

THE POLISH CHAMBER OF EXHIBITION INDUSTRY MONTHLY NEWSLETTER

The Monter Expo urgently needed

04.07.2019 r. In response to the needs of the members of Polish Chamber of Exhibition Industry, and in particular companies designing and building exhibition stands, PCEI has launched a new project, which will be included in the Chamber's program for 2019. Due to the increasing difficulties in finding qualified employees for transport, assembly and disassembly of trade fair expositions, the Chamber undertook actions aimed at improving this situation. The project has a working title of Monter Expo [from Polish 'monter' i.e. fitter].

The main objective of the **Monter Expo Project** is to 'create' a new profession of Monter Expo and place it in the register of professions in the Ministry of Family, Labour and Social Policy and to start formal education in the new profession at technician level from September 2020.

At the meeting of the Board on May 29, 2019, a working group was appointed consisting of Lena Bretes Drożala, Krzysztof Szofer and Beata Kozyra, who will coordinate the abovementioned project. The first meeting of the Monter Expo Team took was held on July 2. The project assumptions, main objectives and next steps were established, which in the nearest future will be consulted with companies designing and building exhibition stands.

AIPC, ICCA and UFI launch Global Alliance effort

05.07.2019 Three global associations serving the International Meetings Industry will collaborate more closely in the future: AIPC (The International Association of Convention Centres), ICCA (The International Congress and Convention Association), and UFI (The Global Association of the Exhibition Industry) agreed to launch a Global Alliance. Together, they will facilitate collaboration and generate more comprehensive and better aligned benefits for the three associations' respective members.

"We are all organizations with a global membership and perspective and already complement each other's activities in various ways," said Aloysius Arlando, AIPC President. "However, as the business models of exhibitions, congresses, conferences, and other types of business meetings evolve, the overlap of global associations servicing the industry is growing even further."

"This carries the risk of competition replacing collaboration as the driving force for industry associations. With our Global Alliance, the three of us choose value for our members, choose collaboration over competition," added Craig Newman, UFI President.

The alliance has agreed to begin a program of exploring exchange and reciprocity in four primary areas: educational content, research, standards and advocacy. It would implement a flexible framework of collaboration between the three associations in order to achieve these benefits without compromising the focus and platform of each member organization.

The three partners will begin by engaging in a series of educational exchanges incorporating each other's knowledge content into their respective conferences and starting to align approaches taken to areas of common practice such as research and advocacy activities, beginning immediately. At the same time they are initiating a regular exchange between their respective leaderships to align interests on issues like standards, terminology and best practices.

"We operate in a world of constant change and by seeking ways to cooperate and share the knowledge bank that our associations hold, we believe there is great scope to identify opportunities for further collaboration for the benefit of all our members globally," said James Rees, ICCA President.

In addition to the immediate practical outcomes, the partners believe the Alliance also offers potential to enhance the credibility of the industry as a whole by providing a vehicle for development of greater consistency within a mutually agreed industry framework. "Certainly the exchange of content and insights will provide better access for members to additional resources, but there is another factor here which is the opportunity to increase consistency in the areas where we overlap," said Rod Cameron, Executive Director of AIPC. "This will not only enhance overall industry performance but boost our collective credibility amongst other industry sectors."

“By creating better integration of our efforts we will be in a position to better leverage everyone’s investment and create greater efficiencies for the use of our member’s time – one of the most valuable resources we all have these days,” said Senthil Gopinath, ICCA CEO.

“This means we can optimize the benefits we can deliver to our respective members while at the same time creating a platform for the efficient delivery of our collective industry proposition into areas where this kind of experience and expertise will be of real help,” added UFI CEO, Kai Hattendorf.



photo: www.ufi.org

The Alliance Organizations are:

AIPC represents a global network of more than 185 leading centers in 60 countries with the active involvement of more than 900 management-level professionals. It is committed to encouraging, supporting and recognizing excellence in convention center management, based on the diverse experience and expertise of its international membership, and maintains a full range of educational, research, networking and standards programs to achieve this.

AIPC also recognizes and promotes the essential role of the international meetings industry in supporting economic academic and professional development as well as enhancing global relations amongst highly diverse business and cultural interests. AIPC Members are purpose built facilities whose primary purpose is to accommodate and service meetings, conventions, congresses and exhibitions.

ICCA – the International Congress and Convention Association – represents the world’s leading suppliers in handling, transporting and accommodating international meetings and events, and now comprises over 1,100 member companies and organizations in almost 100 countries worldwide. Since its establishment 55 years ago, ICCA specializes in the international association meetings sector, offering unrivalled data, communication channels, and business development opportunities.

ICCA members represent the top destinations worldwide, and the most experienced specialist suppliers. International meeting planners can rely on the ICCA network to find solutions for all their event objectives: venue selection; technical advice; assistance with delegate transportation; full convention planning or ad hoc services.

UFI is the leading global association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 52 national and regional associations members. Around 800 member organizations in about 90 countries and regions around the world are presently signed up as members and more than 1,000 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

Global Exhibitions Day 2019 celebrated around the world



10.07.2019 r. The fourth edition of Global Exhibitions Day (GED) generated huge interest this year as industry professionals from as far apart as Australia and Argentina, Norway and South Africa, driven and supported by the 41 partner associations, joined in with the celebrations. The huge number of participants testifies to the sheer size of the exhibition industry and the joint interest of industry professionals to promote it across the globe. The four advocacy messages were central to many initiatives, as were the recently released global and regional data related to the economic impact of exhibitions, which underlines how important exhibitions are in contributing to total output, jobs and GDP.

Participation in around 90 countries and regions

As GED ended, the initial activities of industry professionals, companies and associations from around 90 countries and regions, were reported and monitored, further cementing the role of Global Exhibitions Day as the largest advocacy and awareness initiative of the exhibition industry around the world. “GED is a perfect symbol for our industry – it’s a huge success that is based on teamwork, trust, and collaboration”, says UFI President Craig Newman. “No-one can succeed alone in our industry. It is great to see everyone working in this industry getting involved and coming up with a range of interesting and unusual activities to promote exhibitions. Seeing the action unfold has made me feel proud to be a member of such an innovative and inspirational community.”

Broad range of activities

Part of what makes GED such an exciting initiative is the huge range of activities thought up every year by industry professionals (organiser, venues, service providers and others) all over the world. The promotion of exhibitions as an effective way of doing business, the career opportunities they offer and the global nature of them were particular focuses for many events and initiatives. This year again saw a growing number of company activities and industry association events and advocacy efforts aligned with Global Exhibitions Day. “I am delighted that the success of GED19 has again served to raise the profile of our industry. It is an effective way of showing the world the economic impact and opportunities the exhibition industry offers. I would like to personally thank each and every one of you who joined forces for GED19 and provided all these outstanding contributions”, says Kai Hattendorf, UFI Managing Director/CEO. Based on the successes and learnings from the previous GEDs, the steering group had put a focus on enhancing the clear and consistent messaging around the world, to heighten the impact of the four core messages. These were picked up and transported globally – most notably the newly researched numbers tracking the Global Economic Impact of exhibitions that Oxford Economics produced for UFI with the support of SISO (Society of Independent Show Organizers). With more industry players focusing the messages more precisely on specific target groups, the industry as well succeeded to take the joint messages further than in recent years. In addition, the new messages around the sustainable development initiatives the industry is taking took a front seat, especially those linked to the United Nations’ Sustainable Development Goals (UN SDGs).

Here are some examples of activities that took place on and around 5 June: In Asia-Pacific, IEIA organised and coordinated several events in India, including a cleanliness (litter-picking) drive in Mumbai, the distribution of clothes and food to an orphanage in Jaipur, GED India awards, and a delegation meeting to discuss the advocacy campaign for the exhibition industry. For the sixth time, Macau hosted the UFI-EMD (Exhibition Management Degree), an education programme during which industry instructors and experts lead onsite and e-learning sessions. In China, GICEC, Hangzhou Venue, Zhuhai Venue and Poly World Trade Center created videos including “Follow-me” videos. EEAA held a Leaders Forum and Conference and Global Exhibitions Day dinner in Melbourne, Australia, focusing on the theme of improving the environmental sustainability

of business events and promoting careers in the sector. MACEOS in Malaysia produced a special media supplement to be published in the national media with the support from industry players. TECA held a networking meeting in Taiwan to discuss industry issues.

In Africa and the Middle-East, AAXO and EXSA organised an Exhibition Quiz and Networking Event in South Africa, to celebrate GED19 and the global exhibition industry, with refreshments and prizes. IIEC of Iran organised a ceremony with around 300 guests including trade fair organisers, associations and experts. In Europe, as well as producing Voices of the Exhibition Industry messages, IELA organised an Event Logistics Horizon Project, a campaign for active data collection, with a view to boosting industry statistics and knowledge. Zagreb Fair organised an international conference entitled “Exhibition Industry – Disruptor or Disruptee?” The goals of the event included revealing the impact of trade fairs on economies, exploiting the potential of the industry and sharing knowledge and insights. Another conference was organised by AEFI in Italy, entitled “Cooperation and Sustainability: change drivers for Italian fairs.” The event included a debate by the AEFI President and Vice Presidents on the themes of sector legislation, economic development and the promotion of Made in Italy. Last but not least, UFI published a new report on initiatives that support the United Nations’ Sustainable Development Goals (UN SDGs), sharing 20 best practice cases from around the world.

In the Americas, the IAEE led Exhibitions mean Business Coalition hosted the 6th annual Exhibitions Day in Washington DC, focussing on meetings with US federal lawmakers and legislation that affects the exhibitions industry in the US. Messe Frankfurt Argentina, together with AOCA, put on an event to present the results of their Barometer of Economic Impact of the Industry.

Besides these on-site events, and in the tradition of the GED culture, online served as a major channel for communication and support. Whether on Facebook, LinkedIn, Twitter, or WeChat, thousands of messages were shared and commented on, from support shots to Tweet chats, from homemade videos to whole company campaigns. On Twitter alone, tweets promoting Global Exhibitions Day activities and messages reached an initial audience of 4 million people - again matching the reach of last year’s campaign globally. Final figures detailing the online reach will be available in the GED documentation in a few weeks. For more information about GED19 Visit www.globalexhibitionsday.org to find out more about GED19. You will also find there the GED Online Reporting Tool, in which you can see the initiatives entered by others and still enter your own until 21 June, if you haven’t already done so. A huge depository of clips and films related to GED is available and updated regularly at UFI.TV.

Exhibition World/UFI GED Awards for the best initiatives The GED Online Reporting Tool is also the place to go for GED activists who want to be considered for this year’s GED Awards. UFI and its media partner, Exhibition World, will review all activities entered into the Online Reporting Tool over the coming weeks to select the five initiatives they deem the winners of the following categories: Most Creative Activity, Highest Profile Online Activity, Biggest Scale Physical Activity, Industry Impact Award, and the Talent Promotion Award. GED will return on Wednesday 3 June 2020 As GED always takes place on the first Wednesday in June, GED 2020 will take place on Wednesday 3 June 2020. GED partner associations The 41 GED partner associations under the UFI umbrella are: AAXO (South Africa), AEFI (Italy), AEO (UK), AFE (Spain), AFECA (Singapore), AFIDA (Colombia), AMPROFEC (Mexico), AOCA (Argentina), AUMA (Germany), CAEM (Canada), CEFA (Austria), CENTREX (Hungary), CFI (Italy), EEAA (Australia), EEIA/EMECA (Belgium), EFU (Ukraine), EXSA (South Africa), FAIRLINK (Sweden), FAMAB (Germany), HKECIA (Hong-Kong), IAEE (USA), IDFA (Germany), IECA (Indonesia), IEIA (India), IELA (Switzerland), IFES (Belgium), LECA (Lebanon), MACEOS (Malaysia), MFTA (Macau), PCEI (Poland), RUEF (Russia), SACEOS (Singapore), SCEIA (China), SECB (Singapore), SISO (USA), TECA (Taiwan), TEA (Thailand), TFOA (Turkey), UBRAFE (Brazil) and UNIMEV (France).

The Western Balkans Summit held at Poznan International Fair with the participation of world leaders



10.07.2019 PIF was the venue for an important political event - the Western Balkans Summit. On the last day of the Summit, there was a meeting of 14 prime ministers from the European Union and the Western Balkans. The event was organised as part of the Polish Presidency of the Berlin Process in 2019.

Discussions on the most important issues for the Western Balkan region were attended by German Chancellor Angela Merkel, British Prime Minister Theresa May, French Prime Minister Édouard Philippe, High Representative of the European Union for Foreign Affairs and Security Policy Federica Mogherini, Heads of Government of the Western Balkan countries and heads of key European economic and financial institutions - Organisation for Economic Cooperation and Development (OECD), European Investment Bank (EIB), European Bank for Reconstruction and Development (EBRD) and regional institutions from the Western Balkans - RCC (Regional Cooperation Council) and RYCO (Regional Youth Cooperation Office). The plenary session in the Earth Hall, which was one of the most important events of the Western Balkans Summit, was opened by the President of the Republic of Poland Andrzej Duda.

- I would like to thank the Polish Prime Minister, but also everyone else who participated in the preparation of this summit. Dear Mateusz, I must say that you have organised it in an excellent way in a venue which is a symbol of Poland's economic growth and its success after accession to the European Union. At this very place, Poznan International Fair shows how things can move forward, I am very grateful that Poland organized this year's conference - said German Chancellor Angela Merkel.

The preparations for the Western Balkans Summit, an international event of undisputed importance, took several months. The technical operator, the MTP Group, has prepared nearly 40 conference rooms and special spaces with accompanying infrastructure on an area of over 20,000 square metres. About 500 people were directly and indirectly involved in the work. The MTP Group is responsible for preparing audio-visual services, catering, visual identification, space arrangement and providing additional services. *Source: [MTP Group](#)*

Regional meeting of PCEI members in Katowice



11.07.2019 In July 2019, at the invitation of Ruger Expo, in the International Congress Centre in Katowice, a regional meeting of PCEI members with President Beata Kozyra was held. The meeting was attended by Grażyna Grabowska (Targi w Krakowie), Iwona Gramatyka (Polska Technika Górnicza), Andrzej Mochoń (Kielce Trade Fairs), Arkadiusz Turczyńska, Maciej Waliszewski and Monika Sadowska (Ruger Expo), Jacek Kisiała (Extend Vision), Andrzej Kubowicz (ZIAD Bielsko - Biała). The guests were welcomed by Marcin Stolarz, President of PTWP Event Center, the facility management company. The topics of the meeting were, among others, problems with attracting and retaining employees, new educational projects and current problems and challenges faced by PCEI members. We would like to thank Ruger Expo for preparing the meeting.

SDG database for the exhibition industry translating the United Nations' Sustainable Development Goals into action

21.07.2019 On the occasion of this year's Global Exhibitions Day (GED), UFI has launched a new report and online database. It tracks initiatives and projects in the exhibitions business globally that pay into the Sustainable Development Goals of the United Nations. This resource – a first of its kind – aims to showcase work done by organisers, venues, and service providers alike, and to inspire others to also launch projects under this United Nations framework scheme. It was initiated by UFI working group on Sustainability and put together in collaboration with Greenview, Member of this working group.

“As the exhibition industry, we are connecting markets to foster trade and development. Through our daily work, we help to drive the growth of economies and societies. With this new, publicly available online database, we want to grow the awareness of the United Nations' Sustainable Development Goals and how exhibition industry players are contributing to catalyse a sustainable future for all,” says UFI President Craig Newman.

The database, launched officially on this year's GED, can be accessed here. A summary report "The Exhibition Industry and the UN SDGs: Connecting People, Multiplying Impact" has also been produced. In the first collection phase running up to early May 2019, a total of 20 exemplary submissions were accepted. The second collection phase started from 6 June 2019. There are three entry types:• Type I: Exhibition Theme: How the theme of the exhibition contributes to the SDGs• Type II: Exhibition Operation: How the operator of the exhibition contributes to the SDGs• Type III: Company's Operations: How a company's own operations contribute to the SDGsThe initial series of submissions gathered reveal that the SDG approach is well established within the exhibition industry's leadership.



Each submission demonstrated how their actions contribute to SDGs, how their actions were made possible, and quantify monetary, time and other impacts made. The indepth sharing also included a section on feedback and lessons learned, which allows others who are interested in hosting a similar activity to learn from these valuable experiences. Best practices and innovative ideas across these submissions were compiled into a summary report "The Exhibition Industry and the UN SDGs: Connecting People, Multiplying Impact", which can be downloaded at www.ufi.org/unsdg

70% of submissions cited a contribution to SDG 12 on Responsible Consumption and Production. Actions taken include purchasing from local suppliers where possible, reducing usage of single-use plastic, reducing food wastage through composting or redistribution. Partnerships with suppliers, guests and local charities among others were often mentioned as key to achieving goals (SDG 17). We also see that sustainability is moving away from just being good-to-have to being part of the business model, with venue operators stipulating environmental terms in contracts. Through multi-stakeholder partnerships, an impactful but high-cost project could be made viable. An example would be the Melbourne Convention and Exhibition Centre's (MCEC) Melbourne Renewable Energy Project, where the wind farm's high capital outlay was spread across the numerous partners, making possible the project that is set to benefit the city's 4.4 million population. The project contributes to multiple SDGs – SDG 7 on Affordable and Clean Energy, SDG 8 on Decent Work and Economic Growth, SDG 9 on Industry, Innovation and Infrastructure, SDG 11 on Sustainable Cities and Communities, SDG 13 on Climate Action, and SDG 17 on Partnerships for the Goals.

The second most commonly cited SDG was SDG 8 on Decent Work and Economic Growth. This is not surprising as exhibitions reach out to tens of thousands of people and encompass all sectors of business, government, and civil society, with a large value chain of partners and stakeholders. The first series of submissions have showed us how the exhibition industry can touch SDGs in many different ways and can have a meaningful collective impact. We are encouraged to see the possibilities and hope to catalyse further action. As such, we are opening up a second phase of best practice collection. How to participateThe second collection of exhibition industry best practices is now under way. If you are interested in taking part, please contact chris@ufi.org. For more information about UFI initiatives around sustainability, go to: www.ufi.org/susdev.

New electronic reporting system for PCEI exhibition statistics supports the publication of reliable data of the Polish market

11.07.2019 In July 2019, Polish Chamber of Exhibition Industry launched a new electronic system for reporting statistical data of exhibitions in Poland. From now on, exhibition organizers associated in the Chamber will use only an electronic data form, which will be used to transfer the preliminary statistics of the just finished event to the PCEI database.

The new online system saves time and allows exhibition organisers to directly upload statistical data into the database, such as: rented exhibition space divided into indoor and outdoor, special exhibition space, the number of exhibitors broken down by national and international exhibitors, and data on visitors at the exhibition. The system also enables automatic transfer of exhibition statistics to the CENTREX auditor (the International Exhibition Statistics Union), thanks to which it builds a database for the audit taking place after the end of the calendar year.



All exhibition statistics provided to PCEI describing trade fairs and exhibitions in Poland are calculated by the organisers according to the standards and statistical definitions based on global standards, which makes it possible to publish reliable statistical data on exhibitions in Poland not only in the unique annual report "Exhibitions in Poland" published by PCEI, but also in the CENTREX report covering the statistics of exhibitions organised in Central and Eastern Europe and in the "Euro Fair Statistics" report published by UFI - the Global Association of the Exhibition Industry.

Software development for the needs of Polish Chamber of Exhibition Industry and its members and its implementation was handled by BCS Software from Katowice, a member of PCEI managed by Chairman Maciej Trochimowicz, in cooperation with the PCEI Board and the Office.

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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