

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

Przegląd Targowy



Targi Kielce

exhibition & congress centre

2017

autumn/winter



The expo which boasts a long-standing tradition
25 years of the International Defence Industry Exhibition – p. 16



I am truly glad and pleased to extend this invitation to visit Świętokrzyskie Voivodeship. I do believe that our region's economic potentials and tourist attractions will gain appreciation among visitors from home and abroad.

The Świętokrzyskie Land's history is a reflection of our Homeland's most glorious moments. The Świętokrzyskie Region boasts extensive cultural assets; there are the great monuments such as the Royal Castle in Sandomierz, the Kielce Cathedral Basilica, the Jędrzejów-based Przypkowskis' Museum with Europe's largest collection of sun clocks. These and other attractions will find true enthusiasts.

The Świętokrzyskie is much more than traditions; this is the land of innovativeness too. The latter is most noticeable at the events organized by Targi Kielce, Poland's second largest exhibition centre. The expo centre's dynamic development has advanced Targi Kielce to become a household name in the exhibition industry as well as a recognised and significant conference centre. Modernity is also associated with continuous development of higher education institutions and infrastructure as well as investment opportunities.

Świętokrzyskie Voivodeship's advantages galore includes its picturesque location. Landscape and sports values make Świętokrzyskie a dream-place for tourists and sports aficionados, representatives of various disciplines.

You are more than welcome to become familiar with our region's assets. I am convinced that hiking along trails on the Świętokrzyskie Mountains' magical slopes, visits to mysterious monuments on the one hand and utilisation of the region's potentials abundance on the other hand will surely fill you with unforgettable memories.

Agata Wojtyszek
Świętokrzyskie Voivode

Przegląd Targowy



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CONTENTS:

• Key investment – the interview with Wojciech Lubawski	3
• Targi Kielce shows no inhibitions – 25 years' perspective	4-5
• The jewel in the crown	6
• Targi Kielce - boredom is not an option	7
• Church - Arts - Business	8-9
• 2017's Kielce IFRE-EXPO	10-11
• 2017/2018 Season	12-13
• Calendar of events	14-15
• MSPO's 25 years	16-17
• Spotlight on cycling expeditions	18
• High-fliers expo	19
• EUROAGRO Lviv – Go East!	20
• HORTI-TECH – all you need to know about fruit and vegetable sector	21
• A few words about events	22-23
• Always a new dress for a ball	24
• EURO U21	25

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Congress Centre**
*Everything starts
with a meeting*



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Key INVESTMENT

The interview with Wojciech Lubawski,
City of Kielce Mayor

– Kielce – 25 years ago and today. What has changed over the quarter of a century?

– This 25-year period has been the time of great transformations in Poland, Kielce has also greatly changed over these years. First of all, the infrastructure has greatly improved. The roads network has become dense and therefore improved investment areas' accessibility and attractiveness. Infrastructural advancements have enhanced conditions for running a business. The business-environment conditions are largely shaped by public spaces' quality and a wide and diversified leisure activities range. These have also changed for better in Kielce.

– The city has realised a multitude of different investments over these years. How do you find the city's investment in Targi Kielce from this time-perspective?

– The decision to create the exhibition centre has been one of most significant investments for the City's and the region's economic development. This decision has been consistently implemented by successive governing bodies in the City.

Beyond any doubt, the changes in ownership structure have also been a positive impulse for Targi Kielce's development and hence the City's and Region's advancement. At the end of the 90's, the Company was part of a large capital group. Then the Poznań International Fair took the centre over. Now the City is the majority share-holder. These changes resulted in experience and skills acquisition both for the Company and its employees.

The „Development of Eastern Poland” Operational Programme has also proven very important for Targi Kielce development. The programme paved the way for significant investments and the expo-centres' infrastructure expansion. This has created the conditions for the existing exhibition projects' development and the creation of new events.

The company's managers, and among them Targi Kielce CEO Tomasz Raczyński and Andrzej Mochoń PhD. have proven instrumental for the Company's dynamic growth.

– How important is Targi Kielce's position for Kielce? What are the city's benefits derived from the Targi Kielce's business activity and the fact that the City is the owner of the centre?

– Targi Kielce's economic success enhances the City's image. Not only have we become a recognized trade mark on Europe's exhibition-market's map, but we are also well-known in China.

The exhibition centre's presence and its dynamic development has resulted in the fact that the HoReCa sector, hoteliers, catering companies, expo-stand developers and other expo-related service-providers have recognised economic-growth opportunities in Kielce. These business-entities thrive on. Entrepreneurs' co-operation within the scope of the Grono Targowe Kielce [Kielce Expo Cluster] is also worth emphasizing. The exhibition and congress business-sector has also become one of Świętokrzyskie Voivodeship's smart specializations.

– Are there plans for stronger utilisation of Targi Kielce's brand for Kielce and the region promotion? What can we expect?

– This year's 25th Targi Kielce Anniversary is a great opportunity to make different milieus, including political, business, scientific and professional ones more aware of the city's economic success. Kielce is a great place to run a business.

– Kielce offers business opportunities and enhances economic growth chances. How does Targi Kielce fit into the city's development strategy?

– Targi Kielce is an excellent example of effective utilisation of business development opportunities offered by Kielce. The congress centre's progress and its modern infrastructure is the chance to attract even more nationwide and international congresses and events to Kielce. Kielce – the expo city with all its capabilities and expertise should bolster business tourism and meetings industry.

Kielce is the home for Central and Eastern Europe's second largest exhibition centre. For me, the City Mayor this is one of the basic prods to continue efforts to make the Obice airport operational.



TARGI KIELCE

shows no inhibitions

– 25 years' perspective

Kielce - the city without expo traditions and infrastructure large agglomerations normally have. How was it possible to create the exhibition centre which, after 25 years has advanced to become Central and Eastern Europe's runner-up? The International Defence Industry Exhibition made its début on 4 September 1993. That was a breakthrough for Kielce and gave the impetus for the economic development of the city and the whole region. Andrzej Mochoń PhD. – Targi Kielce President's perspective – the beginnings, important decisions and tipping points in Targi Kielce history.

– What do you think when you look out of your office window that faces the fairgrounds?

– About the stark and coarse reality the first exhibition was staged in – the International Defence Industry Exhibition was held for the first time 25 years ago. Improvisation – this word best describes the-then trade-fair business here! I was the head of the Świętokrzyskie Agency for the Region Development and Promotion S.A., the organizer of Kielce defence exhibition. Together with a group of the event initiators we did believe that the idea to hold the exhibition designed to improve Poland's safety and security and at the same time to break military equipment production taboos was feasible. We should appreciate Roman Musiał's involvement – the then ZM Mesko Skarżysko-Kamienna president – a well-known Polish defence industry

company as well as Witold Zaraska's, Exbud's CEO commitment. The latter decided that his company would become the event partner. Exbud was the of the construction industry leader, not only in the Świętokrzyskie Voivodeship, the company enjoyed national-scale recognition. I also need to remember Czesław Kisza, the director of the Exbud Business Centre which hosted the Polish and foreign guests. The Exbud was also stage for the first gala ceremony. Our vision to create an international expo could not have been realized without the-then Kielce Mayor, Robert Rzepka. The Mayor was truly impressed with the Danish expo centre in Herning and its role for the city. Mr Rzepka decided to take up a challenge and create a similar facility in Kielce. The Voivod Józef Płoskonka also helped with the in-kind contribution of the lot, halls and office buildings that used to be the Provincial In-

ternal Trade Enterprise. The new access road to the fairgrounds was constructed in an unbelievably fast pace – it took only 3 months. That was the very beginning.

The Kielce Trade Fairs centre was created – a state and municipal self-government company. At that time it was managed by Andrzej Piasecki, its president and Daniel Kunz – the vice president. It is worth mentioning that Mr Piasecki acted pro-bono. At the beginning the CTK employed ... 25 people. In September 1993, 85 companies from 5 countries, including the remote South Africa presented their potentials in the post-WPHW warehouses adapted to serve as the exhibition halls during the first MSPO. We organized the Air Show and even released the defence companies catalogue – the publication no one had ever released before. As for a fledgling exhibition company, that was quite an achievement.

– The Exhibition was successful, other exhibitions followed. Yet the Kielce expo centre had to wait for the radical improvement in infrastructure and working conditions.

– Not only was the International Defence Industry Exhibition successful, but most importantly it generated profit and allowed us to spread wings. There was MSPO feature even in the Financial Times – that meant a lot! Hardly could we imagine that for the next 25 years MSPO would be the fly-wheel, the flagship event of the Kielce exhibition and congress centre. We did not think that its business activities would expand up to 75 events a year – these are 2017's facts and figures.

When in 1996 I was appointed the CTK president, there were a few exhibitions and 44 employees. We were still using only one floor in a large, obsolete office building. In the cellar the floor was always flooded with a 5 centimetres of water. In the winter I used to sit in my office wearing a coat, because the window frames were leaking. There was a terrible draught. Everything has changed – this is owed to many people, it is hard to quote all their names here. I believe that this is a real satisfaction for us – the centre's team.

– Targi Kielce shows no inhibitions today.

– There is no need. The standard of our exhibition services does not diverge from Europe's main expo centres. I may also add, even though many readers may find it funny, yet exhibitors and visitors find it very important – today's expo centre's toilets are of better standard than those in many German centres, famous for their advanced exhibition industry and modern infrastructure.

Targi Kielce is a member of Global Association of the Exhibition Industry; the average exhibition area of an UFI member accounts only for 30 thousand square meters. Yet there is nothing to be ashamed of, although we are smaller than the world's largest centres. However, 36,000 square meters of indoor exhibition space as well as 90 thousand meters of total exhibition space, the centre's modern infrastructure and the direct access are our competitive advantages.

– What are the tipping-points in the centre's history?

– The decision to organise Poland's first defence exhibitions is one of such ground-breaking decisions. The advent of the Kielce Trade Fair Centre's partner, i.e. Exbud was an important moment too. It resulted in business procedures, typical for modern corporations. This made the job easier. An important moment for the centre was when Exbud sold its shares to Poznań International Fair. The coexistence with the Poznan centre was an interesting experience, it also showed that others can learn from us too. Another milestone in our history was the City of Kielce decision to buy back the shares from Poznan. 50 percent of the shares cost the city 24.5 million PLN. Today this 50 percent-share package is worth 100 million PLN. That was the Mayor's key decision – the city was able to keep up the centre's business activity and enable Targi Kielce's and the city's development.

The funds provided by the Operational Programme Development of Eastern Poland 2007-2013 was also an important moment. This allowed us to modernize the infrastructure, build the cutting-edge E Expo Hall, the Congress Centre, the multi-level car park.

– The most dramatic moment for the centre was the fire in 2007 ...

– The fire A and B Expo Halls broke out on Sunday morning. MSPO was due to start on Monday. It was really scary. We were facing a difficult time, yet we were able to turn this experience into the success. We were able to build replacement expo-stands in the other halls. Despite the adversities, the exhibition was business as usual. This also became an extra impetus for further centre modernization.

– What are your favourite expos?

– I have organised defence exhibition since its first edition, therefore I am very fond of this expo. I also like the September's Bicycle Fair. I bought two bikes at this show. Last year I invested in a bike that I am able to ride in winter, even on 30 cm snow, in very difficult terrains.

– For 25 years, the exhibition centre hosted a great number of person-

„I was sitting in my office with my coat on. There was 5 cm water level in the basement ...”

alities, outstanding business, , art, culture personages.

– The meeting with Ennio Morricone and Wojciech Kilar, well known composers was momentous. Striking how modest great people can be. I was impressed talking to them.

– Targi Kielce celebrates its jubilee. If a goldfish granted you a wish, what would it be?

– We could do with 100 million PLN. I would demolish the 5 halls and build the two, beautiful and high, with no ceiling support-columns. This would allow for bespoke space organization galore. I have modest dreams.

– Thank you for the conversation.





Targi Kielce's image in the 90's

Targi Kielce a jewel in the crown

25 years in business – Kielce expo and congress centre has advanced, become even more vigorous and dynamic. With the European Union funds' support of over 70 million, the Centre has been expanded to include the two cutting-edge exhibition halls, the Congress Centre with a look-on tower, the two entry terminals, a multilevel car park with a storage facility, the fairgrounds area has also been modernized. The total investment-cost was 170 million PLN.

The Kielce exhibition and congress expansion scheme was held within the scope of the "Modernisation and expansion of Targi Kielce Infrastructure as the International Exhibition-Congress Centre" investment scheme, held within the framework of the Measure III.2 „Congress and Tourism Infrastructure” of the Operational Programme „Development of Eastern Poland for the years 2007 – 2013” Not only has the project realization been extremely important for Targi Kielce's market position consolidation and advancement in the European rankings of most impor-

tant exhibition and congress centres. The scheme also became a significant development impulse for business tourism and economy enhancement in Kielce and the whole Świętokrzyskie province.

Futuristic shapes

The spectacular buildings which house east and west-side entry terminals with electronic registration system for exhibitors and visitors are really eye-catching. They demonstrate the enormous changes which have been introduced at the expo centre. There is also the mesmerising E

Expo Hall of 6 thousand square meters and 15 meters height with mezzanines and conference facilities. The hall became operational in August 2010. The multi-storey car park built within the project scope is less futuristic, yet equally practical. With the new parking facility, half a thousand cars more can call in at Targi Kielce.

The changes you cannot notice at the first sight

Targi Kielce also operates a special and professionally-marked landing area for helicopters. At the International Defence Industry Exhibition, the French H225M Caracal helicopter manufactured by Airbus Helicopters also touched down at the Targi Kielce's landing field. The Internet and monitoring systems have also been modernized and expanded.

Taking into consideration the development of AGROTECH and other exhibitions, Targi Kielce finds it important to expanded its infrastructure. The existing exhibition halls' refurbishment and enhancement, construction of a brand-new facility and a connector between the congress centre and other facilities – these are the Targi Kielce's investment objectives for the coming years.

... Kielce expo and congress centre today



The interview with Bożena Staniak
– Targi Kielce Vice President of Board

TARGI KIELCE

boredom is not an option



– When you started working at the-then Kielce Trade Fair Centre, did you think that it was a challenge for many years?

– On the occasion of the Targi Kielce 25th anniversary I have carried out my private career recapitulation and discovered that this is also my jubilee. It has been 21 years in Targi Kielce. I took up the challenge when the Kielce Trade Fair Centre gained a new business-partner –Exbud, the company I was employed in. The CTK position was offered by the Exbud CEO Witold Zaraska. This job opportunity coincided with my certification to become a financial expert auditor. My head was packed with theoretical knowledge I very much wanted to use in practice. Actually, this had determined my decision. I did not know the company and its economic standing. I quickly discovered that it was generating losses at the time, which comes as no surprise – CTK had just started its business. I used the Expo Centre as a training field for what I had learnt in theory.

A year after year the results improved and although I do not attribute this solely to myself, there has certainly been my contribution towards this success. I am one of the cogs in Targi Kielce's machine. Good results have come in handy in the recent years, especially when large-investments with EU funds support started. Our own contribution was required. If we had not had the funds to cover a part of the investment scheme, we would not have received a loan or would have used different financial schemes.

– Not only did the Expo Centre improve its economic condition, the Świętokrzyskie region also started to develop ...

– I am glad to work in a company that for years has given a development prod to expo-related sectors, such as hotels, restaurants, expo stand developers. These firms have had a chance to develop and therefore we play an important role for the whole region. 25 years is long enough to notice the changes. Not to mention the promotional activities we participate in. The name of our centre contains the name of the city; when we advertise our expos we also boost Kielce's and the region's recognition.

– What is Targi Kielce's biggest advantage?

Boredom is not an option. Even if the same expos are held

on annual basis, each edition is different. If you like working with people as much as I do, this job gives a lot of satisfaction. You meet personages from many different industries, representatives of different fields of science, business, art. For 21 years of my employment at the Targi Kielce I have had the opportunity to meet numerous charismatic people. It is impossible to mention all their names.

– What do you consider to be the tipping-points in the expo centre's history?

– For me these are – the appointment of the Targi Kielce President and of course the fire in 2009. Others have not been so radical. Seeing the A and B Expo Halls in fire was an incredibly dramatic and traumatic experience. Fortunately, the fire turned out to be a tipping-point for the whole company. Looking back it can be perceived as an impulse for modernization, for the necessary investments. The feelings were different when in 2009, just before MSPO commencement I was standing and looking at the hall in fire. All is well that ends well – the compensation we received from the insurance company and the EU funds as well as our own savings enabled us to rebuild the hall; it is more modern, with no support pillars for the ceiling, more fit for exhibition purposes.

– Do you recollect any funny expo related situation?

– There have been lots of funny situations. For example, during the Sacroexpo church products and services exhibition, one of visitors confused a sauna with a confessional. At the funeral industry exhibition a cat ate all the fish from an aquarium placed in ... a coffin, the decoration of the expo stand. This is the lighter-side of our work in Targi Kielce.

– What do you wish for Targi Kielce for the coming years?

– Further and stimulating investments that we need, such as a hotel, halls modernization or new hall construction. I would like to see even more interesting expo themes which will in turn attract crowds of visitors and guests. A good atmosphere in the team is also important so that we can continue to be one and strong team. This is vital in expo business when you can rely on others in unexpected situations. Our work abounds with the unexpected.

– Thank you for the conversation.



Arvo Part's „Stabat Mater” performed by the Polish Radio Choir added the extra splendour to this year's Per Artem Ad Deum Medal awarding ceremony

THE CHURCH ARTS BUSINESS

Presentation of the Pontifical Council for Culture Medals, the Polish Radio Choir in live concert, international conferences with outstanding personages, presentations of products dedicated to contemporary churches and liturgical-garments presented at live fashion shows – this is a compendious description of the 18th International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art SACROEXPO held in Targi Kielce from 12 to 14 June 2017.

SACROEXPO is Central & Eastern Europe's most important event in church-related products and services. This is a truly unique, the only event of its kind – in its nature SACROEXPO verges with commerce and culture. For years the exhibition has attracted thousands of visitors to Kielce, 2017's expo hosted more than four thousand guests. Targi Kielce is one-stop-shop presentation of the latest trends in sacral art, devotional items and accessories as

well as church fitments, new technologies for sacral construction and properties and heritage conservation. This year's exhibitors list included 284 firms and organisations from 13 countries such as: Poland, the United States, Slovenia, Ukraine, Hungary, Italy, Spain, Russia, Germany, Macedonia, Greece, Portugal and Slovakia. The exhibitors showcased their products and services on 16 thousand square metres of the exhibition space.

2017's Per Artem Ad Deum laureates: (from the left) HE Bishop Marian Florczyk, Claudia Henzler, Targi Kielce Management Board President Andrzej Mochon PhD., Fr. Professor Michal Heller, Tomáš Halík, Fr. Prelate Lech Piechota

The Pontifical Council for Culture Medals awarding ceremony

Rev. Professor Michał Heller, Claudia Henzler and Rev. Professor Tomas Halik – this year's laureates of the Pontifical Council for Culture Medals. The accolades were presented on 12 June.

For 13 years the Per Artem ad Deum Medal has been awarded at the Targi Kielce. The Medal has been awarded to artists or institutions whose artistic achievements and heritage contribute to the culture development and shapes man's spirituality. The Medal Chapter chaired by Fr. Bishop Marian Florczyk PhD resolved that this year the Medal-laureates fellowship is expanded to include the following artists: Father Professor **Michał Kazimierz Heller** PhD. Hab – a Polish philosopher, theologian, cosmologist. Fr Heller is employed at the Vatican Observatory. He is also a member of the Pontifical Academy of Theology. **Claudia Henzler** – a photographer, the laureate of the St Leopold Peace Prize. Mrs Henzler connects and brings together people from different backgrounds and cultures; and Rev. Professor **Tomas Halik** – a philosopher, theologian,





SACROEXPO is the display for the products and services presented by Church providers companies. SACROEXPO is one of the most important events in this part of Europe



SACROEXPO 2017 also included the „SPIRITUALITY OF THE PLACE” exhibition of photographs by professor Leszek Mądzik

psychologist, one of the most outstanding Catholic thinkers of today. The ceremony was graced with the presence of the Medal laureates, including Krzysztof Zanussi who spoke about the meaning of arts for man. The event gained extra splendour with the **Polish Radio Choir** live concert - the ensemble performed **Arvo Part's „Stabat Mater”**. The choir was conducted by **Szymon Wyrzykowski**.

More than the Medal – the first PER ARTEM AD DEUM CONFERENCE

Targi Kielce is the home for a whole array of conferences and seminars, including Ethics in Business - „Catechism for Entrepreneurs” with Małgorzata Dąbrowska, Roman Trzaskalik, the President of NOSTRA RES Association (Christian Entrepreneurs and Managers Association) and Fr. Rafał Dudala as keynote speakers. The agenda also included Conference of Polish Church Economy Officers and Monastery Superiors and Provincial Secretaries of Religious Convents in Poland, and the début event – **the PER ARTEM AD DEUM CONFERENCE**. This year's three laureates of the Pontifical Council for Culture's „Per Artem ad Deum” made their presentations at the Targi Kielce Congress Centre on 13 June. The meeting was chaired by Miłosz Horodyski - a film and television producer, the deputy director of TVP3 Kraków.

The session opened with **Rev. Professor Michał Kazimierz Heller's presentation**. In his lecture Professor Heller demonstrated that the universe is a work of art and science itself can be compared to the

work of an artist. In his presentation Professor made a reference to numerous works of impressionists and presented the concepts of light in physics and the perfection of the universe. His lecture aroused a great interest of those gathered in the auditorium. Questions asked after the lecture turned into the second part of the lecture of the esteemed theologian and cosmologist.

Claudia Henzler - the Austrian photographer was interviewed by Miłosz Horodyski - she spoke about her works, sources of inspiration, beauty hidden in images and the quest for this beauty. The artist showed the strong role of faith in her works. She recalls that before starting work, she often prays to God asking to lead her hand.

Another laureate - the world-famous theologian and sociologist from Prague - **Rev. Professor Tomasz Halik** outlined the model of today's civilization. He sees the breakthrough time in Christianity. This tipping point is marked with the Pope Francis' pontificate. In his lecture he pointed out that the Church should reach out to people in order to find them again.

The conference also featured the 2008's Per Artem Ad Deum laureate - the creator of the Arts Theatre of the Catholic University of Lublin Professor **Leszek Mądzik**. Professor Mądzik analysed the tensions between the elements of art in faith and faith in art.

Artistic aspects of the Church expo

This year's expo abounded with art exhibitions. The programme included the „Mother Teresa - the Saint from Skopje, Saint of the World” prepared on the occasion of Mother

er Teresa's canonization. The exhibition was originally put on display on St. Peter Square, the display included Grzegorz Gałązka's photographs taken during Mother Theresa's visit to Poland. „Spirituality of the Place” is the title of another exhibition staged within the scope of SACROEXPO. Professor Leszek Mądzik's works are the fruit of the Artistic Stage of the Catholic University of Lublin journeys to Peru, Belgium, Italy, France, Mexico, Spain, Belarus, Ukraine and different corners of Poland. The expo attracted visitors with other compelling events: the Per Artem Ad Deum Medal laureate - Claudia Henzler's photographs as well as „Our Mother” exhibition consisted of reproductions of little-known paintings and sculptures of Mary normally displayed in Italian and German churches and museums.

The exhibition was graced with the presence of the highest Church dignitaries and clergy. Wojciech Cejrowski also paid a visit at SACROEXPO. The traveller called in the expo centre on June 14 to sign books and talk about travels.

The Per Artem Ad Deum Conference graced with the pretence of the Per Artem ad Deum Medal laureates was held for the first time



2017'S



Photo by Katarzyna Mroczkowska – the „Best photo of Kielce IFRE-EXPO” competition winner

Fire-protection professionals have again proved that they feel at home in Targi Kielce. The International Fire Protection & Rescue Exhibition Kielce IFRE-EXPO was held in Targi Kielce from 8 to 10 June 2017. The exhibition used more than 6.3 thousand square meters as the showcase for nearly 170 exhibitors from Norway, Italy, Germany, Austria, Japan, France, Slovenia, the United Kingdom, the United States and Poland. Almost 6,000 visitors attended all the exhibition.

Fire-fighters, i.e. the main exhibition target group were unanimous in their opinions – the exhibition was interesting, the fire equipment and vehicles companies prepared novelties galore. Not only the equipment exhibition was spectacular. FIREMAX hand in hand with firefighters of the „Heavy Rescue” group – SGRT OSP Mosina staged live presentations of universal tools in the action. The firefighters were keenly interested in the indoor-fire training simulator. The training schemes included water-sprays techniques, entry proce-

dures into the structure on fire and the flash-over chamber drills. The „Mobile turbine rescue and fire-fighting system” in operation presented by Jas Technologies was really impressive. The vehicle is constructed within the framework of the „Mobile turbine rescue and fire-fighting system” research project financed by the National Research and Development Centre in Warsaw.

- The expo provides a great opportunity to meet our customers - Mari-ka Miller from MSA recapitulates the company's participation in KIELCE

IFRE-EXPO. - We like the fact that there are many visitors to present our products and novelties to.

Little fire-fighters, rescue dogs and beautiful ladies in fire-services – this and much more only in Targi Kielce

In addition to the interesting exhibitions, there was a multitude of attractions for visitors. On the last day of the expo, Targi Kielce hosted the „calendar female-fire-fig-

KIELCE IFRE-EXPO

culminates in success

thers” - the Chotów (Podkarpacie Regions) ladies who have gained all-nation fame after they had released the calendar in which they modelled. This has been designed to bolster their unit's budget. KIELCE IFRE-EXPO hosted the organizers of the International Fire Truck Rally - they presented a „Larry the Fire-Truck” - especially popular among the youngest. Targi Kielce featured little fire-fighters from Wieruszów and Stąporków. GOPR staged evacuation with the use of the LPR air ambulance. Grot, Kos and Dante boasted their skills - these are the rescue dogs from voluntary service brigade OSP Nowy Sacz. In the staged car accident, KW PSP State Fire Services from Kielce demonstrated how to rescue those who have suffered in an accident.

Fire Expo with flair for sports

Voluntary Fire Brigade Wola Morawicka right ahead of the Małocice Kapi-

tułne and Ciekoty - these are the results of the sports competitions organized for the volunteer fire brigades on the last day of the expo. There were crowds of visitors who supported two-member teams that had to run the obstacle course in the shortest possible time. The firefighters had to roll a tyre, unroll the W-52 fire hose and fill the tank with a hand-pump extinguisher. The only female competitor – Julia Gołębiowska from OSP Staw was the tournament sensation, she was at par with the male contestants.

Firefighters virtual support for IFRE-EXPO

Promotion of expos in social media is today's must. Firefighters are by far one of the most virtual groups. The intense work on the IFRE-EXPO fanpage of the most popular social network turned out to be hitting the bull's eye. The

„KIELCE IFRE-EXPO Best Picture” competition entry reached over 25,000 recipients. The fanpage is still visited, the photos commented, there are a lot of re-posts. Taking into account the visitors polls (more than 80% of Targi Kielce's fire expo learned about the event from the Internet) we dare say that this result is a positive signal for the future, a good herald before the upcoming exhibition.

The fire-expo was granted the patronage of the Chief Commander of the State Fire Services, the Minister of Interior and Administration, the Voluntary Fire Brigades Association of the Republic of Poland and the Mountain Volunteer Rescue Services. KIELCE-IFRE EXPO was accompanied with the International Occupational Safety and Fire Protection Systems Exhibition KIELCE WORK SAFETY-EXPO.

The KADIMEX expo stand was truly besieged by visitors



The turntable MAGIRUS ladder presented by FIREMAX generated a considerable interest





KIELCE BIKE – EXPO 21–23 September 2017

The bicycle industry? There are the three words that best characterise the industry's true nature, its magnitude and atmosphere - Kielce Bike - Expo! The International Fair of Bicycle Industry is the unquestionably two-wheel lovers' festival. The event is an excellent meetings platform for bike industry and business as well as for bike enthusiasts. The event's prestige has been emphasized with the constantly increasing number of exhibitors and visitors. The Kielce Bike - Expo rapid and dynamic development has advanced the event to become one of the most important meeting places on Europe's bike-industry map.



SABAT FICTION FEST 29 September - 1 October 2017

The National Festival of Fantasy and Games Sabat Fiction Fest is the Świętokrzyskie Mountains region's largest festival crafted around science-fiction, games and Far East culture. Following previous years' tradition the event's programme cannot miss on presentations and meetings with fantasy books authors, board games and card games and computer games sessions, the battle zone and the Sabbath Arena. Sabat Fiction-Fest is a real treat for true fantasy aficionados.



SEASON

2017/2018

LIGHT AVIATION EXPO TLL 7–8 October 2017

Ultralight aircraft, gyroplanes, powered gliders, drones - Targi Kielce's Light Aviation Expo is a meeting platform for equipment producers and distributors as well as aviation aficionados. The exhibition is the showcase for aircraft equipment, propelling systems and accessories for pilots. This is also one-stop-shop for flying-schools, pilot training centres and aero-clubs representatives in addition to airport owners. The exhibition is held simultaneously PARAGIEŁDA cut out for gliders and paragliders, FUN & EXTREME – extreme sports show and the Scale-Modelling Exhibition.



INNO-TECH EXPO 18 – 19 October 2017

Poland eagerly looks for solutions to respond 21st century's needs. This Autumn Targi Kielce's event offers another chance to become familiar with the opportunities and solutions brought by the new technologies. The event will again demonstrate the innovativeness' enormous impact on how we will live in just a few years' time. The event is much more than the exhibition zone – visitors have the chance to take part in a number of conferences on cutting-edge technologies, information technology, ICT optimization, start-ups, etc.



FUTURE PRIVATE LABELS POLAND & CEE

25–26 October 2017

The Conference and the Exhibition of Private Label Producers – the fourth in the series of events which have already gained business-insiders' recognition at home and abroad. FPL is Poland's only event solely focussed on private labels. Future Private Labels combines the exhibition of private label producers as well as industry-insider conference which features the industry experts from the home and abroad. This is complemented with workshops, packaging competition. The idea behind the Targi Kielce's event is to create Poland's knowledge, inspiration and experience exchange platform. Innovativeness is the 2017's edition leitmotif.

Safe Stadium

26 October 2017

Since 2001 this has been a significant point in Targi Kielce's calendar of events; the National SAFE STADIUM Conference co-organized in conjunction with the Polish Football Association is the annual event which brings together more than 400 participants who represent sport milieus, football clubs and institutions responsible for sporting events safety assurance. The conference encompasses the key-importance issues of station and sports venues safety, audience sector monitoring and management as well as Poland's sports infrastructure provision and development. Topics discussed at the Targi Kielce 2016's Safe Stadium was one of the features of Fakty on TVN – one of Poland's main news bulletins.



Fruit and Vegetable Technology Expo HORTI-TECH

17-18 November 2017

This is Poland's only comprehensive exhibition and knowledge-dissemination event for fruit and vegetable producers. 2017's expo is the third unveiling of this event – a display for state-of-the-art machines and tools and well as most advanced farming technologies. The expo demonstrations are complemented with the educational part which comprises trainings and workshops on the business-sector's most topical issues. Horti-Tech is a must-attend event for family farms, large-scale farms owners as well as agricultural schools students.



EDUCATION EXPO AND FORUM 23-24 November 2017

November in Targi Kielce – under the banner of education. The latest trends in education without any secrets. The Education Expo is a display for, inter alia educational resources and portals' offer, text-books and e-books, IT equipment and mobile devices, educational platforms and software designed to support schools, kindergartens, local authorities. This will be complemented with advanced network security systems, modern teaching aids and much more. Innovative learning and teaching methods, professional training techniques, utilisation of cutting edge technologies and tools, cloud-based education, design solutions for teaching facilities will also be discussed at the second Education Forum. This year's event unveiling promises to be really interesting.

INTERNATIONAL FAIR OF AGRICULTURAL TECHNIQUES EUROAGRO IN LVIV 28 – 30 November 2017

The EuroAgro Lviv is a joint venture of Targi Kielce and Gal-Expo company in conjunction and support of the Ukraine's Ministry of Agriculture, Lviv Oblast authorities and western Ukraine's leading companies. The expo's idea is a response to Ukraine's rapidly developing sector of agriculture. EuroArgo has been designed to promote the state-of-the-art techniques and technologies in Ukraine as well as find new target markets for Polish companies, producers, agricultural equipment distributors. The EuroAgro Lviv's product and service range includes: tractors, machines, tools and equipment used for animal and plant production complemented with seeds, pesticides, fertilizers, fodders as well as all kinds of farmyard equipment and accessories. Livestock buildings and constructions complement the expo's scope.

































































FASHIONABLE WEDDING and VENUS 2-3 December 2017

Decorations, menu, music, a photographer, a cameraman, a wedding band, wedding rings, a wedding dress and suit – this is just a part of an extensive list. For brides and grooms to be there is much more to lose sleep over. The Fair Wedding is one-stop-shop for companies, products and services brides and grooms need. Now they know that „I do” in the setting of their desire, the wedding party continues into the light and the whole event is an unforgettable for all guests. New wedding dress designs, tailor-made suits, handmade invitations, delicious cakes and spectacular drinks - these are just some of the attractions for visitors who joined the Fashionable Wedding.

REGIONAL CARRIER PIGEONS EXHIBITION 9-10 December 2017

According to many-year Targi Kielce's tradition, December has become an important month for pigeons, fancy poultry and rabbits lovers and breeders. Once again they will be brought together in Kielce exhibition and congress centre in order to admire unusual specimens and exchange experiences. This great get-together is owed to the cluster of four events targeted at pigeons and pet lovers. namely the Kielce Trade Rabbit Show, Świętokrzyskie Rabbit Exhibition, the District Exhibition of Carrier Pigeons, Świętokrzyskie Pedigree Pigeon Exhibition and the specialized pet-articles market.

	MSPO 25th International Defence Industry Exhibition	5-8.09		SALON EDUKACJI 2nd Expo of Technologies and Equipment for Education	23-24.11
	LOGISTYKA 23rd International Logistics Fair	5-8.09		WYSTAWA PSÓW 11th International Exhibition of Pedigree Dogs	24-26.11
	KIELCE BIKE-EXPO 8th International Fair of Bicycle Industry	21-23.09		ZOO SALON 7th Domestic Animal Fair	25-26.11
	KIELCE BIKE-EXPO Bicycle Marathon	23.09		MODNY ŚLUB 10th National Wedding Fairs	9-10.12
	SABAT FICTION FEST Polish National Festival of Fantasy, Games and Far-East Culture	29.09-01.10		VENUS 13th Fair of Aesthetic Medicine, Cosmetic and Hairdressing Equipment	9-10.12
	PARAGIEŁDA Light Aviation Expo	7-8.10		RĘKODZIEŁO 6th National Artistic Handicrafts Exhibition CRAFTS - Christmas Edition	9-10.12
	TLL Light Aviation Expo	7-8.10		WYSTAWA GOŁĘBI POCZTOWYCH District Exhibition of Carrier Pigeons	9-10.12
	FUN & EXTREME Extreme Sports Exhibition	7-8.10		WYSTAWA GOŁĘBI RASOWYCH The District Exhibition of Pedigree Pigeons, and Decorative Poultry, Rabbits	9-10.12
	MODEL KIT EXPO International Scale-Modelling Exhibition	7-8.10		KRAJOWA WYSTAWA GOŁĘBI RASOWYCH National Pedigree Pigeon and Small Livestock Exhibition	27-28.01
	INNO-TECH EXPO 5th International Expo of Innovativeness and New Technologies	18-19.10		ECOTIME 7th Ecological, Traditional and Natural Products Expo	3-4.02
	BEZPIECZNY STADION National SAFE STADIUM Conference	19.10		KIDS' TIME 9th International Fair of Toys and Products for Mother and Child	21-23.02
	FUTURE PRIVATE LABELS Poland & CEE 4th Conference and Exhibition for Private Label Producers	25-26.10		EKOTECH 19th International Environmental Protection and Waste Management Expo	28.02-01.03
	DNI DLA BIZNESU 3rd Finance and Enterprise Tax Forum, Business-Services Expo	27.10		ENEX 21th International Power Industry Fair	28.02-01.03
	HORTI-TECH 3rd Fruit and Vegetable Technologies Expo	21-22.11		ENEX - NOWA ENERGIA 16th Fair of Renewable Sources of Energy	28.02-01.03
	EURO AGRO LWÓW ** International Fair of Agricultural Techniques	28-30.11		PSB 16th PSB Group Expo	6-7.03
	FORUM EDUKACJI 2nd European Education Forum - New Technologies & Innovations in Education	23-24.11		AGROTECH 24rd International Fair of Agricultural Techniques	16-18.03

	LAS-EXPO 18th Timber Industry & Forest Resources Management Fair	16-18.03		FIT WEEKEND	20-22.04
	PRACA KARIERA ROZWÓJ 12th National Job Fair for Students and University Graduates	27.03		TARGI PRACY 21th National Employment Fair	25.04
	STOM-TOOL 11th Fair of Metal Processing, Tools and Machine Tools	10-12.04		AUTOSTRADA-POLSKA 24rd International Fair of Road Construction Industry	8-10.05
	STOM-BLECH&CUTTING 11th Sheet Metal Processing and Cutting Fair	10-12.04		MASZBUD 19th International Construction Equipment and Special Vehicles Fair	8-10.05
	STOM-LASER 5th Laser and Laser Technology Expo	10-12.04		ROTRA 10th International Fair of Road Transport - Commercial Vehicles	8-10.05
	SPAVALNICTWO 13th International Fair of Welding Technology and Equipment	10-12.04		DENTOPOLIS Dental Conference	17-20.05
	WIRTOPROCESY 5th Virtual Processing Trade	10-12.04		PLASTPOL 22th International Fair of Plastics and Rubber Processing	22-25.05
	IX DNI DRUKU 3D 9th 3D Printing Days	10-12.04		KIELCE IFRE EXPO 2nd International Fire Protection & Rescue Exhibition KIELCE IFRE-EXPO	7-9.06
	EXPO-SURFACE 9th Exhibition of Corrosion Protection Technology and Surface Treatment	10-12.04		KIELCE WORK SAFETY-EXPO International Occupational Safety and Fire Protection Systems Exhibition	7-9.06
	PNEUMATICON 11th Fair of Pneumatics, Hydraulics, Drives and Controls	10-12.04		SACROEXPO 19th International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art	11-13.06
	CONTROL-STOM 24th Fair of Industrial Measuring Technology	10-12.04		EXPOSITIO 9th European Exhibition of New Museum Technologies, Art Conservation and National Heritage	11-13.06
	DOM 25th Fair of Residential Building Materials and Interior Fittings	20-22.04		GAMEON 5th Video Games Tournament and Expo	23-24.06
	OGRÓD I TY 25th Garden Fair	20-22.04		AtoPsoriaDerm Exhibition for Patients with Psoriasis and Atopic Dermatitis	30.06
	AGROTRAVEL 10th International Fair of Rural and Agricultural Tourism	20-22.04		DUB IT! 7th Tuning Festival	7-8.07
	HOME & GARDEN Accessories Expo	20-22.04			
	HEALTH & BEAUTY International Health and Beauty Expo	20-22.04			

The organiser reserves the right to change the programme



25 years of the International Defence Industry Exhibition

THE EXPO WHICH BOASTS A LONG-STANDING TRADITION

The MSPO beginnings date back to Poland's political and economic system changes, which brought about the structural transformation and qualitative reforms in Poland's defence industry too. At that time, the Expo was Polish defence sector's only gateway into the world. This idea inspired the organizers of the first exhibition. Now MSPO has advanced of become one of the three most important events for this sector, ranked just after Paris and London.

„I am very glad that MSPO is held in Kielce – the heart of the former Central Industrial District. This is great undertaking is realised owing to such institutions as the Świętokrzyskie Agency for Regional Development and Promotion, the Exbud Business Centre and the Expo Centre. – said the-then of Kielce Voivode, Mr. Józef Płoskonka at the first expo.

The success of the first expo unveiling

The first MSPO turned out to be a great success. The exhibition was organized in less than 5 months. That was the time with no internet access. There were only few mobile phone users. Despite all these challenges, the Financial Times published the editorial about the first military expo and the Deputy Secretary General of NATO, Robin Beard was the first show's

guest of honour. The expo was the showcase for 80 companies. The first MSPO agenda included the Airshow at the Maslow Airport – that was the showcase for helicopters, jets and gliders.

It has been 25 years

MSPO has been rapidly growing for a quarter of the century. Each consecutive year the expo has gone from strength to strength – there has been more exhibition space, even greater number of exhibitors and visitors. The Kielce expo has hosted the always increasing number of foreign delegations. The exhibition scope has been expanded to include the International Logistic Fair LOGISTYKA. The subsequent editions' successes have left behind the expo competitors – the Greece's Defendory and Brno's IDET.

The flag-ship exhibition

For this 25 year's period, the Kielce exhibition and congress centre has been developing hand in hand with the MSPO. The Kielce Trade Fair Centre changed its name to Targi Kielce. Its infrastructure has undergone a complete metamorphosis. Modernization and construction of new expo halls, the expansion that encompasses the Congress Centre, terminals and car parks has been a natural consequence of exhibition business development. And although there are 75 exhibitions in the centre's calendar of events, including Agrotech with more than 71 tho-

usand visitors, Plastpol – Central and Eastern Europe's most international exhibition, MSPO has been most strongly associated with Targi Kielce's brand.

Kielce - the City of Expos

The International Defence Industry Exhibition and Targi Kielce have been progressing. The city and the region have kept up the pace. The business tourism expansion has resulted in establishment of numerous hotels, restaurants and service companies. The expo centre has also become the city's promotional advantage. This advantage and asset has been used in, inter alia the Kielce Expo City project and thus business and events tourists can see Kielce's meetings potentials.

Top-ranking Expo

— MSPO is one of Europe's three most prominent defence-industry exhibitions. — says Katarzyna Prostak, the Targi Kielce's Director for Trade Fairs. — Year after year MSPO has been gaining an increased, global-scale market recognition among industry-events. September in Kielce is associated with the most important state authorities' visits. This is where strategic tenders are finalized, both in domestic and global defence sector. MSPO is the stage to award the most prestigious awards for the domestic defence industry, including the Defenders and the President's Award.

Download the application
is available!

MSPO 





SPOTLIGHT

on cycling expeditions

The 8th International Fair of Bicycle Industry Kielce Bike - Expo is the whole bike-industry's most awaited event. This year's show is held from 21 to 23 September. 2017's expo features a great novelty – meetings with extreme cycling-trips lovers.

Every cycling aficionado must have dreamt about a long bicycle trip. This year's Kielce Bike - Expo special guests have made their dreams to visit the world's most picturesque corners come true. Now they boast extensive experience. The speakers will share their observation at the „Extreme Cycling Expeditions” meeting series. The event makes its début at this year's bicycle expo.

Dorota Chojnowska – a journalist and the „Ale Piękny Świat” [What a Wonderful World] blog author is one of those



se to share their memories. In 2015 she built a bamboo bike and set out for a journey to conquer Iran. The event also features Dariusz Dziewulski. It took him 4 months to travel single-handedly and cover over 20 thousand kilometres in around the world trip. The struggle with frost, snow and fatigue – this is Valerian Romanovski's story. Valerian is a cyclist, super-marathon runner who also boasts the Guinness World Records in 12-, 24- and 48-hour cycling in winter. There is also Kuba Witek who joins this fellowship – Kuba is a film-maker, lyricist and traveller. The Kielce-born globetrotter will tell about this year's trip across Iceland.

- Three weeks alone in Iceland, immersed in nature – this is a nutshell description of my journey. Beautiful landscapes, meetings with interesting people intertwined with cold, wind and rain. My experience cannot replace yours, however you can be guarded against many prosaic problems I had to tackle. We look forward to seeing you at the „Extreme Cycling Expeditions” meeting – says Kuba Witek.

When travelling Dorota Chojnowska discovered that people open up their hearts and doors wide open upon seeing a lonely female biker

In addition to light aircraft, Kielce is the presentation stage for paragliders and gliders.



HIGH-FLIERS' Expo

It has already been two seasons' autumn ritual – sky adventure lovers set the course for Targi Kielce's events. Last year's shows hosted 1,500 aviation fans. Cutting-edge air-plane, gyro-copters, paragliders, drones and the fellowship of aviation industry professionals – this is what the Kielce TLL show is composed of. The upcoming edition is held on 7 and 8 October 2017.

Polish light aviation has been vibrantly developing for years with nearly 30 new machines registered every year. Not only are air-planes owned by private persons. More and more companies opt for these modern and comfortable means of transport. Poland has become this part of Europe's largest market. TLL expo is held in October, the month that marks the end of light-aviation season. This is also a good time to plan investments and purchases equipment for the upcoming season.

Extreme adrenaline shots

In addition to light aircraft, Kielce is the presentation stage for paragliders and gliders – the TLL expo is complemented with PARAGIEŁDA, the expo cut out for producers, importers and distributors of sailplanes and paragliders, back-pack propellers, trikes, hang-gliders, powered-gliders, parachutes, balloons, kite surfing equipment. The new event format has been expanded to include extreme sports – the FUN & EXTREME Expo. Parachuting, bungee jumping, ski jumping and gliding reign supreme here. The expo is therefore a one-stop-shop for all adrenaline ultimate-experience aficionados. Those who like adrenaline shots will certainly appreciate the producers' display of climbing, surfing, windsurfing, diving and many other extreme-sports equipment.

To every modelling enthusiasts' liking

Aviation interests are much broader, therefore the Kielce Exhibition and Congress Centre complements the autumn shows-cluster with the début event – the Scale-Modelling Exhibition. The model-

ling exhibition is targeted at a wide group of modelling enthusiasts as well as those interested in history and technology evolution. The Scale-Modelling Expo stands the chance to become a focal point not only for modelling manufacturers, but also for many scale modelling lovers.

The autumn light-aviation events cluster is much more than the exhibition. Kielce-staged shows include lectures and presentations on broadly-defined aviation industry, air traffic, exhibitions of exceptional photographs and film screenings. The second edition features special guests. The list includes: Jerzy Makuła – the 7-time individual World Glider Aerobatic – a famous aircraft designer, Roman Peczeko – a photographer who specialises in the so-called air-to-air photography. These and many more attractions in the pipeline. The Kielce exhibition is a must-attend for high-fliers.

Sky-lovers are eager to talk about their passion and share their experiences





More than 1,200 visitors at Lviv's first International Fair of Agricultural Techniques EuroAgro

EUROAGRO Lviv

– Go East!

Preparations for the second International Fair of Agricultural Techniques EuroAgro Lviv have started – the expo is held from 28 to 30 November in the Pivdennyi Expo Centre in Lviv. The Agricultural Expo - Euroagro Lviv is the step to disseminate state-of-the-art knowledge among Ukrainian farmers, exchange experiences and establish a Polish-Ukrainian cooperation in this business-sector. This process has been initiated and enhanced by, inter alia, Targi Kielce.

Last year's EuroAgro Lviv attracted 1,200 visitors to the Ukrainian Pivdennyi Expo exhibition centre. The exhibition was the showcase for nearly 100 exhibitors including 24 representatives of Polish agricultural producers sector. The organizers emphasize that the first edition delivered very good results, therefore they have resolved to organize the consecutive event.

- Lviv Oblast is the gateway to Ukrainian markets. Ukraine's market is extensive and open, especially its agricultural part - said Oleg Syniutka - chairman of the Head of Lviv Regional State Administration at the Pivdennyi Expo-staged opening ceremony.

Ukrainian farmers are ready to prosper for good agricultural solutions. Polish agricultural machines, accessories for efficient agricultural produce storage as well as Polish farmers' knowledge and experience have been recognised by our eastern neighbours.

The upcoming expo is the gateway to Ukrainian markets. It offers the opportunity to establish cooperation with small and medium-sized farms, i.e. the expo target-audience. Tractors, machines, tools for plant and animal production, machines and equipment for fruit and vegetable farming, forestry and agricultural production means, equipment and accessories (seeds, plants, pesticides

and fertilizers, fodders and feed additives) and other types of agricultural accessories generate an avid interest of the eastern market. Therefore EuroAgro Lviv is a must-attend event.

EuroAgro Lviv expo is the result of cooperation between Targi Kielce and the Gal-Expo joint stock company. Targi Kielce is ranked second among all Central and Eastern Europe's exhibition centres, the organiser of AGROTECH - the agricultural techniques and technologies exhibition.

We look forward seeing you!
28-30 November - Pivdennyi Expo, Lviv.

Horti-Tech

all you need to
know about fruit and
vegetable sector

What varieties are worth investing in? What are the export markets? Which technologies should be used? What are the effective ways to protect crops from being wasted? — These and many more questions regarding fruit and vegetable farming find answers at the HORTI-TECH – the Fruit and Vegetable Production Technology Expo.

HORTI-TECH is Poland's first and most comprehensive exhibition and educational event. Its programme includes important conferences on fruit and vegetable varieties and the most topical business-sector related issues. The event has already gained a large and dedicated group of exhibitors and visitors. Not only did the two previous editions host Polish companies, the expos were also the presentation arena for companies from the United Kingdom and the United States.

Equipment for advanced fruit and vegetable cultivation such as sprayers, combines, mist-sprayers, mowers and everything farms need – this is just part of the exhibition. Not only does Kielce's expo focus on apple, pear and plum producers. The trade-show is also a discussion platform on working conditions in blueberries, currants plantations as well as other fruits and vegetable farms.

– HORTI-TECH offers a great advantage compared to other fruit-farming events held in Poland. HORTI-TECH gives the opportunity to gain substantial knowledge for the upcoming seasons. The expertise is offered by specialists,

including those from the Research Institute of Horticulture in Skierniewice and business-insiders associations – says Kamil Perz, the Project Director – The exhibition format has been expanded to include educational aspects developed by the event's co-organizers – Targi Kielce and Leaf Media. The knowledge-dissemination sessions respond to specific industry needs and therefore attracts fruit and vegetable farmers from all corners of Poland. The third expo is held on 21 and 22 November in Kielce.

The two-day trade-show abounds with lectures on fruit and vegetable variations, development directions, producer groups' problems, possible compensations, EU and national subsidies. 2016's expo included Poland's first Sprayer Calibration Competition targeted at young farmers. The contest scored a bull's eye – there were 12 teams representing farming schools. Therefore the competition will have consecutive editions. The contest is included in the educational part dedicated for the next generations of fruit and vegetable growers.



Both the exhibition as well as the abundance of meetings with experts and conferences have proven very popular



Horti-Tech – the opportunity to become familiar with the latest cultivators and tools used in fruit and vegetable production



The expo is food-for-thought to discuss the condition of the Polish fruit and vegetable sector – says Świętokrzyskie Voivodeship Marshal Adam Jarubas at the opening ceremony



A few words about events

the event manager's how-to guide

Holidays' tranquillity after the industrious and busy spring – there is two months' interlude when the events industry keeps a low profile. The first signs of autumn make the MICE sector re-enter the market with an added boost of energy and even more surprising ideas. Although general public lives in a great hustle and bustle and gains knowledge from the Internet and new technologies, people still value the opportunity to meet face-to-face.

– After the holidays season and leisure trips, huge conference spaces fill with different events' participants. Of course, the calendar does not intend to keep some openings until September. There is never a dead-spot in our business. We work all year long so that Targi Kielce's Congress Centre is a vibrant and bustling place and uses its potentials at the ful-

lest – explains Andrzej Mochon PhD, Targi Kielce President of Board.

Cutting-edge technologies v tradition

Have a closer look at the rapidly growing meetings industry and you will see the new technologies' huge impact on the form of events. Event agencies and pro-

ject managers use a whole array of new technologies, ranging from multimedia through virtual reality. And although traditional meetings, trainings, workshops, conferences, congresses are still held in meetings-halls you come into and sit for these few hours, the format significantly changes.

- Webinars are great to gain technical

know-how, share „hard-core” knowledge. When it comes to relations, it is still nice to meet in the training room for a workshop – emphasizes Grzegorz Miecznikowski – the owner of S Words Agency and the Social Selling specialist. – Anyway, even typical offline courses have seized to be „flipcharts only” sessions. I cannot imagine a training without the use of a multimedia billboard or even an overhead projector, conference material in on-line version – adds Miecznikowski.

This should also be considered when planning an event. A hybrid, i.e. an offline meeting with extensive online component (materials, target group contacts, live coverage) works to the advantage of organizers.

For people and with people in mind

The experience gained in the events industry is a good lesson of professionalism, composure and creativity. However, there is one never-changing trend that should be the guiding-beacon for every organizer. Right from the start, at the early plan and budgeting stage one ought to remember – every event is much more than setting and stage-design, perfectly aligned tables, play of lights and sounds or a superstar performing live on stage. The success of the event lies in satisfied customers who know what they have come for and they know that their expectations have been fulfilled. One of the more difficult tasks for the event planner is to understand the target audience. B2B expos, doctors’ conferences or a jubilee banquets – they all need different plans. The plan is depends on the first and most fundamental question: what do the guests expect from us, why they have been invited here?

– The experience of many events shows that the target group is either wrongly defined or the organisers have no idea what their target group is. That is why I always ask a few up-front questions before I start lecturing or open a training. This helps me match the content, vocabulary and case studies to the audience

I deal with. Some speakers seem to forget that they are here for the audience and not vice versa – explains Grzegorz Miecznikowski in his interview for Targi Kielce’s Congress Centre.

Regardless of the event size, it’s worth taking a few hours to analyse each particular case. As the result the creation you have prepared – the best and most interesting, becomes a source of satisfaction rather than criticism. Even the best ideas may be damaged by making a schoolboy-error.

Find the right venue, use it as a spring-board for your ideas

When planning an event, you need to consider its nature and adapt it to the time and space. The venue must exactly meet the event’s needs. A congress hall cannot be the house for a training for 20 people. Participants would be hard to notice in a huge space. Not only does a

large hall ruin concentration, it even distracts participant’s attention. Once you have chosen the right place, you should consider attractions. A conference room located in the hotel and a convention centre with much more flexible space-arrangement possibilities are the worlds apart. Before we come up with the whole concept, the theme and specific points on the agenda, find the right place. The idea you have come up with might be so extravagant that it is hardly possible to find a facility to support your creativity In conclusion – event marketing boasts the whole palette of colours and variations. This must never be mistaken for a chaos. Even the most abstract ideas have a framework, a plan to follow. Otherwise you ran the risk of falling head over heels

**Look for inspiration at
www.kielcekonferencje.pl
We look forward to seeing you.**





Andrzej Wojciechowicz

The author of the text is the private-label industry expert. Mr Wojciechowicz has been in retail-business since 1989, he is also active in FMCG sector. Mr Wojciechowicz is the head of FMCG Business Consulting and the European Commission Expert.

ALWAYS A NEW DRESS for the ball...

Trade fairs are important marketing events for all manufacturers. Therefore the best option is to consider each expo a special event, with bespoke scenario and presentation form for this very business-insiders meeting. This is a mistake to use our standard expo-set ... this is like going to a fancy-ball and wear the same, old dress everyone has already seen. Women know what I am talking about. So, what's the right attitude to the upcoming expo?

First and most importantly. This is as if we were presenting our offer for the first time ever. This should also go in line with the expo profile.

The Private Label Exhibition features a different format from that of a standard trade show and a meeting with prospective customers. Our clients are more than merchants. They are market explorers who look for more than attractive products with attractive prices.

Private-label brand-creators want to find products that set their retail-chains apart from the others, consistent with consumer-trends. They first and foremost buy our creative potentials, the products come second. What should we accentuate in our expo-stand display?

We start in a standard way. Our flag-

ship product on display unequivocally reminds our market position and identity. Our creative ideas come next. We show innovative products, novelties we want to put on the market. Moreover, we should even showcase conceptual designs because these may inspire our expo visitors and make them decide to cooperate in the idea implementation. There must be a common denominator for the whole offer presentation – our production capacities, both quantity and quality wise. The unique production capabilities should be then emphasized. What is the right presentation? Attractive and distinct exhibition display without unnecessary ornaments that distract attention.

Cutting-edge technologies are today's must-have elements; QR codes

which redirect to the corporate website, advertising spots, virtual expo stands etc. What remains is your strategy and invention.

One more tip, probably the most important one. Be active. Participation in panel discussions, airing-out your opinions at meetings, events initiation are the basis for recognition. The image of an active business partner increases your chances of being selected from among many. Private-label self-branding means close and continuous cooperation between the manufacturer and the distributor. This guarantees profits to both parties. Good luck. I wish you establish successful business relations.



Targi Kielce's Private Label Producers Exhibition and Conference – Future Private Labels Poland & CEE is held on 25 and 26 October 2017. This is a unique, nationwide event solely devoted to the private labels sector, a combination of the conferences with international experts as keynote speakers, product expo, the best packaging competition and workshops series.



*„I think Kielce as the event organizer has done a good job” – said Mayor of Kielce, Mr. Wojciech Lubawski when recapitulating the tournament.
Photo by Kamil Markiewicz, Echo Dnia*



*England v Poland match at the Kielce stadium with over 13 thousand spectators.
Photo by Kamil Markiewicz, Echo Dnia*

A journalist from Japan, more than 3 million TV viewers and delighted fans. The three football matches of the European Championship under 21 staged in Kielce proved to be the city's immense success. Kielce hosted football fans supporting the representations that played in Kielce. The Swedes, and there were more than 3,500 visitors from that country were really enchanted with the capital city of the Świętokrzyskie region. The journalists also did a great job with almost 10,000 publications in which Kielce was mentioned in the context of the tournament organisation.

Euro U21 Championship

Kielce's promotional top-score

Not only were there reporters from the countries directly involved in the championship. Kielce also hosted media from other countries, such as Lithuania and Japan. Even the Cherry Blossom Land was represented by one journalist who was particularly interested in the England - Poland match. Euro 21 generated a truly avid interest among TV viewers, the matches were broadcast to 150 countries. Total tournament viewership, according to initial UEFA estimates accounted for 140 million spectators. Speaking about Kielce-staged part of the tournament – the England v Poland match attracted the greatest number of football-buffs to sit in front of the TV screens. There were 3.3 million viewers of Polish stations' live broadcast

and additional half a million viewers in England. Kielce tournament was also successful with regards to the number of football supporters. The first match played in the region's capital was Sweden v England. The Kielce Market looked like Stockholm centre. There were over 3,500 Swedes and about 7,000 Slovaks. Few English fans came to Kielce – about 350. Polish fans came in abundance to see the last tournament match in Kielce – nearly 13 thousand, including those from outside the Świętokrzyskie region. Promotion-wise Kielce has also greatly benefited from Euro U21 organisation. The UEFA and the Polish Football Association reports indicate that the matches can also be regarded promotional events for the Świętokrzyskie Voi-

vodship capital with advertising equivalent of 45,000,851 PLN. There were 9,644 publications which mentioned Kielce in the context of the UEFA European Under-21 Championship.

Swedish fans felt at home in Kielce, photo by D. Łukasik, Echo Dnia







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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
rezervacje: 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.



Restauracja Żółty Słoń z autor-
ską kuchnią znanego w Kielcach
szefa kuchni Tomasza Pawlusa
to nowość na lokalnym rynku ga-
stronomicznym. Otwarta kuchnia,
industrialne wnętrze, niecodzienna
lokalizacja to to, czym zaskoczy
Państwa restauracja Żółty Słoń.

The newly opened Yellow Elephant
Restaurant with original menu from
well-known in Kielce chef Tomasz
Pawlusek brought a new quality
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distinguishes the restaurant among
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Tomasz Pawlusek

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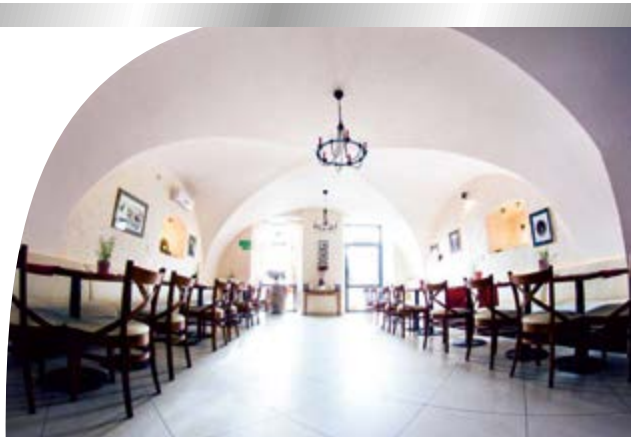
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MAPA - CENTRUM KIELC (CITY CENTRE MAP)

