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### „Exhibition Ambassador 2014” presented in Lublin

The honorary title of the Exhibition Ambassador is a special distinction which has been presented since 2011 by Polish Chamber of Exhibition Industry. Its aim is to acknowledge the role and engagement of the people of the world of business, science and politics who contribute to the development of the exhibition industry in Poland and the popularization of the idea of exhibitions. This year's laureate is Krzysztof Żuk, the Mayor of Lublin.

The award was presented by the representatives of Polish Chamber of Exhibition Industry: Przemysław Trawa - President of the Board of PCEI, Adam Gabrysiak - Vice President of the Board of PCEI, and Marzena Łukaszewicz - PCEI Executive Director.

*- In the recent years the exhibition centre in Lublin has gained new venues, which were developed on the grounds donated by the city. The city also supported the company in the attempts to obtain resources for the construction. Today the Lublin Trade Fair and Exhibition Centre offers infrastructure which allows for the organization of a variety of events: exhibitions, congresses, conventions and cultural events.* - Przemysław Trawa, President of the Board of PCEI, justifies the decision to present the title to Mayor Żuk.

It was the engagement and support of Mayor Krzysztof Żuk that made the dynamic development of Lublin Fair possible, who also during his ongoing activities promotes exhibitions in Lublin, among others in contacts with partner cities abroad and as part of promotional actions and numerous economic projects.

The honorary title is presented once a year and the symbolic statuettes are presented to persons professionally unconnected with the exhibition industry but who act on its behalf. The laureate is selected among the candidates submitted by the Members of Polish Chamber of Exhibition Industry.

*- The title of "the Exhibition Ambassador" is an exceptional award in the exhibition industry. It is a form of acknowledging people who do not directly participate in creating the exhibition market but favour its development.* - Adam Gabrysiak, Vice President of the Board of PCEI and the creator of the project explains the idea. *- Presenting the title of "the Exhibition Ambassador" aims at going beyond the environment of the Chamber and at honouring those who do not take any profits from the organization of trade fairs and exhibitions but who promote and support their idea.* - adds Adam Gabrysiak.

So far the Exhibition Ambassadors have been: the holder of the First Honorary Exhibition Ambassador - Waldemar Pawlak - the then Deputy Prime Minister and the Minister of the Economy (2011), Wojciech Lubawski - Mayor of Kielce (2011), Ryszard Grobelny - the then Mayor of Poznań (2012), and also the Mayor of Pomeranian Voivodeship, Mieczysław Struk, and Mayor of Gdansk, Paweł Adamowicz (2013).

The ceremonious presentation of the statuette was held on November 17, 2015, in Lublin during the opening of the 8th Energy Fair ENERGETICS and the 5th edition of Broadband Technology Fair INFOSTRADA at Lublin Fair. Apart from the laureate and the representatives of PCEI, the guests attending the ceremony included: The Marshall of Lublin Voivodeship - Sławomir Sosnowski, Vice President of PGE Dystrybucja S.A. - Grzegorz Dolecki, President of the Telecommunication Construction Association - Piotr Zychowicz, Piotr Szymczak - President of the Association of Polish Power Engineers, as well as the representatives of the patrons and partners of Lublin Fair.

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## **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 PCEI: Marzenna Łukaszewicz, Executive Director; ph. +48 61 866 15 32; [m.lukaszewicz@polfair.pl](mailto:m.lukaszewicz@polfair.pl)  
Polish Chamber of Exhibition Industry, Bukowska Street 12 (WTC bld., room 122) , 60-810 Poznań - [www.polfair.pl](http://www.polfair.pl)  
Contact PR agency europortmedia: Joanna Klimek; ph. + 48 510 130 122; [joanna.klimek@europortmedia.pl](mailto:joanna.klimek@europortmedia.pl)**