

Kielce Fair Review

PRZEGŁAD TARGOWY

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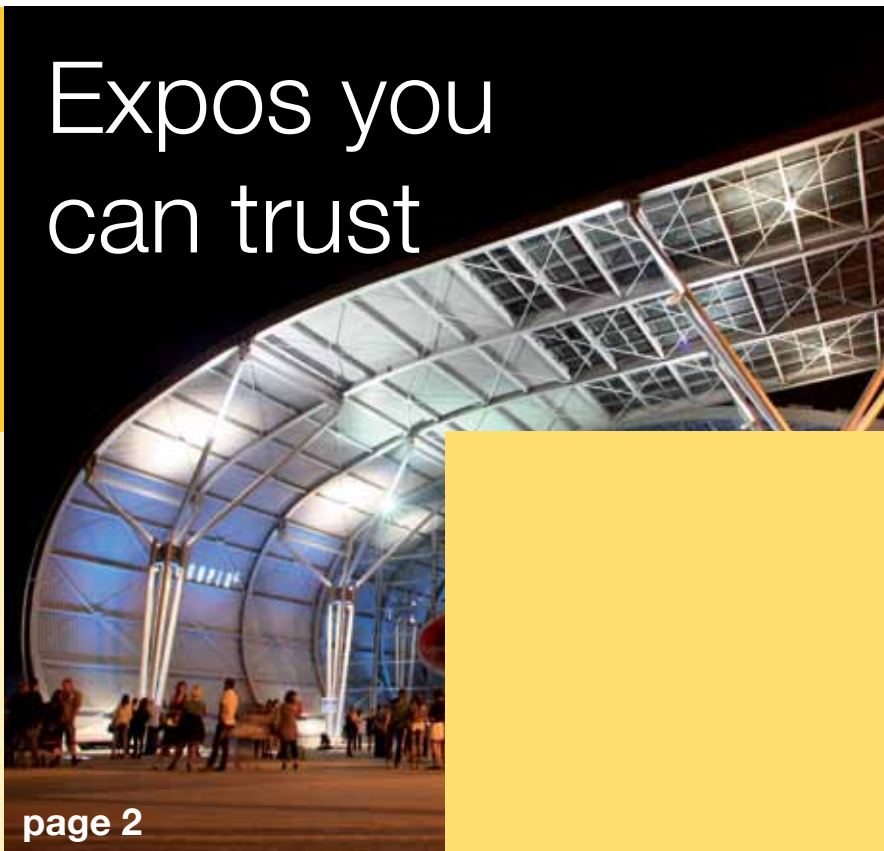
TargiKielce
EXHIBITION & CONGRESS CENTRE

2016

spring / summer

ISSN 2299-307X

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Dear Guests!

I am truly pleased to welcome you to Kielce - the Świętokrzyskie region's capital. The delight is even greater, because Kielce boasts one of Europe's best expo centres. Agrotech, Las-Expo, Autostrada Polska, Sacro-Expo, the prestigious International Defence Industry Exhibition are Targi Kielce's flagship trade-shows.

I am confident that Świętokrzyskie Mountains are worth making time for, both in high and low expo-season. Fling yourselves into the world of joy - savour Świętokrzyskie's unspoilt nature, relish the regional cuisine, visit the legend-shrouded, magical spots of the region. Świętokrzyskie is a splendid place for family holidays, a way to take a break from daily chores and hard work.

Experience Świętokrzyskie inhabitants' and hosts' openness and hospitality. The region's administration is a team of professionals, sensitive to the citizens' needs. This group shares the common idea - public service; high professional standards and responsiveness to the local communities' problems come at the top of our priority list. As the Świętokrzyskie Voivode, I have the honour of being the head of the modern and friendly administration.

We look forward to seeing you in our region. I do believe that the reminiscence of your visit will bring back cherished memories.

Agata Wojtyszek
Świętokrzyskie Voivode

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TargiKielce
EXHIBITION & CONGRESS CENTRE

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Layout design, DTP
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ISSN 2299-307X

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We gain from over 23 years of experience in exhibitions and conferences organisation

Expos you can trust



Andrzej Mochoń
Targi Kielce's
President
of Board

**An up-trend continues.
This upward-tendency
has been observed by
the Global Association of
the Exhibition Industry;
in Poland the optimistic
tendency has continued
since 2011.**

Targi Kielce, ranked second among all Central and Eastern Europe's expo centres has been in line with the global industry's trends and has been fuelled with the markets' boom. We asked Mr Andrzej Mochoń PhD, Targi Kielce President of the Board to share with us his opinion on "flagship" events and débuts of the year 2015.

- The expo industry should be contented with 2015's results. How about Targi Kielce?

- Last year's, 23rd International Defence Industry Exhibition is a perfect example of the up-trend continuation. 2 or 3 years ago it brought together about 400 exhibitors. In 2015, for the first time in MSPO' history the show hosted more the 500 companies. To be precise - there were 538 firms from 30 countries. 20,000 visitors from all over the world paid a visit to the expo. We also hosted a record-breaking number of journalists. As many as 564 reporters from domestic and international media reported the events associated with Kielce's MSPO. As a result Targi Kielce appeared in more than 3 thousands press, television and internet releases. Apparently, we have been catching up with London's and Paris' trade shows. 2015, compared to

2014 saw the increases in exhibition space and the number of exhibitors. The number of visitors at Targi Kielce's expos increased by almost 6 percent. Despite the Internet development and contact possibilities it offers, nothing can replace a direct B2B meeting.

- Agricultural expo, plastics processing show, child-care products and services exhibition were also flourishing...

- Many industries have placed their trust in our over 23 years' experience. This is also expressed in Targi Kielce's latest claim - we organise expos you can trust. Agrotech reported a record-breaking visitors attendance and exhibition space increase; 61.5 thousand guests visited the exhibition which used more than 60 thousand square meters. Agrotech is Poland's largest agricultural event held in expo halls. KidsTime - the baby and child show has increased the number of exhibitors by half and has advanced to become one

of the most important industry events in Central and Eastern Europe. 18,000 plastics-processing business insiders visited Plastpol; the showcase for over more than 800 companies from as many as 30 different countries. The road-engineering industry boasts Autostrada-Polska; in 2015 the expo scope expanded to include the Europarking exhibition.

- How has the Targi Kielce's Congress Centre developed over last year?

- Practically all expos are accompanied with conferences and congress. Kielce is a perfect example; benefits this synergy delivers for different



business sectors and industries are clearly visible. On average the Centre host 700 events a year. I am glad to see an increased number of scientific and medical events held in the Congress Centre. Dentists feel at home in Kielce. In 2015 more than 1,100 doctors took part in the Practical Dentistry Festival "Dentopolis". We have also won the trust of, inter alia cardiologists and gynaecologists, who have also organised their conventions with us. Today's Targi Kielce Congress Centre is ready to organise all kinds of events. We provide comprehensive services; from the idea through all-inclusive organisation. We fully utilise the potentials of the cutting-edge audio and video equipment and highly functional conference rooms. We gain from our over 23 years' experience in exhibitions organisation; these have always been accompanied with conferences and trainings. There is severe competition in the conference and convention industry, almost all hotels, not to mention domestic expo centres have the ambition to become a conference venue.

- The most successful début of 2015?

- The autumn Hort-Technika was welcomed by fruit and vegetable producers and proved to be an excellent idea. Hort-Technika has become a natural complement to Agrotech. The premiere edition of HORT-TECHNIKA boasts 50 percent of the exhibition area used for similar events in Poland which have been organised for several years now. HORT-TECHNIKA attracted more than 3,000 visitors. We are committed to develop the exhibition to meet fruit and vegetable growers' expectations.

- What were the impressions of the expo visitors?

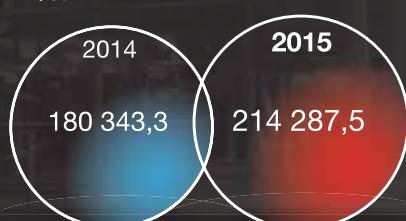
- Many people, who had the opportunity to listen to the Krzysztof Penderecki's extraordinary concert at the Sacreexpo gala ceremony expressed

their appreciation and praise. The master himself conducted the Kielce Philharmonic in one part of the concert. The audience found it a most outstanding experience. The military helicopters landing during the MSPO offered quite a different experience; the expo guests remember it as absolutely spectacular. In December, at the Fashionable Wedding expo there was a real engagement. This shows that our expo centre is ready for any event. Challenges mobilize us to seek non-standard measures and solutions.

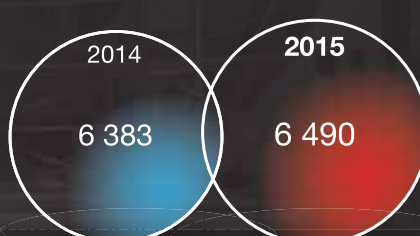
- Thank you for the conversation.

RESULTS COMPARISON - 2014 AND 2015

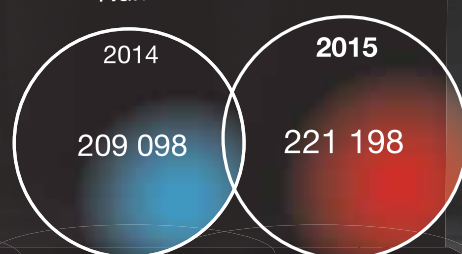
Net exhibition space in sqm



Total number of exhibitors



Number of visitors



The data verified by CENTREX Impartial auditor

Exhibitors can feel safe now

Companies which put products prototypes on show and present innovative solutions can feel safe now.

Now no one can sneak groundbreaking ideas. Now innovators are protected with the amended „Industrial Property Law“. Before the Act amendment, companies sought property rights protection for products and ideas presented to the public at Poland's expos. Under the-then regulations firms were obliged to register the design in the Patent Office or the Office for Harmonisation in the Internal Market. This had to be done before putting innovations on show at an exhibition. Now novelties are protected with safety certificate issued by the organizer of the exhibition where a product or prototype is presented to the public. Such a document is also issued at global expos. Exhibitors have long awaited

changes which would allow to avoid formalities and present innovative ideas and prototypes at exhibitions.



Bożena Staniak

Targi Kielce Vice President of Board

- The amended provisions are very important for our customers. Now companies are protected against unfair competition and theft of ideas. Exhibitors have long awaited such changes. New legal regulations will translate into higher number of innovative projects and products presented at our trade show.

25-27 February 2016



Upcoming events

KIDS' TIME

- the child-care products and services business' great festival.

The 7th International Fair of Toys and Products for Mother and Child is Central and Eastern Europe's greatest event of its kind; the Expo is also one of the Old Continent's most prominent business sector's events. Every year the event attracts to Świętokrzyskie Voivodeship's capital the leading child-products business sector's companies from Poland and abroad. KIDS' TIME is a truly B2B exhibition. KIDS' TIME has also been the trends-setter for prams, strollers and car-seats as well as toys, clothes and children's products. Last year's KIDS' TIME gathered over 320 companies from 10 countries of the world. The trade fair attracted 4,238 industry professionals from 33 countries.



9-11 March 2016



STOM

The Targi Kielce's Industrial Spring is held under the banner of STOM.

STOM has been staged for a number of years, every consecutive edition of this exhibitions cluster has generated an increased interest. More exhibitors from home and abroad, more exhibition space, more cutting-edge machines - the Kielce Exhibition of Metal Processing Technologies STOM 2016, EXPO-SURFACE, CONTROL-STOM, PNEUMATICON WIRTO-PROCESY, WELDING promise to be hugely impressive. These events are the showcase for more than 500 companies - the exhibitors from over a dozen countries. The annual STOM is a display for technological innovations and ground breaking products, including 3D printers.



18-20 March 2016



AGROTECH and LAS EXPO

For 23 years AGROTECH has been a true festival of Polish agriculture, a favourite expo of Polish farmers! The International Fair of Agricultural Techniques is Poland's largest agricultural event staged in expo halls. AGROTECH and the accompanying LAS-EXPO attract real crowds of visitors. Last year's edition hosted the audiences of 61.5 thousand! More than 700 exhibitors from 12 countries presented hundreds of modern tractors, agricultural machines and accessories. The exhibitors used 60 000 square meters as the showcase for products and services. The exhibition agenda also includes conferences, trainings and meetings where farmers and professionals discuss most topical issues.

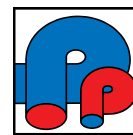


Upcoming events



PLASTPOL

17-20 May 2016



20 x PLASTPOL

Already the 20th edition! The International Fair of Plastics and Rubber Processing PLASTPOL is a one-stop-shop presentation for machines, components, moulds. More than 800 companies from 30 countries exhibit and promote most advanced technologies; recycling has also become one of the top-priority themes. PLASTPOL is regarded one of Europe's best business expos in plastics processing business sector. Last year's expo reported a record-breaking increase; the number of visitors increased to 18,000 and the exhibition space up to 30,000 square meters. Every year PLASTPOL offers interesting, international conferences, training sessions, and workshops.



AUTOSTRADA-POLSKA

31 May - 2 June 2015



AUTOSTRADA-POLSKA

The most important highway leads to Kielce.

Powerful machines, dynamic demonstrations, conferences on most important business-sector issues - this is a nut-shell presentation of AUTOSTRADA-POLSKA. Last year's edition brought together over 400 companies from 22 countries from all around the world - they showcased their offers on almost 20,000 square meters of the exhibition space. The exhibition attracted more than 15,000 professional visitors and business-insiders. EUROPARKING was last year's debut-show, complementary to the road-engineering expo. EUROPARKING turned out to be a real hit.



SACROEXPO

20-22 June 2016



Soul and Fairs

For 17 years SACROEXPO - the International Exhibition of Church Construction, Church Fittings and Furnishings and Religious has attracted almost 5,000 visitors. SACROEXPO is a comprehensive insight and presentation of the latest trends in sacral art, devotional items and accessories as well as church fittings, new technologies for sacral construction and properties and heritage conservation. Last year's edition brought together 250 exhibitors from 12 countries from all corners of the world. SACROEXPO'S highlight is the gala ceremony - outstanding personages, representatives of cultural milieus are presented the Pontifical Council for Culture Medal - Per Artem ad Deum.

**James Bond and the Central and Eastern Europe's
second largest expo centre -is there anything in common?**

We are Targi. Targi Kielce



Just like Her Majesty's most famous spy who introduced himself by saying : „My name is Bond. James Bond”, the Kielce expo centre is also a special tasks-force unit. And just like Ian Fleming's series' hero, Targi Kielce is the exhibition centre you can trust.

„On Her Majesty's Secret Service” features Bell 206 Jet Ranger helicopter; its task is to transport Bond to the Blofeld's base in the Alps. If the British agent indulged a whim to visit Targi Kielce, a helicopter trip would not be a problem at all. For several months Kielce has offered a special landing area. At last year's, 23rd International Defence Industry Exhibition, the French H225M Caracal helicopter manufactured by Airbus Helicopters also touched down on Targi Kielce's landing field. Certainly, this is also a great convenience for business people who value their time and fly in private helicopters.

Aston Martin vs. Jaguar

In the latest James Bond series film - the „Spectre”, the agent drives the concept Aston Martin DB10. He bombs down the streets of Rome to escape from the villain who chases Bond in Jaguar C-X75. Targi Kielce could also rise to the occasion.

Over the year the parking lots around the expo buildings have increased by 2,500 m². This means that the spectacular film rallies scenes could feature nearly 5,000 cars! Stunt would also might want to use a multi-level car-park, the underground parking area and parking lots around the exhibition pavilions.

„Spectre” in the eye of the camera

The right cameras and apt shots are the key elements of action movies. Łukasz Bielan, the Polish camera operator who also worked on the latest film about the world's most famous agent reveals a secret. One of the cameras used for filming the very spectacular scenes in Mexico City weighed 45 kg. Targi Kielce also put innovativeness at the top of its priority list. Already this year we will replace analog monitoring system and install cutting-edge, digital one. The number of cameras which guard exhibitors' and visitors' safety has significantly increased.

„Martini - shaken and not stirred”

According to the Press Magazine, the experts from the German Landor advertising agency estimated that revenues from product placement in the latest Bond film amounted to \$ 200 million. Today's James Bond cannot go without the „Martini, shaken, not stirred”. No professional company can work without a good Internet connection. That is why at the beginning of the year the Internet network will be in focus; this will be a major modernization

with a particular emphasis on WiFi connection stability in all halls.

The „Golden Eye” tank

Every fan of Fleming's series certainly knows the iconic scene from the „Golden Eye”. Pierce Brosnan, who features the agent chases a criminal, who escapes in T-55 tank in the streets of St. Petersburg. Heavy-duty equipment may cause enormous damage to road surfaces. The International Defence Industry Exhibition included nearly 60 thousand square meters of outdoor exhibition grounds, right off the Targi Kielce halls. It was a display for great number of tanks, combat vehicles and helicopters. Outdoor expo grounds are put to demanding test at AGROTECH. The areas around the halls are filled with tractors and other heavy equipment. To prevent any spectacular „howlers” the sett-covered surfaces and substructures around F and G Expo Halls will be made anew.



Jacek Nowak

targi Kielce's
Director for
Technical and
Administrative
Matters

- In addition to many investments we have recently realised, installation of the roof-ridge on the E Expo Hall was one of the most important. This has improved ventilation in the hall and improved the roof sheathing.



Last year's AGROTECH exhibition hosted 61,500 visitors.

The agricultural show - a real parade of cutting-edge machines and new-to-market products

AGROTECH - the largest edition ever!

More than 62,500 square meters of exhibition space, new tractors, agricultural machines and equipment galore put on show by over 700 companies from several countries, the biggest agricultural market's players.

Experts from agricultural advice centres, agencies, institutes and ministries. Only at Targi Kielce's AGROTECH. This is where farming



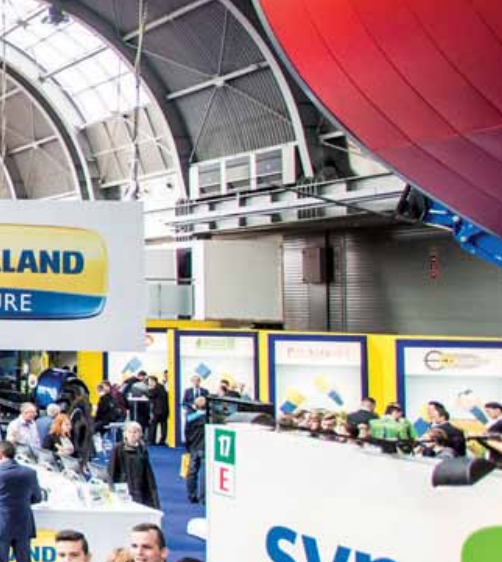
Kielce's AGROTECH host generations of farmers.



The outdoor area is also full of machines.

spring begins. The International Fair of Agricultural Techniques Agrotech is Poland's largest agricultural expo held in expo halls, however the exhibition extends to include a giant pavilion put up in the outdoor expo grounds. Machines are also presented around the halls. - We dare say that AGROTECH has become a part of Polish agricultural tradition. Not only has the event become a permanent fixture in agricultural producers' calendars. AGRO-

TECH, a true agricultural feast enjoys a high brand awareness - says Andrzej Mochoń PhD, President of Board at Targi Kielce - Targi Kielce's vast experience in trade fair organization is the guarantee Agrotech comes at par with grandest European events. The expo, ever since its first edition has been organised in conjunction with agricultural organizations and the Ministry of Agriculture and Rural Development. With our extensive experience we



The Pontifical Council for Culture Medal.

Through Arts to God

For a number of years the Per Artem ad Deum Medal has been presented during the International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art SACROEXPO held in Targi Kielce.



AGROTECH is the stage for presentations and grand premières.

are able respond to AGROTECH exhibitors' and visitors' needs quickly and efficiently. The expo products and service range includes state-of-the-art tractors, machines, tools and equipment used for animal and plant production complemented with seeds, pesticides, fertilizers, fodders and feed additives as well as farmyard infrastructure. The event program is enhanced with conferences, workshops, problem-focussed seminars and compelling fringe-events. The Gold Medals and distinctions for ground-breaking designs and solutions, innovative machines, product lines have become AGROTECH tradition. Kielce is the stage to announce the Agriculture Machine of the Year and the Tractor of the Year laureates. Thus for a number of years Kielce expo has been the synonym of agricultural-market launches and new developments presentations.



LAS-EXPO complements agricultural exhibition.

The Pontifical Council for Culture, the body which bestows this accolade, was founded in 1982 upon the initiative of Pope John Paul II. The has been awarded to artists or institutions whose artistic achievements and heritage contribute to the culture development and shapes man's spirituality. This year's laureates will be resented the medals during the Gala Ceremony on 20 June 2016.



Antonina Krzysztoń

- a Polish singer, composer and songwriter. She made her début in 1980 at the Forbidden Song Festival staged in Gdańsk's Olivia Hall. For many years she closely worked with the two musicians - Słoma (percussion) and Kuba (bass), the co-operation bore a fruit in the form of two long-plays: „Kiedy przyjdzie dzień [When the Day Comes]” and „Pieśni Wielkopostne Wołanie [Lent Songs]”. Although she often performs in churches, her songs appeal to people of different beliefs. Not only is she the compiser of most of her songs, but she is also a songwriter.



Arvo Pärt

- an Estonian composer of choral and instrumental music. He has been bestowed, inter alia, the Great Cultural Award of the Estonian Association in Stockholm (1983) and the

Herder Prize awarded by the University of Vienna (2000). In 2009, the „In Principio” record with Pärt's compositions of 1989-2005 period was released. One of the works - Cecilia, Vergine Romana was first presented in Turin for the occasion of the 2006's Olympic Games. Pärt's most recent release is the „Adam's Lament” album (ECM, 2012).



Arnaldo Pomodoro

- an Italian sculptor and goldsmith. Pomodoro is the world-renowned, greatest Italian contemporary sculptor. His works adorn

the towns of Sorrento, Rimini, Pesaro, Rome, Milan, Turin, Tivoli, Belluno, Copenhagen, Brisbane, Dublin, Los Angeles and many other. Pomodoro's sculptures are parts of permanent exhibitions of the world's largest museums. Since 1954 he has lived and worked in Milan.

The Kielce Technology Park's ambitious plans.



This is what you call modern investments

Construction of a 22-storey building which will host premises for start-ups, utilities installation at a dozen-hectares lot, cooperation with Canadian investors aimed to build a medical clinic - this is only a part of KTP plans for 2016.

The Technology Park's staff are getting ready to submit an application to the Marshal's Office, with the view of obtaining funding for the utilities installations at the lots the City of Kielce has acquired for the Kielce Technology Park.

- Our intention is to make the area ready for investors' needs. We already know that investors have expressed keen interest. Marbach is about to finish its plant construction. We hope to see new investments start soon - says Szymon Mazurkiewicz, director of the Kielce Technology Park. Mr Mazurkiewicz also adds that construction plans of a medical clinic in Olszewskiego street are being discussed with an entrepreneur from Canada that wants to invest in this part of Kielce. As pointed out by the KPT director, startups development



environment is an important element of the institution's future. Thus KPT prospers for subsidies, which may be available soon. - We take pride in the Kielce Technology Park; this is one of Kielce's best flagships. Other cities look up to and admire Kielce's Park's dynamic development. Therefore we are anxious to acquire new areas and invest in further development.

Thus young and activities people are provided a chance to find employment, start a family and settle down here for good. Not only do we want to attract domestic entrepreneurs to Świętokrzyskie's capital, we would like to prosper for foreign partners. Thus the idea to develop the real estate previously used by Chemar- says Kielce Mayor, Mr Wojciech Lubawski.



At the next City Council's session we shall discuss a resolution to the purchase Chemar's building for the KPT needs. Therefore KTP realizes the City authorities' plans. Parallel to the utility provision at investment areas, the municipal Road Administration will also commence its investment scheme, i.e. the Olszewskiego street will be connected with Zagnańska and

Witosa streets. According to Szymon Mazurkiewicz's estimates, the whole scheme will create up to a thousand job opportunities. The Kielce Technology Park offers an innovative business environment and modern infrastructure. The Park offers its help when a business starts and makes its baby-steps. Existing companies are aided to develop more dynamically.



**City of Kielce
Mayor
Wojciech
Lubawski**

- We take pride in the Kielce Technology Park; this is one of Kielce's best flagships. Other cities look up to and admire Kielce's Park's dynamic development.

The Kielce's PLME Exhibition and Conference - Future Private Labels

The private labels' blueprint

The Targi Kielce's 3rd Conference and the Exhibition of Private Label Producers is Poland's and Central - Eastern Europe's first event of its kind - solely and utterly focussed upon private labels management! The events are held on 15 and 16 June 2016.



Private labels find packaging an important asset.

The event has been held for two years in Kielce, now its format has changed in order to embrace the sector's future developments. The Future Private Label conference with its focus on practical knowledge

transfer is the event's greatest advantage.

This serves as a presentation platform for new trends, developments and the lessons learned by market-chains. The speakers list includes business insiders from Poland and

Europe: sales directors, heads of purchasing departments, directors responsible for private label management. Therefore it is worth paying a visit to Kielce on 15-16 June and getting first-hand information on effective private label sector's development. The PLME Conference and the Exhibition have been crafted around private-label manufacturers, wholesalers and major retail chains. The fact that all private-label business sector's players are brought together in one venue makes Targi Kielce the best place to put on display a whole array of products, establish a wide network of business contacts and relations. At previous expo editions, companies from Poland, Germany, the Netherlands, Lithuania, Ukraine, Hungary, Serbia, Italy, Austria, Belgium and the Czech Republic put on show their products and services. Packaging and visual communication are important parts of private label strategy. 2016's Conference and Exhibition of Private Label Producers will be accompanied with the best private label packaging competition.



The Future Private Label Exhibition and Conferences - the place to network and establish business contacts.

CHEM-SAFETY-EXPO

held for the first time



**A great début of CHEMSS
and CHEM-SAFETY-EXPO**

- 18-20 April 2016

in Targi Kielce



„Chemicals in food-stuffs, medicine, garments and construction industry” - the slogan coined in the seventies, at the times of the Peoples Republic of Poland still holds true. Undoubtedly, wisely used chemicals are very useful. Not only do chemicals contribute to our lives, but they also bring along numerous risks and threats. Unfortunately more and more often do we hear about global military and chemical risks. Targi Kielce boasts specialisation and know-how in professional B2B exhibition organization, now the expo centre invites chemical safety and security business insiders.

Chemical safety and security of utmost importance

The Global Chemical Safety and Security Fair is Poland's first-time expo event of this kind; the exhibition is held in parallel to the Global Chemical Safety and Security Summit's sessions. The Fair's main objective is to showcase product and service offer of manufacturers, trading compa-

nies, service providers and laboratories. The expo is targeted at representatives of government agencies, national and international organizations whose task is to ensure chemical safety and security as well as emergency response.

CHEM-SAFETY-EXPO potentials

We jointly develop the global initiative whose objective is to highlight chemical safety and security significance. We have a chance to facilitate chemical safety and security initiatives. The summit complemented with training sessions and the expo provide an excellent platform for the best practices exchange. - says Ambassador Krzysztof Paturej, ICCSS President.

Extensive product and service range

The CHEM-SAFETY-EXPO is the showcase for cutting-edge solutions for process safety and cyber security as well

as occupational safety. Technologies related to hazardous materials transport, storage and disposal, equipment for rescue services as well as laboratory and analytical techniques will also be an important part of the exhibition. This highly-specialised chemical safety and security exhibition cannot miss on fire and explosion protection as well as personal protection gear and equipment.

Chemical safety and security - a comprehensive approach

CHEM-SAFETY-EXPO provides also an excellent opportunity to hold problem-focussed meetings designed to present the latest research findings, innovative procedures and professional publications. This is the chance to expand knowledge about the latest chemical safety and security solutions.



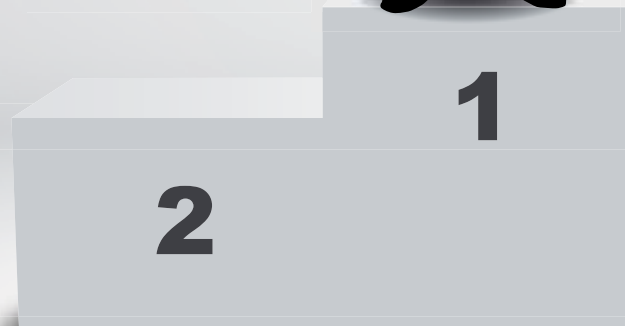
Targi Kielce 2016



Eye-catching exhibition stand - a recipe to become an expo star

Objective: stand out among other business-sector's actors

Attractive packaging makes products sell more often. Well groomed and well dressed people inspire greater trust. Should the same philosophy be followed when it comes to expo marketing and expo stand design? Yes, beyond any doubts.



Exhibition space is no longer defined as a place of sale; it has evolved to become an effective presentation and communication stage in relations with prospective partners or clients. This change may have been induced by an increased role of meetings in many companies' promotional strategies. Flyers, posters, banners and a whole range of standard advertisement means are only the first step on a long journey. Customers are becoming more demanding, they want to see our company's commitment. Clients want to be targeted with passion, with interesting stories. This interesting plot is also developed through expo presence. Expo stands are the strategy tools. A booth - small yet a very important element to develop a company's image. This

place should encourage to stop by, have a chat, make some inquiries.

On quest for truly experienced partners.

For years we have worked to make Targi Kielce a prestigious brand. Now we are ranked second among all among Central and Eastern Europe's expo centres. On the way we have also accumulated vast experience, we have developed our opinion on what it means to have an efficient and effective expo presentation - says Dariusz Michalak, Trade Fair Department Director. - Targi Kielce means thousands of square meters of exhibition space. Each exhibition comprises hundreds of expo stands. We realize expo



3

booths' business significance. Therefore, as a part of continuous development we have utilised our potentials and expertise to develop another business area; bespoke expo stand development.

Reliability, quality, comprehensiveness

Targi Kielce has been actively involved in tailor-made expo booth design and construction since 2014. The team of designers, architects and technicians oversee a project implementation from the first contact with the client through project delivery and completion. The offer ranges from commonly used shell-scheme solutions (system-based stands) through highly-individualized projects.

- Not only have our projects added glamour to domestic exhibitions, but many events staged abroad. The companies which have place trust with us and decided to build on our expo stand design experience have returned with positive feedback. The idea to create a professional stand design department was hitting the bull's eye - Mr Dariusz Michalak recollects the idea's origin. An expo stand is a stage. In order to have your chance to mark your presence at the „exhibition-stands show-business” exhibitors need someone who is able to lead the way, to show how to do it the right way. Twenty-four years of experience in the exhibition market guarantee top quality and reliable project execution.



Dariusz Michalak

Trade Fair
Department Director
at Targi Kielce

- Each Targi Kielce's expo comprises hundreds of expo stands. We do realize expo booths' business significance. Therefore, as a part of continuous development we have utilised our potentials and expertise to develop another business area; bespoke expo stand design and execution. Not only have our projects added glamour to domestic exhibitions, but many foreign events.



KIDS' TIME

25-27.02

VII Międzynarodowe Targi Zabawek i Artykułów dla Matki i Dziecka / 7th International Fair of Toys and Products for Mother and Child



LAS-EXPO

18-20.03

XVI Targi Przemysłu Drzewnego i Gospodarki Zasobami Leśnymi / 16th Timber Industry & Forest Resources Management Fair



PSB*

2-3.03

XIV Targi Grupy PSB
14th PSB Group Expo



GIEŁDA SZKÓŁ I UCZELNI

22-23.03

Schools and Education Fair



STOM-TOOL

9-11.03

IX Targi Obróbki Metali, Obrabiarek i Narzędzi
9th Fair of Metal Processing, Tools and Machine Tools



EKOTECH

30-31.03

XVII Targi Ochrony Środowiska i Gospodarki Odpadami / 17th International Environmental Protection and Waste Management Expo



STOM-BLECH&CUTTING

9-11.03

IX Targi Obróbki Blach i Cięcia
9th Sheet Metal Processing and Cutting Fair



ENEX

30-31.03

XIX Międzynarodowe Targi Energetyki i Elektrotechniki
19th International Power Industry Fair



STOM-LASER

9-11.03

III Targi Laserów i Technologii Laserowych
3rd Laser and Laser Technology Expo



ENEX - NOWA ENERGIA

30-31.03

XIV Targi Odnawialnych Źródeł Energii
14th Fair of Renewable Sources of Energy



SPAVALNICTWO

9-11.03

XI Międzynarodowe Targi Technologii i Urządzeń dla Spawalnictwa / 11th International Fair of Welding Technology and Equipment



PARAGIEŁDA

2-3.04

Targi Lotnictwa Lekkiego
Light Aviation Expo



WIRTOPROCESY

9-11.03

III Targi Wirtualizacji Procesów
3rd Virtual Processing Trade



PRACA KARIERA ROZWÓJ

6.04

X Ogólnopolskie Targi Pracy dla Studentów i Absolwentów Szkół Wyższych / 10th National Job Fair For Students and University Graduates



EXPO-SURFACE

9-11.03

VII Targi Technologii Antykorozyjnych oraz Ochrony Powierzchni / 7th Exhibition of Corrosion Protection Technology and Surface Treatment



DOM

8-10.04

XXIII Ogólnopolskie Targi Materiałów Budownictwa Mieszkaniowego i Wyposażenia Wnętrz / 23rd Fair of Residential Building Materials and Interior Fittings



PNEUMATICON

9-11.03

IX Targi Pneumatyki, Hydrauliki, Napędów i Sterowań
9th Fair of Pneumatics, Hydraulics, Drives and Controls



OGRÓD I TY

8-10.04

XXIII Targi Ogrodnicze i Działkowe
23rd Garden Fair



CONTROL-STOM

9-11.03

XXII Targi Przemysłowej Techniki Pomiarowej
22nd Fair of Industrial Measuring Technology



AGROTRAVEL

8-10.04

VIII Międzynarodowe Targi Turystyki Wiejskiej i Agroturystyki / 8th International Fair of Rural and Agricultural Tourism



AGROTECH

18-20.03

XXII Międzynarodowe Targi Techniki Rolniczej
22nd International Fair of Agricultural Techniques



HOME & GARDEN

8-10.04

International Home and Garden Accessories Expo HOME & GARDEN



CHEM-SAFETY-EXPO 18-20.04

Międzynarodowe Targi Bezpieczeństwa Chemicznego / International Chemical Safety and Security Fair



CHEMSS 18-20.04

Światowy Kongres Bezpieczeństwa Chemicznego / Global Chemical Safety and Security Summit



TRA* (Warszawa) 18-21.04

6th Transport Research Arena Conference & Exhibition

ACTIVE & BEAUTY 22-24.04

Targi Zdrowia, Urody i Fitness / Health, Beauty and Fitness Expo



FIT WEEKEND 22-24.04

Wydarzenie multisportowe łączące strefę sportów siłowych i strefę Active Beauty / A multi-sports event which combines sport, health and beauty



TARGI PRACY 27.04

XIX Ogólnopolskie Targi Pracy / 19th National Employment Fair



KONGRES DIABETOLOGÓW 5-7.05

Diabetologists Congress



PLASTPOL 17-20.05

XX Międzynarodowe Targi Przetwórstwa Tworzyw Sztucznych i Gumy / 20th International Fair of Plastics and Rubber Processing



KONFERENCJA STOMATOLOGICZNA 19-21.05

Dental Conference



AUTOSTRADA-POLSKA 31.05-2.06

XXII Międzynarodowe Targi Budownictwa Drogowego / 22nd International Fair of Road Construction Industry



TRAFFIC-EXPO-TIL 31.05-2.06

XII Międzynarodowe Targi Infrastruktury, Salon Technologia i Infrastruktura Lotnisk / 12th International Fair of Infrastructure, Airport



ROTRA 31.05-2.06

VIII Międzynarodowe Targi Transportu Drogowego - Pojazdy Użytkowe / 8th International Fair of Road Transport - Commercial Vehicles



EUROPARKING 31.05-2.06

Międzynarodowy Salon Techniki Parkingowej / International Exhibition of Parking Technology



EDURA 9-11.06

XI Międzynarodowa Wystawa Ratownictwo i Technika Przeciwpożarowa / 11th International Exhibition of Fire and Rescue Technique



PLME 15-16.06

III Targi i Konferencja Producentów Marek Własnych / 3rd Exhibition and Conference for Private Label Producers



SACROEXPO 20-22.06

XVII Międzynarodowa Wystawa Budownictwa i Wyposażenia Kościołów, Sztuki Sakralnej i Dewocjonalistów / 17th International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art



EXPOSITIO 20-22.06

VII Europejski Salon Nowych Technologii dla Muzeów, Konserwacji Zabytków i Dziedzictwa Narodowego / 7th European Exhibition of New Museum Technologies, Art Conservation and National Heritage



GAME ON 25-26.06

Turniej i Targi Gier Elektronicznych / Video Games Tournament and Expo



DUB IT! 9-10.07

V Festiwal Tuningu / 5th Tuning Festival

TUNING & MOTORSPORT SHOW 9-10.07

Targi Tuningu i Modyfikacji Pojazdów / Vehicle Tuning and Modification Expo

*Organizator zastrzega sobie prawo do zmian w programie
The organiser reserves the right to change the programme*

There is power in Targi Kielce

FIT weekend - experience
extreme sports
on 23 and 24 April 2016



Poland's Men, Women and Pair Championship in Bodybuilding and Fitness 2015, Kielce.

Targi Kielce's Congress Centre has already been the stage for the Poland's Men, Women and Pair Championship in Bodybuilding and Fitness.

The event brought together more than 400 male and female contestants; the competition for the Polish Male and Female Champion attracted the audience of over 3,000. Encouraged by the positive feedback we have gained from Bodybuilding and Fitness event, we have resolved to develop its basic format. We have the ambition to become Poland's sports capital for bodybuilding and other disciplines. FIT WEEKEND is south-eastern Poland's biggest event of its kind; one-stop-shop to sports, health and beauty. Sports competitions are staged in Targi Kielce on 23 and 24 April 2016. At the same time a whole array of sports, body-building, fitness and healthy lifestyle companies will present their products and services.



More and more ladies want to take part in Kielce's event.

The programme encompasses:

- Poland's Men, Women and Pair Championship in Bodybuilding ;
- Fitness Grand Prix;
- Pole Dance Competition- Poland's greatest national contest
- Spartan Fight - the MMA Gala;
- Polish Muay Thai Championships IFMA;
- The flat-bench press Polish Cup;
- Workout Zone;
- Jatomi Fitness Festival
- Active, Beauty & Health Expo



Classic bench-press - a part of 2016's sports festival.

Men's neck decoration. Dress for success, at expos and outside.

A few words about a tie

A vast majority of Polish men wear no neck decoration - the fashion has been dominated with casual.

In formal situations men usually choose a tie. A tie adds a touch of chic and elegance.

We have some tips on how to wear a fashionable and comfortable tie.



According to Tomasz Godźk, the Poszetka.com shop owner, in Poland thicker neckties with classic patterns - stripes or polka dots sell the best. In Italy unlined ties made from exceptional materials are popular. Shantung - rough variety of silk is a flavour of the month. In Poland, however stylish elegance is a standard. There is nothing wrong to that, but it's worth spying on Italians and their philosophy called „sprezzatura.” This concept encompasses a vision of a perfectly dressed man who at the same time skips routine and average-look. „Sprezzatura” signifies the canon compliance, yet seasoned with a touch of nonchalance, gentle and not-coincidental madness, all blended together with sensitivity

and taste. In the case of a neck-tie, this can be a distinct colour element, an unconventional design, an original knot. This effect can be achieved when

you use a fancy tie. Although it is not in Poles' blood, I can see an increased interest in more original fabrics - adds Tomasz Godziek.

Five tips on how to choose a right tie

1. Tie should go as far as the belt buckle.
2. The width of the tie should go with your physique. Skinny-type ties fit slim men, they are far less appropriate for more paunchy men.
3. The tie colour should go with

the jacket's colour rather than with the colour of the shirt. A tie may be one shade darker. Once you have mastered this principle, you can do as Italians do and savour in casual elegance.

4. The rounder the face, the larger the knot.

5. Tie should be untied every time you take it off and then tied it again. Otherwise it loses its shape.

Visual minimalism

A favourable impression at the first sight - this rule applies to those who make every possible effort to succeed. Not only is a business model important, but also operation principles. What we see at the first sight is the „packaging”



All ideas can gain an interesting packaging. With a good strategy and image minimalism they attract attention and convey interesting message.

A good image is based upon visual identification, the first-contact element with the company's ambience. This is what first impression is made of. It is therefore worth taking the time to analyse the visual identification's individual elements and how well developed they are.

Less means more

- Less means more - this is the fundamental principle. It proves effective here. Minimalism is the art and the discipline of design; its objective is to achieve a maximum impact on the viewer with as few means of expression as possible. All effective means of visual communication and propaganda precisely follow this principle.

The idea must be interesting, simple, easy to decipher - says Michał Obiedziński, a graphic designer and the Manager at Targi Kielce's Graphics Design Team. - Just like in real life, the first few seconds of contact trigger particular emotions. Minimalism, which has a powerful effect on the viewer is not a result of the designer's virtuosity, this is the result of arduous work, testing and trial which

sometimes may lead to failures. Development of a good corporate identity takes the months of work; against all seemings the process does not start with graphic design. Design actually comes at the very end.

The four stages

When planning an image creation strategy we start with planning and feed-in materials. It helps to examine the current image, market trends, benchmark competitors and most interesting design examples. One can thus get to know the code of conduct in a particular business sector. Second of all - analysis. It is considering strategic goals the identification must achieve for the company. This stage is important for people who will make use of the company's or brand's identification. Conclusions must be presented in a descriptive form; this makes our objectives clear and visible. Designing comes at the third stage. This is the most complex and time-consuming phase which requires pragmatism, distance and patience. Bear in mind - the time is reflected in the project quality and its future success. Corrections and

the project implementation is the final stage.

- The above-described course of action may mean months of work, however the final result is instrumental for success. As the process' result, the company's potentials will be more perceptible. And the idea behind will be recognised and appreciated by the viewer, discovered the first moment they see a company or a product. Also, the image change itself becomes a signal for the environment; it signifies a dynamic strategy, openness to change and market awareness.

The effects cannot be overestimated

The image is often successfully used for years. The design minimalism is universal and therefore timeless. Many companies' visual identification is a subject to minor changes over the years. This is owed to the fact that the image is being built from scratch, based on assumptions and rules described above. Minimalism is resistant to fashions and trends, it is also an inexhaustible source of inspiration and aspirations for designers - adds Michał Obiedziński.

Economy game based on Polish farmers' business philosophy

FARMERS BUSINESS SCHOOL

Steve Jobs, Bill Gates, Ronald McDonald - the faces of the greatest corporations and huge business success. Many budding entrepreneur prosper for inspiration from those who already have reached the professional careers' climax. It comes as a surprise that great entrepreneurs are practically at the fingertips. Examples can be found in Poland.

Profitable, eighteenth century business of peasants from the village of Andrychów in Galicia is an international phenomenon. Learning from their resourcefulness and entrepreneurship was gathered and published by Krakow's Malopolska Institute of Culture in the form of an economic simulation-game „Farmers Business School.” The game develops creativity, teaches risk assessment, decision making and shapes entrepreneurial attitudes.

A strategist disguised for a peasant

From 12 to 30 people can play the game at the same time. Participants take on the roles of entrepreneurial craftsmen from Andrychów - weavers, bakers, blacksmiths, etc. They work as sole-proprietors

or two-person partnerships. Players produce goods and trade them at a fair, organise trading expeditions to the eighteenth-century Europe's cities. If one wishes to build fortune, they ought to be a bit cunning, skilled at negotiations and trading with other participants.

The Farmers Business School - what is the game's objective?

The game is an attractive way to show the free market economy's mechanisms, to promote entrepreneurship, to develop players' social skills

The game is sold by the Malopolska Institute of Culture in Krakow. Detailed information can be found at the website: www.csb.mik.krakow.pl. Inquiries - by mail or phone: csb@mik.krakow.pl +48 509 559 048.

through negotiation and communication capacities. It is also a perfect group integrator. The game is an excellent training tool as well as an integrator and attraction of company-bonding events.



This unique game is a perfect component of trainings.

Employees of the Year 2015 win accolades

As many as 10 people in 6 categories were awarded at the 14th edition of the Targi Kielce's „Employee of the Year” competition. Before the awarding ceremony started, the nearby ice-skating rink saw the first Skating Competition for Targi Kielce Vice President's Cup.

The excitement reached climax when the contestants struggled in the two categories. President Andrzej Mochoń, the director Andrzej Kiercz and the employees: Marlena Baradziej, Iwona Jachacy, Jolanta Grębowiec, Małgorzata Róg-Giacosa, Albert Szczepanek, Leszek Zajęcki, Krzysztof Wesołowski were all competing. Contestants were assessed by the jury panel composed of Targi Kielce staff: the director Maria Wydymus, Partycja Pawlik, Urszula Śreniawska and Marcin Lesisz.

Albert Szczepanek was pronounced the time-trial -skating category winner; Albert was praised for great skating style, too. The creative figure-skating category saw the unbeatable Małgorzata Róg-Giacosa and her spontaneous dance-on-ice to Michael Jackson's song. The fans were encouraging the contestants, the professional commentators shared their views, the skaters were all eager to compete. That was just a cold beginning to the heated year-summary. The Targi Kielce Presi-



Albert Szczepanek - the fastest skater who won the creative time-race competition.



All the laureates and nominees in the „Employee of the Year 2015” competition

dent Andrzej Mochoń and Vice President Bożena Staniak took the floor. They presented the 2015's financial results and future plans. The employees learned the names of the nominees and winners in the 6 competition categories: creativity, début, professionalism, top career development, professionalism, kindness and the Grand Prix. The winners were presented pens with their names engraved on; the Grand Prix laureate was presented a trip to the Maso Corto ski resort.



Małgorzata Róg-Giacosa - unparalleled in creative figure skating.

GRAND PRIX

Aldona Matla



PROFESSIONALISM

Ewa Buras



DEBUT

Małgorzata Róg-Giacosa



Gosia Pająk



Edyta Angielska



CREATIVITY

Patrycja Pawlik



Piotr Odziemek



August Misztal



TOP CAREER DEVELOPMENT

Szymon Karbownik



KINDNESS

Wojciech Gąska



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chilled atmosphere

I thought about opening a restaurant for several years now, having being fortunate to have traveled around the world, and had the opportunity to taste dishes from different cuisines and drink good quality wines. So was born the idea of opening a restaurant in Kielce, creating a unique place with a friendly atmosphere, good food and service. My other dream is fulfilled! You are cordially invited.

Karol Bielecki
Poland representative
in handball

Kielce, ul. Solna 4a lok. 12u, tel. 535 770 370, restauracja@solna12.pl



facebook.com/solna12

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

Ultra Violet

Exclusive Club

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informacje: 693-510-820
www.ultravioletclub.pl



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.

(NA AFISZU)

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Bernarda-Marie Koltèsa w reż. Radosława Rychcika

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Jolanty Janiczak w reż. Wiktora Rubina

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Marta Ścisłowicz i Tomasz Nosinski

→ najlepsi aktorzy 6. Międzynarodowego Festiwalu Teatralnego
Boska Komedia w Krakowie



➤ TWARDY GNAT, MARTWY ŚWIAT

Mateusza Pakuły w reż. Evy Rysovej

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w Tarnowie!

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→ Nagroda za scenografię dla Justyny Elminowskiej



(W PRZYGOTOWANIU)

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Hanocha Levina w reż. Dawida Żłobińskiego

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Prapremiera w reżyserii Remigiusza Brzyka/ na podstawie dramatu Tomasza Śpiewaka

→ **Śpiewak** - autor tekstu najlepszego spektaklu ostatniego Festiwalu Boska Komedia w Krakowie

→ **Brzyk & Śpiewak** - Laur Konrada na XVI Ogólnopolskim Festiwalu Sztuki Reżyserskiej „Interpretacje” w Katowicach
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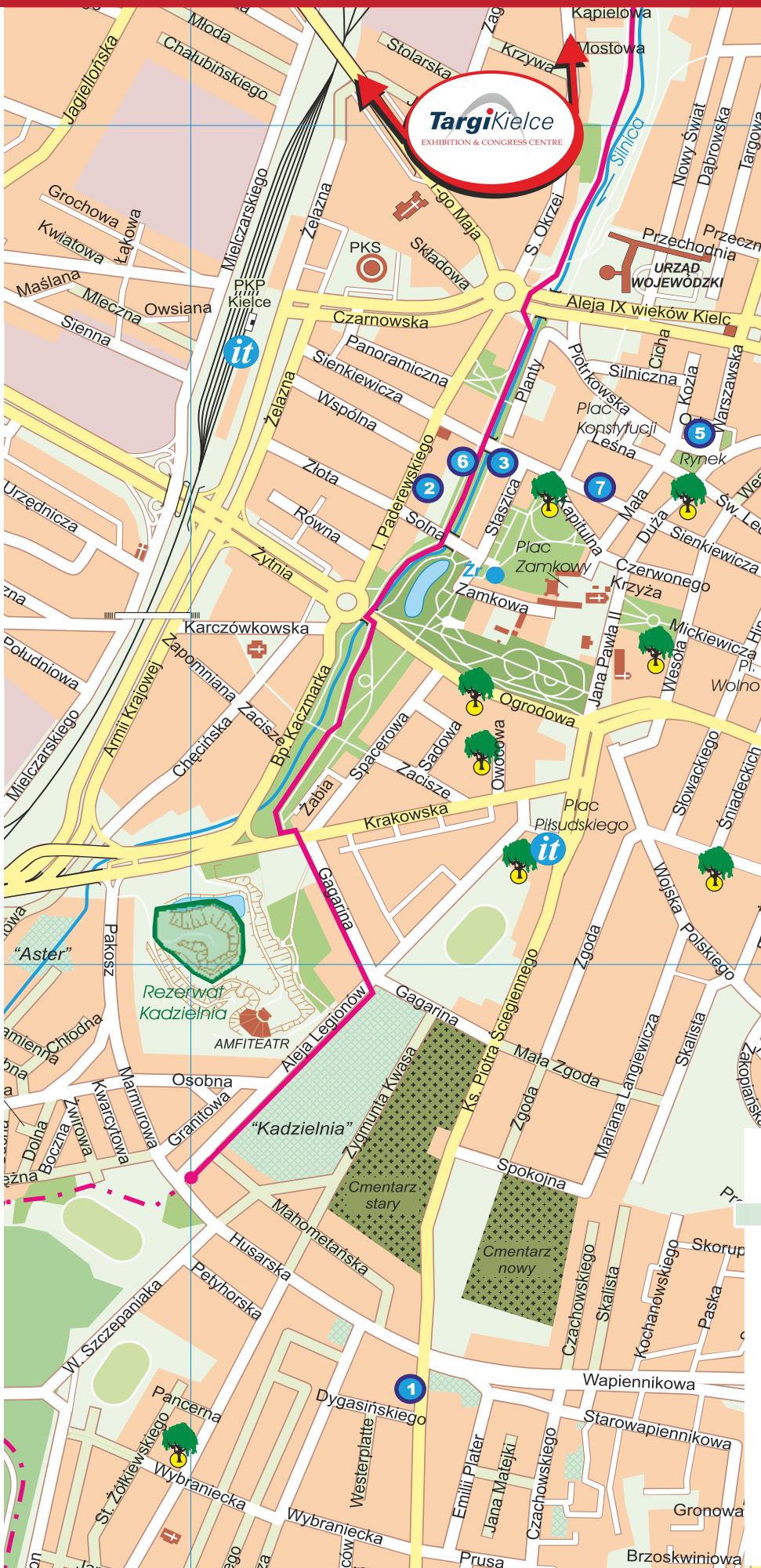
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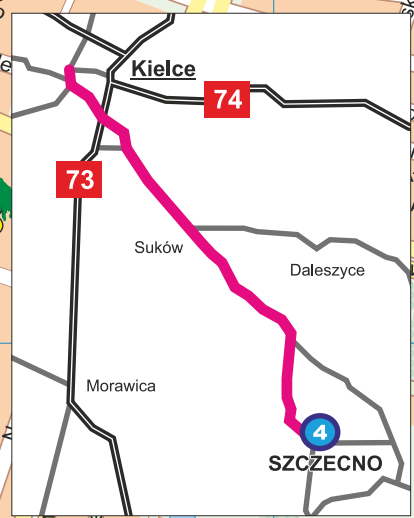
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MAPA - CENTRUM KIELC (CITY CENTRE MAP)



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- 2 MONTE CARLO Restauracja
- 3 ULTRA VIOLET Klub Muzyczny
- 4 LA CUCINA ITALIANA SZCZECNO
Hotel Restauracja
- 5 Restauracja ROCKABILLY
- 6 SOLNA 12 Restaurant & Wine Bar
- 7 Teatr im. STEFANA ŻEROMSKIEGO w Kielcach



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| | GRANICE PARKU KRAJOBRAZOWEGO, BOUNDARIES OF LANDSCAPE PARK | | INNE TERENY, OTHER AREAS |
| | ZRÓDŁA, SPRINGS | | TERENY ZIELONE, GREENERY |
| | GRANICE MIASTA, CITY BOUNDARIES | | CMENTARZE, CEMETERIES |
| | OBIEKTY O ZNACZENIU KRAJOZNAWCZYM, TOURISTS ATTRACTION | | LASY, FORESTS |
| | ŚCIEŻKA ROWEROWA, BICYCLE ROAD | | PARKI, PARKS |
| | OZNAKOWANE TRASY ROWEROWEJ, SZLAKI TURYSTYCZNE, MARKED BICYCLE ROUTES, HIKING ROUTES | | OGRODKI DZIAŁKOWE, OGRODY, GARDENS, ALLOTMENTS |
| | ŚCIEŻKA GEOLOGICZNA, GEOLOGICAL ROAD | | |
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