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CENTREX audit for PCEI confirms the good condition of the exhibition market in Poland

The final statistical data of exhibitions in Poland, confirmed by the audit carried out by CENTREX - the International Exhibition Statistics Union, show that 2014 was a good year for the Polish exhibition sector and prove the continuous upward trend of all key parameters of the Polish exhibition market: the rented exhibition space, the number of exhibitors and the number of visitors.

Due to the 2-year cycle of organization of some of the leading exhibition brands, exhibition statistics for 2014 are compared to 2012. According to the data of PCEI and CENTREX, the total amount of rented space at exhibitions in Poland amounted to 817,481 sq.m. (growth by 75,112 sq.m. on 2012). 214 trade fairs and exhibitions organized in the previous year were attended by 28,799 exhibitors (growth by 989). They presented their offer to 1,378,209 visitors (growth by 215,818). Poznań International Fair remains the unquestionable market leader.

Parameters and standards are growing

According to exhibition experts, the long-term economic growth in Poland supports the development of the Polish exhibition sector which undoubtedly follows the needs of the economy and entrepreneurs and simultaneously encourages the economic development of regions and the country. The better condition of many small and medium-sized enterprises in Poland encourages them to take part in over 200 specialist trade fairs and exhibitions in the country. The encouraging factor is also the decisively better quality of exhibitions. This is the consequence of the efforts of exhibition organizers and venue operators who are aware of the growing expectations of their customers and they care for improving the standard of exhibition-related services. They also adjust the exhibition offer (range) to the current needs of the exhibitors and the visitors. Exhibitors and visitors make use of the modern infrastructure of the dynamically developing, modernised and newly built exhibition centres operated by PCEI members. The good condition of exhibitions in Poland is also the consequence of the high quality offer for exhibition customers in Poland provided by exhibition service providers (companies which design, construct and equip exhibitions stands, transport and forwarding companies, multimedia and advertising services, catering and others).

Between the East and the West

An important aspect of the development of the Polish exhibition market is the favourable geopolitical location of Poland - on the border of the European Union. In the context of the role of exhibitions for the development of international trade, our country remains the most important exhibition market in Central Europe, which is confirmed by the growing number of foreign exhibitors. In 2014, there was a 7.4% increase in the number of foreign exhibitors (from 4,461 in 2012 to 4,790 in 2014). Besides their modern infrastructure, exhibitions in Poland are more frequently visited thanks to the significant improvement of the transport infrastructure.

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.

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