

20 years of the exhibition self-government in Poland

Year 2013 marks the twentieth anniversary of forming the Polish exhibition self-government, an organization associating enterprises operating in the sector of organization of trade fairs and exhibitions, the management of exhibition and conference venues, rendering exhibition-related services (designing, construction and equipping of exhibition stands, exhibition transport and forwarding, exhibition media), as well as the organization of participation of Polish exhibitors in trade fairs and exhibitions abroad. Polish Corporation of Organizers of Trade Fairs and Economic Exhibitions (later renamed to Polish Trade Fair Corporation) and the successor - Polish Chamber of Exhibition Industry, have marked their presence both in the economic environment of Poland and on the international scene. Over the 20 years, we have had the pleasure to associate over 200 entrepreneurs, among whom several dozen not only found their true calling in working for the improvement of the organization of exhibitions in Poland, for the development of the Polish exhibition market and for the integration of the exhibition sector, but who have also made it possible for the work of Polish Chamber of Exhibition Industry to be highly acknowledged by state institutions, including the Ministry of the Economy, with whom the Chamber has cooperated for many years, the Polish Chamber of Commerce as its member, as well as many other partners and stakeholders: Ministries, non-governmental organizations, private businesses and their associations and universities.

June 9, 1993

A letter by Alojzy Kuca to Stanisław Laskowski, the President of the Board of Poznań International Fair to establish the Polish exhibition self-government



Alojzy Kuca

the then President of the Dialog Publication and the Polish Trade Fair Institute; in the years 1993-2003 Vice-President of the Corporation

"In the letter entitled 'The concept to establish a self-government organization associating trade fair and exhibition organizers in Poland' I outlined the idea, objectives and the concept of organizational activities necessary to create our organization. Based on the assumption of this latter, three months later the Constituent Assembly was held" (*source: statement of Mr. Alojzy Kuca for PCEI*)

June 17, 1993

Foundation of Polish Corporation of Organizers of Trade Fairs and Economic Exhibitions in Poznań pursuant to the Act on trade self-government of selected business entities dated May 30, 1989

During the Constituent Assembly, 118 Founding Members placed their signatures under the resolution forming Polish Corporation of Organizers of Trade Fairs and Economic Exhibitions and chose its authorities: Mr. Stanisław Laskowski – President of the Board, and Mr. Tadeusz Burzec, Mr. Wojciech Hellwing, Mr. Alojzy Kuca, Mr. Sławomir Majman – Vice-Presidents of the Board.



Stanisław Laskowski

President of Polish Corporation of Organizers of Trade Fairs and Economic Exhibitions (1993-1996); the then President of the Board of Poznań International Fair

"The needs and objectives of the Corporation result from the deep economic and political transformations in Poland and in Europe. (...) The rapid pace in which the Polish exhibition industry is changing created the need to start the dialogue between its stakeholders. The market now needs more in-depth information about its institutions, structure and its capabilities. It is essential to have a wider and more active promotion of individual trade fairs and exhibitions, as well as their organizers. All that contributed to the idea to form a specialist organization which would associate companies operating in the exhibition industry and in exhibition-related businesses." (*source: Stanisław Laskowski, Introduction, Report Exhibitions in Poland 1994*)

September 14, 1993

Registration of the Corporation, its Statute and the Authorities in the National Court Register

November 2, 1993

Miron Maciejewski assumes the post of the Executive Director of Polish Corporation of Organizer of Trade Fairs and Economic Exhibitions



Miron Maciejewski, graduate of the Poznań University of Economics, a long-standing employee of Poznań International Fair, in 1991-1992 the Vice-President of PIF. Knight of the Order of Polonia Restituta. From the beginning of the Corporation involved in the research and analyses of statistical data of the Polish exhibition industry and their publication in the Reports Exhibitions in Poland. Held the position of the Executive Director until 2000. Passed away in August 2000.

1994

First publication of the calendar "Exhibitions in Poland '95" and first publication of the Report Exhibition in Poland - by Trade Fair Journal and the Corporation

"The first Report was published in 1994 by the Trade Fair Journal. At that time, it was a challenging attempt to describe the exhibition market in Poland according to European standards. It turned out that the undertaking was also really required, especially during the process of eco-



March 21, 1996

conomic transformation which triggered the dynamic and rapid development of the Polish exhibition market." (...) "Exhibition Reports are awaited with great interest - especially among the foreign economic circles. So far it has been the best and the most effective form of promoting the Polish exhibition market locally and abroad. The Report is not only a faithful descriptive representation of that market, but it also indicates the condition of our economy. After all, we have as many exhibition organizers and exhibitions as our economy and its participants can accept." (source: *Introduction, Alojzy Kuca, Report Exhibitions in Poland 1997*)

PTFC General Meeting passes the resolution to form the Committee for Verification of Statistical Data of Trade Fairs and Exhibitions



Kazimierz Marcinkowski

The Chairman of the Committee for Verification of Statistical Data (1996-2000); the then editor-in-chief of the Trade Fair Journal

"The accession of Polish Corporation to UFI - the Global Association of the Exhibition Industry, and consequent necessity to face statistical verifications occurred when the necessity to audit the data provided by exhibition organizers in their reports and used for the preparation of the Report could no longer be denied. (...) The Committee had fifteen members who represented different trade fair centers. At the beginning, the Committee made a significant effort to define basic terminology connected with the audit such as the exhibition space, the exhibitor and the visitor. The documents drawn up by the Committee became the attachment to the declaration to voluntarily enter the verification system." (source: *More Reliable Figures, Kazimierz Marcinkowski, Report Exhibitions in Poland 1998*)

1996

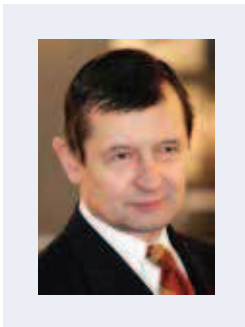


Corporation's membership in UFI - the Global Association of the Exhibition Industry

"Union Foires Internationales associates the exhibition markets globally. The main group of its members consists of trade fairs and exhibitions which meet defined criteria and have international character. However, today UFI is not only just international exhibitions. The growth of the exhibition sector in the economies of many countries, due to its special communication function, made it necessary to form national and international trade organizations of enterprises which cooperate on that market. Those enterprises now have the possibility to become associated members of UFI and cooperate with partners in other countries. Such an opportunity was also offered to Polish Trade Fair Corporation." (source: *Manfred Busche at General Meeting of PTFC, 2000*)

March 23, 1997

Mr. Bogusław Zalewski becomes the President of the Board of the Corporation



Bogusław Zalewski

President of Polish Corporation of Organizers of Trade Fairs and Economic Exhibitions and Polish Trade Fair Corporation (1997-2006), President of the Board of PCEI (2007-2010), President of the Board of Poznań International Fair (1997-2007)

"In order to correctly plan the activities which we should undertake in the near future we must predict and take into account the processes which will occur in the world. The globalization process must be seen as a stimulus for action. What must be undertaken are wide educational activities, which would encourage people to use exhibitions, the intensification of PR activities and lobbying efforts for the benefit of exhibitions, both in Poland and abroad, and the use of new alternative tools, such as the Internet, to promote trade fairs and exhibitions." (source: *Bogusław Zalewski, speech during the General Meeting of Polish Corporation of Organizers of Trade Fairs and Economic Exhibitions*)

March 23, 1997

The Annual General Meeting passes the resolution to change the name of the organization to "Polish Trade Fair Corporation"

March 1997



Establishing and the first edition of the competition Leader of Trade Fair Services – for the Members of the Corporation involved in designing and construction of exhibition stands. The winner of the 1st edition of the competition was AZ Zdzisław Filipiak company from Poznań
The competition was created in order to increase the high quality of trade fair services and to promote the leading companies which design, build and equip exhibition stands using modern materials, technologies and decorative solutions. The competition has been continued by Polish Chamber of Exhibition Industry. The Jury comprises of outstanding Polish designers, the creators of the contemporary Polish school of exhibiting, authors of hundreds of design of exhibition architecture.

September 1997



The launch of the internet site

www.polfair.pl

1999 - 2000



Publication of a promotional and educational paper "Is There Any Alternative To Exhibitions" written by Mr. Alojzy Kuca

"Instead of the Introduction. (...) Without exhibitions, the economic social and cultural development would be impossible. An example here would be Germany whose wealth and prosperity started from the rapid growth of exhibitions in the 1950s. Today Germany is the largest exhibition market in Europe. (...) There is no alternative to exhibitions although exhibitions themselves believe that they are both overestimated and underestimated." (source: Alojzy Kuca, *Is There Any Alternative To Exhibitions*, 2000)

1999

First edition of the competition "The Stand of the Year" for exhibition stands built in 1998 The winner was Inter-Service, the company from Poznań managed by Mr. Andrzej Kokotek and Mr. Olgierd Ignatowicz



"The idea behind the competition is to promote modern architectural solutions in exhibiting, the use of new technologies and materials, as well as interesting and futuristic exhibiting ideas. The design of the stand and its technical execution should be of high standard, and should support the concept of the participation in the exhibition, which is the consequence of architectural and technical ideas connected with marketing aspects." (source: Alojzy Kuca, *the originator of the competition*)

March 28, 2000

UFI President – Manfred Busche visits the Ordinary General Meeting of the members of Polish Trade Fair Corporation.

General Meeting passes the resolution to submit the monitored Polish exhibition statistics to an independent professional audit in cooperation with BDO Poland

For the purpose of the audit, the General Meeting approved the definitions and calculating standards based on CENTREX rules, which are coherent with the definitions and standards of UFI. The following parameters were audited: the exhibition space, the number of exhibitors and the number of visitors.



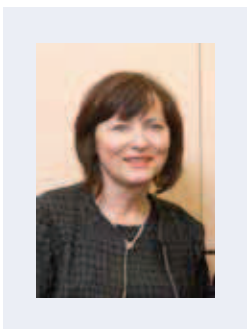
"The idea to replace the voluntary verification of statistical data conducted by the Corporation Committee with an audit conducted by a professional, independent body aims at increasing the importance of the Polish exhibition market in the world and to increase the prestige of the Polish Trade Fair Corporation in the international arena." (source: Bogusław Zalewski, *General Meeting, March 2000*)

October 1, 2000

Ms. Halina Trawa takes over the post of the PCEI Executive Director

Halina Trawa

PTFC and PCEI Executive Director (2000-2008); employee of the Head Office since 1993 Halina Trawa, graduate of the Poznań University of Economics and Business College in Poznań. Involved in numerous projects crucial for the development of the Polish exhibition industry. In the 1990s, supervised the process of establishing and implementing definitions and statistical standards for exhibitions in Poland in order to make the dynamically growing exhibition market a reliable location for international business. In 2000 (and again in 2005), supported the implementation and performance, by Pentor Research International, of the first unique research of Polish exhibitors against the importance of participation in exhibitions as a marketing instrument for small and medium enterprises. Another important scope of her work is cooperation with tertiary institutions in Poland with regards to the popularization of the knowledge of exhibitions among students, the future managers and potential exhibitors and visitors.



November 21, 2000

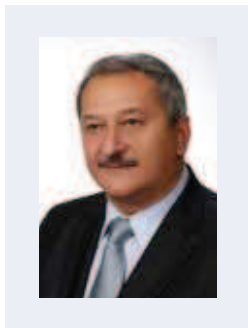
Organization of the 1st National Meeting of Presidents of Trade Fair Cities with the participation of 9 Presidents, including Mr. Piotr Uszok, the then President of Katowice and the Chairman of the Union of Polish Cities, the representatives of the Academia and the representatives of the Polish exhibition industry

"Exhibitions are the driving force of the economic development of the region, they are instrumental in increasing the revenue and they strengthen the image of the region. Various aspects were discussed: self-government and the ownerships structure of exhibitions, location of trade fair grounds, elements of city infrastructure necessary for the correct functioning of exhibitions, influence of exhibitions on the development of the city." (source: *archives of PCEI*)

November 2000**The very first survey of the Polish exhibitors by Pentor Research International Poznań**

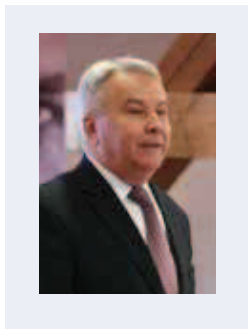
"The research was based on a survey conducted face-to-face on a representative sample of 500 exhibitors who participated in exhibitions in the whole Poland in 1999 and in 2000. The research findings confirmed the significant role of exhibitions as an instrument of marketing. The respondents pointed to exhibitions as the most effective tool in shaping the direction of sales, winning orders and new markets, as well as in promoting the company image." (source: archives of PCEI)

"Conducted in 2000, commissioned by Polish Chamber of Exhibition Industry, the first Polish research of exhibitions as a marketing tool resulted in a conclusions that "Exhibitions are a very effective tool s; one should only know how to use them and to what purpose. Each exhibition is a marketing challenge which requires a creative approach based on thorough knowledge of trade fair marketing, advertising and promotion. An exhibition is a celebration during which one must pursue the objectives in an intensive and planned manner." (source: comment by Rafał Janowicz, President of Pentor Research International, Poznań)

July 2001**Attempt to quantify the influence of exhibitions on the economy and to gather information for lobbying purposes – the research initiated by Mr. Paweł Babij****Paweł Babij**

Chairperson of the Scrutiny Committee of Polish Trade Fair Corporation (2003-2007); Member of the Board of PCEI (2007-2011); President of the Board, Interservis, Łódź

"Exhibitions are the driving force of the economic development of the region and they enhance the growth of economic results. Estimating the potential of exhibitions in a form of a report presenting the exhibition market, through the value of turnover, value of paid taxes, quantity of workplaces, share of the advertising market, or revenues from exhibitions generated by the so-called exhibition-related companies, will make it an effective lobbying power facilitating further development of the sector and improving the economic situation of the companies operating on this market." (source: presentation by Mr. P. Babij at the conference "Exhibitions - offensive or stagnation for the city", November 2001, and during the 2nd Meeting of Presidents of Polish Trade Fair Cities, November 2001)

October 2001**Launch of cooperation with colleges and universities in Poland in trade fair education.****Launch of Post-Graduate Study of Communication and Promotion in Business was opened at Poznań University of Economics (80 hours of Trade Fair Course")****Henryk Mruk**

prof. zw. dr hab., Poznań University of Economics

"Exhibitions are changing. This is the business logic - the market and the economic reality require constant adjustments. Hence the need to continuously educate yourself and hone your skills. Today it is obvious that one of the most important factors influencing the position, development and success of a company is communication, i.e. the ability to professionally communicate with the market and to understand it." (source: Prof. Henryk Mruk, Trade Fair Education is a Must, Rzeczpospolita Daily, December 15, 2003)

December 2001**The Convention of Polish Trade Fair Corporation in Olsztyn – with the participation of the Minister of the Economy**

The Convention, one of the first events in the PTFC history, was very useful and unforgettable at the same time - due to the integration in the scenery of Masurian forests, with a sleigh ride, horse riders, and a feast in a hunting lodge. It started the tradition of Winter Meetings of PCEI organized annually until today.

June 2002**Conference on "Exhibitions as a Stimulus for Entrepreneurship and the Economic Development of cities" in Poznań, co-organized with the E. Kwiatkowski Association, with the participation of Mr. Manfred Busche and an MP – Mr. Adam S. Szejnfeld**

The conference was attended by 70 participants, including Members of Parliament (members of the Parliamentary Committee of the Economy), representatives of local governments (including Mr. Eugeniusz Grzeszczak, the then Deputy Marshal of Wielkopolska, current Deputy Speaker of the Parliament), entrepreneurs from Wielkopolska, journalists, and members of PTFC. (source: archive of PTFC)

March 2003



Celebrations of the 10th anniversary of the Polish exhibition self-government. Creation of quality markings and certificates "Exhibition recommended by PTFC" and "Stand recommended by PTFC" for Members of PTFC

"The new quality certificates, connected with the 10th anniversary of the Corporation, pursue the statutory objective to increase the standard of trade fair services. The underlying condition to obtain the certificate is meeting the defined criteria such as the audit of exhibition statistics according to international standards, appropriate experience on the exhibition market, the quality and standard of rendered services, and activities conducted in accordance with the Statute and the Code of Ethics. The graphic design of the certificate was prepared by Ms. Mariola Pieprzyk. In June 2003, the Office of the Corporation submitted an application to the Polish Patent Office to grant protective rights to both markings." (source: archives of PCEI)

November – December 2003



Promotional and marketing campaign "6 Senses". The aim was promotion of exhibitions as a marketing instrument. Media patronage by Rzeczpospolita Daily and Polsat TV

„The target of the campaign were the elites of Polish business – employees of companies and corporations assessed, on the basis of the monitoring of expenditures on advertising, as the biggest advertising customers, as well as the opinion-makers and clients of the exhibition industry selected by the organizers. The crowning moment was the "6 Senses" Gala attended by 400 guests. The entertainment was provided by the famous Polish Dance Theater. The addressees of the campaign received the catalogue "Exhibitions - Your New Limousine", a CD-ROM with a dynamic multimedia presentation "Exhibitions - Your New Limousine", a calendar of exhibitions for 2004 and a guide "How to Become a Star at an Exhibition" by Mr. Alojzy Kuca. On December 15, Rzeczpospolita Daily issued a supplement presenting the opinions of exhibition experts and representatives of exhibitors. The campaign was also the topic of an extensive article in the Exhibition World Magazine. Three years later, in 2006, there was a special presentation of the campaign to economic journalists and advertising agencies in the College of Business in Budapest" (source: interview with Ms. Halina Trawa)



"The targeted addressee of the Gala was a young Polish manager, who is really familiar with the Internet, the cinema, the MTV, but exhibitions are unknown to him and he treats them as an anachronism of marketing communication. Why? Because he simply doesn't know them! He doesn't understand them, He is not able to read the content presented in exhibition pavilions! This group reacts only to strong impulses, shocks even - and the Gala was such a shock for them. We sent a very strong signal that exhibitions speak the language of our manager and they can surprise him. (installations, ballet, scenery). Exhibitions, just like any other marketing tools, may be skipped, but since November 20, 2003, you cannot overlook them! I think that the young Polish manager is success- and progress-oriented. Is this how this young manager saw our Gala and the role of exhibitions as a marketing tool? I don't know but I can speak for myself: Exhibitions are cool!" (source: Jacek Kisiąła, Extend Vision, Kraków), In the interest of Polish Business, Rzeczpospolita Daily)

February 22-23, 2004

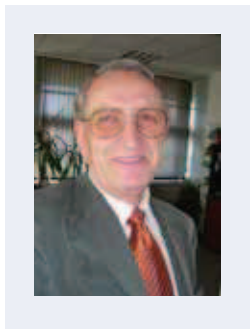


The Corporation participates in the International Forum "Trade Fair Education" organized by CENTREX in Brno. The presentations were given by Mr. Bogusław Zalewski, the President of the Board of PTFC and Mr. Marek Zieliński PhD of the Poznań University of Economics.

"Announcing the support for the project, the Corporation invited to the forum the movers and shakers of Polish marketing: Prof. Henryk Mruk (Poznań University of Economics), Prof. Tomasz Domański (University of Łódź), Prof. Lechosław Garbarski (Warsaw School of Business and Leon Koźmiński College of Entrepreneurship and Management in Warsaw), and Prof. Andrzej Szromnik (Kraków University of Economics, Faculty of Commerce and Market Institutions). In the recent years, due to the ongoing process of globalization, there appear new patterns of a consumption society, distribution and instruments of marketing, and as a result, there occurred a significant gap in the curricula of marketing studies. Currently the curricula need expanding with the issue of exhibitions, presenting the offer of subjects which would supplement the intramural, extramural, post-graduate and graduate studies and, perhaps, the launch of specialist courses." (source: archives of PCEI)

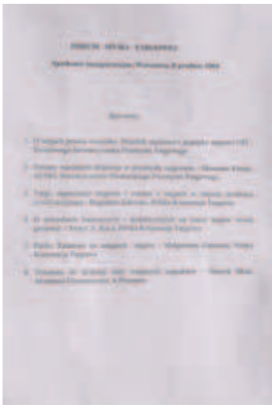
May 1, 2004**Accession of Poland to the European Union**

"The freedom of rendering exhibition services in Poland has become a fact today. Actually, after several intensive attempts by foreign organizers to develop trade fairs and exhibitions in Poland at the beginning of the 1990s, the today's market has stabilized: many of them withdrew, also the bold plans to build large exhibition centers in several Polish cities with the help of foreign capital were not followed through. Capital-intensive investment have a long ROI period and, with the active competition of many exhibition organizers in Poland, they pose a high risk of not being used to their full capacity. Similar situation concerns the market of trade fair services: the construction and equipping exhibition stands, as well as transport and advertising services. That natural barrier will probably be the costs of Polish contractors who will be able to offer comparable quality. The competition may appear in the sector of advertising and publishing services." (source: Andrzej Byrt, the then Secretary of the State in the Ministry of Foreign Affairs, Report Exhibitions in Poland in 1999)

July 2004**Co-organization with CENTREX of a visitor research studies of visitors at exhibitions in Central and Eastern Europe****Károly Nagy**

Managing Director of CENTREX – the International Exhibition Statistics Union (1997-2000 and 2009-2013; Honorary Member of PCEI

"The behaviors of consumers are constantly changing in the new economic reality. The answer to the question: how do customers think is the most important problem of the contemporary marketing. Time has come to learn the opinions of the visitors - the target customer for trade fairs and exhibitions - and find out who they are today, why they visit exhibitions, what they think of them, and what effort they are willing to make to participate in them. The knowledge of why visitors come to exhibitions allows exhibition organizers and exhibitors to motivate them in a better way and to improve the quality, culture, effectiveness of exhibitions. The better the exhibitors know their customers, the better chances there are to increase sales." (source: Károly Nagy, interview for PTFC, 2004)

November 2004**The 12th edition of the calendar "Exhibitions in Poland" including the "Exhibitor's Manual" by Mr. Alojzy Kuca, as an integral part of the publication****December 8, 2004****Creation of the Forum of Exhibiting Ideas. Opening meeting in Warsaw**

"Continuing the effort to create the intellectual background for the Polish Exhibition Industry in order to further educational activities, the Corporation backed by the group of the leading marketing specialists in Poland decided to organize the Forum of Exhibiting Ideas. During the opening meeting, much time was devoted to exhibition education. Exhibitions are expecting a competent participant who understands exhibitions and has skills in using trade fair marketing. We need exhibition courses at Polish universities and trade fair education should be introduced to high schools. Several universities and high schools already started such activities, however, there is still a serious lack of didactic materials - a modern academic course book and trade fair publications for students, as well as for businesspeople and buyers. The participants of the first Forum of Exhibiting Ideas agreed that in the coming years such a course book will be prepared by the participants." (source: interview with Alojzy Kuca for PTFC, 2004)

January – June 2005**Launch of the "The Art of Exhibiting" quarterly on the initiative of Mr. Grzegorz Siwek (president of Koara, Warsaw) and trade fair service companies**

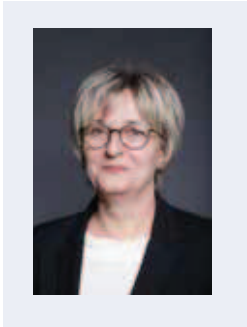
The decision to create a quarterly magazine was taken in Kraków in December 2004. The title was registered in the District Court in Poznań on January 2005. The objective was to promote companies and services of designing and construction of exhibition stands. The main target group were exhibitors - the intention was to facilitate a more professional and more effective participation in exhibitions. The magazine informed about the new trends in exhibiting, suggested solutions and presented the best stands. Unfortunately minimal interest of the target audience and low finances decided about suspending the publication. (source: archive of PTFC)

March 21, 2005**Resolution of the General Meeting to prepare assumptions for the formation of an economic chamber of the entrepreneurs running business activities in the Polish exhibition industry**

"Legislation granted special rights to economic chambers. They have the right to present opinions in front of state authorities, on drafts of legal regulations concerning the functioning of the economy. They can also participate in the process of preparing drafts of legal acts in this field. Economic chambers can assess the implementation and functioning of legal regulations concerning running a business activity. They also have many other rights which may facilitate conducting lobbying activities for the exhibition industry" (*source: minutes from the General Meeting of Polish Trade Fair Corporation*)

May 2005**PTFC becomes a Support Member of Polish Marketing Association SMB**

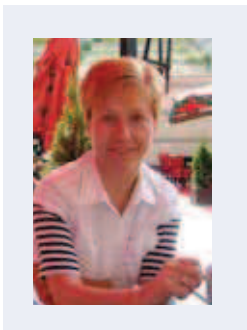
The organization, through its cooperation with the government, presence in the media and public appearances, initiates activities serving the so-called direct marketing.

**Grażyna Grabowska**

Member of the Scrutiny Committee of Polish Trade Fair Corporation (2004-2007), Vice-President of the Board of PCEI (2007-2011); President of the Board of Targi w Krakowie, Kraków "I believe that we still don't have a tool which in 100% could replace the direct contact with another person. It was the story of the Internet. After the first craze connected with its possibilities, and fearing that it will eliminate the other players from the market we had a sort of stabilization and calm. Now the Internet is seen as a tool which helps to promote exhibitions. Internet portals are a great source of information about exhibitions, events similar to them, and about conferences. The user may not only find out when, where and for how much, but he can also learn the details of the science program, register as a participant, pay for the participation or arrange a specific business meeting using an online calendar. Exhibitions have the advantage of enabling easy contacts with potential clients and renewing the old friendships. The exhibitors have a chance to fully present their offer, give professional advice and build or strengthen the company and product brand." (*source: Exhibitions are doing great, Puls Biznesu Magazine, 2011*)

June 2005**The final of the competition for a poster promoting exhibitions in Poland - the winning poster was created by Mr. Ireneusz Zabłocki – "Exhibitions. Space for Business. Space for Contact"**

For several years the members of the Corporation expressed the need to have a poster for public promotion of the exhibition industry. Polish Trade Fair Corporation invited several advertising agencies to compete for the poster promoting exhibitions. Among 11 works submitted in the second stage, the Jury unanimously selected the project by Mr. Ireneusz Zabłocki. The slogan for the poster proposed by the author was believed to be clear - exhibitions are a business platform, and their strongest advantage is the face-to-face contact. The used colors were considered invigorating, associated with energy and interactivity. The poster is an original and innovative undertaking. (*source: archive of PTFC*)

May – June 2005**Second opinion survey among Polish exhibitors carried out by Pentor Research International Poznań on behalf of PTFC****Małgorzata Legiędź-Gałuszka**

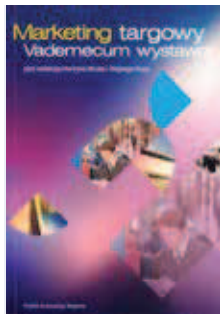
Vice-President of the Board of Polish Trade Fair Corporation (2002 –2007), Member of the Board of PCEI (2007-2010), President of the Board of Łódź International Fair, sp. z o.o. (1995-2003); Honorary Member of PCEI

"In 2005, commissioned by the Corporation, Pentor again conducted comparable research concerning the plans of participation in exhibitions among Polish exhibitors. During five weeks, the research was conducted using a questionnaire containing 45 questions. Exhibitors were asked in which exhibitions and when they want to take part, what are their trade fair budgets, and especially - how they assess the effectiveness of exhibitions in comparison with other marketing instruments supporting sales. The comparison of the results from 2000 and 2005 provide much data about exhibitions, about the condition of the Polish enterprises and about the economy. It allowed for monitoring the new phenomena and changes in marketing thinking of companies about exhibitions and revealed the dynamics of measured aspects." (*source: interview with Małgorzata Gałuszka for PCEI*)

June 22, 2005**Presentation of the exhibition self-government and the potential of PTFC member companies at Polish Chamber of Commerce****September 2005****Publication by PTFC of UFI-licensed educational material "The Role of Exhibitions in Marketing Mix" for trade fair education in Polish universities**

March 2006**Publication of the guide "Trade Fair Marketing. Exhibitor's Manual" written by a team of 7 authors and edited by Henryk Mruk and Alojzy Kuca**

The book was translated into English in the fall (an electronic form on a CD-ROM) and presented at the 73th UFI Congress in Beijing.



"Exhibitions are a mass phenomenon because they have turned out to be the best platform for personal marketing communication. The global exhibition industry is developing extremely fast today. Each year there are approximately 30,000 trade fairs and exhibitions held, where 300 million visitors learn about the products of 3 million exhibitors. What is more: the world market is gaining new energetic trade fair centers, like in BRIC countries, i.e. Brazil, Russia, India and China, or see the rebirth of old, almost historic, trade fair cities, like in the US or in the Middle East. The only thing is that in order to effectively participate in exhibitions, you must learn and understand them. And this is what the book is about - the first Polish practical guide to trade fair marketing." (source: *Bogusław Zalewski, Trade Fair Marketing. Exhibitor's Manual*)

July 3, 2006**Constituent Assembly of Polish Chamber of Exhibition Industry in Poznań. Signing the Statute by 119 Founding Members****September 2006****Publication of the 14th calendar Exhibitions in Poland, for the first time accompanied by „Information about the possibility of participation of Polish companies in Exhibitions abroad and about organizers of such participation"****December 2006
– February 2007****Lobbying in the Parliament against the proposed amendment of the Act – Building Law and related Acts**

The draft contained a controversial amendment to the Act on mass events which assumed covering trade fairs and exhibitions by the definition of mass events. On December 18, 2006, PTFC submitted a motion to reject the change of definition of a mass event i.e. to remove point 1, paragraph 3 of the draft. The motion and the justification were submitted to the MPs of the Committee of Infrastructure, Committee of Administration and Internal Affairs, Committee of Physical Education and Sport and to the Speaker of the Parliament. The actions of PTFC against including exhibitions in the definition of mass events and the protest to the Minister of Construction and the Parliament Committee of Infrastructure was backed by approximately 30 different organizations (Economic Chambers, Chamber of Construction, Business Center Club, Confederation of Private Employers, the Institute of Construction Technology). On December 27, PCEI presented our own proposal concerning increasing the level of security. The proposal was presented to the MPs working on the amendments to the Act. In January 2007, a parliamentary question was submitted to the Minister of Construction asking for presenting analysis based on which the draft was assessed as having no influence on the competitiveness of the economy. There were consultations with interested organizations, including PTFC. On February 13, 2007, the extraordinary sub-committee accepted the amendments on the changes to the Act on security of mass events. The turning point occurred in February 27, 2007, during a meeting of the Parliamentary Committee of Infrastructure and the members of the Board of PTFC. As a result of the talks, the Committee of Infrastructure approved a formal motion submitted by one of the MPs to remove the amendment including trade fairs and exhibitions in mass events. (source: *archives of PCEI*)

**February 26, 2007****Pursuant to the resolution dated February 26, 2007, Court Register in Poznań, XXI Commercial Department of the National Court Register, entered Polish Chamber of Exhibition Industry in the National Court Register under the number 0000274825****March 26, 2007**

New elections to the authorities of PCEI by the General Assembly. The composition of the Board for the term of office 2007-2011: Mr. Bogusław Zalewski – President of the Board, Ms. Grażyna Grabowska and Ms. Urszula Potęga – Vice-Presidents of the Board, Mr. Paweł Babij, Ms. Małgorzata Gałuszka, Mr. Andrzej Meliński, Mr. Andrzej Mochoń, Mr. Maciej Witkowiak – Members of the Board

May – June 2007

Launch of the competition for the logo of Polish Chamber of Exhibition Industry and selecting the project by Ms. Mirosława Korbańska of Perfect Studio from Poznań



Polska Izba Przemysłu Targowego

Polish Chamber of Exhibition Industry

June 5, 2007

Presenting the title of the Honorary Member of PCEI, pursuant to resolutions of the General Meeting, to: Mr. Manfred Busche, Mr. Mieczysław Kowalikowski, Mr. Włodzimierz Kubiak, Mr. Alojzy Kuca, Mr. Kazimierz Marcinkowski, Mr. Károly Nagy i Mr. Dariusz Stołeczki

October 2007

Launch of an electronic "PCEI Bulletin" addressed to the Members of the Chamber - as a simple form of informing about the ongoing activities of the Chamber, the situation on the exhibition market in the world and about the most important economic and political events influencing the exhibition sector

November 2007

PCEI becomes a member of the Polish Chamber of Commerce - pursuant to the resolution of the General Meeting of June 5, 2007. Accession to the PCC pursuant to the resolution of the Board of PCC of November 29, 2007



KRAJOWA IZBA GOSPODARCZA

June – December 2007**Lobbying activities of PCEI in:**

- the Ministry of Finance to amend the Act on VAT - with the help of experts from the Modzelewski Institute of Tax Studies (June),
- the Ministry of the Economy and the Ministry of Regional Development - on amendments to regulations on managing finances to support participation in exhibitions abroad (October),
- the Ministry of Foreign Affairs - on visa deregulations for foreign exhibitors
- the Ministry of Finance – again to amend the act on VAT

May 2008**Ms. Marzenna Łukaszewicz assumes the post of the Executive Director****Marzenna Łukaszewicz**

PCEI Executive Director (2008 - until today), employee of the Head Office since 1997 Marzenna Łukaszewicz, graduate of the Poznań University of Economics and the Poznań College of Foreign Languages. For many years now involved in the execution of numerous exceptional projects for the development of the Polish exhibition industry as well as in international cooperation. Builds the positive image of the Polish exhibition market abroad and promotes initiatives undertaken by the Polish exhibition self-government. Successfully attracts Very effective in attracting foreign specialists to participate in science conferences organized by PCEI in cooperation with Polish marketing specialists, in order to promote trade fair education in tertiary institutions in Poland. In 2007 and 2008 coordinated the implementation process of the audit of exhibition statistics by a specialist international auditing organization CENTREX and still supervises this cooperation, as a result of which the Polish exhibition statistics are published in international statistical reports by UFI and CENTREX.

June 12, 2008

Pursuant to the resolution of the General Meeting, the title of the Honorary Member of PCEI was presented to Mr. Wojciech Hellwing – the Founding Member and the Vice-President (1993-1995)

July 2008 – May 2009

Launch of the research on "The Influence Of the Exhibition Industry In Poland on the Economy" and "The Influence Of the Economic Slowdown On the Perspectives Of the Exhibition Industry in Poland" in cooperation with Centrum Ekspertyz Gospodarczych of the Foundation of Poznań University of Economics

"The study aims to confirm the thesis that each zloty spent at an exhibition by the exhibitors and the visitors multiplies the turnover of money in the economy. Exhibitions generate turnover for cities, agglomerations and regions by impulses for their close and more distant environment. The research subjects were trade fair companies in five cities: Kielce, Kraków, Łódź, Poznań and Warsaw, and the results will be available for the whole exhibition sector in Poland. The objective of the undertaking required information about not only exhibition companies but also researching exhibitors, visitors, companies which are close or more distant to exhibitions, as well as the local authorities and economic self-governments." (source: archives of PCEI)

August 2008

Start of cooperation with CENTREX in terms of audits of exhibition statistics – pursuant to the resolution of the General Meeting - signing a contract for the years 2008 – 2010



April 24, 2009**Establishing the PCEI Chapter: "Organizers Of Participation And Service Providers For Polish Exhibitors Participating in Exhibitions Abroad"****Tadeusz Michalak**

Head of the Chapter of "Organizers Of Participation And Service Providers For Companies Participating In Exhibitions abroad" (2009 –until today); Member of the Scrutiny Committee in 2007-2012; President of the Board of Maxpol in Warsaw

"The successful entry on many markets and the development of the Polish export is facilitated by the positive image of Polish companies at exhibitions abroad. This positive image is the aim of the leading professional organizers of participation of Polish companies in exhibitions around the world. In order to support Polish export, the PCEI Chapter analyses the conditions of functioning of Polish organizers of participation of Polish companies in exhibitions abroad and consults the drafts of legal acts connected with financial subsidies of the state for such activities. In order to improve the effectiveness of activities of organizers of participation in exhibitions abroad, PCEI would like to research the direction of travel of exhibitors who participate in exhibitions abroad and then, based on the study, to create some factual material helpful in contacts with the Ministry of the Economy." (source: *interview with Tadeusz Michalak for PCEI*)

May 2009**Establishing the PCEI Chapter "Companies Constructing Exhibition Stands"**

"The Chapter's duties include: cooperation with exhibition organizers in unifying and perfecting the regulations of trade fair venues. The Chapter also offers a platform for discussing the forms of promotion of the members of the Chapter in the Chamber and operational cooperation with exhibition organizers and managers of exhibition venues. We also try to initiate the actions of the Chamber aimed at cooperation with external institutions, businesses, as well as local and state government bodies." (source: *comment by Zygmunt Kosmala, Head of the Chapter since 2009, president of the Board of Mad Expo, Poznań*)

June 18, 2009

Pursuant to the resolution of the General Meeting, the title of the Honorary Member of PCEI was presented to outstanding designers of exhibition architecture: Prof. Witold Gyurkovich (Academy of Fine Arts, Poznań), Prof. Maciej Kysiak (Warsaw University of Technology), Arch. Tadeusz Piątek (Warsaw University of Technology), Arch. Ryszard Grajewski (Academy of Fine Arts, Poznań)

**June 18, 2009****Pursuant to the resolutions of the General Meeting PCEI adopts the Code of Ethics (modeled after the Code of Ethics of UFI) and appoints the Mediation Committee**

"The shape of the Code of Ethics of Polish Chamber of Exhibition Industry is very different from the Code of Ethics of Polish Trade Fair Corporation as it contains only ten general statutes which have a character of a declaration. Those declarations concern e.g. abiding by the law, statutes, regulations, rules and obligations, respecting partners, confidentiality of information, intellectual property, reliable and responsible operations on the market. It also includes faith that the obligation to behave ethically is also an expression of a constructive approach the achieving business objective. Those rules form a list of desired behaviors but does signing under them really obliges the members? It seems possible, however, the necessary condition to be met must be the personal determination to follow norms and ethical rules." (source: *Małgorzata Gałuszka, Tule Of Fair Competition In the Exhibition Industry, Annales. Ethics in Economy, 2009*)

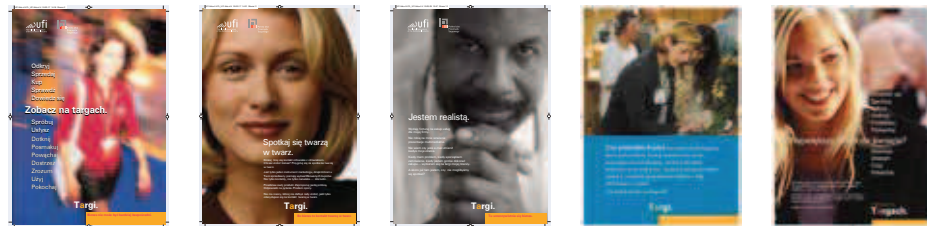
August 2009

First ever publication of CENTREX-audited statistics of exhibitions organized by PCEI members in international Reports: by CENTREX and in "UFI EuroFair Statistics"

"Since 2008, thanks to the cooperation with CENTREX, we enjoy international promotion of statistical data of Polish exhibitions organized by Members of Polish Chamber of Exhibition Industry. It happens thanks to their publication in the annual Report by CENTREX. Mr. Károly Nagy, responsible on behalf of CENTREX for the audit of exhibition statistics in Poland, and at the same time an active member of UFI - the Global Association of the Exhibition Industry (a long-standing member of the Marketing and Education Committees), was instrumental in placing the CENTREX - audited statistics of exhibitions monitored by PCEI in the annual UFI Report UFI EuroFair Statistics, which is a unique international publication presenting the size of the exhibition industry in Europe." (source: comment by Marzenna Łukaszewicz, 2012)

Autumn 2009

PCEI participated in the UFI generic campaign promoting exhibitions as an instrument of communication in business

**December 7, 2009**

Approval Meeting of Polish Trade Fair Corporation in Liquidation - after sixteen years of operations the Corporation formally seizes to exits

April 19, 2010

PCEI General Meeting adopts the new Statute worked out by the Statute Novelization Committee between December 2009 and March 2010. The Statute was registered in the National Court Register in July 2010. It contains many changes, among which there are rules of obligatory undergoing the audit of exhibition statistics for PCEI members

September 2, 2010

Midterm elections for PCEI Board following the changes of the Statute – new members of the Board were: Mr. Andrzej Byrt (president of the Board, Poznań International Fair), Mr. Marek Dobiszewski (president of the Board, Sawo Fairs in Bydgoszcz), Mr. Adam Gabrysiak (president of the Board, Abisal)

December 2010

PCEI signs another 3-year contract with CENTREX, the auditor of exhibition statistics (for the years 2011-2013)

The process which started in the 1990s to establish and implement in Poland the definitions and standards of statistical data for Polish exhibitions and its progress in 2000-2013, in cooperation with professional auditing companies, first with BDO and later with CENTREX, allow for effective international promotion of the Polish exhibition market in our country and abroad, while making it transparent and reliable place for the development of business and trade. This is a very important aspect for the Polish economy, also in the geopolitical sense.

March 30, 2011

Co-organization of the conference "the Importance of Exhibitions for the Economy" in Warsaw in Warsaw School of Economics. In July 2011, a paper was published under the same title, which consisted of a selection of lectures from the conference. The publication was edited by Prof. Henry Mruk. It is the result of work of an international team of experts in economy, who study various aspects of exhibitions in the context of the development of modern economies.

"The conference was organized in cooperation with Poznań University of Economics, Warsaw School of Business and E. Kwiatkowski Association. The patronage over the conference was granted by Mr. Waldemar Pawlak, the then Deputy Prime Minister and the Minister of the Economy. The aim of the conference was to exchange opinions between practitioners, local governments, politicians, and members of the Academia, concerning the impact of exhibitions on the economy, as well as the privatization aspect of exhibitions. The honorary guest of this conference was Mr. Manfred Busche, the former President of Berlin Fair and Honorary President of UFI - Honorary Member of PCEI." (source: Mr. Andrzej Byrt, interview for PCEI)

April 4, 2011

The General Meeting elects PCEI authorities for the term of office 2011-2015. The composition of the Board: Mr. Andrzej Byrt – President of the Board, Ms. Żaneta Berus – Vice-President of the Board, Mr. Adam Gabrysiak – Vice-President of the Board, Mr. Andrzej Meliński – Vice-President of the Board, and Ms. Beata Gorajek, Ms. Małgorzata Rytteł, Mr. Roman Obst, Mr. Marek Wiktorowski, Mr. Maciej Witkowiak

Andrzej Byrt

President of the Board of PCEI for the term of office 2011-2015, Member of the Board since 2010, president of the Board of Poznań International Fair.

"The Chamber is a part of the international exhibition sector community. We are active both in the global UFI and in the regional, Central and East European statistics union CENTREX. Due to this cooperation, we successfully achieve the very important objective of certification, statistical analysis and description of the exhibition market in Poland. Therefore the chamber is the only expert with up-to-date and objective knowledge of what is happening in the exhibition industry. Thanks to this we represent Polish entrepreneurs in Europe and in the world and we are a reliable partner for the authorities, tertiary institutions, journalist and the public opinion." (source: Andrzej Byrt, statement for PCEI)

April 4, 2011

Pursuant to the resolution of the General Meeting, PCEI presents the title of the Honorary Member to the long-standing members: Ms. Małgorzata Legiędź-Galuszka, Mr. Kazimierz Galicki and Mr. Jacek Serkuczewski

June 14, 2011

Celebration of the 90 years of Poznań International Fair with the participation of PCEI, 90th anniversary Gala in Poznań with the participation of the President of Poland, Mr. Bronisław Komorowski

The celebration of the 90th anniversary of PIF was honored with the presence of the President of Poland, Mr. Bronisław Komorowski, who was a special guest of the first day of the Innovations, Technologies, Machines Fair. Accompanied by the representatives of the authorities of Poznań and Poznań International Fair, the President unveiled a plaque commemorating the events of June 1956, and later took part in the celebrations at the fairgrounds and in the Anniversary Gala in the Hall of Adam Mickiewicz University. It consisted of the presentation of the Economic Awards of the President of Poland and a concert by Ingolf Wunder, the laureate of XVI Chopin piano competition with the Poznań Philharmonic Orchestra.

June 27, 2011

Establishing the Honorary Title of "Exhibition Ambassador", on the initiative of Mr. Adam Gabrysiak, Mr. Andrzej Byrt and Mr. Alojzy Kuca - pursuant to the resolution of the Board of PCEI



Adam Gabrysiak

Vice-President of the Board for the term of office 2011-2015, member of the Board of PCEI since 2010, president of the Board of Abisal, Poznań

"The honorary title of the Exhibition Ambassador is an exceptional recognition in the exhibition industry. We acknowledge the role and involvement of persons professionally not related with the exhibition industry, who nevertheless work for its benefit. So far, we have awarded companies directly related to exhibitions: designers, constructors and exhibition organizers. Awarding the title of the Exhibition Ambassador is an attempt to go beyond the environment of the Chamber and to honor all those who do not take any profits from the organization of exhibitions, but promote and support their concept." (source: Adam Gabrysiak, interview for PCEI, 2011)

June 27, 2011

The resolution of the PCEI Board, on the initiative of Mr. Adam Gabrysiak, to undertake actions for establishing "The Global Day of Exhibitions" on April 15th

"The concept of the Global Day of Exhibitions underlines their importance for the economic development. It is especially important today, during the global recession where direct relations and contacts, so typical for trade fairs and exhibitions, build trust in business and develop it." (source: Adam Gabrysiak, originator of the project; interview for PCEI)

July 6, 2011

1st Science Conference of PCEI "the Role of Exhibitions in Promotion and Trade Fair Education" in Warsaw, with the participation of twelve professors of marketing from nine universities - in order to summarize the activities conducted so far, and present to the faculty the plans of actions in promotion and trade fair education and define the needs of trade fair education



Żaneta Berus

Vice-President of the Board of PCEI for the term of office 2011-2015, Member of the Scrutiny Committee in 2007-2011, President of the Board of Warsaw Expo Center XXI

"Trade fair education is necessary on at least two levels. The level of competence of employees of exhibition companies has become a factor deciding about the results of the company - you must educate the future staff of trade fair professionals (exhibition organizers, designers of exhibition stands); it is necessary to involve universities in this education. The second aspect is the need to teach to understand the function of exhibitions in business communication and as a marketing tool - not in contrast to other tools but as a part of marketing mix, e.g., in conjunction with the Internet. Reaching students with that knowledge, the future employees of companies in different sectors is a great challenge for us." (source: interview with Żaneta Berus for PCEI)

September 6, 2011**PCEI submits to UFI the initiative to establish the Global Day of Exhibitions (on April 15, the day of establishing UFI in 1925)**

"The initiative to establish the Global Day of Exhibitions is extremely important because it will attract the attention of the international business and the general public, as well as the media, to the institutions and the exhibition industry. For many years now exhibitions have played a great role in building the modern civilization. I think this day will be a good opportunity to honor those who work for the benefit of exhibitions." *(source: interview with Andrzej Byrt for PCEI)*

September 6-7, 2011**PCEI participates in the European Congress of Small and Medium Enterprises in Katowice during Business Expo with the exhibition stand - the objective of promotion of exhibitions as an instrument of communication in business and marketing among small and medium enterprises**

"We chose the Congress, with the participation of 160 representatives of self-governments, as a location of the first public presentation of the publication "Importance of Exhibitions for the Economic Development of the Country. (...) Exhibitions and trade fair infrastructure are largely used to promote the city. Thanks to investments in trade fair and conference infrastructure, cities are able to transform their image, mark their stronger presence on the national and European map of metropolises. This is a prerequisite worth popularizing because we still have a great potential for the development of this sector of services and business."

"It is in the interest of the city that exhibitors and visitors find some interesting places there, and they will pass this information forward. Word-of-mouth popularizing the best possible image of the city is the factor stimulating the city to transform into a hospitable place, which is attractive for tourists." *(source: interview with Andrzej Byrt; self-government portal, 2011)*

October 20, 2011**2nd International Science Conference of PCEI "Trade Fair Education in the World, Europe and in Poland" in Poznan**

The aim of the conference was to present to the foreign scientists activities connected with trade fair education, create the curriculum of trade fair education and education materials for universities, and to take a decision to publish and distribute the Polish version of the UFI course "the Role of Exhibitions in Marketing Mix". The conference was attended by honorary guests: Mr. János Barabas – Vice-President of UFI and the Head of Education Committee, and Mr. Károly Nagy, the Managing Director of CENTREX, the member of Education and Marketing Committees of UFI, as well as Polish scientists from 17 universities and colleges, students and members of PCEI. *(source: archives of PCEI)*

**November 13, 2011**

Conference "City-genic Role of Exhibitions" organized in cooperation with the Association of Polish Cities in order to initiate and support the contacts between trade fair centers and representatives of local governments of trade fair cities, with the participation of city authorities from Poznań, Kielce, Lublin, Łódź, as well as the representatives of the Academia and members of PCEI.

December 8, 2011

The resolution of the Board of PCEI, to present the First Honorary Title of the Exhibition Ambassador is presented to Mr. Waldemar Pawlak, the then Minister of the Economy and Deputy Prime Minister for his involvement in popularization of exhibitions, participation in the most important exhibitions in Poland, and support for the exhibition sector in cooperation with state administration

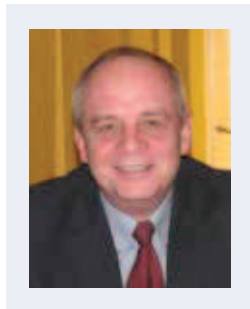
December 8-10, 2011

Winter Convention of PCEI in Mierzęcin



January 24, 2012

Award ceremony in PCEI competitions: Stand of the Year 2011 and the Leader of Trade Fair Services 2011



Jan Lisiak

The Secretary of the Scrutiny Committee of PCEI for the term of office 2011-2015, the laureate of the title of the Leader of Trade Fair Services 1999, multiple winner of awards in the Stand of the Year competition, the winner of the Gold Medal in the Stand of the Year 2011 Competition; co-owner of INEXPO - Poznańska Agencja Targowa Piotr Wojewodziec Jan Lisiak
 "Understanding the role of small exhibition architecture in the marketing strategy of companies, as well as the creativity, are the condition for the development of innovative concepts in designing and construction of exhibition stands. Thus we can influence the development of the market of exhibiting services in Poland and increase the quality of the services offered. Today the market of exhibiting services in Poland successfully competes with the leading European markets in this field, e.g. in Germany or Italy. Thanks to the individual approach to the design and construction, taking into account marketing aspects and objective which the company has in relation to participation in exhibitions, as well as the high quality of the execution, the leading Polish providers of exhibiting services are able to cooperate in a long-term with major Polish companies from numerous sectors of the economy, as well as with many leading companies from abroad. In this way our work facilitates the development of Polish export." (source: interview for PCEI, 2012)

May 10, 2012

Gala of presenting the First Honorary Title of the Exhibition Ambassador to Mr. Waldemar Pawlak and the Title of "Exhibition Ambassador 2011" to Mr. Wojciech Lubawski, the Mayor of Kielce



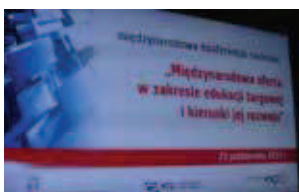
July 2012



PTFC published UFI-licensed educational material prepared by UFI "The Role of Exhibitions in Marketing Mix"

October 23, 2012

3rd International Science Conference of PCEI "International offer of trade fair education and directions of its development" – 23.10.2012 in Gdańsk (Amber Expo, Gdańsk International Fair)



The participants of the conference were over twenty university lecturers from several Polish and foreign tertiary institutions, representatives of foreign trade fair organizations: UFI – the Global Association of The Exhibition Industry, AUMA – Association of the German Trade Fair Industry, AEFI – Associazione Esposizioni e Fiere Italiane, CENTREX – International Exhibition Statistics Union, as well as university students and the members of PCEI.

October 23, 2012

The final and award ceremony of the PCEI – CENTREX competition “The Vision of Exhibitions by 2010”



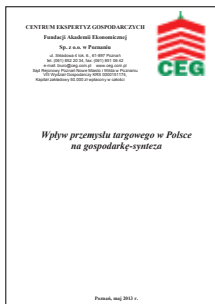
“The objective of the competition for university students for the essay on the vision of exhibitions by 2020 was to get to know their knowledge of exhibitions and their potential communication functions in the 21st century, to learn about the visions of the young generation for the future of exhibitions, and especially to encourage young people to get involved in the development of exhibitions and trade fairs in the future. The competition was officially announced during the 2nd Science Conference of PCEI in October 2011 in Poznań and it was closed in May 2012. 13 works were submitted for the competition. During the meeting, the Jury selected the laureates of the competition and the award-giving ceremony was planned for the next science conference organized by PCEI.” *(source: comment by Marzenna Łukaszewicz, 2012)*

December 29-30, 2012

PCEI Winter Convention in Spafa



May 2013



Preparing the synthesis of the research by CEG on the influence of exhibitions on the economic development in 2008-2009 in order to obtain the up-to-date material for lobbying purposes and to promote this unique research in the Report by UFI - the Global Association of the Exhibition Industry

“The UFI Report will contain important aspects of unique research conducted in several European countries - in Great Britain, France, Germany, and in Poland - by Polish Chamber of Exhibition Industry, as well as the proposal of unified terminology and methodology of the research. The unique character of the Polish research including the interesting methodology in the opinion of international experts, allows for high acknowledgement of the Polish initiative, whose results will be included in the UFI Report which will play a major role in lobbying activities for the benefit of the exhibition industry in the European Union.” *(source: interview with Andrzej Byrt, 2012)*

June 4, 2013

Award ceremony in PCEI competitions: the Stand of the Year 2012 and the Leader of Trade Fair Services 2012



Andrzej Meliński

Vice-President of the Board of PCEI for the term of office 2011-2015, the laureate of the award Leader of Trade Fair Services 2000 and LTFC 2010, the laureate of numerous awards The Stand of the Year including The Stand of the Year 2012; President of the Board of Meliński Minuth, Poznań

“Individual approach to the design and construction of an exhibition stand, taking into account many marketing aspects and objectives of participation in an exhibition, and the high quality of execution, are of major importance for the effective promotion of companies and achieving measurable benefits from the participation in an exhibition. Thanks to individual designs of expositions, visitors not only learn about the offer of the exhibitors but also experience the so-called small exhibition architecture in business and commercial areas. Taking care of the quality of exhibiting services, introducing more and more innovative design concepts and non-standard construction materials facilitates increasing the quality of such services in Poland. In this way, Polish exhibiting companies become competitive for other services rendered by companies from other exhibition markets in Europe.” *(source: Andrzej Meliński, interview for PCEI, 2013)*



Maciej Witkowiak

członek Rady PIPT (2007-2012), Lider Usług Targowych 2006 i 2012, wielokrotny laureat nagród w konkursie Stoisko Roku, prezes zarządu Inter-Mark Group, Poznań
 "The Leader of Trade Fair Services, being one of the most prestigious awards in the exhibition industry, recognizes ambitious projects, high quality of services, and outstanding designs which confirm the application of modern exhibiting ideas. As the laureate the latest edition of this competition, we realize that this award obliges us to develop continuously, search for new solutions and set market trends. The prestigious title of the Leader of Trade Fair Services 2012 makes Intermark recognizable both at home and abroad and strengthens the positive reputation among the clients, suppliers and employees. Being one of the leaders supports positive relations with our business partners and the company is seen as a reliable and trustworthy enterprise. The title of the Leader is also a marketing differentiator in the time of fierce competition. The participation in the competition allows our projects to be assessed by an objective Jury consisting of representatives of the exhibition industry, acknowledged architects and designers. (source, Maciej Witkowiak, statement for PCEI, 2013)

June 5, 2013

PCEI participated in the Gala of presenting Economic Awards of the President of Poland during the ITM Fair in Poznań, with the participation of Mr. Bronisław Komorowski



Andrzej Bobiński

Deputy Chairperson of the Scrutiny Committee of PCEI for the term of office 2011-2015; President of the Board of Transmeble International, Poznań
 "Exhibitions are one of the most important places of promotion of the Polish Economy and therefore the presentation of the Economic Awards at Poznan International Fair, the largest trade fair center in Poland, is fully justifiable, especially during the fair of new technologies. President Komorowski stressed the importance of exhibitions for the development of the economy, export and innovative solutions." (source: interview with Andrzej Bobiński, 2013)

June 19, 2013

Submitting motions for the presentation of the highest civilian awards in Poland for perennial services for the development of the Polish exhibition self-government

July 2013

Start of the research on the directions of travel of Polish exhibitors when participating in exhibitions abroad in order to obtain factual material for lobbying activities



Agnieszka Strzelczyk – Walczak

The Chairperson of the Scrutiny Committee (2007- until today); President of the Board of A.S. Messe Consulting sp. z o.o., Warszawa
 "Thanks to the intensive work of representatives of foreign exhibitions in Poland and organizers of participation of Polish companies in exhibition abroad, the share of such companies is growing despite the volatile economic situation. Many Polish companies obtain funds for such participation from the state budget and EU grants. In this way they find local customers and partners and that is why we can see more and more Polish products abroad. New business contacts started during promoting the company abroad at exhibitions mean increased export activities of Polish companies, growing employment, higher taxes paid to the state budget, and the growth of GDP. An important role for the development of individual sectors of the economy is played by the organization of participation of Polish companies in trade fairs and exhibitions abroad and well as the partnership of Poland in special exhibition projects" (source: Agnieszka Strzelczyk-Walczak, comment for PCEI, 2013)

October 2013



Publikacja Jubileuszowego Raportu PIPT Targi w Polsce w 2012 roku z okazji 20-lecia samorządu targowego

"It is my great pleasure and satisfaction to present to you the twentieth edition of the Report Exhibitions in Poland, an annual publication by Polish Chamber of Exhibition Industry, which presents the condition of the Polish exhibition market covered by our research. This year's edition of the Report is special because it is published in the year of the twentieth anniversary of the Polish self-government of the entrepreneurs of the exhibition industry and of our Chamber (...) It also introduces the leading exhibiting companies of the previous year. The 20th anniversary of the exhibition self-government is an opportunity to summarize, in a form of a special supplement to the Report, its achievements and its role in shaping the exhibition market in Poland and to outline the milestones of the 20-year-long history of the self-government. (...)" (source: Andrzej Byrt, Introduction, the Report Exhibitions in Poland 2012)

October 28, 2013

The Anniversary Gala on the 20 years of Polish Chamber of Exhibition Industry in Warsaw in the Ministry of the Economy

