

POZNAŃ FAIR MAGAZINE

pfm

■ FAIRS
■ MARKET
■ OPINIONS

4/2008 ISSN 0860-0023



**What's up
at the fairs
in 2009**

**Market
leaders
speak**

**New formulas
new challenges**



Międzynarodowe Targi Poznańskie
Poznań International Fair



spotkaj przyszłość
meet the future

MTP, the leader of the Polish exhibition industry, launched a new image campaign in September. Its aim is to present the MTP brand as the industry's leader and organiser of Poland's biggest exhibition events. Throughout the many years of its operations MTP has become an inseparable feature of Poznań's cityscape. It is, without a doubt, a deeply rooted local enterprise.



We are well-known for our trade fairs

MTP – leader of the exhibition industry

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

We are well-known for our trade fairs – this is the strapline promoting MTP's image in the current campaign. We are well-known for our trade fairs means that MTP is famous for holding construction, agricultural, industrial, interior design and fashion trade fairs, as well as many other exhibitions. MTP is well-known for its experience dating back nearly ninety years, experience that translates into professional customer service. MTP

is well-known for its excellent state-of-the-art exhibition infrastructure, the most modern in Poland. MTP is well-known for the fact that its trade fairs generate enormous popularity and critical acclaim among professional visitors and exhibitors. The numbers speak for themselves. Trade fairs held at MTP grounds in the first half of 2008 attracted over 200 thousand visitors and over 6 thousand exhibitors. The stands covered exhibition space of almost 250 thousand m². MTP is well-known for its trade fairs – such are the facts.

Trade fairs benefit Poznań

MTP is a company strongly associated with Poznań and an important part of the city's history. In December 2007 a survey was conducted among the residents of such cities as Warsaw,

Kraków and Wrocław, asking them to name their associations with Poznań. The majority of the respondents named the MTP trade fair as their chief association. The extent and scope of MTP's operations directly contributes to the promotion of Poznań in Europe and worldwide. For many years MTP has been an important element in the life of the city and each of its inhabitants.

What about today? What is the impact of MTP on the development of Poznań and its surroundings? In 2007 the events held at MTP grounds attracted around half a million trade fair guests. If we assume that during their stay at the trade fair each of them spends one thousand zlotys on hotels, taxis, restaurants and other expenses, it is easy to calculate how much the city benefits each time an exhibition is held.

MTP is also something Poznań residents can be proud of. After all the MTP grounds have become a famous landmark and are just as recognizable as the Old Market Square or the Poznań Cathedral. MTP has worked hard for the status of the city's symbol, together with many generations of Poznań residents.

MTP's image campaign is conducted through outdoor advertising (backlights, citylights), in nationwide press, on television, on the radio and online.



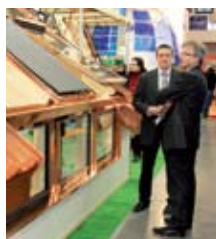


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Dear Readers,

As this issue of the Poznań Fair Magazine goes to press, the MTP grounds are hosting the COP14 Conference (14th Conference of the Parties to the United Nations Framework Convention on Climate Change - UNFCCC) and the 4th Session of the Meeting of the Parties to the Kyoto Protocol. The Conference has attracted nearly 8 thousand participants: over 190 government delegations headed by the Ministers for the Environment or Climate Change, international institutions, environmental, business and research non-governmental organisations and the media. The fact that for two weeks all

sessions are held in our exhibition and congress centre may serve as the best recommendation for MTP infrastructure. This technical potential, as well as our experience and know-how are put at the disposal of the exhibitors and visitors alike.

In 2009 I would like to invite you to 73 trade fair events. Our exhibition programme is designed to best reflect market needs, while the individual events are developed in close co-operation with economic self-government organisations and market leaders. That is how we are able to offer you a product most conducive to the establishment of business relations in the current economic climate. If you take a closer look at the 2009 calendar of events, you may notice a number of new trade fairs. This issue of Poznań Fair Magazine features both the 2009 and 2010 calendar of events. Naturally we have devoted most space to trade fairs held by MTP in the first quarter of 2009. Together with the invitation to join us there, we signal the most important accompanying events. Moreover, this issue features reports on the trade fairs held recently. The importance of those events is not only confirmed by statistical data, such as the number of exhibitors and visitors and exhibition space sold, but also by the presence of many outstanding guests – personalities from Poland and abroad and the positive exhibitor feedback.

Your stay at the trade fair also provides you with an opportunity to become more familiar with Poznań, its inhabitants, culture and historical monuments. In this issue of Poznań Fair Magazine we will introduce you to the tradition of the Poznań "Kaziuki" fair, one of the cultural events most popular with the city dwellers, held always on St. Casimir's Day at the beginning of March.

I would like to encourage you to read the Poznań Fair Magazine and I hope that it will prove to be a source of valuable information.

Przemysław Trawa
 President of MTP Management Board



Trade fairs in 2009 time for

MTP generates about 1.5 million of business meetings annually. That is why it is ranked among the most active exhibition centres worldwide and in the top of Central and Eastern Europe's exhibition organisers. This ability to stimulate business contacts is considered by the trade fair to be its biggest asset – and its mission.

Over 70 trade fairs held throughout the year, January to December, 11 thousand company presentations visited by 300 thousand professionals, 1200 seminars and conferences attracting 85 thousand participants annually – all this proves that MTP is appreciated by the market.



20–23.01.	BUDMA International Construction Fair Sports Construction Centre WINDOOR-TECH Trade Fair of Machines and Components for Window, Door, Gate and Facade Production
3–6.02.	EPLA International Fair of Plastics and Rubber Processing
13–15.02.	Horse-Riding Equipment Trade Fair
19–21.02.	POZNAŃ MEDIA EXPO
24–27.02.	DREMA UKRAINA in Kiev ¹⁾
27.02–1.03.	GARDENIA Garden Trade Fair
3–5.03.	TEX-STYLE Trade Fair of Fabrics, Clothing and Accessories NEXT SEASON Contracting Exhibition BODY STYLE Exhibition of Lingerie and Beach Fashion SPECIAL DAYS Exhibition of Wedding, First Communion and Evening Fashion
9–11.03.	BTS Fair of Shoes, Leather and Leather Goods
13–15.03.	Education Fair School Equipment Exhibition Books for Children and Young People – VIII Poznań Trade Fair Meetings
19–20.03.	T112 Exhibition of Rescue Services and Police Equipment
20–21.03.	Poznań Optical Exhibition ²⁾
31.03–03.04.	FURNICA International Trade Fair of Components for Furniture Production DREMA International Trade Fair of Machines and Tools for the Wood and Furniture Industries
21–24.04.	Euro-Reklama OUTDOOR EXPO International Trade Fair of Advertising Goods and Services Euro-Reklama GIFT EXPO International Trade Fair of Advertising Goods and Services

21–24.04.	POLIGRAFIA International Fair of Printing Machines, Materials and Services TEKSPRO Fair of Textile Finishing and Marketing ³⁾
25–26.04.	LOOK Hairdressing Forum BEAUTY VISION Cosmetics and Solaria Forum
24–28.04.	BAKEPOL Baking and Confectionery Industry Fair in Kielce
7–10.05.	ATF Automotive Technology Fair Poznań Automotive Meetings
8–10.05.	FIT-EXPO Fitness & Sport Park
9–10.05.	Electronic Sports World Cup Poland (ESWC)
19–21.05.	EXPOPOWER International Exhibition of Power Industry GREENPOWER International Renewable Energy Fair AUTOMA International Trade Fair of Robotics, Automatics and Control & Measurement Equipment
3–6.06.	ARENA DESIGN MEBLE Furniture Fair BIURO Fair of Office Furniture and Furnishing HOME DECOR Interior Design and Home Furnishings Fair LUMINEXPO Lighting and Lighting Technology Exhibition BUDMA INTERIOR Interior Finishing and Renovation Fair
16–19.06.	INNOVATIONS - TECHNOLOGIES - MACHINES POLAND (ITM-POLAND): HAPE Hydraulics, Pneumatics and Drives Exhibition • MACH-TOOL Machine Tools Exhibition • METALFORUM Exhibition of Metallurgy, Foundry Engineering and Metal Industry • SURFEX Exhibition of Surface Treatment Technologies • WELDING • TRANSPORTA • Science for the Economy • Work Safety in Industry
29–30.08.	ROLTECHNIKA Agricultural Exhibition in Wilkowice

business undertakings



NEW EVENTS IN THE COMING YEAR

The range of events offered by MTP reflects the needs of modern economy. The exhibition programme is shaped by market needs. Every year new features are added to the calendar of events. In 2009 the new additions will include EPLA International Fair of Plastics and Rubber Processing, Horse-Riding Equipment Trade Fair, POZNAŃ MEDIA EXPO – a meeting of TV sector, T 112 Exhibition of Rescue Services and Police Equipment, TEKSPRO Fair of Textile Finishing and Marketing, AUTOMA International Trade Fair of Robotics, Automatics and Control & Measurement Equipment, GREENPOWER International Renewable Energy Fair, GASTRO TRENDY International Catering Fair and GMINA Trade Fair for Local Governments.



2–4.09.	TEX-STYLE Trade Fair of Fabrics, Clothing and Accessories NEXT SEASON Contracting Exhibition BODY STYLE Exhibition of Lingerie and Beach Fashion SPECIAL DAYS Exhibition of Wedding, First Communion and Evening Fashion BTS Fair of Shoes, Leather and Leather Goods
13–17.09.	POLAGRA-TECH International Trade Fair of Food Processing Technologies, including: • Exhibition of Machines and Devices for the Meat Industry (13–17.09) • International Food Ingredients Show (14–16.09) • Exhibition of Refrigerating, Air-Conditioning and Heating Devices (14–17.09) • Exhibition of Machines and Equipment for the Food Industry (14–17.09)
14–17.09.	POLAGRA-FOOD International Trade Fair of Food Products PAKFOOD Fair of Packaging for Food Industry
24–26.09.	GASTRO TRENDY International Catering Trade Fair CEDE Central European Dental Exhibition ⁴¹
25–26.09.	Poznań Optical Exhibition ²¹
1–4.10.	PRO-HORTI Horticultural Contracting Exhibition
2–4.10.	FARMA International Trade Fair of Animal Breeding and Rural Development National Horticultural Exhibition ⁵¹ National Breeding Animals Exhibition ⁶¹
2–4.10	DREMASILESIA-MEBELTECHEXPO Trade Fair of Machines and Tools for Wood Processing in Katowice ⁷¹
22–23.10.	BUY POLAND
21–24.10.	TOUR SALON Trade Fair of Regions and Tourist Products INVEST-HOTEL Trade Fair of Equipment for Hotels
24–25.10.	HOBBY Model Making Exhibition

12–15.11.	BOATSHOW Fair of Sailing and Water Sports ⁸¹
14–15.11.	POZNAŃ GAME ARENA (PGA) Multimedia and Entertainment Exhibition
14–17.11.	GLASS & STONE Glass Industry Fair • Stone Industry Fair
24–26.11.	Trade Fair for Pest Control and Hygiene
24–27.11.	POLEKO International Trade Fair for Environmental Protection KOMTECHNIKA International Trade Fair for Municipal Technologies GMINA Trade Fair for Local Governments INVESTFIELD Property and Investment Exhibition
4–6.12.	Festival of Art and Artistic Objects
11–13.12.	Horse-Riding Equipment Trade Fair



¹ Co-organizer: Kiev International Contracting Fair

² Organizer: Interprovincial Guild of Optical Crafts in Poznań

³ Co-organizer: H&K Messe GmbH & Co. KG

⁴ Organizer: Exactus Sp.j.

⁵ Co-organizer: Association of Horticultural Engineers and Technicians, Poznań Branch

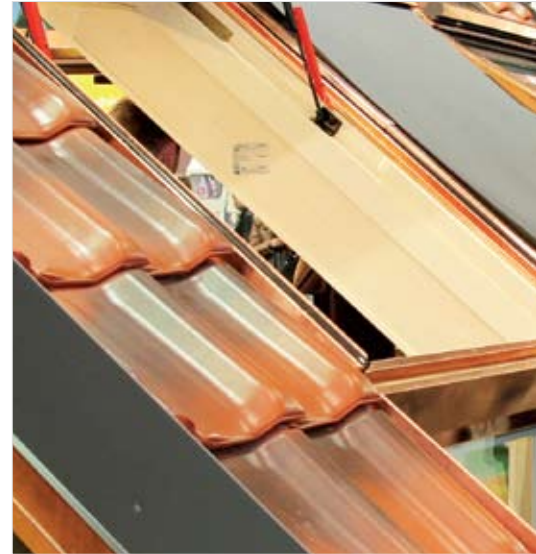
⁶ Co-organizers: National Animal Breeding Centre, Ministry of Agriculture and Rural Development, Associations of Animal Breeding

⁷ Co-organizer: International Katowice Fair sp. z o.o.

⁸ Co-organizer: Interservis Sp. z o.o.

A-Z of construction

The MTP calendar opens with trade fairs addressed to the construction industry, Poland and New Europe's most important exhibition event for this sector. The comprehensive exhibition of BUDMA International Construction Fair comprises such areas as Walls and Façades, Wood in Construction, Stone in Construction, Roofs, Windows, Doors and Gates, Roads and Pavements, IT for Construction, Sports Construction Centre which together with WinDoor-tech Trade Fair of Machines and Components for Window, Door, Gate and Facade Production make up for the complexity of this meeting.



Architecture Day

With architects in mind, the Union of Polish Architects (SARP) and MTP prepared an interesting series of meetings held as part of the Architecture Day. The subject matter may also be of interest to politicians and media representatives. There will be discussion panels devoted to design that is based on dialogue with the immediate environment and surroundings. The Architecture Day will also feature presentations showing examples of positive actions in the area of design and design execution, e.g. model urban development and architectural projects financed from public funds. There will also be lectures by architects from Scandinavia and Hungary, specialising in environment-friendly construction. The organisers have also planned workshops addressed to children and youngsters, held by the Travelling Architects Association (Wędrowni Architekci), as well as architecture and urban planning workshops for young landscape architects and urban planners. Moreover, the Architecture Day will be accompanied by interesting exhibitions, such as the international exhibition demonstrating the relationship between architecture and ecology or the Design in Public Spaces – Safety exhibition, as well as the presentation of the winning designs in the SARP Award of the Year competition. ■

BUDMA

Inspired by nature

Such is the motto of BUDMA 2009, consistent with one of the prevailing trends in the construction industry. The programme of events will reflect, as usual, the most pressing problems for the sector, featuring a number of issues related to ecology and environmental protection. A special space will be allocated for the Wooden Houses Village, showcasing the latest solutions employed in wooden construction. The Nature 2009 exhibition, arranged in an interesting way, will promote ecological building materials. Moreover, the exciting programme of seminars and conferences will tackle a number of issues related to the use of appropriate materials and the construction of modern, ecological facilities. For instance, passive buildings, i.e. buildings that do not consume energy and remain neutral to the environment will be discussed at a special seminar. ■

A meeting of craftsmen

The Construction Craftsmanship Forum has accompanied the BUDMA trade fair for many years now. The Forum organisers – the Polish Craft Association and the Wielkopolska Construction Crafts Guild, have planned an interesting programme of lectures, presentations of new technologies, as well as award ceremonies for the winners of prestigious craftsmanship awards. The Forum will feature the announcement of the winners of the annual nationwide "Crafts in Construction" competition, promoting innovative solutions in several categories: single family house, outbuilding, roof truss, renovation of a historical monuments and ceramic tile works. BUDMA is also a venue for presenting entrepreneurs with guild certificates. At the stand of the Wielkopolska Construction Crafts Guild, the representatives of construction and trading companies, as well as the manufacturers of construction materials from Poland and abroad, will have an opportunity to meet professionals eager to provide information and expert advice mainly to individual investors. ■





WinDoor-tech

2009 will see the first edition of WinDoor-tech Trade Fair of Machines and Components for Window, Door, Gate and Facade Production. The exhibition will showcase a comprehensive range of products addressed to the manufacturers of windows, doors and facade systems, as well as designers and the representatives of the research community. WinDoor-tech will feature, among others, structural and profile systems, semi-finished products, glass and glazing products, hardware, fixing and safety equipment, adhesives, coatings and other aids. The exhibitors will also present machines for the production of wooden joinery elements, as well as machines and complete technological lines for the production of windows and doors made of aluminium and PVC. This will be the first time that companies manufacturing and distributing machines and components for that segment of the construction market will meet at the same time in the same location at an event dedicated especially to them, in order to showcase the latest efficient and energy-saving technologies that

are growing more and more popular. Rising energy prices, combined with the planned implementation of the EU Directive aimed at increasing the requirements regarding the energy efficiency of buildings and their certification, stimulate the demand for energy-saving solutions. A trade fair is, on the one hand, the best place to promote environment-friendly and energy efficient solutions and cutting-edge ideas, while on the other it provides an excellent overview of what is currently available on the market. In Poznań the representatives of the windows, doors and gates sector may expect interesting business synergies. As BUDMA exhibitors they will meet the end users of their ready-made products, while as visitors to the new WinDoor-tech trade fair they will have a chance to see a wide range of products offered by suppliers of production technology and components. This brand new trade fair has been established with the view to stressing the special role the construction joinery sector plays in shaping the construction market. ■

Distributor Day

Distributor Day will be held, as always, by ASM Market Research and Analysis Centre together with MTP. As in previous years, BUDMA will feature award ceremonies for the winners of two competitions of importance to the sector. At the official gala, bringing together a wide audience of construction materials manufacturers and distributors, as well as the developers operating on the Polish construction market, the titles of the Distributor of the Year and Construction Brand of the Year will be awarded. The statuettes will be presented in 19 categories. The Distributor Day at BUDMA is always attended by experts from ASM Market Research and Analysis Centre, who will be happy to answer any queries of trade fair visitors regarding the methods of marketing research and market analysis used on the investment and construction market, as well as the development of a company's marketing research programme, the selection of research methods and techniques. ■



DANUTA KUBASIK

Project Manager of construction trade fairs group

As the leader of the Polish exhibition market and the organiser of Central and Eastern Europe's, as well as Southern Europe's most important event for the construction industry, we are well-prepared to face the challenges posed by the current market situation. By introducing new services for the exhibitors and visitors alike, we do our best to ensure that BUDMA participants make the most of their stay in Poznań. Participation in trade fairs is an investment for the future. Our task is to develop such a trade fair formula that would allow its participants to find a way of developing their business even in the most difficult market conditions.



Sports Construction Centre

BUDMA International Construction Fair will be accompanied by the Sports Construction Centre. This is a joint initiative of the Polish Sports Infrastructure Club and MTP. As part of this exciting exhibition, the manufacturers and distributors representing the sports and leisure construction sector showcase their latest products, as well as material, technology and construction-related solutions. The Sports Construction Centre also presents the latest solutions offered by the manufacturers of materials, technologies and equipment used in sports, leisure, tourism, wellness and spa facilities. The Sports Construction Centre exhibition will be held in two separate halls, divided into distinct thematic sectors – one will showcase the offer related to the construction of football pitches, stadiums, sports halls, etc., while the other will present the solutions employed in the construction of swimming pools, saunas and spa centres. The Sports Construction Centre is accompanied by an interesting programme of events. ■

Platform for manufacturers and designers

Already for the third year running the ARCHISPACE stand will be created as part of co-operation between MTP and PROCAD SA, where the visitors will have an opportunity to see how specific products showcased by trade fair exhibitors are used in the architectural design process. This presentation also offers a chance to see the latest CAD software used by architects and construction designers. ■



What's new in the roofing sector?

As in previous years BUDMA will provide an opportunity to take a closer look at the latest developments in roofing technologies. The annual Congress of Polish Roofers will be held. Moreover, the visitors will see how a perfect roof is created – the roof will be assembled by true roofing masters. An additional attraction will be the parade of a marching band and the roofing community. All these attractions have been prepared by the Polish Roofers' Association.



We have been present at the BUDMA trade fair since 2002. The experience gathered in these good few years as a trade event organiser has helped us develop a formula of interest to the visitors. Our presentations are prepared both with individual investors in mind, who are searching for ideas related to their own home – its construction or renovation, as well as professionals, who come to the trade fair with the view to gaining new know-how. This year we are planning to showcase a wide range of roofing, insulation and construction materials offered by companies supporting the Association.

The shows of roofing art held under the motto "The World of Roofs" is an event worth noting down in the trade fair diary. The best roofing experts will demonstrate in practice the rules for correct thermal, vapour and wind insulation of slanting and flat roofs, the correct assembly of roofs and the fitting of draining systems and skylights, as well as assembling various types of roofing on flat roofs. We have also planned a model show of industrial and green roof assembly.

"The best experts" is not an overstatement – the team performing the jobs at the shows will comprise the winners of the Polish and World Champion titles at the 2006 Championships held by the International Federation of Roofing Trade.

WOJCIECH SZYMAŃSKI, Secretary General of the Polish Roofers' Association



Sustainable development also includes spatial planning solutions



Interview with **DARIUSZ ŚMIECHOWSKI**, Secretary General of the Union of Polish Architects

Environment-friendly construction is the leading theme of BUDMA. Are such trends really apparent in contemporary architecture?

Today there is growing awareness of the need to change our attitude to design and construction. The trends related to the switch from the "linear" approach to architecture to the "renewable" approach can be seen most clearly in highly developed countries and the Third World countries. There is a lot of

talk nowadays about environment-friendly construction, however there are also various interpretations of that assumption.

How does Poland implement the constitutional requirement to ensure sustainable spatial planning development?

Unfortunately there is still no universal conviction that sustainable development is inherently connected with better and more deliberate spatial planning solutions. The lack of a holistic approach is magnified by the division into separate departments and the lack of awareness at the communal level, as well as the difficulty in co-ordinating spatial planning activities, partly due to the social short-sightedness and excessive individualism (which may be an extreme reaction to the realities of the socialism era). The situation may improve once the impossibility to ensure sustainable development without

spatial order is clearly stressed. The process of improving the current situation is aided by the work to develop the "Polish Architectural Policy – governing landscape quality, public space and architecture", as well as by European documents, such as the document outlining the role of architecture as a cultural contribution to sustainable development.

Who is going to meet at BUDMA to discuss the above issues?

The discussion participants will include architects and urban planners, students of design faculties, representatives of construction companies and the media – all of them interested in innovation and developing systematic solutions in the area of sustainable design, which is gradually becoming a standard for design, construction and spatial management. (dk) ■



Green passion

Anything for the garden: gardening (seed and nursery) material, gardening equipment, tools and machines, small garden architecture, gardening chemicals, furniture, irrigation systems and small ponds – all that will be showcased before the peak spring season at the GARDENIA Garden Trade Fair in Poznań.



DARIUSZ MUŚLEWSKI
GARDENIA Project Manager

Just as in 2008, the first day of GARDENIA 2009 will be allocated to professionals. The organisers will invite gardening wholesalers, as well as owners and employees of garden centres and gardening stores. Seminars and the exhibition is certain to generate interest among individuals responsible for managing urban green areas, while a competition and a comprehensive offer of gardening decorative elements will attract landscape architects.



In 2008 the exhibition attracted over 10 thousand visitors. The specialists visiting the trade fair were dominated by owners and managers of trading companies (70%).



Exhibiting at the GARDENIA trade fair offers a good opportunity to present your company and showcase the cultivated plants, as well as to expand the audience of prospective customers. We wish to demonstrate how extensive and varied range of plants is produced in Wielkopolska. Such events as GARDENIA are conducive to meetings of professionals: nurserymen, sales representatives, landscape architects and contractors and persons responsible for urban green areas maintenance. Personal, face-to-face contacts, despite the development of modern communication technologies, are still very important. GARDENIA is not only a place where business contacts are established, but also an interesting exhibition, where the stands of nurserymen are often highly picturesque arrangements with carefully selected plants, perfectly fitted into their surroundings. By showing our plants we wish to encourage everyone to introduce plant compositions in and around their homes, which, owing to the right selection of plant varieties, can remain attractive throughout the year. Today gardens are not only plants, but the whole infrastructure: sprinklers, garden architecture, furniture, gardening equipment. GARDENIA offers an opportunity to see a comprehensive range of products for a modern garden and may inspire gardening and greenery enthusiasts, helping them realize their dreams.

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Piotr Jaskulski, Szkołka Roślin Ozdobnych P.T. Jaskulscy

GARDENIA Not only for professionals

GARDENIA offers an excellent opportunity for manufacturers and traders to showcase their standard range of products, as well as all the latest gardening solutions. This trade fair attracts both gardening professionals (especially on the first day of the exhibition, dedicated solely to this group), as well as amateur gardening enthusiasts. The programme of seminars is prepared with professionals in mind. In 2009 the block of seminars entitled "Urban Garden Art", addressed to green area managers and housing estate administrators, will be devoted to "Green Estates". The trade fair will also host an award ceremony for the winners of the "Green City" competition, held by the Polish Association of Garden Creators and GARDE-

NIA organisers. A model gardening store is also planned to be organized. A special dynamic show of garden cultivation devices is also being prepared. A Gardening Market will be held with individual trade fair visitors in mind – hobbyists and gardening enthusiasts. They will have an opportunity to purchase interesting plant varieties, seeds or tools, machines and garden equipment, but also obtain valuable advice from gardening professionals and learn the latest methods of green area maintenance. Moreover, there will be a Regional Products Market, offering regional delicacies prepared using traditional recipes and folk handicraft, including sculptures and dry flower arrangements. ■

Business in a good style



ELŻBIETA ROESKE

NEXT SEASON, BODY STYLE, SPECIAL DAYS and
TEX-STYLE Project Manager

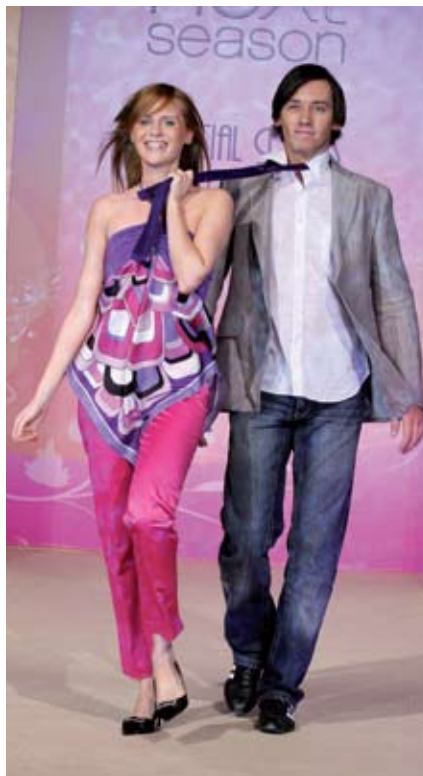
The contracting exhibition is a welcoming venue, where you can invite your existing and prospective business partners to introduce them to your latest ready-to-wear collection in a comfortable setting. The exhibition participants are guaranteed maximum exhibition convenience. They are offered turn-key furnished stands, free-of-charge invitations to customers, authorising them to drive into the fair grounds, catering services in the exhibition hall. Moreover, the exhibitors may seek our assistance in the area of booking accommodation and hiring temporary staff, especially male and female models for contracting shows.



Knowing more

Traders, producers, designers and stylists visiting Poznań fashion trade fairs have an excellent opportunity to obtain valuable information and know-how. It is worth finding out more and carefully examining the programme of accompanying events. Especially that the seminars offered are not only interesting in terms of their content, but are also known for their high quality and standards. Trade fair participation enables to meet some outstanding individuals. For instance, the spring edition of the trade fair will feature a meeting with Wolfgang Gruschwitz, a Visual Merchandising specialist, who has worked for such global brands as Coca Cola, Zara, Red Bull and Högl Shoe.

Poland's biggest trade meeting of the clothing sector held in Poznań comprises three contracting exhibitions: NEXT SEASON, BODY STYLE – Exhibition of Lingerie and Beach Fashion and SPECIAL DAYS – Exhibition of Wedding, First Communion and Evening Fashion, as well as the TEX-STYLE Trade Fair of Fabrics, Clothing and Accessories. It is in Poznań that in the first days of March the traders will decide what to sell in the autumn and winter of 2009/2010.



NEXT SEASON, BODY STYLE, SPECIAL DAYS

Contracting exhibitions – this is it!

Fashion trade fairs in March: NEXT SEASON, BODY STYLE and SPECIAL DAYS, will once again be held in the modern contracting exhibition formula, creating the most favourable conditions for contracting the clothing industry products offered for the coming season. The exhibitions are held in a comfortable setting, in specially arranged halls. They are the venue for individual business talks and a platform for the exchange of industry know-how and planning next season's production. The exhibition may also be considered a marketing investment in promoting the latest clothing collections, as well as strengthening brand awareness and company image.

At the NEXT SEASON exhibition in March 2009, clothing producers and distributors will showcase Polish and international brands of ready-to-wear fashion for women, men and children, as well as accessories – headwear, handbags, jewellery, scarves and ties for the autumn-winter 2009/2010 season. The latest collections for trade will be presented both at the company stands, as well as at commercial catwalk shows. The exhibitors will be able to hold talks with the invited customers and visitors interested in their products, all that in an atmosphere conducive to constructive business contacts. In turn, those,

Young talents

This will not be the first time Poznań fashion trade fairs have proved to be a springboard for young talented designers. It is enough to say that it was here that a well-known Polish fashion designer Ewa Minge took her first steps in the business. The Future project, featuring fashion shows by debuting designers, as well as presentations at the stands, has already become a regular feature of the TEX-STYLE trade fair. This special space, allocated for individuals who are embarking on their professional adventure in the fashion world, is certain to provide a fresh outlook on fashion trends, and, first and foremost, create an opportunity for the designers to establish co-operation with the manufacturers. The works by young designers will also be displayed at the Fashion Navigator trends forum.



Autumn edition in September of the biggest fashion meeting in Poland featured over 700 European brands, presented at the exhibitors' stands and at catwalk shows. The trade fairs attracted nearly 9000 visitors from 24 countries, mainly Poland, Czech Republic, Germany, Lithuania, Russia, Ukraine, Portugal, UK and Italy.

who decide to visit the contracting exhibitions, i.e. traders, representatives of boutiques, clothing stores, specialist retail outlets, multibrand stores and shopping chains will have an excellent opportunity to see a comprehensive range of products offered by many leading brands and to make informed decisions regarding the collections to be sold next season. The visit to the fashion trade fairs and participating in talks and specialist seminars will no doubt be helpful in selecting the right collections. And, most importantly, participation in such complex fashion trade fairs enable

both the exhibitors and the visitors to save their precious time. The range of products presented at NEXT SEASON exhibition will be complemented by fashion collections for special occasions showcased as part of the SPECIAL DAYS Exhibition of Wedding, First Communion and Evening Fashion, as well as lingerie and beach fashion lines presented at the BODY STYLE exhibition. Many companies use their presence at the trade fair to display what is new not only in terms of the latest fashion trends or materials, but also cutting-edge technological solutions. ■

Fashion Navigator

New trends, new designs, new styles, new materials - all that is of great importance in the clothing industry, both to the producers, as well as traders. That is why the Poznań fashion trade fair will discuss those issues at length, as well as feature the latest ideas. New fashion trends will be the subject of both seminars and catwalk shows and a special exhibition entitled the "Fashion Navigator", whose aim is to serve as a guide to traders, producers and designers, introducing them to what's ahead in fashion in the coming seasons. The exhibition space, employing interesting design solutions itself, will feature the best clothing, fabric and accessory designs already available or soon to be introduced on the market.

TEX-STYLE

Trade Fair of Fabrics, Clothing and Accessories

The motto of the TEX-STYLE exhibition reads "Trade Fair Made to Measure", which perfectly reflects the nature of this trade fair, flexibly adjusted to the needs and wishes of the exhibitors and visitors alike. The impact of the contracting exhibitions held at the same time and in the same location, i.e. NEXT SEASON, BODY STYLE and SPECIAL DAYS has been significant, pushing TEX-STYLE's formula in the same direction. The spring edition of the TEX-STYLE trade fair will feature presentations by producers and importers of fabrics and haberdashery, as well as garment companies providing subcontracting services.



Trade fair visitors of the autumn edition in 2008 included Grażyna Hase – designer and stylist, Bernard Ford Hanaoka – men's fashion designer, as well as Tomasz Jacyków – stylist and fashion expert. Over 160 journalists received accreditation – they included representatives of the trade press, daily newspapers and television stations.



New name and new formula for the shoes and leather trade fair



EDYTA BONIN-KANIKOWSKA

BTS Project Manager

BTS – a new, abbreviated name of the Fair of Shoes, Leather and Leather Goods will make it easier to identify Poland's most important meeting of the footwear and leather industry. The new formula of the trade fair will provide for two separate subject areas: Trend – a place where footwear, clothing and leather goods collections are presented and Tech – focusing on leather, footwear components and accessories, leathercraft and machines and technologies for the sector.

The March edition of the Fair of Shoes, Leather and Leather Goods looks set to be a very interesting event. This trade fair is considered to be Poland's most important international exhibition of the sector.

Since spring 2009 it will be held at a different date than the clothing industry trade fair and in a new, better formula. In order to make the exhibition more transparent and, consequently, to facilitate communication between the exhibitors and visitors, there will be two distinct thematic areas: Trend – will present the latest footwear, leatherwear and leather goods collections and Tech – where manufacturers and traders will offer leather, footwear components and accessories, leathercraft and machines and technologies for the sector. The programme of seminars and conferences looks interesting and is set to feature issues related to fashion trends in colors and designs, as well as business matters, such as sales efficiency and rules governing contemporary trade, etc. Lucio Righetto, Italian designer and stylist will be trade fair guest again. The trade fair is mainly a meeting point for business partners from Poland and abroad, it will also include important meetings of industry representatives providing a good opportunity to integrate the community and discuss issues of significance for the industry.



DAILY SHOWS

The exhibition is usually accompanied by an interesting programme of events. At daily shows traders have an opportunity to see up close the footwear collections available at the trade fair.



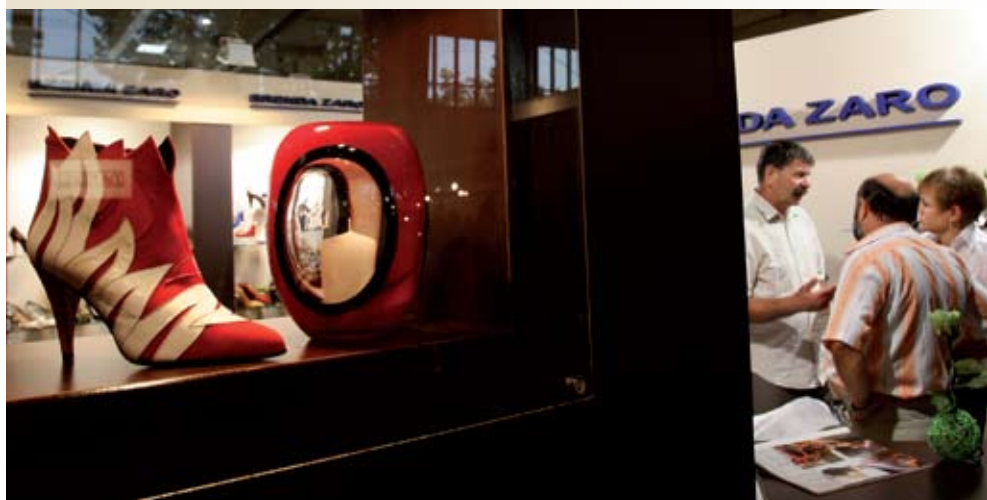
THE BIGGEST MEETING OF THE SECTOR

The Fair of Shoes, Leather and Leather Goods held in September attracted 220 exhibitors from 15 countries: Poland, Italy, Spain, Germany, Portugal, France, Czech Republic, Slovakia, Sweden, Greece and Hungary, among others.



MEETING WITH THE MASTER

Lectures by Lucio Righetto, Italian footwear designer and stylist, generated great interest among trade fair participants in September 2008. Righetto presented the footwear trends for the spring-summer 2009 and autumn-winter 2009/2010 seasons.





International Fair of Plastics and Rubber Processing

3–6.02.2009

www.epla.pl



Plastics and rubber are virtually omnipresent in contemporary products.

The EPLA trade fair is a perfect venue to showcase the latest innovative solutions and build business contacts between their manufacturers and companies actually applying such solutions in their production process.

The idea to hold a special trade fair devoted to plastics and rubber originated as a result of talks and close co-operation between MTP and its partners from the plastics processing industry. The fair is also a response to the growing demand for innovative technologies in this sector. The first edition of the EPLA trade fair will be held in 2009. The organisers decided to offer exceptionally favourable terms of participation to all exhibitors, as they are, in a way, the founders of EPLA. The scope of the trade fair comprises: plastics and rubber industry machinery, equipment and tools, finished and semi-finished plastics and rubber products, additives and components in the manufacture and processing of rubber and plastics, recycling of rubber and plastic waste; occupational health and safety and environmental protection, plastics and rubber industry software and hardware, plastics and rubber industry institutions, industry press, services. The prospective customers include a wide audience of manufacturers using plastics and rubber in their production, as well as companies utilizing and recycling plastic waste. EPLA's exhibition will be located in the newest air-conditioned complex of exhibition halls, linked by a glass passageway, complete with utilities and Internet access. EPLA participants will also be able to use the infrastructure of MTP's modern congress centre.

Horse-Riding Equipment Trade Fair

13–15.02.2009

Horse lovers, professional and amateur riders and horse breeders will meet in February at the Horse-Riding Equipment Trade Fair that arose from an event devoted to horse-riding equipment and accessories accompanying Polish Indoor Show Jumping Competition and CSI-W World Cup Qualifiers, usually held in December.

This year the events have been rescheduled and will take place in February 2009 (due to the 14th Conference of the Parties to the United Nations Framework Convention on Climate Change, held at MTP grounds in December 2008).

The trade fair will feature an exhibition by manufacturers and distributors of horse-riding and horse-related equipment (horse carts and carriages), riding centres, stud farms and agri-tourism farms offering horse-riding holidays. There will be an opportunity to purchase equestrian equipment and accessories connected with horses.



Daw-Mag is a familiar name not only on the Polish market. The equestrian equipment produced by our company is exported to Denmark, France, the Netherlands, Norway, Russia, Sweden, Ukraine and the United Kingdom. Nevertheless, our range of products is addressed mainly to the Polish market. The needs and requirements of our customers in terms of horse-riding equipment are growing every year. We pay close attention to the changing Polish market and try to showcase our latest range of products every year. We have been exhibiting at the Horse-Riding Equipment Exhibition in Poznań for seven years. Already after the first edition we decided that it is Poland's most important exhibition for the sector. During the three days we have an opportunity to meet the users of

our horse-riding equipment, discuss the technical details helpful in the production process and creation of new designs. At the same time we can present our latest products to our customers and establish new business contacts. The Poznań trade fair is an effective path to our company's development.

Piotr Wysocki, Daw-Mag

T 112 – Exhibition of Rescue Services and Police Equipment

19–20.03.2009

www.t112.mtp.pl



The exhibition will accompany a two-day conference entitled "Crisis Management in Practice. Case Study – Analysis of Experiences". The conference is addressed to the representatives of local authorities, companies and critical infrastructure institutions, rescue and public security services, as well as the representatives of crisis management structures. It is organised by the Wielkopolska Voivodeship Office, MTP sp. z o.o., Poznań University of Medical Sciences, Adam Mickiewicz University, Poznań School of Social Sciences, while the exhibition will be held by MTP sp. z o.o. The scope of the exhibition covers: equipment and tools for fire fighters, emergency medicine and medical rescue equipment and tools, police equipment and tools; IT tools supporting the work of rescue services, police and crisis management services.

**ANNA IDASZAK**

Project Manager of the Education Fair, Poznań Trade Fair Meetings – Books for Children and Young People and the School Equipment Exhibition

The Education Fair, School Equipment Exhibition and Poznań Trade Fair Meetings – Books for Children and Young People, held simultaneously, create a unique set of complementary events. This combination has proved immensely popular with the exhibitors, who have been coming to Poznań in ever greater numbers, as well as with youngsters, to whom our offer is addressed, attracted by an exciting programme. In 2008 we played host to 40 thousand guests and we are hoping to see even more visitors next year.



Universal education

Education Fair looks set to be a very interesting event in 2009. As in previous years, the 13th edition will feature a wide offer of schools – starting with primary schools, through secondary schools, gymnasia and vocational schools to universities. There will be schools from Poland and abroad. In 2008 the trade fair attracted nearly 350 various educational institutions and companies working for the educational sector. The growing number of exhibitors translates into greater interest on the part of youngsters and their parents, who turn out in ever larger numbers. Currently this is Poland's largest and most popular education trade fair, enabling the visitors to obtain comprehensive information about educational opportunities and the operation of educational and childcare institutions in a relatively short period of time. Direct, face-to-face contacts with the representatives of such institutions, the opportunity to consult a psychologist or to talk to students attending the particular schools help the youngsters and their parents take the right decisions. ■

Trade fairs with a mission

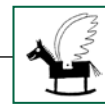
By holding the Education Fair, the School Equipment Exhibition and Poznań Trade Fair Meetings – Books for Children and Young People at the same time, MTP is fulfilling the mission of spreading education and promoting reading. These trade fairs make it easier for children and young people to decide on their future education path, while beautifully published books presented by the exhibitors encourage youngsters to take up reading. These two areas are inseparably linked, as books have always been the best tools for sharing knowledge and information.



School Equipment Exhibition Offer of traders

For the third year running the offer of schools will be complemented by the exhibition of school equipment manufacturers and distributors. The presence at the trade fair of many educational institutions represented by their directors and managers, i.e. individuals in charge of purchasing decisions, helps the products presented at the School Equipment Exhibition reach

their end customers directly. The 2009 exhibition will once again feature the latest products addressed to schools, such as furniture, teaching aids, audio-visual equipment, equipment for IT classrooms, language classrooms, sports halls, software for schools, sportswear and school uniforms, as well as anything related to school life. ■



Book – the best companion from an early age

The Poznań Trade Fair Meetings – Books for Children and Young People promote books and their authors, as well as innovative forms of book editing. The emphasis is placed on ambitious, valuable and beautifully-illustrated books. Their aim is to encourage children to read more. Poznań, as the capital of the Wielkopolska region and a large university town, tries to support forward-thinking activities, aimed at cultural and intellectual development of a modern and open-minded society. That is why a trade fair dedicated to books, organised with the children and their emotional and intellectual development in mind, fulfils this mission.



There will be plenty of fun

8th edition of Poznań Trade Fair Meetings – Books for Children and Young People in 2009, co-organised by MTP and the Polish Society of Book Publishers and the „Zamek” Arts Centre, will be accompanied by numerous events, conferences and panel discussions. A lot of interest will certainly be generated by exhibitions of book illustrations, graphics and photography, meetings with book authors, as well as workshops, competitions and games. There will also be regular events, such as “Masters of Illustration” and “Exhibition of Illustrators”. ■



Little Pegasus – a prestigious trophy

Poznań Trade Fair Meetings – Books for Children and Young People will once again feature an award ceremony for the winners of a special trophy – the Little Pegasus statuette. This award enjoys great prestige, as it is granted to distinguished authors and individuals who have contributed greatly to the promotion of books and reading. The trophy is awarded in two categories: writer and a friend of books. In 2008 the “Little Pegasus” in the “Writer” category went to an outstanding author Wanda Chotomska, while the winner in the “Friend of Books” category was Elżbieta Bednarek for all her efforts to make literature more accessible to children, in particular for her project called “Fairytale Sundays in the Raczyński Library”. ■

Knowledge at your fingertips

The Education Fair also offers an excellent opportunity for the visitors and exhibitors alike to attend many presentations, lectures and seminars. Teachers and school directors exhibiting at the trade fair have a chance to expand their knowledge in areas of interest to them. In 2009 they will once again have a wide variety of events to choose from. In co-operation with the Marshall Office of the Wielkopolska Province and the Teacher Training Centre in Poznań, the trade fair organisers prepared an extensive programme of conferences and workshops addressed to a wide audience and devoted to the most pressing issues for the teaching community. ■





Poznań MediaExpo

19–21.02.2009

<http://pme.mtp.pl>

The largest meeting of the television industry ever!

Over 100 exhibitors and thousands of visitors – such are the estimates of the organisers.

WHO'S COMING?

Poznań Media Expo is a brand new trade event hosted by MTP, addressed to television broadcasters, TV show producers, technology and equipment manufacturers, television signal distributors and telecommunication services providers. Here they will be offered an opportunity for an informal exchange of experiences, information and suggestions. This trade fair has been established in response to market needs. Such a meeting has been awaited for a while now by the industry, which has been undergoing rapid development.

It will provide an excellent forum for an exchange of views and shaping opinions on issues of relevance to the media community, as well as an opportunity to promote the products of companies operating in that sector. The visitors will certainly feature the representatives of nationwide and regional TV stations, journalists representing the trade media, the opinion-making weekly press, as well as the daily press, market analysts, media houses, film producers, cameramen, not to mention students specializing in media studies and TV viewers.

WHAT CAN BE EXPECTED?

The trade fair will feature presentations of programme formats by TV stations, offers of TV producers, state-of-the-art audiovisual equipment, the latest solutions in the field of TV signal dissemination and distribution. The organisers have prepared a number of interesting presentation options for the exhibitors to choose from, such as: a company's exhibition at a stand combined with an attractive event, holding a seminar or a workshop, participating as an expert in events organised by MTP, conferences, debates. The trade fair is also expected to include discussion panels and cultural events.

THE PROGRAMMING BOARD GUARANTEES HIGH STANDARDS

The quality and content of the seminars and conferences accompanying the trade fair is supervised by a specially appointed Programming Board, comprising Witold Kołodziejcki – President of the National Council of Radio Broadcasting and Television, Anna Streżyńska – President of the Office of Electronic Communications, Jerzy Straszewski – President of the Polish Chamber of Electronic Communication, Waław Iszkowski – President of the Polish Chamber of Information Technology and Telecommunications, Jacek Wilczyński – Secretary General of the National Chamber of Audiovisual Producers, Stefan Kamiński – President of the Polish Chamber of Commerce of Electronics and Telecommunications. The Programming Board's Secretary is Piotr Barełkowski – film and TV producer.



**POZNAŃ
OPTICAL
EXHIBITION**

20–21.03.2009

25–26.09.2009

www.optyka.mtp.pl

Twice a year, in spring and autumn, Poznań becomes a meeting point for the representatives of the eyeglass optics sector at the Poznań Optical Exhibition.

Usually around 100 companies showcase their products at the exhibition. They include manufacturers and distributors of eyeglass frames, eyeglass and contact lenses and lens care products, equipment for optical stores, optical instruments, materials and devices, as well as aids for the visually impaired, sunglasses, protective and specialist eyewear. For opticians this is a perfect opportunity to provide their stores with state-of-the-art accessories.

Poznań Optical Exhibition is organised by the Interprovincial Guild of Optical Crafts in Poznań together with MTP.



Jubilee edition

2009 will bring about the 25th anniversary edition of the DREMA International Trade Fair of Machines and Tools for the Wood and Furniture Industries, which, together with the accompanying FURNICA International Trade Fair of Components for Furniture Production, constitutes Central, Eastern and Southern Europe's most important business meeting of the wood and furniture sector. Over 800 exhibitors have already confirmed their presence at the trade fair, with the exhibition space extending over 35 000 m².



HANNA OCHLIK-PAWŁOWSKA

DREMA and FURNICA Project Manager

Our ambition is to raise the bar high all the time. What worked well yesterday, may not be sufficient today. That is why next year, apart from the regular features of the event, there will be a few new elements. Moreover, we are constantly working to improve the business nature of the trade fair, for instance by introducing the matchmaking service, which allows the trade fair participants to plan and make the most of their stay in Poznań.



Furniture Factory Live

For the third year running trade fair participants will be offered a unique opportunity to watch a live furniture manufacturing process in an exhibition hall. The process will employ innovative technological solutions, state-of-the-art machinery and the latest furniture components. The success of last year's Furniture Factory Live is the best evidence that there is demand for such shows. In 2009 the visitors will be able to watch the production of dining room furniture using solid wood. ■



DREMA • FURNICA Professional in every sense

As in previous years, the exhibitors will include the leading Polish and international companies from the wood and furniture sectors, who use the opportunity offered by the trade fair to meet their customers, representing the following industries: sawmilling, secondary wood processing, production of furniture, windows, doors, stairs and other wood products, including fancy wooden goods. The trade fair organisers do their best to guarantee professional visitors. They maintain regular contacts with over 20 thousand representatives of the

wood and furniture industries. They conduct a widespread promotional campaign throughout the year, while a special visitor registration system enables them to continuously expand their address database of people interested in the wood industry, as well as to conduct special surveys among the visitors, which provide valuable insight into their needs and expectations. A thorough analysis of such studies enables the organisers to develop a suitable trade fair programme and effectively attract professional audience. ■



Polwood

3rd Economic Forum of the Polish Wood and Furniture Industry, will tackle as usual the most pressing issues for wood industry entrepreneurs, market experts and analysts, researchers and decision-makers – politicians shaping the business environment in which companies operate. Wood and furniture industry representatives, as well as economic and business experts will debate whether Poland is a wood production power and whether it may increase its output and exports, or whether we are nearing the end of the wood and furniture boom. The prestige of this Forum is reflected in the number of participants – in 2008 Polwood attracted over 300 industry representatives. Polwood 2009 will be concluded with an award ceremony for the winners of the Best Investment 2008 competition. ■

Exhibitions • competitions • meetings

DREMA and FURNICA are trade fairs accompanied by numerous events. Such events include expert conferences, debates and seminars, inspiring special spaces, interesting exhibitions and plenty of attractions for the visiting public. The next edition of the trade fair looks set to be very exciting.

The Russian market has enormous growth potential, that is why it is targeted by exporters. Many Polish companies are already present on the Russian market, although the scale of this co-operation could be much greater. With the development of mutual trading relations in mind, the trade fair will feature, for the first time, a seminar devoted to the Russian wood and furniture market, co-organised with a Russian company Lesprom. The seminar participants will share their know-how and experiences, also connected with the wood resources in the East. All those interested in the latest furniture components will find many sources of inspiration at the “**Charm of Detail**” exhibition, as always accompanied by a series of fascinating lectures on furniture design. Many interesting ideas for using wood as a creative material can be found at the

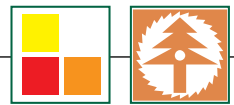


“**Conjured from Wood**” exhibition. This is a presentation of the works by the winners of a competition addressed to students of woodworking and forestry high-schools. These works are characterized by ingenuity and originality, as well as superb workmanship. Whoever saw a washbasin, a hayrack wagon, a radio or a computer keyboard made of wood? It will be exciting to see what else has been conjured up from wood at the next edition of the trade fair.

There is one more competition that anyone who can wield a hammer is already getting ready for. Only at DREMA can you become a **Polish Champion in Nail Hammering**. The championships are open to the subscribers of “Gazeta Przemysłu Drzewnego” and “Meblarstwo” magazines, who form the first league, while the second league is open to the trade fair exhibitors. In 2008 a few dozen contestants competed for the place in the finals – using as much as 100 kg of nails. ■



DREMA and FURNICA trade fairs host not only market leaders but also representatives of important trade organizations. Standing from the left: Andrzej Półrolniczak President of Droma – Association of Manufacturers of Woodworking Machinery, Devices and Tools, Bogdan Czemko Managing Director of the Office of the Polish Economic Chamber of Wood Industry, Marek Przynoga from Woodem House Association, Agnieszka Fierek from Wood Based Panels Producers Association in Poland, Andrzej Kaliszan President of the Association of Polish Sawmills, representative of the Polish Chamber of Commerce of Furniture Manufacturers and Przemysław Trawa President of MTP during a ceremony of trade fair opening in 2008.



DREMASILESIA MEBELTECHEXPO

2-4.10.2009

An offer of MTP for the wood sector is complemented by DREMASILESIA-MEBELTECHEXPO Trade Fair of Machines and Tools for Wood Processing held in Katowice. The second edition of the DREMASILESIA-MEBELTECHEXPO trade fair which took place on October 3-5, 2008, proved highly successful. A 25% increase in exhibition space, 63 exhibitors and 1700 professional visitors – that is this year's exhibition in a nutshell.

The exhibition presented a comprehensive range of products for small and medium sized woodworking enterprises, including simple hand-held tools and much more complex devices, such as machining centres and wood milling machines. Apart from attractive displays and opportunities to hold business talks, the visitors could also take part in special events: "Innovation and Technology Island", an exhibition entitled "My First 6x9 Workshop", as well as a competition "Build the Eiffel Tower and go to Paris".

DREMA 2009 & FURN'EQUIP UKRAINA

24-27.02.2009

DREMA UKRAINA & FURN'EQUIP International Fair of Machinery for Furniture and Wood Processing Industries is a joint initiative of MTP and the Kiev International Contract Fair.

The presence of the DREMA fair brand in the name of this new project is not a coincidence. The main reasons behind creating such an event have been the excellent reputation enjoyed by MTP, combined with the potential offered by the growing Ukrainian market; a combination which may prove highly successful. Drawing on many years of experience in the area of direct marketing, the organisers hope to bring new trade show quality into the Ukrainian wood and furniture market. According to the fair organizers Ukraine is a growing market with plenty of opportunities, which is why the joint actions were undertaken.

Guaranteed comfort

The comfort of business talks will be considerable greater owing to free catering available in all exhibition halls throughout DREMA and FURNICA. Moreover, all professional visitors, who register upon entering the fair grounds or online prior to their arrival will be able to enter the fair grounds free of charge.

MTP also provide the exhibitors and visitors with a special matchmaking programme, which allows them to carefully plan their stay at the trade fair. "Hosted Buyers" is a scheme addressed to the group of largest wood and furniture industry customers, granting them special VIP privileges, such as free admission and a parking space at the fair grounds,

free information materials, including the trade fair catalogue and conference programme. They will also be invited to the trade evening and granted access to a special zone called the "Business Meetings Area", where, over a cup of coffee, they will have an opportunity to meet DREMA and FURNICA exhibitors. MTP also offers the visitors an opportunity to pre-arrange meetings with a selected group of exhibitors. The participants, having specified the profile of the exhibitors they wish to meet, will be provided with a list of companies recommended by the trade fair organiser. When some companies have been selected, MTP will organise a meeting of the two parties,



which may be held either at the exhibitor's stand or in the Business Meetings Area. Owing to such pre-arranged meetings, the discussions are more constructive and help companies make the most of their stay at the trade fair. ■

We stake on novelties



Interview with
**KRZYSZTOF
BOGDANOWICZ,**
Impress Decor
Polska sp. z o.o.

Impress Decor Polska belongs to Constantia Industries AG,

the global manufacturer of decorative papers for the furniture industry. How do you assess the potential of the Polish market in terms of the demand for your products?

The market potential of our buyers is truly impressive. Although chipboard factories and furniture manufacturers

operate on a highly competitive market, they still manage to overcome economic fluctuations and changes in the customers' tastes. The next few months will be difficult for all industries, but owing to technical and capital investments made over the past few years in the furniture sector, companies are ready to face both periods of prosperity, as well as periods of recession.

How important is it for a company to participate in FURNICA?

FURNICA is an excellent venue to promote your brand and launch new business ideas. This is mainly due to the fact that in a relatively short time you have a chance to showcase your latest products to a large number of companies from the furniture and interior design industries. After four days spent at the trade fair our knowledge of the market and its response

to new ideas is extensive, which allows us to shorten the time-consuming trials. Our range of products – decorative papers – fits the FURNICA formula perfectly, we do not feel as if we are just an additional exhibitor, loosely connected with the trade fair profile. We feel that the FURNICA trade fair has been developed with us in mind.

How will your company present itself at next year's FURNICA?

The main objective of our participation in FURNICA 2009 will be to showcase and test the latest designs by Impress. We are not planning to change the architectural and colour concept of our stand – we want to be easily recognized by the regular visitors. We will certainly add some multimedia elements, placing our decorative papers in photorealistic interiors. ■

The trade fair brings together at the same time and in a single location the leading representatives of a given industry, the most active and creative companies which use the opportunities offered by the trade fair to conquer or reinforce their position on the market. The form in which a company presents itself at the trade fair carries a significant information load. It is worth a closer look.



Everything with the customer in mind



Interview with
TERESA HAUSER,
SCM Group Polska
sp. z o.o.

SCM Group Polska is a leading supplier of machinery and complete technological lines for the woodworking sector

in Poland. How does the situation on the Polish market translate into the demand on the part of manufacturing companies?

For SCM Group Polska the years 2007 and 2008 have been exceptionally successful. The wood and furniture industries have been experiencing rapid growth, while the substantial migration of workers abroad has led to a rising demand for modern woodworking machinery. An ever growing output and greater customer requirements in terms of product quality have forced many carpentry workshops to purchase machinery that would help them speed up the manufacturing process and improve the quality of the products on offer. This situation has resulted in the rising sales of medium-sized woodworking machines, i.e. standard machines, such as log circular saws, edging machines, thicknessers or wood milling machines, as well as board working machines, such as edgebanders, boring machines, panel-sizing machines, grinders and various kinds of machining centres. A similar situation can be observed in furniture factories and industrial plants. The need for automation has spurred growing interest in industrial machines or even complete technological lines. SCM has noted an unprecedented growth in sales of one and double-sided industrial panel-sizing machines and edgebanders, through feed boring machines, machining centres with an edgebanding function or high-efficiency panel-sizing machines for cutting boards. In many cases the machines have been equipped with loading and unloading systems or have been connect-

ed into lines. Compared to the previous years, when such orders and queries were rare, in 2007 and 2008 they have become a regular occurrence.

2007 and 2008 have also brought about rising interest in solutions for solid wood working, as well as production of windows, doors and stairs. In October 2007 SCM organised an open workshop devoted to these issues. The interest in the event and the turnout were impressive. Over 400 people from over 300 companies attended the workshop, which shows that these manufacturers are also looking for comprehensive solutions and new technologies increasing the production efficiency and improving its quality.

Is the growing interest in machines also apparent at the trade fair?

Yes, similar trends may be observed at trade fairs. In the past few years the customers were more likely simply to observe and analyse the range of products offered by manufacturers; today, both at DREMA in Poznań and DREMASILESIA in Katowice, as well as at regional trade fairs, they are looking for specific solutions and making purchasing decisions. An additional impulse for shopping are EU subsidies. The funds allocated for 2005/2006 were used by many customers, however, a lot of applications had been rejected for formal reasons. The new assistance programmes are certain to be put to better use, as the customers are now more experienced. That is why we expect to see growing importance of EU funding in purchasing decisions. At the moment many of our buyers are submitting applications for subsidies and we are getting more and more queries. Although to obtain funds they need to go through many procedures and overcome many bureaucratic obstacles, company owners do not give up. This will certainly yield good results when it comes to the market of machines and tools for the woodworking sector.

It is difficult not to notice the presence of SCM Group Polska at DREMA. The company invites us from the moment we enter the hall, offers an attractive exhibition and takes part in such

spectacular events as the Furniture Factory Live. What are your objectives?

As the leading supplier of machines and complete technological lines to buyers from all over Poland, SCM Group Polska has decided to have a very large stand. This way we wish to reinforce our leading position among the growing number of other companies offering machines for wood and wood-based material processing. Our customers expect their main business partner to display a large number of new solutions and to stand out from the competitors. DREMA is one of the most important trade events of the year. It provides an opportunity to showcase the latest additions to the range of products, which, when selling more and more technologically advanced machinery, is of enormous importance. Technology and software are developing so fast that there are more and more new solutions available. The Furniture Factory Live project creates an excellent setting for presenting industrial machinery, the customers have a chance to see those machines in the manufacturing mode, which would be difficult to organise at a regular stand. All this creates perfect conditions for showcasing the latest trends in design, as well as in the application of machines and equipment in order to end up with products that correspond to the current fashion, as well as required production efficiency.

The customer visiting the Factory is given an opportunity to see various machines and various solutions at work. Our contribution to the Factory is a long-term project, which we believe will attract not only the existing furniture manufacturers, but also provide a valuable source of know-how for carpentry students or people planning to enter that sector. Partners, assembly companies and wholesalers have a chance to follow the complete manufacturing process. In turn, those who decide to launch their own production, owing to such projects as the Furniture Factory Live, will be able to learn more about the technologies used and production methods, as well as calculate the expenses connected with starting up a manufacturing line. ■



How do successful people dress?



Interview with **MAREK PASZKOWSKI**, BoM Representative for Marketing, Digel Polska

Digel Polska is one of the leading companies on the Polish clothing market providing elegant menswear. To many people Digel has become synonymous with a brand aimed at successful business people, for whom a quality suit is a vital element of personal image and prestige. How do successful people dress?

Contemporary successful business people are searching for a compromise between comfort and elegance, while keeping up to date with the current trends. These people attach great importance to fabric quality (recently there has been a trend to combine wool and silk, as well as to use high quality wool). At the same time business people pay attention to whether a suit is nicely tailored and cut and whether it reflects the current fashion trends. Demanding customers, who value comfort and elegance, would be pleased with the Protect 3 line of suits by Digel. These suits are made with a hydrophobic fabric, which means they are water repellent. Owing to impregnated fibres stains cannot penetrate the suit and all liquids (e.g. coffee, tea, juices or rainwater) form droplets, which simply run off. Secondly, even after a long day at the office or a long journey the suit remains in great shape, as it is permanently crease-resistant. The third advantage of the suit is permanent protection from mobile phone radiation. A man wearing the Protect 3 suit feels not only comfortable, but also elegant.

Do Polish businessmen have a wide range of clothing to choose from? How would you rate the Polish market in terms of elegant menswear?

I believe the Polish market offers a wide range of menswear for any taste and pocket. The suits market may today be divided into three segments. The first segment comprises suits whose price does not exceed PLN 1000, which now account for around 60% of the market. The PLN 1000-2000 segment constitutes around 30% of the elegant menswear market and continues to expand, with new suits offered by many domestic manufacturers. The remaining 10% are premium and superpremium brands, represented by famous Italian fashion designers. More and more Poles appreciate luxury goods. The rising incomes enable them to satisfy their wish to own upmarket products. We buy suits from the best designers, made with fabrics of the highest quality. Digel range includes textiles from Ermenegildo Zegna or Cerruti. We do not, however, neglect customers representing the so-called economy class, but wishing to wear high-quality suits. All our products comply with certain standards and are in line with the current trends, creating their own, unique style.

Is the presence at Poland's largest clothing industry trade fair in Poznań a question of company image? How important is trade fair participation for a company?

Exhibiting at a trade fair is a matter of prestige. It provides an opportunity to showcase your range of products, but also to send a clear signal that our company is a significant market player. There are numerous benefits of participating in this trade fair: it gives us a chance to meet

our customers face-to-face, place orders and display our latest collection. At the same time the trade fair is an excellent opportunity to exchange experiences, establish new contacts, as well as learn more about what our competitors are doing. What's more, even if we do not sign any contracts, we will still reinforce our position on the market. By becoming involved in important trade events, we prove that we are a force to be reckoned with on the clothing market.

The trade fair is accompanied by seminars for traders, showing, among other, the latest fashion trends suggested by designers and stylists. Do traders follow those trends when making their purchasing decisions?

The seminars accompanying the trade fair are an important voice traders listen to when deciding on the purchase. However, their decisions are not based only on what's fashionable. Most collections and, in Digel's case, the whole range of products, are compliant with the current trends. That is why the traders pay just as much attention to the quality of the products on offer. Today it is quality that determines whether your clothes will be a hit or will soon be forgotten.

Is the contracting formula a good business idea in the fashion world?

In Digel's case the contracting formula serves its purpose very well. The advantage is the opportunity to meet your customers directly, as well as to exchange remarks and comments with your competitors. The integration element also plays an important role. The opportunity to meet all of the most important companies and partners in a single location makes business talks much easier. ■

PACKAGING AND LOGISTICS TRADE FAIR

A record-breaking TAROPAK

35% of foreign exhibitors and 250 market debuts in 2008 – these are record-breaking figures in the history of TAROPAK International Packaging Technology and Logistics Exhibition, ranked among the top ten European packaging trade fairs, Member of COPE (Confederation of Organisers of Packaging Exhibitions). The success of this year's edition is also confirmed by the number of visitors, which reached 45 thousand (including visitors to POLAGRA-FOOD and POLAGRA-TECH).

The next edition will be held in the autumn of 2010. In 2009, on September 14–17, PAKFOOD Fair of Packaging for Food Industry will be held.



A large dose of know-how

TAROPAK is always accompanied by an extensive programme of conferences, seminars, lectures and various presentations. The trade fair attracts packaging and logistics sector professionals, who are willing to share their knowledge and benefit from the experience of others. That is why the conference halls where these specialised meetings are held are usually filled to the last seat.

This year was no exception. There was an opportunity to attend numerous seminars, prepared in co-operation with the Polish Packaging Research and Development Centre, Polish Chamber of Packaging, Polish Chamber of Printing, Institute of Logistics and Warehousing and trade publications. Among many interesting issues tackled at those meetings, there were the rules of implementation and practical application of Shelf Ready Packaging (SRP), the application of EPC/RFID technology for tracking product movement and origin, innovative products and solutions contributing to raising standards for logistics services, production of self-adhesive labels. The conference devoted to the biodegradable packaging market in Poland featured, among other, Keith Pearson, President of the World Packaging Organisation. ■

Exhibitors

TAROPAK International Packaging Technology and Logistics Exhibition attracts companies, whose operations are connected with packaging production, packaging materials and machines, as well as warehousing and logistics. In 2008 the exhibition space of 20 thousand m² featured products showcased by 800 exhibitors from 30 countries, of whom the majority came from Italy (84 exhibitors), followed by Germany (71), France (16), Turkey (12), China (12), Taiwan (11) and the UK (11). The biggest group of exhibitors were manufacturers of packing machines and equipment, as well as plastic packaging. The range of solutions addressed to the logistics sector was also impressive – such companies took up over 25% of the exhibition space. ■





Keith Pearson – President of the World Packaging Organisation – was the guest of honour at this year's edition of the trade fair. Mr Pearson attended the official opening ceremony and took part in conferences held by the Polish Chamber of Packaging. He also handed awards and distinctions to the winners of the National PakStar Packaging Competition and Student PakStar. In the photo: Keith Pearson receives a diploma commemorating the 40th anniversary of WPO.

PAKSTAR – THE BEST PACKAGING

This year featured the fourth award ceremony for the winners of the National PakStar Packaging Competition. A new addition was the award ceremony for the winners of the 1st edition of the National Student PakStar Packaging Design Competition. The aim of the two competitions is to recognize the efforts directed at improving packaging and its functional and design properties. The competition is organised by the Polish Packaging Research and Development Centre, Polish Chamber of Packaging, MTP, the Warsaw Academy of Fine Arts and the trade website www.opakowania.com.pl. The competition winners may enter the International WorldStar and Student WorldStar Packaging Competitions.

Among winners of PakStar 2008 there was a packaging of WHITE TEA designed by: CAC Wzornictwo – Agencja Kreatywna in Warsaw



SZTAPLAR SHOW

The Sztaplar Show competition is a regular feature of the TAROPAK exhibition. This year saw the ninth edition of the event. For three days the technical capabilities of forklift trucks by nearly all makes were put to the test. In the competition which determined the Sztaplar Show 2008 Champions, the forklift truck operators had to perform tasks of various difficulty on a specially-arranged manoeuvre track. The improvised space was equipped with high storage racks, rapid roll doors, storage containers and packaging.

Sztaplar Show also provided an opportunity for trade fair visitors to complete a forklift operation course under a watchful eye of an instructor. The ride ended with a certificate documenting the completion of the Forklift Truck Driving Course organised by Nowoczesny Magazyn magazine.



The conference entitled "Innovative solutions for logistics", held by the Eurologistics publishing house, attracted around 400 participants. The aim of the meeting was to promote those companies that help to raise the standards of logistic services by their innovative products and solutions.

**In4Log
An educational
project**

Innovations for Logistics 2008 (In4Log) is an educational programme, whose aim is to promote state-of-the-art warehouse equipment and technical solutions for logistic equipment. As part of the programme TAROPAK featured shows in a model distribution centre that reproduced all logistics processes vital for its seamless operation. The facility with the area of 200 m² was constructed and equipped jointly by 10 partners to this project Stow Polska, Tap Poland, Europa Systems, AG Consult/Mantis, Softex Data, Enersys/ Hawker, Nissan, CHEP Polska, TBT, Volkswagen. The project was co-organised by "Top Logistyka" and "Magazynowanie i Dystrybucja" trade magazines, together with MTP. ■



**11–12.03.2009
in Lublin**



The 1st edition of the Lublin Packaging Trade Fair, held by MTP in co-operation with MTL – International Lublin Fair, offers an excellent opportunity to establish business contacts with industry representatives from mazowieckie, lubelskie, świętokrzyskie and podkarpackie provinces, as well as relations with Belarusian and Ukrainian companies. The professional public will include the representatives of food processing, chemical, pharmaceutical and packaging businesses. MTP's co-operation with the Polish Chamber of Packaging, the Packers Club from Ukraine and the Bielinopak Association guarantees success for all parties involved. The boom on the Polish packaging market is conducive to seeking new contacts and new sales markets.

FOOD PRODUCTS TRADE FAIR

Hungry for success

POLAGRA-FOOD International Trade Fair of Food Products is Poland's and New Europe's biggest trade fair of the food products. The event not only showcases a wide range of products available on the market, but also serves as a barometer for the changing economic situation, lifestyles and nutritional habits. This is a trade fair addressed to anyone with a hunger for success. **Next edition 14-17.09.2009.**



Broad range of products

This year's POLAGRA-FOOD comprised five thematic exhibitions: Catering, Food and Drinks, Wine and Spirits, Franchising and Store Equipment. The exhibition was extensive and very interesting. Many exhibitors seized the opportunity offered by the trade fair to showcase and promote the latest additions to their range of products – many of which were absolute market debuts. Novelties were clearly labelled at the stands with a special "NEW!" sign, which made it significantly easier to locate them among the remaining products. In the labyrinth of food products on display there were also other special labels that helped the visitors navigate the exhibition and notice the particular presentations. These included Baby Food, We Manufacture for the Catering Sector and Own Brand. The International Pavilion was a special hall hosting the presentations by exhibitors from Austria, Belgium, Belarus, China, Czech Republic, Denmark, Germany, Greece, Hungary,

India, Italy, Lithuania, Malta, Moldova, the Netherlands, Portugal, Romania, Senegal, Slovakia, Spain, Sri Lanka, Thailand, Turkey and Ukraine. At the stands the visitors were often offered a sample of the delicacies presented. Moreover, the trade fair featured a special study conducted as part of the Consumer's Product Assessment. The visitors were asked to complete special surveys, in which they rated the taste, appearance, smell, packaging and the price of products entered for the assessment by the exhibitors. In turn, the pavilion where producers and importers of alcoholic beverages from many parts of the world were presenting their products, was equipped with tasting rooms and professional glass and ice service. In the tasting room the visitors could see and sample the winning products selected as part of the 17th National Contest of Wines, Meads and Wine Products, organised by the National Council of Winemaking and Meadery. ■



The Polish Culinary Cup was awarded to Artur Pijanowski and his assistant - Grzegorz Birek from Hotel Intercontinental.

A trade fair on a grand scale

This year's edition of POLAGRA-FOOD has demonstrated that this trade fair is of great economic importance both on the national, as well as on the international arena. It attracted 450 exhibitors representing 30 countries, whose presentations covered the exhibition space of nearly 11,000 m² and were visited by 45,000 professionals. The trade fair guests included many politicians and decision makers from Poland and abroad. POLAGRA-FOOD offered an extensive and exciting programme of accompanying events, which included conferences, panel discussions and seminars, but also numerous and truly spectacular



The event that generated the biggest interest was, without any doubt, the Polish Culinary Cup. However the visitors also turned out in great numbers for the Celebrity Culinary Cup, featuring Bożena Dykiel, a popular Polish actress, Piotr Najszub, an acclaimed journalist and columnist, as well as Hanna Skrzypczak, POLAGRA-FOOD Project Manager and Tomasz Kobierski, MTP Vice President.



2009

In 2009, in response to the dynamic growth of the Polish catering market, the Catering Exhibition will be held as a separate event, called GASTRO-TRENDY International Catering Trade Fair. Such separation will allow the organisers to tailor the exhibition better to the needs and expectations of market players. Next year's POLAGRA-FOOD International Trade Fair of Food Products will include the following exhibitions: Food and Drinks, Wine and Spirits, Franchising and Store Equipment. Both trade events will be held on September 14-17, 2009.

lar competitions and shows. It also served as a setting for fierce rivalry between the best chefs, barists and confectioners. It is here that the finals of Poland's most prestigious culinary tournament – the Polish Culinary Cup – were held, as well as the finals of the Wielkopolska Cook of the Year and Primerba Cup competitions. Other accompanying events included the 2nd Polish Championships of Confectioners in "desserts" category, organised under the "Out of Africa" theme, the first ever Coffee Olympics, i.e. the first Polish team championships of coffee chains, presentations unveiling the secrets of molecular cuisine and a culinary show entitled "Meat in Spiceland". With the students of catering schools in mind, the trade fair organisers prepared special educational routes through the exhibition and a cooking workshop, focusing on Norwegian salmon. A new addition to the programme of this year's trade fair was the Expert's Club, co-organised with Witek's. In a stylish interior anyone thinking of launching their own catering outlet could obtain hints and advice from experts in that sector. Another opportunity to benefit from professionals' invaluable know-how was offered by a series of conferences held as part of the Two Days for Distribution. A seminar devoted to the rules of store layout and equipment proved immensely popular with the visitors.

POLAGRA-FOOD featured an award ceremony for the winners of the "Mister and Junior of Food Exports 2008" competition. The title of the "Mister of Food Exports 2008" went to Emmental cheese by Dairy Co-operative Mlekovita, the title of the "Junior of Food Exports 2008" to a mushroom salad by "SMAK" Firma Rodzina Pysz sp. z o. o. in Żory. ■

TRADE FAIR GUESTS

POLAGRA-FOOD and POLAGRA-TECH were visited by a number of distinguished guests, including Waldemar Pawlak, Deputy Prime Minister and Minister of Economy, Marek Sawicki, Minister of Agriculture and Rural Development, Aleksey Gordeev, Minister of Agriculture of the Russian Federation, ministers and representatives of Ministries of Agriculture of Hungary, Romania, Czech Republic, Slovakia, Bulgaria, Ukraine, Palestine, China and others. The trade fair also attracted numerous delegations from such countries as Spain, Brazil, Moldova, China, Russia, Ukraine, Hungary, Slovakia, Czech Republic, Palestine and Romania. The exhibition was accompanied by many meetings and conferences, where issues related to food production, as well as international business and trade relations, were debated.



The trade fairs featured a meeting of the Ministers of Agriculture of countries forming the Visegrad Group. From the left: Ms Mihaela Luca, Undersecretary of State in the Ministry of Agriculture and Rural Development, Romania, Mr Viliam Turský, Secretary of State in the Ministry of Agriculture, Slovakia, Mr Burhan Abazov, Secretary of State in the Ministry of Agriculture, Bulgaria, Mr Marek Sawicki, Minister of Agriculture and Rural Development, Poland, Mr Ivo Hlaváč, Secretary of State in the Ministry of Agriculture, Czech Republic, Mr Jozsef Gráf – Minister of Agriculture and Rural Development, Hungary.



At a press conference, Mr Michel Ottami, Head of the Bureau for Promotion of Agricultural Products from the European Commission's Main Office of Agriculture and Rural Development explained a number of issues related to EU policy.



Aleksey Gordeev, Minister of Agriculture of the Russian Federation, during his visit to the POLAGRA-FOOD exhibition talked to Mr Theodoros Xypolias, Commercial Attache of the Republic of Greece.



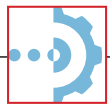
Both POLAGRA FOOD and POLAGRA TECH were held under the honorary auspices of Marek Sawicki, Minister of Agriculture and Rural Development. While visiting the exhibition the Minister was eager to talk to the exhibitors.



At their meeting in Poznań the Presidents of the National Chambers of Agriculture of the Visegrad Group signed a joint declaration.



"Co-existence of various agricultural models" was the topic of the International Conference of Ministers of Agriculture.



Owing to its extensive scope and an exciting programme of events, POLAGRA-TECH has reinforced its position as Central and Eastern Europe's biggest food processing technology trade fair.

TRADE FAIR OF FOOD PROCESSING

Hand in hand with progress

The majority of exhibitors and visitors at this year's edition of POLAGRA-TECH International Trade Fair of Food Processing Technologies declared the event to be a great success. This success can be attributed to market growth, technological progress, as well as continuous development of the trade fair itself, coming up with new events and adapting the formula of the trade fair to the needs and requirements of the exhibitors and visitors alike, in accordance with the global exhibition trends. **Next edition 13-17.09.2009.**



State-of-the-art exhibition

POLAGRA-TECH exhibition halls were turned into a display of state-of-the-art food processing machinery. Over 350 exhibitors from 20 countries showcased their products as part of the specialised trade exhibitions: Exhibition of Machines and Equipment for the Food Industry, Exhibition of Machines and Devices for the Dairy Industry and Exhibition of the Baking and Confectionery Industry. Many exhibitors seized the opportunity offered by the trade fair and chose to promote the latest additions to their range of products. The trade fair featured over 100 market premieres. Not only were they labelled at the stands with a special sign, but their description was also posted online and published in a special trade fair bulletin entitled POLAGRA TECH NEWS. At some stands the exhibitors presented their machinery in action. The visitors had a chance to evaluate the devices on display and to test their ca-

capacity themselves. The professional scope of products offered by the exhibitors attracted a wide audience. POLAGRA-TECH, jointly with POLAGRA-FOOD and TAROPAK, held at the same time, was visited by 45 000 professionals. This offered an excellent opportunity for the exhibitors to establish business contacts with food producers and representatives of trading companies. An asset of the POLAGRA-TECH trade fair is its interesting programme of events, generating great interest among the visitors. The programme was developed in close co-operation with the industry. A day before the official opening ceremony, the Old Market Square in Poznań hosted the 10th Bread Fair where the master bakers showed off their skills and served various baked goods. That day was declared the Baker and Confectioner's Day. A new addition to the programme were the finals of Polish Bakers Champion-

ships, whose winners will represent Poland in trade competitions abroad. Under the theme "Flying Pegasus" a show of artistic baking was held. The trade fair was accompanied by or rather featured, as its integral part, numerous trade meetings, conferences and symposia. For instance, the 14th Forum of Bakers and Confectioners offered a chance to present the latest baking technologies. The technologies of the future in the dairy sector and the development of e-business, i.e. the use of the Internet in business operations were the issues discussed at the 7th National Dairy Summit. ■

Food ingredients

www.dodatki.mtp.pl

Parallel to POLAGRA-TECH, the central exhibition hall at MTP grounds hosted the 4th edition of the International Food Ingredients Show. The exhibitors included producers, exporters and importers of various food ingredients, including: ingredients prolonging food durability, structural and sensory ingredients, colours, enriching and auxiliary substances. ■

2009

International Trade Fair of Food Processing Technologies POLAGRA-TECH 2009 will comprise the Exhibitions of: Machines and Devices for the Meat Industry (September 13-17), Refrigerating, Air-Conditioning and Heating Devices (September 14-17) and Machines and Equipment for the Food Industry (September 14-17). The next editions of the Exhibition of Baking and Confectionery Industry and the Exhibition of Machines and Devices for the Dairy Industry are scheduled for 2010. In 2009 the exhibitors of the International Food Ingredients Show will present their products on September 14-16.



MTP Gold Medal

MTP Gold Medal is the most prestigious award granted since 1979 to high-quality innovative products exhibited at the trade fair that employ state-of-the-art technologies in the manufacturing process. The Medal is recognized and valued by Polish and international companies alike, which use it to foster their positive image.

Below you will find a list of products granted this distinction at trade fairs held in autumn 2008.

SPECIAL DAYS – autumn 2008

JASMINE bridal gowns from the COLLECTION line (catalogue Nos. F101, F106, F107, F113, F115, F 868, F912) – Jasmine Enterprises Inc., USA; entered by Jasmine Style, Białystok

NEXT SEASON – autumn 2008

SUNNY LAGOON collection of cocktail and evening dresses (catalogue numbers: 2581, 2564, 2587, 2614, 2619) – Studio Mody Françoise Franciszka Znamirowska, Rzeszów • AMELIA summer set – Layla Fashion sp. z o.o., Łódź • A two-piece ladies' set from CHILL OUT collection – Szeffler sp. z o.o., Bydgoszcz • Collection of woollen and silk suits from VIP line – Joyvi Zbigniew Szymak, Tuszyn • ADELA beret, AMELIA cap, ARLETTA peaked cap – Willi Piotr Łojek, Warsaw • MODESTA business set – Przedsiębiorstwo Konfekcyjne Modesta, Ozorków • Filo di Scizia - collection of polo 100% mercerised cotton shirts – PPHU Cosma Renata Kosmęda, Wieluń • Lace cocktail dresses (trade symbols: 8U36, 8U37, 9U17) – Pracownicza Grupa Inwestycyjna Koronki sp. z o.o., Brzozów • GIORDANA dress – PPH Kasia, Pabianice • ORAWA set (jacket and dress) – PPH Kasia, Pabianice • 100% cotton men's trench coat – Leyla - Poznań sp. z o.o., Dąbrowa • SENSO set (jacket and trousers) – Kaster S.A., Łask

BODY STYLE – autumn 2008

SUZANNA swimsuit – Saurian sp. z o.o., Katowice

POLAGRA-FOOD 2008

FAVITA cheese for salads and sandwiches, soft brine cheese – Spółdzielnia Mleczarska Mlekovita, Wysokie Mazowieckie • EKSTRA POLSKIE butter – Spółdzielnia Mleczarska Mlekovita, Wysokie Mazowieckie • STRACCIATELLA buttermilk – Średzka Spółdzielnia Mleczarska Jana in, Środa Wielkopolska • EKSTRA WIELKOPOLSKIE butter – Średzka Spółdzielnia Mleczarska Jana in, Środa Wielkopolska • Prykarpatsky Balsam – Ivano-Frankivske oblasne derzavne

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AGRICULTURAL TRADE FAIRS

Modern farming

- The growth and progress in Polish agriculture, horticulture and animal breeding could also be seen at the FARMA International Trade Fair of Animal Breeding and Rural Development.
- The trade fair was accompanied by the National Breeding Animals Exhibition, PRO-HORTI Horticultural Contracting Exhibition and National Horticultural Exhibition.
- Next edition 2–4.10.2009.



Marek Sawicki, the Minister of Agriculture and Rural Development, showed great interest in the trade fair exhibition, talked to exhibitors and participated in conferences.

A comprehensive range of products

At the last edition of FARMA, nearly 30 thousand visitors, mainly farmers, saw the products offered by 800 exhibitors, who represented 13 countries: Poland, Austria, Belgium, Czech Republic, Denmark, France, Spain, the Netherlands, Ireland, Germany, Turkey, Sweden and Italy. This year the exhibitions were arranged into thematic blocks, enabling visitors to see in the same exhibition hall not only top-quality animals but also state-of-the-art solutions used in the breeding process. The comprehensive range of products offered by the exhibitors (machines and devices used in animal husbandry, equipment for livestock buildings and livestock facility construction, animal fodders and fodder admixtures, veterinary equipment and preparations, animal breeding material, as well as anything needed for market gardening, including covered cultivation, as well as fruit-growing) did not fail to feature new solutions. These were

labelled with a special "NEW!" sign, which made it easier to locate a given product. The new products and solutions were also listed and described online, as well as published in a special issue of Agricultural Trade Fair News (Rolnicze Aktualności Targowe) bulletin. Trade fair visitors not only had an opportunity to see the latest products available on the market, but could also obtain expert advice from consultants representing Poland's biggest agencies supporting agriculture and small entrepreneurship. The trade fair offer was complemented by meetings of industry representatives, conferences and symposia devoted to the agricultural policy and availability of EU funds, organic farming and renewable energy sources. The trade fair was held under the honorary auspices of the Minister of Agriculture and Rural Development, as well as under the auspices of animal breeding associations. ■

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objednania spyrtovoi i likero-gorilchanoji promyslovosti, Ukraine • SIAJVO KARPAT liqueur – Ivano-Frankivske oblasne objednania spyrtovoi i likero-gorilchanoji promyslovosti – Ivano-Frankivsk, Ukraine • MokaCremo Cappuccino – Mokate sp. z o.o., Żory • "KOZACKI na miodzie" and "ŚLIWKOWY palony" warm-up Loyd teas – Mokate S.A. Ustroń • Cherry flavoured cream of wheat – Okręgowa Spółdzielnia Mleczarska, Czarnków • STAROPOLANKA natural mineral water in non-returnable 0.33 l glass bottles, gently saturated with CO₂ – Zespół Uzdrowisk Kłodzkich S.A., Polanica Zdrój • Ecological cottage cheese – Spółdzielnia Mleczarska Sudowia, Suwałki • Premium Bread Vodka – Mińsk Krystal, Belarus, entered by J&J DECOR sp. z o.o., Nowy Dwór Mazowiecki • GOUDA maturing sliced cheese, 48% fat content, 150 g packages – Proszkownia Mleka in Piotrków Kujawski • STRAGISTO Greek-type natural yoghurt – Obrzańska Spółdzielnia Mleczarska in Kościan • Roasted pork knuckle – Mróz S.A., Borek Wielkopolski • ROLADA USTRZYCKA scalded and smoked cheese – Agrohurt Dojrzwalnia Serów Spółka Jawna Kuprel C.L., Mońki • Fondue-type fried cheese feast – Okręgowa Spółdzielnia Mleczarska Top-Tomyśl, Nowy Tomyśl • BOHUN's sausage – Zakłady Mięsne MAT in Czerniewice • "Myszka" smoked ham – Mróz S.A., Borek Wielkopolski

POLAGRA-TECH 2008

Machines and equipment: EBJOJET compact flow pasteurizer – Enbio Technology sp. z o.o., Kosakowo near Gdynia • ATOR packaging machine – Jeremy sp. o.o., Warsaw • CE II 800 2S Class E scales with a touch screen – Bizerba GmbH und Co.KG, Germany, submitted by Bizerba Polska sp. z o.o., Lublin • PELLAS biomass burner – PHU Isol s.c., Piła • Baking and Confectionery Industry Exhibition: Sponge-fatty cake concentrate CIASTO ORKISZOWE BABUNI (Grandmother's spelt cake) – Centrum Obsługi Piekarnictwa AKO S.A., Bydgoszcz

TAROPAK 2008

Industrial manipulators – series of types – Dalmec S.p.A., Italy; entered by: Dalmec Polska sp. z o.o., Stara Iwiczna • NATUREFLEX cellulose based, compostable film – Innovia Films Ltd, Great Britain; entered by: Innovia Films (Commercial) sp. z o.o. Branch in Poland, Poznań • LEISTER Air heaters, LHS CLASSIC, PREMIUM, SYSTEM series – Leister Process Technologies, Switzerland; entered by: Heisslufttechnik Flocke sp. z o.o., Katowice • ASEPTA 5000 BAG-IN-BOX FILLING MACHINE – Dys-Pak sp. z o.o., Ciecierzyn • PADPAK – paper void fill packaging material – Ranpak BV, Holland; entered by: Techmat – Jan Krzemiński, Warsaw • RFID.ON. electronic marker integrated with the label or package – Comex sp. z o.o., Wrocław • RX 70 model LIFT TRUCK – Still GmbH, Germany; entered by: Still Polska sp. z o.o., Poznań • CPP QUINTEX KF 35 film – Flexpol sp. z o.o., Płock • RW 420 ROUTE PALLETTE carrier – Zebra Technologies Corporation, Warsaw; entered by: Wincor Nixdorf sp. z o.o., War-

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The animals were evaluated by a professional panel of judges, in the ring and in the stalls. The best animals were awarded the Champion, Vice-Champion and SuperChampion titles.



There was no shortage of competitions for visitors. Every day a "How much does a pig weigh" competition was held, where the contestants were asked to visually estimate the weight of swine presented at the exhibition.



Some animal specimens were as beautiful as they were strange. It was for the first time that National Breeding Animals Exhibition guests could see alpaca.



Horses could be admired in their boxes; the visitors also had an opportunity to learn the rules of polo. A very interesting event was a polo show attended by many visitors.



Not only animals were presented at the exhibition. There were also exhibited equipment and devices for animal breeding.



The exhibition was dominated by accomplishments of Polish breeders, however, the visitors could also admire animals by French and British breeders.



23rd National Breeding Animals Exhibition

www.kwzh.pl



Over 2000 most outstanding livestock specimens, including various breeds of beef and dairy cattle, swine, sheep, goats, horses, fur animals: rabbits, nutria, chinchilla or even fish and bees, could all be admired at the 23rd National Breeding Animals Exhibition. A special Exhibition of Domestic Breeds presented traditional breeds, representing Poland's genetic heritage, such as Polish Red and Polish White-backed cattle, Silesian and Małopolski horse breeds, Hucul ponies and Polish Horses, Pulawska pigs, Złotnicka White and Złotnicka spotted pig, Wrzosowka (Polish Heath) sheep, Swiniarka sheep, Olkuszka and Uhruska sheep, Wielkopolska sheep and coloured Polish merino. ■

Pavilion of the Regions

Pavilion of the Regions generated particular interest among the visitors. The Pavilion featured regional food prepared using traditional local recipes and methods, handicraft and folk art. It also promoted the natural beauty of the particular regions. This amazing exhibition was accompanied by folk music and dance performances. The exhibitors included districts and communes from all over Poland, agricultural advisory centres and agri-tourism farms, as well as individuals. ■

National Horticultural Exhibition



This was the 30th time Poznań had hosted the National Horticultural Exhibition, organised by the Poznań branch of the Polish

Association of Horticultural Engineers and Technicians. At the stands the visitors could see decorative plants, fruits and vegetables, but were also offered an opportunity to talk to experts. As in previous years, the National Horticultural Exhibition was accompanied by a Horticultural Market. It attracted crowds of gardening enthusiasts, who purchased interesting plant varieties, nursery material, fruit trees and decorative shrubs, gardening tools, as well as florist accessories and materials. ■

FARMA Show

A modern barn

This year's trade fair featured a specially-arranged space called the FARMA Show, presenting what a modern, automated, energy-efficient and specialised barn should look like. This state-of-the-art barn showed innovative assembly and construction systems for specialised equipment, as well as modern cattle stalls. There were also shows of fodder carts and other machinery. ■



PRO-HORTI Horticultural Contracting Exhibition

www.prohorti.pl



Autumn 2008 featured the first edition of the PRO-HORTI Horticultural Contracting Exhibition. The event was addressed especially to manufacturers and distributors offering products and services sought by businesses engaged in open-field and covered cultivation, as well as fruit growing. This project was held under the honorary auspices of the Minister of Agriculture and Rural Development, as well as under the auspices of the Association of Polish Fruit-Growers, Polish Nurserymen Association and the National Refrigeration Industry Forum. The PRO-HORTI Exhibition offered an excellent opportunity for promotion. It featured

interesting seminars and presentations devoted to the problems currently experienced by the market gardening sector. The participants could also learn, for instance, how to store fruit and vegetables without quality loss, how to take care of fruit and vegetables in supermarkets, as well as become familiar with the laws governing the operation of producer groups and associations following the joint reform of the fruit and vegetable market organisation. At the stands, the visitors could obtain expert advice by financial consultants representing Poland's biggest institutions offering support to business and agriculture.

Next edition: 1-4 October 2009. ■



Poland's first PRO-HORTI Horticultural Contracting Exhibition was officially declared open by Miroslaw Maliszewski – President of the Association of Polish Fruit-Growers, Wacław Maniawski – Member of the Board of the National Refrigeration Industry Forum and Przemysław Trawa – President of the Board of MTP.



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saw • DURST RHO 700 UV plotter – Durst Phototechnik AG, Italy; entered by: Atrium Centrum Ploterowe sp. z o.o., Opole; INTREX 200 labelling machine – Przedsiębiorstwo Handlu Zagranicznego Intrex, Poznań; LOGOMATIC 920 DK print and apply pallet labelling system – Logopak Systeme, Germany; entered by: Logopak East sp. z o.o., Warsaw • Thermoforming PET film – Wald-Gold sp. z o.o., Brańsk • PET swing top bottle – Maks sp. z o.o., Kalisz • Paper tube making machine – Krystian PPH, Lublin

FARMA 2008

JKS 220/55 potato sorting machine – Remprodex sp. z o.o., Człuchów • TITAN milking robot – WestfaliaSurge GmbH, Germany; entered by: WestfaliaSurge sp. z o.o., Bydgoszcz • Inside mixer for homogenisation and aeration in BIN tanks – BIN sp. z o.o., Aleksandrów Kujawski • Bit-farma – computer programme supporting plant production management in agricultural farms – Agricultural Advisory Centre in Brwinów, Poznań Branch Office and Bitcomp Polska sp. z o.o., Poznań • DeLaval DelPro – management system for dairy cattle milking and feeding designed for stanchion barns – DeLaval sp. z o.o., Wrocław.

PRO-HORTI 2008

NELSON winter rapeseed variety – Syngenta Seeds sp. z o.o., Piaseczno • TEŹCZA onion variety – Spółnia Hodowla i Nasiennictwo Ogrodnicze sp. z o.o., Nochów

INVEST-HOTEL 2008

GSS TM power strips system – Eubiq Pte Ltd, Singapore; entered by: Halogen Light Tech sp. z o.o., Glichołazy • INTELLIGENTNY HOTEL IT system and environment for hotels – LSI Software S.A., Łódź • SUPER NATURE carpet collection – Egetaepper A/S, Denmark, entered by: Polmaster sp. z o.o., Warsaw

POLEKO 2008

EUROPA 313.1 heat pump for water heating – Ochsner, Austria; entered by: Ochsner sp. z o.o., Kraków • MGAS+ exhaust analysis unit – MRU GMBH, Germany; entered by: MRU sp. z o.o., Mosina • Re 2.85 flat solar collector – Sunex sp. z o.o., Racibórz • HE-KEC-480/510-PG480-P biogas cogeneration aggregate – PPUH Horus Energia sp. z o.o., Sulejów • OLZA online system for managing discharge of salted waters to surface reservoirs – Przedsiębiorstwo Gospodarki Wodnej i Rekultywacji S.A., Jastrzębie Zdrój • ENVIRO 151 unit for monitoring traffic noise and environmental conditions – Far Data Derela i Wspólnicy Sp., Kraków • ZITO system for collection and transport of light packaging – PPUH Gniotpol Kazimierz Gniot, Kurznie • NANOSOFT mixture for constructing roads with noise reducing pavements – COLAS Polska sp. z o.o., Pałędzie • N-200 base stock (base oil) – Rafineria Nafty Jedlicze S.A., Jedlicze • BIOMASSER unit for producing straw briquettes – Serwis AKPIA Roman Długi, Poznań • ATON 200 microwave reactor for disposing asbestos waste – Aton - HT S.A. Wrocław

TOURISM TRADE FAIR

Business and pleasure

- Two days for professionals and one day open to the general public. That is the way this year's TOUR SALON Trade Fair of Regions and Tourist Products was divided. Such a formula enabled the exhibitors to spend two days holding business talks in a peaceful atmosphere, while on Saturday they got the opportunity to showcase their range of products to their end customers in a bright and colourful manner.
- 20th anniversary edition: October 21-24, 2009.



Various forms of leisure

This year's trade fair attracted 750 exhibitors representing 41 countries. As in the previous years, the visitors had a chance to get an overview of what all Polish regions have to offer. The exhibition featured travel agencies and tour operators, accommodation providers and companies providing tourism services. Three special spaces presented the offer of health resorts, health spas, hotels and SPA and wellness facilities (Health SPACe), owners of conference and training facilities, organisers of company getaways, event agencies (Business Tourism), as well as companies focusing on active leisure (Extreme). ■



BOATSHOW for the first time in Poznań

On November 13-16, 2008 the 10th anniversary edition of the BOAT SHOW Fair of Sailing and Water Sports was held. This was the first time this event had been co-organised by MTP and in MTP grounds. The trade fair is held by Łódź-based Interservis. The exhibition showcased motorboats and yachts, canoes, accessories, sailing and motorboat equipment, charters, yacht electronics, marinas and harbours, construction and maintenance materials, boat trailers, clothing, safety and rescue equipment, yacht designs. As many as 196 companies presented their range of products. As usually the public turned out in great numbers, with

nearly 9000 visitors coming to see the trade fair in Poznań. A lot of attractions awaited the guests, including the Pirates' Nest Tavern, featuring performances by the best sea shanty bands, where the visitors had a chance to take a break and rest. Watersports enthusiasts were very happy to visit the regatta boat zone, presenting the boats used by the Polish Olympic team in Beijing. The trade fair was also accompanied by many trade meetings – seminars, meteorological and navigation workshops addressed to persons wishing to expand their practical know-how. Next edition: 12–15.11.2009. ■



ECO MICE

Every year the TOUR SALON trade fair is accompanied by a number of conferences tackling the most pressing issues for the tourism industry. This year great interest was generated by the 3rd Business Tourism Seminar held by the Poznań Convention Bureau, Polish Tourism Organisation and MTP, entitled "ECO MICE – ecological solutions in the meetings industry". The foreign speakers included Fiona Pelham, Managing Director of Organise This, currently serving as the representative for Corporate Social Responsibility at the British branch of Meeting Professionals International, Graham Keene, co-founder and Executive Chairman of WorldEvents and Dale Hudson, Project Manager, IMEX (all in the photo). ■

Buy Poland

A unique workshop

TOUR SALON once again featured the Buy Poland inbound tourism workshop. The workshop involves special pre-arranged matchmaking meetings between foreign tour operators and travel agencies specialising in organising inbound tourism to Poland and Polish companies: travel agencies, tour operators, hotels, SPA and wellness centres, health resorts, other holiday resorts and carriers. This year the workshop attracted participants from nearly 30 countries. Following the workshop the foreign guests were invited to study visits all over Poland. ■



TRADE FAIR OF EQUIPMENT FOR HOTELS

Good prospects

The boom in the hotel sector, which can be attributed to the growth in business tourism and the upcoming EURO 2012 European Football Championship, has ensured a good atmosphere at this year's INVEST-HOTEL Trade Fair of Equipment for Hotels. This was a record-breaking event in all respects. The exhibition of nearly 200 companies covered the space of over 6000 m². The exhibitors showcased a few dozen market novelties. **The next edition is scheduled for: October 21–24, 2009.**

With the customers in mind

This year's INVEST-HOTEL and TOUR SALON attracted nearly 20 000 visitors, including as many as 11 000 professionals, i.e. owners, executives and managers of hotels, guesthouses, health resorts, sanatoria, SPA and wellness centres, leisure and conference facilities, hotel restaurants, as well as hotel PR and HR managers, chefs and cooks, confectioners and bakers, bartenders, reception staff, investors in the hotel sector, manufacturers and distributors of products and services for the hotel and catering industry, architects, interior designers and property developers.

With them in mind the exhibitors prepared an extensive presentation of products and services essential when building, equipping, modernizing and running a hotel. The visitors had an opportunity to see a fully equipped hotel room, bathroom, foyer, reception area, restaurant, conference hall, as well as a SPA & Wellness centre. The exhibition also included the latest technological solutions addressed to hotels, such as specialised computer systems, energy-saving software for SPA & Wellness or professional booking systems. ■



A regular meeting of hotel industry representatives

Numerous conferences held at this year's trade fair included some regular events. For instance, the trade fair featured the second edition of the "Build a Hotel" Conference, at which investors planning the construction of new facilities and hotel owners discussed issues related to maintaining high standards of cleanliness, security and the latest telecommunication solutions for hotels. The leading theme of this year's Invest-Hotel Conference was EURO 2012. The audience had an opportunity to learn about the development prospects for the ho-

tel industry in the coming years, as well as how to modernize a hotel or a sports centre to turn them into suitable accommodation for visitors arriving to Poland for EURO 2012.

Martin M. Pegler, a renowned Visual Merchandising expert specialising in creative product presentation, was a guest at this year's trade fair in Poznań. He shared his know-how of best practice, as well as many original ideas for product presentations based on research findings in various fields, experience and imagination. ■



acanthus aureus

Acanthus Aureus competition rewards stands that consistently reflect the company's marketing strategy, employ interesting architectural solutions and are best suited not only to product display, but, first and foremost, business talks. In September and October 2008 this distinction was awarded to the companies listed below:

TEX-STYLE 2008 Willi Piotr Łojek, Warsaw

POLAGRA-FOOD 2008 Agus sp. z o.o., Warsaw
 • Spółdzielnia Mleczarska Mlekovita, Wysokie Mazowieckie
 • Agency for Restructuring and Modernization of Agriculture (ARiMR), Warsaw • Eurosugar S.A. Spółka Akcyjna Uproszczona Oddz. w Poznaniu, Przeźmierowo • Krajowa Spółka Cukrowa S.A., Toruń • P.H.W. Levant, Poznań

POLAGRA - TECH 2008 Barry Callebaut Polska sp. z o.o., Łódź • Master Martini Polska sp. z o.o., Kraków • Cream sp. z o.o., Katowice • Bizerba Polska sp. z o.o., Lublin

TAROPAK 2008 Flexpol sp. z o.o., Płock • Ineos Films, Staufen, Germany • Masterpress SA, Białystok • Fenix Systems sp. z o.o., Piaseczno • Wincor Nixdorf sp. z o.o., Warsaw • Promag - Systemy S.A., Poznań • Logopak East sp. z o.o./PPH Ewa-Bis sp. z o.o., Warsaw • Przedsiębiorstwo Multi sp. z o.o., Opole • Vetropack Moravia Glass a.s., Kyjov, Czech Republic

FARMA 2008 DeLaval sp. z o.o., Wrocław • F.H.U. Over, Sędziejowice • Top Gen sp. z o.o., Głubczyce • Bank Gospodarki Żywnościowej SA, Warsaw

PRO-HORTI 2008 Bradas Adam li Jan Tyrara S.J., Olesno • Romanik S.A., Bydgoszcz • Kwazar Corporation sp. z o.o., Jaktorów • Wolf-Garten Polska sp. z o.o., Gorzów Wielkopolski

TOUR SALON 2008 allewakacje.pl, Poznań • Marshall Office of the Mazowieckie Province in Warsaw • Marshall Office of the Podlaskie Province in Białystok • Silesian Tourism Organisation, Katowice • Poznań Municipal Office, Poznań • Poznań Local Tourism Organisation, Poznań • Wielkopolska Tourism Organisation, Poznań • Kujawy-Pomorze Tourism Organisation.

INVEST-HOTEL 2008 Herkules Trading SA, • JMB sp. z o.o., Reda • PHU Krak Andrzej Rakowski, Poznań • Elta Polska sp. z o.o., Błonie • Concept Media Janczak sp.j., Gdynia • Polmaster sp. z o.o., Warsaw

POLEKO 2008 Remondis sp. z o.o., Warsaw • Grilltex Polska sp. z o.o., Poznań • Polish Economic Chamber of Recycling, Warsaw • Horstmann Budowa Urządzeń i Technika Ekologiczna sp. z o.o., Wągrowiec • Sita Polska sp. z o.o., Warsaw • Strabag sp. z o.o., Warsaw • Prote - Technologie dla Środowiska sp. z o.o., Poznań • Sigma SA, Jaszów • National Environmental Protection and Water Management Fund, Warsaw • Bank Ochrony Środowiska, Warsaw • Institute for Ecology of Industrial Areas, Katowice • Sarpi Dąbrowa Górnica sp. z o.o., Dąbrowa Górnica • Thermalex Izolacji s. z o.o., Żarów • Elta Polska sp. z o.o., Błonie

ENVIRONMENTAL TRADE FAIR

Technology for the Earth's climate

Such was the theme of this year's POLEKO International Trade Fair for Environmental Protection. This was a unique trade fair for two reasons: firstly, because it was held a month ahead of the 14th Conference of the Parties to the United Nations Framework Convention on Climate Change, also held at MTP grounds, and secondly due to the fact that it was the 20th anniversary edition of Central and Eastern Europe's biggest environmental trade fair.

Next edition: November 24-27, 2009.



Professional and prestigious

The unique nature of the POLEKO trade fair can also be attributed to its extensive programme of events, which bring together in a single location market leaders, distinguished individuals and renowned authorities in the field of environmental protection. The trade fair is held under the honorary auspices of the Minister of Environment and features the most important state agencies in charge of environmental protection. The International Ecological Congress, which has become a regular feature of the trade fair, this year attracted around 500 representatives of state

and local administration, environmental funds, non-governmental organisations, research communities, Polish and foreign entrepreneurs. In turn, the Youth Climate Summit brought together nearly 700 students of gymnasiums and secondary schools from all over Poland. Together they issued a special appeal to the participants of the December COP14 summit. Although the conferences and seminars were dominated by climate issues, there was no shortage of other specialised meetings at the trade fair. For instance, the Ministry of Environment and the Minis-



A beautiful anniversary

Throughout its 20 editions the POLEKO trade fair has developed by increasing the number of exhibitors and visitors (the first POLEKO trade fair featured 76 exhibitors representing 6 countries, while this year's edition attracted nearly 1000 exhibitors from 21 countries), but also expanded and ordered its scope by organising distinct specialised exhibitions dedicated to: Renewable Energy, Recycling, Measurement and Control Apparatus and Science for the Environment. And, what is most important, the event turned into an international meeting of business people, decision-makers, researchers, scientists and all individuals working for the benefit of the environment – it became a celebration of ecology. ■

This year's trade fair featured the Youth Climate Summit.



The trade fair was declared open by the Minister of Environment, Professor Maciej Nowicki. POLEKO, as in previous years, was held under the honorary auspices of the Minister. The Minister showed great interest in the exhibition and met journalists at a press conference.



The trade fair attracted 18,200 visitors from 3 continents and 28 countries: Austria, Belarus, Belgium, Canada, China, Croatia, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Kazakhstan, Latvia, Lithuania, the Netherlands, Norway, Poland, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Ukraine and the United Kingdom.

try of Regional Development promoted the role of the EU Cohesion Fund. The trade fair also featured the Renewable Energy Forum and the Recycling Forum. The exhibition stands included a consultation desk of the EU Intelligent Energy programme. It is worth stressing the international nature of many meetings at POLEKO, as environmental issues very often transcend the national borders. Another interesting initiative was the "Clean & Green: Swedish-Norwegian-Danish Innovation Day", held on the second day of the trade fair. ■

Eco-innovation

The need to intensify environmental protection activities requires the continuous introduction of new solutions. Trade fair exhibitors always try to display their latest accomplishments at the stands. This year was no exception. Many exhibitions attracted attention with a special "New!" label. Environmental science institutes, as well as research and development centres held their own dedicated exhibition, called Science for the Environment, which featured 40 exhibitors representing Poland and Germany. The presentation of the German research community was prepared by BMBF – the German Federal Ministry of

Education and Research. The participation of Polish institutes was financed by the Ministry of Science and Higher Education. The accomplishments of Polish researchers in the area of cutting-edge environmental solutions and technologies were showcased at a special national exhibition called "Polish Science and Innovations for the Environment", as well as in the catalogue entitled "Polish Eco-Innovations". A series of seminars and brokerage events was held in co-operation with the Europe Enterprise Network, at which the authors of the promoted solutions presented their achievements. ■



There was no shortage of national presentations at POLEKO 2008. These included exhibitions by such countries as Canada, the Czech Republic, Denmark, France, Germany, Ireland, Norway, Sweden and Switzerland.



This year's 18th Central European Dental Exhibition, held for the first time at MTP grounds, proved to be a great success.

Exactus, the organiser of the exhibition, has praised the new venue for its comfort, space and professionally arranged halls. Over 500 companies presented their products on an exhibition area of more than 14.5 thousand m². The visitors could find anything a modern dentist's surgery needs, i.e. equipment, tools and products for dentist's surgeries and dental technology workshops, furniture and lighting, pharmaceuticals, products for implantology, orthodontics, radiology, hygiene and sterilization, clothing and protective measures. Over 11 thousand visitors came to see the range of products offered by the exhibitors. With them in mind many exhibitors held special shows and lectures at their stands.

Large exhibition space offered by MTP allowed the organisers to hold workshops and training courses simultaneously in seven halls. The new Lunch&Learn lecture formula, introduced by Dental Tribune, enabled doctors to listen to short company presentations about new products while having lunch. This idea proved very popular with the visitors. In total the lectures were attended by over 1300 doctors.

As in previous years, the exhibition was accompanied by the Congress of Dental Teams, which attracted 1230 dentists and dental technicians. The sessions that generated most interest included Anaesthesia (Prof. Stanley F. Malamed), Endodontics (Prof. Simone Granini), Reconstruction of Hard Dental Tissue (Prof. St. Suliborski, Prof. Jerzy Sokolowski, Dr. Bartosz Suliborski, Danuta Borczyk) and Adhesive Prosthetics (Prof. Antonio Cerutti, Prof. Francesco Mangani, Prof. Angelo Putignano), as well as a session for dental assistants organised by Kwintessencja publishing house.

The CEDE exhibition also provided an opportunity to award Grand Prix CEDE 2008 statuettes for the best equipment, materials and dental preparations.

Next edition: 24–26.09.2009.

MUNICIPAL TECHNOLOGY TRADE FAIR

Successful debut

This year saw the first edition of KOMTECHNIKA International Trade Fair for Municipal Technologies, established by separating the Municipal Technology Park, a rapidly developing special exhibition, from the range of topics covered by POLEKO. The new trade fair generated great interest among the exhibitors and visitors alike. The exhibition extended over 3500 m² and was 20% bigger than last year's Municipal Technology Park. It attracted nearly 60 companies from Poland, Germany and Italy. The exhibitors showcased the latest models of vehicles used for waste transport, collection and liquid waste disposal, sweepers, winter road maintenance vehicles, as well as equipment for green area maintenance and cleaning.

Next edition: November 24–27, 2009.



The manufacturers and suppliers of tractors adjusted for municipal purposes, trucks and lorries, towing and special-purpose vehicles, presented a particularly extensive range of products, followed by contractors offering specialised body conversions and semitrailers.



More and more municipal vehicles employ futuristic designs.

It is best to judge the vehicle's strengths and weaknesses when it is actually in operation. The CITY-TRUCK-SHOW displaying municipal vehicles at work turned out to be the highlight of the trade fair.



How to make a good model?

As in previous years, the trade fair visitors could count on experienced instructors, who introduced them to the secrets of model-making. This year the visitors could test their skills in making the simplest glider models. The model-makers were eager to share their know-how and to show how to make a good model, answering many questions in the process. Moreover, the advanced model-makers could also attend a series of specialist lectures. ■

MODEL MAKING EXHIBITION

The world in miniature

- The HOBBY Model Making Exhibition, just as model-making itself, is for everyone. It provides
- an opportunity for companies offering model-making accessories, materials and tools to showcase
- their latest products. The exhibition also presents the accomplishments of model-making clubs
- and individual hobbyists. The visitors include model-makers and model collectors, as well as
- whole families wishing to have a little fun. The world in miniature scale is a great attraction not
- only for kids.
- Next edition: October 24–25, 2009.



Tournaments and competitions

The regular visitors at the HOBBY Model Making Exhibition have already got used to the fact that the trade fair is accompanied by a number of interesting events. One of the most exciting are the qualifiers for Polish Indoor Championships of RC Car Models. This year the qualifiers were even more spectacular than usual, as they were conducted on an off-road track.

The 8th Polish Championships of Railway Models also generated a lot of interest. This year saw an additional under-18 category, where models by young model-makers were evaluated. At the same time the "Polish Model of the Year 2008" competition was held, open only to models reproducing the rolling stock and railway buildings actually existing in Poland. ■

Polish Modular Railway Mock-up

A real railway from the years 1965–1972, traversing Polish villages and towns, stopping at railway stations according to the timetable. All that in an exhibition hall! This railway was a piece of Polish realistic H0-sized modular mock-up, presented at this year's HOBBY Model Making Exhibition. The Polish Modular Railway Mock-up on a 1:87 scale has been in development for the past few years. The mak-

ers of the particular modules live and build their models in different parts of the country. At the trade fair these modules were connected, which was made possible by the adoption of standardized sections and a uniform control system. Polish model-makers were joined this year by their German counterparts. The border section connects PKP Polish Railways with the Deutsche Bahn. ■



COP14 at MTP grounds

This year MTP has faced a great challenge to host the 14th Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC).

The COP 14 conference, scheduled for December 1–12, 2008, constitutes the most prestigious platform for political debate concerning climate protection, attracting the attention of the whole world.

The Conference is organised by the Secretariat of the United Nations Framework Convention on Climate Change and hosted by the Government of the Republic of Poland, while the preparations are coordinated by the Ministry of the Environment of the Republic of Poland. The two-week sessions will be attended by 8,000 participants: over 190 government delegations headed by the Ministers for the Environment or Climate Change, international institutions, environmental, business and research non-governmental organisations and the media.

The Conference will feature the 14th Session of the Conference of the Parties to the United Nations Framework Convention on Climate Change; the 4th Session of the Conference of the Parties serving as the Meeting of the Parties to the Kyoto Protocol and the 29th Session of the Subsidiary Bodies. In addition to plenary sessions and meetings of working groups, the agenda of the Conference includes a number of accompanying events (presentations, seminars, happenings and exhibitions) as well as those preceding the COP (events, debates etc.), with the main purpose of drawing attention to the problems related to global climate change.

Poznań has beaten off competition from other Polish cities to win the honour of hosting the climate conference. The choice of Poznań may be attributed chiefly to the unique infrastructure offered by MTP. The numbers speak for themselves: 42,000 m² of world-class infrastructure compliant with the highest stan-

dards, comprising 34 conference halls with the seating capacity ranging from 1388 to 20, office space for 300 staff representing the Secretariat of UNFCCC, IT infrastructure enabling the simultaneous operation of nearly 2500 personal computers, an IP network ensuring smooth real-time voice communication and telework. Moreover, the organisers will provide 500 service staff, 500 volunteers, 1300 seats in restaurants, a state-of-the-art media centre for around 1000 journalists from all over the world, accommodation for thousands of guests, live broadcasts online, operation of an international broadcast signal for television and radio stations, as well as promotional campaigns related to climate change education.

The Conference will be accompanied by a special exhibition held at MTP grounds, showcasing 130 devices and installations that constitute a practical response to the challenges posed by climate change. This large, global and interactive exhibition of cutting-edge technologies, extending over seven thousand square metres, is entitled "Technologies for Climate Protection". More than 200 offers from 29 countries on 6 continents have been submitted for the exhibition. The exhibition will also present exotic inventions, such as the hanging gardens from Bangladesh, the fog catchers used on the Cape Verde Islands or a solar internet café from Gambia.

The exhibition will be open to the general public from 1 to 14 December, 2008. ■

MTP contributes to the development of tourism

MTP was awarded the Badge of Honour for its "Contribution to Tourism", granted by the Ministry of Sports and Tourism.

The award is granted annually to individuals, enterprises and institutions for their contribution to the development of tourism. This year's distinctions were presented by Minister Mirosław Drzewiecki on September 25 in Warsaw during the World Tourism Day Gala. MTP was awarded the badge as Poland's oldest and biggest tourism trade fair organiser. Apart from MTP, the distinction was granted to two other institutions: Polish Chamber of Commerce and the Conferences and Congresses in Poland Association. ■

Grand Press Photo 2008 in Poznań

From September 27 to October 13 MTP Eastern Hall housed the exhibition of 148 photographs by 56 press photographers from all over Poland, the finalists of the Grand Press Photo competition. This competition is open both to professional press photographers representing newspapers, magazines and photo agencies, as well as to freelancers. In this year's edition the jury evaluated as many as 4900 photographs – 25% more than last year. The Grand Prix and the title of the Photograph of the Year went to a photograph taken by Tomasz Gudzwaty in December 2007, depicting children from a private acrobatics school in the Chinese Wujiao province. The competition and exhibition is organised by the Press monthly. The exhibition in Poznań was held under the auspices of Poznań Municipal Office and MTP. ■



GRAND PRIX AND THE TITLE OF THE PHOTOGRAPH OF THE YEAR 2008.

Author: Tomasz Gudzwaty, Children from a private acrobatics school in the Chinese Wujiao province.



photo: Ministry of the Environment/Mariusz Szachowski

Polish-Indian Chamber of Commerce already in operation

On September 17 at this year's POLAGRA-FOOD and POLAGRA-TECH, the founding meeting of the Polish-Indian Chamber of Commerce was held in a World Trade Center conference hall at MTP grounds.

The chief objective of the Chamber is to foster and strengthen the business ties between Polish and Indian companies, to encourage them to establish joint undertakings and business partnerships and to exchange their experiences and new ideas. The creation of the Polish-Indian Chamber of Commerce is certain to facilitate the establishment of new business contacts and foster the existing co-operation between Polish and Indian partners. ■



The Organising Committee of the Polish-Indian Chamber of Commerce. From the left: Wojciech Jankowiak - Vice-Marshall of the Wielkopolska Province, Minister Eugeniusz Grzeszczak - Secretary of State in the Chancellery of the Prime Minister, Waldemar Pawlak - Deputy Prime Minister and the Minister of Economy Rao Maddukuri - representative of Indian entrepreneurs in Poland and Aleksander Jóskowiak - Chairman of the Supervisory Board of the Polish-Indian Chamber of Commerce

Congress of the Polish Cardiac Society

Nearly five thousand doctors and around a thousand meetings, lectures and presentations of the latest research findings, new diagnostic methods and treatment recommendations in various fields of cardiology, cardiac surgery and related sciences – that was the 12th International Congress of the Polish Cardiac Society in a nutshell. The Congress was held on September 25-27, 2008 at MTP grounds and was organised by the Polish Cardiac Society. The programme of the Congress introduced the doctors to the latest research findings, new diagnostic methods and treatment recommendations in various fields of cardiology, cardiac surgery and related sciences. The programme featured, as usual, numerous research and training sessions of pharmaceutical companies and medical equipment manufacturers. ■



Distinction for Sports Construction Centre

The "Builder of Polish Sports" title and trophy are awarded by the Polish Sports Infrastructure Club for outstanding achievements in the field of sports construction. This year the title went to MTP and Przemysław Trawa, President of MTP Management Board. It was granted for the "Sports Construction Centre" project carried out as part of the BUDMA fair, focusing on the promotion of innovative materials and technologies required for the development of sports and leisure infrastructure in Poland. ■



We want to inspire entrepreneurs



FILIP BITTNER, Project Manager in charge of exhibitions held abroad

In Germany, Croatia or even Azerbaijan – MTP has been organising exhibitions of Polish companies at trade fairs abroad for five years now.

Indeed, we have reached the first round anniversary of our operations and now have five years of experience under our belt. We began with participation in three trade fair events in the Ukraine and now offer the opportunity to exhibit at over 40 trade fairs in nine countries. In 2009 we would like to encourage Polish companies to

participate in exhibitions in Germany, Romania, Bulgaria, Croatia, Ukraine, Czech Republic and Russia – Moscow and Krasnodar, as well as Kazakhstan and Azerbaijan.

What kind of businesses is your offer addressed to?

Large, medium and small-sized enterprises operating in various fields. The trade fair really is the best way to promote your products and services on European and global markets, regardless of the industry a given company represents. The trade fairs we recommend cover dozens of sectors, starting with construction and installation systems, through security, power engineering and electrical engineering, agriculture and food processing industry, furniture, wood and forestry sectors, to fashion and design. The key issue is the choice of the event and developing a concept of trade fair participation, related to the company's objectives – this is the area where we offer to share our experience and expertise.

The trade fair gives companies an opportunity to demonstrate their strengths. Does MTP with its extensive experience know how to make the most of this opportunity?

The decision to exhibit at a trade fair abroad is a very good investment for the future. The trade fair guarantees the chance to establish invaluable business contacts and conduct face-to-face talks with foreign entrepreneurs, which takes the company one step closer to establishing business co-operation. The exhibitors may also form direct relations with trade organisations and manufacturers' associations. We do our best to ensure that the trade fairs we recommend are modern events that provide the exhibitors with access to effective marketing tools. One of such tools is the electronic system of registering exhibitors and visitors – industry experts and traders from all over the world. Such a system facilitates the quick establishment of contacts at the trade fair. It also serves as a database to seek business partners after the trade fair. This is of great importance, as such professional meetings often inspire companies to discover new development directions.

Can the exhibitors expect technical support by MTP when organising their exhibition abroad?

Certainly. We accompany the exhibitors at every stage of preparation, from the moment they decide to exhibit at a trade fair abroad until their return home. Our comprehensive services include, apart from preparing the exhibition, a set of extra services, such as arranging flights, accommodation and logistics. ■



“Kaziuki” in

One of the annual cultural events most popular with Poznań dwellers is the “Kaziuki” fair, originally held in Vilnius. Dating back over 400 years, the fair organised in early March on St. Casimir’s Day even before the war attracted Poles from all over the region to Vilnius. In Poznań first “Kaziuki” fair was organised in 1993.



Poznań



St. Casimir, a Polish prince and the Patron Saint of Lithuania was a son of King Casimir Jagiellonczyk. Already at a very young age he became a Deputy Chancellor of Lithuania and his mature and fair reign met with universal respect of his subjects. He died aged only 26. In 1602 Pope Clemens VIII pronounced him a Saint; two years later in Vilnius, at St. Peter and Paul's Church, where St. Casimir's tomb is located, the canonization celebrations were held. Since 1960 St. Casimir has also served as the Patron Saint of the Maltese Knights. In Poznań the first "Kaziuki" fair was held at the initiative of the Poznań branch of Vilnius and Vilnius Land Society and attracted around 100 participants. Since then this event has steadily grown in popularity and become a regular feature in the city's cultural calendar. It is addressed to whole families and offers an opportunity to learn more about the culture of the Eastern borderlands. Today as many as 20 thousand visitors flock to Poznań to honour the Patron Saint of Poland and Lithuania. According to the organisers this is Poland's biggest outdoor Kaziuki fair. This year on March 4th-8th Poznań will

see the 16th consecutive edition of the event. As in previous years at noon the public gathered in the Old Market Square will hear the Vilnius and Poznań bugle calls from the tower of the Renaissance town hall, signalling the beginning of the fair, followed by a parade symbolizing the passage of the Jagiellonian court, with performers wearing period garments. There will also be guest performances by folk song and dance ensembles from Wielkopolska and the Vilnius region. The visitors will also have a chance to purchase a commemorative postcard with a date stamp. The market stalls will sell gingerbread hearts, pretzels and colourful Easter palms. The March celebrations of St. Casimir's Day take place a few weeks before Easter, therefore the visitors are eager to buy famous Vilnius Easter palms for themselves and gifts to their loved ones. As usual the guests will have an opportunity to sample delicious Vilnius cuisine – the stands selling such delicacies as "cepeliny", i.e. potato dumplings with meat stuffing, Zemaitija blini or the dark Vilnius bread will be besieged by crowds queuing up to get a taste, all this in an atmosphere of fun and familiarity.

19–22.01.	BUDMA International Construction Fair SPORTS CONSTRUCTION CENTRE BUMASZ International Fair for Construction Machines, Vehicles and Equipment
1–4.02.	EPLA International Fair of Plastics and Rubber Processing
11–14.02.	Polagra-PREMIERY International Trade Fair of Agricultural Mechanization
19–21.02.	EDUCATION FAIR SCHOOL EQUIPMENT EXHIBITION BOOKS FOR CHILDREN AND YOUNG PEOPLE 9 th Poznań Trade Fair Meetings
2–4.03.	TEX-STYLE Trade Fair of Fabrics, Clothing and Accessories NEXT SEASON Contracting Exhibition BODY-STYLE Exhibition of Lingerie and Beach Fashion SPECIAL DAYS Exhibition of Wedding, First Communion and Evening Fashion INTERMASZ International Trade Fair of Textile, Clothes and Shoemaking Machines
10–12.03.	SALMED International Medical Fair
12–14.03.	GARDENIA Garden Trade Fair
17–19.03.	Euro-Reklama OUTDOOR EXPO International Trade Fair of Advertising Goods and Services Euro-Reklama GIFT EXPO International Trade Fair of Advertising Goods and Services
20–21.03.	LOOK Hairdressing Forum BEAUTY VISION Cosmetics and Solaria Forum
23–25.03.	BTS Fair of Shoes, Leather and Leather Goods
26–27.03.	POZNAŃ OPTICAL EXHIBITION ¹⁾
13–16.04.	FURNICA International Trade Fair of Components for Furniture Production DREMA International Trade Fair of Machines and Tools for the Wood and Furniture Industries
24–28.04.	BAKEPOL Baking and Confectionery Industry Fair in Kielce
26–29.04.	INSTALACJE International Trade Fair for Installations and Equipment SAWO International Fair of Work Protection, Fire-Fighting and Rescue SECUREX International Security Exhibition
7–9.05.	FIT-EXPO Fitness & Sport Park POZNAŃ AUTOMOTIVE MEETINGS
9–10.05.	Electronic Sports World Cup Poland (ESWC)
18–20.05.	EXPOPOWER International Exhibition of Power Industry AUTOMA International Trade Fair of Robotics, Automatics and Control & Measurement Equipment GREENPOWER International Renewable Energy Fair
26–29.05	ARENA DESIGN BUDMA INTERIOR Interior Finishing and Renovation Fair MEBLE Furniture Fair HOME DECOR Interior Design and Home Furnishings Fair LUMINEXPO Lighting and Lighting Technology Exhibition
15–18.06.	INNOVATIONS – TECHNOLOGIES – MACHINES POLAND: MACH-TOOL Machine Tools Exhibition • METALFORUM Exhibition of Metallurgy, Foundry Engineering and Metal Industry • SURFEX Exhibition of Surface Treatment Technologies • WELDING • TRANSPORTA - HAPE Hydraulics, Pneumatics and Drives Exhibition • SCIENCE FOR THE ECONOMY
31.08–2.09.	TEX-STYLE Trade Fair of Fabrics, Clothing and Accessories NEXT SEASON Contracting Exhibition BODY-STYLE Exhibition of Lingerie and Beach Fashion SPECIAL DAYS Exhibition of Wedding, First Communion and Evening Fashion
12–16.09.	POLAGRA TECH International Trade Fair of Food Processing Technologies, including: 12–16.09. Exhibition of Baking and Confectionery Industry • 13–16.09. Exhibition of Machines and Devices for the Dairy Industry • 13–16.09. Exhibition of Machines and Equipment for the Food Industry • 13–15.09. International Food Ingredients Show
13–16.09.	POLAGRA-FOOD International Trade Fair of Food Products GASTRO TRENDY International Catering Trade Fair TAROPAK International Packaging Technology and Logistics Exhibition
23–25.09.	CEDE Central European Dental Exhibition ²⁾
27-29.09.	BTS Fair of Shoes, Leather and Leather Goods
1–3.10.	DREMASILESIA – MEBELTECHEXPO Trade Fair of Machines and Tools for Wood Processing in Katowice ³⁾
7–10.10.	PRO-HORTI Horticultural Contracting Exhibition
8–10.10.	FARMA International Trade Fair of Animal Breeding and Rural Development NATIONAL HORTICULTURAL EXHIBITION ⁴⁾ NATIONAL BREEDING ANIMALS EXHIBITION ⁵⁾
20–21.10.	BUY POLAND
20–23.10.	TOUR SALON Trade Fair of Regions and Tourist Products INVEST-HOTEL Trade Fair of Equipment for Hotels
23–24.10.	HOBBY Model Making Exhibition
4–7.11.	GLASS & STONE Fair of Glass Industry, Fair of Stone Industry
11–14.11.	BOATSHOW Fair of Sailing and Water Sports ⁶⁾
16–19.11.	POLEKO International Trade Fair for Environmental Protection KOMTECHNIKA International Trade Fair for Municipal Technologies GMINA Trade Fair for Local Governments INVESTFIELD Property and Investment Exhibition
26–27.11.	OPTYKA Optical Exhibition ⁷⁾
27–28.11.	POZNAŃ GAME ARENA (PGA) Multimedia and Entertainment Exhibition
3–5.12.	FESTIVAL OF ART AND ARTISTIC OBJECTS
10–12.12.	HORSE-RIDING EQUIPMENT TRADE FAIR

¹⁾ Organizer: Interprovincial Guild of Optical Crafts in Poznań

²⁾ Organizer: Exactus

³⁾ Co-organizer: International Katowice Fair

⁴⁾ Co-organizer: Association of Horticultural Engineers and Technicians, Poznań Branch

⁵⁾ Co-organizer: Ministry of Agriculture and Rural Development, Associations of Animal Breeders, National Animal Breeding Centre

⁶⁾ Co-organizer: Interservis Ltd.

⁷⁾ Co-organizer: National Chamber of Optical Crafts KRIO



Międzynarodowe Targi Poznańskie
Poznań International Fair



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