

Kielce Fair Review

# PRZEGŁĄD TARGOWY

www.targikielce.pl

**TargiKielce**

EXHIBITION & CONGRESS CENTRE

2014  
a u t u m n



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Ladies and Gentlemen!

With the beginning of the next Targi Kielce's exhibition season, not only do I wish to send my greetings, but I also want to express my gratitude for your visit to the Świętokrzyskie Land and encourage you to explore the whole region.

Poland's second major exhibition centre, one of Europe's most important trade fair and expo centres is thriving; at the same time the idea of civic society takes a concrete shape. Such a model of governance makes it possible for people to have a direct influence upon the of the place they live in, to the shape development directions of their little motherlands. This is first of all the change of mentality and the change in the line of thinking. This is also a remodelling of our country's image; here is the land where citizens, aware of their rights and responsibilities, live.

Targi Kielce development has been achieved owing to the exemplary cooperation between the administration and the business. Świętokrzyskie Land is also an investor-friendly place; the self governments are creative and demonstrate enormous potentials. Local authorities know how to create the climate for new investments. In the region there is a whole array of companies which have achieved a successes at the national and international arena. Not only are the innovative businesses and modern management methods the companies' advantage; they also have an enormous impact on social and economic development of the Voivodeship. This is how local communities are activated, new jobs opportunities are created and new technologies successfully implemented.

As Świętokrzyskie Voivode I have the honour to observe and to support the efforts designed to bring this positive changes. Not only do I realise this through management and governance, but also through a modern approach towards tasks realisation. This model is realised in the Świętokrzyskie Voivodeship Office's structures. Other Świętokrzyskie institutions, companies and enterprises are engaged in a diversity of tasks and activities, the way they operate gives us a positive outlook on the Świętokrzyskie Voivodeship's future; we see Świętokrzyskie as a strong, innovative and entrepreneurial economic centre.

I do believe that the upcoming season will be Targi Kielce's another stretch of success. I strongly encourage Expos participants to conclude profitable business transactions, but also to relax in the picturesque surroundings and savour traditional Świętokrzyskie cuisine.

Bożentyna Pałka-Koruba  
Świętokrzyskie Voivode

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# Stepping up on the Europe's map

## Targi Kielce ranked higher in the Centrex's statistics



The International Defence Industry Exhibition is Europe's third largest trade show of this kind; ranked just after Paris and London expos.

From among all Central and Eastern Europe's exhibition centres which were the subject to 2013's CENTREX audit (International Organization for Statistics Events Exhibition) Targi Kielce has made the greatest leap forward. For the first time in its history, the Exhibition and Congress Centre was promoted from the third to second place in the ranking in terms of the exhibition space leased; TK has also maintained the vice-leader position with respect to the number of exhibitors.

The amount of the exhibition space leased to put exhibition stands on is the most important of all parameters which indicate exhibition centres' market standing. - Just like car manufacturers are classified with regards to the number of vehicles sold, so are the exhibition organizers; here the classification is primarily based on a number of square meters - explains Andrzej Mochoń, Targi Kielce President of the Management Board - In this category Targi Kielce has been really successful as it came second in the ranking of Central and Eastern Europe's leaders.

Targi Kielce is also listed among the front-runners of the expo organizers' ranking with respect to the number of exhibitors; another strategic parameter of the exhibition activity.

- Over 6 000 companies translate into 10% increase; thus once again we have been able to reach a very high, second position in the ranking. - says President Mochoń and also highlights that - in the Central and Eastern Europe all of us have been significantly affected by the consequences of the economic slowdown. Poland has turned out to be much

more resistant to these changes than Hungary, Czech Republic, Bulgaria, Romania and Ukraine, i.e. the countries represented by other business exhibition organizers audited by CENTREX. With better economic situation, Poland's two expo centres have come at the top of the leaders list for the first time in the history.

Not only has Targi Kielce been successful as the expo organizer. Many of the exhibitions are the Central and Eastern Europe's leading and major events; the list of Europe-scale events includes the 20th International Fair of Agricultural Techniques AGROTECH. - In Poland, there is no other trade show which would boast a larger exhibition area. This very expo is also the leader with regards to the number of visitors. In March 2014, the number reached almost 60,000. Agrotech is also business-sector's leader according to European statistics. The Poznan Polagra Premiery with 41 thousand visitors and the Hungarian AgromaszExpo with a similar number of guests fall behind. - says President Mochoń.

When other business and industry areas are taken into consideration, the audits show that Kielce is also the front-runner in plastics processing - PLASTPOL expo accounts for 700 exhibitors from 33 countries. The June church exhibition SACROEXPO attracts almost 300 exhibitors. The same applies to the defence industry expo. The International Defence Industry Exhibition always takes place in early September; MSPO knocks spots off Brno's IDET

There is yet another Polish exhibitions organizer in the CENTREX ranking - Gdańsk International Fair. In terms of the exhibition space leased, MTG has been classified in ninth place. With regards to the number of exhibitors and visitors - MTG was sixth and eighth respectively.



Centrex - International Exhibition Statistics Union is Central and Eastern Europe's most important organization of this kind; not only does it promote the largest and most dynamic trade fair centres, but it also monitors their development. CENTREX is also dedicated to promoting the very idea of the trade fair as the best marketing medium. The ranking of internationally recognised centres induced the thirteen most important trade fair and expo organizers from cities such as: Arad, Brno, Budapest, Ceskie Budejovice, Kielce, Gdańsk, Poznań, Lviv, Kiev (two organisers) Plovdiv, Debrecen and Bucharest.



Targi Kielce hosts guests from nearly 60 countries.

### CENTREX - 2013's most important data for

#### EXHIBITION SPACE LEASED - in m<sup>2</sup>

1. Poznan International Fair (PL) 316 190
2. Targi Kielce (PL) 174 740
3. Trade Fairs Brno (CZ) 105 328
4. Kiev International Exhibition Centre (UA) 104 308
5. Hungexpo - Budapest (HU) 95 221
6. Romexpo - Bucharest (RO) 56 766
7. International Fair Plovdiv (BG) 44 813

#### NUMBER OF EXHIBITORS:

1. Poznan International Fair (PL) 9 602
2. Targi Kielce (PL) 6 008
3. Kiev International Exhibition Centre (UA) 4 384
4. Trade Fairs Brno (CZ) 3 893
5. Hungexpo - Budapest (HU) 2 492
6. Gdańsk International Fair (PL) 2 092
7. Romexpo - Bucharest (RO) 1 604



- Thanks to really good results we have been able to beat the many-year ranking's runner-up - Brno expo. We leased 70 000 meters more than the Czech Republic's exhibition organizer.

**Andrzej Mochoń PhD**  
Targi Kielce President of Board



# SACROEXPO - where business meets Art

## SACROEXPO in the blaze of the special award

The International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art - for fifteen years now the Targi Kielce event has been traditionally held in June. SACROEXPO has been the largest exhibition of its kind in Poland and one of Europe's most important business sector events.

This 2014's SACROEXPO brought together almost 300 exhibitors from 13 countries from all corners of the world. The exhibition was showcased on 4,000 square meters in 4 expo halls; the event attracted almost 5,000 guests including consecrated as well as lay-persons. Not only did this year's edition offer a wide range of products and services on display, there was also a rich and diversified programme of accompanying events.

SACROEXPO encompasses two dimensions – on the one hand this is the pure trade and business aspect; on the other hand this is the sphere of culture, exhibitions, festivals and sacral art that coexist with each other. Trade fair visitors had the chance to become familiar with the latest developments in religious building construction, fittings and equipment in addition to decorations and historic building preservation and conservation. The exhibition also serves as the showcase for the latest technologies of church yard greenery design and maintenance, church building renovation as well as building arrangement designed to comply with specific spatial conditions.

### THE PAPAL MEDAL FOR THE ARTIST

Among a whole array of cultural events which accompany the exhibition there is a very important point of the SACROEXPO programme; the awarding ceremony of the Pontifical Council for Culture Medal „Per Artem ad Deum” ... through Art to God ... Targi Kielce is the only place in the world where this unique distinction is awarded. This year the Medal was awarded for the tenth time; it was bestowed on the artist whose art brings people closer to the sacrum. The previous years' winners' list includes such artists as Le-



This year's laureates of the Per Artem ad Deum Medal after the accolade presentation.

szek Mądzik, Krzysztof Zanussi, Wojciech Kilar, Stanisław Słonina, Ennio Morricone, Stefan Stuligrosz or Stanisław Rodziński. This year the Medal laureates are Mario Botta, the Swiss architect and Adam Bujak, Polish artist photographer; for many years Bujak documented the life of Saint John Paul II. The expo visitors had the chance to become familiar with the works of the Medal winners; the three-day expo was accompanied with a special exhibition.

We wish to encourage you to read the exclusive interview with the artists. This is what Targi Kielce learnt a few moments after they had received the Medal.

### Compared to the accolades and awards you have already received, what is the significance of the Medal you have received today?

Adam Bujak: - I find the Medal a unique distinction, I am extremely proud and thankful. After the canonization of John Paul II I am even more glad that I had been given the chance to participate in His extraordinary life and to record it in images. For me He has always been a remarkable and unique person who had had the ability to unite and gather people in the name of the highest value.

### For „... the firmament of human emotions, memories and longings built from frames of Faith, Hope and Love ....” - this has been the Chapter's justification when the Medal was bestowed upon you. What is more important in your creative activity: emotions, memories or longing?

AB: - All these emotions are equally important to me; thus I have tried to be as faithful as possible when trying to encapsulate them in a still image. I watched these feelings both in



Adam Bujak in his speech stressed the significant role of Pope John Paul II in his work.

the Holy Father as I accompanied him for so many years as well as and in the people who were present at the meetings with the Pope. The Holy Pope John Paul II had an extraordinary gift of brining out what people have best - be it love or faith. This happened regardless of the place He was in.

### Art, although able to defend itself, needs a proper setting, a space in which it can interact with the audience. How do you assess the space created for art by Targi Kielce during the SACROEXPO?

AB: - This is an extraordinary and unique event owing to its spectacular scale and significance. There is a great atmosphere for the sacred art; and I am very happy I can feel it myself.

### Sacred art is an important part of your work. How did it all start and what is the reason for the choice?

Mario Botta: - My interest in sacred art followed with professional engagement appeared a long time after I had started my professional career. In 1986 an avalanche destroyed the church in the town where I lived. The town's residents came to me asking for help in the church recovery. The fickle finger of fate made me take up this field. I have already realised 13 sacred architecture projects.

### Compared to the accolades and awards you have already received, what is the significance of the Medal you have received today?

MB: Medal has a double meaning for me. On the one hand, it is the recognition for my work, on the other hand provides an incentive to work further, to practice my passion. I am glad that the tasks which give me professional fulfilment are so highly regarded.



Mario Botta makes the entry in the commemorative book.





# Invincible private labels.

## Poland's first Expo of the kind

**Targi Kielce was the venue for the Expo and Conference of Private Label Producers – Private Label Middle Europe. This has been Poland's first trade show of this kind. The Expo proved to be a much desired event.**

*-The list of exhibitors was comprised of over 100 companies from Germany, Italy, Ukraine, Lithuania, Belgium, Serbia, Hungary and Poland. PLME is one of Europe's few international business platforms solely dedicated to the private label industry – a meeting place for the Old Continent's producers, wholesalers and major and most important retail chains. - says Dariusz Michalak, Trade Fair Department Director at Targi Kielce. The Kielce Exhibition and Congress Centre - the organiser of PLME has thus filled the market niche and perfectly addressed the private labels' market needs. - It has been a perfect début. The Expo and the Conference brought together the well-known companies and recognisable brands from home and abroad, among them, AC Nielsen, Alma, Bakalland, Contimax, Felix, Gold Drop, Inco, Intermarche, Kodak, Konspol, Quasar, Polanin, Społem, Tarczyński, Tesco, Włoszczowa and Nowe - the manufacturer of „Pachnąca Szafa” [Scented Wardrobe] assortment for the Rossmann network - adds Director Michalak.*

Private label products and services are typically those manufactured and provided at the request of large companies or retail chains; these products often provide a more economical alternative to well known domestic and international brands. However there are also white-label products ranked among premium-quality brands. The white-label based strategy is common for a number of business sectors such as food industry, cosmetics, online-shopping, pet-products, household and packaging sector and cleaning agents.

Well known companies' products are available at a lower price as the retail chains' private label mainly owing to the fact that the original manufacturer does need to bear the cost of advertising and distribution channels arrangement. In most cases the quality of commodities offered as retailers' white labels does not diverge from the well-known branded equivalents. However they come in different packaging with their own labels on. White-label products play an important role in today's smart shopping. The retailers' data shows that Poles tend to economise on shopping. The white label is thus the response to such needs.

According to the latest industry analysis performed by PMR, as many as 89% of the respondents said they bought white-label products in 2013, at least occasionally. Thus the market demonstrates 17% annual growth rate. According to forecasts, the value of this market in 2015 will reach 56 billion PLN; this will be about 15 billion PLN more than in 2013 and twice as much as in 2009.

The consecutive Targi Kielce expos' editions is to be held on 29th and 30th June 2015..

We are looking forward to seeing you at the event!



*It was a perfect début. The white-label Expo and the Conference brought together the well-known and recognisable companies from home and abroad. PLME is one of Europe's few international business platforms solely dedicated to the private label industry.*

**Dariusz Michalak**

Trade Fair Department Director at Targi Kielce



# A review of previous events

## THIS HAS BEEN THE ALL-TIME RECORD!

Poland's most important business sector event attracted as many as 58,500 visitors. The **AGROTECH** Expo is held in March - beyond any doubts the International Fair Of Agricultural Techniques is Poland's largest agricultural trade show in addition to the fact that this is also the largest agro- business-sector's expo in Targi Kielce's history. Almost 60 thousand square metres were used as the exhibition showcase for 600 exhibitors who put on display hundreds of cutting edge machines. The exhibition stands were the display for machines and appliances, including the giant-scale ones. Expo visitors had chance to see the winner of Tractor of the Year 2014 contest too! The **AGROTECH** exhibition was accompanied with numerous important events of nationwide nature. These include the award ceremony of the Cup of the Minister of Agriculture and Rural Development, as well as the prestigious Agricultural Machine of the Year statuette and the finals of the Young Farmers' Olympics in addition to a whole array of specialised conferences.

## UNKNOWN FACES OF 3D PRINTERS AND LASER

This year's début expos - the Process Virtualisation Expo **WIRTOPROCESY** and the The Laser and Laser Technology Expo **STOM-LASER** will be engraved in the visitors' memory for long. The very spectacular 3D Printing Day - a part of the **WIRTOPROCESY** expo not only generated the most avid interest; this also turned out to be Poland's largest event of its kind. The ability of spatial print for jewellery, accessories or even shoes came as a real surprise for sceptics and for the latest technology buffs too. The **STOM-LASER** expo also abounded in interesting demonstrations of machines and technologies. Exhibitors from all corners of the world had a real treat for expo guests - presentations of cutting-edge lasers used for production systems, for machine parts and tools regeneration.

## BACK TO THE PAST

For the first time Targi Kielce has been the stage for the **Historical Reenactment** expo. Targi Kielce in conjunction with the Historical Reenactment Association of the 4th Infantry Regiment prepared attractions galore for history enthusiasts. The event encompassed exhibition of reenactment groups, the display of offers of companies which provide services for such performance teams as well as the conference on: „Reanimated History – historical, legal and technical aspects of historical reenactment”. Visitors were also in for the greatest expo's attraction - the enactment of the second Westerplatte attack repel. The performance was put on stage by a few dozens of people from historical re-enactment groups from all over Poland, including actors who recreated the Westerplatte transit post and depot. The Kielce IPN [the Institute of National Remembrance] division hosted the board-game tournament. Entrants could compete in the Kolejka [the Queue], 303, Znaj Znak [Know the Symbol] and Pamięć '39 [39 Remembrance] competitions.







### ALL THE FLAVOURS OF THE COUNTRYSIDE

At the International Fair of Rural and Agricultural Tourism **AGROTRAVEL** the Kielce exhibition and congress centre was filled with the irresistible scent of freshly baked bread. Rural cuisine delicacies, loud singing and dances attracted almost 20 000 folk culture lovers who came to visit Targi Kielce. Presentations of the most beautiful regions enhanced with a wide variety of agro-travel holidays helped to paint the picture of the upcoming vacations. The exhibition was complemented with numerous events, including the Travellers' Festival „Na Rozdrożach” [At the Crossroads]; attended by exotic travels aficionados. The Festival featured, inter alia, the television star, Karol Strasburger. Wielkopolska Region was this year' Partner Region. Ukraine was the 2014 Partner Country.



### A WAY TO SUCCESS JUST LIKE A HIGHWAY

485 companies from 21 countries, 11 000 sqm and more than 15 000 visitors -- these numbers are impressive, however they hardly represent what really happened at the 20th, anniversary edition of the International Fair of Road Construction **AUTOSTRADA-POLAND**. Powerful machines, dynamic demonstrations, conferences on most important business-sector's issues, competitions with attractive prizes and the expo of a strong B2B character. The Kielce road-engineering festival's crowning achievement can be seen in dozens of concluded agreements and contracts, hundreds of sales transactions and thousands of business cards exchanged. This is a clear proof that **AUTOSTRADA-POLSKA** is the most important meeting place for the whole business sector.



### WORLD'S BEST OF THE BEST

The 2014's business sector's optimism and dynamics were demonstrated by exhibitors of the 18th International Fair of Plastics and Rubber Processing **PLASTPOL**. This is one of Europe's most important exhibitions of plastics processing and rubber business sector; the event brought together 750 companies from 30 countries from all over the world and attracted eighteen thousand visitors. Year after year the exhibition area grows substantially bigger. The exhibition took up the six exhibition halls and among them Poland's most state of the art exhibition venue; each filled to the brim. In addition to the machines, moulds and components, the visitors had the chance observe entire production lines working life. At the PlatinumPlast ceremony, the awards and medals were bestowed. The impartial jury panel selected the winners from among dozens of products put forward for the competition; the accolade winners feature cutting-edge technologies, economic and ecological aspects.



Among the **AUTOSTRADA POLSKA** guests there were business insiders and TV stars. In the photo - Zbigniew Urbanski and Irek Bieleninik.

### INVINCIBLE PRIVATE LABELS.

The Exhibition And Conference for Private Label Producers **PLME Private Label Middle Europe** is Central and Eastern Europe's first international business platform solely dedicated to the private label industry -- a meeting place for the Old Continent's producers, wholesalers and major and most important retail chains. The list of exhibitors was comprised of over 100 companies from Germany, Italy, Ukraine, Lithuania, Belgium, Serbia, Hungary and Poland. The trade show also included a special gallery of products which are already offered as white labels and have been put on the market in 2014. The offers of the following companies were put on display: Intermarche, Kaufland, PSS Spółem, Piotr i Paweł and Tesco. The exhibition programme included a very important point - the conference on numerous sales and trading strategy aspects in relation to white-labels.



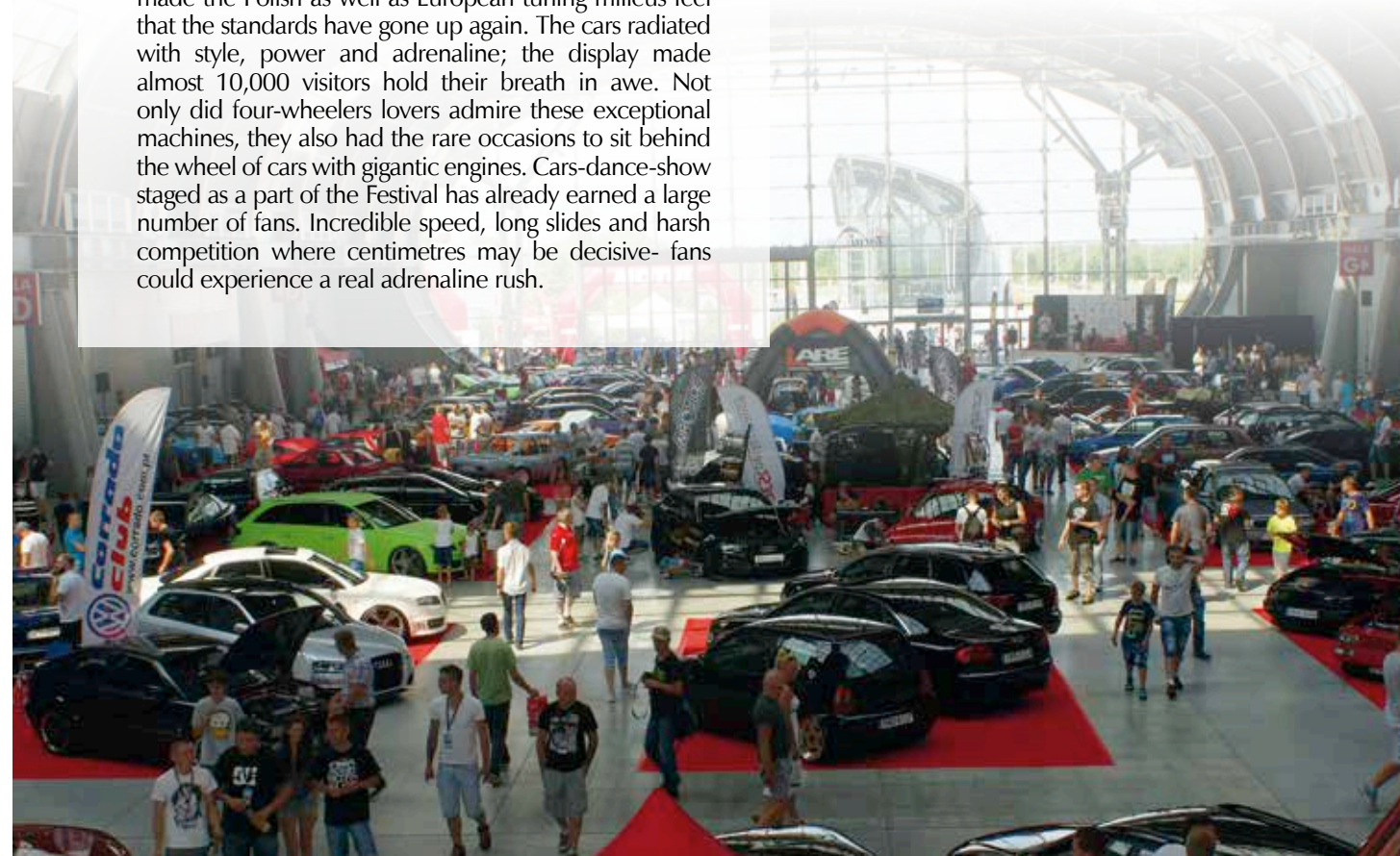
### FIERY EXHIBITION

The grand fire services' holiday and festival - the International Exhibition of Fire and Rescue Technique **EDURA** was held under the banner of dynamism. The large audience of the general public were made familiar with what firemen struggle with on day-to-day basis. Buildings on fire, spectacular emergency and rescue operations were edge-of-the-seat experience for all visitors, regardless the age. The lavishly-equipped fire trucks and cutting-edge rescue equipment aroused consuming interest and tremendous admiration. The expo was the showcase for over 170 exhibitors from 13 countries of the world. The exhibition included the awarding ceremony; most distinguished representatives of the fire services were presented the accolades, including the Special Award of the Commander in Chief of the State Fire Services.



### BEAUTY, PASSION AND EXCITEMENT

The most stylish cars, sports and vintage vehicles found Targi Kielce's **Dub IT** Tuning Festival a good parking bay already for the third time! The cars put on display made the Polish as well as European tuning milieus feel that the standards have gone up again. The cars radiated with style, power and adrenaline; the display made almost 10,000 visitors hold their breath in awe. Not only did four-wheelers lovers admire these exceptional machines, they also had the rare occasions to sit behind the wheel of cars with gigantic engines. Cars-dance-show staged as a part of the Festival has already earned a large number of fans. Incredible speed, long slides and harsh competition where centimetres may be decisive- fans could experience a real adrenaline rush.





# Our venue - your success

## Targi Kielce Congress Centre - vast experience in prestigious events organisation

Cutting-edge infrastructure and operational professionalism - these are the main components the recipe for a glamorous event. The same values are the corner-stones of Targi Kielce Congress Centre's operations; every month its calendar of events grows bigger to include different sectors and professions. A wide variety of events staged here make the Congress Centre a perfect venue for cosy business meetings as well as for international congresses, galas and concerts.



- The decision to build the Congress Centre was a natural consequence of the Targi Kielce's development. This is strictly associated with the fact that the exhibition market evolves; it offers more comprehensive range of services. Not only do we talk about the trade fair industry, but also about the broadly defined meetings industry; problem-focussed and substantial congresses, conferences, workshops or brokerage meetings are closely associated with the main expos. Thus Targi Kielce cannot focus solely on trade fairs, the Centre needs to develop a new, multi-purpose and all-inclusive space for this new meeting type. This is the only way to meet the market demands. The Congress Centre business profile perfectly fits this scenario designed to enhance the exhibitions' competence level even further and to increase the satisfaction of exhibitors and visitors.

**Bożena Staniak**

Targi Kielce Vice President of Board

### IT HAS BEEN 90 YEARS ...

The National Foresters Conference was held at the Targi Kielce Congress Centre and brought together over 600 people. The National Foresters Conference was the grandest event to celebrate the National State Forests' 90th anniversary. The Director General of the National State Forests (LP) held the meeting of all forest-district managers and representatives of institutions and companies which cooperate with the LP. It comes as no surprise that Targi Kielce has been chosen as the venue for the celebrations. Every spring Targi Kielce is the stage for the annual Timber Industry & Forest Resources Management Fair LAS-EXPO organised by the State Forests.

### PAINLESS DENTOPOLIS

This year's Practical Dentistry "Dentopolis" Festival has for the first time been held in the Targi Kielce Congress Centre. DENTOPOLIS was a record-breaking event. Poland's most important meeting of dentists enjoyed the attendance of over 1000 participants. Among the lecturers there were top-specialists from around the world, including universities' and clinics' representatives from the USA, Germany, Italy, Slovakia and Austria. The Congress Centre's modern infrastructure enabled the organizers to schedule multiple panels, workshops, and lectures at the same time. The Festival participants were also the witnesses of the contest resolution; the entrants could win themselves a training programme at a prestigious Italian dental clinic. The Targi Kielce's most cutting-edge facility was so much to the organizers' taste, that they resolved to hold the next edition of the event in this very place.

### FOLK STYLE STAMP-DANCE

July in Kielce was held under the Europeade's banner. 51 European Festival of Folk Culture Enthusiasts held in the capital of the Świętokrzyskie province was a display of skills of 148 bands, that is about 3,5 thousand of Old Continent's residents. Targi Kielce also became an active participant of the festival preparation process and fully engaged in its promotion and organisation. Targi Kielce was, inter alia, the registration point for participants. There were also the information points, bars and restaurants available for the artists. Europeade was a great challenge for the city, but first and foremost the opportunity to promote the region among the general public.

### WE SPECIALISE IN RELIGIOUS CONGRESSES

Although the conference hall is rarely associated with religious events, the Targi Kielce Congress Centre fully leverages its strengths in this area. In the recent months, the Kielce exhibition and congress centre hosted the Pentecostal Congress - 101 School of Relief and the Jehovah's Witnesses' Convention. The first meeting offered the opportunity to meet pastors and missionaries involved in fight for spiritual liberation from all places in the world. The event was attended by over 600 participants. The Jehovah's Witnesses' Convention was held under the banner of „Let us seek first the kingdom of God!” and was a meeting place for 43 congregations from Świętokrzyskie and Mazowieckie provinces. The Convention attracted nearly 4,000 believers.



The meeting of Poland's Marshals' Convention under the Świętokrzyskie Presidency.



The Omega Hall with modern audiovisual equipment is a perfect venue for scientific meetings.



The closing gala of the European Festival of Folk Culture Enthusiasts staged in Kadzielnia Open-Air Theatre.



Jehovah's Witnesses' Convention



The awarding ceremony of „Świętokrzyskie Laurel” presented by Świętokrzyskie Voivode gained extra splendour owing to Anita Lipnicka and John Porter's live concert.

Photo - Świętokrzyskie Voivodeship Office's archives.

Photo - Piotr Polak











# Our fairs and exhibitions

WIOSNA / SPRING 2015

	<b>65. OGÓLNOPOLSKA WYSTAWA GOŁĘBI POCTOWYCH</b> National Exhibition of Carrier Pigeons	<b>9-11.01</b>
	<b>MIEDZYNARODOWE TARGI GOŁĘBI POCTOWYCH</b> International Exhibition of Carrier Pigeons	
	<b>KRAJOWA WYSTAWA GOŁĘBI</b> Krajowa Wystawa Gołębi Rasowych i Drobiu Ozdobnego National Exhibition of Pouter Pigeons and Decorative Poultry	<b>24-25.01</b>
	<b>EDUKACJA</b> XX Targi Edukacyjne 20th Education Fair	<b>11-12.02</b>
	<b>KIELCE SPORT-EXPO</b> XXX Międzynarodowe Targi Branży Sportowej i Outdoorowej 30th International Sport and Outdoor Equipment Fair	<b>18-20.02</b>
	<b>WĘDKOMANIA</b> Salon wędkarstwa Exhibition of Fishing Equipment and Accessories	<b>18-20.02</b>
	<b>WATER SPORTS</b> II Salon Turystyki i Sportów Wodnych 2nd Tourism and Water Sports Expo	<b>18-20.02</b>
	<b>KIDS' TIME</b> VI Międzynarodowe Targi Zabawek i Artykułów dla Matki i Dziecka 6th International Fair of Toys and Products for Mother and Child KIDS TIME	<b>26-28.02</b>
	<b>EKOTECH</b> XVI Targi Ochrony Środowiska i Gospodarki Odpadami 16th Fair of Ecology, Municipal Waste Services, Recyclable Materials, Waste Management and Recycling	<b>5-6.03</b>
	<b>ENEX</b> XVIII Międzynarodowe Targi Energetyki i Elektroenergetyki 18th International Power Industry Fair	<b>5-6.03</b>
	<b>ENEX-NOWA ENERGIA</b> XIII Targi Odnawialnych Źródeł Energii 13th Fair of Renewable Sources of Energy	<b>5-6.03</b>
	<b>STOM-TOOL</b> VIII Targi Obróbki Metali, Obrabiarek i Narzędzi 8th Fair of Metal Processing, Tools and Machine Tools	<b>10-12.03</b>
	<b>STOM-BLECH</b> VIII Targi Obróbki Blach 8th Fair of Metal Sheet Processing	<b>10-12.03</b>
	<b>STOM-LASER</b> II Targi Laserów i Technologii Laserowych 2nd The Laser and Laser Technology Expo	<b>10-12.03</b>
	<b>SPAWALNICTWO</b> X Międzynarodowe Targi Technologii i Urządzeń dla Spawalnictwa 10th International Fair of Welding Technology and Equipment	<b>10-12.03</b>
	<b>EXPO-SURFACE</b> VI Targi Technologii Antykorozyjnych oraz Ochrony Powierzchni 6th Exhibition of Corrosion Protection Technology and Surface Treatment	<b>10-12.03</b>
	<b>CONTROL-STOM</b> XXI Targi Przemysłowej Techniki Pomiarowej 21st Fair of Industrial Measuring Technology	<b>10-12.03</b>
	<b>WIRTOPROCESY</b> II Targi Wirtualizacji Procesów 2nd Virtual Processing Trade	<b>10-12.03</b>

	<b>PNEUMATICON</b> VIII Targi Pneumatyki, Hydrauliki, Napędów i Sterowań 8th Fair of Pneumatics, Hydraulics, Drives and Controls	<b>10-12.03</b>
	<b>TARGI PRACY</b> XVIII Ogólnopolskie Targi Pracy 18th National Employment Fair	<b>17.03</b>
	<b>PSB*</b> XIII Targi Grupy PSB 13th PSB Group	<b>18-19.03</b>
	<b>AGROTECH</b> XXI Międzynarodowe Targi Techniki Rolniczej 21th International Fair of Agricultural Techniques	<b>27-29.03</b>
	<b>LAS-EXPO</b> XV Targi Przemysłu Drzewnego i Gospodarki Zasobami Leśnymi 15th Timber Industry & Forest Resources Management Fair	<b>27-29.03</b>
	<b>PRACA KARIERA ROZWÓJ</b> IX Ogólnopolskie Targi Pracy dla Studentów i Absolwentów Szkół Wyższych 9th National Job Fair for Students and University Graduates	<b>1.04</b>
	<b>AGROTRAVEL</b> VII Międzynarodowe Targi Turystyki Wiejskiej i Agroturystyki 7th International Fair of Rural and Agricultural Tourism	<b>10-12.04</b>
	<b>DOM</b> XXII Ogólnopolskie Targi Materiałów Budownictwa Mieszkaniowego i Wyposażenia Wnętrz 22nd Fair of Residential Building Materials and Interior Fittings	<b>10-12.04</b>
	<b>OGRÓD I TY</b> XXII Targi Ogrodnictwa i Działkówek 22th Garden Fair	<b>10-12.04</b>
	<b>FORUM REKONSTRUKCJA HISTORYCZNA</b> Historical Reenactment Forum	<b>18-19.04</b>
	<b>CK MILITARIA</b> Targi Militariów, Wyposażenia dla Rekonstruktorów i Wydawnictw Historycznych Exhibition of Militaria, Re-enactment Equipment and Historical Publications	<b>18-19.04</b>
	<b>EXPO-GAS</b> VIII Targi Techniki Gazowniczej 8th Gas Engineering Fair	<b>22-23.04</b>
	<b>REHMED-PLUS</b> IV Targi Rehabilitacji, Terapii i Pielęgnacji Chorych 4th Fair of Rehabilitation, Therapy & Care	<b>23-25.04</b>
	<b>SALON ZDROWIE SENIORA</b> Seniors' Health Expo	<b>23-25.04</b>
	<b>AUTOSTRADA-POLSKA</b> XXI Międzynarodowe Targi Budownictwa Drogowego 21th International Fair of Road Construction Industry	<b>13-15.05</b>

	<b>MASZBUD</b> XVII Międzynarodowe Targi Maszyn Budowlanych i Pojazdów Specjalistycznych 17th International Construction Equipment and Special Vehicles Fair	<b>13-15.05</b>
	<b>TRAFFIC-EXPO-TIL</b> XI Międzynarodowe Targi Infrastruktury, Salon Technologia i Infrastruktura Lotnisk 11th International Fair of Infrastructure, Airport Technologies and Infrastructure Exhibition	<b>13-15.05</b>
	<b>ROTRA</b> VII Międzynarodowe Targi Transportu Drogowego - Pojazdy Użytkowe 7th International Fair of Road Transport - Commercial Vehicles	<b>13-15.05</b>
	<b>KWINTESENCJA</b> Konferencja Stomatologiczna Dental Conference	<b>22-24.05</b>
	<b>PLASTPOL</b> XIX Międzynarodowe Targi Przetwórstwa Tworzyw Sztucznych i Gumy 19th International Fair of Plastics and Rubber Processing	<b>26-29.05</b>
	<b>PRAL-TEX FORUM</b> III Międzynarodowe Forum Branży Pralniczej i Włókienniczej 3rd The International Laundry and Textiles Forum	<b>1-3.06</b>
	<b>NECROEXPO</b> VI Międzynarodowe Targi Branży Pogrzebowej i Cmentarnej 6th International Funeral and Cemetery Fair	<b>12-14.06</b>
	<b>SACROEXPO</b> XVI Międzynarodowa Wystawa Budownictwa i Wyposażenia Kościołów, Sztuki Sakralnej i Dewocjonalistów 16th International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art	<b>22-24.06</b>
	<b>EXPOSITIO</b> VI Europejski Salon Nowych Technologii dla Muzeów, Konserwacji Zabytków i Dziedzictwa Narodowego 6th The European Exhibition of New Museum Technologies, Art Conservation and National Heritage	<b>22-24.06</b>
	<b>PRIVATE LABEL EUROPE</b> II Targi i Konferencja Producentów Marek Własnych 2nd Exhibition And Conference for Private Label Producers	<b>29-30.06</b>
	<b>DUB IT! IV TUNING FESTIWAL</b>	<b>18-19.07</b>
	<b>MSPO</b> XXIII Międzynarodowy Salon Przemysłu Obronnego 23th International Defence Industry Exhibition	<b>31.08-3.09</b>
	<b>LOGISTYKA</b> XXI Międzynarodowe Targi Logistyczne 21st International Logistics Fair	<b>31.08-3.09</b>
	<b>Targi Opon</b> Tyre Expo	<b>10-12.09</b>
	<b>DOM I WNĘTRZE</b> VI Jesienne Targi Materiałów Budownictwa Mieszkaniowego i Wyposażenia Wnętrz 6th Fair Housing and Interior Design Developers	<b>11-13.09</b>
	<b>OGRÓD I TY</b> IV Jesienna Wystawa Ogrodnictwa 4th Autumn Garden Fair	<b>11-13.09</b>
	<b>IV INTERIOR MADE IN CHINA</b>	<b>11-13.09</b>

	<b>MOTO-HOBBY</b> II Salon Pojazdów i Wyposażenia Motoryzacyjnego 2nd Salon Motor Vehicles and Equipment	<b>11-13.09</b>
	<b>KIELCE BIKE-EXPO</b> VI Międzynarodowe Targi Rowerowe 6th International Fair of Bicycle Industry	<b>24-26.09</b>
	<b>ALUMINIUM&amp;NONFERMET</b> XIV Międzynarodowe Targi Aluminium & Technologii, Materiałów i Produktów Metali Nieżelaznych 14th International Fair of Aluminium & Technology, Materials and Non-Ferrous Metal Products	<b>1-2.10</b>
	<b>RECYKLING</b> II Recykling Metali Nieżelaznych 2nd Recycling of Non-Ferrous Metal	<b>1-2.10</b>
	<b>CONTROL-TECH</b> XXII Targi Przemysłowej Techniki Pomiarowej oraz Badań Nieniszczących 22nd Fair of Industrial Measuring Technology and Non-Destructive Testing	<b>1-2.10</b>
	<b>TIWS</b> VIII Międzynarodowe Targi Infrastruktury Wodno-Ściekowej, Odwodnień i Melioracji 8th International Fair of Water and Sewage Infrastructure, Drainage and Land Reclamation	<b>1-2.10</b>
	<b>INNO-TECH</b> Międzynarodowe Targi Innowacji i Nowych Technologii The International Expo of Innovativeness and New Technologies	<b>15-16.10</b>
	<b>SPORT-OBIEKT</b> XV Wystawa Bezpieczeństwa i Wyposażenia Obiektów Sportowych 15th Exhibition of Sport Facilities, Fittings and Construction	<b>29.10</b>
	<b>BEZPIECZNY STADION</b> Ogólnopolska Konferencja National Conference	<b>29.10</b>
	<b>WYSTAWA PSÓW</b> IX Międzynarodowa Wystawa Psów Rasowych 9th International Exhibition of Pedigree Dogs	<b>7-8.11</b>
	<b>ZOO SALON</b> V Targi Zwierząt Domowych 5th Domestic Animal Fair	<b>7-8.11</b>
	<b>MODNY ŚLUB</b> VIII Ogólnopolskie Targi Ślubne 8th National Wedding Fairs	<b>21-22.11</b>
	<b>VENUS</b> XI Targi Medycyny Estetycznej, Artykułów Fryzjerskich i Kosmetycznych 9th Fair of Aesthetic Medicine, Cosmetic and Hairdressing Equipment	<b>21-22.11</b>
	<b>ECOFAMILY</b> V Targi Ekologia dla Rodziny 5th Ecology for the Family Fair	<b>21-22.11</b>
	<b>STREFA HANDMADE</b> III Targi Prezentów Artystycznych 3rd Exhibition of Artistic Gifts	<b>21-22.11</b>
	<b>WYSTAWA GOŁĘBI</b> Okręgowa Wystawa Gołębi Rasowych i Drobiu Ozdobnego, Królików oraz Okręgowa Wystawa Gołębi Pocztowych The District Exhibition of Pedigree Pigeons, and Decorative Poultry, Rabbits and the District Exhibition of Carrier Pigeons	<b>5-6.12</b>

Organizator zastrzega sobie prawo wprowadzenia zmian w programie!  
The organiser reserves the right to change the programme!  
\* targi organizowane przez organizatora zewnętrznego/  
\* fair organised by external agency

JESIEŃ / AUTUMN 2015

www.targikielce.pl



# Upcoming events



## TWO WHEELS OF PROFESSIONALISM

In the bicycle business sector the International Fair of Bicycle Industry **KIELCE BIKE EXPO** has been gaining increased importance. Not only has the expo been promoted to first place of the national ranking; in less than five years it has also become one of the Central and Eastern Europe's best business sector's events ; the exhibition's quality of services were recognised by BCC which has granted the event with the European Medal. The trade show staged on the last September's weekend will again be accompanied with the MtbCrossMaraton finals; and for the first time the expo programme will also include KIELCE BIKE MARATHON EXPO. The program will also include Cyclists-Friendly Commune Competition Finals and the first Unusual Bike Rally. The first two days are exclusively targeted at the industry professionals and business insiders. The last day is open to the general public.



## A LIFT TO SUCCESS

The International Lifts Exhibition **EURO-LIFT** is the presentation platform for all the lift industry's latest developments. The product assortment ranges from lifts, drives, cabins, doors and lift ropes; through controllers, surveillance and safety as well as operation and maintenance systems, to indicators and accessories. Foreign companies find Poland as a really attractive, ready-market; this is demonstrated by the fact that 60% of expo's exhibitors come from abroad. In addition to a strong representation of Polish companies, firms from Germany, Italy, Turkey and China have confirmed their participation in the expo. Companies from Korea will be joining the expo for the first time . In 2014 the Polish Association of Lift Manufacturers welcomes you to join the discussion on European Union subsidies in the context of multiple-dwelling residential buildings revitalisation as well as building accessibility for people with mobility dysfunctions. The upcoming Euro-Lift edition is held from 22nd to 24th October 2014.



## SAFE STADIUM

Since 2002 there has been a significant point in Targi Kielce's calendar of events; the **National SAFE STADIUM** Conference co-organized in conjunction with the Polish Football Association; the event brings together more than 400 participants. On 30th October, specialists from home and abroad will be discussing the key-importance issues of stations' and sports venues' safety, monitoring in spectator's sectors and audience management as well as Poland's sports infrastructure provision and development. Following the previous years' tradition, the meeting's crowning point will be the great Fair Play Gala. The prestigious awards and acknowledgements in recognition of safety enhancement in football facilities as well as exemplary events organisation and cooperation with the fans will be presented to clubs and clubs' personnel.



## AUTUMN HAS THE SCENT OF ORIENTAL TEA

**INTERIOR MADE IN CHINA** - the expo abounds in everything you need to make a modern interior more attractive; from electrical appliances to the original household fittings. Unique and exceptional products will be put on display in the Kielce exhibition and congress centre by exhibitors from the Far East. This is the event cut out for those who look for inspirations for interior design arrangement or a house face-lift. **INTERIOR MADE IN CHINA** is held in Targi Kielce's from 19th to 21st September. The expo is also an excellent opportunity for Polish manufacturers. The exhibition offers them a real possibility to establish cooperation with both manufacturers and distributors from the Middle Kingdom. This often translates into long-term relations with representatives of China's business. The **INTERIOR MADE IN CHINA** expo is accompanied with the **DOM i WNĘTRZE [HOUSE & INTERIOR]**, **OGRÓD I TY [GARDEN FAIR]** and **MOTO-HOBBY** exhibitions.

## KIELCE PUTS ON ARMOUR

The first four days of September in Targi Kielce will be held under the banner of the International Defence Industry Exhibition - the most important and largest trade show of its kind held right in the heart of the Old Continent. **MSPO** is an exceptional and unique opportunity to become acquainted with the world's defense industry's innovative solutions and capabilities. For a number of years the list of **MSPO** exhibitors has included the world's most important defence industry companies such as: BAE Systems, Boeing, MBDA, Raytheon, Thales and Saab. This year, exhibition is the showcase for 500 companies from 27 countries. The Exhibition of the Polish Armed Forces, in its static and dynamic unveilings, has become an indispensable element of the **MSPO** Expo. The MSPO is also the forum for problem-focused meetings, seminars and conferences. **MSPO** is held simultaneously with the International Logistics Fair; the display of, inter alia, logistic products and solutions, uniforms, food preparation equipment and many others.



## THE METAL FAIR CELEBRATES ITS JUBILEE

The place where the foundry engineering sector's leading companies and institutions as well as the foundry industry's most important players from home and abroad have been brought together for twenty years now. This is the only place in Poland where we can take a closer look at the latest technological, scientific and product developments. Last year's International Fair of Technologies for Foundry **METAL** gathered 130 exhibitors from 13 countries. This year's edition will be held from 16 to 18 September; the expo promises to be even more interesting. Debates and conferences on the themes that are vital for the whole sector will complement the expo programme. The agenda will include, inter alia, a seminar on non-ferrous metal recycling, conference on solidification and crystallization of metals and the 39th FARO Club Lounge business meeting. FARO Club Lounge brings together Italian entrepreneurs whose main business interest is the non-ferrous metals business sector.



## INNOVATIVENESS FOR ALL OF US

The International **INNO-TECH EXPO** is Poland's largest event of this kind which brings together the world of business and cutting-edge science. This year the second expo unveiling is staged from 16 to 17 October. This is the meeting platform for science and technology parks, entrepreneurship incubators, scientific institutions and companies. The **INNO-TECH EXPO** is the best place to put on display the innovative aspects of your business operations. This is also a great possibility to talk to experts, try and test new products and promote interesting projects. The International Expo of Innovativeness and New Technologies **INNO-TECH EXPO** serves as the proof that technological achievements are within the reach of everybody's hand. Not only is the trade show participation a chance to establish cooperation with companies and institutions, but an opportunity to boost competitive advantages of specific companies and the whole economy.



## CONGRESSES AMBASSADORS WITH ALL DUE CEREMONY

The grand, fifteenth **Polish Congress Ambassadors Gala** is staged in Targi Kielce on 25th September 2014. The function includes the 2014's program summary and the title presentation. The ceremony is an annual recapitulation of the Polish Congress Ambassadors Programme - a joint-venture programme of the Polish Tourist Organization and the non-governmental organization - the Conferences and Congresses in Poland Association. Ambassadors are the people who organise business, science, culture and sport meetings and events in Poland, promote and disseminate knowledge on strengths of our country in their international milieus. Thus they make a substantial contribution in the decision making process and enhance Poland's chances to become the venue of international events. In order to receive the honorary title, the future Ambassador is required to win at least one international event which has been held in Poland in the last three years' period as well as to convince chapter about the Ambassador's commitment to promotion of our country.





# On a good note

We will be playing this way until your pulse and mine become one!

## Duke Ellington

**Jazz music meanders, delicate blues sounds and unusual mesalliances of tradition with modernity; for a number of years these have been the determinants of Targi Kielce Jazz Festival, Memorial This Miles.**

The Festival will turn Kielce in the Poland's capital of jazz already for the ninth time. From 26 to 28 September the Festival will keep its gates wide open to all „followers”. And as usual this will be a powerful experience; not only because it features the all-star cast, the power of tradition has always been the main Festival's asset. For years this has been the guideline for Miles Davis' fans on their way to the Świętokrzyskie capital. This year's event is also held under the watchful Davis' eye, though the music routes lead through intercontinental musical turbulences; the American prairies

and the Hungarian mountains will bring the jazz music sounds' extravaganza. And all this movement, this crazy chase boils down to just one purpose: let the music be the master of our souls and bodies, as usual.

### **World's best jazz is rooted in Poland ... Włodzimierz Pawlik Trio.**

The band founder is a true jazz guru, both home and abroad. The Kielce- born pianist and composer, the 2014 GRAMMY Award and FRYDERYK 2005 Award winner, Pawlik is a part of the most prestigious jazz festivals throughout the world. His music's true fans come from all continents, the rumour has it Pawlik has already performed in all those places.

The artist boasts 24 individual long-plays, domestic and international music festival awards. Pawlik's everywhere one might say. And they'd be right in saying so!

### **Intercontinental sound hiking - the „special occasion” band - Michał Szkil International Quintet feat. Piotr Wojtasik.**

The band has been created especially for the sake of the Festival; many jazz fans' hearts will skip a beat at seeing the ensemble's composition. In addition to the well-known Michał Szkil - the pianist, composer and arranger and Piotr Wojtasik - the author of the „Hope” album recorded with David Liebman, Ronnie Burrage, Clarence Seay and Leszek Możdżer, there will also be Victor Tóth - alto saxophone player from Hungary, John Betsch - drum player from the USA and Michał Kapczuk - double bass. This international band is an excellent example of the fact that music knows no border or boundaries.

### **The six strings' blaze ... or Richard Styła & Marek Balata in a sentimental and romantic mood**

Richard Felix Styła is one of the most versatile Polish guitarists. He has been performing in Poland, Canada and the

USA. He has also been an inseparable part of Krakow's jazz scene for over 30 years. At this year's Festival he will be accompanied by Marek Balata - the leading Polish jazz singer. Balata specializes in scat improvisations, he creates instrumental sounds ranging from the tenor to the falsetto soprano. *Where there are the two musicians, jazz is in full swing!*

### **Electric -groove, peculiar in a sense, yet still a romance -Piotr Schmidt Electric Group.**

A most unusual band, its fans in all corners of the world are fascinated with an outlandish combination of the fusion, spatial jazz, soulful, funk, R & B, and film music. The band members are outstanding, talented young artists; what they do can be described as „invigorating”. Ever since it was created (April 2011), the band has played more than 40 concerts at such prestigious festivals as „Green Town of Jazz” in Zielona Góra, „Jazz on the Oder” in Wrocław, „Lublin Jazz Festival” and „JazzBez Festival” - three times in one edition.

### **African accent and Poland's only concert , ... Leni Stern Trio**

The artist is considered the most creative jazz-fusion guitarist. In 1996 and 1997 Leni was honoured with the pre-

stigious Gibson Guitar Award and the best jazz guitarist's laurels. For over two years she was living in the Republic of Mali in West Africa. The time spent in Africa has borne its fruit - the „Africa” album. The „Memorial Miles” features Leni's only concert in our country, Leni will be accompanied by Mamadou Ba - bass guitar as well as the percussion instruments player and exotic singer Alioune Faye. We are had over heals for exotic jazz trips!

### **Phenomenal timbre and exceptional sensitivity, „Czuła Gra” - A Tender Play with the Listener -Piotr Salata band**

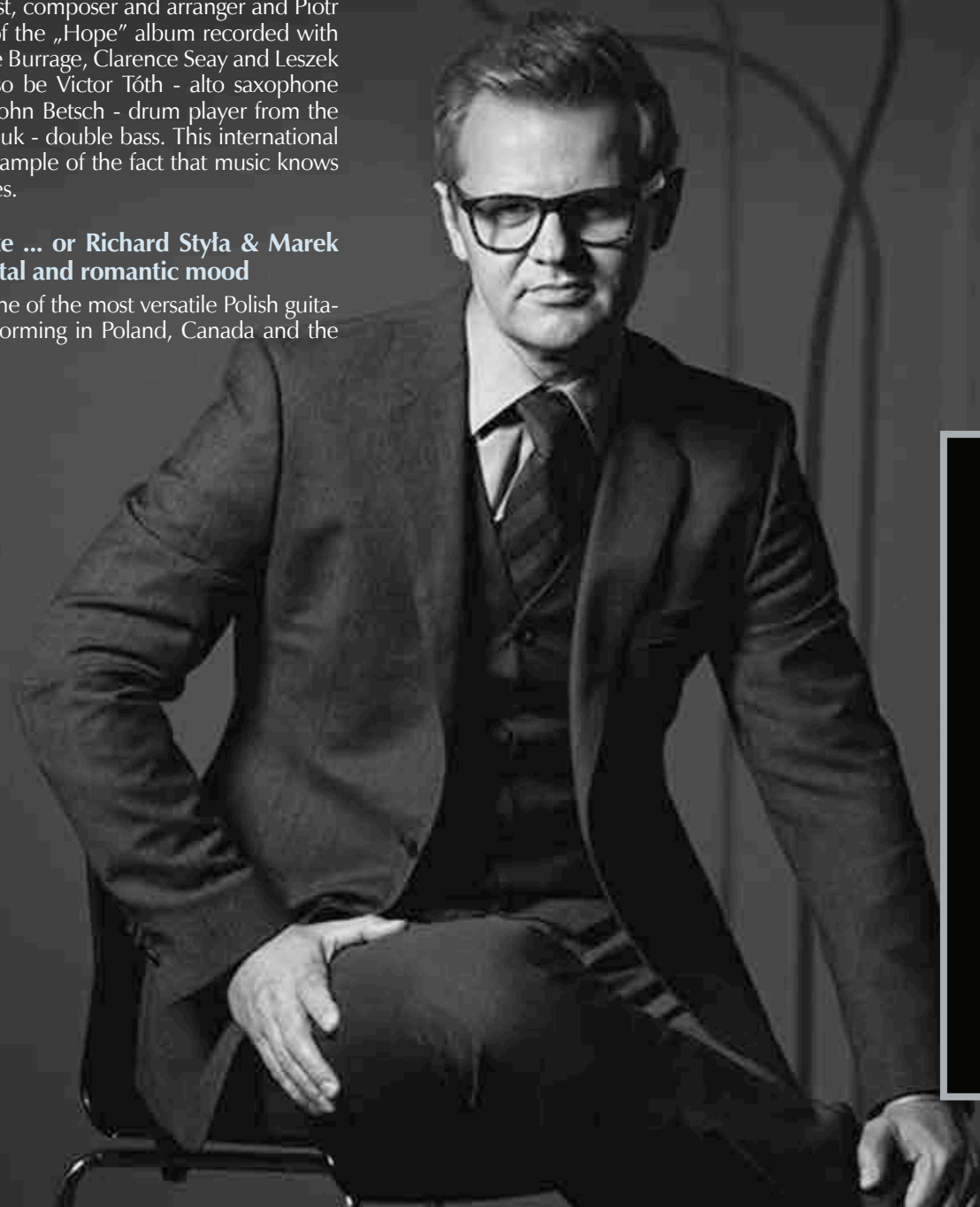
The composer and singer performs home and abroad. He is the winner of the „Droga do Gwiazd”[Way to the Stardom] and of the prestigious „International Jazz Vocalists' Meetings”. In 2011 he released his first album „Czuła Gra” - A Tender Play. Salata is a mature, conscious creator of gorgeous, moody ballads - he is also endowed with an extraordinary voice.

**We are looking forward to seeing jazz fans at the Targi Kielce Jazz Festival „Memorial to Miles” on 26th and 28th September. The Festival programme is available at: [www.jazzfestival.kck.com.pl](http://www.jazzfestival.kck.com.pl)**

*- This will be the twelfth time Kielce is hosting the world-class jazz. It's a good sign. First and foremost this is the proof that the music genre still thrives and offers its fans the new sounds galore. We are not going upstream of the tradition, on the contrary: „Memorial Miles” is a fantastic example of the tradition and modernity being interwoven into one form. And us - the jazz lovers are truly grateful for these „mesalliances”- says Andrzej Mochoń PhD, Targi Kielce President of Board.*



*Leni Stern- the undisputed icon of jazz fusion*



*Włodek Pawlik - world-class level jazz*

*Piotr Salata enchants listeners with the depth of his voice*



# Kielce Festival 2014 - the back -stage view

## The City with a passion for celebration

The Food Market full of tastes and flavours, shows, concerts, exhibitions - these are just some of the attractions of the last Kielce Festival. The secret of the success of the event which attracts thousands of Kielce residents and what it looks like from the organizers' perspective - Mayor Wojciech Lubawski introduces us to the details.

**The loudest weekend in Kielce; each consecutive edition becomes more and more popular. What is the success story of the event staged every year in June in Świętokrzyskie Province's capital city?**

Kielce Festival is a great annual event; the source of joy for the residents and the opportunity to have some fun the day before summer holiday begins. The power of the Kielce Festival primarily lies its richness and variety of offers.

Speaking about the Kielce Festival's success we cannot forget about the new information system which has consisted in, inter alia, banners placed on a few dozens of websites; they served as hot-links to the City of Kielce's Town Hall's website with the event program on. The special group which dealt with broadly defined media coverage cannot be neglected either - Kielce Festival marked its presence in world of internet.

**This year's Kielce Festival was held under the banner of „City with a passion to create”. What are the unique things the organizers and the people of our city have been able to create?**

This year's Kielce Festival was organized by Wzgórze Zamkowe [the Castle Hill] and was thus expanded to include a number of interesting events and innovative projects. One of them was the „revival” of the area around the City Park's pond and turning it into a play and fun zone.

The unique offer within the Kielce Festival's framework was the attempt to give the city residents a prod to join in the variety of creative activities. Pottery decorating, ceramic artefacts creation, floral workshops and hand-bag making campaign ; these are just examples of attractions galore designed for the people of Kielce.

There was also an immensely interesting offer - the opportunity to create a long-lasting Festival's reminder - the „Windy Here” prototype lamp. The Lamp designed by one of the Poland's greatest designers - Jakub Szczepny, can now be found in the Market



*The Kielce Festival includes cultural and sports events; on a number of stages each age group can find something for themselves. Museums, theatres and galleries are open late into the night. Great fun and attractions galore are not limited to Kielce's down-town, the Festival is staged throughout the city.*

**Wojciech Lubawski**  
City of Kielce Mayor

Square - a par of the City Salon.

The „Night of Fire” is also worth mentioning; the new proposal is a part of the Night of Museums held on the Festival' first day. The Night of Fire was an unusual event - it combined the theatre of fire with juggling, demonstrations of how fire can be used in ceramics, as well as with lasers, fumes and narration which served as an introduction to the mystery of light and night.

**This year, the Kielce Festival was managed by the Institute of Design. The program includes acting or decoration workshops, sculpture techniques demonstrations - does that mean that the Kielce Festival will undergo a truly artistic development?**

Each particular Kielce Festival coordinator leaves an imprint on the Festival's character; the events' nature changes every year thus it is difficult to predict what the 2015 event will be like. The success of this year's Festival indicates the directions - creation and art. However this could also be a trap. What is really exciting in this event is the fact that each organizer proposes a different, innovative and, above all, stunningly attractive approach to the celebrations. The Festival is in the first place a non-exhaustive list of proposals; this is the major strength the Kielce Festival. Thus routine is not an option here. We keep on creating a brand new format yet we draw from the years of experience. This makes us confident that Kielce is the „City with a passion for creation.”

**4. The success of the Kielce Festival project is also possible owing to the modernization and expansion of the Kielce's promenade and the Market Square. Are there any investment in the city centre scheduled for the nearest future? If not, would you please describe what has already been done.**

Kielce enjoys extensive experience in EU and domestic funds acquisition. With the support of these funds we have significantly altered the city centre's image.

The City of Kielce has launched the new project; the reconstruction of the Stefan Zeromski square, located between Wesola and Jana Pawla II streets. In partnership with the National Museum in Kielce, the City of Kielce have also carried out the investment scheme of the Palace of Cracow Bishops' courtyard reconstruction combined with the infrastructure modernization. The Castle Square reconstruction and new arrangement objective is to reveal its genuine character and thus highlight its Baroque origin.

*It is not a surprise that the Kielce Festival attracts crowds*

# Italy's Rays at Kielce Castle Hill

## The Institute of Design Kielce has established cooperation with the Scuola Italiana Design

**Scuola Italiana Design, or in other words the Italian School of Design will be a part in the latest prestigious project initiated by the Institute of Design Kielce. As part of the project, Italian specialists will prepare workshops for Świętokrzyskie Region's graduates and professionals.**

Scuola Italiana Design (SID) was established in 1991 in Padua as a school of industrial design. SID enjoys the opinion of one of the best higher education institutions in the field of design, SID's objective is development of creative methods and knowledge dissemination.

The institution's main goal and intention is to share and disseminate techniques and solutions used in creating various products' prototypes. According to the organizers, the Italian Design School's (IDS) workshop participants will find answers to the questions: how to deal with design today in an effective way, how to find your place in the world of industrial designers or how to implement real projects.

*- What makes the IDS unique? Not only is this the place of design creation; this is also the place where finished products are made for the benefit of specific companies which operate in the real market and understand the importance of design in their regular business - says Michał Gdak, one of the IDS founders.*

Institute of Design Kielce (IDK) is the institution located at the Kielce's Castle Hill. IDK has been designed to promote Polish design in all its forms and all its aspects. IDK mainly deals with designer products and items creation as well as organisation of a whole array of exhibitions and design workshops targeted at professionals and amateurs. And although the institution is young, it has already earned numerous awards, including Poland's most important and prestigious design accolade - Dobry Wzór [Good Design] 2013 in recognition of the Miejski Salon [City's Salon] located in the Kielce's market-square.

**id** kielce  
institute  
of design



*-IDS is Poland's one of the kind and unique educational project whose aim is to meet the needs of companies which look for professional, creative and well-trained designers who draw from the Scuola Italiana Design experience. Designers guarantee products enhancement in addition to a modern approach to image and market communication.*

**Michał Gdak**  
Koordynator Scuola Italiana Design

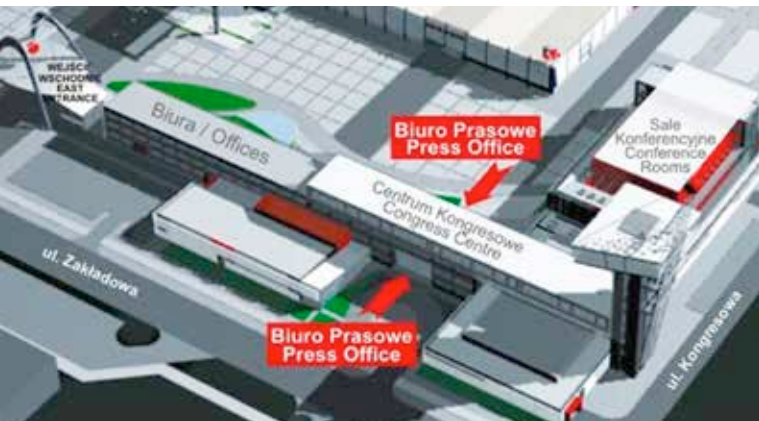


*The Institute of Design Kielce has been vigorously expanding its educational profile; not only is this addressed at the graduates, but also at school-age children and youth.*





# Professional Press Centre - a favourable impression at first sight



Targi Kielce houses the professional Press Centre; the Centre is available for journalists all year long so that they can obtain first-hand information about the company.

During the expos the Press Centre distributes press accreditations which authorise the press to enter the fair grounds and facilities and to take part in all the expo-related events such as conferences, workshops, concerts, etc. All it takes to obtain a full accreditation valid for the entire exhibition duration is to present the press pass. In 2013 **almost 2000 journalists - representatives of 800 editorial teams from home and abroad were accredited in Targi Kielce**. Upon accreditation journalists also receive a press-pack - the package is full of information on the exhibition, the expo programme, the fairgrounds' map, the exhibitors directory; this is often complemented with information packages drawn by the companies. For the time of the expos the Press Centre turns into a lively and vibrant place - it is full of loud conversations, laptop-keyboard tapping and the TV news channels transmitting the latest news updates. The Press Centre is an important meeting point for journalists; from here journalists send media coverages and reports to their editorial offices. For journalists' convenience and comfort the Press Centre offers refreshments, sandwiches and sweet snacks. Targi Kielce offers journalists a special treat - the invited media representatives can enjoy lunch at one of the restaurants located in the Expo Centre.

The 200 square-metre Press Centre is equipped with audio-visual system and Wi-Fi access; it is also tailored to the needs of people with disabilities. The Centre allows for bespoke space adaptation in one of the four schemes - a theatre, conference, ministerial and banquet layout. The Centre's capacity is about 100 people; this makes it a perfect venue for all kinds of occasions.



This is the place media representatives can work and rest.



The Stadium Security Conference with Zbigniew Boniek - the President of the Polish Football Association.



Targi Kielce's Press Office - a meeting and work place for journalists.

Collaboration between Targi Kielce Public Relations Team and journalists is exemplary. Outstanding substantive level of Targi Kielce exhibitions and conferences resulted last year in **more than 4000** reports in the press, on the radio and television as well as in the electronic media. During some trade shows, such as the International Fair of Agricultural Techniques AGROTECH or the Education Fair EDUKACJA Targi Kielce hosts purpose-made, live-broadcast TV studios of TVP and TVR.



The Leaders in Press Conference - Vive Targi Kielce - one of the best handball clubs in Europe.



The Stadium Security Conference with Zbigniew Boniek - the President of the Polish Football Association.



# Professional does not equal boring

## Professional does not equal boring

Neither ladies' nor gents' business attire has to be devoid of character. Thus the modern business-people's style reflects their personality too. How to observe business fashion standards and at the same time give vent to your creativity?

Despite the manifold rigid rules that apply to business fashion, the official dress-code evaluates year-on-year so as to become a modern marketing tool at the same time. Here is a handful of tips on how to break the corporate boredom.

### THE FASHION CUT

If you get rid of flaps in a classic-style jacket and replace the elegant shirt's collar with a collar-band, you will certainly emphasize your individual style. Introduce asymmetry as a way to overcome a monotonous look. Used within reason, asymmetry becomes an excellent trick which works e.g. with ladies' dresses.

### COLOUR

Appropriate colours can give some piquancy to official attire. And although the official business-like manner is usually associated with shades of grey, greynades and beige, strong shade of red does not make you less elegant. Avoid mixing red with black, otherwise you would make a predatory impression.

### ACCESSORIES

As we all know, the devil is in the details. If details are elegant and vogue, they can be a vehicle to emphasize the owner's personality. Sometimes this is a trendy watch, a wallet or a purse that perfectly go with the whole attire and bring out the stylish image; it often takes so little to look like a million dollars.



# Seriously speaking



### AND THE COW SAYS - HOW COME ...

The Zetor company featured typical farming competitions as a part of the AGROTECH Expo. Contestants were required to milk a cow and get as much milk as possible in only 30 seconds. The competition attracted several hundred people. However they you had to have firm hands. Competition entrants had the average result of 300-400 ml of milk; the winner was able to milk as much as 2 litres! And there were no losers in the contest. The contestants received company-logo branded awards ranging from t-shirts through ... a tractor.

### WITH THE HEAVEN'S HELP

The SACROEXPO CUP was held already for the third time. And on the pitch there were as many as six teams: the Polish Priests' National Team composed of Swietokrzyskie region footballers, the representation of exhibitors to the International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art SACROEXPO, the Targi Kielce staff team, the representation of the Salesians, Kielce old-boys and representatives of the Marshal Office. .

The competition continued for several hours; the air was buzzing with excitement. However the final match between priests and old-boys was undoubtedly the highlight of the whole tournament. The 0-0 draw was followed with a long series of penalty kicks; this way the winner was selected.

**The priests had won the SACROEXPO CUP tournament for the third time...**

### STRAIGHT FROM THE MOON

In July, the number of fairy-tale characters wondering about Targi Kielce was really surprising. It was all thanks to the first edition of the National Festival of Fantasy, Games and Manga Sabbath Fiction Fest. And although the event was making waves all around Kielce and the region, some inhabitants were truly baffled by the books', games' and films' heroes strolling down the city's streets. Is this Targi Kielce's peculiar event the after-effect of a great fun they had had the night before?





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## Dystrybutor Płyt Połyskowych HIGH-GLOSS

Firma Korner funkcjonuje na rynku od 1992 roku. W tym czasie zdołaliśmy wypracować sobie stałe i pewne miejsce w branży meblarskiej. Korner to nowoczesna dynamicznie rozwijająca się firma specjalizująca się w kompleksowej obsłudze przemysłu meblarskiego – zarówno profesjonalnych producentów mebli jak i klientów indywidualnych. Firma Korner oferuje pełen asortyment produktów wykorzystywanych przez branżę meblarską: płyty laminowane, płyty mdf, sklejki, fronty i akcesoria meblowe. Uzupełnieniem szerokiej oferty płyt meblowych w firmie Korner są płyty laminowane high gloss. Kolekcja wprowadzona przez Kornera to dziesięć dekorów jednobarwnych oraz osiem drewnopodobnych. Oferta została stworzona specjalnie na rynek polski. Płyty high gloss są dostępne w formacie 2.800x2.070 w standardowej grubości 18mm. Stosowanie płyt wysoko połyskowych w projektowaniu mebli rozpoczęło już kilka lat temu. Wtedy akcenty połyskowe stosowali niemal wszyscy najlepsi europejscy projektanci. Bardzo szybko trend ten został przyjęty przez autorów scenografii popularnych seriali, filmów czy reklam. Płyty połyskowe mogą być stosowane w różnych pomieszczeniach, nadając im ton nowoczesności i elegancji. W łazienkach rozjaśniają i dodają efektu czystości, w salonach będą przełamwały monotonię kolorystyczną, podkreślały nowoczesny charakter aranżacji. Meble połyskowe cieszą się również coraz większą popularnością w garderobach czy sypialniach. Korner zaprasza do skorzystania z promocji na wybrane dekory z nowej kolekcji!

Szczegóły na stronie [www.polyski.pl](http://www.polyski.pl)



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**PŁYTY POŁYSKOWE**  
HIGH-GLOSS DLA TWOJEGO WNĘTRZA



### Dane techniczne:

płyta grubości 18mm  
format 2800x2070  
płyta pokryta jest dwustronnie laminatem połyskowym  
posiada jednostronną folię zabezpieczającą  
pakowanie 30szt/paleta

Firma Korner posiada 16 oddziałów w całej Polsce. Główna siedziba mieści się w Strzałkowie koło Radomska przy ulicy Kochanowskiego 2c, a oddziały znajdują się w Radomsku, Zawierciu, Bytomiu, Częstochowie, Czarnkowie, Wrocławiu, Wałbrzychu, Jeleniej Górze, Kielcach, Jasle, Lublinie, Tarnowie i Rzeszowie.

Podczas odbywających się wystaw targowych, organizujemy dla wszystkich wystawców wyjątkowe imprezy integracyjne w ekskluzywnym klubie muzycznym, gwarantujące zabawę w wyszukanym towarzystwie z profesjonalną obsługą oraz szerokim wachlarzem atrakcji.

Kielce ul. Sienkiewicza 33  
rezerwacje: 518-820-320  
informacje: 693-510-820  
[www.ultravioletclub.pl](http://www.ultravioletclub.pl)  
[www.facebook.com/ultravioletclubkielce](https://www.facebook.com/ultravioletclubkielce)  
Akceptujemy wszystkie karty płatnicze oraz wystawiamy faktury na usługę gastronomiczną.

UltraViolet is an exclusive music club situated in the heart of the city near the Kielces promenade. It opens from 12 p.m. as a Coffee Zone, and after 9 p.m. it changes into a dance club. To enter the club you must be 23 years old and over. The selector pays special attention to the outfit as well as the clients behavior.

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# FUNtastic winter weeks in Maso Corto!

## Winter season 2014-2015...

Maso Corto is a winter sports resort in southern part of Tirol, Italy, near the border with Austria. The Hochjoch glacier (3212 m) and the altitude of more than 2,000 m above sea level are the guarantee of excellent skiing conditions almost all the year round. There is a cable car system in the small town of Maso Corto; in less than 6 minutes it covers the 1200 metre height difference and makes it possible to use almost 40 km of perfectly groomed and wide skiing trails. There is also a snow park and the two cross-country trails for skiers' and snow board fans' dispo



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**SPECIAL OFFER 7 = 6.** You buy 7 nights and pay for 6  
 Skipass 6 = 5, you buy a six-day pass and pay for 5 days  
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 10 € / child under 9

NTN Ski Clinic - 29.11.-06.12.2014.

BLIZZARD ski tests - 06.12.-13.12.2014., 18.04.-25.04.2015.  
 Price for a person for 7 nights and a 6-day ski pass from € 277,00

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# MAPA - CENTRUM KIELC (CITY CENTRE MAP)

