

K i e l c e F a i r R e v i e w

kielecki Przegląd Targowy



Targi Kielce
exhibition & congress centre

2017
spring/summer



The success still lies in „face to face” contacts - page 25



With utmost pleasure, I welcome all the guests to the hospitable Targi Kielce. Acting in the capacity of the region's governor, I take a special pride in the fact that the province's capital is the home for one of Central and Eastern Europe's finest and most dynamic exhibition centres.

The high-prestige International Defence Industry Exhibition, Agrotech, Las-Expo, Autostrada Polska, Plastpol, Sacro-Expo - all these events are Targi Kielce's and province's true flagships. Industry specialists and business-insiders from all the world showcase their products and services, producers take on ambitious challenges and successfully implement ground-breaking technologies.

I would like to take this opportunity to encourage you to pay a visit to Świętokrzyskie Land. I do believe that reminiscences of holiday-time spent in Świętokrzyskie's most charming spots will bring back cherished memories. Świętokrzyskie region is the place to experience local inhabitants' and hosts' openness and hospitality. I do believe this will be a memorable time and you will willingly return to our region. May the time spent here abound with profitable business-contacts and pleasant experiences.

Agata Wojtysek
Świętokrzyskie Voivode



Ladies and Gentlemen,

How much courage and passion must one have, how success-oriented must one be to use one storage-hall and turn it into an expo centre? That was Targi Kielce 25 years ago; now it has advanced to become Central and Eastern Europe's second largest exhibition centre. I often ask myself these questions when I look at the cutting-edge expo centre's infrastructure and its calendar of events which includes 70 expos of various industries and business-sectors. Many of these exhibitions have been a part of the expo centre ever since the beginnings: the International Defence Exhibition Kielce is famous for, Poland's largest agricultural expo - AGROTECH as well as road-engineering expo AUTOSTRADA-POLSKA.

This has been a quantum leap. Incorrigible optimists a quarter of a century ago, hardly did we envision such future. Today's anniversary of Targi Kielce's 25 years in Polish and international markets is owed to our great passion of expo organizers, to our exhibitors' trust and confidence, friendly involvement of many institutions as well as of Kielce inhabitants. I wish to express my gratitude for that. I declare that Targi Kielce will continue to take up unique challenges, seek new ways to grow and advance. Every day I crave for new emotions, I start my work-day work with enthusiasm which has not undiminished for years.

With courage and optimism we open the new chapter of Targi Kielce's history. In 2016 the centre reported the increase of exhibition space leased, the increase in the number of exhibitors and visitors. 2016 saw a spectacular début of the Individual Stand Design Section. Created as the response to our exhibitors' needs, the Individual Design Section can now offer professional, modern and bespoke exhibition stands.

The readers are most welcome to become familiar with the last season's success-story. In search of new development paths, Targi Kielce has deeply engaged in medical events organisations. These are much more than exhibitions; such events are associated with a mission. AtoPsoriaDerm is one of the new projects, it is targeted at people with dermatological problems who find it hard to cope with everyday activities. For years Kielce has been associated with the fire-services expo, 2017 marks the new unveiling of this trade show and its new name- KIELCE IFREE EXPO.

This and much more at the Kielce Trade Fair Review. I wish you a pleasant reading.

Andrzej Mochon PhD.,
Targi Kielce President of Board

Targi Kielce SA
25-672 Kielce
tel.: +48 41 365 12 22,
fax: +48 41 345 62 61
e-mail: biuro@targikielce.pl

Editorial Office:
Agnieszka Wicha-Dauksza
– Editor in Chief
Marlena Baradziej
Katarzyna Kulińska
Urszula Kołodziejczyk
Barbara Sipa
Patrycja Pawlik
Tomasz Natkaniec

English version:
Paweł Kozłowski
Foto: Targi Kielce

Layout design:
Michał Obiedziński
DTP: Viola Rzodeczko

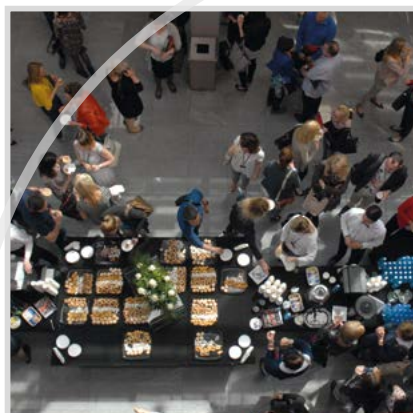
Copyright © Targi Kielce 2017
All rights reserved

ISSN 2299-307X

Kielecki Przegląd Targowy

CONTENTS:

• 2016 - a truly successful year	4
• Kielce - you glorify the foreign, but do you know your own?	5
• Expos - online or offline?	8
• Poland's most active expo!	10
• Calendar of events	12
• 2017's upcoming expos	14
• Close bonds between the Vatican and Kielce	16
• EXPO-GAS - April 2017 in Targi Kielce	18
• Kielce - the capital of public transport	19
• AtoPsoriaDerm - a new exhibition with a unique mission	20
• A stylish farewell - NECROEXPO 2017	21
• Expo events - two in one	22
• The success still lies in „face to face” contacts	25
• The year under the banner of internal integration	26



Targi Kielce Congress Centre

*Everything starts
with a meeting*



[centre of attention]

Join us!
More inspirations at
www.kielcekonferencje.pl



Bożena Staniak

Vice-President of Board

2016 – a truly successful year

I feel satisfaction looking back at Targi Kielce's previous exhibition season. CENTREX audit has confirmed that a number of exhibitions organized by Kielce exhibition centre reported growths. Our flagship events which boast many-year tradition have also advanced.

2016's season was very successful for our company; this has been clearly confirmed with Centrex-audited statistic data. Hard facts and figures show that last year's exhibition space lease rate amounted to 223 thousand sq. m which means almost 23% increase compared to the previous year. **TRANSEX-PO** - the public transport trade-show, the world-famous **International Defence Industry Exhibition**, **STOM** and **KIDS' TIME** – the child-product business sector expo are the ranking's front-runners. **METAL** - the foundry expo held on alternating years also proved to be one of the most successful exhibitions with its 61% increase in exhibition space lease compared to the previous expo edition. Targi Kielce has also reported a positive growth dynamics with regards to the number of exhibitors. Almost 17% year-on-year increase is a great success, especially now, when Polish exhibition market competition is really fierce. Newly-created exhibition centres have recently become operational; these market entrants hold exhibitions of a similar profile, however not always do these new centres comply with business ethics standards for the exhibition industry.

The substantial increase in the number of exhibitors demonstrates that not only have we earned their trust. Exhibitors also highly value our events' prestige, the expo-centre's experience and, above all the fact that Kielce events participation translates into tangible business results. We intend to foster the exhibitors' trust and thus we continue to implement our business strategy. Profits are reinvested into further expo infrastructure development and effective promotion of events. The latter results in a growing

number of expo visitors. In 2016 our exhibitors hosted nearly 250,000 visitors at their expo stands. In expo statistics it demonstrates over 12% increase compared to 2015. According to the exhibitors, the quality of the visitors has also improved.

Increasing number and quality of visitors is an extremely important element of the expo centre's perception. Therefore we place considerable emphasis on this aspect of our business activities.





Aldona Matla – KIDS' TIME Project Manager

The International Fair of Toys and Products for Mother and Child KIDS' TIME statistics reflect Poland's child-products business sector's vibrant development. Some credit this growth to the government's 500+ programme, others attribute this to young parents' creativity and business zeal. One thing is certain; our expo develops in line with the baby and children products industry. For several years we have recorded dozen-percent increases. 2017's expo has broken all-times records. The 7 exhibition halls with the total exhibition area of over 16,000 sq. m were the showcase for 474 companies from 18 countries. The exhibition attracted 7,000 business insiders.

Piotr Pawelec, STOM Project Director

2016's Kielce Exhibition of Metal Processing Technologies STOM, EXPO-SURFACE, CONTROL-STOM, PNEUMATICON, WIRTOPROCESY, WELDING and 3D Printing Days attracted the record-breaking 10,000 visitors. State-of-the-art machines, equipment and innovative solutions were put on display by nearly 700 companies from 29 countries. I am glad that the „Industrial Spring” exhibition space lease rate has been in an up-trend for several years. In 2015, the exhibitors used 5 expo halls. In 2016 the expo grew to use 6 pavilions. Our exhibition are much more than a display for a wide range manufacturers' and distributors' products. Dynamic presentations of machines have become an indispensable part of the show.



Kamil Perz, AGROTECH Project Director

The International Fair of Agricultural Techniques Agrotech is Poland's largest agricultural expo held in expo halls, this is also the biggest of all industrial exhibitions. AGROTECH is Poland's most international agricultural exhibition. For 23 years this has been the most comprehensive presentation, a permanent fixture in known brands' marketing strategies. In 2016 season the Kielce expo reported a double record - the expo space and the number of visitors increased. 62,500 sq. m trade show hosted 64,330 visitors.

Agnieszka Białek, MSPO Project Director

The 24th International Defence Industry Exhibition was record-breaking event in many respects; the largest number of exhibitors and visitors, the impressive exhibition area. MSPO is an indispensable and inseparable part of Poland's defence industry. The expo was held under the white and red house-flag; this was a spectacular culmination of this year's Polish services' success at the World Youth Day and the NATO summit in Warsaw. Bearing in mind last year's success we aim even higher this year. Our intention is to make MSPO a truly innovative event of a spectacular scale.



Bogusława Grzechowska, AUTOSTRADA Project Director

For over 20 years the International Fair of Road Construction Industry AUTOSTRADA-POLSKA has been one of the Kielce expo centre's flagships. AUTOSTRADA-POLSKA is Central - Eastern Europe's only event of this kind; for over two decades it has enjoyed the support of the most important institutions and industry associations. The exhibition has been growing rapidly, this has been demonstrated in gradual and consistent expansion of the expo's scope. Last year exhibition used 30 thousand. sq. m and brought together 471 companies from 21 countries and 14 thousand visitors.

Kielce - you glorify the foreign, but do you know your own?



Trade-fairs and exhibitions are intended to promote brands, products, passions and interests or after-hours leisure activities

Polish cities popularity rankings and regions attractiveness polls are not that optimistic. Kielce inhabitants themselves bitterly speak about how little is happening in our city. Kielce with population smaller than 200-thousand is often benchmarked with big cities such as Krakow and Warsaw. Is this justified?

Several years ago the situation in Kielce might have caused concern how to use one's free time. Today students and Kielce residents cannot complain about leisure time offers.

The „Design Lesson” exhibition on show at the Design Institute



Where to look for ideas?

The list opens with Targi Kielce ranked second among all among Central and Eastern Europe's expo centres. The place which holds the sway; this is where passion blends with business. Every year this is the stage for more than 70 exhibitions - B2B and commercial events as well as

for 700 congresses and conferences. It is not difficult to find at least one exhibition worth a visit. The Kielce Technology Park and Energy Science Centre allure with their attractions. KTP puts education of young entrepreneurs high

on its priority list; there is an abundance of meetings with inspiring people and startup-focused workshops. And closer to the heart of the city. The city centre abounds with free-time options - the Kielce Culture Centre, the Castle Hill, museums, theatres, art galleries, culture promotion centres. Kielce also offers a few good restaurants, pubs and clubs.

- *Kielce inhabitants are more than willing to participate in all kinds of workshops. We have observed a huge increase in interest in activities for adults. The increase is disproportionately large in relation to the institution's human resources - says Krzysztof Kucharczyk, the Arts Director of the Institute of Design in Kielce. - Pottery workshops generate most avid interest; it is a matter of minutes to fill up all the places after the registration has been open! Other events and exhibition enjoy similar popularity. What*



HOME and GARDEN expo attracts crowds of Świętokrzyskie province residents; for years this has been Kielce inhabitants' favourite expo

needs to be remembered is the inhabitants' needs and demand for the classes and workshops. The dialogue we have established with the Institute related community has been the foundation stone of our success- he adds.

Every year Kielce sees hundreds of exhibitions, trade shows, conferences, performances, vernissages; there are more than one million participants from the region and all corners of Poland. There are numerous events-organisers; these add colour to Świętokrzyskie Mountains inhabitants' life. These institutions have also started to develop cooperation and bonds. The Kielce Expo City idea is embodied with a crown composed of different figures.

Events, conferences, trade-show, exhibitions and workshops - is this a good

development direction for Kielce?

Kielce inhabitants and visitors are into active pastime activities. They look for a good option, tailored to their interests, preferences, age financial capabilities. In a number of municipal and private centres there is always something to their taste. Beyond any doubt, the number of meetings still falls short of what Warsaw or Krakow markets offer. Kielce, however is often said to underutilise the potentials of the meetings industry. Kielce does not come at par with the number of meetings held in Krakow and Warsaw; what needs to be worked on is the events calendar and frequency. There is a way to improve the leisure time and entertainment offer - calendars ought to be synchronised. Kielce's pain-point is the fact that many facilities close at 23.00 - the time when exhibitions, concerts and vernis-

sage audience still want to eat and drink out. Changes need time. Do you want to learn more? Visit www.kielceexpocity.pl and enjoys the city's vibrant life!

The „Fair Building” exhibition at the Kielce Design Institute





SOCIAL MEDIA

EXPOS

– online or

Social media reign supreme in communications. The most popular social-media service is Facebook with more than 14 million Polish users, this number accounts for as many as 60% of Internet users in our country. Therefore this communication channel cannot be ignored by those who develop strategies; this applies to exhibitions, trade-fairs, conferences organizers as well as to exhibitors and visitors.

Exhibitions have always been a marketing vehicle for products and services promotion, a sales booster. Direct communication is the basis and the opportunities offered by face-to-face meetings are maximised. An expo stand located among competitors is a meetings platform with prospective clients and partners. A few or a few hundred meters of exhibition space is the showcase for products and services - regular offer, novelties and concepts. This is also where entrepreneurs meet clients, sign contracts and agreements. This is offline world - you need to call in, register and meet real people. Online reality adds spice to expos.

Social Media to begin with

Internet is the education factor for the general public. The latter is deep in love with the digital age. On-line shopping, the latest news-updates available on dozens of information platforms, online meetings (video conferencing, e-mails, etc). This

possibilities galore is further enhanced with a powerful tool - social media. Social media is where people can share everyday-life moments, knowledge, information, opinions, ideas. Social media is used to comments political top-level decisions, to appoint and overthrow governments, to praise talents and criticise failures, to ask questions and air-out opinions, to reward and punish. Social media users are therefore a valuable target group for brands. Not only are they customers, they have recently taken over a part of companies' marketing activities. How come? Users want to share information with their friends, boast new purchases, tell what makes them happy, what events they are taking part in, etc.

facebook is the most powerful social networking service, competitors lag behind. Mark Zuckerberg's idea to create a service that connects people online to make offline meets possible has grown to an enormous size. Not only is this used to stay in touch with your friends, but also to track information and communica-

te with brands. As mentioned at the beginning, Poland has 14 million facebook users, there are 1.8 million active accounts worldwide, i.e. 24% of the global population use facebook.

Internet experts have given us also Twitter, Instagram, LinkedIn, snapchat, Pinterest, Golden Line, Periscope ... the list goes on and on. These come much lower in the ranking because these social media have a specific role, a specific communication format. In the case of Twitter communication is limited to 140 characters, Instagram uses the language of photos and hashtags, LinkedIn is a professional contacts network, Pinterest is inspirations mine...

How social media affect the exhibition industry

Expo centres use social media as another communication channel with customers: exhibitors, visitors, congresses and conferences participants. This medium offers a valuable advantage - the chance to create your own content

offline?

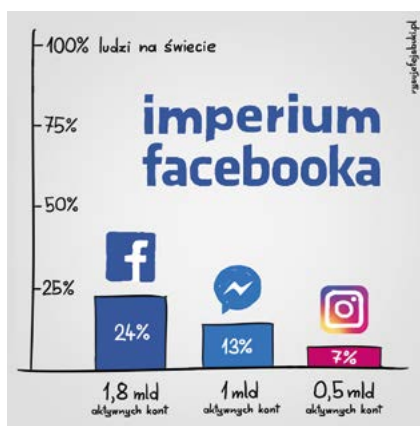
and information form. Facebook, Twitter, LinkedIn, Instagram and many other social media platforms extend expo centres' information dissemination capacities - announcements and invitations, live coverage, recapitulations and even opinion-polls. Visitors and exhibitors who consciously and skilfully use corporate and private profiles build the image of events they are involved in. And this is where the expo adventure begins.

- We keep an eye on traffic in our social media channels. Last year, 1.7 million unique users saw our messages on Targi Kielce company's profile - says Agnieszka Wicha-Dauksza, Targi Kielce's Director for Public Relations and Marketing. - We gradually increase our on-line activities. We keep learning how to promote our services with the use of social media. The "learner" status is the reflection of our

awareness that social media are being built by their users, and the changes dynamics is really astounding. Scheme that works today may be a communication relic tomorrow. We welcome exhibitors to join in enhancement of social-media presence. Our centre's strategy focuses on developing closer ties within Targi Kielce community. Once the relations have been built offline, we want to expand the bonds online. This way there is a living-event for the whole year, not just for a few weeks before and days the actual trade-show - adds Mrs. Wicha-Dauksza.

Trade-shows, exhibitions, conferences are firmly embedded in the offline culture. In a dozen or so years, with the advent of virtual reality ubiquity you will be able to take part in an interesting event while sitting comfortably in a chair in your own house. Is this a good trend? Now it is hard to judge. It should be noted, however that exhibitions industry is the meetings industry; meeting in the real world, face to face. This cannot be overestimated.

Now this is a golden age for social media. We can mock the predicted Facebook end, which was supposed to happen in 2012. Once people are given the power of the word, they are not ready to give it up that easily. This is high time to learn how to cooperate with this power, how to give and interesting online form to what works offline.



According to latest data, Facebook users account for 24% of the world population, Photo: rysujefejsbuki.pl





FIT Weekend - this part of Poland's largest supplements and sports accessories trade-fair

THE MOST

Bodybuilders, fitness-coaches, pole-dancers, muaythai and karate contestants, personal trainers, fitness instructors, street workers and active-pastime aficionados all come to Targi Kielce - 21 to 23 April. The second FIT WEEKEND promises to be impressive. This Targi Kielce combination of an exhibition and prestigious sporting event has proven to be a perfect fit. Last year's FIT Weekend attracted more than 6,000 visitors. This year's programme features even greater dose of sports-spirit competition.

A growing interest in fitness industry events

An old Polish proverb says, „the more you get into it, the more thrill.” This can also refer to Poland's fitness industry. A greater interest in physical activity, a balanced diet, body silhouette care, more events that bring together those who seek knowledge on how to start active-lifestyle adventure and those who are true sport-buffs. The April FIT Weekend in Targi Kielce - south of Poland's biggest multisports event combined with the supplements, garments and sports accessories expo is one of the examples.

Sports silhouettes – champions at the Kielce event

Polish Championship in Bodybuilding and Fitness, owing to its main organizer - Polish Bodybuilding, Fitness and Powerlifting Association is the top-ranking event which bring together the best and most active representatives of

bodybuilding sports. Targi Kielce will host them for the forth time. The event features 400 contestants; the best in several categories - including classic bodybuilding, beach-bodybuilding and bikini-fitness.

Professionals and amateurs can compete at par!

Parallel to the Bodybuilding and Fitness Championship, Targi Kielce also stages the Polish Classic Bench Press Cup under the auspices „Olimp” Zabrze sports club. Classic bench press-up is the most popular upper body shaping exercises. The competition is open for sports clubs representatives - members of the PZKFITS

Federation upon presentation of the valid PZKFITS license or an application copy to be presented such a license, confirmed by the club. The complicated path for contestants significantly reduces the number competitions entrants.

However, for the first time in Poland the Polish Bodybuilding, Fitness and Po-

Classic Flat-Bench Press - one of the most popular weight-training activities



active expo in Poland!

werlifting Association invites ALL „Bench Press Challenge” aficionados: this is their chance for a public **classic bench press-up debut**. This is the first time we can admire new contestants - in contrast to the Polish Cup they do not even have to be associated in any sports club and licensed by the Polish Federation.

Spin around us - Pole Dance in sports unveiling

The second POLE DANCE SHOW attracted 160 pole-dancers registrations. - *The pole dance feast continues for three days- from Friday, 21 April until Sunday, 23 April* - says **Marta Janda**, a pole dance school owner **May Way PDS** and the initiator of the event. - *On Friday we will see more than 50 amateurs. On Saturday we will have the opportunity to watch the World Cup Pole Dance qualifications organised within the scope of the first Polish Pole Sport Championships - sports pole dance variety. Sunday is the important day too. More than 50 participants will be competing in the 6 categories (children, juniors, duets, men, women, professionals and exotic). This will be the artistic face of pole dance. For the first time we have the children category. The jury panels includes the international stars Natalia Tatarinsteva, Slava Ruza, Anna Valfsson* - adds the organizer.

The first event edition concluded in an immense success. The Targi Kielce Congress Centre guests spent all day

watching the competitions. For many this has been the first encounter with this kind of sport. Last year's positive impression has become the magnet to join this year's event.

Martial arts - to shape character and not only!

National Muaythai League and the Polish Karate Kyokushin Grand Prix - these point on the the FIT Weekend 2017's agenda are also worth noticing.

- *The national competitions will be held under the patronage of the Polish Muaythai Association* - says **Rafał Maciaszek**, the League coordinator and the founder of the Martial Arts Section - **Klincz**. - *The April competition brings together professionals and less advanced athletes. We expect to see about 100 contestants actively involved in the the event. The League will also promote the „Muaythai Against Drugs” campaign.*

On the other hand, karate fighters join the the Grand Prix held for the first time in Targi Kielce. The event is organized by Świętokrzyskie Karate Kyokushin Club.

Jatomi Fitness Festival, workout zone, supplements and sports accessories exhibition... and even more attractions

It is difficult to name all the attractions in one breath - Targi Kielce offers attractions galore for those who call in on 21, 22 and 23 April. Owing to the cooperation



































Pole Dance SHOW 2016 awakened an avid interest of the audience. Many spectators had the first-time chance to watch such a spectacle

with most recognized sports centres, the second edition of FIT Weekend agenda, contrary to many other Poland's events of this type, boasts a high-ranking competition level. This means that in April Kielce will host a strong representation of different sports. Kielce is the place to meet idols, those who motivate you to work persistently. Save the date for FIT Weekend today! The multisports events is enhanced with the exhibition - expo stands of leading brands will offer supplements, garments, nutrients.
































The Polish Championship in Bodybuilding and Fitness - the most important event for Polish silhouette fitness representatives



KALENDARZ WYDARZEŃ 2017

	AGROTECH XXIII Międzynarodowe Targi Techniki Rolniczej 23rd International Fair of Agricultural Techniques	17-19.03
	LAS-EXPO XVII Targi Przemysłu Drzewnego i Gospodarki Zasobami Leśnymi 17th Timber Industry & Forest Resources Management Fair	17-19.03
	GIEŁDA SZKÓŁ I UCZELNI Schools and Education Fair	22-23.03
	STOM-TOOL X Targi Obróbki Metali, Obrabiarek i Narzędzi 10th Fair of Metal Processing, Tools and Machine Tools	28-30.03
	STOM-BLECH & CUTTING X Targi Obróbki Blach i Cięcia 10th Sheet Metal Processing and Cutting Fair	28-30.03
	STOM-LASER IV Targi Laserów i Technologii Laserowych 4th Laser and Laser Technology Expo	28-30.03
	SPAVALNICTWO XII Międzynarodowe Targi Technologii i Urządzeń dla Spawalnictwa 12th International Fair of Welding Technology and Equipment	28-30.03
	WIRTOPROCESY IV Targi Wirtualizacji Procesów 4th Virtual Processing Trade	28-30.03
	VIII DNI DRUKU 3D 8th 3D Printing Days	28-30.03
	EXPO-SURFACE VIII Targi Technologii Antykorozyjnych oraz Ochrony Powierzchni 8th Exhibition of Corrosion Protection Technology and Surface Treatment	28-30.03
	PNEUMATICON X Targi Pneumatyki, Hydrauliki, Napędów i Sterowań 10th Fair of Pneumatics, Hydraulics, Drives and Controls	28-30.03
	CONTROL-STOM XXIII Targi Przemysłowej Techniki Pomiarowej 23rd Fair of Industrial Measuring Technology	28-30.03
	PRACA KARIERA ROZWÓJ XI Ogólnopolskie Targi Pracy dla Studentów i Absolwentów Szkół Wyższych 11th National Job Fair for Students and University Graduates	4.04
	DOM XXIV Ogólnopolskie Targi Materiałów Budownictwa Mieszkaniowego i Wyposażenia Wnętrz / 24th Fair of Residential Building Materials and Interior Fittings	7-9.04
	OGRÓD I TY XXIV Targi Ogrodnicze i Działkowe 24th Garden Fair	7-9.04
	AGROTRAVEL IX Międzynarodowe Targi Turystyki Wiejskiej i Agroturystyki 9th International Fair of Rural and Agricultural Tourism	7-9.04
	HOME & GARDEN International Home and Garden Accessories Expo	7-9.04
	HEALTH & BEAUTY II Międzynarodowe Targi Zdrowia i Urody 2nd International Health and Beauty Expo	7-9.04
	ECOTIME VI Targi Produktów Ekologicznych, Tradycyjnych i Naturalnych 6th Ecological, Traditional and Natural Products Expo	7-9.04
	TARGI PRACY XX Ogólnopolskie Targi Pracy 20th National Employment Fair	12.04
	FIT WEEKEND	21-23.04
	EXPO GAS IX Targi Techniki Gazowniczej, Salon Gazowych Urządzeń Grzewczych - - Montaż, Serwis / 9th Gas Engineering Fair, Gas Heating Appliances Exhibition - Installation and Maintenance	26-27.04
	AUTOSTRADA-POLSKA XXIII Międzynarodowe Targi Budownictwa Drogowego 23rd International Fair of Road Construction Industry	9-11.05
	MASZBUD XVIII Międzynarodowe Targi Maszyn Budowlanych i Pojazdów Specjalistycznych / 18th International Construction Equipment and Special Vehicles Fair	9-11.05
	TRAFFIC-EXPO-TIL XIII Międzynarodowe Targi Infrastruktury, Salon Technologia i Infrastruktura Lotnisk / 13th International Fair of Infrastructure, Airport Technologies and Infrastructure Exhibition	9-11.05
	ROTRA IX Międzynarodowe Targi Transportu Drogowego - Pojazdy Użytkowe / 9th International Fair of Road Transport - Commercial Vehicles	9-11.05
	EUROPARKING III Międzynarodowy Salon Techniki Parkingowej 3rd International Exhibition of Parking Technology	9-11.05
	DENTOPOLIS Konferencja Stomatologiczna Dental Conference	19-21.05
	PLASTPOL XXI Międzynarodowe Targi Przetwórstwa Tworzyw Sztucznych i Gumy 21th International Fair of Plastics and Rubber Processing	23-26.05
	NECROEXPO VII Międzynarodowe Targi Branży Pogrzebowej i Cmentarnej 7th International Funeral and Cemetery Fair	2-4.06
	KIELCE IFRE-EXPO Międzynarodowe Targi Sprzętu i Wyposażenia Straży Pożarnej i Służb Ratowniczych International Fire Protection & Rescue Exhibition	8-10.06
	KIELCE WORK SAFETY-EXPO Międzynarodowe Targi Bezpieczeństwa i Ochrony Pracy oraz Systemów Zabezpieczeń Przeciwpożarowych / International Occupational Safety and Fire Protection Systems Exhibition	8-10.06

CALENDAR OF EVENTS 2017

	SACROEXPO XVIII Międzynarodowa Wystawa Budownictwa i Wyposażenia Kościołów, Sztuki Sakralnej i Dewocjonalistów / 18th International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art	12-14.06
	EXPOSITIO VIII Europejski Salon Nowych Technologii dla Muzeów, Konserwacji Zabytków i Dziedzictwa Narodowego / 8th European Exhibition of New Museum Technologies, Art Conservation and National Heritage	12-14.06
	GAME ON IV Turniej i Targi Gier Elektronicznych 4th Video Games Tournament and Expo	17-18.06
	AtoPsoriaDerm Targi dla Pacjentów z łuszczycą i Atopowym Zapaleniem Skóry / Exhibition for Patients with Psoriasis and Atopic Dermatitis	1.07
	DUB IT! VI Festiwal Tuningu 6th Tuning Festival	1-2.07
	TUNING & MOTORSPORT SHOW Targi Tuningu i Modyfikacji Pojazdów Vehicle Tuning and Modification Expo	1-2.07
	SABAT FICTION FEST Ogólnopolski Festiwal Fantastyki, Gier i Kultury Wschodu / Polish National Festival of Fantasy, Games and Far-East Culture	.08
	MSPO XXV Międzynarodowy Salon Przemysłu Obronnego 25th International Defence Industry Exhibition	5-8.09
	LOGISTYKA XXIII Międzynarodowe Targi Logistyczne 23rd International Logistics Fair	5-8.09
	KIELCE BIKE-EXPO VIII Międzynarodowe Targi Rowerowe 8th International Fair of Bicycle Industry	21-23.09
	KIELCE BIKE-EXPO Maraton Rowerowy Bicycle Marathon	23.09
	PARAGIELDA Targi Lotnictwa Lekkiego Light Aviation Expo	7-8.10
	TLL Targi Lotnictwa Lekkiego Light Aviation Expo	7-8.10
	APAE III Międzynarodowe Targi Części i Akcesoriów Samochodowych 3rd International Auto Part and Accessories Expo	11-13.10
	RTE III Międzynarodowe Targi Opon i Gumy 3rd International Tyre and Rubber Expo	11-13.10
	TURBO-EXPO Salon Turbosprężarek Turbochargers Exhibition	11-13.10
	INNO-TECH EXPO V Międzynarodowe Targi Innowacji i Nowych Technologii / 5th International Expo of Innovativeness and New Technologies	18-19.10
	FUTURE PRIVATE LABELS Poland & CEE IV Konferencja i Targi Producentów Marek Własnych 4th Conference and Exhibition for Private Label Producers	25-26.10
	BEZPIECZNY STADION Ogólnopolska Konferencja National SAFE STADIUM Conference	26.10
	DNI DLA BIZNESU III Forum Finans i Podatki dla Przedsiębiorcy, Targi Usług dla Firm / 3rd Finance and Enterprise Tax Forum, Business-Services Expo	27.10
	HORTI TECH III Targi Technologii Sadowniczych i Warzywniczych 3rd Fruit and Vegetable Technologies Expo	17-18.11
	EURO AGRO LWÓW ** Międzynarodowe Targi Techniki Rolniczej International Fair of Agricultural Techniques	.11
	FORUM EDUKACJI II Europejskie Forum Nowych Technologii, Innowacji i Inwestycji w Edukacji / 2nd European Education Forum - New Technologies & Innovations in Education	23-24.11
	SALON EDUKACJI II Salon Technologii i Wyposażenia dla Edukacji 2nd Expo of Technologies and Equipment for Education	23-24.11
	WYSTAWA PSÓW XI Międzynarodowa Wystawa Psów Rasowych 11th International Exhibition of Pedigree Dogs	24-26.11
	ZOO SALON VII Targi Zwierząt Domowych 7th Domestic Animal Fair	25-26.11
	MODNY ŚLUB X Ogólnopolskie Targi Ślubne 10th National Wedding Fairs	2-3.12
	VENUS XIII Targi Medycyny Estetycznej, Artykułów Fryzjerskich i Kosmetycznych / 13th Fair of Aesthetic Medicine, Cosmetic and Hairdressing Equipment	2-3.12
	RĘKODZIEŁO VI Ogólnopolskie Targi Rzemiosła Artystycznego - Edycja Świąteczna / 6th National Artistic Handicrafts Exhibition CRAFTS - Christmas Edition	2-3.12
	WYSTAWA GOŁĘBI POCZTOWYCH Okręgowa Wystawa Gołębi Pocztowych District Exhibition of Carrier Pigeons	9-10.12
	WYSTAWA GOŁĘBI RASOWYCH Okręgowa Wystawa Gołębi Rasowych i Drobiu Ozdobnego, Królików / The District Exhibition of Pedigree Pigeons, and Decorative Poultry, Rabbits	9-10.12

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



21-23
April
2017

26-27
April
2017

FIT WEEKEND

Time to flex the muscles. Health and active lifestyle lovers - your holiday begins soon! After the huge success of previous year's edition which gathered 6,000 visitors at 9 thousand square meters, Fit Weekend has proven to be one of Poland's most important multi-sports events. In addition to a rich agenda, Fit Weekend also features the supplements, accessories and sportswear exhibitions. This is a must-attend event for all sports aficionados.

EXPO-GAS

26 and 27 April 2017 - Kielce exhibition centre becomes the gas industry focal-point, a meetings-platform for experts from home and abroad. Expo-Gas is much more than an exhibition gas-grid equipment, control and measuring devices installed on gas pipelines. The agenda abounds with conferences and lectures. Scientists and experts are brought together to discuss the gas-industry key issues.

7-9
April
2017

HOUSE AND GARDEN

24 Home and Garden Expo - a traditional magnet which boasts an impressive portfolio of innovative construction solutions and remarkable ideas for home, interiors and garden arrangement. Spring in Kielce exhibition centre is the time of inspirations for home decorations, trends presentations and professional experts advice. Not only will you find inspirations but also practical tips on how to design a dream-house. The 24 National Exhibition of Residential Building Materials and Interior Design DOM is a get-together for architects, construction industry-insiders and, first and foremost for elegant and practical home solutions lovers.

28-30
March
2017

STOM

The Exhibition of Metal Processing Technologies has been constantly developing; its wide range of products and services amazes exhibitors. STOM 2017 is the showcase for measuring devices, compressor, pneumatic motors, hydraulic components, laser machines for metal processing and cutting. STOM expo boasts a record-breaking number of visitors - 10,000 and over 700 exhibitors. STOM is a permanent fixture in the calendar of all professionals who want to keep up with the latest innovative solutions.

17-19
March
2017

AGROTECH

24 agricultural exhibition will showcase cutting-edge agricultural machines and tractors in as many as 11 halls! 2017's AGROTECH will be as spectacular as last year's expo - 2016's the exhibition used 62.5 thousand square meters and attracted over 64,000 visitors! International business leaders have again chosen the Kielce exhibition and congress centre to display machines launched into the market. From 17 to 19 March 2017 Targi Kielce will be the most important place for Europe's agricultural sector. In addition to innovative products on show the expo agenda also includes a wide and diversified range of problem-focussed meetings and conferences.

9-11
May
2017

AUTO-STRADA

AUTOSTRADA-POLSKA - the 23rd expo brings together road construction, traffic engineering and road safety leading companies. Last year's expo hosted 14,000 visitors and showcased the offer of 471 companies from all corners of the world. This year's trade-show abounds with première-presentations of construction machines and impressive dynamic demonstrations. The exhibition is enhanced with thematic conferences, workshops and debates on innovative construction technologies.

19-21
May
2017

DENTO-POLIS

Last year's Practical Dentistry "Dentopolis" Festival DENTOPOLIS hosted over 900 participants! DENTOPOLIS 2017 generates an aid interest. From 19 to 21 May 2017 Targi Kielce Congress Centre will bring together Polish and foreign lecturers who will share knowledge, expertise and experience in dentistry. Experts will debate on problematic issues as well as discuss the latest technologies for dental practice.

23-26
May
2017

PLASTPOL

The 21 International Fair of Plastics and Rubber Processing PLASTPOL is one of Europe's most important industry and business sector's events. 21st PLASTPOL is the place to exchange valuable information on modern technologies and equipment as well as the talk-shop platform. The previous PLASTPOL used 32 thousand square meters of exhibitions space, hosted experts from 32 countries and 18.5 thousand business-insider visitors. This year's exhibition promises to be equally impressive. This is a truly international event.

12-14
June
2017

SACROEXPO

The 18 International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art SACROEXPO is Central and Easter Europe's leader of this business-sector. 2016's record-breaking expo hosted 280 exhibitors from 11 countries, the number of visitors exceeded 4.5 thousand. This high-profile church exhibition features a wide range of trends in religious art and articles, innovative techniques in religious architecture. SACROEXPO is complemented with the awarding ceremony of the Pontifical Council for Culture's Medal „Per Artem at Deum”.

8-10
June
2017

KIELCE IFRE EXPO

A spectacular exhibition of innovative fire vehicles and special equipment for fire stations and rescue services - 8 - 10 June 2017. This is an unforgettable festival for all emergency services. Knowledge and experience exchange, abundance of trainings, dynamic equipment demonstrations, fire-protection professionals' presentations and emergency medical rescue and first-aid courses- visitors are in for attractions galore. There will be a festival combined with a live performances of professional and voluntary rescue services' orchestras.

Close bonds between the Vatican and Kielce

Despite the 1,600 kilometre distance between Kielce and the Vatican, there is a particular day when the two places are particularly close. This unity is owed to the Pontifical Council for Culture's Per Artem Ad Deum Medal presented for achievements which largely contribute to the promotion of dialogue between the diversity of cultures in the contemporary world and thus promote man as an individual.

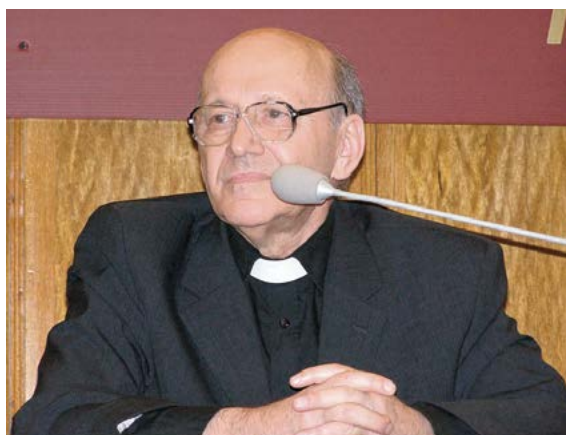
The Medal has been presented at the annual International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art SACROEXPO is held in Targi Kielce. The medal laureates are presented the distinction by the Chapter members and the church high-ranking dignitaries.

The medal has been awarded since 2005; since then it has been recognised as a very special distinction for artistic milieus whose works relate to spiritual life and the Church. This year the Medal Chapter is chaired by HE Bishop Marian Florczyk. The Per Artem ad Deum Medal has been bestowed upon the three people who represent different fields of art and science.

„In recognition of „a constant struggle with questions of great magnitude which help to understand the universe essence” - Professor Michał Kazimierz



Tomas Halik



Professor Michał Kazimierz Heller

Heller - a Catholic priest, theologian and professor of theology is presented the Medal. Professor Heller specialises in natural philosophy and physics, his scientific interests include the science and faith relations. In recognition of his achievements, Professor Heller was awarded the Templeton Prize. Fr Heller is employed at the Vatican Observatory. He is also a member of the Pontifical Academy of Sciences.

The Pontifical Council Medal is also presented to the Czech Catholic priest, philosopher, psychologist and theologian - Tomas Halik. The Chapter has justified its decision to present the medal to Fr. Halik: **“for the testimony truest faith demonstrated in the world perception through people's eyes”**. Fr Halik is known for



his involvement in social life, for his public statements on racial discrimination issues. He has also worked as an addiction therapist with alcohol and drug addicts .Until 1989, he had been an important figure at the Czech Catholic Church's anti-communist underground.

„... for the insightful and creative perception of man's beauty, diversity and uniqueness” - the Medal is also presented to the Salzburg based (Austria) photographer and reporter who has worked for Austrian, German and American media. She has visited most remote corners of the world; focuses on human, skillfully draws from cultures variety and finds a common denominator - humanity.

Claudia Henzler © Claudia Henzler
/henzlerworks.com

PER ARTEM AD DEUM LAUREATES (2005-2016)

2005 - Stained glass workshop „Furdyna” - Krakow

2006 – Dobrosław Bagiński

2007 – Stanisław Słonina

2008 – Leszek Mądzik

2009 – Wojciech Kilar

2010 – Krzysztof Zanussi

2011 – Stanisław Niemczyk

2012 - Ennio Morricone and Stefan Stuligrosz (posthumously)

2013 – Stanisław Rodziński

2014 – Mario Botta, Adam Bujak

2015 - Krzysztof Penderecki, Vincent Kućma, Herder Publishers

2016 - Antonina Krzysztoń, Arvo Pärt, Arnaldo Pomodoro



Katarzyna Prostać

Projects Group Director

*„The only beauty in art is human life.
Art grows when people grow, art perishes
when people die”*

George Bernard Shaw

SACROEXPO is the only event of its kind; in its nature which verges with both commerce and culture, it makes references to the traditions as well as the modern art. To promote spirituality and spiritual life-related arts - this has become one of Targi Kielce's overall objectives for the International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art SACROEXPO. 2017's SACROEXPO is held in Targi Kielce from 12 to 14 June; this is the consecutive time when the event provides the opportunity to showcase artistic and architectural achievements of Polish and European Church. The fact that SACROEXPO is held already for the eighteenth time confirms the expo's supreme quality and recognition.

SACROEXPO is the place to exchange experiences related to the church interiors design and architectural development; in this aspect a particular attention is paid to man's needs. The Expo hosts priests, architects, art historians, churches equipment manufacturers, parish councils' representatives, church facility managers and traders.

The *Per Artem ad Deum Medal* of the Pontifical Council for Culture has been presented at Targi Kielce during the International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art SACROEXPO. The Medal has been awarded to artists or institutions whose artistic achievements and heritage contribute to the culture development and shapes man's spirituality.



Previous EXPO-GAS was held in Targi Kielce in 2015

EXPO-GAS

April 2017 in Targi Kielce

The Gas Engineering Fair EXPO-GAS offers a unique and special opportunity to meet gas industry experts, business-insiders and specialists in one place. The trade-show is one-stop-shop to become familiar with innovative technological solutions as well as to establish business and trade relations. Targi Kielce will be the stage for the ninth edition of the expo: 26 and 27 April 2017. For the ninth time EXPO-GAS will be the showcase for gas-networks, devices and gas-consuming appliances. The trade show will not fall short of measuring, analysis, and control devices and equipment designed for gas industry. The expo stands will also abound with materials, equipment and fitments for gas pipelines construction, gas pressure regulators, compressor stations.

- Targi Kielce in cooperation with the Chamber of the Natural Gas Industry have successfully organized Gas Engineering Fair Expo-Gas. EXPO GAS-2015 was the showcase for 114 companies from Poland, Czech Republic, France, China, Germany, Great Britain, Belarus and Ukraine - they put on display the latest technologies and solutions. The trade show was staged on over 2,500 square meters of the exhibition space. EXPO GAS attracted 3,500 business insiders - says Dariusz Michalak, Trade Fair Department Director.

The EXPO-GAS' strength is also demonstrated in opinion-poll conducted among visitors. As many as 99% of respondents returned positive feedback - the expo has met their expectations. Owing to the exhibition participation, as many as 60% of visitors established new, profitable business contacts. EXPO-GAS programme features a problem-focussed conference: „Natural gas - enhancement of the energy market security and envi-

ronmental policies” held on the first day of the exhibition. Natural gas use for public transport, when Polish cities face smog problems certainly deserves in-depth considerations.

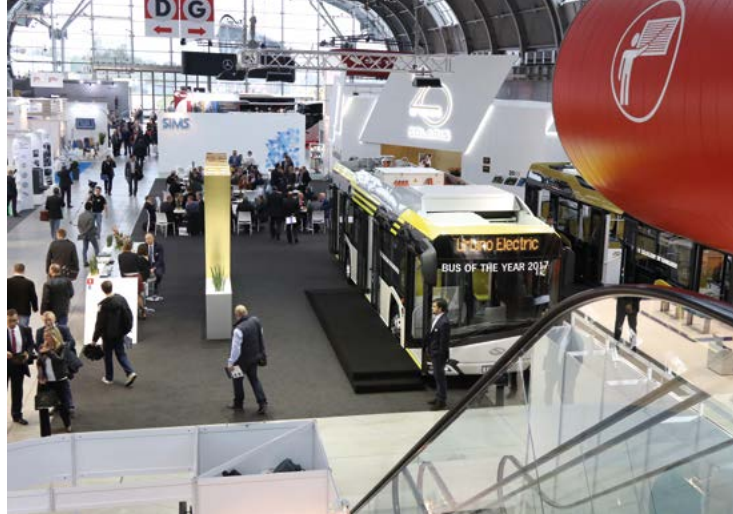
Join us in Targi Kielce for the 9th Gas Engineering Fair held on 26 and 27 April 2017.



Dariusz Michalak,
Projects Group Director

Kielce

- the capital of public transport



SOLARIS used Targi Kielce's 2016's TRANSEXPO to showcase the „Bus of the Year” award-winning bus

13th The International Fair of Public Transport TRANSEXPO was held from 11 to 13 October 2016 in Targi Kielce; the event has again confirmed that the public transport business sector goes from strength to strength. This year's TRANSEXPO brought together the total number of 164 exhibitors, including 36 foreign companies; they used 10 thousand square meters of exhibition space. TRANSEXPO attracted 5.5 thousand visitors.

2016's TRANSEXPO followed many-year tradition - this was the showcase for short-range public transport vehicles, coaches, special-purpose and utility vehicles, tugs and technical support vehicles. Expo stands abounded with bus equipment and parts as well as technical facilities fittings and furnishings. The most important business insiders presented their offer; Cms Auto, Scania Polska, Sor Polska, ABP BUS&Coach, Ursus Bus, Mercus Bus, Autosan, Volvo Polska, Solaris Bus&Coach, EvoBus Polska, Solbus, Auto-Cuby, Maz Auto Poland, Ji Service, Automet, Sobiesław Zasada, Isuzu, Kapena, Vdl Bova, Otokar. Alternative power-system buses have proved to be the most popular among visitors; electric, hybrid and CNG powered vehicles attracted much attention.

- *There was immense number of customers, the interest was huge, we were busy all the time* - said Jerzy Folda of EVOBUS Poland after the exhibition - We are truly pleased with the Kielce expo.

Conference devoted to public transport

The International Fair of Public Transport, in addition to a wide and diversified exhibitions abounds with discussions focussed on the industry's most topical issues. The „City-bus of the future” conference of the Economic Chamber of Municipal Transport was held before TRANSEXPO 2016 commenced. „Regional public transport - Where are we, where are we heading?” was the leitmotif of the transport Conference of Warsaw-headquartered Polish Vehicle Transport and Forwarding Chamber of Commerce; this session was organised on the second day of 2016's TRANSEXPO.

Targi Kielce's 2016's TRANSEXPO - a showcase for vintage buses.

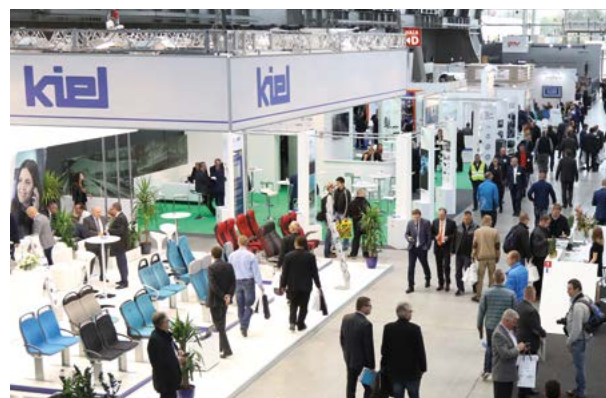
Not only does the International Fair of Public Transport TRANSEXPO showcase cutting-edge buses; visitors also had a chance to admire older vehicles. This opportunity was owed to the 3rd Vintage Buses Exhibition organised by the Economic Chamber of Municipal Transport. The six different buses on display were the living-proofs of IGKM technical and in-

dustrial activity in the 1993-1998 period.

Media spotlight on TRANSEXPO

The Kielce exhibition is the industry trend-setter - this is demonstrated with the media average coverage of the Kielce event. The exhibition hit the screens of the nationwide TV stations. „Puls Biznesu” gathered information during TRANSEXPO and published two articles on the electric buses future. The Solaris award-winning bus reigned supreme on Radio24.

2016's TRANSEXPO with a record-breaking audience of 5.5 thousand visitors



AtoPsoriaDerm

Targi dla Pacjentów z Łuszczycą i Atopowym Zapaleniem Skóry

1 lipca 2017
Centrum
Kongresowe
Targi Kielce

People conscious of skin-care problems as well as those who suffer from skin conditions such as psoriasis, psoriatic arthritis and atopic dermatitis should visit Targi Kielce on 1 July 2017. The first day of summer-holiday season will see the unveiling of AtoPsoriaDerm - a unique, nationwide, admission-free educational and promotional event.

AtoPsoriaDerm

a new exhibition with a unique mission

Chronic dermatological diseases such as psoriasis or atopic dermatitis in children are a social problem compared to diabetes, asthma and coronary diseases. A significant increase in skin disorders occurrence has been now observed in Europe. Therefore Targi Kielce has resolved address the needs of those who struggle with various dermatological conditions. The AtoPsoriaDerm is Europe's first and pioneering project of this kind. The event has been co-organized by the Świętokrzyskie Psoriasis Association - the organisation which unites people who suffer from dermatological disorders and Targi Kielce. The event has been partnered by the Alliance for Psoriasis Elimination, the National Dermatology and Venereology Consultant professor Joanna Maj MD who has granted the Honorary Patronage to the AtoPsoriaDerm Expo.

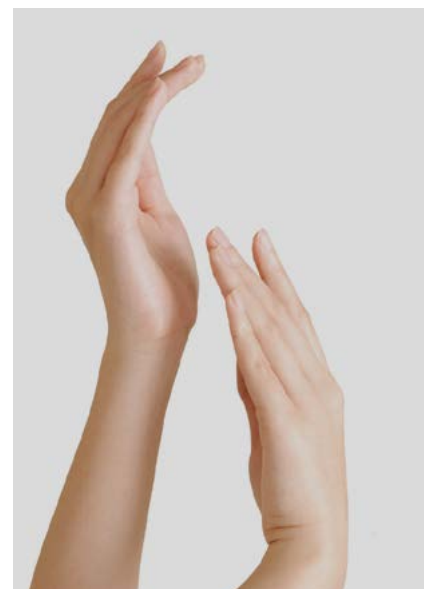
- In Poland there are almost a million psoriasis sufferers, one in five children suffer from atopic dermatitis - says Paulina Czechowska of the Świętokrzyskie Psoriasis Association. - Unsightly skin lesions affect life quality,

patients are often stigmatised by others. Such people have difficulties in

establishing relations and maintaining friendships. They often refrain from going to public swimming pools or beaches, they do enjoy summer public events because their skin lesions cannot be concealed under clothes. It is worth knowing that none of these diseases is contagious; psoriasis and atopic dermatitis are of genetic origin. Not only is this a problem for sufferers; their families caregivers are also affected. This is the body and soul condition, often a source of depression. We hope that Kielce event will help to integrate people who suffer skin conditions, encourage them enjoys social life. Not only is this meeting designed to present new pharmaceuticals, but also to meet people who understand the problem - adds Paulina Czechowska. - We are pleased that Targi Kielce has joined us to undertake the mission. This is the free-admission event for those who wish to come to Kielce.

Targi Kielce's event like AtoPsoriaDerm are much more than the opportunity to become familiar with new products offered by skin-care cosmetics companies. The event combines exhibition with leading experts' lectures. The lecturers

will present skin-care guidelines and tell how to maximize therapeutic effects of selected formulations. This event is targeted at those who want to take care of skin, learn how to protect skin from diseases and adverse factors, such as harmful UV radiation.



For long, Polish funeral industry has been much more than traditional coffins and gravestones. Today it encompasses clever aroma-marketing, stylish hearses, smartphone-applications and lavishly decorated urns. NECROEXPO the International Funeral and Cemetery Fair is the best exemplification of this development. Necroexpo is held on alternating years, in 2017 the event welcomes its guests from 2 to 4 June. Since its first, 2005's edition the exhibition has doubled its potentials.



Urns come in different shapes and colours - products assortment increases year after year.

A stylish farewell –

NECROEXPO 2017

In the recent years this B2B event has advanced to become one of Europe's first-class expos, it has also become Central and Eastern Europe's most important exhibition. This 2015's expo was the showcase for over 100 exhibitors from 8 countries. There was also a record-breaking number of business-insiders visiting the exhibition.

-The many-year cooperation between Targi Kielce and the Polish Funeral Chamber - the event co-organizers has resulted in NECROEXPO supreme standing and recognition in business-sector milieus. - says Andrzej Mochoń PhD, President of Board at Targi Kielce. - 2017's Necroexpo expands its format as the response to exhibitors' and business-insiders' needs and expectations. The expo needs to evolve to become a comprehensive and international event, a showcase for supreme-quality and innovative products put on show by exhibitors from home and abroad. A greater number of exhibitors from Germany and Italy joining the Kielce expo is the result of Targi Kielce and the Polish Funeral Chamber joint promotion.

Kielce NECROEXPO has already offered the possibility to see such industry-curiosities as a replica of the Pope's coffin, an air-conditioned coffin, motorbike-hearses

and Jaguar-based hearse worth million PLN. What will be 2017's best selling product? This year's exhibition will showcase an impressive range of hearses. Brands such as Mercedes, Citroen, Peugeot, Fiat, Volkswagen, Ford will be on show. There is a permanent fixture on the Expo agenda - the Stock Exchange of Used Hearses

and Electric Vehicles. The expo is complemented with the Grave Candles and Lights Exhibition. The expo programme offers trainings and workshops on floral design, post-mortem cosmetology and funeral-parlours marketing, cutting-edge software for funeral companies.

A rich and diversified exhibition of hearses - a permanent point on NECROEXPO agenda.





Andrzej Mochoń

Targi Kielce President of Board

Expo event, two in one

Roman arena and gladiator fights, knights tournaments... - each era has had events that befitted their times. Even in the early days they served one purpose - rulers and oligarchs' promotion. Trade fairs and exhibitions are in line with today's „event marketing” slogan. In order to enhance the event's effects and impact, should it be associated with expos? The interview with Andrzej Mochoń PhD., Targi Kielce President of Board.

- Although events are nothing new, they have become an effective marketing form of brands and companies as late as the start of age of the Internet and social media age. An event staged during an expo is a truly unique tool. Why is it worth using this chance?

-An event held at the expo is the best vehicle to reach your target audience directly. The „event in the event”, „two in one” format increases the chances to market your products and establish cooperation. This is also an opportunity to strengthen relations with customers and cooperating partners.

Businesses people can plan expo events well in advance, because the dates are usually known a year before an expo. This allows entrepreneurs to include the event in their strategies and budgets.

What should also be borne in mind is the fact that this event must mark its presence in the Internet and especially in the social media domain. These communication means can further enhance the events' impact. At the end of the day, this impact is the priority.

- An event staged during an expo - in Poland this is a new development?

- The 21st century has popularized the trend. Exhibitions and trade fairs used to be organized in Poland, even when our country did not exist on the world maps. There was no Polish Ministry of Foreign Affairs and therefore Polish diplomacy worked the best at international exhibitions.

In 1821, the decree of the Russian governor the first agro-industrial exhibition was organised in Warsaw. 1850 Poznan saw the first Polish exhibition of agricultural machinery. For exactly 166 years Poles have systematically organized industrial trade fairs and exhibitions. These have always been accompanied with some kinds of demonstrations, performances, attractions or event events. Today, according to the Polish Chamber of Exhibition Industry statistics, an expo is held in Poland every other day

on average. More than half of these trade-shows are accompanied with events. An event's thematic scope is really wide. There are however universal meanings: „celebrations”, „something special”, „unique event”.

- Do companies increase utilisation of promotion potentials offered by expos?

- Companies' awareness increases, more consciously they choose exhibitions as the place and form of business promotion. Not only is this awareness manifested in expo stands arrangement and expo space planning. Many companies can organize a real show that is long remembered and serves as a magnet for upcoming expo editions. Visitors are curious to see what the company has prepared to surprise its guests.

Events show brands' strengths. Not only do events boost the chance of attracting more customers at industry mee-

tings. Events offer a chance to boast strengths and benchmark our company's assets. Entrepreneurs often appreciate this chance.

- Do you recall any interesting events that have been staged in Targi Kielce in recent exhibition seasons? A good event is the one that makes waves, a commented one, the one to remember.

- At last Agrotech agricultural expo, the New Holland expo stand attracted with dancers - this looked like a true Brazilian carnival. Dance performances gathered real crowds of visitors. A year earlier the same expo hosted a famous conjurer Maciej Pol at Case IH booth. There was also an interesting design - a talking head answered technical questions concerning the machines on show.

The well-known Solaris used this year's public transport TransExpo to stage the live performance of Audiofeels band.

At last year's International Defence Industry Exhibition Lockheed Martin built its event around a special attractions - the flight simulator of the latest F-35 fighter. The inside cockpit impressions and the opportunity to experience how it feels to fly and land F-35 made a lot of people recall the experience even today. Examples are countless. The conclusion is - there are numerous interesting events at expos.

- The right idea seems to be the key?

- Sometimes you should not reinvent the wheel. The event-marketing possibilities palette is really wide. Trade shows and exhibition come high at this ranking in Poland. Instead of making up new and untested event ideas, for the beginning it is a good option to use the way that has already been paved. Trade fairs and exhibitions are attended by people deeply interested in a particular subject or a particular industry. Companies are confident that among the hundreds of visitors there are prospective customers and clients. Firms decide for themselves - they can stand out of the crowd and use competitors as a benchmark to show off or



Audiofeels performing live - a part of Solaris' 20th anniversary celebrations at the Targi Kielce's International Fair of Public Transport TRANSEXPO.

do nothing and blend into the crowd.

- What is more important - and idea or presentation forms?

- Keep in mind that a company's „exhibition kingdom” is designed to attract attention, generate interest and invite visitors to become familiar with the offer. The last step is to attract the most

interested visitors - an in-house, expo-stand staged event serves this purpose. A music spectacle, light shows, attractions, colours, sounds - anything goes if the company wants to make a distinct impression, be different than the rest of the exhibition. This is the key to success.

- Thank you for the conversation.

Competitions at the AGROTECH expo - Kubota expo stand and Krzysztof Ibis - the event's host





Kielce IFRE-EXPO - one stop shop for all professional and voluntary fire-fighters need

KIELCE IFRE-EXPO

- all for fire, search and rescue services

Targi Kielce boasts many-year tradition in organising international exhibitions targeted at uniformed services; this experience dates back to the 90's. Therefore Kielce is Poland's leading meeting platform for fire and rescue services and related industries. This year's event is in line with this tradition. **The International Fire Protection & Rescue Exhibition KIELCE IFRE-EXPO 2017** is held this June.

KIELCE IFRE-EXPO 2017 is held from 8 to 10 June. The event has been granted the honorary patronage of the Minister of Interior and Administration Mariusz Błaszczak, Chief Commander of the State Fire Services Chief Brigadier Leszek Suski.

„The initiative whose objective is to continue the industry-focussed event, which enjoys established tradition and excellent reputation among the State Fire Service milieus as well as rescue services and related organizations, certainly deserves support. This event goes towards fire protection system development” - stressed the State Fire Services Chief Commander granting the patronage to KIELCE IFRE-EXPO 2017.

IFRE-EXPO for all kinds of services

The event is primarily targeted at Sta-

Targi Kielce's fire-protection expo attracts numerous business-insiders



te Fire Service, voluntary fire brigades, state medical rescue services as well as chemical, technical, marine, radiation rescue services. The expo also welcomes rescue organizations of voluntary nature such as Mountain Volunteer Rescue Service - GOPR and TOPR, Volunteer Water Rescue Organisation - WOPR, Polish Red Cross - PCK.

The Kielce expo enjoys the auspices of the Świętokrzyskie Voivodeship Association of Volunteer Fire Brigades.

- In our opinion, Targi Kielce's undertakings are truly positive - says Mirosław Pawlak, head of the Association - Our union intends to support this exhibition.

The Kielce expo boasts really extensive product and service range

The International Fire Protection & Rescue Exhibition KIELCE IFRE-EXPO 2017 product and service range includes: fire fighting and fire-suppression vehicles - general purpose and special vehicles, extinguishing and neutralizing agents, protective equipment and clothing for emergency services, fire-fighters personal equipment, sanitary equipment and first aid medicines, fire stations and workshops equipment, risks analysis and identification, causes of fire investigation, fire-safety constructions compliance, fire protection means, floods protection, fire alarm systems, manual call points.

Targi Kielce for safety

The KIELCE IFRE-EXPO 2017 also includes specialist rescue services - chemical and environment rescue services, medical emergency, mountain and water rescue, technical rescue services for rail and road transport as well as mining, high-altitude operations, technical security-provision systems.

Therefore the expo is one-stop-shop to for all kinds of services responsible for safety provision, protection of people's life and health.

- For many years Kielce fire expo has been a well known industry event, Poland's industry insiders cannot wait for the trade-show to begin. This is owed to a comprehensive presentation of modern fire industry. Equipment, technologies, safety measures - all industry aspects have been rapidly developing. The exhibition is therefore required to keep the pace. This year sees a new expo format; therefore the event has gained a new name - IFRE. We focus attention on voluntary units. Fire-fighters are usually recruited from among farmers. Volunteers serve their local communities with great dedication. We wish to appreciate and recognise their efforts, offer them a chance to become familiar with the latest techniques, equipment, provide for their safety - says Andrzej Mochoń PhD, Targi Kielce President of Board.

We see that new marketing tools keep replacing old ways of products and services promotion. However no one has yet found a better way to present their business to the B2B segment than a direct meeting. Expos enjoy absolute superiority in this respect. The „Exhibitions Offer More” campaign comprise the 54 entities actively involved in exhibition industry. The “Exhibitions Offer More” is designed to build a positive image of expos; now the campaign enters the second phase.



The success still lies in „face to face” contacts

- The Internet potential is astounding, therefore this year we focus on Exhibitions Offer More fanpage development and communication with the use of the project website - says Karolina Sondej, the campaign coordinator on behalf of the Polish Chamber of Exhibition Industry. - We keep a close watch on all new and non-standard communication forms to reach out to people interested in the exhibition industry. We know that the brand building process is a long-term investment, however our decision to continue the Exhibitions Offer More campaign has been an important step forward - she adds.

The new unveiling of the „Exhibitions Offer More” promotional campaign focuses on social media. April marks the launch of the new version of the **www.targidajawiecej.pl** website.

Users can subscribe to a newsletter to keep up to date with all novelties. Subscribe to the newsletter and we will keep you posted.

- We first and foremost intend to reach to people aged 20-45 years, our exhibitors and visitors. Social media show much more, give stronger encouragement to meet in the real world, an expo. We also plan to hold expo workshops and meetings. We join in the #GED2017 - say the campaign organizers.

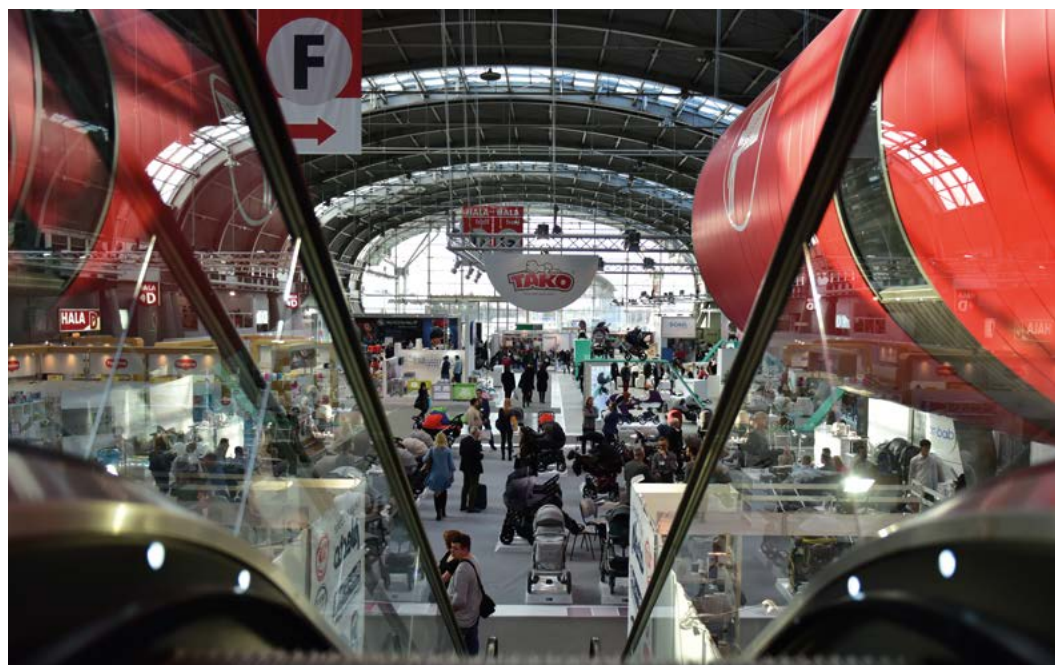
Just like any other exhibition, promotion is needed to reach exhibitors and vi-

sitors. The same holds true for the entire industry. The exhibition industry needs a good and robust PR to reinstate the awareness that everything starts with a meeting in real life. For five years the Internet marketing, though effective and necessary, has created a false picture of reality. Especially young people have been suggested that everything can be achieved with the use of new technologies, fibre optics, broadband and WI-FI connections. The old and proven ways have been rediscovered. People are taught the so-called networking - the fashionable name stands for the „art of taking first steps among people”. People are shown

that a business meeting can resolve doubts and verify whether the message has been understood by the recipient. This cannot be seen on the computer screen or Excel table.

Social media is the tools supposed to lead to a real meeting and not to replace it. We use the „Exhibitions Offer More” to demonstrate this truth.

Relations established at expos and conferences directly translate into tangible business benefits



The year under the banner of internal integration

Day-to-day focus on our duties, far-reaching trends outlook in various industries, careful expo and conference markets observation, new projects planning, execution of more than 70 exhibitions and 700 conventions and conferences a year ... one can quickly get into a rut. We care about good relations with our partners, exhibitors, the events co-organizers without compromising internal company relations.





Integration meetings, training sessions outside the company, team-building classes, Christmas meetings, family picnics - these have gained increased significance as a company's success factor. They are a new way of relationships strengthening especially among people who work with one another. Not only do they help to separate work from private life and entertainment, but they also show that the boss is not that scary when outside the office and co-workers are great companions.

Last year goes down in Targi Kielce's history as a truly positive period.



BOHOMASS LAB & RESTAURACJA BOHO

+48 530-535-305

UL. KAPITULNA 4



SZANOWNI PAŃSTWO,

BOHOMASS LAB TO JEDYNY KLUB MUZYCZNO-KONCERTOWY W REGIONIE,
GOSZCZĄCY REGULARNIE ARTYSTÓW Z NAJWYŻSZEJ PÓŁKI.

RESTAURACJA BOHO, SERWUJE STARANNIE PRZYGOTOWANE Z WYSOKIEJ
JAKOŚCI SKŁADNIKÓW POTRAWY, KTÓRE JAK MAMY NADZIEJĘ, ODNAJDĄ
PAŃSTWA UZNANIE NA RÓWNI Z NASZĄ POZOSTAŁĄ OFERTĄ.

MIEŚCIMY SIĘ W SAMYM SERCU KIELC.

ZAPRASZAMY.

WWW.FACEBOOK.COM/BOHOMASSLAB



bogaty smak

dobra atmosfera

O otwarciu restauracji myślałem od kilku lat. Dużo jeżdżę po świecie, sporo widziałem. Miałem okazję degustować potrawy z różnych kuchni, pić dobrej klasy wina. I tak narodził się pomysł, żeby w Kielcach stworzyć wyjątkowe miejsce, z przyjazną atmosferą i dobrym jedzeniem. Właśnie spełniłem swoje pozasportowe marzenie. Serdecznie zapraszam

Karol Bielecki
Reprezentant Polski
w piłce ręcznej

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, gwarantujące zabawę w wyszukanym towarzystwie z profesjonalną obsługą oraz szerokim wachlarzem atrakcji.



UltraViolet

Exclusive Club

Kielce ul. Sienkiewicza 33
rezerwacje: 518-820-320
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.

寿司

WASABI SUSHI

Wasabi Sushi to nie tylko restauracja oferująca przysmaki kuchni japońskiej. To miejsce gdzie rozpieszczamy podniebienia najbardziej wymagających gości.

Wasabi Sushi is not just a restaurant offering delicacies of Japanese cuisine, a place where we pamper the palate of the most demanding guests.



Klonowa 51; 25-553 Kielce
Rezerwacje i zamówienia:
510 844 855

f /wasabi.sushi.kielce
www.wasabisushi.pl

STARMAN ROCK CAFE

STARMAN

- ★ Koncerty i spotkania muzyków ★ Jam Sessions ★ Kabarety
- ★ Transmisje sportowe ★ Organizacja imprez okolicznościowych
- ★ Kawiarnia z rockowym brzmieniem ★ Ogródek letni z grill barem
- ★ Concerts & meetings musicians ★ Jam Sessions ★ Cabarets
- ★ Live sports ★ Organization of events ★ Cafe with a rock sound
- ★ Summer garden with a grill bar

STARMAN
ROCK CAFE

f /STARMAN.KIELCE

Kielce ul. Sienkiewicza 14

kontakt:
884 824 113
884 105 151

Rockabilly

STEAKHOUSE & WHISKY BAR



**Zapraszamy Państwa
do Świata**

wyśmienitych sezonowanych steaków,
z najwyższej jakości wołowiny polskiej, francuskiej,
argentyńskiej i amerykańskiej
... kreolskich owoców morza, włoskich makaronów, oraz
najwyższej jakości whisky i burbonów.
Wszystko to w nieskrępowanej atmosferze
amerykańskiej restauracji lat 50-tych



Klimatyzowane Sale - Ogródek Letni - Muzyka Na Żywo
Ponad 150 Single Malt Whisky & Bourbon -
Cocktail Bar z alkoholami z całego Świata



Restauracja tworzona z pasją

25-303 Kielce, Rynek 5

Rezerwacje: +48 730 030 020

od 13:00 do 20:00 - pełne menu w dowozie

www.rockabillybar.com

[FB/rockabillybarPL](https://www.facebook.com/rockabillybarPL)



Zapraszamy Serdecznie



Rewarded dishes of regional cuisine



TRADITIONAL
POLISH
CUISINE

RESTAURANT
CATERING



Kielce, ul. Paderewskiego 20, tel. 41 343 16 40

Find us on  /montecarlokielce



La Cucina Italiana Ristorante



Restauracja

Sala balowa

*Hotel ****

Sala Konferencyjna

Catering



Szczecno 162 C

☎ 508 292 408; 536 593 633

*Tylko u nas poznacie Państwo smak prawdziwej włoskiej kuchni
Only here you will discover the taste of genuine Italian cuisine*



Restauracja

Kielce, ul. Ks. P. Ściegiennego 38

tel. +48 41 362 00 11

www.la-cucina.pl

MAGIA

SALON POLSKICH PROJEKTANTÓW

MILAGO

Poziom 0



Patronat
honorowy:



Minister
Spraw Wewnętrznych
i Administracji



Komendant Główny
Państwowej Straży
Pożarnej



Urząd
Dozoru
Technicznego



PAŃSTWOWA INSPEKCJA PRACY



Targi Kielce
exhibition & congress centre

YEARS
25
LAT



KIELCE IFRE-EXPO

Międzynarodowe Targi Sprzętu i Wyposażenia
Straży Pożarnej i Służb Ratowniczych

www.ifre.pl



KIELCE WORK SAFETY-EXPO

Międzynarodowe Targi Bezpieczeństwa
i Ochrony Pracy oraz Systemów
Zabezpieczeń Przeciwpowodziowych

www.work-safety-expo.pl

8-10 czerwca 2017, Kielce

Patronat Medialny:



Wstęp bezpłatny

Pobierz zaproszenie na targi
ze strony internetowej

przebieg pożarniczy

w akcji

Promotor

Remiza.pl

strazacki.pl

RESCUE

przyjaciel
pracy

EX PRESS

MAPA - CENTRUM KIELC (CITY CENTRE MAP)

