

Bikes, scooters and motorcycles brands which make headlines, premières and attractions galore for visitors. Targi Kielce's International Fair of Bicycle Industry KIELCE BIKE-EXPO 2015 and the début-event - the Fair of Motorbikes, Mopeds and Scooters KIELCE MOTO EXPO are now over. The exhibitions attracted nearly 9,000 visitors, including 7,000 business-insiders - representatives of retailers and wholesalers. This demonstrates the 50-percent increase compared to previous year.

Both events brought together 240 exhibitors from Austria, Bulgaria, Czech Republic, Finland, France, the Netherlands, Lithuania, Germany, Slovakia, Slovenia, Taiwan, the UK and Poland. National exhibition stands were held by Italy, China and Taiwan. The number of foreign-countries' representations and the market-significance of brands put on show at the expos clearly demonstrate that Targi Kielce events devoted to single-track vehicles have been highly valued by business insiders from Poland, Europe and also from all corners of the world. The International Fair of Bicycle Industry - the event which has been gaining increased importance in the bicycle business sector. The event is organised in conjunction with the Polish Cycling Association. Every year the exhibition is accompanied with a rich and diversified programme of events. Not only did the agenda include business meetings, training sessions, conferences, workshops and presentations, but also the finals of Cyclists-Friendly Commune competition finals, the first Unusual Bike Rally, the test-zone for electric and unusual bicycles, and the consecutive stage of the Lotto Poland Bike Marathon which brought together over five hundred cyclists. Furthermore, Targi Kielce served as a presentation platform for a unique bike trail - the Green Velo. A two-day conference and a mobile 5D cinema presented the project in great details. The ROT expo stand was the stage for Krystian Herba's live performances. KIELCE BIKE-EXPO is also the stage for novelties put on display by industry leaders; 2015 presentations abounded with innovativeness and creativity. Electric bicycles held the swing however there was also ample of equipment which improves comfort and safety.

KIELCE MOTO-EXPO is also the stage for the most famous brands to hold impressive product launches; these events make front-pages news of business-sector magazines. Motorcycles and scooters - classic-style, fast, modern, designed for city commuting and those cut out for long-voyages - this is what set the tone in this product group. The brands represented at the expo included Honda, Suzuki, Romet, Junak and ... Harley-Davidson, to mention just a few.

KIELCE BIKE-EXPO and KIELCE MOTO-EXPO gained extensive media coverage from one of Poland's most popular television breakfast-shows. Polish National Televisions TVP2 *Breakfast Time Question* was staged live from the expo halls.

We are already looking forwards to seeing you at the consecutive expo edition **29 September - 1 October 2016.**

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