



PRESS RELEASE of March 19, 2015

[Maxpol nominated the Leader of Trade Fair Services 2014](#)

For the 18th time Polish Chamber of Exhibition Industry has presented the title of the Leader of Trade Fair Services. On February 27, 2015, the jury decided to award MAXPOL of Warsaw. At the same time Jury recognised two Poznań companies - Meliński Minuth of Poznań and IDEAEXPO - Stand Construction Division of Poznań International Fair. The main objective of the competition is to increase the quality of trade fair services and promote companies which implement modern exhibiting ideas.

The Chairperson of the jury, Architect Engineer Ryszard Grajewski explained the decision to award the title of the Leader of Trade Fair Services 2014 to MAXPOL:

– All applications submitted to the contest confirm the very high level of exhibiting services offered by those contractors and it was a difficult task to choose the Leader among them. That is why the Jury paid special attention to the additional aspect, that is pioneering directions of development of exhibiting companies, including servicing Polish companies on new overseas markets, not only inside the European Union but also in countries on other continents. In our view, such actions support the process of internalization of Polish companies and the development of export.

Experienced Leader

MAXPOL has been operating on the market for 25 years and has been a member of Polish Chamber of Exhibition Industry since its establishment. Its clients are offered a wide array of services related to the design and construction of exhibition stands targeted at individual exhibitors and national participations. Additionally, the company offers a range of logistics services, starting from booking flights and accommodation in hotels to forwarding of exhibits to the event.

– We are very glad that we have been selected the Leader of Trade Fair Services 2014. So far we have been recognized in the contest three times. From the beginning of our existence we have been trying to work at the highest level and service our clients in an ever better way. Our operations expand beyond Europe and we service clients also on other continents. Our exhibitors appreciate the fact that we offer comprehensive services and this approach makes us the leader of trade fair services. – Małgorzata Rytzel, Member of the Board of MAXPOL proudly commented the adjudication of the contest.

Unanimous Jury

The Jury of the Contest of the Leader of Trade Fair Services consists of architects connected with the sector as well as specialists in design and construction of trade fair expositions, members of PCEI and the laureates of the previous editions of the contest. This year's Jury convened in the composition: Chairperson - Architect Engineer Ryszard Grajewski and Members of the Jury - Włodzimierz Gola (PROMOCJA) and Jan Lisiak and Piotr Wojewodzic (INEXPO Poznańska Agencja Targowa).

– It was difficult to find tangible parameters which could have been assessed. Previously such a parameter was the number of constructed meters of the exposition. Currently such parameters are practically non-existent because art cannot be assessed using parameters and the exhibition architecture is also an art. I think that the worked-out consensus led to this choice. – Jan Lisiak, co-owner of INEXPO, the last year's winner, comments on the discussions of the Jury.

– Among the companies which are at a similarly high level of constructed stands, we have decided to recognize the one which had an additional advantage. MAXPOL not only builds exhibitions stands but also organizes complete participation of exhibitors. And not only on the markets of the European Unions, which are well known, but also on new difficult markets where often there are different standards and rules, and which are much more difficult to access and enter. – adds Włodzimierz Gola, the owner of Przedsiębiorstwo Organizacji Wystaw i Obsługi Targów PROMOCJA s.c.

Promoting the sector

The Leader of Trade Fair Services Contest has been organized since 1997. It is directed to members of Polish Chamber of Exhibitions Industry - designers and constructors of exhibition stands. The aim of the contest is to increase the quality of trade fair services and promote companies which stand out in their operations in terms of the application of modern furnishing

solutions, new technologies, outstanding designs and executions, and which pay special attention to the implementation of exhibiting and architectural ideas.

About Polish Chamber of Exhibition Industry

Polish Chamber of Exhibition Industry, founded in 1993, is the only national organization of Polish enterprises leading their business activity in the exhibition industry. The members of PCEI belong to all categories of players on the exhibition market. They are especially: trade fair and exhibition organizers, operators of trade fair and conference venues in Poland, providers of trade fair services such as designing construction and furnishing of exhibition stands, transport and forwarding companies, organizers of foreign trade fair participations, foreign trade fair representatives in Poland, as well as advertising and marketing agencies, media companies, enterprises offering catering and accommodation services.

The PCEI mission is: to provide a comprehensive platform of co-operation and exchanging ideas and experiences for the Polish exhibition market players, to serve the Polish exhibition industry as an effective platform for lobbying, to promote participation in exhibitions as an effective part of corporate marketing and communication strategy, to create circumstances for improving the industry quality standards, including reliable and transparent exhibition statistics, to offer trade fair marketing education in cooperation with marketing specialists, the university lecturers, to create favourable conditions for the Members to enjoy the benefits of integration and cooperation within the Chamber.

The four main areas of activities of Polish Chamber of Exhibition Industry are: lobbying, actions facilitating the integration of trade fair industry, widely understood promotion of trade fairs and exhibitions - including publications, as well as education in the area of trade fair marketing and promotion of ethical business activities in the industry.

PCEI has been an active member of UFI - the Global Association of the Exhibition Industry since 1996. For many years PCEI has been cooperating on a regular basis with CENTREX - International Exhibition Statistics Union, AUMA - the Association of the German Exhibition Industry and many other foreign and international industry organizations.

Contact: *Marzenna Łukaszewicz, Executive Director; Tel. +48 61 866 15 32; mailto: m.lukaszewicz@polfair.pl ; www.polfair.pl
Polish Chamber of Exhibition Industry, Bukowska Street 12 (World Trade Center Building, room 122), PL-60-734 Poznań,
Contact europort media: Joanna Klimek, tel. 510 130 122; joanna.klimek@europortmedia.pl*