Trade fairs benefit Poznań

MTP is a company strongly associated with Poznań and an important part of the city’s history. In December 2007 a survey was conducted among the residents of such cities as Warsaw, Kraków and Wrocław, asking them to name their associations with Poznań. The majority of the respondents named the MTP trade fair as their chief association. The expert and scope of MTP’s operations directly contributes to the promotion of Poznań in Europe and worldwide. For many years MTP has been an important element in the life of the city and each of its inhabitants. What about today? What is the impact of MTP on the development of Poznań and its surroundings? In 2007 the events held at MTP grounds attracted around half a million trade fair guests. If we assume that during their stay at the trade fair each of them spends one thousand zlotys on hotels, taxis, restaurants and other expenses, it is easy to calculate how much the city benefits each time an exhibition is held. We are well-known for our trade fairs – this is the strapline promoting MTP’s image in the current campaign. We are well-known for our trade fairs means that we are famous for holding construction, agricultural, industrial, interior design and fashion trade fairs, as well as many other exhibitions. We are well-known for our experience during back nearly ninety years, that translates into professional customer service. We are well-known for our excellent state-of-the-art exhibition infrastructure, the most modern in Poland. We are well-known for the fact that MTP trade fairs generate enormous popularity and critical acclaim among professional visitors and exhibitors. The numbers speak for themselves. Trade fairs held at MTP grounds in the first half of 2008 attracted over 200 thousand visitors and over 6 thousand exhibitors. The stands covered exhibition space of almost 250 thousand m². We are well-known for our trade fairs – such are the facts.

We are well-known for our trade fairs

New promotional campaign

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

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Strength of agriculture

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

FARMA
Time for farmers

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

This year’s FARMA will be held under the auspices of the Ministry of Agriculture and Rural Development Marek Gawlik (first on the left, next to the Deputy Prime Minister Waldermar Pawlak). All last year’s trade fair participants in the panel discussion devoted to the future of Polish agriculture.

Inviting you to the trade fair:

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

Polsus Polish Pig Breeders and Producers

The National Breeding Animals Exhibition offers a unique, one of a kind event. It is the biggest and most important exhibition showcasing the accomplishments of Polish breeders, who every year turn out in great numbers to present their most valuable animals and subject them to thorough evaluation by competition judges. The winning animals receive the highest honour – the prestigious title of a Champion, Vice-Champion and Super-Champion. The National Breeding Animals Exhibition is a unique, one of a kind event. It is the biggest and most important exhibition showcasing the accomplishments of Polish breeders.

The National Breeding Animals Exhibition, organised by the Ministry of Agriculture and Rural Development, National Animal Breeding Centre, National Research Institute of Animal Production, animal breeding associations and MTP, is Poland’s only event of that kind, enabling everyone interested in animal breeding and keeping to showcase their animals and gain expert knowledge. Jadwiga Chàpowska, Project Manager of the National Breeding Animals Exhibition, said Poland offers many agricultural trade fairs, but the National Breeding Animals Exhibition looks just as interesting. This will be the first year it has featured alpaca and betafish. The inclusion programme also looks set to be very interesting. The leading theme of the two-day Veterinary and Breeding Forum held at the trade fair by the Polish Society of Veterinary Sciences will be swine and poultry breeding. The Agricultural Forum will feature interesting lectures on animal breeding. This year the exhibition will also include a new attraction – a polo tournament held in an indoor arena. The leading polo clubs will compete in two-man teams for the cup for the best polo club in Poland.

Jadwiga Chàpowska, Project Manager of the National Breeding Animals Exhibition

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

Around 41 exhibitions from all over Poland will present dairy cattle. A competition will feature 11 categories. The best animals will be awarded 11 champion titles and 7 vice-champion titles. Lech Tylka, President of the Polish Federation of Cattle Breeders and Dairy Farmers

National Breeding Animals Exhibition

The first time ever!

For the first time an exhibition hall will be turned into a model barn, fitted with all the necessary facilities, equipment and tools. The special Farma Show space will feature presentations of assembly systems and barn construction, demonstrations of cattle stalls, feed carts at work and machines facilitating barn keeping and maintenance. All this to show the trade fair exhibitors and visitors what a well-designed and functional barn should look like.

The project is supervised by De-Heus Agrar-Matic, while media coverage will be provided by the Top Agra Polska magazine.

JOANNA GREWLING-KORASIAK, FARMA Project Manager
WHAT’S AHEAD – for the 30th time!

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

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

Important issues

Seminars and conferences held at the trade fair tackle the latest and most important issues of interest to farmers and breeders. At this year’s trade fair problems connected with access to EU funds will be discussed at a conference entitled “Business in rural areas – supporting entrepreneurship.” The 10th International Scientific Conference prepared by the Industrial Institute of Agricultural Machinery will be devoted to environmental issues: “Organic farming – the current situation and development prospects: techniques, technologies and food production.” Renewable energy issues will be discussed both at the “Bioenergy in agriculture” seminar, as well as at the 7th Agricultural Round Table, whose motto reads “Agriculture for the Power Industry.” The trade fair will also feature the 9th AgriTourism Conference “Non-residential facilities on an agritourism farm.”

National Horticultural Exhibition

National Horticultural Exhibition and gardening tools.

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Forestry Forum

Poland’s woodland covers an area of 9 million hectares, or over 26 percent of the country’s territory. The overwhelming majority of the forest is state-owned, of which over 7.5 million hectares are managed by the Polish State Forests National Forest Holding. This is our great national treasure we should preserve. There is no better opportunity to discuss the latest issues related to forests and forest management than the autumn trade fair. 2008 will be the fifth time the representatives of the State Forests service, forest communities, district authorities, forestry entrepreneurs, researchers, private forest owners and forestry enthusiasts will meet at the Forestry Forum held under the Man-Forest-Wood motto. This year’s leading theme will include forest certification, forest and rural development, as well as the latest developments in the sector, including a briefing from last year’s climate congress.

Hospitable regions

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

Domestic breeds protected against extinction

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

PRO-HORTI Horticultural Contracting Exhibition

This year the FARMA trade fair will feature the first edition of the PRO-HORTI Horticultural Contracting Exhibition. This event is addressed to the manufacturers and distribution of products and services necessary for businesses and individuals specialized in open-field and covered cultivation, as well as fruit growing. The PRO-HORTI exhibition will begin a day before the FARMA trade fair, that is on October 2nd, and on that day will be open solely to the invited professionals. PRO-HORTI organizers have compiled a database of contacts in the horticultural sector, as well as fostered co-operation with trade organizations and the media, which has enabled them to invite to Poznań professional buyers directly interested in the products on show.

Dariusz Musielenki, Project Manager, said: Based on many discussions and observations of the trends on the European and global exhibition market, we have developed a strong and effective tool for establishing contacts with customers. The new formula of this meeting of the agricultural sector in Poznań encompasses both market communication strategies, as well as an opportunity to hold business talks in a comfortable setting. The scope of the PRO-HORTI Horticultural Contracting Exhibition includes greenhouses, film tunnels and their equipment, horticultural machinery, equipment and tools, chemicals, seeds and genetic material, crops logistics (orchardry, crops grown under cover), “non-industrial” crop processing (preserves, such as marmalades, jams, salami, etc.), fruit and vegetable markets and wholesalers, horticultural services, consulting and finance.
Tourism is good business

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

Positive outlook

That tourism is good business needs no convincing. In 2007, global tourism revenues amounted to USD 866 billion. The outlook is also good. Over the past few years the tourism traffic around the world grew by 7% annually. The World Tourism Organisation forecasts that by 2020 the number of tourist trips will reach 1.6 billion compared to 903 million in 2007. Europe will traditionally account for the biggest share of travel. The forecasts of the Polish Tourism Institute are also positive. The total number of tourists choosing Poland as their destination should rise to around 19 million in the years 2012 and 2013, which amounts to the average annual growth of 2.7%.

The business boom is also reflected by the TOUR SALON Fair of Regions, and Tourist Products. In 2007 the event attracted 800 exhibitors (over 100 more than in the previous years), of whom 280 foreign, representing 38 countries. This year the organisers also expect a good turnout. TOUR SALON is, first and foremost, a business trade fair gathering the whole tourism industry at the same time in a single location. This year’s trade fair will last three days, with the first two days allocated solely for professionals. The third day will be open to the general public, seeking ideas how to spend their leisure time. All trade fair participants will be treated to an interesting programme of events, including the 11th TOUR FILM 2008 International Festival of Tourist Films, the 17th National Festival of Sighting-Evoking Books, 2nd Polish Championships of Bus Drivers and many more conferences, seminars, presentations and shows.

New offer of TOUR SALON organisers!

How to effectively plan your meetings at the trade fair?

The exhibitors and professional visitors at this year’s TOUR SALON have been given a brand new tool, enabling them to maximize the efficiency of the time spent at the trade fair. MTP has implemented an innovative system for scheduling meetings in advance with professional visitors, other companies participating in the trade fair, as well as exhibitors will be able taking part in the INVEST-HOTEL 2008 Trade Fair of Equipment for Hotels held at the same time as TOUR SALON. Owing to the Business Planner application our exhibitors will be able to manage their working time at the stand more effectively, as well as to create a new or update the existing database of their customers. – says Magdalena Halicka-Gołąbiowska, TOUR SALON Project Manager.

Who will we meet?

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

Health SPACE

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

No wonder that there has been growing interest in health care services, also on the part of exhibition organisers. After all foreign guests spend more money in Poland precisely in such facilities. According to the Tourism Institute, in 2007 the average healthcare expenditure of foreign tourists amounted to USD 2.18 per person.

Business tourism

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

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

Extreme

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

Norway has already become a tradition at TOUR SALON to invite one of Polish regions to do its best for the Partner Region. This year’s role will be served by the Łódzkie Province – Sylwester Pawlowski, President of the Regional Tourism Organization of the Łódzkie Province talked to us about the preparations for the exhibition and the expectations accompanying such a presentation.

The new face of BOATSHOW

This is the first year MTP has co-organised the BOATSHOW Fair of Sailing and Waterports and it will be held in Poznań. Its scope includes motorboats and yachts, canoes, accessories, sailing and motorboat equipment, charters, yachting electronics, marinas and harbours, construction and maintenance materials, boat trailers and transport, diving, clothing, safety and rescue equipment, yacht design, boatbuilding and sailmaking services, training and tourism, windsurfing.

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

I must admit that most of them reacted positively to this idea, recognizing the wide array of opportunities that we can offer jointly with MTP, in particular that we were running out of space in Łódź. If we want the trade fair to develop and there are arguments to believe it, as the Polish yachting and boatbuilding industry is thriving and looks set to extending over 100 m, the most important element of the trade fair will be the exhibitors and visitors from near and far, which are certain to include buyers. We will also transfer the Pilots Next Tavern to Poznań, featuring performances by the best sea chanties bands, where the visitors will have a chance to take a break and rest.

We should remember that the BOATSHOW is a great meeting of the business world with water sports enthusiasts, held in Poznań in an excellent setting, offering perfect conditions for showcasing products and services. Bigger exhibition halls with larger entrance doors will enable the exhibitors to present bigger boats and vessels. We will also be able to build a bigger pool for displaying light sailing yachts and windsurfing equipment, as well as for holding water rescue know-how. Waterports enthusiasts will be happy to visit the regatta boat zone, presenting the boats used by the Polish Olympic team in Beijing and enabling the visitors to see the boats up close and compare details. The trade fair will also be accompanied by many trade meetings – seminars, marketing and technical workshops addressed to persons wishing to expand their practical knowledge and how to present sales of Polish and foreign watercraft;

Together with the Polish Railways (PKP Przewozy Regionalne) we have prepared a special offer for visitors traveling to the trade fair – a fifty percent discount on tickets purchased in any location in Poland.

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

Łódzkie Province as the Partner Region

This year’s 10th anniversary edition of the BOATSHOW has as its theme “The Partner Region”. This is an excellent opportunity to present the tourist attractions of our province to the participants and visitors from all over Poland. We are deeply honoured by the decision to grant the Łódzkie Province the status of the Partner Region.

Professional business meetings

Many participants of last year’s edition of the BUY POLAND biggest incoming tourism workshop as well as companies that did not participate in last year’s event have already announced their participation this year. Following the 2007 edition, which featured a record-breaking number of nearly 3000 professional business meetings, the attendees surveyed provided a highly positive feedback. 56% of the buyers and 81% of the sellers declared the wish to participate in the next edition and as many as 88% of the buyers and 100% of the sellers declared the wish that they managed to achieve. BUY POLAND is the easiest and the most effective way of reaching prospective customers by pre-arranged individual meetings with selected partners. The buyers include foreign operators, travel agencies, incentive decision makers, PCO, while the sellers comprise companies operating in Poland, offering tourism services, e.g. incoming tour operators, hotel chains, tour operators, caterers, local tourism organisations and other tourist structures.

BUY POLAND

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

Every piece of equipment, starting with furniture, carpets or ornaments, through to stylish crockery or high quality cutlery, are very important in hotel arrangement. The workshop participants will then take part in a raffle, where the winners will have a chance to win trips to tourist structures.

INVEST-HOTEL

A unique trade fair

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

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The dynamic development of the hotel industry impacts positively on the situation in the hotel equipment sector. Poland currently has around 15,500 hotels with the total of 137,000 beds. 66% of those beds are located in five, four and three-star facilities. Hotels of the highest standard – five and four-star – offer 26,3 thousand beds (19.2%). According to the forecasts by the GUS Central Statistical Office, the hotel market in Poland is poised for growth at the rate of 13.9% annually. This growth will be driven by rising numbers of visitors, especially business visitors, as well as the upcoming EURO 2012 European Football Championships, where the number of football fans travelling to Poland is expected to reach 500 thousand – and Poland will have to provide them with accommodation facilities.

In 2007 the exhibition space at INVEST-HOTEL exceeded 2500 m² and featured over 100 exhibitors, among them many market leaders.

A thriving industry

Room of the future

The visitors and exhibitors at this year’s INVEST-HOTEL trade fair will have an unique opportunity to see a model hotel room, which may in the future, become a standard for luxury hotels. It will be presented by the editorial board of the Hotel Profit magazine and is based on the idea of the American Guestroom 2010 project. The aim of the “Room of the Future” exhibition designed under a watchful eye of experts, is to show the latest trends and unique solutions already employed in hotel rooms, as well as ideas that are still to be implemented. The exhibition covering the space of 35 m² will be open to the general public. The guests will be able not only to see the equipment on show, but also check its functionality themselves. The stand will be staffed by well-qualified personnel ready to answer all queries regarding the presented solutions.

In 2007 the exhibition space at INVEST-HOTEL exceeded 2500 m² and featured over 100 exhibitors, among them many market leaders.

Who will be here?

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

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

With these visitors in mind the organisers prepare an extensive programme of conferences, workshops, exhibitions and events. The INVEST-HOTEL conference, held every year, is bound to attract a wide audience. The conference features lectures by practitioners responsible for implementing the latest technologies and innovative solutions. Some of the issues to be tackled by the conference include the development prospects for the hotel industry in Poland in view of the EURO 2012 championships, as well as hotel and sports centre equipment as accommodation facility for the guests at the football tournament. Another interesting event will be the “Build a Hotel” conference, presenting a comprehensive overview of all issues of interest to hotel investors – from a feasibility study, through facility maintenance, security and management to the financing and co-financing opportunities from structural funds.

Who will be here?

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

For competitors and spectators

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

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Trade fair with passion

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

Barbara Vogt, HOBBY Project Manager

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

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

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Ecobusiness at the trade fair

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

POLEKO
Undisputed leader

With the growing importance of ecological solutions, the POLEKO trade fair continues to develop rapidly, reinforcing its position as the undisputed leader among New Europe’s environmental exhibitions. Last year the trade fair attracted nearly 1,000 exhibitors and represented companies from 21 countries, while the exhibition extended over 18,700 m². Many of last year’s exhibitors have already expressed their wish to participate in this year’s edition of the trade fair. By July as much as 80% of the available exhibition space has been booked. The exhibitors will showcase their products and solutions as part of four special exhibitions: Renewable Energy Exhibition, Recycling Exhibition, Measurement and Control Equipment Exhibition and Science for the Environment Exhibition. These are certain to feature many novelties, labelled with special signs that help the visitors to locate them among the extensive range of products on display. The Science for the Environment Exhibition will feature innovative solutions by nearly 50 research and development centres and research institutes, as well as other entities operating in the area of environmental protection. As in previous years, the following books will have their own stands in the Ministry of the Environment, Department for Co-ordination of Infrastructural Programmes at the Ministry of Regional Development, Ministry of Science and Higher Education, Institute of Meteorology and Water Management, Institute for Ecology of Industrial Areas, National Fund for Environmental Protection and Water Management, provincial funds for environmental protection and water management and Bank Ochrony Środowiska. This year the provincial funds for environmental protection will celebrate their 15th anniversary and will hold a special conference at the trade fair. There will be no shortage of joint national presentations by companies, held under the auspices of government agencies and institutions. For instance last year’s trade fair featured such official national exhibitions by the Czech Republic, Denmark, France, Germany, Norway, Spain, Sweden and Switzerland.

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

More than just an exhibition

The fact that POLEKO is one of Europe’s most important exhibition events, presenting all the latest solutions offered by the industry that could benefit environmental protection is not only due to the size of the trade fair reflected in the number of participants and the exhibition space rented. The attention of the industry representatives and the media is also drawn by the accompanying events. The POLEKO trade fair always features the International Ecological Congress. Its official opening ceremony will be held on the first day of the trade fair. The Congress will bring together the representatives of state administration, local government, municipal services sector, Polish and foreign companies and other environmental protection organisations. The conference held as part of this Congress will be devoted to “The industry and the new environmental protection and climate challenges”. Problems related to global climate change will also be tackled at many other conferences. A special seminar entitled “Counteracting climate change – actions by local authorities” will be held by the Association of Polish Cities. Specialised issues will be discussed at meetings organised as part of the Recycling Forum and Renewable Energy Forum. A Recycling Debate and Waterworks Forum will also be held. Problems of immense significance connected with the opportunity to obtain EU funding (by 2013 Poland will have spent EUR 125 billion on environmental investment) will be discussed at a special conference entitled “European Union Funds for Environmental Protection”. All these events generate great interest among the industry representatives. Last year the trade fair attracted over 20,000 visitors from 32 countries and 4 continents. Accreditation was issued to 299 journalists from Poland and abroad.

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

The POLEKO trade fair will also be accompanied by the KOMTECHNIKA Project Manager

AGATA DUTKA, POLEKO and KOMTECHNIKA Project Manager

This year’s POLEKO trade fair will be unique for a number of reasons. First of all, this will be the 20th anniversary edition of the event. Over the past twenty years POLEKO has gained the position of an undisputed leader among Central European environmental trade fairs and continues to develop dynamically. This year will also be the first time POLEKO has been accompanied by the KOMTECHNIKA International Trade Fair for Municipal Technologies – a new event addressed to companies offering solutions for the public services sector in the broad sense of the word. Holding both trade fairs at the same time will expand the range of products and solutions for the representatives of the municipal services sector, i.e. the target audience of both exhibitions.
After many years of neglect, resulting from lack of awareness at first, and then from lack of funds, the environmental protection sector in Poland has recently begun to develop rapidly. The inflow of EU funds is so substantial that Poland will soon catch up with other European states. I believe it is a matter of seven, maybe eight years. EU funds are used both by communes, as well as industrial plants. For instance our company is involved in a few big and several smaller projects, each implemented, to a greater or lesser extent, with the assistance of EU funds. In 2010 we are scheduled to complete the modernization and extension of the Olkusz wastewater treatment plant in Krakow, with sewer sludge incineration facilities. A similar incineration plant will soon be put into operation at the Olszynko wastewater treatment plant in Plock. These are obviously examples of some of our bigger investments. How do you evaluate the changes taking place in Poland in terms of environmental protection? What role do EU funds play in the growth of the industry? Poleska is an exhibition bringing together companies and customers from the environmental protection sector. You simply have to be here to meet the representatives of companies operating in the same industry. We have been participating in the trade fair for over ten years. A few years ago we decided to exhibit our range of products on a biennial basis. The technological progress in our industry is not rapid enough for us to present something new every year. Naturally we do realize that showing new products will not translate directly into sales growth in the case of such a large and established company like ours, but we wish to demonstrate our potential and introduce customers to new solutions. This year will be the first time the companies from the Veolia Environment group have held a joint exhibition. This is our way to stress that we are a large group, well established on the Polish market. Environmental problems often extend beyond the borders of a single country, which is why it is so important to share experiences and present the latest solutions in the area of environmental protection. This POLIKO trade fair is an important component of the establishment of international contacts and has often served as a starting point for new environmental-friendly international business initiatives, inspiring business activities and promoting sustainable development. Therefore it is worth taking an interest in this year’s offer of foreign exhibitors, as well as paying attention to the national days and international initiatives. For instance, the second day of the trade fair will feature the “Clean&Green: Swedish-Norwegian Innovation Day”. This will be a seminar presenting the experiences of these countries and the latest environmental protection technologies employed by them. It should be noted that international business co-operation in the area of environmental protection is fostered at the POLIKO trade fair by matchmaking events, at which Polish and foreign enterprises, as well as research and development centers, have an opportunity to find partners willing to implement joint projects. This year the matchmaking meetings will include the “Polish-Swiss Business Mixer”.

**Anything for municipal services**

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

**KOMTECHNIKA**

A rich offer

At KOMTECHNIKA International Trade Fair for Municipal Technologies companies will present machines, equipment and vehicles for road, square and square maintenance, waste collection and disposal, maintenance of urban green and recreation areas, as well as public transport and maintenance of other municipal facilities. The exhibition will be accompanied by City-Truck Show, outdoor show presenting the operation of municipal vehicles. Last year’s Municipal Technology Park attracted 48 exhibitors who showcased their products and solutions over 2810 m². A specially extensive range of products was exhibited by manufacturers and suppliers of tractorization equipment for municipal transport. Other companies represented were manufacturers of vacuum cleaners and equipment for sewage disposal, maintenance of urban green and recreation areas, as well as public transport and maintenance of other municipal facilities. The exhibition will be accompanied by City-Truck Show, outdoor show presenting the operation of municipal vehicles. Last year’s Municipal Technology Park attracted 48 exhibitors who showcased their products and solutions over 2810 m². A specially extensive range of products was exhibited by manufacturers and suppliers of tractorization equipment for municipal transport. Other companies represented were manufacturers of vacuum cleaners and equipment for sewage disposal, maintenance of urban green and recreation areas, as well as public transport and maintenance of other municipal facilities.

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

**Company strengths**

**KOMTECHNIKA**

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**Company strengths**
WHAT’S AHEAD

FESTIVAL OF ART AND ARTISTIC OBJECTS 4–7.12.2008

Art at the trade fair

By participating in the Festival many graphic artists, folk artists and craftsmen have an opportunity to break through on the market and arouse the interest of individual customers and art sellers. This year’s Festival will provide a unique opportunity to promote their works, as it will be held at the same time as the United Nations Climate Change Conference, expected to attract around 10,000 participants from all over the world.

2008 STRZAŁ, Festival of Art and Artistic Objects Project/Manager

WHAT’S AHEAD

POZNAŃ GAME ARENA 22–23.11.2008

GAMES in three guises

Digital Arena – what’s new?

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

Every year the manufacturers want to showcase the latest additions to their range of products and it is here that they choose to hold launch of long-awaited games. These market debuts draw youngsters from all over Poland. Last year’s event featured the first public presentation of ‘The Witcher’. Many fans are already gearing up to support their idols competing in prestigious tournaments. Here emotions are really running high. Suffice it to say that last year the winner received a record amount of nearly 50,000 złoty. But that is not the only factor contributing to the event’s unique atmosphere. Here everyone can test their skills in their favourite console and PC games, learn new tricks or participate in tournaments or competitions open to amateurs. For that November weekend the organisers have prepared nearly one thousand workstations for the gaming fans.

Fantasy Arena – the world of magic

party games • card games • figure games • board games • dress - bridge

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

Paintball Arena – only in Poznań!

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

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

Festival of Art and Artistic Objects

Closer to the art

This year’s Festival of Art and Artistic Objects will feature graphic artists of various kinds, students of Academies of Fine Arts and schools of graphic arts, craftsmen and folk artists, as well as galleries, gift shops, art workshops, culture centres, as well as producers and importers of art materials. This is an opportunity to establish contacts within their own community and beyond it, with individual customers. Such a chance to hold face-to-face talks with art buyers is invaluable. Visitors to the Festival will be able to purchase the works they like. The artists themselves sell and set the price for their pieces. The Festival has continued to generate more and more interest, as people are beginning to turn away from mass production and towards handicraft, wishing to be closer to art. In 2007 the Festival featured over 450 artists from all over Poland – a third of which were graduates or students of academies and schools of fine arts. And such is the opinion on Festival of Jacek Brukwicki from Mazovia Centre of Culture and Art: The Festival held during the Christmas shopping rush is an important event. It enables the visitors to purchase unique beautiful Christmas gifts, unique Christmas ornaments and decorations, as well as works of art not only by young artists, but also by renowned painters and sculptors shaping the contemporary art scene. They are purchased by individualists who do not deal with art in their day-to-day work and are not collectors. Owing to the Festival they can purchase art at affordable prices. Another advantage of the Festival is its variety and lively atmosphere, as well as the visiting public reacting enthusiastically to the colour, nature, mix of objects, forms and styles.

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

By RAFAŁ BLACHOWSKI, PGA Project Manager

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

POZNAŃ GAME ARENA – Multimedia and Entertainment Exhibition is, first and foremost, a meeting of computer games, party games and paintball enthusiasts. This year all of them will gather in one exhibition hall over an area of 15 thousand m². Last year saw a record-breaking number of visitors – 17 thousand. To suit the varied tastes of PGA visitors, the exhibition is divided into three arenas: Digital Arena, Fantasy Arena and Paintball Arena.

FESTIVAL OF ART AND ARTISTIC OBJECTS

Maria Wojtiuk work

Jerzy Brukwicki

POZNAŃ GAME ARENA

Rafal Blackowski, PGA Project Manager

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

**The best promotion**

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

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

**Lužek Kardas,** Marketing Manager, Paradyż Group, says: At this year’s BUDMA interior trade fair Paradyż Group decided to present luxury collections of large format tiles: Sensual Art and Armonia 40x40. We have designed our stand in such a way as to emphasize the display of the latest collections in our range. We have demonstrated many arrangement and colour variants using our bathroom designs fitted with the largest ceramic tile format produced in Poland. These, as well as the remaining 60TIEV collections presented at our stand generated great interest among the visitors to our stand, who comprised architects, interior designers, stylists and individual customers. For the Paradyż Group, the leader of the tiles sector in Poland, exhibiting at the BUDMA interior trade fair is largely a matter of prestige, building up and reinforcing the company’s image. Another aim this year was to present the latest collections of ceramic tiles – suggestions for 2008. The attractive allure of our stand was recognized and rewarded with the Kanchon Award prior to graduation by a jury of professionals. The award is given to the exhibitor whose stand is best suited to their marketing strategy.

**New products draw attention**

New products and market premiers are the strongest magnet drawing professional visitors to the trade fair. According to the research carried out by Exhi- bition & Event Association of Australia, the visitors come to the trade fair mainly to see new products, obtain market information, learn about the latest technologies and establish business contacts. In turn, surveys conducted by ALMA-EMIND Institute, Germany, found that 87% of trade fair visitors pass on the information obtained there to their immediate superiors. It is not only exhibitors who promote novelties at the trade fair; exhibition organizers also actively strive to publicize such solutions submitted by companies. Prior to the trade fair special publications are sent to the exhibition’s prospective customers, while up-to-date information is also posted online on the fair’s web site. Upon entering the fair, the visitors are handed a brochure with technical details, pictures of new products and the location of the given exhibitor. Such a guide not only makes it easier to find the relevant stand, but also offers an opportunity to review and compare various solutions. On the other hand, at the stand the new products are labelled with a special NEW! sign, which helps to locate them among the extensive range of products on display. Information about new products also generates media interest. A trade fair presentation covered by the media draws attention to new products, and the company offering such solutions. The trade fair also provides an excellent opportunity to showcase new products in an original way, for instance at new stands.

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

**Maciej Marulski,** Technical and Trading Specialist of IEDG, says: At the ITM Poland trade fair we are presenting a few new products. Special labels at the stand attract visitors. The products we are currently promoting – STTHDSZU-100V, beaching machines – is promoted in special way, in motion, in motion. This is of great importance, the principle of its operation has been patented, while the opportunity to see a machine at work brings enormous benefits. Although it is a highly specialized machine tool, we have decided to showcase it at the trade fair and provide the visitors with an opportunity not only to see it up close, but also to receive comprehensive information. Such a form of presenting new products is credible, thus affecting purchasing decisions. A trade fair exhibition provides an opportunity to generate interest at the machines among a wide audience of specialists. We hope that the new solutions will also be noticed by journals. The fact that we are presenting these new products at the trade fair is of utmost importance to our company. We offer our customers cutting-edge solutions, which, displayed at the trade fair, positively impact our company’s image. More and more exhibitors seize the opportunities for promoting new products offered by the trade fair. Today Poznań trade fairs are dominated by novelties – new machines, new technologies, new materials. They include worldwide premiers.

**Strategically about new products**

Interview with Tomasz Szymański, Director of NICOM Professional Engineering Systems
Creating furniture is a certain philosophy. Over the past few years, we have turned from a company producing large quantities of high-quality furniture to a provider of interior design solutions. This does not mean that we pay less attention to quality, just the other way around. In fact, owing to cutting-edge developments and innovative technological solutions employed in all our manufacturing plants, we can guarantee the best possible workmanship. Klöse furniture is produced using timber of the highest quality. However, the strength of our brand can be attributed to the fact that we do not just sell furniture, but solutions. We enjoy mixing different styles, matching them to the living room, study or bedroom. We try to make our range of products living-room, study or bedroom. We try to make our range of products

Klose is an undisputed market leader. How has it managed to keep in market leader position for many years? Klose furniture is produced using timber of the highest quality. However, the strength of our brand can be attributed to the fact that we do not just sell furniture, but solutions. We enjoy mixing different styles, matching them to the living room, study or bedroom. We try to make our range of products living-room, study or bedroom. We try to make our range of products,

Piotr Wrotnyski
Unilever Food Solutions Director

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Unilever Food Solutions can be attributed to many factors. First of all, we offer high-quality products, especially on the Polish catering market (including beverages, spicings, sauces, sausages, tea, salad dressings, desserts). Unilever Food Solutions, however, is more than just products. It also involves comprehensive knowledge, expert know-how and assistance, enabling our customers to save time and money, thus boosting their profits. Equally important are professional workshops and cooking shows held in our Culinary Centre in Poznań. A state-of-the-art trailer designed for cooking presentations allows us to hold training sessions with a wide range of customers, i.e. professionals from our customers. Unilever Food Solutions is also the brains behind the creation of prestigious competitions such as the Acanthus Aureus competition, which is our company’s market position is always created with care, as the best furniture design is to be perceived as a manufacturer of prestige products. The trade fair is a venue for the exchange of information and promotion of the company’s image. It promotes greater interest in our products among the public. The trade fair is a venue for the exchange of information and promotion of the company’s image. It promotes greater interest in our products among the public. The trade fair is a venue for the exchange of information and promotion of the company’s image. It promotes greater interest in our products among the public. The trade fair is a venue for the exchange of information and promotion of the company’s image. It promotes greater interest in our products among the public.
TRADE FAIR REPORTS

FITNESS TRADE FAIR

fit business

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

This year’s exhibitors presented the full range of products offered by 120 leading Polish and international manufacturers—the latest solutions for owners of fitness clubs, gym owners, fitness centers, sports physiology labs, spas. The trade fair featured 15 market debates. Companies had an opportunity to adopt their products to over 10,000 visitors, including the famous Polish athletes and Wanda Aleksandra Kobiałka, the fitness world champion and Hanna Fudzińska—the pioneer of the fitness movement in Poland.

TRADING FAIR OF THE POWER ENGINEERING SECTOR

Innovation in the foreground

Following a successful debut in 2007 the time has come for the second edition. Its success exceeded all expectations: EXPOPOWER 2008 International Exhibition of Power Industry has doubled its exhibition space and the number of exhibitors. The record-breaking figures—nearly 3300 m² of exhibition space, 200 exhibitors and represented companies—prove that the new MTP event addressed to the power industry, organised jointly with its representatives, has met with a positive response. The greatest strength of EXPOPOWER are the latest technological solutions, both those presented by the exhibitors, as well as those discussed by experts at numerous conferences accompanying the trade fair.

The power industry is facing a period of rapid growth, as economic development stimulates ever greater demand for energy. This, however, requires the need for cutting-edge technologies for power generation and distribution. Our trade fair gives the top-notch companies the opportunity to show the world what they are capable of, and what innovations they have available to meet the needs of the power industry.

Important partners

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

Hot issues

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

Marketing objectives

Reaching new customers and conquering new markets is always one of the chief objectives of trade fair exhibitors—both the power industry giants, as well as smaller companies providing energy-related services. About the need to invest in marketing activities aimed at attracting prospective customers speaks Paweł Gniazdak from the Market Communication and PR Department of Tauron Polska Energia SA. Tauron Polska Energia SA is planning to have its trade fair debut next year. Therefore we want to make the most of every opportunity to meet the market participants and individuals who shape the opinions of prospective investors. Of course we also aim great store by contacts with customers, both the existing recipients of our power supply and the prospective buyers. Any chance to win new business is valuable. The trade fair is an excellent place where you can meet opinion makers, potential investors and customers. That is why it is worth being here. We believe that exhibiting at such an important event is a matter of prestige—our second largest power company cannot fail to appear at the industry’s most important trade fair.
TRADE FAIR REPORTS

AUTOMOTIVE TRADE FAIR

HITS

of automotive showrooms

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

Nearly 30 car dealers showcased the latest models of famous makes, including family cars, luxurious limousines, sports coupes, off-road vehicles and SUV’s, as well as campers – recreational vehicles. The premiere shows featured nearly 30 car dealers showcased the latest models of famous makes, including family cars, luxurious limousines, sports coupes, off-road vehicles and SUV’s, as well as campers – recreational vehicles. The premiere shows featured

TRADE FAIR OF FURNITURE, INTERIOR DESIGN AND FINISHING

In good company

The boom in furniture industry could clearly be seen at this years trade fair. It attracted nearly 600 exhibitors from Poland, Germany, France, the Netherlands, Switzerland, Italy, United Kingdom, Turkey, Romania, Ukraine, Hungary, the Czech Republic, Lithuania, Latvia, Spain, Portugal, India, Malaysia, Singapore and China, who showcased their range of products on almost 30 thousand m².

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

Next edition 3–6.06.2009

Furniture – Polish specialty

The success of this year’s trade fair can be partly attributed to the boom in the furniture industry. Poland is the world’s tenth biggest furniture manufacturer. In 2007 the value of the furniture output sold amounted to PLN 27 billion. According to the estimates by Maciej Formanowicz, President of the Polish Chamber of Commerce of Furniture Manufacturers, the coming years should bring about steady growth in output, ranging from 10 to 12 percent. Around 80% of furniture manufactured in Poland is sold on foreign markets. Poland is the fourth biggest furniture exporter after China, Italy and Germany. The furniture sales are influenced by the situation on the residential construction market. Recently that market has been thriving in Poland. In the first quarter of 2008 as many as 35 thousand apartments were put to use, an over 30% increase on the previous year, where a 16% increase was noted.

Maciej Formanowicz, President of the Polish Chamber of Commerce of Furniture Manufacturers says that maintaining the development momentum in the Polish furniture sector requires a number of supporting measures, which help Polish manufacturers effectively compete on foreign markets and compete with foreign producers. One such measure is holding exhibition events, which serve a very important role in promoting Polish furniture.
TRADE FAIR REPORTS

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

Over four trade fairs the most gifted students of art colleges from all over Poland and from the renowned Royal College of Art in London worked in a specially allocated exhibition hall on their original furniture wall unit. Owing to the interest shown by the representatives of the trade media, the exhibition has become a regular attraction for the visitors at BUDMA INTE- RIOR. The winners of regional qualifications will compete in the finals, held at BUDMA 2009.

For five years the transFORM Design Competition has provided an overview of young Polish designers’ achievements in the field of design, industry and education between universities. This year, an exhibition space of 300 m² was allocated solely for the contestants. The winners of regional qualifiers will compete in the finals, held at BUDMA 2009.

A successful edition

This year's edition of the interior and furniture trade fairs left everyone satisfied. The visitors – industry professionals, Polish and foreign merchants, traders, architects and interior designers, who had an opportunity to spend the first two days of the trade fair, allocated solely for professionals, visiting the exhibition in peace and meeting with the exhibitors, stressed that the range of products presented at the trade fair was not only interesting in terms of design, but also represented very high quality of manufacturing. Profitable business contacts gave the exhibitors a reason to be pleased. After all that is one of the chief objectives of trade fair participation. On Friday and Saturday the fair grounds were open to individual customers, i.e. end users of the products and services on display. They also had no reason to complain. Especially that apart from the attractive exhibition there were many other additional attractions in store. An architect advising/Information desk proved very popular. Those who could not afford the steep prices of renowned and experienced interior designers. Everyone individually planning the purchase of real estate visited the first ever "Designers' Lounge", which brought together many companies and institutions, connected with the property market, as it offered an excellent opportunity to coordinate various real estate offers, check the financing options and choose the best mortgage. The visitors were also eager to see numerous presentations of popular finishing works and attend lectures about the latest trends and novelties in the interior design sector. The recording of the SOFA TV Show was an attraction for trade fair visitors on Saturday. Well-known journalists working for WTK presented two proposals for a live discussion. They exchanged opinions both with renowned designers and with the audience.

On the trends path

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

For the sixth year running the trade fair exhibitors, as well as compare not participating in the trade fair, those based abroad, presented their latest products at the Poznań Premieres exhibition. This provided an excellent opportunity to learn about the latest trends and professional standards. The year's edition of this exhibition was particularly colourful – the rich hues of the walls and the floor made the display impossible to miss. Over an exhibition space of 400 m², the visitors were presented in the form of complete interior arrangements. The Poznań Educational and Design Programme Exhibition has accompanied the HIBEL trade fair for six years. Its aim is to enable students to realise their ideas by co-operation with the industry and receive job offers from companies and participate in professional training schemes and internships. First and foremost, however, the programme's objective is to prepare students for the changing world, and this trend will be continued after graduation.

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

Promoting students and young university graduates specialising in design was also the aim of the concept 28 exhibition and film, featuring seven Academies of the Arts.

Wielkopolska Tile Lavers Championships held in co-operation with the Polish Tile Lavers Association proved to be a great challenge for the contestants and a great attraction for the visitors at BUDMA INTERIOR. The winners of regional qualifications will compete in the finals, held at BUDMA 2009.

Voss LED is the title of this year's edition of the Interior Lighting Exhibition, featuring lamps and fixtures for industrial and general lighting, which has already become a regular element of the Poznań trade fair. The aim of the exhibition is to provide an overview of young Polish designers' accomplishments. The lighting solutions on display are characterized by innovation, attractiveness of ideas and excellent design qualities. This year the exhibition featured the latest technological developments and awards of LED applications.

Feature: "On the Trend Path", illustrated on page 25

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TRADE FAIR REPORTS

TRADE FAIR OF CUTTING-EDGE TECHNOLOGIES

The future of the economy

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

It was impressive

This year the ITM Poland trade fair attracted nearly 1,400 companies from 34 countries and territories: Austria, Belgium, China, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Italy, Japan, Latvia, Lithuania, Malaysia, Mexico, the Netherlands, Norway, Pakistan, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Taiwan, Turkey, Ukraine, the United Kingdom and the United States.

The scope of the trade fair is constantly expanding. In 2008 the products and solutions presented by the exhibitors were seen by 12,000 visitors from 34 countries and territories: Austria, Belgium, Bulgaria, Brazil, China, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Italy, Japan, Latvia, Lithuania, Malaysia, Mexico, the Netherlands, Norway, Pakistan, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Taiwan, Turkey, Ukraine, the United Kingdom and the United States.

ITM Poland is a trade fair with an established reputation. It always attracts industry representatives, entrepreneurs, traders, decision makers, government officials and journalists. In such a company it is worth showing your best side. No wonder than that at ITM Poland many companies like to emphasise their accomplishments and anniversaries. The trade fair often honours the winners of the BAZAR Nationwide Festival of Business Television Programmes. In his address he said: “Today the trade fair exemplifies a new outlook on the co-operation between the industry and science. I hope that such co-operation will result in innovative projects in the field of mechanics, pneumatics or hydraulics.” The Deputy Prime Minister also visited the exhibition and participated in a press conference.

Next edition 16-19.06.2009

Machines in motion

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

Driven by Novelties

The ITM Poland trade fair presents a few hundred innovative solutions. New technologies, new structures, new materials and new technological solutions are the strongest magnets drawing professional visitors to the trade fair – the best place to promote such new products. At the stands the novelties are distinguished by a special label. A detailed list of new products submitted by the exhibitors is published in a special “News at ITM Poland” brochure and on the www.itm-polska.pl website. Just as the exhibitors, the organisers also prepare new suggestions for trade fair participants. This year one of such new ideas was the HAPE Exhibition of Hydraulics, Pneumatics and Drives. Already the first edition turned out to be a great success. It attracted 35 companies representing the Czech Republic, China, Finland, France, Germany, Poland, Russia, Romania, Ukraine, Sweden, Switzerland and the United Kingdom. HAPE exhibition was organised in co-operation with the Corporations of Hydraulic and Pneumatic Drives and Controls. The exhibition was accompanied by a workshop devoted to designing hydraulic systems using typical elements.

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

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TRADE FAIR REPORTS

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

For the fourth year running MTP, in co-operation with the Welding Institute, held the Welding Exhibition. The workshops feature lectures, as well as shows of the latest devices and tools. The workshops will mainly interest in technical details - he is, after all, an engineer.

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

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

The Welding Academy was declared open by its organiser, cutting the ribbon, from the left: Professor Andrzej Kolasa, Chairman of the Polish Welding Church, Przemyslaw Trawa, President of the MTP Board, Professor Jan Falkowy, head of the Welding Institute in Gliwice.

The Welding Exhibition, supported by the Welding Institute and the Polish Foundry Engineering Centre, was declared open by Jan Pilarczyk, head of the MTP Board; Professor Trawa, President of the Polish Welding Academy; and Professor Tadeusz Kolasa, Chairman of the Welding Academy in Gliwice.

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

Maciej Wierzbowski, Commercial Director of Nova Trading SA

Development strategy

Nearly 25 years of experience of your company in the industry have enabled you to observe the speed of economic development. Is your company satisfied with the current situation in the economy? What steps are you planning to take in the nearest future?

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

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

As for our plans... For many years we have consistently implemented our development policy aimed at turning Nova Trading into a service centre providing stainless steel and aluminium preliminary treatment services. We are no longer just a distributor of steel products (Poland’s biggest, might add - we see a service centre, i.e. we prepare the material for our customers’ specific needs, for instance cutting steel coils into non-standard sheets – suited to our customers’ production process. The advantage - a customer gets a ready-made material and pays only for the steel actually used, not the waste generated when purchasing standard steel sheets. Our services also include cutting steel coils into strips, (grinding) and brushing of sheets, tubes, sections and flatbars as well as polishing tubes and sections. The latter have a wide spectrum of use, for instance in the production of banisters, furniture, lamps, also as interior decoration elements, i.e. where substantial strength and appearance are important. Therefore we have returned to the universal application of stainless steel and aluminium. In the future we would like to extend the scope of our services. Soon we are going to launch a line for polishing steel coils and plasma cutting of steel sheets, etc.

There’s fierce competition on the Polish market of innovative technologies. What are your secrets when it comes to securing your position as one of market leaders? The answer may not be the most original, but it is true. Our position in the industry is determined by the high quality of our products and services, accepted by the most demanding customers even from Western Europe. From the outset our company’s priority has been reliable customer service - “zero tolerance for mistakes”. Our motto. Another factor is carefully selected personnel - well-trained with extensive experience.

How important are exports for your operations and which countries do you find the most promising? For many years we have been exporting our products to former Soviet Union countries – Ukraine, Belarus, Lithuania, Latvia and Russia, and more recently to Germany, the Czech Republic, Austria and Switzerland. This year we have been more proactive – apart from our office in Hamburg we have opened another one in Prague and in July also in Switzerland.

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

As for our plans... For many years we have been exporting our products to Ukraine, Baltic countries, Belarus, Lithuania, Latvia and also to Russia. For many years we have been able to diversify our exports to Western European countries – Germany, Austria, Switzerland, Ukraine, Belarus, Lithuania, Latvia and Russia, and within the Commonwealth of Independent States. From the outset our company’s priority has been reliable customer service – “zero tolerance for mistakes” is our motto. Another factor is carefully selected personnel – well-trained with extensive experience.

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Glass Industry Fair - Stone Industry Fair

An excellent opportunity to present the latest products and technologies used in glass and stone processing. Its scope will include:
• raw materials for both the glass and the stone industries • machines and devices for glassware and ceramics, equipment for stone extraction and processing • chemicals used to produce glass and ceramics, stone processing chemicals • tools and electrical tools, cutting and abrasive materials • modern technical and IT systems for the glass and stone sectors • the latest environmental solutions for glass recycling and disposal • ready-made glass and stone products and their applications • artistic works and handicraft made of glass and stone.
Science hand in hand with the economy

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

The Centre for Consultancy and Innovative Solutions

The Centre for Consultancy and Innovative Solutions is Poland’s biggest presentation of the accomplishments and research potential of Polish applied sciences. It is held at ITM Poland and forms an integral part thereof. Such a merge of science and cutting edge industrial technologies provides an opportunity to form mutual relations between the science sector and the economy. Some of the stands of research and development units, as well as companies and institutions fostering the technology transfer process are located in the heart of the industrial exhibition – adjacent to the stands of manufacturers and traders. Such proximity is conducive to promoting the latest scientific achievements and research potential of Polish applied sciences. It is held at ITM Poland trade fair, demonstrating its application in a construction company, than to showcase it at a general IT exhibition.

The construction sector is one of the most difficult industries in terms of introducing IT solutions – says Wojciech Malta of Komokos Softservice, Microsoft's partner. – At the same time it is a field where information technology provides unique effective tools. We are glad to see a separate exhibition devoted to specialised IT solutions for this sector – IT/Conversion/INFOSYSTEM – information technology for the Construction Industry provides an excellent opportunity for a “live” presentation of a wide array of solutions addressed both to medium-and large construction enterprises.

INFOSYSTEM

Information technology for industry and administration

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

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

INFOSYSTEM

This year INFOSYSTEM is also a clearly-profiled event, accompanying the BUDMA and ExpoPower trade fairs. This formula involves specialisation of IT solutions and services offered, thus narrowing down the audience of prospective buyers, says Krzysztof Słatała, INFOSYSTEM, project manager. For instance, it is better to present cost-estimation software at the BUDMA trade fair, demonstrating its application in construction companies.

BUDMA TRADE FAIR REPORTS

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MOBILIO 2008

18 companies exhibited homes, entire living rooms, hotel and restaurant furniture, and wardrobe systems. Among the stand-holders were:  • Igielpol S.A. – Siedem  • Domex S.A. – Domex  • Upholstery Group S.A. – Upholstery Group  • Rzeczpospolita – Rzeczpospolita  • DACE – DACE  • Fabryka Mebli „Puchacz” – Fabryka Mebli „Puchacz”  • Vivian – Vivian  • Targowa Wystawa Mebli – TWM  • MEBIUS – MEBIUS

ACANTHUS AUREUS

EXPOPOWER 2008

The Power Industry Exhibition, held in Warsaw, features industrial solutions and services in the fields of power supply, energy production, distribution, electrical engineering and automation. Exhibitors included companies from Poland, France, the USA, Italy, Sweden, the Czech Republic, Germany and other countries.

ACANTHUS AUREUS

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INFOSYSTEM

MTP-Gold Medal in the category ‘transfer of scientific research results into business’

The award was given to Professor of the Technical University of Vienna, Austria – his concept of the ultrafast synchrony of laser light. The Institute of Fluid-Flow Machine Engineering of the Poznan University of Technology is the only Polish entity to have won the MTP-Gold Medal.

INFOSYSTEM

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The Engineering Forum has already become an established feature of the ITM Poland trade fair. The Engineering Forum is an initiative of the Polish Federation of Engineering Associations. Its main aim is to promote innovation in enterprises.

The Engineering Centre

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ACANTHUS AUREUS

EXPOPOWER 2008

The Power Industry Exhibition, held in Warsaw, features industrial solutions and services in the fields of power supply, energy production, distribution, electrical engineering and automation. Exhibitors included companies from Poland, France, the USA, Italy, Sweden, the Czech Republic, Germany and other countries.

ACANTHUS AUREUS

INFOSYSTEM

MTP-Gold Medal in the category ‘transfer of scientific research results into business’

The award was given to Professor of the Technical University of Vienna, Austria – his concept of the ultrafast synchrony of laser light. The Institute of Fluid-Flow Machine Engineering of the Poznan University of Technology is the only Polish entity to have won the MTP-Gold Medal.

INFOSYSTEM

INFOSYSTEM

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The Engineering Forum has already become an established feature of the ITM Poland trade fair. The Engineering Forum is an initiative of the Polish Federation of Engineering Associations. Its main aim is to promote innovation in enterprises.
COP14

Year of climate and the environment

The year 2008 in Poland has been declared the year of climate and the environment — says professor Maciej Nowicki, Minister of Environment. From December 1st to December 13th, Poland will play host to the world’s biggest UN conference and the first ever UN summit to be held in our country. COP14 constitutes the most prestigious forum for political discussions on climate protection, drawing attention of the whole world. The debates are expected to attract over 190 government delegations headed by Ministers of Environment or Ministers for Climate Change, as well as international, ecological, business and research institutions, NGOs and hundreds of international and domestic media representatives. Poland, as the host country, will be entrusted with running the sessions, while its representative, i.e. the Minister of the Environment, will serve as the COP President. COP14 sessions and meetings will be held at MTP fairgrounds. Małgorzata Snarska, Head of the COP14 Team at the Ministry of Environment, talks about the scale of this undertaking. The infrastructure we are preparing as the host country involves over 40 000 m² of conference space compliant with the highest international standards, IT infrastructure guaranteeing simultaneous operation of around 20 000 computers, an IT network making possible fluent voice communication, over 500 staff, 500 volunteers, a state-of-the-art centre for around 1000 journalists from all over the world, accommodation facilities for 4 000 guests, live broadcasts online operating international broadcast signal for television and radio stations from all over the world, educational campaigns spreading information about climate change — these are but a few tasks conference co-organizers are responsible for. COP14 will be accompanied by numerous interesting events. One of those is an interactive exhibition held on MTP grounds in position 5. The exhibition will present various methods of reducing greenhouse gas emissions and adapting to the constantly changing climate.

Colourful “four-pack”

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

Sailing regatta with DREMA

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

MTP will get a facelift — competition winner announced

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

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

Nephrologists share their knowledge

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

Trade fair and the city

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

Waldemar Kujawia, MTP Logistics Director

We will face up to any challenge

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

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

The fact that MTP has been entrusted with organising such a prestigious event is a proof of trust, isn’t it. I would say it is the result of a thorough analysis of our skills and capacity. We should remember that MTP is one of Poland’s biggest and most modern trade fair grounds and definitely among the best in Europe. The Poznań International Trade Fair Congress Centre is ranked at the top of the list of conference facilities in Poland, completed by www.meetingspoland.pl. It offers 59 well-equipped and air-conditioned conference halls with various spatial layout options – both intimate spaces for small business meetings, as well as large halls seating over 5 thousand people. One exhibition halls are adapted for conference purposes, we are able to host conferences for as many as 10 thousand participants. And, most importantly, the Centre guaran- tees high standards – the air-conditioned halls can be equipped with multimedia facilities, coffee and simultaneous interpreting booths; the organisers can prepare a banquet and provide transport services, either with the assistance of our partners prior to and following the conference, as well as provide assistance when arranging accommodation.

Coupled with extensive experience and professional staff...

Then we get a product that complies with the highest international standards. The Poznań International Trade Fair Congress Centre holds a Professional Congress Organiser Certificate granted by the Polish Tourism Organisation. In practice such a recommendation means that we offer high-quality comprehensive services at all stages of conference preparation. Our staff are capable of facing up to any challenge. This is best evidenced by our work so far – over 1 100 various events held annually, including congresses, congresses, training ses-

Allegro users feel at home at MTP

Once again the members of Poland’s most popular e-commerce website, Allegro.pl, met at MTP grounds. The 9th Allegro Group Meeting was held June 20-21 and tackled the latest trends in e-commerce, as well as methods of winning market share using Al-

legro Group Services. The organisers prepared an extensive programme of meetings, conferences and seminars addressed to 350 participants. There was also room for the exchange of experiences and a lot of fun. The two day meeting concluded with an open-air concert at the Malta lake.
Herbie Hancock... and more

Herbie Hancock, one of the world’s greatest jazz pianists and composers, will perform on December 2, 2008 at Poznań Arena Hall. As a musical ‘child prodigy’, he learned to play the piano at the age of seven, at an eleven-year-old he gave his first piano concert playing Mosart with the Chicago Symphony Orchestra and recorded his first album at the age of twenty-one. Since then Herbie Hancock’s music career has gathered momentum, he has worked with many outstanding jazz musicians. His albums offer a blend of jazz and other musical genres, in which he feels just as confident. He is one of the great pianists of late modern jazz whose influence on piano playing has been enormous. The audiences worldwide are particularly impressed with Hancock’s innovative rhythms and improvisation skills. Many of his pieces have already become jazz standards.

His concert will be the second musical event (after Nelly Furtado’s show) connected with this year’s Year of Climate and Environment celebrated in Poznań. The concert forms part of the official programme of the 14th UN Climate Change Conference held from December 1st to December 12th, 2008 on MTP fair grounds. The conference is expected to attract around 10 thousand participants. Although Herbie Hancock’s concert will unquestionably be a spectacular artistic event, the city has also prepared a wide array of other cultural and entertainment suggestions addressed to Poznań inhabitants, Conference guests and tourists. The programme has been devised in such a way as to satisfy both high-brow entertainment seekers, as well as those who prefer a relaxed and laid-back atmosphere. There will be exhibitions, movie screenings, festivals, concerts and jazz workshops, such as “Made in Chicago 2008”, classical music performances in the Poznań University Auditorium – “World Opera Stars” or “December Museum, Gallery and Theatre Night” from December 6 to December 7 will allow everyone to visit exhibitions or watch theatre shows and performances.
POZNAŃ INTERNATIONAL FAIR

Congress Center
- the largest in Poland

- over 1,100 conferences and training courses annually
- 100,000 participants annually
- 76 perfectly equipped, air-conditioned conference rooms
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- excellent conditions for congresses, conferences and special events for almost 10,000 participants

See you in Poznań

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