

## THE POLISH CHAMBER OF EXHIBITION INDUSTRY MONTHLY NEWSLETTER

### Kielce Trade Fairs rejoins Polish Chamber of Exhibition Industry

04.05.2019 The second largest company on the Polish exhibition market, Kielce Trade Fairs, rejoined Polish Chamber of Exhibition Industry.



This dynamically developing exhibition centre offers 90,000 m<sup>2</sup> of exhibition space, including 36,000 m<sup>2</sup> in 7 exhibition pavilions with modern infrastructure. Every year 276,000 visitors and guests from nearly 60 countries and 7,000 companies visit the Kielce-based exhibition organiser. The annual balance of rented exhibition space is 223,000 m<sup>2</sup>.



The Kielce Trade Fairs calendar includes over 70 events - trade fairs, exhibitions and 700 conferences - like PLASTPOL - the most international trade fair in Poland, MSPO - the world-famous MSPO - the third defence industry trade fair in Europe, KIDS-TIME - the most dynamically developing industry event in Europe, SACROEXPO - the largest sacral trade fair in Europe and AGROTECH - the most frequently visited agricultural trade fair.

**Kielce Fair also organizes conferences, seminars and concerts.** In the most modern exhibition pavilion in Poland, with an area of 5,355 m<sup>2</sup>, it is possible to organize congresses and events for 4500 people.

## Copyright Directive text adopted by European Parliament

07.05.2019 r. After fierce debates and polarising public protests across Europe, the European Parliament has come to a compromise with the new Copyright Directive. The text had previously been negotiated in the trilogue between the Commission, the Council and the Parliament, and the final version reflects a compromise between the many interests of content creators and users. It shall receive final approval by the Council on 9 April 2019 and then be transposed into national legislation within two years.

The aim was to bring the existing legislation in line with technological changes and the internet, ensuring that the internet is a space that benefits everyone and not just a few powerful giant platforms. The Directive will enhance rights holders' chances to negotiate better remuneration for the use of their works on internet platforms. It also strives to ensure that the internet remains a space for freedom of expression.

One of the main changes is that internet platforms will be directly liable in future for content that users upload. This can be done by way of licensing and/or technical measures, such as the much disputed upload filters.

Other key amends are that some uploaded material, such as memes or GIFs, are now specifically excluded from the Directive, while hyperlinks to news articles, accompanied by "individual words or very short extracts", can be shared freely. Companies younger than three years, with less than five million users and less than ten million euros in annual revenue will be exempt.

UFI – the Global Association of the Exhibition Industry, EEIA – the European Exhibition Industry Alliance and other leading industry associations recommend watching the national legislation process closely as there is still room for manoeuvre and specific national provisions may go further than the Directive proposes. Implications for the exhibition industry will have to be assessed country by country over the course of the next two years. Source: [www.ufi.org](http://www.ufi.org)

## The General Meeting of Polish Chamber of Exhibition Industry elects new authorities

14.05.2019 At the General Meeting of PCEI held on May 10 in Amber Expo in Gdańsk, [new authorities of Polish Chamber of Exhibition Industry](#) were elected. During the four-year term of office 2019-2023, the PCEI Council will convene in the following composition: President of the Council - Przemysław Trawa (Poznan International Fair), Vice-President of the Council - Grażyna Grabowska (Targi w Krakowie), Vice-President of the Council - Andrzej Mochoń (Kielce Trade Fairs), Vice-President of the Council - Zenon Żurek (Partner Zenon Żurek) and members of the Council: Lena Bretes - Dorożala (World Trade Center Poznan), Marcin Frontczak (Transmeble International), Andrzej Kubowicz (ZIAD Bielsko - Biała), Agnieszka Strzelczyk-Walczak (A.S. Messe Consulting) and Krzysztof Szofer (Abyss s.c. Małgorzata and Krzysztof Szofer).

The General Meeting also elected the Supervisory Board for the term of office 2019-2023 in the following composition: Chairman - Paweł Babij (Interservis), Vice-Chair - Urszula Potęga (MT Targi Polska), Secretary - Jan Lisiak (Poznań Inexpo Fair Agency) and members: Włodzimierz Gola (Promotion), Iwona Gramatyka (Polska Technika Górnicza) and Paweł Terlikowski (Superexpo.com).

The new Conciliation Committee will work in a composition: Krzysztof Rafał Galimski (Pracownia Sztuk Plastycznych), Andrzej Meliński (Meliński Minuth), Elżbieta Roeske (Poznan International Fair), Andrzej Wierciński (Tomex), Piotr Wojewodzic (Poznańska Agencja Targowa Inexpo).

## Global Exhibitions Day 2019 - PCEI invites everyone to the Warsaw Koneser Centre in Praga district



On June 5, the whole world will celebrate the Global Exhibitions Day, i.e. the festival of the exhibition industry. In Poland we will celebrate it for the fourth time. This year, the celebration of the Global Exhibitions Day is planned in the Warsaw Koneser Centre in Praga district, and their main element will be the gala of awarding prizes to the winners of the "Exhibitions 4.0" and "Exposition of the Year 2018" contests.

The Polish celebrations are held under the honorary patronage of: Andżelika Możdżanowska, Secretary of State, Government Plenipotentiary for Small and Medium-sized Enterprises in the Ministry of Investment and Economic Development, the Polish Chamber of Commerce and Student Forum of Business Centre Club.



PEŁNOMOCNIK RZĄDU  
DO SPRAW MAŁYCH I ŚREDNICH  
PRZEDSIĘBIORSTW



KRAJOWA IZBA GOSPODARCZA

*Studenckie Forum*

■ Business Centre **Club**

The task of the participants of the **Exhibitions 4.0.** contest was to prepare an essay, a multimedia presentation or a spot presenting their vision of the development of exhibitions in the future. The official presentation of the winning works will take place during the award ceremony. On this day, awards in the **Exposition of the Year 2018** contest will also be presented, during which the best projects will be selected in the field of design and construction of trade fair and event exhibitions. The works awarded by the jury will also be on display at the Koneser Centre in Praga district.

The GED19 gala and the award ceremony will begin at 16:30. On the same day and in the same place, the **Expo Marketing** Conference will be held since morning. **It is a cycle of lectures and discussion panels** which will be conducted by Jerzy Osika, an expert in exhibition marketing, and guests invited by him - outstanding specialists and practitioners in their fields, starting from online marketing to subsidies for export activities. It will also be possible to take advantage of individual advice from exhibitors. Participation in the conference is free of charge.

## Good prospects for the meetings industry in Poland

16.05.2019. On the last day of this year's edition of the European Economic Congress, the MICE sector experts took part in a debate on the development of the meetings industry in Poland. Przemysław Trawa, Chairman of the Board of the MTP Group, talked about how to effectively attract events and how to use their potential.





For the 11th time already, the representatives of key economic sectors met in the International Congress Centre Spodek in Katowice to discuss the directions of development of Poland and Europe in the coming years. This event is the best example of how important a role in the era of digital reality is played by meetings, networking and exchange of experiences.

The panel “Meetings industry in Poland” under the patronage of the MTP Group was attended: Przemysław Trawa, Chairman of the Board of the MTP Group; Marta Chmielewska, Stowarzyszenie Branży Eventowej - Chairperson, Mea Group Sp. z o.o., Chairman of the Board; Marcin Herra, Arena Gliwice (Arena Operator Sp. z o.o.) - Chairman of the Board; Andrzej Hulewicz, Mazurkas Travel Poland - Vice Chairman; Magdalena Kondas, MeetingPlanner.pl - Editor-in-Chief; Dionizy Smoleń, PwC - Director; Marcin Stolarz, PTWP Event Center Sp. z o.o. – Chairman of the Board.

The experts talked about the impact of large congresses on the promotion of Polish cities in Poland and abroad and pointed to the potential of consortia in the process of acquiring such events. It is worth noting that the infrastructure, price and level of organization are not the only factors attracting customers at the moment. Equally important is the respect for the principles of diversified development and an interesting cultural offer. The Polish meetings industry enjoys great recognition worldwide. The infrastructure, which does not differ from foreign standards, and the comprehensiveness of the organization are appreciated.

The European Economic Congress 2019 was a record-breaking event in many respects. Over 150 thematic sessions were held with over 1000 speakers and 12.5 thousand participants. Source: MTP Group [www.mtp.pl](http://www.mtp.pl)

## PCEI and CENTREX will continue their cooperation in the field of audit of exhibition statistics in Poland

24.05.2019. Today, the General Meeting of CENTREX - International Exhibition Statistics Union took place in Expo Krakow. During the meeting, Polish Chamber of Exhibition Industry and CENTREX signed an agreement on cooperation in the field of audit and evaluation of statistical data of exhibitions organized by members of the Chamber for the years 2019-2021. It will be the next stage of a long-term cooperation between the two leading exhibition organizations from Central and Eastern Europe.



CENTREX, a non-profit organization associating leading exhibition companies from Central and Eastern Europe, a platform for promoting reliable exhibition statistics from this region and a certified auditor of UFI - the Global Association of the Exhibition Industry, has been monitoring the statistical data of exhibitions in Poland since 2008. However, the history of cooperation between PCEI and CENTREX, in various areas of promoting exhibitions is slightly longer. It started in 2000, when PCEI, then acting as the Polish Trade Fair Corporation, using the experience of the most important exhibition organizations, such as CENTREX, UFI and AUMA, adopted its own standards and statistical definitions for trade fairs and exhibitions in Poland and decided on a professional audit of exhibition statistics. As a result of cooperation between PCEI and CENTREX, statistical data of Polish exhibitions are published in unique statistical reports of leading exhibitions organizations: CENTREX and UFI.

### **About Polish Chamber of Exhibition Industry**

*Polish Chamber of Exhibition Industry, established in 1993, is the only national organization - an economic chamber which associates companies which conduct economic activities in the exhibition sector. Members of Polish Chamber of Exhibition Industry represent all the participants of the exhibition market. They are above all: exhibition organizers, trade fair and conference venue operators, companies which offer services of design, construction and furnishing of exhibition stands, exhibition transport and forwarding companies, organizers of participation of Polish companies in exhibitions abroad and representatives of foreign exhibitions in Poland. The Chamber also associates companies from the field of advertising and marketing, the media, catering and hospitality. In 2018 Polish Chamber of Exhibition Industry celebrates its 25th anniversary. It is also the 25th anniversary of the self-government of entrepreneurs in the exhibition industry in Poland.*

*Four basic areas covered by the program of Polish Chamber of Exhibition Industry operations are: lobbying, actions for the integration of the exhibition environment, promotion of exhibitions - widely understood - including publishing operations, education in trade fair marketing and promoting ethical business actions in the sector, as well as actions aimed at sustainable development.*

*The mission of Polish Chamber of Exhibition Industry is to: serve as a multifunctional platform of cooperation for all participants of the exhibition industry, develop effective structure of lobbying actions for the benefit of the Polish exhibition sector, promote participation in trade fairs and exhibitions as an effective element of marketing and communication strategy of businesses, act for the benefit of increasing standards of trade fair services offered its members, including for the benefit of reliable, transparent exhibition statistics, offer the participants of the exhibition market opportunities of exhibition education and business, act for the benefit of integration of its members and their identification with the environment, and work out the motivation to act together and such a culture of cooperation which multiplies and protects the economic interests of the members of the Chamber.*

*Polish Chamber of Exhibition Industry is a member of the Polish Chamber of Commerce. PCEI is an active member of UFI - the Global Association of the Exhibition Industry - and cooperates intensively with CENTREX, the International Exhibition Statistics Union, which associates the largest exhibition organizers of Central and Eastern Europe, as well as with AUMA, the German Association of the Trade Fair Industry, and with many other foreign organizations of the exhibition Industry.*

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