

10<sup>edition</sup>

International Funeral  
and Cemetery Fair

Necro  
expo

REPORT  
2024



Organiser



Co-organiser



Honorary Auscices



Patronat Prezesa  
Polskiego Stowarzyszenia  
Pogrzebowego

Partners



FIAT IFTA  
recommended expo





Marcin  
Musiał  
**Necro  
expo**  
Project  
Manager

## WHOLEHEARTED THANKS.

**The 10th NECROEXPO broke all possible records.** Nearly 130 companies presented their products and services. The exhibition used the largest area in its history – over 3,500 square meters! There were also ample industry lectures and knowledge-packed meetings that attracted numerous audiences. For the first time, NECROEXPO witnessed a grave-digging competition; the Funeral Visegrad Group organised the race against the clock. We want to express profound gratitude to everyone who contributed to creating such a fantastic event. 95% of exhibitors have declared their willingness to participate in the 11th NECROEXPO in June 2026!



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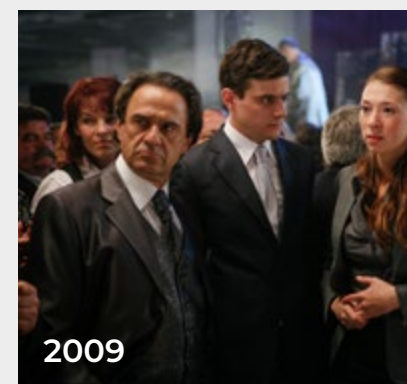
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# TIMELINE



2005



2009



2024

The first NECROEXPO gathered 49 exhibitors from Poland, the Czech Republic, Italy, and Germany; the exhibition was 800 square meters in size and hosted 400 industry insiders.

The 3rd NECROEXPO was both an exhibition and a film set for the Polish comedy „Cudowne Lato [Wonderful Summer]” directed by Ryszard Brylski. The film featured an excellent cast - Katarzyna Figura and Jerzy Trela.

This year, for the first time, NECROEXPO included the first Competition for visitors; entrants were supposed to coin the most interesting slogan promoting the trade fair.

Several dozen participants participated in the Competition. The winner - Łukasz Niemczyk from the Elizjum Werbkowice, put forward his advertising slogan: „NECROEXPO- the latest update on the way to eternity”.

The 7th NECROEXPO witnessed the most significant number of hearses presented at stands in the history of the exhibition – 30 cars on display. Biodegradable urns and sea burial urns made of onyx and marble were also the expo highlights.

The first virtual florist training was held in April. In June, there was a training on marketing and sales on social media targeted at funeral directors.

10th NECROEXPO. The largest expo area in history with nearly 130 exhibitors who presented their offers on over 3,500 square meters. For the first time, NECROEXPO witnessed a grave-digging competition; the Funeral Visegrad Group organised the race against the clock.

2005

2007

2009

2011

2013

2015

2017

2019

2021

2022

2024

Marcin Musiał, who completed an industry training course and became apt in funeral services sales, was appointed the NECROEXPO manager.

The „Old Cemetery” photographic exhibition was held for the first time at Targi Kielce; the Association arranged the vernissage for the Protection of National Heritage in Kielce.

The debut of floristic shows and workshops for flower shop employees at NECROEXPO. Master florists then presented the art of arranging flowers, making bouquets and wreaths, and decorating coffins and gravestones.

This year saw the first meeting of Pilato hearse enthusiasts and users, the rally gathered over 50 cars presented at the expo grounds. After seven editions of NECROEXPO, we have doubled the number of exhibitors, tripled the size of the exhibition area, and more than quadrupled the number of visitors.

NECROEXPO was held after a three-year break! That moment made history - for the first time, the expo opening was attended by former and current presidents of chambers, associations and institutions representing the funeral industry: Łukasz Koperski, Witold Skrzydlewski, Sebastian Rubin, Zbigniew Baran, Krzysztof Wolicki, Dariusz Dutkiewicz.





# OUR TRADITION: NECROEXPO CELEBRATES JUBILEES!



The Targi Kielce  
Management Board  
presented Jubilee  
distinctions and  
thanks

1st Management Board of the Polish Chamber of Funeral Industry Entrepreneurs: Łukasz Koperski, Sławomir Moch and Ryszard Liebchen; the former Presidents of the Polish Funeral Chamber: Witold Skrzydlewski, Sebastian Rubin; the President of the Polish Funeral Chamber Association: Zbigniew Baran; Dariusz Dudkiewicz, director of the Institute of the Funeral and Cemetery Industry; Krzysztof Wolicki from the Polish Funeral Association and the President of the World Federation of Funeral Organisations and Companies FIAT-IFTA, Marek Cichewicz. The President of Targi Kielce, Doctor Andrzej Mochoń, stated that this event offers a unique opportunity to find a common language by chambers, associations and companies operating in the funeral business sector. He also expressed thanks to the project manager, Marcin Musiał.





# NECROEXPO

## THE 10TH INTERNATIONAL FUNERAL AND CEMETERY FAIR

7-9 June 2024

### EVENTS



### “Funerals of the Future, Challenges for the Funeral Industry” Conference

Monika Stasiak, the founder of the On the Threshold” Foundation and a graduate of the Institute of Ethnology and Cultural Anthropology of the University of Lodz, talked about the “funerals of the future”; the Polish Funeral Association offered the presentations. The session is devoted to new needs and expectations regarding the farewell to the deceased nearest and dearest. Monika Stasiak is professionally involved in creating secular rites of passage that accompany tipping points in human life. Together with the deceased person’s loved ones, she prepares and conducts personal farewell ceremonies.



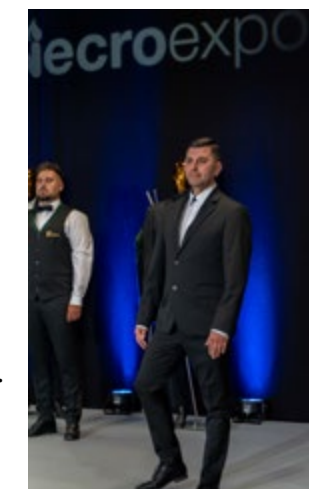
### Grave Digging Competition

Poles, Hungarians and Slovaks met on 7 June at Targi Kielce to compete for the first time at NECROEXPO. The International Grave Digging Competition against time gathered 3 teams of gravediggers who presented their skills. Contenders used their own equipment and work clothes. The Competition involves digging and filling a 200 cm x 90 cm x 160 cm deep grave and forming a tombstone in the shortest possible time. The Hungarian team triumphed in the Competition; they completed the task the fastest and most diligently. The team from Slovakia was the runner-up, and the Poles took the third podium stage.



### Fashion show

NECROEXPO goes extra mile and offers much more than the presentation of coffins, urns and hearses. A show of clothing options for funeral home employees has also been staged here; on the catwalk, models from the Carmen company presented the highest quality clothes. The manufacturer’s offer includes new collections for both men and women!



### Hearse stock exchange

Lincolns, Mercedes and... Opels. NECROEXPO is the place to buy a second-hand hearse. The cars with low mileage and in excellent condition generated considerable interest from visitors and exhibitors. The Second Hand Hearse Market lasted throughout the entire 3-day NECROEXPO. Several dozen cars were presented, including both useful and practical models, as well as luxurious ones.



### How to Write About the Funeral Industry – Małgorzata Węglarz

Master of the Non-Religious Funeral Ceremony - Aneta Dobroch shared her knowledge and expertise on combining a Catholic funeral with secular elements. Every year she conducts several hundred funerals, mainly secular ones, but very often participates in Catholic and religious funerals. – I love this job because I love people! I assure you that I have invested my heart and enthusiasm into this work, and I will never tire of it. – said Aneta Dobroch.





# NECROEXPO UNDISPUTABLE ADVANTAGE

Industry training and  
knowledge-rich lectures:



**1** “Protection of personal rights and data of deceased persons. The funeral parlours’ and cemetery managers’ rights and obligations.  
**Dr. Mariusz Strawiński.**  
Organised by the Institute of the Funeral and Cemetery Industry.

A lawyer and long-time local government employee, Doctor Mariusz Strawiński, lectured industry insiders at NECROEXPO and referred to „Protection of personal rights and data of deceased persons. The funeral parlours’ and cemetery managers’ rights and obligations”. The expert explained the fundamental issues regarding the protection of the deceased’s personal rights



**2** Safety in the mortuary  
– Jacek Witas

Pathomed instructor. The company provides specialised equipment for the funeral industry and the medical sector. Mr Witas joined the International Fair of the Funeral and Cemetery Industry to lecture on safety in the mortuary. This unique presentation made it possible to learn how to work with cadavers in a safe manner, how to avoid the most common mistakes in the mortuary and how to protect yourself from the pitfalls of working with corpses.

**4** Aneta Dobroch - “A beautiful way to combine Catholic funerals with an element of secularism.”

Master of the Non-Religious Funeral Ceremony - Aneta Dobroch shared her knowledge and expertise on combining a Catholic funeral with secular elements. Every year she conducts several hundred funerals, mainly secular ones, but very often participates in Catholic and religious funerals. – I love this job because I love people! I assure you that I have invested my heart and enthusiasm into this work, and I will never tire of it. – said Aneta Dobroch.

## TRAINING SESSIONS



**3** Hygiene in a funeral home  
– SALVUM OHP  
– Agnieszka Nowak

Hygiene issues in funeral parlours in the context of the preparations and new occupational health and safety rules discussed by Agnieszka Nowak from Salvum BHP. Professional lectures at the Kielce exhibition and congress centre - we look forward to seeing you.







## 6 A Sustainable Future for the Funeral Industry: Calvarianum's innovative approach to coffin and urn production

The panel discussion featured Dawid Czermak, who shared his knowledge and experience on how an innovative approach to production can contribute to environmental protection. Dawid Czermak's work focuses on examining the impact of waste on the environment and searching for innovative solutions for the waste management industry. Dawid Czermak's lecture offers an excellent opportunity to learn about the latest trends and innovations in the funeral industry that aim to minimise the impact on the environment.

## 5 Non-obvious elements of the Master of Funeral Ceremonies' services – Patrycja Owczarzak

Master of funeral ceremonies in both secular and religious unveilings, joined NECROEXPO and shared the most valuable thing she possesses - her experience in being service master. – I find my service a mission with a specific message – you have to give people hope after their loved one dies. I encourage families not to give up on participating in farewells before cremation – I help them prepare for this moment – said Patrycja Owczarzak of „Piękna Ceremonia”, Master of Funeral Ceremonies.

In addition to her master's services, Patrycja Owczarzak also provides grief support services for all those who need this form of help.





**TOP DESIGN AWARDS** for elegance and comprehensive exhibition presentation style were presented to:



### TOP DESIGN AWARDS

- **SILENTA ROBERT JAKUBOWSKI**
- **Teala Company.**

### TOP DESIGN DISTINCTION

- **KARSOL Company, Hungary**
- **Vezzami Forni, Italy**
- **BRAINBOX Wojciech Kudela, Poland.**



**Targi Kielce**  
exhibition & congress centre

# NECROEXPO MEDALS AND DISTINCTIONS

17 distinctions and awards for products and 10 commemorative diplomas for companies celebrating anniversaries were presented at the expo! The gala ceremony was the culmination of the 10th 10th International Funeral and Cemetery Fair.

Katarzyna Supa, editor-in-chief of Thanos magazine, on behalf of the Jury Panel chaired by Piotr Banaczyk, vice-president of the Polish Funeral Chamber Association,

**presented distinctions for products. The accolades were bestowed to five NECROEXPO exhibitors:**

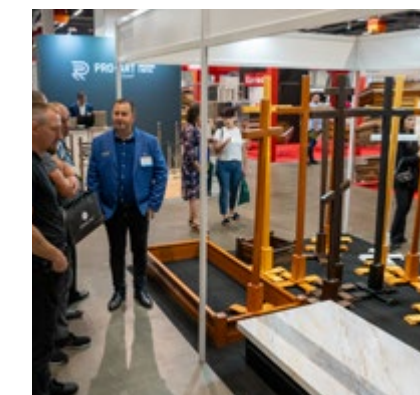
- for the „Last Rest” sofa presented to the Verital company Andrzej Bieniek, Mirosław Matuszewski;
- for the Dahlia Urn presented to Drekon;
- for DFT funeral tents printing presented to Mitko;
- for the Milan black and gold polypropylene coffin presented to the Blue Coffins company
- for the PLA urn insert printing, the Maciej Gołąbek company.



### Medals for the best products:

- for the E.Grami funeral creator
- graphic services in the funeral industry, printing to E.Grami-Amigo Alina Grodecka;
- for the KALIFSA MEMORIAL KM3 - hydrogen-powered cremation furnace presented to TE Kalfrisa Polska;
- for the SANO SAL stair climber - an electric wheelchair for transporting people and loads up and down stairs presented to the Euromobil company;
- for Scutoid Urns presented to Gro-Net Michał Grosicki - for XRT and XRT-S autoloader presented to MS Construction Company;
- for EKO clothing for the deceased presented to Carmen Aneta Zdyb, Wojciech Kitajewski;
- for multi-directional stair wheels used in stretchers presented to the Prima-Tech company.





# JUBILEES

NECROEXPO celebrates its 10th anniversary, and many of the exhibition's exhibitors and partners also celebrate their jubilees.

5th anniversary  
OF THE INSTITUTE OF THE  
FUNERAL AND CEMETERY  
INDUSTRY.

10th anniversary  
OF THE POLISH  
COUNSELLORS OFFICE  
FOR THE AGGRIEVED  
  
SALVUM BHP Company

15th anniversary  
FUNERALIA Company

20th anniversary  
KULTURA POGRZEBU  
publishing house

25th anniversary  
BEATEX Company

35th anniversary  
PLASTMET Company

35th anniversary  
MATIMPEX Company

65th anniversary  
OF THE BONGO  
INTERNATIONAL FUNERAL  
SERVICES.





# IN EXHIBITORS' OPINION

“ We are surprised that there are so many visitors - clients who are interested in the product - this is the essence of the event. We've made some contacts already on the first day of the expo. There are many exhibitors compared to the previous years' expos. That's great. We're very positive about the event.”

**Dawid Czermak**  
Marketing Specialist  
CALVARIANUM



“ We have joined the expo for the first time after 18 break, so it is as if we were renewing our adventure with industry shows. We can see that since then the bar has gone up significantly, the quality of expo stands and the quality of products have changed and improved considerably. - First of all, we meet our contractors here, we have strengthened ties with them. Some new customers are interested in our products, so I think we will expand our group of recipients in the future.”

**Rafał Madajka, Owner of the company**

„The trade fair is considerable, the largest so far. That was one of the reasons we decided to take part in it.”

**Adam Ragiel**  
POLISH FUNERAL EDUCATION CENTRE

„- I can honestly say that we are very pleased with the organisation - comprehensive from the first days, from offers through assistance in organising the expo stand. Compared to other European shows, Targi Kielce NECROEXPO is definitely at the forefront.”

**Mariusz Skrobich**  
FOSETTI



“Today we cannot imagine not taking part in the next expo. We are not regular expo attendees, this has been our debut. We have spoken with several of your people and I can say that it was professional advice and service they offered. We are delighted and we can also recommend Necroexpo participation to other companies. We recommend with a clear conscience. We will take part in the upcoming Necroexpo. We have been thrilled.”

**Marian Zając**  
KAMIENIARSTWO

„This is our first meeting with clients at this type of expo. We are very positive about the show; our product generated a lot of interest and was positively received. We had the opportunity to meet with industry and wholesale clients. Targi Kielce - the friendliest when it comes to the relationship. We have received Everything we needed. We always got answers, and we never had a problem with the relationship or contact.”

**Rafał Kaczmarek**  
KACZMAREK BETONIARNIA

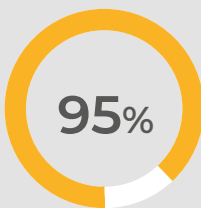




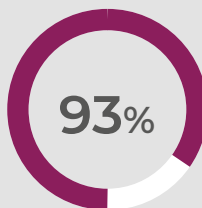
## WHY IS IT WORTH BEING A PART OF THE EVENT?



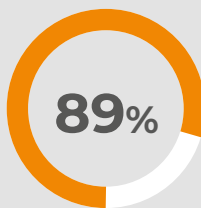
The most important factors which determine the trade fair participation



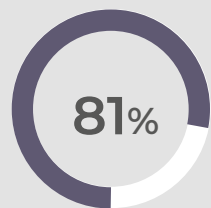
Number of business-insiders visiting the expo



Possibility of signing contracts



The event's high recognition



Business sector's integration

\*Based on interviews with exhibitors. Exhibitors indicated more than one factor.

# NECROEXPO IN THE MEDIA

10th International Funeral and Cemetery Fair NECROEXPO attracted the attention of not only hundreds of visitors, but also national media, such as Rzeczpospolita daily, Fakt daily TVN24, TTV, Gazeta Wyborcza daily Polsat, and TVP. The overall reach of information regarding NECROEXPO from the beginning of the year to July reached 141,493,287 people. Polish-Lithuanian documentary film director Vita Maria Drygas also began work on a new production during NECROEXPO as NECROEXPO inspired her to start working on a new project regarding the funeral industry.

95%



of exhibitors declared intend to participate in the 11th Necroexpo in 2026!

## NECROEXPO FACT AND FIGURES:

over  
**2000**  
visitors

exhibitors represent  
**7**  
countries

almost  
**130**  
exhibitors

over  
**3500**sq. m  
of the exhibition space



# ON-LINE ADVERTISEMENT



1 375 188

ad views



999 834

building brand awareness



169 593

ad reach



## MEDIA:

- More than **30** journalists
- **2** film crews
- **12** industry editorial offices
- From January to August 2024 – **353** publications about the expo
- Reach – **4 557 532** contacts
- Estimated AVE **1 106 672**
- We have been widely talked about, featured by: Rzeczpospolita Daily, Fakt, TVN24,
- TTV, Gazeta Wyborcza, Polsat and TVP
- Facebook posts - organic reach above **95,000** people
- General coverage of information regarding NECROEXPO from the beginning of the year to August amounted to **141 636 472** people



# WE LOOK FORWARD TO

your participation  
in the 11th Necroexpo  
29-31.05.2026  
in Kielce



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