude oil and natural gas. The Kazakh economy is oriented at extraction and export of natural resources, but the government is interested in increasing the production of finished goods and applying new technologies. In the long term, Kazakhstan is to become the main link joining the economies of Europe, the Asia-Pacific Region and South Asia. One of the basic tasks the Chamber is to perform is to help particular companies find concrete areas in which they can cooperate. We organize meetings and missions. Over more than a year since the beginning of our activity, we have organized four inbound missions of representatives of Kazakh companies and two missions of representatives of Polish companies to Kazakhstan.



PIOTR GUZOWSKI President of the Polish-Kazakh Chamber of Commerce

At the end of last year, one of the missions organized by the Chamber visited the POLEKO International Trade Fair of Environmental Protection in Poznań.

Yes. These were Kazakh entrepreneurs representing 12 companies. They were delighted with the Poznań fair. The meetings taking place during the fair were wonderfully organized. After the fair, but as a result of the fair meetings, four very interesting contracts were signed between Kazakh and Polish companies.

In your opinion, how can foreign entrepreneurs benefit from taking part in Poznań fairs?

Taking part in Poznań fairs is an extremely valuable source of information on the economy and the market. This is where you can not only learn about the commercial offer and be offered cooperation, but also – be inspired. It is the fair meetings that are the breeding ground for the ideas on the tomorrow of business, the market and the economy.

Thank you for the interview.

Interview by Donata Naumienko

East China Fair in Poznań

Much as China and Poland are countries very distant from each other as far as geography is concerned, there is a good tradition of friendship between them. This year we are celebrating the 60th anniversary of establishing diplomatic relations between our countries. Friendly relations between the two nations have been a stable basis to develop bilateral economic and commercial cooperation (...)

As it is widely understood, 2009 has been a quite difficult year for the world economy.

In the face of the international crisis, Poland has managed to maintain its economic growth. This was not easy and is therefore admired by other countries. Polish methods and experience are worth learning about and using. We have chosen Poznań as the place to organise the Polish edition of the East China Fair, because the Poznań autumn Clothing Industry Fabrics and Accessories Trade Fair is a widely known Polish exhibition of textile products.

The East China Fair of Imported and Exported Products is held every year in March under the auspices and with the support of the Chinese Ministry of Trade, ten provinces: Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, the city of Nankin, the city of Ningbo, and the city of Shanghai. Over the last 19 years, the fair has become the greatest business meeting in China, visited by the largest number of professionals. It is the largest outreach business gathering, with the biggest number of finalised transactions. It was hailed "the most important Chinese foreign trade fair". In 2009, during the 19th edition of the East China Fair, the number of exhibiting enterprises reached

3300, with more than 100 000 square meters of the exhibition area rented. The number of foreign buyers reached nearly 20 thousand people and the concluded contracts amounted to a total of 240 million dollars.

At the Polish edition of the East China Fair you can see offers of 134 enterprises from 10 commercial organizations from Jiangsu, Zhejiang, Anhui, Jiangxi, Shandong, the city of Nankin, the city of Ningbo, Qingdao and the city of Shanghai; the offers are presented by 372 persons at 177 stands in total. All this



MTP President Andrzej Byrt and the Chinese delegation are visiting the Poznań exhibition of the East China Fair of Imported and Exported Products

makes it the first such large scale foreign edition of the East China Fair.

I believe that thanks to mutual Polish-Chinese efforts, Polish exposition of the East China Fair of Imported and Exported Products may become a platform of understanding, exchange and cooperation between Chinese and Polish enterprises and an important arena for further development of friendship between our nations. It is worth emphasizing that for Chinese enterprises, the exhibition is the first attempt at expanding their activities in European markets that is able to bring tangible results. It is also a significant factor contributing to deepening of the mutual trade cooperation.

SHA HALIN, Deputy Secretary General of the Government of the city of Shanghai, President of the City Business Council in Shanghai, Secretary General of the Committee of Workers of the East China Fair of Imported and Exported Products

Being efficient at fairs

One of the main scopes of activities of the Danish Kingdom Embassy is to promote Danish economic interests and assist Danish companies in making contacts with Polish entrepreneurs. From the perspective of this task, how useful are the trade fairs organized by Poznań International Fair?

Poznań International Fair is the largest fair organizer in Poland and its calendar includes many renowned fairs. Taking part in these fairs is a good opportunity to promote the most important industries of the Danish economy to a wide forum of professionals. It allows Danish entrepreneurs to present their own offer and look more closely at Polish companies and the opportunities and needs of the market. At fairs, many meetings can take place at one place and within just a couple of days – this definitely increases the efficiency of business activities. Fairs are attended by traders, manufacturers, scientists and decision-makers related to particular industries, which is very conducive to making very concrete business contacts. Nevertheless, although it is fairs where you can make random contacts that prove to be beneficial, it is important not to count on your luck only. If taking part in fairs is to produce concrete benefits, it is important to be

well-prepared to business meetings. This is where we can help Danish companies. We prepare and arrange appointments between Danish companies and their potential partners. We organize meetings with exhibitors or invite companies to come to fairs. Fairs are where direct contacts take place and this is what every business needs, maybe not at the very beginning, but later such relations are definitely indispensable.

Danish companies take part in many Poznań exhibitions, both individually and in groups. Which form of participation is more effective?

There is no rule. The most important is to prepare your performance well. Companies put both their time and money into fairs, expecting concrete economic benefits in return. Their participation in fairs is for them an opportunity to efficiently establish contacts and to develop their activities. The organizers of fairs create conditions to arrange meetings and present offers, but in order to effectively use the conditions you must put a lot of work in your own performance. Companies can do that individually or in groups, the latter being more powerful from the perspective of promoting the economy of a given country. For several, or – to



ALLAN E. MORTENSEN
The Energy and Environment
Protection Counsellor in the
Commercial Department of the Danish
Kingdom Embassy in Warsaw

be more precise – for six years, at the POLEKO fair, the Danish Kingdom Embassy organizes a common exposition of Danish companies called the Danish Island. Each common exhibition of Danish companies always has a keynote. Since this year the COP 15 conference is to be held in Copenhagen, our slogan for the POLEKO fair is “On the way to COP 15” and the dominant issues are going to be related to the climate change. Under the same slogan, during the fair, on 24th November, we are organizing the Danish Day. We invite to take part in a series of seminars on the ways of counteracting the climate change and to see the presentation of energy-saving technologies. It is worth emphasizing that Denmark is one of the world’s leaders in the efficient use of energy and energy-saving technologies, so visitors

will be able to learn and talk about many interesting, good and effective technological solutions. We would like to invite visitors to take part in the seminars. The admission is free. You only need to apply for participation in advance.

Fair meetings of professionals and the wide media coverage of Poznań fair events make MTP a good place to promote exhibitors and economies of different countries. To what extent do Poznań fairs reflect the Polish economy?

Despite the international character of events organized in Poznań, Polish exhibitors are present in largest numbers. Since there is no selection, every company can take part in the fairs. The larger the number of companies the more representative it is of the market; you can analyse the fair offer and get a picture of the economy, its potential and possibilities of establishing cooperation. You can gather a lot of information, not only from examining expositions. Fair meetings are important for developing mutual economic relations. Talks and discussions between people professionally involved in a particular industry create the future of these relations.

Thank you for the interview.
Interview by Donata Naumienko



CRISTIANO PINZAUTI
Secretary General of the Italian
Chamber of Commerce and Industry
in Poland

You have over thirty years of experience in the field of marketing, international trade and management of large international companies. From the perspective of all these years, what do you think of the efficiency of fairs as

Fairs are unique instruments

instruments in the hands of managers of companies?

Over the years of my professional career, I have had numerous opportunities to take part in different fair events all over the world. As an executive of different departments and companies in the Olivetti group I have been to fairs in Hannover (Cebit), Milan (SMAU) and others, both as a visitor and as an exhibitor. Recapitulating the experience I would say that fairs may be very efficient instruments in the hands of a manager who knows how to use them properly.

From my perspective, when evaluating the efficiency of fairs, one should think in the categories of sales. You must ask yourself a question: what

value can a given event bring in to the sales process? My experience shows that fairs are perfect for industries that offer material products. Meetings at fairs create opportunities to present such products “live” – in motion and in action – to buyers and distributors. This is where the uniqueness and efficiency of fairs lies. For such industries fairs are simply occasions to sell. The fields of information technology and telecommunication, however, are different. Although in their case there are also products that can be successfully presented at fairs, I would say that this is true rather for software solutions used by professionals, such as CAD, which is used by engineers and architects, than for hardware.

Such presentation are organised at the BUDMA fair and they really arise great interest. Could you therefore answer a question: what is, then, the future of fairs?

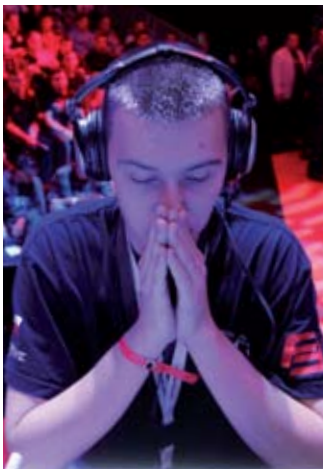
It is definitely the end of huge, diverse events. What counts are specialised fairs, devoted to very clear-cut theme. It is them that create opportunities for meetings of professionals specialising in narrow fields, at which they can exchange ideas. Such meetings are very important for professionals within particular industries as well as for their clients.

Thank you for the interview.
Interview by Dorota Krawczak



RAFAŁ BŁACHOWSKI
Manager of the PGA fair

This year's, sixth edition of the PGA fair is going to be a completely new event. Thanks to the introduced changes, including the change of dates – from the end of November to mid-October – and the addition of the Day for Media and Business (Friday, 16 October), the Poznań Game Arena fair has gained a new quality. This will prove to be a change for the better for all the participants of the event, because it allows us to invite special guests and organize extraordinary attractions, including exclusive, pre-premiere shows of games. The PGA visitors will be able not only to see the pre-premiere shows but also play the latest, often also pre-premiere, games, including: FIFA 10, Forza Motorsport 3, Mass Effect 2, Dragon Age: Początek, Pro Evolution Soccer, Lips 2, Ogniem i mieczem, Avatar, Need For Speed Shift, Assassin's Creed 2 and many, many more.



POZNAŃ GAME ARENA

Fair for fun lovers

Poznań Game Arena is in Poland the greatest and, at the same time, the only one in its kind event devoted to multimedia and electronic entertainment. Its unique atmosphere and character will be created by the largest producers and distributors of games and electronic entertainment equipment. PGA is a special event that brings together three worlds: electronic entertainment, sociable games and paintball.

Important guests

Visitors of this year's Multimedia and Entertainment Fair will be able to meet, among others, some of the world's best game makers – the representatives of the Bioware company, Lech Poznań footballers, including Robert Lewandowski, famous sports commentator Dariusz Szpakowski or the most famous professional electronic sports player Jonathan "Fatal1ty" Wendel. Music fans will be able to attend two concerts: the Jamal group and the Kalwi & Remi duo (the admission is included in the price of the PGA ticket).

Important debates

Nevertheless, there is more to this year's Poznań Game Arena than just entertainment. There are going to be debates on topics important to the Polish electronic entertainment industry and market. The discussions are to concern, for example, the digital distribution of games and the PEGI classification. The participants of the meetings are going to include: Marcin Turski (Licomp Empik Multimedia, the President of the Polish Association of Entertainment Software Producers and Distributors – SPIDOR), Jarosław Kędzior (Electronic Arts Polska), Marcin Ziobrowski (Sony Computer Entertainment Polska) and Mariusz Klamra (GRY-OnLine). Also Piotr Pałowski (Microsoft sp. z o.o.) and Michał Gembicki (CD Projekt) promised to take part in the debate.

Everything for visitors

Every edition of the PGA fair enjoys large interest of the fair audience – fans of computer and sociable games and paintball. It is them for



whom the organizers have prepared another facilitation – the possibility of buying tickets over the Internet (also by sms payment). For further information visit www.gamearena.pl. You are invited to visit this year's PGA fair by the event's sponsors – Allegro and Bank Zachodni WBK and the Patron of the event – Visa, as well as by PGA Exhibitors and Partners, including: Microsoft, Electronic Arts, Ubisoft, Empik, CD Projekt, Intel, Asus, Gigabyte, Creative, Fanatix, Bard, Games Workshop and IQ Publishing. At the stand of the latter, you will be able to take part in the Polish Dance on the Mat Championships.

Official PGA bank cards

The participants of the fair will be able to use modern non-contact PGA bank cards. The cards were produced in cooperation with Bank Zachodni WBK and Visa, and will be available at the PGA. Moreover, when purchasing PGA gadgets in the official PGA shop you will be required to pay only by a PGA card. The card can be bought, exchanged or won in

numerous competitions organized by BZ WBK at the PGA fair.

Poznań Game Arena 2009 Charity Auction

The organizers of the Poznań Game Arena fair and the TVN Nie jesteś sam Foundation, and Polish online auction website Allegro invite all industry companies and all people of good will to take part in the PGA 2009 Charity Auction.

All the financial resources gathered during the auction will be given for the construction of modern Centre for Cancer Prevention of Warsaw Institute of Oncology. The items put for auction by leading companies of the electronic and multimedia entertainment sector, as well as by other companies and institutions willing to support the action, have been available at the Allegro auction platform since the beginning of October. The auctioned items include special editions of computer games signed by their makers, unique gadgets, high quality computer equipment and accessories, consoles and other special products that cannot be bought in any shop.

Every year, the TOUR SALON fair attracts nearly 800 exhibitors from several dozens of countries and thousands of visitors – both individual clients and professionals from the tourist industry, for whom it is one of the most important events in the whole year



TOUR SALON

20th anniversary of TOUR SALON

The nearest 20th edition of the greatest tourist trade fair in Poland – TOUR SALON – looks promising: celebrations of the World Tourism Day and the common jubilee of the Poznań tourist fair and the Polish Chamber of Tourism, the first edition of the innovative DISCOVER POLAND workshop and many more interesting events.

Festival of tourism in Poznań

This year's jubilee is going to be celebrated together with the Polish Chamber of Tourism, which has also turned 20 this year. Moreover, at the TOUR SALON you will be able to take part in the formal celebrations of the World Tourism Day. As part of the celebrations, on 22nd October, the Polish Tourist Organization is organizing a conference on investments in tourism. The same

evening, during a formal ceremony, several kinds of awards are going to be granted to winners, including awards of the Minister of Sports and Tourism – granted for "Merits for Tourism" as well as certificates, of the Polish Tourist Organization for the Best Tourist Product including the Golden Certificate. For 23rd October, on the other hand, the Polish Tourist Organization is prepar-

ing a seminar on the development and promotion of tourist products. Moreover, during the fair a letter of intention is going to be signed on the cooperation between the Ministry of Environment and the Ministry of Sports and Tourism. At the same time, a presentation is going to be given on geotourism as an opportunity to create an attractive tourist product.



MAGDALENA HALICKA-GOŁĘBIOWSKA
Manager of the TOUR SALON fair

This year's edition of the TOUR SALON fair is going to be special for several reasons. Firstly, because of the 20th anniversary, which the fair is going to celebrate together with the Polish Chamber of Tourism. Secondly, because of the World Tourism Day, which is going to be organized for the first time in the history of the fair. The premises of Poznań International Fair are going to host representatives of the Ministry of Sports and Tourism and the Ministry of Environment, as well as numerous groups of people professionally involved in tourism and fans of travelling. I am positive that the largest tourist fair in Poland will contribute to establishing many business contacts and to promoting Poland internationally.

Conferences, lectures, workshops

As always, also this year the TOUR SALON programme is going to abound in interesting conferences and lectures. During the fair, visitors will be able to attend the conference on "Efficient marketing in the tourism and hotel industry," which will be combined with workshops during which the participants will learn how to make a good website and how to organize an effective Internet campaign. Other subjects will include positioning of websites and using microblogging in the tourism and hotel industry. The speakers will include, among others, specialists from Google Polska, Allegro.pl, Blip.pl. Additionally, the "Well Sited Tourism" competition for the best website in the tourism and hotel industry is going to be conducted as part of the conference. Apart from that, there are also going to be lectures and workshops devoted to sales in tourism, and to photography and image processing for tourist offers.





This year, traditionally, all the Polish regions and many countries are going to present their attractions and tourist products, whereas travel agencies and tour operators are going to show their offers for the nearest seasons. Among the exhibitors you will also find accommodation administrators, hotels and SPA & Wellness centres (at a special exhibition called "Health SPACe"), representatives of business and tourism, carriers and many more entities from the industry



Slovakia and the Pomorskie Region

...are this year's Partner Country and Polish Partner Region.

Nearly 20 exhibitors from all over Slovakia are going to take part in the TOUR SALON 2009 fair. Over the four days of the fair, the Slovakian stand is going to present specialties of the Slovakian cuisine and other attractions. Apart from that, there are going to be tastings of Slovakian cheese and wine, the latter coming from all the different wine regions in Slovakia. To add variety the Slovakian exhibition will also offer visitors an element of musical entertainment in the form of the performance of a folk band from Prešov called Šarišan. Apart from that, a special press conference combined with the multimedia presentation of Slovakian tourist attractions is going to be held for professionals of the tourism industry and journalists.

The Pomorskie Region, on the other hand is going to organize a presentation on the lately opened Support Centre of the Pomeranian Regional Tourist Organization, whose main function is to provide consultancy services to local initiators of the development of tourist products. The project is implemented in a partnership with the self-government of the Pomorskie Region. ■

Attractions for audience

■ This year there are going to be many attractions waiting for visitors of the TOUR SALON fair, because – apart from the stands of exhibitors – there are going to be numerous accompanying events, including, for example, "Travelling Kaleidoscope", i.e. meetings with travellers, "Speedminton Polish Open 2009", i.e. the First Open Polish Championship in speed badminton, presentations on countries, exhibitions of photographs and compe-

titions with attractive awards for winners. On the occasion of the 20th anniversary of the fair, there is going to be a special surprise prepared by MTP in cooperation with the Poznań City Transport Company (MPK) and the Poznań Rail Vehicle Fan Club (KMPS). On Saturday 24th, during a special event called TRAM TOUR, you will be able to take a ride around the city, sitting in historic tram carriages. Visitors attending the fair on Sat-

urday are going to be presented with special gifts. Every hour between 10 am and 2 pm, the first 40 people to enter the fair will be given atlases, guides and maps endowed by DEMART SA, the publisher of, for example, the PolskaNiezwykla.pl website.

As always, the fair is going to be held under the patronage of the Ministry of Sports and Tourism, the Polish Tourist Organization and the Polish Chamber of Tourism.

NEW!



DISCOVER POLAND

21-22.10.2009

www.discoverpoland.mtp.pl

At the TOUR SALON fair, the greatest tourist fair in Poland, the first edition of a new event is going to take place – the DISCOVER POLAND workshops on inbound tourism. This new project of Poznań International Fair is aimed at promoting Polish tourist attractions among foreign organizers of adventure tourism. As far as active tourism is concerned, Poland offers wonderful possibilities and the organizers of DISCOVER POLAND want to show this potential to tour operators from the whole Europe.

■ DISCOVER POLAND is a series of especially arranged matchmaking meetings. The goal of the workshops organizers is to match Polish sellers of tourist services with carefully selected potential foreign buyers of the services. The innovativeness of DISCOVER POLAND lies in the fact that the participants in the meetings are going to be organisers of adven-

ture tourism, with particular emphasis on different forms of the so-called active tourism. At DISCOVER POLAND the offers of accommodation administrators, health resorts, SPA and wellness resorts, national parks, hunting associations, owners of stud farms and ranches, associations of agritourist farms, owners of ecological farms and sports as-

sociations will be presented. Participating in the DISCOVER POLAND workshops may be a unique opportunity for Polish tour operators to make new, international business contacts and at the same time – to expand beyond the Polish borders. An advantage of the workshops is that they offer an opportunity to meet potential clients directly and individually. As

it is widely understood, in the world of business time is money. Therefore, meetings taking place simultaneously with a great trade fair of the industry and at the same place, are much appreciated by businessmen. Every year, at this kind of events organized by MTP, businessmen find partners with whom they can realise common tourist projects. ■



INVEST-HOTEL

Where INVESTors meet

The 11th edition of the INVEST-HOTEL fair will provide you with an overview of all products and services currently available in the market of the hotel sector, from building and finishing materials, furniture and furnishing for rooms, receptions, hotel kitchens, bathrooms, conference and training centres, hotel SPAs and professional reservation and access control systems.



The latest hotel trends, technological innovations and new products available in the market, professional advice for investors and hoteliers - all this is waiting for you at INVEST-HOTEL, the greatest in Poland Hotel Equipment Trade Fair. This year's edition of INVEST-HOTEL will be held under the patronage of the Chamber of Commerce of the Polish Hotel Industry and the Polish Chamber of Hotel Industry

Conferences, training, workshops...

■ The INVEST-HOTEL fair is going to be held together with a great number of accompanying events. For the first time at the fair, you will be able to see a perfectly designed and fully equipped conference room presented "live." In this space numerous industry conferences and workshops will be held. One event that promises to be especially interesting is the conference on "E-efficient marketing in the tourist and hotel industry" run by specialists from Google Polska, Allegro and Bliip.pl, organized by MTP in cooperation with the HotelNews.pl web portal.

The INVEST-HOTEL fair also offers access to expertise from many fields of the hotel industry. At the Hotel Project Centre for Consultancy you will be given free advice about hotel investments. Those interested in hotel investments may also take part in the Forum of Hotel Investors.



JÓZEF SZYSZKA

Manager of the INVEST-HOTEL fair

We take care to make the INVEST-HOTEL fair a place for business meetings of the leading suppliers of products and services for hotels, guesthouses, holiday resorts, conference rooms and wellness & SPA centres. This year, with a view to investors' needs, we have prepared an unusually rich programme of conferences, workshops and exhibitions. In the accommodation industry, investments and implementation of innovative solutions are necessary and I am positive that you will find a lot of interesting information at the INVEST-HOTEL fair.

SPA & Wellness

This year, an impressive part of the INVEST-HOTEL programme is going to be devoted to the subject of SPA & Wellness. Among others, the "New Sources of income for hotels" conference, where you will have an opportunity to learn about innovative solutions for hotels, modern equipment for SPA rooms and the art of making SPA cosmetics will be organised. ■



BOATSHOW

11th Fair of Sailing and Water Sports

06-08.11.2009

www.boatshow.pl

All lovers of sailing and water sports are welcome to visit this year's BOAT SHOW fair. Last year's edition of the fair showed that the event has significantly developed, with 196 exhibitors presenting their offers.

■ At the stands there were exhibited motor and sailing yachts, kayaks, accessories, sailing and motorboat equipment, yacht electronic equipment, construction and maintenance materials, boat trailers, clothes, life saving equipment, yacht designs, marines and harbours. Apart from that, there were many industry meetings, including seminars and workshops on meteorology and navigation. Another accompanying event was a scholarly conference on ethics

in sailing. The audience turnout was also satisfying, with nearly 9,000 people attending the fair. It appeared that the difficult decision to move the fair from Łódź to Poznań was good and allowed for a new start of the BOAT SHOW fair. According to the opinions on the fair gathered among the fair exhibitors, the infrastructure of the fair gave them more possibilities of arranging the space of their stands. They also appreciated having been given more time



to assemble and disassemble stands and - last but not least - the excellent technical possibilities and very good conditions for receiving visitors and realizing accompanying events. MTP can put at the exhibitors disposal the greatest and most modern trade fair centre in Poland, which meets European standards. The BOAT SHOW fair is an important place for the industry people to meet clients and water sports lovers, as well as discussing subjects relevant for the development of the market and companies operating in it. Therefore, we invite you to come to Poznań for the November gathering of boat lovers. Attractions are waiting. ■

HOBBY

Fun with passion

Model sailing ships, cars, railways and planes charm with attention to detail and the precision with which they have been made, but also with the rich history reflected in every element of their construction. The Model Making Exhibition is an opportunity to see wonderfully constructed models, most of which are faithful reproductions of real sailing ships or railways from the end of the past century.

We are more and more numerous

■ The HOBBY Model Making Exhibition is becoming more and more popular. Therefore, this year the exhibition has been moved to a new and more spacious building. It is new and of an original structure – four pavilions joined with a glass roof. Under this roof you will find an atmosphere of good fun.

Worlds of children and adults in perfect harmony

Visiting the Model Making Exhibition is a good way of spending a family afternoon. Little hobbyists will find there special playgrounds, where they will spend some time in a real whirl of fun, playing with excavators and dumpers almost as big as themselves. Little railway fans will be able to play railway people. Additionally, there will be an oppor-

tunity to learn how to make models at the Model Making Academy.

Those thirsting for more exciting experience will like this year's new attraction – the Qualifying Race for the Indoor Model Radio Control Car Championship will let you feel the atmosphere of a real car race. While the car race is an offer for professionals, children aged 3-15 will be able to take part in their own mini race and win valuable awards, including a professional radio control race car.

Modellers join forces

Modellers from all over Poland and from abroad are finishing the construction of particular parts of railway models which are going to be put together at the fair. This common project will take visitors on a journey into the past, into the times when railway was the only means of transport you could use to travel to unknown lands. ■



Children and parents are very close due to common interests



BARBARA VOGT

Manager of the HOBBY fair

The Model Making Exhibition every year strengthens its position in the model making market as an important event in the industry. Therefore, it attracts more and more interest from the media. We have established cooperation with the samoloty.pl, lotniczapolska.pl and dobroni.pl web portals. Each of these portals gathers people for whom this hobby is a vital part of their lives and an important driving force for action. Other reliable partners of the event are: Polish online auction website Allegro, the Modeller and the RC Model Making Review monthlies and the World of Railway and World of Toys magazines. Some of the new products presented at this year's HOBBY fair are going to be garden railways, a model of a railway station from the 1960s and flying models of planes with a wingspan of 2 metres. All who want to see these and other wonderful models are welcome to come to the fair!



Playgrounds in the fair pavilions attract little hobbyists

The scope of events of the HOBBY 2009 Model Making Exhibition include:

- Module railway models in several scales
- Rail track for children – great fun for big and small!
- Qualifying Race for the Indoor Model Radio Control Car Championship
- Indoor RC Car Race for children aged 3-15
- Shows of flying and floating models
- Model Making Academy





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

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

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

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

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

Organisation of the Competition for the Gold Medal of MTP:

BIT BUSINESS-INNOVATIONS-TECHNOLOGIES

Głogowska 26, 60-73 Poznań, Poland
tel.: +4861 866 59 36, +4861 869 22 06
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Photo by L.Vampre

KAMIEN – STONE

The stone industry's most important event

The KAMIEN-STONE 2009 Stone Industry Fair is soon going to take place in Poznań. The event is going to be held in the exhibition area of nearly 10 000 square metres, with more than 200 leading companies from the sector of suppliers of the stone industry showcasing their latest offers.

Fair for professionals

■ Anybody who plans to start his or her own stonemason enterprise, regardless of the enterprise's size, should attend the KAMIEN-STONE 2009 fair in Poznań. Taking place in three pavilions (3, 3A and 4), the fair is going to feature the latest stone processing technologies applied in machines and devices offered by exhibitors from 16 countries, including Poland, Belgium, Brazil, China, Egypt, Finland, France, Spain, India, Liechtenstein, Germany, South Africa, San Marino, Sweden, Ukraine, Italy). The exhibitors are also going to be suppliers of the material itself, as well as various components and prefabricated products, which should be a source of inspiration for professionals interested in im-

proving the design qualities of finished products.

"The fair is not only an opportunity to learn about new products available in the market. It also includes a programme of accompanying industry events open for all interested visitors," says Marzena Przybył, the Manager of the KAMIEN-STONE fair. One of such additional events, especially worth recommending, is the Stone Panel seminar devoted to new technologies of stone processing, with practical presentations. During another interesting event, the Sculpture Workshop, visitors will be shown practical skills of masters of the profession. Yet another show is going to involve laying the mosaic, performed "live". During the fair, visitors will be able to see two interesting exhibitions: one held in homage to distinguished

Italian stonecutter Andrea Palladio, the other – an exhibition of stonemason advertisements.

Finally together

The KAMIEN-STONE fair is organized by Poznań International Fair and the Geoservice-Christi company from Wrocław.

The negotiations between the organizers of the Kamień fair in Wrocław and the Glass-Stone fair in Poznań lasted nearly four years. As a result, the two events have merged into the KAMIEN-STONE fair, whose first edition is going to take place in Poznań as soon as in November. Thanks to the merger, the fair has a chance to become the most important event for the stone industry in Central Europe.



POLEKO | KOMTECHNIKA | GMINA | INVESTFIELD

Municipal ecology

The problem of waste management is one of the most serious issues within the scope of responsibility of local self-governments, whose representatives have always been one of the most numerous groups visiting the POLEKO International Trade Fair of Environmental Protection. No wonder then that it was waste management that Polish Minister of the Environment has chosen for the lead theme of this year's edition of the largest trade fair of environmental protection and municipal services in Central Europe.

Waste management from A to Z

■ An average Pole produces 350 kilos of waste every year. Under the Polish law, it is local self-governments that are responsible for this pile of waste. For the communes to be able to meet the responsibilities imposed on them by legislators, an access to state-of-art waste management solutions is necessary. At the POLEKO 2009 fair, such solutions can be found by the representatives of self-governments and municipal public utility companies, both at the exhibitors' stands and during accompanying events devoted to this subject, which are going to be traditionally numerous at the POLEKO fair.

The organizers of the two-day long conference on waste management that is going to take place during the fair are: the Ministry of the Environment, the National Fund for Environment Protection and Water Management and the Regional Fund for Environmental Protection and Water Management in Poznań. Moreover, "Waste management – conditions and challenges" is also the topic of the 13th International Ecological Congress, which is one of the permanent points in the POLEKO fair programme. One of the issues to be raised at the Congress is the problem of the new or-

ganization of waste management and the solution proposed by the Ministry of the Environment. Apart from that, the Congress participants are going to hear about the duties and principles of functioning in the new system of particular levels of the public administration, the ways of financing of waste management and many other relevant and important issues.

Also the annual debate traditionally organized during the POLEKO fair is going to be devoted to the subject of waste management. This time the topic of the discussion will be: "Waste-to-energy – a newfangled invention or a necessity". Another permanent event of the POLEKO fair is the Recycling Forum taking place along with the Recycling Exhibition – a special event during

which exhibitors present recovery and recycling technologies and devices. The Association of Polish Papermakers is organizing the symposium on "The development of the market of paper and cardboard waste in the light of new legal regulations," whose topics are going to involve the foreseeable consequences of the EU Waste Framework Directive for the development of waste management systems in Poland.

Waste management is a lead theme of POLEKO 2009



Comprehensive offer for self-governments and entrepreneurs

■ Obviously, POLEKO 2009 is not only about waste management. The fair exposition includes also the following sectors of the industry: Water and Waste Water, Energy and Renewable Energy Sources, Air, Noise and Vibrations, Climate Change, Measurement and Control Equipment and Ecological Education. The fair exhibitors include leading companies operating in the industries related to the fair topics. The POLEKO fair attracts the interest of companies from abroad. Just like in previous years, also this year's fair is going to be made even more attractive by common exhibitions of particular countries organized under the auspices of government agencies and institutions, presenting comprehensive solutions related to the environment protection and municipal services. The following countries have al-

ready shown interest in organizing national exhibitions at the POLEKO fair: Austria, Denmark, France, Spain, Ireland, Canada, Germany, Norway, Sweden, Switzerland and Italy.

Additional attractions at this year's fair include special expositions: the Clean Energy Exhibition – devoted to renewable energy issues, the Measurement and Control Equipment Exhibition and the Research for the Environment Exhibition.

This year, for the second time in the history of the POLEKO fair, the event is going to be accompanied by the KOMTECHNIKA International Trade Fair of Municipal Technologies, the latter being an opportunity to meet for suppliers of municipal technologies, professionals from self-government units responsible for municipal services and representatives of public services companies,



companies providing cleaning services, greenery maintenance companies, municipal road authorities and housing cooperatives. Moreover, the Hygiene and Pest Control Exhibition is going to be held as part of the KOMTECHNIKA fair. One of the more interesting events taking place during the KOMTECHNIKA fair is going to be the City-Truck-Show – “live” presentations of municipal equipment, in the open space.



This year, the pair of POLEKO and KOMTECHNIKA fairs is going to be joined by the GMINA Trade Fair For Municipalities, Cities and Regions – a forum of information exchange between the private and the public sector. The fair is going to feature products and services for self-government administrations. The exhibitors are going to present solutions in the area of urban architecture (pavements, street lights, bicycle lanes), street and square furniture, landscape architecture (parks, squares), infrastructure for the disabled, infrastructure for education, culture and sports (sports and leisure facilities) and IT solu-

tions for public institutions. Visitors of the GMINA fair – commune and village heads, mayors, presidents and district governors – will also be able to become exhibitors themselves during another event taking place at the fair – the INVESTFIELD Property and Investment Exhibition. Apart from the presentations of different Polish regions, the exhibition is also going to include the model Investor Trading Centre, where visitors will be able to learn about the operational principles and requirements of such a centre, which will facilitate the introduction of similar solutions in Polish administration offices.



AGATA DUTKA

Manager of the POLEKO and KOMTECHNIKA fairs

The autumn ecological fair has developed into a whole group of events whose subjects oscillate around issues related to environment protection and municipal economy. One of the assets of the trio of fairs: POLEKO, KOMTECHNIKA and GMINA, uncommon at other similar events, is the presence of the representatives of local self-governments and public utility entities, for whom the fairs are opportunities to learn about the unusually wide offer of solutions that might interest them. At the same time, for companies who market their products to clients related to local self-governments and public utility entities, participating in the fairs proves to be a perfect way of reaching their key clients.

Matchmaking – international cooperation exchange

The organization of direct and advanced planned business meetings known as “matchmaking” is an extremely efficient form of establishing cooperation between companies from different countries. This year, at the POLEKO fair, business matchmaking services are going to be provided by two specialised entities: Handwerk International Baden-Württemberg and Chambre de Commerce de Luxembourg, organizing the b2fair Cooperation Exchange, and WTC Poznań with the International Cooperation Exchange.





HORSE-RIDING EQUIPMENT FAIR

For horse sports fans



HANNA SKRZYPCZAK

Manager of the Horse-Riding Equipment Fair

In December you are going to have an opportunity to take part in a very special event, that is the Horse-Riding Equipment Fair. The largest Polish and foreign companies are going to present their offers. You will be able to find everything you need to take care of the health and appearance of your horse. Apart from that, you will experience the excitement of watching the Central European League Qualifications in jumping, which are held at the fair every year.

The Horse-Riding Equipment Fair is where horse riding fans – professionals as well as beginners – definitely will not get bored.

Over the three December days on the MTP premises horses will be the only topic. The exhibition halls will turn into a riding course, right beside which stands will appear, filled with equipment and accessories for the enthusiasts of equestrianism.

The exposition of the Horse-Riding Equipment Fair is very rich. It is not only limited to equipment – you will find there the whole range of products necessary to take care of the health and appearance of your horse. There are going to be new products that will satisfy professionals



Among the exhibitors there are going to be also unions of horse breeders and organizations promoting therapeutic horse-riding

like horse breeders, owners of horse riding centres and halls, as well as all those for whom horse-riding is a leisure activity and passion. Horse riders will be able to buy the latest models of riding clothes and high quality equipment, providing comfort and safety.

The Horse-Riding Equipment Fair is also a perfect place for those who would like to start their adventure with horse riding. They will be able to find out how horse riding clubs function, what equipment will be suitable for them, what different horse riding centres offer and what various forms of horse-riding leisure activities are available – all in one place.

What is especially responsible for the special character of the Horse-Riding Equipment Fair are the Central European League CSI-W Qualifications, which always take place at the same time. In February, at the grounds of Poznań International Fair there were 120 contestants and 200 horses from 18 countries. Awards were granted also in the Poznań International Fair GRAND PRIX competition. Such exciting events are going to take place at the fair also this year



BTS Fair of Shoes, Leather and Leather Goods 16-18.11.2009

Comprehensive offer for footwear and leather industry

The November BTS Fair of Shoes, Leather and Leather Goods is addressed to companies contracting designs from the latest collections of footwear, leather clothes and goods for spring and summer 2010 (the TREND exhibition), as well as for suppliers of leather, components, footwear and leathercraft accessories, and machines and technologies for the footwear and leather industry (the TECH exhibition).

Apart from the stands of Polish and foreign exhibitors, the fair visitors will be able to see dynamic presentations of shoes and leather goods during everyday trade shows called Fashion & Time. They will also be able to attend professional seminars. There will be lectures, given by experts, which will provide listeners with practical hints on how to enhance the brand image in the footwear and leather market, and how to arrange the commercial space basing on the principles of Visual Merchandising.

During the Shop Concept seminar, traders will have an opportunity to hear some practical advice on furnishing a model shoe shop and on the impact of colours on sales results; they will also be able to ask for legal advice related to operating a retail outlet. During the formal Awards Ceremony, which is going to take place on the second day of the fair, the best designs of shoes, clothes and leather goods presented at the BTS fair are going to be awarded MTP Gold Medals. Those stand designs that con-

tribute the most successfully to the implementation of corporate marketing strategies are going to be awarded Acanthus Aureus statuettes. Apart from that, the results of the third edition of the Fashion Website Awards 2009 competition organized by the Promedia publishing house are also going to be announced, with awards for the best websites in the Polish leather industry granted in three categories: Manufacturer/Importer, Trade and – for the first time – Designer.



ART & CRAFT FESTIVAL

Fair art gallery

Art & Craft Festival is a special event at Poznań International Fair. The pavilions that throughout the rest of the year host businessmen from all over the world, for these three special days gain a new face – they become an art and craft gallery.



ZOFIA STRYŻ

Manager of the Art & Craft Festival

Over the last years, we have been observing in Poland a boom in handicraft – it is enough to put the Polish word for “handicraft” in an internet browser to see how many people sew, crochet, paint, carve, felt and make jewellery... The handicraft creativity is practically limitless! And handmade objects, which are always created with great passion, are actually small unique works of art. Internet shops and auctions selling handicraft are always extremely busy and homemade products are featured in interior design magazines, next to the projects of famous designers. This proves that Poles are looking for an alternative for mass production and what they can find in supermarkets. Products “with soul” reflect the individuality of their owner and often become very personal, sophisticated gifts.

Wonderful atmosphere at a special fair

Strolling along cosy stalls filled with exquisite works of human hands, you can meet fine artists and handicrafters who come to Poznań to show their works to others. A great variety of artistic objects, which may become original and personal gifts, reminds us of the fast approaching Christmas time. The atmosphere of an artistic meeting is what every year attracts crowds of visitors to the Festival.

The objects artists bring to the Art & Craft Festival are absolutely unique because they are handmade. The actual technique and the material from which particular objects have been made are not as important as the fact that each of them is one of its kind. Paintings, graphic arts, tapestry, sculptures, stained glass, ceramics, jewellery, bags, clothes, hats, decorative chests, interior decoration, Christmas decoration, folk handicraft, products with

soul and history are to be admired, bought or especially ordered at Art & Craft Festival. Visual arts tools and materials will also be available.

The Festival is the place where you can experience the outer beauty of various unique products of art, but also feel the atmosphere created by many beautiful artistic souls gathered together in one place.

Elżbieta Ponińska, Exhibitor at the 5th Art & Craft Festival

The Festival exhibitors are going to be both renowned artists and debutants, as the Festival is open for both professionals and amateurs. Also handicrafters and folk artists are going to present their works. The exhibitors are going to be both individual artists and art galleries, cultural centres and companies dealing with the sale of decorative products. The artists taking part in the

Festival not only sell their works, but they also inspire others to create their own. What the Festival audience finds particularly interesting are the techniques of creating works, demonstrated by the artists.

A special event during the 6th Art & Craft Festival will be the Polish Art Exhibition KNOW THE CHANGES 2009. It is an exhibition of painting, sculpture, graphic arts and fabrics.

The Festival, taking place under the honorary patronage of the President of the City of Poznań, has become a regular event in the calendar of cultural events held in the Wielkopolska region and is known by handicrafters and artists in the whole country. The Festival audience waits the whole year for this special event.

Fair grows bigger

Art & Craft Festival grows bigger every year. It gives artists – whether they are qualified or not – an opportunity to meet one another and potential buyers “live”. This is where they are given feedback, learn something about new trends and techniques, and – most importantly – find buyers. For visitors it is an opportunity to freely experience contact with good art and artists. This year, for the second time, it is all available in the special space, which in cooperation with the Association of Polish Artists and Designers, has been turned into a gallery of painting, sculpture and graphic art.



The September economic forecast of the European Commission said that Poland would be the only country in the European Union to record economic growth this year. The possible upward revision of the Polish GDP was announced also by the International Monetary Fund. Similar revisions of the forecasts concerning the Polish GDP growth have so far been made by 19 financial institutions in the world. What really stands behind the recently famous 1.1 percent of the Polish economic growth in the first half of the year? To what extent does Poland owe the growth to favourable circumstances and to what degree has it been the result of deliberate actions? – we ask Polish entrepreneurs and experts.



Careful optimism of entrepreneur



MARIUSZ KOSTRZEWA
President of the Moskwa Sp. z o.o.

You are the president of a small company, employing 25 people and dealing with the distribution of materials and technologies applied in the footwear industry, haberdashery, sportswear and working clothes. You are also a producer and you manage a logistics base. You export products to Belarus and Ukraine. The recent economic crisis has affected almost every enterprise in the market. However, in spite of the difficult situation, the Polish economy ended up with positive results. What do you think – why?

In my opinion, Poland owes its good GDP results to enterprises which can flexibly operate in the market. It is true, however, that such flexibility in adjusting to the changing economic situation is the privilege of small companies. It was a very difficult time. We had to make very risky decisions. The crisis forced us to lower our expenses so we had to lower the margins and the earnings as well. This process of adjustment to the difficult situation was not painless. The fact that we export to eastern markets did not improve our situation. We tried to compensate for the downturn in sales by widening the range of products on offer. And we still ended up with profits far lower than before.

Is the crisis over now? Is it already the moment when we can start looking optimistically into the future?

It is hard to say today how the market will behave, but we dream of stabilization and believe that we will achieve it. The positive GDP results only confirm the economic efficiency of Polish companies. The private sector survived the crisis and it will be able to cope with more such difficult situations. What entrepreneurs really worry about is the budgetary deficit of the state.

Is participating in fairs, among other actions taken by companies in difficult times, useful?

Yes, fairs are useful. They are a good multi-functional marketing tool. They give you information on what is happening in the market and who are its active players. Our company uses fairs mostly to maintain trade contacts, business relations. Fairs are good occasions for business meetings. We benefit a lot from participating in the events accompanying the fair: seminars and shows. Apart from that, participating in fairs means participating in the life of the industry. Therefore, we have been taking part in fairs regularly since the very start of the company. Once a year we attend the Poznań BTS Fair of Shoes, Leather and Leather Goods.

Thank you for the interview.
Interview by Donata Naumienko

Entrepreneurship is Polish national DNA



ANDRZEJ SADOWSKI
economic commentator,
Vice-President of Adam Smith Centre

Recently we have heard the half-yearly results of the Polish GDP, followed by more and more optimistic forecast

for 2009. Announcing them, the Polish Minister of Finance expressed his appreciation of Polish entrepreneurs. Would you agree with his opinion?

Definitely. It would be difficult to ascribe the good results to anyone else. We should all take off our hats to Polish entrepreneurship. For weeks, the "crisis" word was constantly on the tongues of politicians and some economists, but Polish entrepreneurs were not overwhelmed by it. The fact that the situation in Poland is better than in neighbouring countries also proves that our entrepreneurs stopped treating the "crisis" buzzword seriously. It is true that for some time they had suspended investments and plans of new enterprises, but after several months they realised that crisis is only on the lips of politicians and so they returned to their earlier plans.

This unusual entrepreneurship of Poles is now our hallmark in the European Union. Let us remember that about 70 percent of the Polish GDP is generated by small and medium enterprises, with small enterprises (up to five employees) contributing more. They are not beneficiaries of state anti-crisis programs and only to a limited extent benefit from the EU funds. What these businesses need most is economic freedom. It is them, not privileged foreign investors, that constitute the greatest economic capital of Poland. If different artificial obstacles were removed, this would definitely result in a significantly greater economic growth. Entrepreneurship is what counts in the market and it is our national DNA, (DK)



Helped by conservatism



MAŁGORZATA STARCZEWSKA-KRZYSZTOZEK

Manager of the Research and Analysis Department of the Polish Confederation of Employers "Lewiatan"

Most of our companies are very careful with using external financing and spending money. In 2008, as many as 70% of Polish small and medium enterprises claimed that they run their activities and invest using solely their own financial resources. Polish entrepreneurs are also careful with investments. While the world assumes that an enterprise should make investments when it utilises 80% of its productive capacity, Polish entrepreneurs decided to invest only when their assets have been used to a much greater extent. Recently this has saved them from falling into debts, from overinvesting and being forced to raise the product prices, which would be a risky decision in the times of crisis, as it would make their products less attractive for buyers. Had Polish companies not been conservative, their results today would be much worse. And since 70 percent of the Polish GDP comprises of the added value generated by enterprises, Polish economic growth would not reach the level of 1.1 percent. Nevertheless, this conservative approach to business will become a great problem the moment the economic situation starts to recover. Entrepreneurs must start thinking about investments now. They must invest in innovative solutions, which means not only new technologies and products but also marketing and organizational innovations. They must consider what they need to change today so that

the moment the crisis ends they can be ready, as if in starting blocks, for the race.

The research we conducted among small and medium enterprises last year showed that entrepreneurs have started to understand this necessity. Thanks to the prosperity of the previous years, entrepreneurs managed to save quite significant amounts of own resources and now they have decided to take a risk and change something in their businesses. They have concentrated on quality and this cannot be achieved without innovative solutions. We cannot assume that we would think what to do next only when the crisis has ended. It would be too late. The winners will be those who plan investments, especially investments in innovations, today.

That this is a reasonable approach is best shown by the present situation of innovative companies operating in the market. Last year, the Polish Confederation of Employers "Lewiatan" prepared a ranking of these companies. This year, we have conducted a survey among them, asking how well they are coping in the times of crisis. It appeared that their results were incomparably better than the results of their conservative competitors. (DK)

Polish entrepreneurs – the biggest optimists in the region

More than 50% of Polish entrepreneurs expect that within the next six months the general economic conditions will improve and more than 70% optimistically estimates the financial perspectives of their enterprises. These are the highest rates achieved in the survey on business confidence recently conducted by Deloitte. The surveyed were the representatives of 190 largest companies in Central Europe.

Source: Deloitte Business Sentiment Index (DBSI), September 2009

Favourable circumstances



PRZEMYSŁAW POWALACZ

President of the Management Board of Sanitec KOŁO and Senior Vice President CEE Sanitec Co.

– The half-year results of the Polish GDP surprised both domestic and foreign analysts. The least taken aback seemed to be entrepreneurs who were to really feel the forecasted crisis. What was it like from the perspective of your company?

– Last year's forecasts were indeed bad and most companies prepared for more or less negative development of events. Our company also prepared such a negative scenario in two alternative versions – more or less strict. Fortunately, we didn't have to resort to any of the scenarios, but creating them enabled us to look more carefully at particular areas of the company's activity and let us optimise them, just like in the case of logistics and marketing.

– What was the main factor that enabled you to avoid resorting to the crisis scenarios?

– It is natural that each of the industries looks at the situation from a different perspective. What our company experienced was a combination of favourable circumstances. In short: we were favoured by several objective factors.

First of all, there was no drop in domestic consumption. Although Poles, worried by the media reports, refrained from shopping for a couple of months, the trend reversed as soon as in May. This was shown in the regularly conducted research by IPSOS, but we could see the same trend in the constant sales dynamics. Paradoxically, in our industry we can even speak of the increase in demand. More rigid credit policies introduced by banks and the uncertainty of employment had negative impact on the demand for larger investments, like building of a house or purchasing a flat. But many people could still afford refurbishments, which even became more cost-efficient, as many producers lowered the prices of their products in order to boost sales.

Apart from that, distribution networks of the construction industry keep developing, which is another piece of good news for our company.

– And exporters benefited from the weaker zloty.

– That's true. For many companies, the weak zloty meant a real increase of orders. Costs of production in East-Central Europe, calculated in EUR, dropped dramatically. Many western companies decided to allocate production. Today, the Koło factories work at their full capacity, also for their western partners. Exporters benefited in the most obvious way: their products gained a competitive edge over western European products thanks to lower prices.

– It seems that good and strong brands can count on favourable circumstances. Thank you for the interview.

Interview by Dorota Krawczak

This year's exhibition occupied as many as nine pavilions. Nearly 500 exhibitors from over 20 countries came to show their offer. More than 20 thousand guests visited the fair.



FURNITURE AND INTERIOR DESIGN FAIR

Poznań overwhelmed with **design**

The exposition could make visitors dizzy with its variety. The fair pavilions were filled with the latest collections of furniture, stylish decorations and lights, as well as interior finishing products. The MEBLE, BIURO and HOME DECOR fairs, together with the LUMINEXPO exhibition and the BUDMA INTERIOR fair, which all took place in June, were the biggest fair meeting of the furniture and furnishing industry that has taken place in Poland this year. The exhibitions were accompanied by the premier edition of the prestigious arena DESIGN project.

Fair at a grand scale

The fair visitors could see the offers of 150 foreign companies from among others Germany, Italy and Sweden, and exhibitors from Switzerland, Spain, the Netherlands, Belgium and Portugal also ap-

peared. Design propositions were presented also by Asian countries: China, Malaysia, India and Kazakhstan, and – not that distant – Lithuania, the Czech Republic, Slovakia, Ukraine and Romania.

For the first two days, the exhibitors were visited mostly by entrepreneurs involved in the industry – furniture merchants, traders, architects and interior designers. On Friday and Saturday, the fair was attended by a great number of individual clients. Reports from the fair were constantly broadcast in the fair television studio prepared by the Meble.pl web portal.

Both the MEBLE fair and the arena DESIGN event were held under the honorary patronage of the Minister of Economy.

Traditional educational part

As it happens every year, also this time the fair was accompanied by conferences, discussion



panels, seminars and presentations. At the MEBLE fair, these educational events included: discussion panels prepared by the "Meble Plus" monthly and seminars organized by the Polish Chamber of Commerce of Furniture Manufacturers OIGPM. As part of the HOME DECOR fair, Poznań International Fair and the PROMEDIA publishing house organized seminars on overcoming the crisis and on the latest trends in interior design. At the special Trend Space, visitors could listen to lectures delivered by representatives of companies from



The idea of the arena DESIGN project, i.e. creating a platform of dialogue between designers and entrepreneurs, was appreciated also by exhibitors of the MEBLE, BIURO, HOME DECOR and BUDMA INTERIOR fairs, which took place simultaneously. They all confirmed that there was a great need for such meetings and a growing interest in design in the Polish industry



stand of Philips Lighting Poland, included lighting designs entered to the EkoDesign 2009 competition, which used energy-saving sources of light and Philips equipment.

Each day something new

With an eye to the needs of house and flat owners planning interior investments, special thematic zones were prepared at BUDMA INTERIOR in cooperation with the Publikator publishing house. In these spaces visitors could obtain professional advice from architects, designers and interior decorators (IdeaRoom), learn about interesting techniques of painting and wall decoration (PaintRoom), see "live" cooking shows in a specially arranged kitchen, taste some delicious specialties of Polish and Italian cuisine (LiveCooking), relax over a cup of good coffee and browse through interior design magazines (CoffeRoom). They could also learn about a wide offer of ecological products and equipment, and find out how to protect the environment. Visitors of BUDMA INTERIOR could also see tile laying shows organized by the Polish Association of Tile Layers, as well as an interesting zone of kitchen furniture arrangements. Valuable prizes were drawn in the "EkoQuiz" competition.

The results of competition, organized by the ProjektMieszkanie.pl web portal, were also announced at the BUDMA INTERIOR fair and the winner won a professional meeting with an interior architect at his own house.

At HOME DECOR, in an internet cafe organized in cooperation with the Decolink.pl web portal, visitors could test the latest models of iMac computers. There were also presentations of professional ArchiCAD software and competitions with valuable prizes.

the textile industry and see pre-arranged textile collections from companies such as: Ado, Margo, Flokatex, Gerster and Ridex.

Well-fitted light

The Vision of Relaxation exhibition organized by the Kler company at the MEBLE fair featured the works of competition winners presenting comprehensive interior designs, including both lighting and accessories. At the HOME DECOR fair, the LUMINEXPO Exhibition included two special presentations of the most interesting lighting solutions. At the first of them, called Viva LED – Lighting Interiors, talented lighting designers presented their ideas for LED technology applications. The other presentation, that could be admired at the



arena DESIGN Applause after the premiere

The success of the new project exceeded the expectations of its organizers. This new event in the MTP calendar is devoted exclusively to the subject of modern design, industrial design and architecture. It was to be the space in which design meets business, allowing a dialogue between the two worlds and promoting the best European experience in furniture design and other kinds of industrial design. The premiere edition showed that it outgrew the assumptions.

Thanks to the commitment of Poznań companies, universities, local authorities and the organisers of the "City Lives for Design" action, the fair was visited by a great number of design and sophisticated interiors lovers. The event was very positively evaluated by the participants, recruiting mostly from designers and members of the communities of art and technical universities, and design promoting associations and institutions. For the four days in June, the whole city of Poznań breathed with design.

Excellent programme, distinguished guests

The much-praised programme of lectures and panel discussions was participated by many great designers cooperating for many years with the greatest world brands, university teachers educating future professionals, managing staff of companies shaping their image through excellent design and representatives of organizations promoting design. Especially impressive audiences were attracted by the lectures of both special guests of arena DESIGN – Manfred Dorn (from the Phoenix Design studio) and Tassilo von Grolman. Also, many visitors were interested in the discussion between designers and entrepreneurs on opportunities and good practices, but also on potential problems in cooperation on creating new industrial designs.

Among the distinguished guests who visited the arena DESIGN 2009 exposition was also Li Edelkoort, for many years the rector of the best design school in the world – the Design Academy in Eindhoven and currently – a trend forecaster possessing an unquestioned authority in the world of design.

Best style exhibitions

Visitors enthusiastically received the varied exposition presenting the trends of the contemporary European design.

In the centre of the pavilion, the attention of visitors was attracted by the TOP DESIGN exhibition, which included ten products nominated



for the next stage of the TOP DESIGN award 2009 competition. The results of the competition were announced on the very first day of the arena DESIGN 2009 exhibition and the international Competition Jury selected three winners representing different thematic groups. Among other interesting expositions there were: the presentation of the most famous works by Tassilo von Grolman, which enjoyed significant

interest from visitors, the expositions prepared by the Silesian Castle of Art and Enterprise in Cieszyn and the innovative Swedish cluster Möbelriket, gathering designers and furniture manufacturers realising together the ideas of the so-called sustainable design. Also the leading Polish universities running design courses in Poznań, Cracow, Łódź, Katowice, Gliwice and Koszalin presented their offers in the exhibition space.



The next edition of the MEBLE POLSKA fair – on new dates: 16-19/02/2010

The HOME DECOR Interior Design and Home Furnishing Fair and the LUMINEXPO Lighting and Light Technology Exhibition are going to take place on 26-28/05/2010, and the arena DESIGN event and the new proposition of MTP – the MOODFORM Design Fair – on 27-30.05.2010.



MTP Gold Medal winners

MEBLE 2009: RAFAEL Living Room Furniture Set, Kolekcja Mebli KLOSE Sp. z o.o., Nowe • WERSAL Bedroom Collection, Fabryka Mebli TARANKO Aleksander Taranko, Morąg • Kamserwo Modern Kitchen Furniture, Spółka Meblowa KAM Sp.j., Milejewo • Mobilo Corner Sofa, POLDEM Sp. z o.o., Łódź • La Quinta Corner Sofa, POLDEM Sp. z o.o., Łódź • Santana 2.5 Seat Convertible Sofa, POLDEM Sp. z o.o., Łódź • Margo Sofa, Meblarska Spółdzielnia Pracy "Dąb", Gdynia • Kler W040 Sarabanda Programme, KLER SA, Dobrodzień • Piano Bedroom Furniture, PROFAP, Cracow

BIURO 2009: V-BOX Study Furniture System, BIURO-SERVIS Sylwester Pawłow, Białystok

HOME DECOR 2009: MODERN 80 Curtain Rod, ZEGAR Wojciech Dzikowski i Alicja Zyder Sp. j., Tarnów

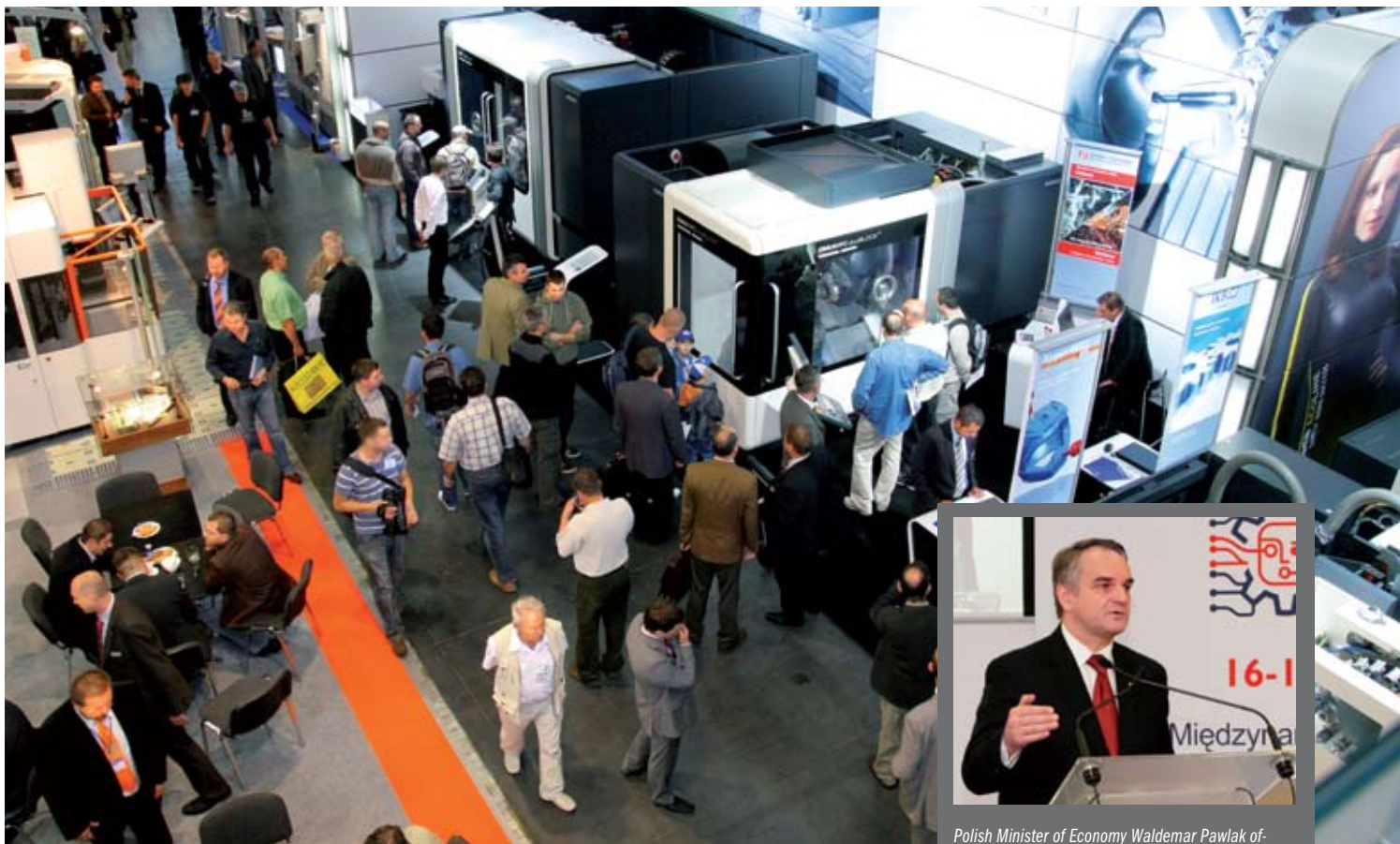
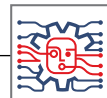
BUDMA INTERIOR 2009: Eloxalart 73 Skirting Board, ELOX-AL. PPH s.c. inż. Jerzy Pietrzak i Dominik Pietrzak, Zgierz • WySPA marzeń", PPH "WANDEX" Agata Wróblewska

Winning stands in the Acanthus Aureus 2009 competition

MEBLE 2009: Kolekcja Mebli KLOSE Sp. z o.o., Nowe • INTERPRINT Polska Sp. z o.o., Ozorków • NEW IDEA MEBEL Sp. z o.o., Kopytowo • Academy of Fine Arts in Poznań • ARKA Aleksander Czarny Sp. J. • BIURO-STYL Sp. z o.o., Poznań

HOME DECOR 2009: ARTDECOR INTERNATIONAL, Zgierz • ZORLUTEKS TEKSTIL TIC. SAN. A.S., Turkey • ZEGAR Wojciech Dzikowski i Alicja Zyder Sp. J., Tarnów • EUROFIRANY B.B. Choczyniński Sp. J., Żywiec • DEKOMA, Swarzędz

BUDMA INTERIOR 2009: KOPP – podłogi naturalnie doskonałe Sp. z o.o., Cracow • IMPERIAL Grass Cavagna Group Polska, Płońsk • PPH "WANDEX" Agata Wróblewska, Sopot • Galeria INTERDOMUS, Poznań • KÜCHENTREFF GmbH & Co. KG, Wildeshausen, GERMANY • MARTA Sp. j. Robert Sobotka, Paweł Malinowski, Ostrołęka



TRADE FAIR OF MODERN TECHNOLOGIES

Numerous **contracts** despite the crisis



Polish Minister of Economy Waldemar Pawlak officially opened the ITM POLAND fair and the 7th Engineering Forum, which is part of the fair. In his inaugural speech, Mr Pawlak stressed the significance of innovation for the industry, especially in times of economic downturn. He also emphasized the need to support research centres in their work for the modernization of the Polish economy. He held the ITM POLAND fair and the activity of MTP's partner in organizing the Engineering Forum, the Polish Federation of Engineering Associations NOT, as examples of initiatives that bring together the two worlds of research and economy

The ITM POLAND fair is one of the significant catalysts of the Polish industry modernisation process. Its mission is to promote modern technologies and create a platform of direct contact for professionals, representatives of the industry and applied science, so that they can exchange knowledge and experience.

Prominent guests

The last ITM POLAND fair was held under the honorary patronage of the Polish Minister of Economy and the Minister of Science and Higher Education. The fair was officially opened by Deputy Prime Minister and Minister of Economy Waldemar Pawlak, who later saw the stands of exhibitors. Among the fair guests there were also: Undersecretary of State at the Ministry of Infrastructure Juliusz Engelhardt and Secretary General of the European Safety Federation Henk

Vanhoutte. The fair was also visited by the representatives of the China Machine Tool Builders Association CMTBA headed by Secretary General Wu Bailin.

Fair exposition

Nearly one thousand companies that exhibited at the fair came from 30 countries and territories (Austria, Belgium, Bulgaria, the Czech Republic, China, Denmark, Estonia, Finland, France, Spain, the Netherlands, Ireland, Japan, India, South Korea, Lithuania, Germany, Norway, Poland, Russia, Slovakia, the United States, Switzerland, Sweden, Taiwan, Turkey, Ukraine, Hungary, the United Kingdom and Italy). Similarly as in previous years, also this time the fair exposition was divided into thematic exhibitions: the HAPE Exhibition of Hydraulics, Pneumatics and Drivers, the MACH-TOOL Machine Tool Exhibition, the METALFORUM Exhibition of Metallurgy, Foundry, Engineering and Metal Industry, the SURFEX

Exhibition of Surface Treatment Technologies, the WELDING Exhibition, the Work Safety in Industry Exhibition and the TRANSPORTA Exhibition.

Moreover, the best science and research units as well as research and development centres presented their portfolios at the Research for Industry Exhibition. The participation of Polish research institutions in the exhibition was financed by the Ministry of Science and Higher Education.

Factory of the future

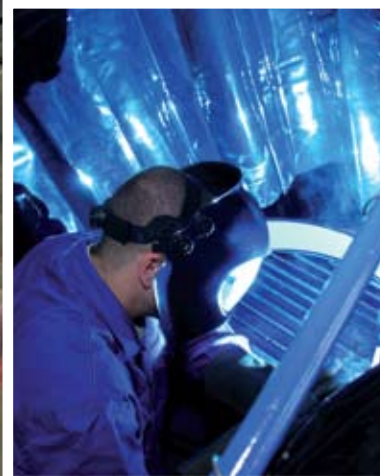
One of the advantages of the ITM POLAND fair was that machines presented at the stands could be seen in motion and even tried by visitors themselves. Visitors were able to try new technologies, machines and devices in especially separated exhibition spaces. An attraction of SURFEX Exhibition was a new edition of the Proving Ground exposition. Every day, in a

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MTP Gold Medal winners

ITM POLAND 2009: LC-3015 F1 NT Laser Cutting Machine with a 3-Axis Linear Motor Drive, Amada Co., Ltd. Japan, entered by: ABH Trzeńskowski, Warsaw • MAKINO D500 5-Axis Machining Centre, Makino Milling Machine Co., Ltd., Japan, entered by: MAKINO s.r.o., Slovakia • FLATMASTER 50/800 Leveller ARKU MASCHINENBAU GMBH, Germany, entered by: Pol-Welt Maszyny – Narzędzia – Zaopatrzenie Przemysłu, Katowice • OCEAN Open Modular Control System for CNC Machine Tool West Pomeranian, University of Technology in Szczecin • Adaptive Dual-Punch Head for Riveting Machines with Complex Punch Action, Institute of Mechanised Construction and Rock Mining, Warsaw • Eckert COMBO Combined Plasma and Hydro Abrasive Cutting Machine, Eckert Automatyka Spawalnicza Sp. z o.o., Legnica • "DYNAMIC" CNC Plasma Cutting Machine, Stigal Marcin Stępień, Legnica • TOX-TWIN Point Sheet Metal Joining System, Tox Pressotechnik GmbH, Germany, entered by: Tox Pressotechnik Sp. z o.o., Wrocław • Dual-Axis Rotary Tilting Table (Ø 450) for Precision 5-axis CNC Machining Centres, Fabryka Obrabiarek Precyzyjnych Avia S.A., Warsaw • HYPER QUADREX 150 MSY Turning Centre Yamazaki, Mazak Corporation, Japan, entered by: YAMAZAKI MAZAK C.E. Sp. z o.o. Polish Branch, Wanaty • Line of Vertical Milling Centres DMC 635 V eco and DMC 1035 V eco, Famo Pleszew S.A., Pleszew • NEF 400 5th Generation CNC Lathe, Famo Pleszew S.A., Pleszew • Fd 250i Discreet Rotary Positioning System, Institute of Mechanical Technology, Poznań University of Technology • LINEA Measuring Machines, Institute of Advanced Manufacturing Technology, Cracow • SVC Optical Inspection System for Controlling the Quality of Bearing Rollers, Institute for Sustainable Technologies – National Research Institute, Radom; Wrocław University of Technology, Fabryka Łożysk Tocznych – Kraśnik S.A., Kraśnik, entered by: Institute for Sustainable Technologies – National Research Institute, Radom • Cast Plough Shares for Reversible and Single-Sided Ploughs, Foundry Research Institute, Cracow, Industrial Institute of Agricultural Engineering, Poznań Met-Chem Metal-Chemical Works, Pilzno, entered by: Foundry Research Institute, Cracow • ACCURA II Coordinate Measuring Machine, Carl Zeiss Industrielle Messtechnik GmbH, Germany, entered by: Carl Zeiss Sp. z o.o. 2nd Branch in Warsaw, Warsaw



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special demonstration space, innovative solutions were presented by leading manufacturers in the industry of surface treatment, industrial painting and varnishing. At the WELDING Exhibition, on the other hand, the fifth edition of the very popular Welding Academy was held – welding workshops during which visitors had an opportunity to learn about the latest products and technologies related to welding. The inaugural lecture was traditionally given by Professor Jan Pilarczyk, the Director of the Welding Institute in Gliwice. This year's exposition of the ITM POLAND fair was additionally enriched by the FOUNDRY Thematic Park, organized in cooperation with the Polish Centre of Foundry Technology.

Research and business matchmaking

How to gain a competitive edge? – by implementing innovative technological solutions! Over the four days of the ITM Poland fair the INNOVATION FOR BUSINESS Centre for Consultancy functioned as a catalyst for those offering technologies and business managers requiring innovation. Entrepreneurs could register their needs for new technologies before the fair, using an online form, or during the fair, directly at the stand of the Centre. Then, experts from the Poznań Science and Technology Park – Adam Mickiewicz University Foundation that managed the Centre, found partner research units,

among those present at the fair, that could propose possible solutions.

29 research institutions and 33 companies participated in the project, raising several dozens of topics. During the fair the INNOVATION FOR BUSINESS Centre for Consultancy arranged 60 meetings between business people and researchers. Moreover, advice was given about sources of financing for investment and innovation, intellectual property protection, running a business and academic entrepreneurship.

Forum for exchanging experience

An undeniable attraction for the ITM POLAND fair visitors was a very varied programme of events prepared by Poznań International Fair in cooperation with trade partners. The fair programme included several dozens of specialist conferences, seminars, workshops, shows and business meetings.

Prizes for the best

During the fair, the results of many prestigious competitions were announced and prizes were granted to the winners. The best, most innovative products presented at the fair, were awarded with MTP Gold Medals. The Competition Jury consisted of the greatest scientific authorities working in the industries represented at the ITM POLAND fair. This year for the third time Gold Medals in the category



of "Transfer of research results to business practice" were granted, with exhibitors at the Research for Industry Exhibition winning as many as 26 medals. At the same time, the best designed stands that were the most successful in reflecting the marketing strategy of their companies were awarded with Acanthus Aureus awards.

Impressive turnout of professional audience

ITM POLAND – the greatest fair of industrial technologies in East-Central Europe – was attended by the impressive number of 18.000 people. The fair exhibitors were unanimous in emphasizing the professionalism of the fair audience, which was lively interested in the new products presented at the stands. They felt that the interest translated into tangible business benefits. Many companies concluded contracts already during the fair and the values of the agreements often amounted to millions of zlotys.

Media at ITM POLAND

The media patronage over the ITM POLAND fair was assumed by the "Nowy Przemysł" monthly, the "Przegląd Techniczny" biweekly and the www.wnp.pl web portal. During the organization of particular exhibitions, Poznań International Fair cooperated with several magazines and industry web portals. The list of Polish and foreign journalists accredited at the MTP Press Centre during the ITM POLAND fair included 190 names. The event was covered not only by daily newspapers but also by radio and TV stations. During the ITM POLAND fair, winners of the 13th Polish Documentary Forms Festival BAZAR were awarded. This festival is devoted to television programmes on the subject of economy and awards are granted to journalists and authors of the best economic programmes realized by both public and commercial TV stations.

ITM POLAND online

The whole year round, between particular fair editions, the virtual ITM POLAND fair takes place on the MTP websites. In the catalogue of exhibitors at www.itm-polska.pl, you can find detailed information on companies exhibiting at the ITM POLAND 2009 fair. ■

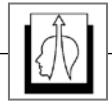
The next edition of the ITM POLAND fair is to take place on 8-11 June 2010.

- XRF Portable Spectrometer, Szewalski Institute of Fluid-Flow Machinery, Polish Academy of Sciences, Gdańsk
- TAWERS Robotised Welding System with a SPIRAL WEAVE Functionality for Aluminium Welding, Panasonic, Japan, entered by: Technika Spawalnicza Sp. z o.o., Poznań
- AC SERVO TORCH Robot Controlled Wire Feed System, Otc Deihen, Japan, entered by: SAP – Spawalnictwo, Automatyka, Pomiary – Krzysztof Jaskulski, Poznań

ITM POLAND, in the category of "Transfer of research results to business practice": Creotech Sp. z o.o., Warsaw and the Faculty of Physics University of Warsaw, for implementing K20/K30 camera solutions in Armputer and Armcamera systems • Institute of Precision Mechanics, Warsaw, for precise gas nitriding technology • Metal Forming Institute, Poznań, for the technology of forming rings for flexible buffers • Institute of Non-Ferrous Metals, Gliwice – Poznań Branch Central Laboratory of Batteries and Cells, for the technology of manufacturing high quality lead-acid batteries • Institute of Non-Ferrous Metals, Gliwice, for new, environmentally-friendly copper alloys • AGH University of Science and Technology, Faculty of Mechanical Engineering and Robotics, Department of Robotics and Mechatronics, Cracow, for a robot enabling in-cell manipulation • Industrial Institute of Agricultural Engineering, Poznań and the Poznań University of Technology, Institute of Technology and Chemical Engineering, Poznań, for a technology of manufacturing renewable fuel for diesel engines from vegetable oil • Gdańsk University of Technology, Faculty of Electronics, Telecommunications and Informatics, Department of Multimedia Systems, Gdańsk and Young Digital Planet S.A., Gdańsk, for MOUTH MOUSE - the multi-mode system enabling computer control with mouth and tongue movements • KOMAG Institute of Mining Technology, BOBRME KOMEL, Katowice and ENEL, Gliwice, for PMPg 250L drive system employing a brushless permanent magnet motor.

Winning stands in the Acanthus Aureus competition

Eckert Automatyka Spawalnicza Sp. z o.o. • Yamazaki Mazak Central Europe Sp. z o.o., Polish Branch • WEIL ENGINEERING Gmbh • GGB Slovakia sro. Exhibitor: FPM INBEAR Michalina Nędzka • CANTONI GROUP - CANTONI MOTOR SA • High Technology Machines Sp. z o.o. Gliwice



RESEARCH FOR INDUSTRY

Technological **novelties** at hand

At the Research for Industry exhibition, the stands of nearly 80 exhibitors from Poland, Belarus, Lithuania, Germany, Ukraine, the USA and the UK were located in close neighbourhood of the stands of companies whose offers corresponded most closely to their research areas.

At each of the seven thematic exhibitions of ITM POLAND: the Work Safety in Industry Exhibition, the HAPE Exhibition of Hydraulics, Pneumatics and Drivers, the MACH-TOOL Machine Tool Exhibition, the METALFORUM Exhibition of Metallurgy, Foundry, Engineering and Metal Industry, the SURFEX Exhibition of Surface Treatment Technologies, the WELDING Exhibition and the TRANSPORTA Exhibition, visitors could learn about the achievements and potential of research and development units and univer-

sities, as well as about the offer of companies and institutions supporting the transfer of technologies. The participation of Polish research institutions in the exhibition was financed by the Ministry of Science and Higher Education. The research units present at the fair provided this year more than 60 innovative solutions and products that can be used in different economic sectors as well as in everyday life. These modern technological ideas and tools – novelties on a European, sometimes world, scale – raised enormous interest among entrepreneurs who visited the fair. Among the new products presented by the exhibitors at the Research for Industry exhibition there were: the innovative on a world scale machine tool control system – the introductory stage of the work on a prototype of an intelligent machine tool; a super fast dual-punch head for riveting machines, which no one in Europe has produced so far; a special K30 type CCD camera, which



is the most sensitive device of this type available on the market. There were also technical curiosities, such as: a flying robot resembling a helicopter, which took off and landed on its own and followed a given course on the basis of an onboard GPS navigation system; IMMVein terminal that identifies people on the basis of an analysis of the unique vein patterns each person has in their palms using infrared, which could serve as a technique for authenticating people's identities; an "intelligent pen" that can examine and train the movement memory of children using it, which can have significance in diagnosing and treating dyslexia, dystrophy and dysorthography; systems that control computers with the aid of eye or lip movements (called MOUTH MOUSE).

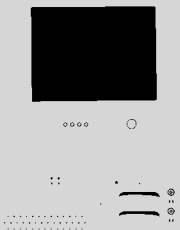


NEW REGISTRATION SYSTEM

Keep your admission documents with you!

Poznań International Fair is implementing standards applicable in many world trade fair centres, introducing changes to the visitors registration system and in the standards of services to trade fair visitors.

Since September, MTP visitors have been able to use our rearranged registration points in the Eastern Lobby (entrance from Głogowska street) and in the WTC lobby (entrance from Bukowska street). Apart from that, we have also introduced a new professional system of visitors registration, based on barcodes.



Barcodes are now put on all the documents authorising admission to the MTP premises (tickets, invitations, exhibitor cards, press cards, car entry cards). Admission to the MTP premises will be possible on presenting the barcode to the turnstile reader.

Note: Please, have your admission document on you at all times during your stay on the fair premises, because you will be required to present the barcode to the turnstile reader also at the exit.

On all trade fair days assistance will be offered to visitors by the Client Assistant in the Eastern Lobby (entrance from Głogowska street) and in the WTC lobby (entrance from Bukowska street).

An exposition of the biggest clothes and textile trade fair complex in Poland was visited by over 5,000 traders from Poland and abroad.



CLOTHING AND TEXTILE FAIR

Always in line with trends

Twice a year, in spring and in autumn, Poznań hosts specialists related to the clothing industry: manufacturers, traders and designers. In autumn, the greatest clothing and textile fair exposition in the country was visited by more than 5000 traders from both Poland and abroad. At many stands, business talks lasted almost until the closing time of the fair.

Comprehensive offer – positive results

Once again, footwear companies took part in the NEXT SEASON contracting exhibition, with almost all the key footwear manufacturers present at the fair. Their offer was received with great interest by traders representing boutiques and general clothing stores. The exhibitors, representing both clothing and footwear companies, positively evaluated their participation in the NEXT SEASON and BODY STYLE contracting exhibitions and expressed their satisfaction with the number

of commercial contacts they made and orders for next years' collections they collected during the fair. The offer of the NEXT SEASON and BODY STYLE was complemented with the offer of the FAST FASHION Exhibition and the TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair. In total, almost 650 Polish and foreign brands of clothing, footwear, occasional wear, lingerie, beachwear, accessories and textile were presented at the September edition of the four events: NEXT SEASON Exhibition of Clothing, Shoes and Accessories together with the BODY STYLE Exhibition of Lingerie and Beach Fashion, the FAST FASHION Exhibition and the TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair.



Exposition of exhibitors from East China Region was opened with a participation of Sun Rongmin, Ambassador of China



Among the fair guests were Miss Polonia 2008 – Angelika Jakubowska and designers, such as: Bernard Ford Hanaoka, Grażyna Hase, Anna Korytowska, Andrzej Foder

Successful start into a new season

Traders who visited the September NEXT SEASON Exhibition of Clothing, Shoes and Accessories and the BODY STYLE Exhibition of Lingerie and Beach Fashion ordered collections for spring and summer 2010 of Polish, German, Slovakian, Italian, Hungarian, Austrian, Brazilian, Australian and Dutch brands.

The September NEXT SEASON Exhibition was an opportunity to see, among others, individual collections of luxury clothes made from ecological fabrics. Large size collections were also available. Traders could order head coverings, shawls and scarves, bags, costumes, jewellery and footwear collections. Traders were very much interested in trade shows featuring collections of luxury lingerie and functional thermo-active underwear. They could

For the first time NEXT SEASON exhibition in autumn hosted footwear companies. Almost all key footwear importers exhibited in Poznań



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also enrich the offer of their shops by models of lingerie improved with modern finishes – antibacterial, cooling or protecting from the UV rays. The novelties included delicate like a second skin seamless lingerie made with the use of the innovative laser or matrix-ultrasonic technologies.

FAST FASHION as a platform of cooperation

The FAST FASHION Exhibition, a fair devoted to the most current fashion, the first edition of which was held in September, was an opportunity to submit orders for clothes and accessories for the current season of autumn and winter 2009/2010. Neighbouring to the FAST FASHION Exhibition area was the exhibition of the TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair, which included textiles, tailor accessories and specialised computer applications for the preparation of production. An important complement to the offer of exhibitors from Poland, Netherlands, Portugal and Turkey was the representation of clothes and textiles makers from East China, with 137 companies offering their collections of fabrics, tailor accessories, haberdashery as well as ready-to-wear clothes. The latter, often designed by Chinese designers, broke the stereotype of Chinese subcontractors for European clothing companies.



Only for professionals – seminars and debates at fair

Traditionally, the area of the FAST FASHION Exhibition and the TEX-STYLE fair proved to be a place where guests could increase their knowledge on trends in fashion and brand management by participating in a number of specialist seminars. The lectures enjoyed a lot of interest from visitors. On the first day of the fair, specialists presented a portfolio of trends in fabrics and accessories for the season of autumn and winter of 2010/2011 and of ready-to-wear clothes for spring and summer of 2010. The seminars on the second day of the fair were devoted to the issues of brand management and effective marketing communication that can be translated into sales effects, as well as to the subject of Visual Merchandising. Charismatic speakers gave answers to many essential questions, such as: how to notice and use chances appearing in the market, how to create ideal sales conditions, what is suggestive sales about and how to identify consumer preferences.

Awards for the best

During the Award Ceremony of the September fashion fairs prestigious awards were granted for the best products. At the Autumn 2009 NEXT SEASON – Exhibition of Clothing, Shoes and Accessories seven products were honoured with the Gold Medal of Poznań International Fair:



the Wrapped up by Crystal Night Collection of formal dresses by Studio Mody Françoise from Rzeszów, a men's shirt by the Folstop company from Wałbrzych, a dress designed by the Kontrast company from Opalenica, a set of casual women's wear offered by the Spektra company from Łódź, a jacket, skirt and blouse from Senso spring/summer 2010 collection offered by the Kastor company from Łask, men's trousers by the Poznań company Graso Moda and a men's shirt 100% cotton offered by Spółdzielnia Pracy im. Jarośława Dąbrowskiego from Cracow. Achieving a success at fair depends not only on great products but also on the way of presenting them. Those stand designs that contribute the most successfully to the implementation of corporate marketing strategies are awarded in the Acanthus Aureus competition. During the September edition of the FAST FASHION Exhibition the Competition Jury awarded the stand of a Warsaw-based company – Willi Piotr Łojek. From among more than 30 websites submitted to the Fashion Website Awards competition in the group of clothing, lingerie and accessories, the independent Competition Jury consisting of fashion, e-marketing and PR specialists chose three winners: in the manufacturer/importer category – Kinga Lingerie de femme (www.kinga.com.pl), in the trader category – Green Establishment (www.gestablishment.com), in the designer category – Dorota Zielonka (www.dorotazielonka.com). The statuettes and certificates were presented to the representatives of the awarded companies by Jerzy Osika, the president of the Promedia publishing house, which organized the competition. ■

The next edition of the NEXT SEASON, BODY STYLE exhibitions with collections for autumn and winter 2010/2011 and the FAST FASHION Exhibition with collections for spring and summer 2010 will be held from 2nd to 4th March 2010. The TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair and the International Trade Fair of Textile, Clothes and Shoe Making Machines INTERMASZ 2010 are going to take place at the same time.

FOOD PRODUCTS AND CATERING FAIR

Traditional **delicacies** and catering novelties

The greatest meeting of food industry branch in East-Central Europe – the POLAGRA-FOOD International Food Product Trade Fair and the GASTRO TRENDY International Trade Fair of Catering as well as the POLAGRA-TECH International Trade Fair of Food Processing Technologies and the PAKFOOD Food Industry Packaging Fair, which took place at the same time, attracted 800 food industry and catering entrepreneurs from both Poland and many other countries and territories in the world, including: Belgium, Belarus, Bulgaria, China, the Czech Republic, Denmark, Finland, France, Spain, the Netherlands, Germany, Portugal, Taiwan, Ukraine and Italy.

Fair teeming with life

The exposition of the POLAGRA-FOOD fair was divided into four exhibitions: the Food and Drink Exhibition, the Wine and Spirit Exhibition, the Store Equipment Exhibition and the Franchising Exhibition. Solutions for catering were presented at the GASTRO TRENDY International Trade Fair of Catering, which had been created from the previous Catering Exhibition of the POLAGRA-FOOD fair. The exhibitors at the fair presented more than 100 mar-

ket novelties. The exposition, covering 18 thousand square meters, was visited by about 25 thousand professionals. Additionally, the special "Regional Flavours" space won admiration of about 12 thousand connoisseurs interested in regional and traditional products and dishes.

Official delegations

As it has become traditional, the honorary patronage over all the food exhibitions was held by the Minister of Agriculture and Rural Development Marek Sawicki, who at the press conference and the official opening of the food fair emphasized the importance of the event and its role in setting trends in the food and catering market. Later, Mr Sawicki visited the stands of exhibitors. Among the guests of the fair there were also representatives of Ministries of Agriculture in Russia, Vietnam, Moldova and China, and Polish officials from the Ministry of Agriculture and Rural Development.

Regional hits

A new initiative during this year's fair was the Regional Flavours exposition organized in cooperation with Marshal Offices. At the exposition visitors could taste different original flavours (like wines and alcoholic tinctures,

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MTP Gold Medal Winners

POLAGRA FOOD 2009: Vanilla flavoured cream cheese from Chojnice, Okręgowa Spółdzielnia Mleczarska w Chojnicach, Chojnice • BIO ecological fried cheese from Granowo, FRĄCKOWIAK Zakład Produkcji Spożywczej i Handlu, Granowo • Extra Butter from Wieluń, Spółdzielnia Dostawców Mleka in Wieluń • Omega 3+6 Butter, Spółdzielnia Mleczarska "OSTROŁĘKA", Ostrołęka • Milandia cream cheese with peaches, Spółdzielnia Mleczarska "OSTROŁĘKA", Ostrołęka • Pickle with dill leaves yoghurt, Obrzańska Spółdzielnia Mleczarska in Kościan • "CREMELLA" sandwich cream, "JOGO" Łódzka Spółdzielnia Mleczarska, Łódź • Deluxe cottage cheese, "JOGO" Łódzka Spółdzielnia Mleczarska, Łódź • Edamer full-cream cheese, class I, Okręgowa Spółdzielnia Mleczarska in Kosów Lacki, Kosów Lacki, Mazovia Province

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Exhibitors at all the food industry fairs presented more than 100 products launched into the market. The exposition covered 18 thousand square meters and was visited by more than 25 thousand professionals. The special space of Regional Flavours with traditional regional products and dishes attracted additionally 12 thousand guests

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- Gzik Wielkopolski [cottage cheese], Okręgowa Spółdzielnia Mleczarska TOP-TOMYŚL, Nowy Tomyśl • SKALMIERZYCE LAZUR blue cheese, Spółdzielnia Mleczarska "LAZUR", Nowe Skalmierzyce
- SOKOLE OKO smoked cheese, sliced, Spółdzielnia Mleczarska MLEKOVITA, Wysokie Mazowieckie • Waterless milk fat – clear butter, Spółdzielnia Mleczarska MLEKOVITA, Wysokie Mazowieckie • Polish cranberry +pomegranate +omega 3 yoghurt, Spółdzielnia Mleczarska MLEKOVITA, Wysokie Mazowieckie • Polish cottage cheese Spółdzielnia Mleczarska MLEKOVITA, branch in Lubawa, submitted by: Spółdzielnia Mleczarska MLEKOVITA, Wysokie Mazowieckie • Extra łaciaste butter 200g, Spółdzielnia Mleczarska "MLEKPOL", Grajewo • Natural cheese-cake cottage cheese 1 kg, Okręgowa Spółdzielnia Mleczarska, Czarnków
- GREEN SENSE – LOYD TEA green tea set in bags, MOKATE S.A., Ustroń • PRIMO GUSTO CAFE LATTE coffee drink, MOKATE Sp. z o.o., Żory • Probiotic natural yoghurt, Średzka Spółdzielnia Mleczarska "JANA" in Środa Wielkopolska
- Gzik of Września, Spółdzielnia Mleczarska Września, Września
- DOMINIKAN mead, dwójniak, stone-ware 0,5 l, Spółdzielnia Pszczelarska APIS in Lublin • ARONICA – chokeberry ecological wine, JANTOŃ S.A. Sp. k., Dobroń
- OSTROMECKO natural mineral water, sparkling, 0.3 l bottled, Wody Mineralne Ostromecko-Leszek Bokiej, Ostromecko
- STRONG OLD POLISH BEER, lager, 0.5 l bottled, Browar Staropolski Sp. z o.o., Zduńska Wola

POLAGRA FOOD 2009 Wine and Spirit Exhibition: winners of wine competition: French red dry wine, La Patche – Cabernet Sauvignon 2004 AOC Medoc, Domaines Lapalu, France • Portugal red dry wine, HERDADE DAS ALBERNOAS, SOCIEDADE AGRICOLA ENCOSTA DO GUADIANA, LDA, Portugal

Winning stands in the Acanthus Aureus competition

POLAGRA-FOOD 2009: Krajowa Spółka Cukrowa SA, Toruń • Eurosugar S.A.S, Przeźmierowo • MLEKOVITA Spółdzielnia Mleczarska, Wysokie Mazowieckie • MAKRO Cash and Carry Polska S.A., Warsaw • Bank Gospodarki Żywnościowej S.A., Warsaw



including the famous "Benedyktyńska", sausages, bread, marinades, preserves made, for example, from cranberries or mushrooms, smoked and fried fish, honey and mead, etc), produced on the basis of recipes that have been used and developed by local producers for years. Regional products are little known and often unavailable in shops and commercial networks. Therefore, the Regional Flavours Exposition was an opportunity for wholesalers and shopkeepers to establish fruitful cooperation with suppliers of regional delicacies.

Food that heals

The consumption of fish in Poland grows every year. Poles appreciate the taste but are also more and more aware of the fact that because fish contains polyunsaturated Omega-3 and Omega-6 fatty acids – eating it has a positive impact on human health (the circulatory system in particular, as it inhibits the development of arteriosclerosis). The Norwegian Embassy and the Makro Cash & Carry Polska company promoted the healthy properties of fish of the sea. Visitors could learn about ways of preparation of particular sea species: from Norwegian salmon, cods and king crabs, through rockfish, gilt-head breams and seabasses, to octopuses and scallops. They could also take part in presentations and tasting. At the same time, a team of doctors involved with the Association of Polish Bakers presented yet another possibility of using the beneficial properties of fatty acids – a sandwich consisting of the full daily dose of fatty acids. The addition of fatty acids does not change the taste of bread and lets us take the necessary dose of the acids without having to resort to consuming them in synthetic forms.

Catering debut

This year's new event – the separate GASTRO TRENDY fair, organized especially for the catering industry – was very well received both by exhibitors and visitors. The catering market in Poland and the whole Europe is currently flourishing. We eat in restaurants more and more often, and spend more and more money on culinary pleasures. At the GASTRO TRENDY fair visitors could find comprehensive solutions for restaurants, cafes, bars and hotels, and – thanks to the presentations and tastings organized by the exhibitors at their stands – the exposition was teeming with life.

The best of the best cooks and baristas

During the Polish Culinary Cup-final, under the watchful eye of the international Competition Jury, eight teams prepared a hot appetizer made with crayfish necks, fresh chanterelles, spinach and lemon peel and the main course consisting of a loin of wild boar with hawthorn jam, fresh pumpkin and lovage. The winner was the team representing the HP Park Poznań Hotel; Witold Iwański from the

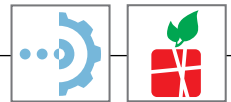
Warsaw Hilton Hotel ranked the second, and Marcin Różański from the Twardowski Hotel in Poznań – the third. The results of yet another cup-final were also announced at this year's GASTRO TRENDY fair – the Primerba Cup culinary competition. The winners were Adam Kowalewski and Tomasz Kazimierski from the Villa Secesja restaurant in Bydgoszcz. The victory allows them to take part in the next year's Polish Culinary Cup.

During the Coffee Olympics, teams of young baristas from coffee chains (Coffeetheaven, i-coffee, Green Coffee, Mc Cafe and Świat Łodów) competed in four disciplines: Latte art (the best Caffé Latte and Macchiato in terms of taste and interesting appearance), Coffee in good spirits (making alcoholic coffee drinks), Espresso on time (making and serving as many espressos as it is possible in 6 minutes; evaluated in terms of the number of cups, the technique and the appearance) and Cup casting (distinguishing among different kinds of coffee species basing of their aroma and flavour). The Competition Jury, made up of professionals, decided that the completion tasks were best performed by Michał Knap-Dam and Paweł Mędrzejewski from Green Coffee.

Fair online

The whole year round, between particular fair editions, virtual fairs take place on the MTP websites. In the catalogue of exhibitors you can find detailed information on companies exhibiting at the fair as well as descriptions of new products presented at the fair. ■

The next edition of the POLAGRA-FOOD International Food Product Trade Fair is going to be held on 13-16.09.2010, with the GASTRO TRENDY International Trade Fair of Catering and the TAROPAK International Packaging Technology and Logistics Exhibition taking place simultaneously.



Over 100 market novelties, 25 thousand professional visitors, four trade fair events held simultaneously – these are only a few reasons of visiting the autumn trade fair of food processing technologies

TRADE FAIR OF TECHNOLOGIES FOR THE FOOD INDUSTRY

Ruled by modern production

Food processing machines, environment-friendly refrigerating and air-conditioning solutions, modern food ingredients – all this and much more waited for the visitors of this year's POLAGRA-TECH International Trade Fair of Food Processing Technologies.

Professional meetings

This year's fair included four exhibitions: the Exhibition of Meat Industry Machines and Equipment, the Exhibition of Refrigerating, Air-Conditioning and Heating Devices, the Exhibition of Food Industry Machines and Equipment and the Interna-

tional Food Ingredients Show. Together with the POLAGRA-FOOD International Food Product Trade Fair, the GASTRO TRENDY International Trade Fair of Catering and the PAKFOOD Food Industry Packaging Fair, which took place at the same time, the fair attracted 800 food and catering industry enterprises from Poland and many other countries and territories in the world, like: Belgium, Belarus, Bulgaria, China, the Czech Republic, Denmark, Finland, France, Spain, the Netherlands, Germany, Portugal, Taiwan, Ukraine and Italy. The exhibitors presented more than 100 market novelties. The fair exposition covered 18 thousand square metres and was visited by about 25 thousand professionals.

Meetings important for the industry

The Sausage-making Workshop started on the Butcher and Sausage-maker's Day, as part of the Exhibition of Meat Industry Machines and Equipment. Among the meat products made during the fair there were such Polish specialties like the white sausage from the Wielkopolska region, the Silesian sausage and the blood sausage called "krupniok". An incredibly spectacular event was an attempt at beating the record for the produc-



Complex of trade fairs for the food industry was opened by the Minister of Agriculture and Rural Development Marek Sawicki (on the left)



MTP Gold Medal winners

POLAGRA-TECH 2009:

Machines and equipment: Hot air blower "LEISTER VULCAN E", LEISTER PROCESS TECHNOLOGIES, Switzerland • Dynamic-mechanical rheologic food analyzer, Centralny Ośrodek Badawczo-Rozwojowy Aparatury Badawczej i Dydaktycznej COBRABID Sp. z o.o., Warsaw • TAURUS Anguler Meat Mincer type W-160, METALBUD Sp. z o.o., Podlas • MULTIVAC R 245 Automatic Packing Machine, MULTIVAC SEPP HAGGENMÜLLER GmbH & Co. KG, Germany • LAMAR Cool Composite Thermal Inserts, PHU LAMAR M.M. KUŹMA, Oleśnica • Mark -O- Print iJet® Ink Printer, Mark -O- Print GmbH, Germany • EBS 7100 Ink Printer, EBS Ink - Jet Systems Poland Sp. z o.o., Wrocław • EBS 2500 Ink Printer, EBS Ink - Jet Systems Poland Sp. z o.o., Wrocław

Food ingredients: DAN PREMIUM Functional and Spice Blend, DAN -POL Krzysztof Majka, Poznań

Winning stands in the Acanthus Aureus competition

POLAGRA-TECH 2009: KREVOX Europejskie Centrum Ekologiczne Sp.z o.o., Warsaw • Brökelmann Budowa Maszyn i Urządzeń, Miłicz, Dan-Pol Krzysztof Majka, Poznań • Multivac sp.z o.o., Natalin



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tion of the longest trade fair sausage. Employees of the Mysław company prepared 1,025 metres of Polish "tea sausage" called "salmon metka", made of beef and pork meat. Every visitor could taste this product. Another opportunity to taste meat delicacies was the "Meat in the Land of Spices" culinary show, where cooks representing the companies of Unilever, Promar, Amco, Sokołów and the Academy of Hotel Management and Catering Industry in Poznań, all held their culinary presentations. The Exhibition of Meat Industry Machines and Equipment was also a wonderful chance to discuss the most critical – particularly in these difficult economic times – concerns of the sector. This was possible during discussion panels and the celebration of the 15th anniversary of the Forum of Butchers and Sausage-makers.

Live machinery

The POLAGRA-TECH exhibitors presented at their stands state-of-the-art machinery for the meat, refrigerating and air-conditioning industries, along with fruit and vegetable processing, dairy, mills, pasta-making and fodder, potato, food concentrates and beverage sectors. What is more, the exposition included the offer of control and measurement equipment, laboratory devices, units and spare parts, acid-proof steel, machinery for water management, cleaning and flushing equipment, pumps and means of transport, as well as health and safety at work. Anyone looking for modern solutions for their plants could see 'live' machinery and explore its technological properties.

Out of concern for the environment...

The "Pro-Climate 2009" International Congress of Climate Protection in Refrig-

eration, Air-conditioning and Heat Pumps Technology organised by Poznań International Fair in cooperation with EPEE - European Partnership for Energy and Environment and the National Refrigeration Forum, attracted over two hundred participants. The discussions were attended by Polish and European experts involved in the refrigerating sector, governmental, business and environmental circles. The congress programme included issues of environment protection in Poland and other countries of the EU, the financing of the development of refrigeration technology, using refrigeration equipment as a source of renewable energy, the relevant Polish and European legislation. The Exhibition of Refrigerating, Air-conditioning and Heating Devices was complemented with the presentation of refrigerating, air-conditioning devices and heat pumps that rely on modern and energy-saving solutions, prepared jointly by the National Refrigeration Forum and MTP.

...and healthy food

During the "Ingredients and functional food" conference organised by MTP, the Polish Chamber of Food Ingredients and the Polish Society of Food Technologists, the conference room was filled to the brim. Such a large audience was attracted by extremely interesting issues discussed by world-famous experts on food ingredients. Topics included the latest achievements in food technology, impact of food ingredients on health and the directions of legislative efforts in the European Union as regards additional substances and aromas. The offer of food ingredients could be explored at the stands of the International Food Ingredients Show. ■

The next edition of the POLAGRA-TECH International Trade Fair of Food Processing Technologies is going to take place on 12-16.09.2010, PAKFOOD – in 2011. On 13-16.09.2010 International Packaging Technology and Logistics Exhibition TAROPAK will be organised.

AGRICULTURAL TRADE FAIR

FARMA – trad for real bree



For the first time in fair pavilions three livestock buildings were arranged presenting not only real construction elements but also equipped with devices necessary for given animals breeding. Model pigsty, cow shed and poultry house could be admired at FARMA

This year's FARMA International Fair of Animal Breeding has opened a new stage in the history of expositions related to breeding. The totally innovative form of the event attracted to Poznań more than 10 thousand breeders, farmers and other people directly involved in the industry. The event was held under the honorary patronage of the Minister of Agriculture and Rural Development. The industry partners included the most important associations and federations operating in the sector: PFHBIPM (Polish Federation of Cattle Breeders and Dairy Farmers), PZHBPBM (Polish Association of Beef Cattle Breeders and Producers), PZHIPTCh "POLSUS" (Polish Pig Breeders and Producers Association), KRDI-G (National Poultry Council – Chamber of Commerce) and the Poznań University of Life Sciences. The main consulting partner was Agra-Matic, the space partner – the BGŻ bank. The media patronage was granted by the APRA publishing house.

Unprecedented event

Those who came to the FARMA fair had a rare opportunity to see a project unique on the European scale. For the first time in Poland, three special spatial exhibitions were constructed – a model poultry house, a pigsty and a cow shed – together with complete, technologically advanced, state-of-art equipment. This totally innovative form of the fair attracted foreign exhibitors from the Czech Republic, Spain, the Netherlands, Germany, the United Kingdom and Italy. The thematic scope of the exposition included different aspects of



e fair ders



modern breeding: construction for agricultural purposes, animal feeding, genetics, veterinary medicine, bioenergy and machines for green fodder production. Undoubted attractions of this year's fair were presentations of new products in line with the European trends in breeding. Computer-controlled systems of pigs feeding, advanced automatic group nests for poultry, innovative systems of pre-cooling of milk – these are just a few solutions that could be seen at the fair.

Just as in previous years, also this time there were presentations of assembly and construction systems, specialist machines and devices supporting the maintenance of modernized livestock buildings, as well as dynamic shows of fodder cars.

Professional advice

A special part of the FARMA fair programme was the professional consulting centre. During the two days of the fair, visitors could ask for professional advice and consultation from experts in animals feeding and breeding. Additionally, visitors had at their disposal consulting and advisory points of the most important institutions supporting agriculture, such as the Agency for Restructuring and Modernization of Agriculture (ARiMR), the Agricultural Market Agency (ARR), the Agricultural Social Insurance Fund (KRUS) and the Agency for Agricultural and Agribusiness Promotion (APRA).

The FARMA exhibition was complemented by seminars and conferences conducted by consultants from the most important institutions supporting agriculture. One of the most important and widely discussed subjects was bioenergy in agriculture. Among those who spoke on the subject were experts from: the Polish Ministry of Agriculture and Rural Development, the German Federal Ministry of Food, Agriculture and Consumer Protection, the German Biomass Energy Centre, the European Institute of Environmental Energy, the Institute of Natural Fibres and Medicinal Plants, the Polish National Chamber of Biofuels (KIB), the Polish Economic Chamber of Renewable Energy (PIGEO), the University of Zielona Góra, Poland and the Warsaw University of Life Sciences (SGGW).

The next edition of FARMA International Fair of Animal Breeding is going to take place on 10-13.02.2011.

19.01 – 22.01	BUDMA International Construction Fair • CBS Sport Facilities, Amenity Areas, Wellness & Spa • BUMASZ International Fair of Construction and Road Building Machines, Vehicles and Equipment • GLASS Glass Industry Fair
29.01 – 31.01	Angling Fair • AQUAZOO Fishkeeping Exhibition
01.02 – 04.02	EPLA International Fair of Plastics and Rubber Processing
11.02 – 14.02	POLAGRA-PREMIERY International Fair of Agricultural Mechanization PRO HORTI Horticultural Contracting Exhibition
16.02 – 19.02	MEBLE POLSKA Furniture Fair
19.02 – 21.02	Education Fair • School Equipment Exhibition • Books for Children and Young People – 9th Poznań Trade Fair Meetings
26.02 – 28.02	GARDENIA Garden Fair
02.03 – 04.03	NEXT SEASON Contracting Exhibition of Clothing, Shoes and Accessories • BODY STYLE Exhibition of Lingerie and Beach Fashion • FAST FASHION Exhibition • TEX-STYLE Clothing Industry Fabrics and Accessories Trade Fair • INTERMASZ International Trade Fair of Textile, Clothes and Shoe Making Machines
10.03 – 12.03	EURO-REKLAMA International Fair of Advertising Goods and Services • Digital Printing Show Visual Expo • POZNAŃ MEDIA EXPO • SALMED International Medical Fair
19.03 – 21.03	MOTOR SHOW
20.03 – 21.03	LOOK Hairdressing Forum • BEAUTY VISION Cosmetics and Solaria Forum
26.03 – 27.03	Poznań Optical Exhibition ¹⁾
13.04 – 16.04	FURNICA International Trade Fair of Components for Furniture Production DREMA International Trade Fair of Machines and Tools for the Wood and Furniture Industries
26.04 – 29.04	INSTALACJE International Trade Fair of Installations and Equipment • WODOCIĄGI International Fair of Water and Sewage Systems • KOMINKI International Fair of Fireplaces • SAWO International Fair of Work Protection, Fire-Fighting and Rescue Equipment • SECUREX International Security Exhibition
07.05 – 09.05	FIT-EXPO Fitness & Sport Park
11.05 – 13.05	BTS Fair of Shoes, Leather and Leather Goods
17.05 – 18.05	OPAKPRINT Packaging and Printing Industry Fair in Lublin
18.05 – 20.05	EXPOPOWER International Power Industry Fair • AUTOMA International Fair of Robotics, Automatics, Control and Measurement Equipment • GREENPOWER International Renewable Energy Fair
26.05 – 28.05	HOME DECOR Interior Design and Home Furnishing Fair • LUMINEXPO Lighting and Light Technology Exhibition
27.05 – 30.05	ARENA DESIGN • MOODFORM Design Trade Fair
29.05 – 30.05	AGRO-PARK Agricultural Fair in Lublin
08.06 – 11.06	INNOVATIONS-TECHNOLOGIES-MACHINES POLAND (ITM POLAND), including: HAPE Exhibition of Hydraulics, Pneumatics and Drives • MACH-TOOL Machine Tools Exhibition • METALFORUM Exhibition of Metallurgy, Foundry Engineering and Metal Industry • SURFEX Exhibition of Surface Treatment Technologies • Convention and Exhibition "21st Century Rail Transport for Poland" • TRANSPORTA • WELDING • Research for Industry
August	ROLTECHNIKA Agricultural Exhibition in Wilkowice
31.08 – 02.09	NEXT SEASON Contracting Exhibition of Clothing, Shoes and Accessories • BODY STYLE Exhibition of Lingerie and Beach Fashion • FAST FASHION Exhibition
09.09 – 11.09	EKO-LAS Fair of Forestry, Wood Industry and Environmental Protection
12.09 – 16.09	POLAGRA-TECH International Trade Fair of Food Processing Technologies, including: Exhibition of Baking and Confectionery Industry (12.09-16.09) • International Food Ingredients Show (13.09-15.09) • Exhibition of Dairy Industry Machines and Devices (13.09-16.09) • Exhibition of Food Industry Machines and Equipment (13.09-16.09)
13.09 – 16.09	POLAGRA-FOOD International Food Product Trade Fair • GASTRO TRENDY International Trade Fair of Catering • TAROPAK International Packaging Technology and Logistics Exhibition
23.09 – 25.09	CEDE Central European Dental Exhibition ²⁾
01.10 – 03.10	DREMASILESIA – MEBELTECHEXPO Exhibition of Woodworking Machines and Tools (Katowice) ³⁾
08.10 – 10.10	POZNAŃ GAME ARENA (PGA) Multimedia and Entertainment Fair
20.10 – 23.10	TOUR SALON Trade Fair of Regions and Tourist Products INVEST-HOTEL Hotel Equipment Trade Fair
23.10 – 24.10	HOBBY Model Making Exhibition
10.11 – 13.11	STONE Stone Industry Fair
12.11 – 14.11	BOAT SHOW Fair of Sailing and Water Sports ⁴⁾
16.11 – 18.11	BTS Fair of Shoes, Leather and Leather Goods
23.11 – 26.11	POLEKO International Trade Fair of Environmental Protection • KOMTECHNIKA International Trade Fair of Municipal Technologies • GMP Fair of Products and Services for Self-Government Administration • INVESTFIELD Property and Investment Exhibition
26.11 – 27.11	OPTYKA Optical Exhibition ⁵⁾
03.12 – 05.12	Art and Craft Festival
December	Horse-Riding Equipment Fair

¹⁾ Organizer: Interprovincial Guild of Optical Crafts in Poznań

²⁾ Organizer: Exactus sp.j.

³⁾ Co-organizer: International Katowice Fair Ltd.

⁴⁾ Co-organizer: Interservis Ltd. in Łódź

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