



MARKETING • FAIRS • BUSINESS

NEWS

drema - furnica

poznań fair magazine

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Visitor is the Boss

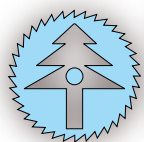
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Międzynarodowe Targi Poznańskie
Poznań International Fair



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Dear Readers,

The preparations for DREMA and FURNICA trade fairs are in full swing. Over 800 companies are known to take part, and they will be presenting their offers on an exhibition area exceeding 35 000 m². Today over 50% of this area has been booked. Such an interest in the fairs is the result of the previous edition's success, owed – among others – to the hard work of the organization team. As they say about themselves in this edition of the DREMA-FURNICA News magazine, they are a dream-team enthusiastically completing even the most difficult tasks. As a result, the fair participants are offered an even more modern product transcending the set patterns.

The schedule of the next fair edition looks very interesting. It is discussed on the following pages of our magazine. You can find there the announcements of professional sector debates, the most prominent of which is the Polwood Forum touching upon the most important problems facing the entrepreneurs in the wood sector, as well as numerous competitions and an invitation to take part in a unique project – The Furniture Factory Live. Next year it will take off with even more speed ahead and – as the organizers announce – it will be even more interactive.

Apart from the professional organization, the economic upturn also contributes to the success of the fair. The representatives of the largest sectoral organizations, of the Ministry of Economy, and of the exhibitors themselves talk in our magazine about the opportunities and threats to the wood and furniture industry. You can also learn from them how they benefit from their participation in the fair.

We would like to encourage you to get acquainted with the offer of MTP prepared for exhibitors. In order to make your participation in the fair most effective it is well-advisable to take advantage of the services offered by the Congress Centre, the Stand Construction Department, as well as of different forms of advertising, it is also well-worth to learn the new rules for the organization of matchmaking meetings. And when you finally call it a day, we recommend an outing to the city.

We wish you a pleasant read and many successful fair meetings.

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NEWS

drema - furnica

a special edition of Poznań Fair Magazine

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DREMA, FURNICA QUO VADIS?



Looking ahead

TOMASZ KOBIŃSKI
Vice-President
of the Management
Board of MTP

What is the position of Poznań International Fair in the trade fair sector in Europe?

Europe is the cradle of fair industry, it is enough to have a closer look at the powerful fair centers in Germany or Italy. We are doing well against such backdrop, we rank 26th in the world with respect to the exhibition area. We organize a number of business events reckoned with on the European market. I can proudly name such famous events as BUDMA, DREMA, POLEKO, POLAGRA FOOD or ITM Poland.

What is the importance of Poznań International Fair for Poznań itself?

The fair contributes to the development of the city, almost 600 thousand guests visit Poznań annually, and they leave 1 billion Polish zloty in restaurants and hotels alone. What is more, our company is the showcase of the region, contributing to the promotion of Wielkopolska Province and Poznań both in Poland and in the world.

What do you imagine the company will look like in 20 years' time?

In our part of Europe the economy changes very rapidly, therefore I believe that constant keeping track of market trends is essential. IT is undoubtedly the future of our industry. We are constantly modernizing the infrastructure of the fair grounds, so that it was convenient and satisfied the world's standards. I may add that we have just accomplished the installation of the central vacuum-cleaning system located in the floor, which will allow our exhibitors to reduce the costs of fair-participation. The fair, regardless of the industry sector, needs a change of the formula every couple of years, in order to adjust to the requirements of its participants. As a company we try to be our customers' advisors as regards the best selection of appropriate marketing tools.

What is the significance of DREMA and FURNICA trade fairs in the catalogue of Poznań International Fair products?

DREMA and FURNICA are among the best-developing business events organized by Poznań International Fair. They rank third in Europe with respect to their size. It is a perfect example of a professional tool of a strictly business character, which integrates the participants of the investment goods market for wood and furniture sectors.

Which factors are conducive to the development of such fairs?

In this sector the quality of contact and the effective use of time spent at the fair are most important. As the organizer of a professional business events we do our best to make sure that the costs incurred by the fair participants were a high-return-rate investment. Therefore our main goal today is not so much the sale of exhibition area, but rather the creation of the most comfortable conditions for achieving the marketing goals of our Customers. For DREMA and FURNICA, a big step was the change of the formula of professional visitors' servicing.



Over 21,000 professionals visiting the DREMA and FURNICA trade fairs in 2008 became familiar with the offer of over 800 companies from 21 countries. These events are the most important wood and furniture industry fairs in Central and Eastern Europe and Southern Europe. Practically all leading brands from all over the world sent their representatives to take part in both events. These fairs receive a lot of attention in the media. They are of interest not only to the industry press, but they are an inspiration for journalists representing the general press, TV, and the radio as well. In 2008, 275 Polish and foreign journalists were accredited.

From 31 March to 3 April 2009, Poznań will host the International Trade Fair of Machines and Tools for the Wood and Furniture Industries DREMA as well as the International Trade Fair of Components for Furniture Production FURNICA. How will these events be organised?

DREMA and gaining international reputation FURNICA, which are held simultaneously in one location, are now part of the regular agenda of all professionals in the wood and furniture industry. Once a year, suppliers of products for the industry come to Poznań from all around Poland and from abroad to meet CAPEX decision-makers. However, four days of trade fair are only the final stage of the intensive preparatory works, both for exhibitors and organisers. And those four days are bound to be very attractive. During the next year's edition, over 800 companies will showcase their offer in an exhibition area of over 35 thousand square meters. Half of this area has been booked already.

Trade fair is not all about eye-catching stands and extensive portfolios of exhibitors – it also offers interesting programme of conferences and seminars, as well as interesting exhibition spaces. The 2009 edition will see both of them. Preparations for the launch of the Furniture Factory Live are already underway, and the word has it that this unique presentation will be even more interesting than last year's. The 3rd Economic Forum of the Polish Wood and Furniture Industry Polwood

organised in co-operation with the Inwestor Publishing House is another highlight of the DREMA and FURNICA trade fairs that you just cannot miss. Its participants will include representatives of the wood and furniture industry as well as experts in the field of economy and business. A conference on the Russian market will be a new item on the next year's agenda. Participants of this conference will share their knowledge and experience, also on their raw material bases in the East. Visitors of the FURNICA fair can look for inspiration in a special Charm of Detail exhibition space, traditionally accompanied by an interesting series of presentations on furniture design.

In the capital goods market, a professional character of business talks is of key importance for the achievement of marketing goals. MTP has already introduced a visitor registration system to make participation in the fairs as effective as possible – both for visitors and exhibitors. During the next year's edition, participants will feel even more comfortable with free food and drinks available in all exhibition venues on all days of the DREMA and FURNICA fairs. In addition, professional visitors who register on the Internet or at the entry will pay no entry fees. As a reminder, up until now unregistered professionals had to pay an entry fee equal to 50% of the ticket value.

In addition, MTP will offer a matchmaking service to visitors and exhibitors. Matchmaking is a way to plan your visit at the fair in the most precise manner. And finally, thanks to co-operation with institutions and the media from the Eastern Europe, more visitors from Russia, Ukraine, and the New Europe are expected next year.

The rising popularity of DREMA and FURNICA is a result of a large-scale advertising campaign. Press ads in the key industry and business media both in Poland and abroad are only part of the complex plan for the promotion of wood and furniture industry fair. Polish journalists are regulars, but the number of representatives of the foreign media (Italian, German, Russian, Ukrainian, Czech, or Romanian) is on the increase. As a result, DREMA and FURNICA trade fairs gain recognition in Europe and around the world, and Poznań is widely recognised as the city of innovations.

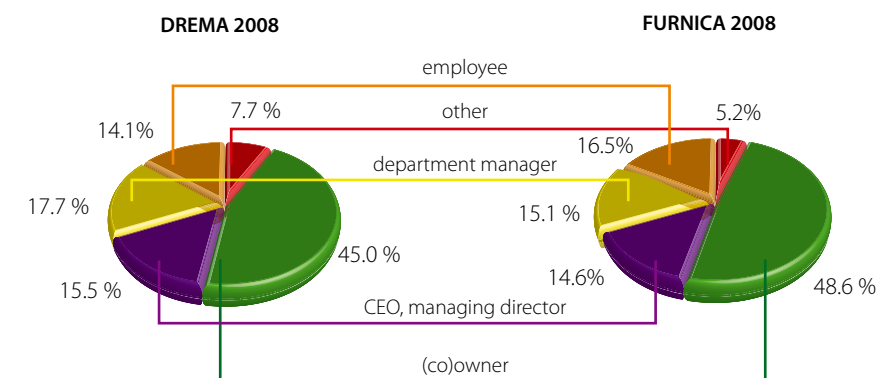
This new formula of the key business event in Central and Eastern Europe and Southern Europe is well suited to the current needs of visitors representing all sectors of this industry – from sawmill production to manufacture of finished goods (doors, windows, or furniture). DREMA and FURNICA is the place where a company's image is created and effective business talks are held. With the new form of customer service proposed by organisers, professional visitors will feel even more at home during their visit to Poznań.

Professional audience

Organisers of DREMA and FURNICA fairs find it particularly important to attract potential customers for their exhibitors. They keep in touch with over 20 thousand representatives of the wood and furniture industry. Large-scale promotional events are organised all year long to pass the word on DREMA and FURNICA fairs to professionals both in Poland and abroad. Using a special visitor registration system, organisers are able to maintain and update an address database

of all persons interested in the wood industry, and hold special surveys among visitors to know more about their needs and expectations. Based on an in-depth analysis of these results, an optimum programme of fairs will be developed and more professionals are likely to participate in these events. Presented below are the results of surveys held in 2008 describing type of visitors.

Position held in the company by the visitors



Future is the key

MIŁOSZ MATELSKI
Project Manager of DREMA and FURNICA

You have been acting as Project Manager of DREMA and FURNICA fairs for a year now. 2009 will see the 25th anniversary of the fair. How do you cope with great expectations of both exhibitors and visitors?

Given the last year's success of the fairs, we will have to live up to these high expectations. I consider it as a plus. We have a chance to break new grounds, set trends in the exhibition business, and develop personally as well. **What are the organisational plans for the next edition?**

In addition to the permanent items on the agenda, a couple of new elements will be added. We are planning to organise a conference on the Russian market with our media partners from the Eastern Europe. I hope that this will be an interesting new dimension, given the current market situation. During the fair, a meeting of the Governing Board of EUMABOIS will be held, which will be of particular importance for the manufacturers of machinery, equipment and tools for the wood and furniture industry.

Are any changes in exhibitor service planned?

Our ambition is to go beyond the standards. What was good yesterday may not be enough today. Therefore, we are boosting our organisational team and improving functionalities of our websites. Exhibitors may also use editable electronic forms which facilitate the application procedure.

Will DREMA and FURNICA still remain business-oriented?

This is the optimum orientation for the capital goods market. We are fine-tuning this system, for instance by adding the matchmaking service to allow a more precise planning of the time spent at the fairs. Next year, we are expecting a considerable increase in the number of professional visitors from Eastern and Southern Europe. We are also planning to do away with the entry fee for registered professionals. I hope that this initiative, plus free food and drinks in exhibition halls, will make business negotiations even more comfortable and professional.

Furniture Factory Live

Next year, the number of companies involved in Furniture Factory Live will be even higher. Organisers decided to take it up a notch and add even more value to this interesting project.

More interactive

According to Michał Różański, Furniture Factory Live co-ordinator responsible for every single aspect of this project, there are some new ideas to make this presentation even more attractive. It will involve visitors of the DREMA and FURNICA fairs to a greater extent.

Last year's presentation space showed the ins and outs of the manufacture of kitchen furniture using state-of-the-art machines, equipment, tools and components. For the furniture industry professionals, the Factory is a unique source of practical knowledge, because it is practically the only place where they can gain insight into all technological processes used together "live". Construction of this space is a great organisational challenge.

Dozens of companies are usually involved in this



Furniture Factory Live is back at the next edition of the fairs. This project, which is truly unique on a European scale, has gained appreciation of the industry and the media in Poland and abroad. In 2008, 28 companies took part in it.



Photo: MTP Photoservice

sections of the Polish dailies such as Gazeta Wyborcza or Puls Biznesu are also interested in this initiative.

Great marketing effect

Furniture Factory Live takes the companies involved in this project one step closer to their marketing goals. In addition to their participation in DREMA or FURNICA (or both), where the exhibition stand is a standard tool of communication with customers, they have a chance to showcase their products in practical applications – or "live". These solutions are tested and verified by customers against the background of the entire project. Visitors of Furniture Factory Live may assess the pros and cons of a given technology, talk to specialists, take investment decisions, and start doing business with reliable partners.

of this project – unique insight into the practical application of technologies.

Media partners and extensive promotion

Furniture Factory Live is extensively promoted in the leading general and industry media both in Poland and abroad. This special space is described in the following periodicals: Gazeta Przemysłu Drzewnego, Meblarstwo, Produkcja Mebli, Meble Plus, Moebel Fertigung, Holz Zentralblatt, Il Legno, Ljesnaja Industria. The following web portals have been publishing information on this project: drewno.pl, drewno.net, stolarstwo.pl, meble.pl, forda.com. Business

project and each has its own tasks said Miłosz Matelski, Project Manager of DREMA and FURNICA fairs. Construction of Furniture Factory Live at the fair grounds is a result of intensive and time-consuming work on the schedule and coordination of these tasks. What we have here is a real supply chain where all links are interconnected.

This task is even more complex as ideas of the furniture designer must be turned into practice. The machinery and components are therefore not a set of randomly selected elements but rather a precisely interconnected system of well-selected technological processes. According to organisers, this is the key to the overriding goal

International not only by name

After three years in the market, FURNICA is changing. The structure of exhibitors and the increasing number of foreign visitors are the main reasons for an addition of the adjective "international" to the name of the fair.



The International Trade Fair of Components for Furniture Production FURNICA has been held in Poznań every year since 2006. At the beginning it was organised together with the Furniture Fair MEBLE, but in response to the market feedback, MTP decided to organise this event earlier, together with the International Trade Fair of Machines and Tools for the Wood and Furniture Industries DREMA.

– Three years ago, when we decided to create the new fair FURNICA to present the latest developments in the production components for furniture manufacturers, nobody expected that this event would gain international recognition in such a short time – said Miłosz Matelski, Project Manager. In his opinion, the international success of FURNICA is a result of a good placement of this event in the context of the furniture industry needs. At the same place and time, visitors gain access to cutting-edge components and technologies, take part in interesting events, and participate in unique presenta-

tions such as Furniture Factory Live – a common link between DREMA (technologies and techniques) and FURNICA (components).

Growing number of foreign exhibitors

FURNICA presents the complete range of components and prefabricated units for furniture production. The list of exhibitors includes global leaders. It is of particular importance to visitors who gain access to the latest global trends, which is a requirement if they want to compete in the demanding consumer markets. Last year, 37% of all exhibitors came from abroad.

Market leaders

FURNICA is a place to be for the leading companies specialising in the production and supply of components for furniture manufacturers. Their solutions are used to create even the most sophisticated furniture collections.



Photo: MTP Photoservice

To gain insight into what's new and inspirational, you should go beyond your own industry and specialist field. If we allow trends and interesting solutions to go from one industry or field to another, their effects might come as a surprise, said Zuzanna Skalska, trendwatcher from the Dutch agency VanBerlo Strategy + Design, who had a series of lectures at the FURNICA fair in 2008.

In addition to the standard offer for kitchen, living room, or office furniture, FURNICA also presents textiles, accessories, and components for the production of soft furnishings.

Unique offer and positive feedback

The programme of FURNICA also includes interesting seminars and presentations responding to the current needs of the furniture production industry. The Charm of Detail is one of them; it focuses on the

top trends in furniture production components. The latest trends are presented by special guests such as Zuzanna Skalska – trendwatcher from the Dutch agency VanBerlo Strategy + Design.

Year after year, FURNICA has been gaining more popularity and good word of mouth not only among suppliers and customers of new furniture components. In 2008, patronage of the fair was taken by the Minister of Economy for the first time ever, as FURNICA is a major contribution in the transfer of professional knowledge to the furniture industry, which plays a key role in the Polish economy as a whole.

Technical input is provided by institutions such as the Polish Chamber of Commerce of Furniture Manufacturers with an interesting offer of lectures and seminars. Fair organisers co-operate with the Silesian Centre of Entrepreneurship in Cieszyn – a design centre recognised in many professional circles.

FURNICA has earned a good reputation both in Poland and abroad. The growing number of foreign journalists accredited at the fair confirms it. We do hope that the greater international dimension of the fair proposed by the organisers will turn into a success also in 2009.



ANNA BANASZAK
Visitors Service Specialist

Visitor is the Boss!

In what way are visitors important to exhibitors at trade fairs?

I think that it all depends on the specific industry and business event type. In the case of DREMA and FURNICA fairs, which are connected with the market of capital goods, professional character of business negotiations is the key.

Is the current model of the fairs sufficient to achieve these effects?

This question should be answered both by exhibitors and visitors. However, given the results of our market research and the dynamic development of DREMA and FURNICA fairs in the past several years, I can confirm that this model proved effective.

But still the market is evolving, needs are changing ...

Exactly. And that is why we have an extensive and well-tested visitor communication system in place. With this system, we can adjust the model of the fairs to the industry needs and requirements.

What are these needs today?

Today we are trying to ensure the most favourable atmosphere for business talks. Our main objective is to turn these fairs into a closed circle only for the wood and furniture industry for a couple of days.

DREMA and FURNICA are famous for being very professional. What are you planning to improve in 2009?

Professional visitors registered at the entry or on-line will not have to pay for the ticket. They also get free of charge catalogue. In addition, free food and drinks will be made available in all exhibition halls. We hope that this will make exhibitors feel even more comfortable, as they will not have to arrange it on their own.



Photo: MTP Photoservice

DREMASILESIA MEBELTECHEXPO

COMPACT FORMULA

On 3-5 October, Katowice will host the 2nd edition of DREMASILESIA – MEBELTECHEXPO fair. The exhibition will include machinery and equipment used for woodworking and furniture production, with a special focus on the needs of small and medium-sized enterprises.

The honorary patronage over the fair was taken by Droma Association of Manufacturers of Woodworking Machinery, Devices and Tools.

Last year's meeting held in the province of Upper Silesia several months after DREMA fair in Poznań presented another opportunity for business talks between representatives of the wood and furniture industry and suppliers of woodworking machinery, devices and tools. Concentration of the wood and furniture industry in the region and considerable interest in new, state-of-the-art technologies, are an

incentive for the organisers to fine-tune the form of these business meetings. Last year 56 companies participated in the fair, but their number is expected to go up this year.

We have received positive feedback from the industry leaders and therefore we can assume that both the number of exhibitors and the exhibition area will increase. We also expect more visitors said Miłosz Matelski, co-ordinator of the fair representing MTP. Fairs for this industry have been traditionally organised in Upper Silesia for many years, but only now, after we started co-operating with MTP and changed the date of this event, are we finally able to fully utilise the potential of this market said Piotr Kubica, President of the Board of International Katowice Fair.

Organisers: Międzynarodowe Targi Poznańskie Sp. z o.o., International Katowice Fair Sp. z o.o.

www.dsm.katowice.pl

EU funds

Under the National Cohesion Strategy for 2007-2013 the Ministry of Economy is responsible for the implementation of priorities connected with the energy security and environment-friendly energy infrastructure. To what extent can these funds be used by the wood industry?

The total amount of funds earmarked for the implementation of the Operational Programme Infrastructure and Environment is EUR 36.7 billion, of which EUR 27.9 billion from EU funds and the remaining EUR 9.7 from the national contribution. Community funds earmarked for this Programme will come from the Cohesion Funds (EUR 22 billion) and European Regional Development Funds (EUR 5.7 billion). The Ministry of Economy is the Intermediate Body responsible for the implementation of Priority Axes 9 and 10.

Under Priority Axis 9: Environment-friendly energy infrastructure and energy efficiency, funding will be used for projects with the goal to increase the use of primary energy in the energy sector (i.e. increase the generation efficiency and reduce energy transmission and distribution losses), reduce the energy intensity of the public sector, and increase the production of energy from renewable sources, including biofuels. These projects must have clearly definable positive environmental impacts by



ANNA KACPRZYK
Deputy Director of the
European Funds Department
in the Ministry of Economy



guaranteeing considerable quantifiable energy savings or increasing the use of renewable energy sources. Priority Axis 10: Energy security including diversification of energy sources, will support projects focusing on the extension of electricity, gas and crude oil transmission and distribution systems, as well as construction and extension of underground gas depots. Co-financing will be also targeted at the construction of gas distribution systems in areas with no gas supply systems as well as the industry manufacturing equipment used to produce fuels and energy from renewable sources. Co-financing from the Operational Programme Infrastructure and Environment, remaining at the discretion of the Minister of Economy, may be used by the wood industry under Priority Axis 9, Measure 9.5, supporting projects involving the construction of production plants producing bio-components and biofuels, excluding the production of biofuels with admixtures of petroleum-based fuels and the production of pure plant oil and bioethanol from agricultural crops.

Take part in the discussion



3RD ECONOMIC
FORUM OF THE POLISH
WOOD AND FURNITURE
INDUSTRY POLWOOD



Photo: MTP Photoservice

Is Poland the wood industry superpower? Can we produce and export more? Or maybe the wood and furniture market is coming to a halt?

These are the questions asked by the wood industry entrepreneurs, experts – market analysts, scientists, as well as decision-makers – politicians who create the economic environment where enterprises run their businesses. All these entities are invited to participate in the Economic Forum of the Polish Wood and Furniture Industry Polwood by its organisers: Publishing House Inwestor, Poznań International Fair, and PricewaterhouseCoopers.

The Polish wood and furniture industry is considered a major player in the global market. The intensive development of this sector is fuelled not only by large plants, but also by small family companies. After several years of Poland's membership in the European Union, the EU funds helped to achieve equal production standards

and equal opportunities in the Community free market.

This debate was initiated by people truly interested in the promotion of good standards in business and development of the wood and furniture industry in Poland.

The project is based on the research conducted by the Publishing House Inwestor in close cooperation with PricewaterhouseCoopers. The key data used as the basis in the decision-making process on the directions of development of wood and furniture companies in Poland are used as the starting point in discussions among experts, scientists, and entrepreneurs. Results of surveys conducted among entrepreneurs who use wood or wood products in their production, trade or services, are analysed.

The modern form of this debate distinguishes it from conferences based on a predefined agenda with a series of successive lectures and presentations. The idea behind this debate is a discussion among a small number of top-notch experts, moderated by top journalists, with active participation of the audience.

Based on this model, the current situation in the wood and furniture industry, opportunities and directions of development, as well as threats putting this development at risk can be discussed.

At the end of Polwood 2009 Forum, the Polwood award will be presented to the best investment of 2008. This award is a prestigious distinction granted to a leader in the wood and furniture sector. In 2008, the award went to Ludwik Olczyk for his investment in the Olczyk Sawmill.

We are good

In the past several years, revenues of companies manufacturing wood machine tools and equipment have been on the increase. Will this trend be maintained?

The Polish wood industry companies need investments to be able to successfully compete in the international market, which increases the demand for cutting-edge woodworking equipment and tools. The situation of the Polish wood sector and its economic downturns and upturns influence the economic and financial standing of enterprises and the amount of surplus funds which can be used in investments. Borrowings in the form of loan facilities or investment funds are also important for investments. These factors determine the investment potential of companies and the demand for woodworking equipment and tools.

According to the Central Statistical Office, in 2007 the wood industry sales went up by 12.6% and furniture production went up by 8.6%. In Q1 2008, the wood industry sales went up only by 1.8%, and furniture sales dropped by 2% vs. 2007. In 2007, manufacturers of wood products recorded net profit margin of 7.2%. All sectors of the wood industry were profitable in 2007, and their net profit margin ratios ranged from 4.2% to 10%. Profitability of furniture manufacturers was lower and reached 3.6%. In this sector, profit margins depend on the level of exports, and by extension on the exchange rate of the Euro and US dollar.

The rate of growth in the wood industry is expected to be lower than in 2007; the same holds true for the economy as a whole. It results from the lack of stability in international markets and the rising oil prices.

On the air

Radio Inwestor is the only radio station of the wood and furniture industry. It will be on the air during DREMA and FURNICA fairs and, as its team claims, if you listen to Radio Inwestor, you will know much more and much faster. The programme includes:

- News on the hour ■ Review of the industry press
- Anything interesting in exhibition stands? (information on machines and technologies) ■ Tip of the saw – show: discussions on politics, economy, industry affairs
- Our guests (CEOs of companies, chambers, associations, etc.) ■ Visitor's perspective – opinions of visitors, their assessment of the fair, service, machines
- The programme – what? where? when? DREMA and beyond ■ Competitions ■ Industry at the stock exchange – stock market information, market research
- DREMA by night – what is going on in Poznań, the places to be, etc.

Radio Inwestor, created in cooperation with Radio Merkury and Poznań International Fair, supplements the offer of Wydawnictwo Inwestor at DREMA 2009.



ANDRZEJ PÓŁROLNICZAK
President of Droma
Association
of Manufacturers
of Woodworking Machinery,
Devices and Tools

Despite these unfavourable macroeconomic factors, entrepreneurs should benefit from financial instruments supporting the development of competition in the industry, i.e. EU funds to be launched this year. These funds should help maintain the growth of this sector and development of the Polish manufacturers of woodworking machinery, devices and tools.

Can Polish woodworking equipment and tools compete in the global market?

For a number of years now, Polish manufacturers of woodworking machinery, devices and tools have been successfully competing in the international market, which is confirmed by competitiveness of their products. Participation of Polish companies in major international industry events, such as LIGNA and DREMA fairs, is a sign that out woodworking machine tools and equipment can compete with products offered by our competitors in individual product groups. Of course, we must be aware that this is a very dynamic market and the introduction of product and technology innovations is necessary to remain competitive.

Is it possible to rebuild business contacts with customers from Eastern Europe?

The Eastern market has a great potential for development, and so it must become one of the target markets for our companies. Many Polish companies are already doing business in this market, but the volume of sales definitely falls below our expectations. To this end, we must act together as an industry, because our comeback to the Eastern market will require considerable marketing spending which cannot be borne by companies alone.

How can DREMA fair help companies do business in the market?

DREMA is one of the major European exhibition events in the woodworking equipment and tools sector. Its importance is measured not only by the exhibition area hired, the number of companies participating in the fair or the number of visitors, but also by the important accompanying events drawing the attention of everybody who is involved in or connected with the wood industry sector. We can say that organisation of this fair and its atmosphere is conducive to the presentation of the potential of woodworking machines and tools.

As a result, for members of the Droma Association of Manufacturers of Woodworking Machinery, Devices and Tools, DREMA is the major exhibition event and an opportunity to present their products. The fact that our offer is presented in a common exhibition area makes it easier for us to present all of our achievements.



Brand new quality in Ukraine

International Trade Fair of Machinery for Furniture and Wood Processing Industries DREMA UKRAINE & FURN'EQUIP 2009 that will be held on 24-27 February in Kiev, Ukraine is a joint initiative of Poznań International Fair and International Contract Fair.

The brand of DREMA Fair as part of the name of this new exhibition event is not a coincidence. A good reputation of the International Trade Fair of Machines and Tools for the Wood and Furniture Industries DREMA as well as potential of a growing Ukrainian market are good grounds for creating new trade fair.

The Ukrainian market has good perspectives for development and offers many opportunities. That is why we decided to co-operate with our long-lasting Ukrainian partners, said Miłosz Matelski, co-ordinator of the project representing Poznań International Fair.

Based on long-lasting experience in the field of direct marketing, the organizers hope to create a brand new quality of fairs for the woodworking and furniture industry in Ukraine.

Poznań International Fair and International Contract Fair in Kiev created a common project team for DREMA UKRAINE & FURN'EQUIP organization that imparts information, as well as gives professional support before, during and after trade fair. The organizers offer services as regards rental of exhibition space, stand furnishing and ordering additional stand equipment. An assistance in booking hotel rooms and air tickets is also available (as well as transfer of trade fair participants on their way to: airport – hotel – airport and hotel – exhibition grounds – hotel).

■ Potential of the Ukrainian market has grown three-fold during the last five years. Boom in construction industry and growing purchasing power constitute main driving force of this economic growth (EUR 1.07 billion in 2007, EUR 1.35 billion in 2008).

■ According to the statistical data, the year 2007 witnessed 29% growth in furniture sales as compared to the previous year. Some 68% of furniture sold in the Ukrainian market is manufactured internally, the rest is imported from the EU.

■ There are 970 – 1000 companies working in the furniture manufacturing sector in Ukraine. Nearly 80% of them are small enterprises, generating annual sales turnover at the level below EUR 130 000. Almost 80% of furniture production comes from 160 – 170 furniture manufacturers.

■ Preparations to the European World Cup 2012, and especially the necessity to develop hotel infrastructure, opens new development prospects for furniture manufacturers in Ukraine.

www.dremaukraina.mtp.pl

Participation in FURNICA is a must

Marek Adamowicz, Managing Director of the Office of the Polish Chamber of Commerce of Furniture Manufacturers

What are the opportunities and threats facing the Polish furniture industry?

The Polish furniture industry has become a strategic sector of the economy, it has a time-honored and respectable tradition, it attracts dynamic, open-minded people. The workforce efficiency is also on the increase. Owing to the combination of these factors and continuously improving quality, Polish furniture has won a strong position in international markets. It was not an easy task and it is extremely difficult to maintain that position in the face of the aggressive competition on the part of low-cost producers, especially the ones from Asia. For this reason the furniture industry, being an important sector of the economy, should enjoy friendly interest of the public opinion and the support of the government, since growing furniture production is in the best interest of Poland. The achieved success may be a reason for pride, however, we should carefully assess, analyze and keep track of the opportunities and threats for further development. The opportunities for the furniture industry lie in the growing domestic demand, increasing workforce efficiency, and the use of modern design and innovative production techniques and materials. Also significant are ever closer links between furniture producers and their cooperators, growing awareness of the necessity to adopt a common

stance and to take good care of this sector, as well as the intensive promotion of Polish furniture brands both in the country and abroad.

There are also threats we need to be aware of and actively counteract. First and foremost, it is the global competition, particularly on the part of low labor-cost and low-tax producers, the rising costs of innovation and investment capital, rising costs of labor, and high concentration of raw-material suppliers and furniture distributors leading to high prices of services and production materials.

What is the importance of participation in FURNICA fair for furniture industry companies?

Today the materials and accessories used for furniture production to a large extent determine the final look and price of products. The design, exerting an enormous influence on the appearance of a given piece of furniture, as well as furniture price are two of the key factors determining the competitiveness of a specific product. The costs of furniture making

materials currently play the most significant role in shaping the final price of the product. Comparing the current structure of furniture production costs in Poland to that of the EU-15 countries, we can clearly see the difference – in Poland the largest share of costs corresponds to materials and energy consumption, whereas in the EU-15 countries it is the costs of labor and third-party services.

Growing salaries in Poland will entail the rise in labor costs, which in turn will lead to a situation in which labor costs will no longer determine the competitiveness of Polish furniture. Therefore the cost of materials (which in Poland is relatively higher than in EU-15) plays an extremely important role in maintaining the competitiveness of the Polish furniture in Europe and in the world.

For these reasons the presence of furniture manufacturers and our Chamber at FURNICA fair is a must. It is necessary to be up to date with current trends, new solutions, and cheaper technologies. It is in the common interest of both exhibi-

tors and visitors of FURNICA fair to maintain the strong position of the Polish furniture on the world's markets. It is important to adopt a common stance and persuade the entire furniture sector and its cooperators that they share a common goal of maintaining the growth despite adverse external factors.

Establishing cooperation is yet another important benefit of participating in the fair, since it is possible to obtain first-hand information about the industry, its materials and accessories, as well as about the Polish Chamber of Commerce of Furniture Manufacturers and manufacturers themselves.

Another key aspect of the fair are meetings with industry and national press, giving you a chance to be in touch with editors and journalists.

FURNICA fair is a place of comprehensive presentation of technological and material innovations in furniture making. It is a unique opportunity to preview the available solutions. It gives you the time to sit down and talk about of possible cooperation. ■

Poland is the tenth largest furniture producer in the world. In 2007 the sales in furniture industry amounted to PLN 27 billion. Poland ranks fourth in the world in exports, following China, Italy and Germany.

Its strong position in international markets is owed to attractive design and high product quality. Polish furniture has gained recognition all over the world, it can be seen in prestigious salons as well as in various institutions, such as e.g. the Kremlin, the Polish Pontifical Institute in Rome or the Lithuanian Parliament.

8TH POLISH CHAMPIONSHIPS IN NAIL HAMMERING

Strength or precision?

Emotions are high once a year only – at DREMA and FURNICA fairs in Poznań. The strongest and the most precise competitors are competing in the Polish Championships in Nail Hammering. It is a great physical effort, but also a great satisfaction and a chance to win a prestigious title of the Polish Nail Hammering Champion, not to mention some valuable prizes.

Just as in any professional sport, participants of Polish Championships in Nail Hammering compete in two leagues: subscribers and exhibitors. Any exhibitor taking part in DREMA and FURNICA fairs can compete in the exhibitors' league. Subscribers' league was created for the readers and subscribers of the wood and furniture industry periodicals "Gazeta Przemysłu Drzewnego" and "Meblarstwo".

The list of competitors includes carpenters, employees of pallet manufacturers, but also students visiting the fair, both men and women. The only requirement is to be 18 years of age. The Polish Championships in Nail Hammering is meant primarily for fun, although some find it very difficult to drive five nails in a square-sawn timber with a hammer with just five strikes. The main prize is the target for all competitors who are preparing for the big event all year long. It is with giving a try, as every day you can win a power tool.

Finalists from each day of the competition will compete in the big final. The competitor who manages to strike five nails with only five strikes in the shortest time will receive a title of the Champion for the next 12 months until the next edition of the Champion-



Photo: MTP Photoservice

ships. The winner will also receive PLN 5000 worth Metabo power tools.

In 2008, dozens of competitors did their best every day to get through to the final. 100 kg of nails were used over four days.

So start training today to become the Nail Hammering Champion!

CONJURED FROM WOOD

Creativity is valued

Since the very beginning of the school year, young artists from the wood and forestry high schools have been preparing themselves for the competition Conjured from wood organised by the Inwestor Publishing House and MTP. We call them artists – because their pieces often resemble small works of art.

The idea is the key element; it often proves the most difficult as well. In 2009, this competition will be held for the 6th time and it is getting more and more difficult to come up with something original. Therefore, both students and teachers who decide to give it a try deserve praise. Authors of the most original and creative projects with the best workmanship will receive awards. Creativity and innovative approach to woodworking are the key criteria.

This competition is also an educational initiative: it encourages independence, develops creativity, and the ability to complete a production process – from the concept stage, through selection of the available technologies, up to product promotion.

Valuable prizes described in the rules of the competition – a Metabo power tool for the winner and a cheque for PLN 5000 for his or her school for the purchase of Metabo power tools for the school workshop, are an incentive to develop professional skills and get to know cutting-edge technologies.

All works will be exhibited and prizes will be handed out during the fair.



Photo: MTP Photoservice



BOGDAN CZEMKO

Managing Director of the Office of the Polish Economic Chamber of Wood Industry

Optimistic and sceptical

In your opinion, what is the current market standing of the Polish producers or processors of sawn timber in the EU market?

No reliable statistics are available, which makes it difficult to evaluate the actual production of sawn timber in Poland, but it definitely is significant on a European scale. In my opinion, it is currently ranked 5th or 6th. The real problem is technology – we have only just started upgrading our processes and constructed the first several large, cutting-edge sawmills in Poland and thoroughly upgraded a number of smaller plants. Smaller sawmills are still prevailing in Poland – production capacity of a typical sawmill is 10-25 cubic meters of round timber per year. This is a specific feature of our market. Unfortunately, investments in sawmills came to a halt – only temporarily, I hope. Diversification is our saving grace – most of our sawmills go beyond the production of sawn timber only. They are usually involved in the processing of sawn timber and production of floors, roof trusses, landscaping elements, pallets, etc. It helps us survive even if the production of sawn timber itself is less profitable, as it is now – given the high prices of timber coming from the State Forests (a state-owned enterprise "Lasy Państwowe") and a strong Polish currency.

How to become a major global partner? What can be our competitive edge?

Negative factors include the lack of long-term stability of wood purchasing terms and conditions, rising wood prices, no flexibility of the State Forests in critical situations, unequal treatment of their

customers, and potential underutilization of the production capacity of our forests. If these problems are eliminated, loan facilities will be made available, investments will be launched, and state-of-the-art technologies will be used extensively by the Polish sawmills. And at that point our position in the European and global market will become very strong.

What is the importance of DREMA and FURNICA trade fairs in this context?

It is obvious – fairs are a key channel for new technologies. There is no need to travel around Europe to assess the latest solutions, as well as their costs and expected results, and meet new business partners. It is only natural the entire Polish wood industry participates in these fairs, which has another positive effect – it is a chance to establish new contacts or keep in touch. And that is why we have been participating in DREMA and we formed an Island of Associations in co-operation with Poznań International Fair – a group of interconnected stands of similar organisations.

To what extent can these meetings, debates and conferences influence the direction of development of production plants?

As I mentioned earlier, they help to gain knowledge of and insight into new products and solutions of any kind – technological, technical or organisational. We also have a chance to listen to experts and ask questions. It gives us knowledge based on which we define directions of our development.

COMMEMORATION OF THE 25TH DREMA EDITION



Sailing with DREMA

Omega yachts showed up at the starting line.

The MTP Cup was won by the crew of Gopel from Jarocin, Instalexport SA was the runner-up and Gasstech came third. The race leaders received stylish statuettes and small gifts from the Inwestor Publishing House – the media partner of this event.

On the second day, the Wielkopolska

Sailing Association Cup race was held. This time, Instalexport SA came first. All participants received diplomas. The Sailing Cup was organised as an event accompanying the 25th edition of the International Trade Fair of Machines and Tools for the Wood and Furniture Industries DREMA to be held from 31 March to 3 April 2009 in Poznań. ■



The First Sailing Cup of the Wood and Furniture Industry took place on 14-15 June 2008. Sailing enthusiasts representing the wood and furniture industries met in the tourist village of Wilkasy near Giżycko. Emotions were high, but it was all about a good time. 17 crews of

Photo: MTP Photoservice

about the market and the fair...

The market and the fair are tightly connected. On the one hand the fair is a reflection of what is going on in the market, on the other – the fair stimulates market development. We decided to interview some DREMA and FURNICA participants, asking them various questions about those interrelations:

What is the marketing importance of fair presence? To what extent does it help to recognize market needs and contribute to the development of companies? What is the importance of presenting new products and participating in special events? Is the fair a place for promoting brands or for concrete business talks?

What are the predictions for the buyers' market? Do EU funds create new opportunities for the development of the sector? What to do in order to survive on the market?



Photo: MTP Photoservice



Andrzej Golecki, Kleiberit

DREMA and FURNICA trade fairs are more than just commercial events. Owing to an unconventional selection of organizers, they have become a kind of celebration of wood industry in Poland. As for myself, participation in the annual meeting of companies and the people associated with them is a great honor. It is not just about sharing expertise

(individual and group symposia on specific technological issues), or presentations of new releases – often world premieres. New projects are born here, inspiring further cooperation. DREMA and FURNICA fairs enjoy great popularity as well as support of the scientific world. Scientists as well as their students and pupils are present at each fair edition. The fact that woodworking traditions are still very much alive among Poles gives grounds for optimism, and by presenting our company's achievements at the fair we make an investment in the future. Obviously, the fair is also a great effort, and great effort calls for superb fitness, self-discipline, and full mobilization. However, perfect service, extensive assistance and cooperation on the part of organizers are of great help. In addition to measurable economic results, which might be achieved by presenting your company during the most important meeting of woodworkers, the psychological aspect is also important. It has two components: the visitor and the exhibitor. If both parties are happy with their participation in the fair, it means we have been truly successful.

We – as exhibitors and organizers – are trying to assure that goal by cooperating with a team of young, ambitious, creative people. One of the results of

our efforts is a sort of nostalgia felt by DREMA frequenters as soon as the fair is over, followed by joyful expectation of the next edition.

The economic upturn in the woodworking market is triggered by such factors as the exchange rate of euro against the Polish zloty, the oil price (transportation and chemical substances for wood processing), wood prices in Poland and all over the world, and the purchasing power of Polish citizens and of the citizens of other countries to which Polish producers sell their goods. The Polish market's absorbing power for products made in Europe also depends on the intensity of the invasion of products manufactured in China, Korea, India and Turkey. What is more, if the threatening crisis in America is unleashed, we will all be hiccupping for quite a while, which may prove ruinous to medium-size entrepreneurs. However, the Poland's potential is not that easy to measure, particularly because business development in our country is to a large extent influenced by EU funds.

The absorbing power of the market is not just about material things, it is also about the assimilation and adaptation of new practices in production. Here Poland has an advantage in that it is inhabited by gifted people who are smart at selecting and then implementing innovations. Diligence and versatility of the Polish people is appreciated by those who have put their trust in them. We invest in cutting-edge technologies, we conquer new markets, we cooperate with the entire world. What we have achieved in the last twenty years is a true reason for pride and optimism.



Krzysztof Bogdanowicz,
Impress Decor Polska Sp. z o.o.

FURNICA is a good place for promoting a brand and for the conception of new business ideas, first and foremost because you can present your new products to a large number of furniture-sector and interior-design companies over a short period of time. After four fair-days our knowledge on the reaction of the market to new ideas is very rich and allows us to shorten the time-consuming testing stage. Our offer – decorative paper – perfectly fits the formula of FURNICA fair. We do not feel like an odd exhibitor, only loosely connected with the fair profile. We feel as if FURNICA was tailor-made for us.

The market potential of our buyers is impressive. Chipboard manufacturers and furniture producers operate on a very competitive market, but they manage to handle economic fluctuations and changes in customers' taste well. Therefore we operate in a continuously developing sector modernized through technical and capital investments.



Bożena Bizoń, Felder Group Polska Sp. z o.o.

Felder Group Polska purposefully chose DREMA as a place for its official entrance to the Polish market in 2000 – a fact which speaks for itself. Unquestionably this fair is the most important event of this type in Poland and an indicator of the condition

of the wood sector, therefore we participate every year. Our exhibition stand grows in size each year, in line with the growth of our company. We prepare very carefully for each edition of DREMA, beginning several months in advance, and we try to make sure that all loose ends are tied up. We are aware of the fact that the fair is known to and visited by nearly every carpenter in Poland. They know that here they will have the unique opportunity to see woodworking machines live, which plays an important – and sometimes decisive – role in making purchase decisions. Only upon seeing the technical solutions of machine details, which very often determine the precision of woodworking or the operating comfort, does a client decide to purchase our machine. For these reasons we attach enormous importance to exhibiting the entire range of our woodworking machines on DREMA, new releases included. We can present them to a particular client, convince him/her of their advantages and learn our customers' opinions. We consider the exhibition of our new releases on DREMA a must, in the positive sense of the word.

Our company has developed systematically over the past 8 years. It started out as a sole proprietorship, today we employ several dozens employees. The idea to provide our clients with superb woodworking machines, competent advice, professional service and best possible organization and logistics, adopted at the very beginning of the company's existence, has been the driving force behind its dynamic growth. This idea also provides for the prospects of our company's development. Also in the future we intend to provide carpentry shops with the best woodworking machines – made in Austria – using new technical solutions and a wide range of options, so that all carpenters can find products matching their specific needs. We also wish to increase the sales of CNC machines, which undoubtedly are the future of woodworking, also in carpentry. We will provide additional training for our sellers and service technicians and increase the number of our service partners, which will allow us to minimize the time of activating a new machine and to shorten the repair and maintenance time. We are also planning to expand our network of showrooms with service teams, because we would like to be closer to our customers. Development is not about still being where you are, but rather about continuous change and improvement.

about the market and the fair... about the market and the fair... about the market and the fair... about the market and the fair... about the market and the fair...



Teresa Hauser, SCM Group Polska Sp. z o.o.

● DREMA trade fair is one of the most important events of the year. It is an opportunity to present new market releases, which is very important – particularly in selling increasingly technologically-advanced machines.

Engineering, technology and software develop so fast that the number of new solutions rises rapidly. The Furniture Factory organized at DREMA fair creates an ideal opportunity for the presentation of industrial machines. The customers may watch machines live in the production mode, which would be difficult to accomplish on a regular exhibition stand. Such a project creates ideal conditions for the presentation of current trends in both design and the application of machines and equipment for the production of latest-fashion furniture, as well as the efficiency of production. Visiting the Factory, the customer also has the chance to compare various machines in operation and the efficiency of different solutions.

We treat our participation in the Factory initiative as a long-term project and assume that not only does it attract active furniture manufacturers but it also constitutes a repository of knowledge for those training to be carpenters or thinking of starting their own business in this sector.

The cooperators, fitters and wholesalers have a unique opportunity to witness the complete production process. Thanks to projects such as the Factory, many of them decide to start their own production, since here they can learn the applied technologies and production processes, as well as calculate the expenses associated with starting their own production.

The years 2007 and 2008 were truly successful for SCM Group Polska. The wood and furniture sectors have developed very quickly, and the intense outflow of workers abroad has created greater demand for professional woodworking machines. The increasing production, but also the customers' demands for higher quality, force a large number of carpentry shops to purchase machines that would on the one hand accelerate the production process, and on the other – improve the quality of the offered products. This situation has led to a considerable rise in sales of medium-size woodworking machines – that is standard machines. A similar situation – and a significant rise in sales – can be seen in furniture factories and production works. Here the need for automation has led to enquiries about industrial machines or technology lines. SCM has seen an enormous growth of sales of machines to such places. Compared to previous years, in which such enquiries were rare, in 2007 and 2008 they happened on daily basis.

The years 2007 and 2008 have also seen a growth of interest in solid wood working, and the manufacturing of windows, doors and stairs. Similar trends were observed at the fairs, whereas in the previous years the customers would rather only watch the stands. Today both at DREMA in Poznań, and DREMASILESIA in Katowice, as well as at regional fairs, customers search for specific solutions and make concrete decisions concerning purchase. EU subsidies are yet another purchasing incentive. Many customers took advantage of the previous batch of funds for the years 2005/2006, however, a large number of applications were rejected for formal reasons. Thanks to our customers' gained experience, they will be able to make better use of EU's new programming period. For this reason subsidies will play a significant role in their purchase decisions. Currently many of our customers are filing applications, while inquiries are submitted continuously. Even though EU subsidies involve tiresome procedures and are associated with a large amount of red tape, many factory owners do not give in, and this will surely prove beneficial to both the machinery market and the wood sector.



Photo: MTP Photoservice



Mieczysław Malinowski, Häfele Polska Sp. z o.o.

● Participation in the fair is no longer just about establishing new commercial contacts or presenting new products. Increasingly, product presentation is no longer limited to

simple exhibition, but it points out to possible solutions and their application context. It becomes an incentive to improve the company's image, but also a platform for communication with the buyer. The emotional appeal becomes increasingly common. The visual aspect of the exhibition stand itself creates opportunities for a memorable presentation of our company's mission. Since the fair gathers all market participants in one place and time, it is a unique opportunity to recognize the buyers' specific needs. At the same time it creates the opportunity to take numerous marketing actions within the adopted company's strategy.

Being an innovative company providing specialist service on a global scale, Häfele attaches great importance to the possibility of implementing marketing strategies on industry fairs. The company's presentations evoke a positive response. The fact that the company was awarded the Acanthus Aureus Award at FURNICA 2008 fair lends credence to this notion.

About 80% of Häfele's offer is targeted at furniture-sector buyers. It seems that there are prospects for growth in the furniture sector. The comparison of production results for the first six months of 2008 to the corresponding period of 2007 is promising. Other factors also confirm that the furniture sector is still strong.

However, we mustn't forget about strong competition and close ties of the sector with external markets. The continuing unfavorable PLN to EUR exchange rate has had a negative impact on the profitability of export sales. When we additionally take into consideration the anticipated rise in the prices of construction materials and energy, we might expect many challenges facing the sector. The inflation pressure affects the entire economy, and today it is difficult to predict how it will affect the condition of the furniture industry. Watching the instability of financial markets we need to be aware of the fact that our sector is dependent upon the global situation.

Paweł Dawidowicz, Metabo Polska Sp. z o.o.

● Metabo has taken part in DREMA fair for fifteen years. For us DREMA and FURNICA are above all a great opportunity to meet the current and potential users of our machines and equipment. Over a couple of days all who visit our stand have an opportunity to get a hands-on experience of all our woodworking machines, including new releases, and to get answers to any questions, even the most detailed. We are mainly visited by professionals, so for us marketing means mostly discussions and explanations of specific details of new machine functionalities or the use of machines in unusual conditions. I am convinced that giving a full, professional answer to such questions is the best method of enhancing our – already strong – position in this sector. What is more, all customers purchasing machines and accessories for wood-processing at the fair were given a special discount.

The last 3 or 4 years have been successful in terms of the annual sales growth. This was mainly due to the construction boom and the EU subsidies for micro- and small enterprises. Currently, as indicated by macroeconomic factors, this situation is changing both for the economy as a whole and for the furniture sector. The oncoming downturn in the furniture sector will be mainly caused by the excessively strong Polish currency, the rising cost of labor and the limited supply of wood – and as a consequence – its rising price. According to our estimates, the situation will stabilize both this year and next, which means that we will still be seeing the growth in demand for this type of machines, however, at the pace of several percentage points a year.



Przemysław Zawieja, Nomet Sp. z o.o.

● The closest possible contact with customers is the essence of success in international and domestic markets. It's only natural that due to the distance and the notorious lack of time this contact is to a certain degree limited. One may say that in the era of cutting-edge media technologies these limitations are not as bothersome, we need to remember, however, that for many people nothing can compensate for the lack of face-to-face contact. Participation in DREMA and FURNICA trade fairs is

conductive to numerous face-to-face meetings over a short period of time. However, we mustn't forget that while personal contacts are very important, they are just one of many ways in which we express our concern for our clients. Even the best of relations are good for nothing if we are not capable to provide our customers with broadly understood service and new attractive products. It is at the fair that we have the chance to present the results of – frequently months-long – efforts of our designers and constructors, and learn the first opinions concerning our products. Participation in the fair is also important because over a relatively short period of time a large number of customers – both well-established and prospective – visit our stand. For this reason for many years FURNICA has secured a firm standing in our calendar of events and has been a sure entry in Nomet's promotion budget.

Reducing the distance between the supplier and the customer is of paramount importance if you wish to be present on the market. It is one of the necessary conditions for a high position on international markets. Continuous care for new designs and keeping pace with modern trends is no less important. More than that, the sole observation of market trends and instantaneous following of them may not suffice in this world of continuous change – today only those count who are capable of creating new trends and who are imitated by others (which unfortunately is inevitable in our industry).

For this reason, cooperation with leading designers, architects or constructors is very important – it allows us to be a market leader and to attract customers. However, I would like to emphasize that the sole presentation of new products does not guarantee international success. Short implementation periods and quick launching are the indispensable conditions for market success. Reliable service: dependable and regular supplies, shortest possible order turnaround, immediate reaction to all shortcomings and flexibility in relations with customers, are becoming increasingly important, particularly in the face of Far-East suppliers' expansion. Frankly speaking, it is difficult to pinpoint the most important factor which would guarantee success – only serious approach to all of them can be regarded as the basis on which a solid international position can be established.

Dream Team - on the way to the championship



Miłosz Matelski
Project Manager
Interests: music, cars, travel

During this year's FURNICA fair, Zuzanna Skalska – trendwatcher from VanBerlo Strategy + Design, said: "To find inspirations you must travel far beyond the horizon of your imagination (...)". The same holds true in our work, where creativity and enthusiasm must break with conventions. When working as a team, we must do our best to make this work more and more interesting every single day.

This year, DREMA and FURNICA trade fairs have a strong team in the first league of products of Poznań International Fair. According to Miłosz Matelski, Project Manager, this boosted team has one objective only: make sure that exhibitors win.

These words set the entire office space on fire. Not everybody can survive this exhausting training, not everybody will participate in this top project – organisation of the next year's edition of DREMA and FURNICA trade fairs. The team has been reorganised – some of the players were sold to other teams (Ewa Kozłowska, Jolanta Dudziewicz Radzka, Michał Różański); they will have some very important work to do as well. New players joined the team to increase its chances in these "championships". Hanna Ochnik-Pawłowska is the new team leader who will lead it to victory under the watchful eye of the Project Mana-

ger. Łukasz Łochocki is a real midfield fighter; the entire team counts on him. *To work with such professionals is a great challenge*, he says. The team will be supported by Lucyna Żybura – a valuable right wing player.

Natalia Kulińska and Anna Banaszak are a great team of their own and no end-to-end advertising campaign in Poland or abroad can be held without them. And let us not forget Monika Wietrzyńska who will assist Jacek Obarski in his efforts. Together they will take care of the good image of the fairs.

Although there are still a couple of months to go before the big final game, the team is working very hard. *This is no place for lazybones, but hard work will be rewarded*, ensures Miłosz Matelski and invites to take part in DREMA and FURNICA starting on 31 March 2009 in Poznań. Go, DREMA and FURNICA! ■

Hanna Ochnik-Pawłowska,
Deputy Director of the Project,
Exhibitors Assistant
Interests: rollerblades, cinema, literature



When I think about my work, one thing always makes me happy: I really like what I do. I see new challenges and continuous development, and I am happy to work with such a great team. People and teamwork are the greatest value in my work. I like when we add our energies and involvement to meet the expectations of exhibitors and make them satisfied. All these things make me very happy in my everyday work.

I don't know if there is any golden rule for success, but I believe that it is important to set specific and feasible objectives and believe in their achievement, never give up, and have positive attitude, and most of all – remember about others before you think of yourself. The real success depends on the quality and attention to details.



Anna Banaszak
Visitors' Assistant
Interests: cinema, Russian literature, travel

What I like about my work are contacts with people. I am fascinated with the process of translating the needs of visitors into concrete actions with the goal to increase the number of visitors and improve the level of their satisfaction.

The key condition of success is to set a clearly defined goal – invite professionals to participate in the fair and ensure the most comfortable conditions and professional service. Determination and enthusiasm can help. It is good to feel that we work to the benefit of the project with the involvement of the entire team. Satisfaction of visitors and their positive feedback are also important. I really like to hear that the visit at DREMA and FURNICA was worth the trip! It is the best reward for many months of hard work preceding this event.



Lucyna Żybura
Exhibitors Assistant
Interests: cinema, literature, music, Far East civilizations

What is fascinating about my work is that I can meet people from many different industries. It is never monotonous or routine. Every new project poses new challenges for us and gives us a chance to test ourselves. I think that consistency and dynamics are important, but insight into the industry needs is the key. Knowledge of the industry is a must if you want to put yourself in exhibitors' shoes. We feel the greatest satisfaction when we can meet the expectations of our partners at the fair.



Łukasz Łochocki
Exhibitors Assistant
Interests: sport, literature

What is fascinating about my work is that this industry is very innovative: it changes year after year and makes us face new challenges. DREMA and FURNICA are thriving now and work at this project is very challenging. I hope that the next edition will be even better than the previous one. Patience and focus on the achievement of clearly defined objectives are the key elements of success. Participation in one of the top projects, that is DREMA and FURNICA, and co-operation with specialists who can share their knowledge with me are also important. But what really makes me happy are contacts with satisfied customers who appreciate our work.



Natalia Kulińska
Visitors' Assistant
Interests: the Balkans, literature, music, international relations

Visitor is the Boss! In my opinion, the number and type of trade fair visitors is the main factor for the success of any event. Our priority is to ensure the appropriate structure of visitors with professional interest in the fair. We want our visitors to feel valuable, unique, and receiving a special treatment. We are trying to create a place and atmosphere which is conducive to the establishment and maintenance of business relations. I like my work, this adrenaline rush that I feel especially in the last months before the event, new challenges... Achievement of our goals is a source of the greatest satisfaction for me.



Jacek Obarski
Innovations Coordinator
in the Product PR Team
Interests: marketing, music, literature

Consistent implementation of goals, enthusiasm, openness to new ideas – this is what makes me passionate about my work. I like to break with conventions, set new directions, and achieve objectives. One of my goals is to improve communication with representatives of the foreign media, whose number is increasing every year. They make sure that DREMA and FURNICA are recognised in Europe and around the world.



Monika Wietrzyńska
Assistant in Promotion Department
Interests: sociology of post-modern society, healthy food, travel

What fascinates me mostly in my work is facing new challenges, continuous learning of new things and gaining skills as well as getting to know my own limitations and permanent overstepping borders. I am very happy that I can make capital of my knowledge acquired during my studies and verify it in practice. Working on DREMA and FURNICA trade fairs is my first important challenge which makes me even more happy that I can join a team of fantastic and experienced professionals and work together with them.

How about a conference?

Organisation of conferences or seminars definitely adds value to the fair. Meetings at conferences present an opportunity for the achievement of many marketing objectives. A well-selected theme and audience may be of key importance for the company's strategic goals. It is worth giving some thought.

Poznań–Fair Congress Centre can assist companies in the organisation of any conference, seminar or meeting. It has the largest congress facility in Poland located in the area of the MTP. It is one of the largest and most up-to-date conference and congress centres in Poland, among the top-ranked conference facilities listed at www.meetingspoland.pl. There are 58 excellently equipped and air conditioned conference rooms which can be adapted and arranged both for business meetings in small groups as well as for large meetings involving more than 5 thousand people. Additionally, exhibition pavilions may also be adapted for conference events and can accommodate as many as 10 thousand participants. And, what is most important, the Congress Centre guarantees high quality of conference services – air-con-

ditioned rooms with multi-media equipment, screens, conference interpreters, and simultaneous interpreting equipment. Congress Centre can also assist in organizing a banquet, transport, reception, programme of events before and after the conference, as well as accommodation. In addition to the hire of conference rooms, Poznań–Fair Congress Centre offers end-to-end congress organisation services. It has been awarded the certificate of Professional Business Tourism Organiser in Poland by the Polish Tourism Organisation. What it means in practice is that the Centre offers world-class assistance at all stages of organisation of congresses and conferences. The personnel can tackle every problem. They have a proven record of success – over 1100 various events every year, including conferences, congresses, and training sessions participated by 250 thousand people. High standards, good infrastructure, location, and experienced staff – this potential is often used by participants of the trade fairs, but not only them. For instance, the conference facilities has become a meeting place of the Governing Board

of EUMABOIS. According to Waldemar Kujawiak, Logistics Director, *The infrastructure is well adapted to broad-based projects. We accommodated over 1500 participants of the General Assembly of the Council of European Municipalities and Regions (CEMR) as well as over 3500 participants of the 6th International Cardiology Congress representing 22 countries. In 2008, we will face a unique challenge – organisation of the international Climate Change Conference. At the same time, we have many events of a very different nature – meetings in small groups and company training sessions. This extensive experience is the best guarantee of the top quality of our services.* Without a doubt, Poznań–Fair Congress Centre is the best venue for any congress, convention, conference, training session, company presentation or press conference – be it a large event or a small meeting – throughout the year. The largest fair organiser in Poland – MTP, and the biggest congress facility in Poland – Poznań–Fair Congress Centre is a good match. ■



Photo: MTP Photoservice

MATCHMAKING

Time well spent

Over 21 thousand professional visitors from Poland and abroad come to DREMA and FURNICA trade fairs every year to find new business contacts. Organisers of the trade fairs are doing their best to make sure that this potential is fully utilised by exhibitors and that visitors are satisfied with their stay at the fairs. To this end, MTP will offer a special programme for the participants of DREMA and FURNICA in 2009 to make it easier for them to find the specific offer and business partners they need.



Photo: MTP Photoservice

Hosted Buyers is a programme targeted at the largest customers of products offered by the wood and furniture industry. This group will receive special VIP treatment. As professional visitors, they will be entitled to the free entry and free parking space in the premises of MTP, as well as free fair materials, catalogue and conference programme. They will also participate in the industry event in the evening and will be granted access to the special Business Meetings Area where they can meet exhibitors in a creative business atmosphere over a cup of tasteful coffee.

To make the best of one's stay at the fair, MTP will also offer a chance to arrange meetings with specific exhibitors in advance. Having specified the profile of their target exhibitors, participants will receive a list of companies recommended by the organiser. After the desired companies are selected, MTP will set up a meeting either at the exhibition stand or in the Business Meetings Area. Such meetings are more constructive and allow all trade fair participants to make the best of their time spent at the trade fairs. In 2009 meetings prepared together with the Russian partners are expected to be especially interesting. ■

Closer to the press

Participation in the fair is a chance to reach out to a larger group of potential customers not only during the event, but also before and long after the fair. Before the fair, special publications of DREMA-FURNICA News are prepared and sent to prospective customers, and up-to-date information on innovations is published on the websites. But obviously the fair itself is the big event. Journalists come to this event from Poland and abroad. Contacts established with them during the fair may be useful for exhibitors when lobbying for the industry and promoting their solutions and technologies in the industry press. To facilitate meetings with journalists, the Press Centre was set up in the middle of the exhibition hall. All types of information are made available here for representatives of the media: catalogues of exhibitors, innovations guides, programmes of events, and press conference information. There is a separate, comfortable space for radio interviews and talks. Exhibitors' Press Service is a special offer for exhibitors, including a set of press services: MediaContent, Media Contact, and PressCentre. MediaContent opens the trade fair websites where exhibitors can publish information for the media, press releases, and photos. Media Contact is where you can put your company contact information on a website and in the hard-copy trade fair bulletin. And finally, PressCentre allows to publish company's press bulletin on a website and in hard copy in the Press Centre. ■



Photo: MTP Photoservice

Good stand – good contractor



Photo: MTP Photoservice

A well-prepared stand is one of the key factors of the successful presentation of a company at a trade fair. Arrangement of exhibition stands is an integral part of the service offered by Poznań International Fair. Zbigniew Józefiok, MTP Technical Services Manager, explains why it is worth using the services of the MTP Stand Construction Department.

We have extensive experience and practice in the construction of exhibition stands. Every year, we develop about 3 thousand stand designs, i.e. about 12 designs per every business day. Our work is appreciated not only by our customers, but on a greater scale as well. We received a number of Acanthus Aureus awards in a competition awarding interesting architectural solutions used in exhibition stands, creating good environment for work and business talks. Our design and assembly team can take credit for these awards. They provide end-to-end assistance – from the design stage to disassembly of stands. We offer professional arrangement and furnishing of exhibition stands in a turnkey system. We are ready to put various ideas into practice and implement various projects, within the company's financial limits. All in all, it is the idea that counts, not an unlimited budget. In our assembly works, we use state-of-the-art technical solutions. To enhance the company and product image, we employ eye-catching architectural solutions, arrangements, lighting, attention-grabbing sound effects, and other media techniques. We guarantee high quality. But most of all, we are aware of the specific character of trade fairs. We know that every stand must be unique; it must stand out, and must be closely related to the company's marketing strategy.

So what should a good exhibition stand look like?

Our experience tells us that there are three basic elements of a successful trade fair exhibition. First of all, exhibition stand is a sign of the company's participation in the trade fair – it must be visible and catch attention. However, its primary function is to present the company's offer. The products must be well showcased. It should also facilitate communication with customers and the market – which is of prime importance in direct marketing. It is basically a workplace – a place where business meetings are held. Consistency of an exhibition stand with the company's marketing strategy is of key importance.

Sounds good in theory, but how do you translate it into practice?

Every customer receives individual treatment. It all boils down to customer's expectations. Therefore, it is important that the company specifies its requirements for its exhibition stand. An exhibitor who decides to showcase his products at a trade fair must answer a couple of questions before we can start any design works: what is the goal of his exhibition? who is his target audience? and what is the message to get through? We are ready to face even the most untypical challenges and implement very sophisticated solutions. We can implement projects supplied by customers, but there is also a possibility to use own design team. Anything goes in our department – from the arrangement of system-based stands up to some out-of-the-box solutions, as well as attractive



Photo: MTP Photoservice

designs of congress and conference venues. We are more than happy to share our knowledge and experience with our customers. A dialogue with a customer is the key for an optimum solution. It all depends on your objectives – a different stand will be designed and constructed for a company whose goal is to develop its sales network, and a very different one for a company whose primary objective is to market a new product. Therefore, my opinion is that exhibitors must be assisted by an experienced designer who will propose good solutions, and a constructor who knows the ins and outs of his area of work and has extensive practice which allows him to construct a stand in the most efficient manner. Selection of a good company offering the design and construction of exhibition stand is most important. ■

Billboard, banner or a stand?



Participation in the fair is a form of promotion of your company, product, or activities. In line with the famous marketing saying "Differentiate or Die", it is worth doing your best to be noticeable, especially that at DREMA and FURNICA you will be joined by virtually all leading brands from the wood and furniture industry.

These trade fairs are visited by 21000 professionals (data from the previous edition) and about 300 Polish and foreign journalists. Trade fair events are reported on by the business TV station (TV Biznes) and radio stations, and discussed in the industry press. There are many advertisement possibilities. Large-scale advertisement surfaces on outside walls of exhibition halls will be made available to exhibitors by MTP. According to Karolina Kozubska, Public Relations Special-

ist their area exceeds 100 m² and the biggest billboard of an area of over 350 m² may be placed on the wall of pavilion 3 (Photo 1). Exhibitors may also distinguish themselves by placing banners inside pavilions in special places assigned to this purpose (Photo 2). In addition to large-format ads, exhibitors may place own advertising structures, like advertising stands, balloons, or original huge inflatable structures referring to the company's products quite often (Photo 3).

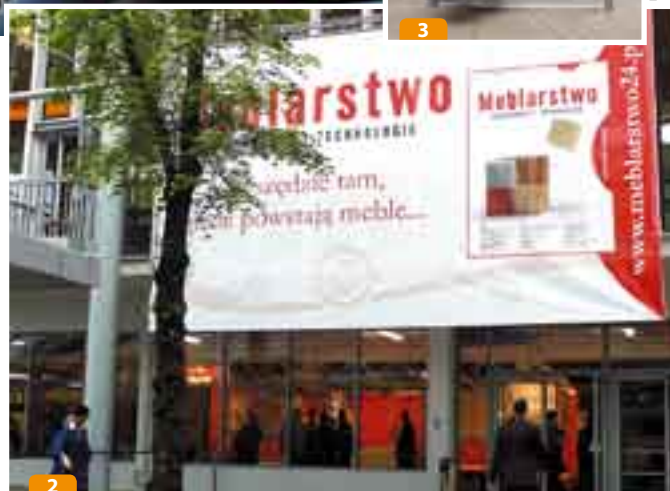


Photo: MTP Photoservice



Photo: Archives of the City of Poznań Office

And in the evening...

When visiting Poznań during the trade fair it is worth to go out in the evening to get to know the town better and feel its atmosphere.

If you have enough strength left and feel like diving into Poznań's nightlife, you won't be disappointed. You can go to over 40 music clubs and pubs, including the famous Blue Note jazz club organising concerts of famous stars of non-commercial music, or art club Żak organising dance nights, book readings, independent movie screenings, as well as regular concerts of Polish and foreign music bands. Other music clubs include IQ Club offering a variety of music played live or by DJs, Kukabara, or Piano Bar in the building of Słodownia in the Old Brewery, where concerts are played live and once a month fashion lovers meet. Music club Pod Pretekstem offers music played live every day and a concert every Monday. In Svejk you will find the traditional climate of a Czech pub: Czech beer, wooden benches, and the famous Good Soldier Svejk on the wall. Young Polish bands are regulars in Svejk. For those who love Latin music, Muchos Patatos club is the ultimate destination. Every night you can travel to the world of salsa and other hot Latin rhythms. Around

the Old Town Square you can find many dance clubs, so why not go out at night – and just maybe you will stay there until the morning. But Poznań offers much more than popular music. It is known around the world as the town of classical music. There are 9 musical institutions and theatres, including Philharmonic Orchestra, Opera, Musical Theatre offering somewhat lighter music, as well

as the world-famous Polish Dance Theatre established in 1973 by Conrad Drzewiecki and currently directed by Ewa Wycichowska. Poznań is home to a number of Choirs and Orchestras, and hosts famous music festivals and competitions, the most famous of them being the International Henryk Wieniawski Violin Competition and the International Festival of University Choirs "Universitas Cantat".



Photo: MTP Photoservice

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