

Press release of November 25, 2016.

## **Current trends and challenges facing the Polish exhibition sector under discussion by the market leaders during the 8th PCEI Winter Convention in Ciechocinek**

The 8th PCEI Winter Convention has come to end. This most important, annual event of the exhibition industry in Poland was held on November 23-25, 2016, in Ciechocinek, the famous Polish resort and spa. Thanks to the conference organizer, Polish Chamber of Exhibition Industry, the integrator of the sector and the only national exhibition self-government, the leaders of the exhibition industry met in order to discuss urgent topics in the sector and learn about world trends, to master new fields of knowledge and simply to have fun.



### **The largest, most professional, most open and the most surprising**

This year's, 8th Convention of Polish Chamber of Exhibition Industry was the largest in the 23-year-long history of the organization. We were delighted to host as many as 100 guests in Ciechocinek, including the most important exhibition organizers and operators of the leading professional exhibition and congress venues in Poland, the leading Polish companies in design and construction of exhibition and event expositions, the best providers of exhibition logistics and the top IT, marketing and advertising suppliers for the exhibition business. At the invitation of PCEI, the conference was also attended by Polish and foreign experts in trade fair education and the MICE market.



The participant could enjoy extensive program with interesting discussions on most important topics for the sector. Discussion panels with the leading experts in education and in the MICE sector were accompanied by interesting presentations which illustrated the talks.



Thanks to the sponsors of the Convention, the organizers were also able to offer a rich incentive program.



The attractions and surprises included strategic games, sports competitions and a party with great music.



During the Winter Convention Gala it also turned out that ...

### Elvis is still alive! In Ciechocinek!

The participants saw with their own eyes that Elvis Presley ... still lives in Ciechocinek. It was the hugely talented singer, Jacek Zaborowski, who performed during the Gala, dressed in the original Elvis's Hawaiian attire brought from the US.

He was accompanied by the talented guitarist and singer Jacek "Jerry" Nadolny. Both artists gave a great show and were met with appreciations of the guests who really enjoyed the show. Singing and dancing continued till early hours of the morning!

Source: Polish Chamber of Exhibition Industry, November 2016 r. photo by [fotobueno](http://fotobueno.pl)



Polish Chamber of Exhibition Industry, November 25, 2016.; photo: fotobueno - [www.fotobueno.pl](http://www.fotobueno.pl)

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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:

- 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.*

*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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