

GASTRO-INVEST-HOTEL 2007

Summary report for the Exhibition of Products and Services for the Hotel and Catering Industry

24-27 October 2007, Poznań

The ninth edition of GASTRO-INVEST-HOTEL is over. The robust and highly visible development of the show results not only from the upturn in the hotel sector, but also from the efforts taken by the organisers who wanted to prepare a professional event that would meet expectations of all trade fair participants.

The show in figures

A larger exposition area, more exhibitors, an increase in the number of visitors are measurable data that prove the year-on-year growth of the Poznań-based trade show of equipment for hotels and catering establishments. The exposition area exceeded **2,500 m²**, which is an **increase by as much as 70%** as compared to the previous year. Over 120 exhibitors, including many market leaders, meant a **20% increase**. Trade fair expositions (together with the simultaneously held TOUR SALON) were visited by over 20,000 visitors, including over 7,000 attendees on the first two days open to traders only. Almost **400 journalists** received accreditation for the trade fair. They represented specialist media, dailies, economic magazines, TV stations, radio stations and websites.

An increasingly richer exposition

As in the previous editions, the trade fair exposition included two mutually complementary parts – **hotel and catering**. The largest group of exhibitors in the hotel sector comprised producers and suppliers of furnishings for hotel rooms and other hotel facilities, especially such products as furniture, floor carpeting, wallpapers, fabrics, booking and access control systems, bathroom equipment and lighting. The exhibitors of the catering sector displayed not only kitchen equipment and furnishings, but also the latest crockery designs, decorations, food products for catering and cleaning agents.

A handful of knowledge

Access to the latest knowledge is frequently a success factor, which is especially important for the robustly developing hotel and catering sectors. Thus, no wonder that conferences organised at the fair are usually very popular among its participants. The **GASTRO-INVEST-HOTEL Conference** devoted to the development of the Polish hotel industry was the most important event of this year's show. Lectures were held by practitioners who implement the latest technologies and innovative solutions in their everyday work. Such topics as cleaning systems, hotel furniture, spa hotel design and current standards for hotel receptions were discussed. The conference attracted **over 120 participants**.

“Build a Hotel” Conference with **over 80 participants** was organised at the fair for the first time. Additionally, investors who currently construct or modernise facilities and those who are in the planning stage had an opportunity to obtain free-of-charge advice from experts in the **investment consultancy point**. Both projects were initiated by the Hotel Market Institute.

The visitors could also participate in an educational seminar entitled: “**Cost reduction in hotel facilities through energy-efficient solutions and devices**” prepared by the Hotel Investment Centre.

The **Hotel Market Forum** was held at the fair, as always. It was devoted to training staff for tourist services, obtaining the EU funds, taxes and charges in tourism and the hotel industry planned for 2008.

Tasty bits

The Festival of Regional Cuisines is a traditional event in the programme of GASTRO-INVEST-HOTEL. As always, lovers of traditional regional cuisines could taste many delicacies that are rarely to be found in traditional restaurants. One of the most popular inns this year was the **Greek Tavern** run personally by Theofilos Vafidis, member of the Chefs’ Club Board, well-known thanks to his appearance in popular TV shows. Polish cuisine lovers could visit the following inns: **Three Regions** (Best Eastern Plaza Hotels) and the **Pomeranian Inn** (Bartan Hotel).

Awards for the best

The Poznań International Fair Gold Medal Competition was held at GASTRO-INVEST-HOTEL for the first time. The Gold Medal is the highest trophy for a product displayed at the show. It is presented following a thorough evaluation of all products entered into the competition by the Expert Team and the Competition Jury.

The Competition Jury chaired by Prof. Władysław Włodzimierz Gaworecki decided to present the Gold Medal of the Poznań International Fair to **the carbonated medium-mineralised natural mineral water STAROPOLANKA** in a 0.3 litre glass returnable packaging entered into the competition by Zespół Uzdrowisk Kłodzkich S.A. from Polanica Zdrój.

The **Acanthus Aureus** Competition Jury presented awards for stands whose design and preparation best contributed to the company’s marketing strategy, helped to create a positive corporate image and facilitated effective communication with the market. The awards were presented to exhibitors (medals), designers (diplomas) and constructors (construction certificates).

Here is the list of winners:

WWW Hercules Trading S.A. , Poznań

Designers: Barbara Jopek and Apolonia Wszyńska

Stand constructor: www Hercules Trading S.A., Poznań

Przedsiębiorstwo Handlowo- Usługowe “KRAK” Andrzej Rakowski, Poznań

Designer: Jacek Kukiela

Stand constructor: MBH – Sławomir Łochyński, Rokietnica

Group of exhibitors: Hotel FORM DESIGN Sp. z o.o.,

Fabryka Dywanów Agnella S.A.,

MEBLOTAP S.A.,

Centrum Tapet Obiektowych,

ANIRO Sp. z o.o.

Designer: Stanisław Stasik and ORB STUDIO PROJEKTOWE

Stand constructor: Centrum Tapet Obiektowych, Łódź

The programme of events included “**Gastro Invest Flair Competition 2007**”, a very spectacular competition for bartenders in the flair category. Unique ways of preparing drinks were presented there. The competition was held in two categories: flair alcoholic drinks and soft drinks – the latter competition was held as the **FRUIT COCKTAIL FESTIVAL**. Virtuoso performances by bartenders once again turned out to be a great trade fair attraction. Each visitor could taste unique drinks on the spot. Unity Line and Victoria Cymes were the main sponsors of the competition. The drinks were evaluated by the tasting jurors, who focused on the appearance, aroma and flavour of the cocktails, and by the technical jurors, who assessed the work of bartenders – the appropriate selection of ingredients, pouring techniques, the choice of ice and the flair. The competition jury chaired by Remigiusz Labus presented the first prize in the flair alcoholic drinks category to Tomasz Chadryś from Piła. Grzegorz Szumski from Szczecin won the first prize in the Fruit Cocktail Festival (soft drinks category).

The upcoming anniversary edition of GASTRO-INVEST-HOTEL will be held on 22-25 October 2008.