

PRESS RELEASE of April 8, 2016

The General Meeting of CENTREX was held at Poznań International Fair on April 8, 2016

On March 8, 2016, Poznań International Fair hosted the General Meeting of CENTREX - the International Exhibition Statistics Union - which associates over a dozen largest exhibition organizers from Central and Eastern Europe (at present from Poland, Ukraine, Romania, the Czech Republic, Hungary and Bulgaria), including PIF and Targi Kielce. The Annual CENTREX Meeting was attended by all the members and it was an opportunity to summarize the previous year and to take important decisions concerning the current and future CENTREX activities.



The guest of the Annual Meeting of CENTREX was Polish Chamber of Exhibition Industry represented by its President, Przemysław Trawa (at the same time, the member of CENTRE) and the Executive Director, Marzenna Łukaszewicz.



During the talks, CENTREX members selected the new head of the organization. The position vacated by Gienadij Kroitchik, the President of GalExpo, Lviv, was taken over by Andrzej Mochoń, the President of the Board of Targi Kielce. The nomination confirms the high position of the second largest company on the Polish market on the European exhibition scene and is a token of appreciation for the long-standing CEO of this dynamic exhibition centre.



The agenda of the meeting included much time devoted to the global promotional campaign "the Global Exhibition Day", which will be run on June 8, 2016, by UFI - the Global Association of the Exhibition Industry - in cooperation with national and international exhibition associations. Polish Chamber of Exhibition Industry and CENTREX are Partners of the project and are working at full capacity over the project execution. It is worth adding that the key messages used by all campaign participants, approved by UFI Task Force (composed of, for instance, János Barabás, the Chair of the UFI Associations Committee and Vice-President of UFI, the Secretary General of CEFA, the long-standing president of HUNGEXPO, Budapest; Károly Nagy (for many years the Managing Director of CENTREX, the former Marketing Director of HUNGEXPO) and Marzenna Łukaszewicz (PCEI Executive Director), have been developed by those representatives of PCEI and CENTREX.

During the CENTREX Meeting, the participants took a photograph with the logo of the campaign.



CENTREX promotes the leading exhibition centres of the region, which are associated in the organization, and serves as a platform for knowledge and information exchange between the key market players. CENTREX is also the professional auditor of statistical data for trade fairs and exhibitions in compliance with international standards and is the official auditor of UFI - the Global Association of the Exhibition Industry. Since 2008, i.e. for the ninth consecutive year, at the order of Polish Chamber of Exhibition Industry, CENTREX has been carrying out the audit of statistical data of exhibitions organized by Members of PCEI. The organization also performs audits of other exhibitions of Polish and foreign organizers at individual requests.

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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