

THE POLISH CHAMBER OF EXHIBITION INDUSTRY MONTHLY NEWSLETTER

Przemysław Trawa, President of Polish Chamber of Exhibition Industry, moderated the panel “How to achieve success on global markets” during the annual Economic Forum in Krynica

05.09.2019 During the 24th Economic Forum in Krynica on September 3-5, 2019, during the MTP Group discussion panel “How to achieve success on global markets”, the topic that was discussed was the biggest challenge that Polish companies will have to face in the coming years - the 4th Industrial Revolution. The presentation of the business leader was led by Przemysław Trawa, President of the Council of Polish Chamber of Exhibition Industry and the Chairman of the MTP Group. The discussion how to effectively join the mainstream in order to maintain competitiveness, export expansion and the continuation of GDP growth involved: Nick Dugdale-Moore - Regional Manager Europe (UFI The Global Association of the Exhibition Industry), Wolf-Stefan Specht - President, VW Group Poland, Andrzej Wodzyński - President of the Tubądzin Group and Grzegorz Miechowski, President of the Management Board 11bit studios.



photo: archive of the MTP Group

The discussion was preceded by the presentation of the Report by Prof. Witold Orłowski “Polish Export 1990 - 2019. Unfinished Revolution.” The Professor pointed to export as the driving force of the Polish economy in the last 30 years. Currently, our country is ranked among the fourth largest exporters in the world. An important role in the process of building successful brands on foreign markets is played by exhibitions. The organizers of exhibitions with a recognized position in Europe and the world are reliable business partners who support domestic business in establishing contacts abroad. Examples of the most important exhibitions and their impact on the development of the industry were presented by Przemysław Trawa, the Chairman of the MTP Group.

Representatives of Polish Chamber of Exhibition Industry and its Members are among eminent experts, who use their knowledge to support the most important conferences and debates devoted to the economic development of Poland and the European Union and the current challenges facing business.

MTP Group - the leader of the Polish exhibition market and a member of EMECA - hosts the EMECA meeting and debates on the directions of development of the European exhibition industry

17.09.2019 On September 12-13, 2019, a delegation of the European Major Exhibition Centres Association (EMECA), of which the MTP Group is an active member, visited the grounds of the Poznan International Fair.



photo: archive of the MTP Group

The agenda of the meeting of the EMECA Working Group with the participation of, among others, the Secretary General of EEIA - the European Exhibition Industry Alliance, Barbara Weizsacker, responsible for lobbying the exhibition industry in the structures of the European Union, included, among others, a debate on the international situation in the exhibition industry and in the meetings industry.

Members of the EMECA Working Group monitor political developments in the European Union, share information on new legal initiatives and promote the interests of the exhibition industry. During the meeting, the participants discussed the legal, political and trade reports from the European Union concerning the exhibition industry. The topic of discussion was also the issue of sustainable development of the event industry.

EMECA (the European Major Exhibition Centres Association) associates 22 largest exhibition centres in Europe, including Poznan International Fair as the only centre in Poland. The association was set up in 1992. EMECA's member exhibition centres organise more than 1,800 trade fairs and exhibitions a year with the participations of more than 410,000 exhibitors and 42 million visitors.

Polish Chamber of Exhibition Industry is convinced that the participation of Poznan International Fair and other leading players on the Polish market, such as Kielce Fair or Targi w Krakowie, in the structures of the most important exhibition industry organizations, such as: UFI - the Global Association of the Exhibition, EMECA - the European Major Exhibition Centres Association, EEIA - the European Exhibition Industry Alliance, CENTREX - the International Exhibition Statistics Union) plays an important role in the promotion of the Polish exhibition market abroad. PIPT actively supports this promotion with its own activities carried out in cooperation with these organisations within the framework of membership and partnerships.

Kielce Fair' BIKE-EXPO organized for the tenth time

26.09.2019 Fans of cycling tours, shop owners and manufacturers of bicycle parts participated in the largest and most important trade fair devoted to bicycles in Central and Eastern Europe, which took place between 19 and 21 September 2019 in Kielce.

For many years now, Kielce Fair's BIKE-EXPO has been visited by the whole bicycle-loving Poland. Last year 230 exhibitors from all over the world presented their offer, and on the stands of the largest and most recognizable brands one could see flagship products and premières of the most modern equipment.

[Watch an interview with the chairman of Kielce Fair, Andrzej Mochoń.](#)



Trade Fair Industry in Asia report - 15th edition – a comprehensive study of Asia's trade fair industry

30.09.2019 UFI, the Global Association of the Exhibition Industry, released the 15th edition of the Trade Fair Industry in Asia annual report, covering 17 locales including Greater China and Southeast Asian markets, Australia, Cambodia, Japan, Korea, India, Myanmar and Pakistan. The report provides complete data on the development of trade fairs and supporting facilities in these regions up to Dec. 31, 2018, with additional figures and commentary on likely trends for the following year.

The Trade Fair Industry in Asia 15th edition

A COMPREHENSIVE STUDY OF ASIA'S TRADE FAIR INDUSTRY NOW UPDATED WITH 2018 DATA.

The latest UFI/BSG report on the trade fair industry in Asia has now been published - complete with the latest updated statistical information from 2018.

With over 120-pages of data, analysis and commentary, this report is designed to help you understand the latest developments in Asia's trade fair markets.

Report features include:

- o Updated trade fair statistics across 17 markets
- o Analysis of venue capacity available across the region
- o A detailed review of Asian trade fair industry growth
- o Analysis of key industry trends affecting the region
- o A review of the region on a country-by-country basis
- o A full list of all "UFI Approved Events" in the Asia Pacific region.

Extensive original research and analysis were undertaken to generate the data included in this comprehensive report. It is a **UNIQUE RESOURCE** for all organisations interested in Asian trade fairs.

One key finding is that net space sold at Asian trade fairs reached 23.4 million square meters, which represents an average growth rate of 4.8 percent across 17 Asian trade fair markets. Research shows that 23.4 million square meters of space was sold by exhibition organizers to their clients in Asia in 2018—up from 22.3 million square feet in 2017. More than half of the total (59 percent) was sold in China – totaling 13.7 million square meters in net space, which is well over six times the space sold in Asia's second-largest trade fair market, Japan (2.15 million square meters).

By the end of 2019, venue capacity in Asia will be over 9.6 million square meters, and the number of purpose-built exhibition venues operating in Asia will reach 232. The region's total venue capacity will increase significantly following the opening of a new mega venue in Shenzhen (China), adding 400,000 square meters of gross indoor capacity to the regional total.

China, Asia's largest market, exceeded the regional average as it grew by 5.5 percent in 2018, adding approximately 700,000 square meters of space, and totaling 13.73 million square meters. However, this was notably lower than the 8 percent recorded in 2017. Several large markets reported less significant growth last year. Net space sold in Thailand increased by 3.8 percent in 2018. Australia and Korea both expanded by 3 percent, while the market in Taiwan grew by just under 2 percent.

Cambodia was the fastest-growing trade fair market in the region in 2018 as space sold jumped by over 40 percent. Once again, India was the fastest-growing large market as net space sold jumped by 10 percent, rising from 1.18 million square meters to 1.3 million square meters. Other Southeast Asian markets that outperformed the regional average included Malaysia (7.7 percent), Vietnam (6.4 percent) and Singapore (5.4 percent). Thailand, the Philippines and Indonesia posted growth lower than the regional average in 2018. At the low end of the table, growth in Japan slowed to 1.2 percent in 2018, down from 2.9 percent in the previous year, while space-constrained Hong Kong recorded growth of just 1.1 percent, the lowest in the region.

"Now in its 15th edition, this annual report is tracking the rapid development of the exhibition industry in the Asia-Pacific region in an unparalleled way," says Kai Hattendorf, managing director of UFI. "With a lot of developments in Southeast Asia and Australasia, it offers all the market information beyond the big markets as well, and shows both the challenges and opportunities for our industry in the region as a whole.

The Global Association of the Exhibition Industry UFI is the leading global association of the world's tradeshow organizers and exhibition center 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 association members. Source: www.ufi.org



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.

Contact:

Beata Kozyra, President of the Board b.kozyra@polfair.com.pl
Marzenna Łukaszewicz, Executive Director of PCEI: m.lukaszewicz@polfair.pl
Jan Studencki, Promotion Specialist: j.studencki@polfair.com.pl

Polish Chamber of Exhibition Industry
ul. Bukowska 12
60-819 Poznań

tel. no. +48 61 866 15 32

www.polfair.pl
www.targiwpolisce.pl