

# THE REPORT ON: 2019's

## necroexpo



[WWW.NECROEXPO.PL](http://WWW.NECROEXPO.PL)



8<sup>th</sup> International Funeral  
and Cemetery Fair



**Marcin Musiał**

Expo Manager  
NECROEXPO



## THANK YOU!

92% of exhibitors declared that they intend to participate in the 9th Necroexpo in 2021! We find this a great honour. Customer satisfaction is our overriding priority. Each consecutive exhibition is prepared with utmost care and commitment. The exhibition shape was also influenced by the Polish Funeral Chamber Association - the co-organiser of this year's trade fair. We wish to express our heartfelt gratitude for their support.



[www.necroexpo.pl](http://www.necroexpo.pl)

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# NECROEXPO

## THE 9TH INTERNATIONAL FUNERAL AND CEMETERY FAIR

18-20 June 2021

In this part of Europe, Targi Kielce's Necroexpo is the undisputed leader among funeral trade fair organisers. The number of visitors, an extensive exhibitors list and the presence of featured guests of honour confirm that Kielce is here THE CAPITAL OF THE FUNERAL INDUSTRY.



## EVENTS

held within  
the previous expo



### The Opening Ceremony

of Necroexpo graced with the presence of the President of the PIP Association, Mr Sebastian Rubin, the Senator of the Republic of Poland Krzysztof Słoń, Marek Cichewicz - 1st Vice President of the World Organization of Funeral Operatives FIAT-IFTA and Marcin Różycki - Vice Mayor of Kielce. FIAT vice president - IFTA speaking at the opening ceremony: "I am delighted that cooperation with Targi Kielce continues - I congratulate the organisers of the exhibition which enjoys an international reputation. This show is Poland's largest and most important sports business sector event."



### The first PILATO hearses rally at the

-never before has there been any official meeting of the Italian company's fans. PILATO - there is virtually no top-class funeral parlour in Poland which does not use a car of this brand. Zbigniew Baran, the owner of the funeral parlours network, has been the rally originator.



### The official letter of intent signing function - Pilato cars serviced in Poland by Garcarek Company

The Kielce funeral and cemetery industry expo hosted the esteemed Italian brand which offers funeral hearses and Auto Partner Garcarek. The companies signed the letter of intent. On behalf of the Garcarek company, Jan Garcarek, one of the owners put his signature on the agreement's dotted line. Barbara Pilato was the other signatory of the document. This official declaration is another, formal step before signing a proper contract between the entities. Future cooperation encompasses Pilato vehicles services, including Mercedes and Jaguar.



### Presentation of garments for funeral parlours' staff

This was already the second unveiling of the shows organised by the Carmen company. The first fashion show was staged during the 2017 NECROEXPO and generated great and avid interest among the trade fair guests. The show offered the visitors the chance to see the latest fashion trends for funeral parlours.





### Meet the guest of honour - the Chief Sanitary Inspector

in the session with the PIP Association members. The issues related to the funeral industry business operations were discussed in details. Before the meeting, the government representative, Minister Jarosław Pinkas visited the exhibition. The guest of honour found the expo truly impressive



### The handover ceremony - the Pilato vehicle

commissioned by Karawan company from Krakow put into use. For the first time, Necroexpo has witnessed the dealer handing over the car in such a formal and festive manner. A remarkable presentation of Mercedes Benz E-220 Poralis attracted a plethora of viewers. The Karawan representatives were proud to receive their new car.



### Second Hand Hearse Market

Poland's only car-market has been held since the first NECROEXPO. This initiative aimed at supporting funeral industry companies which are business entrants also offers a great opportunity to buy a hearse without intermediaries. A hearse is, after all, the flag-ship of all funeral houses.



Never before has such a large number of hearses been presented at NECROEXPO; in 2019, there were 44 of cars on display. The previous edition was the display-floor for 8 fewer.







# TRAININGS FOR PROFESSIONALS FROM VARIOUS FIELDS

- this is ECROEXPO'S true competitive advantage and a real magnet. EVENTS held within the previous expo:

## 1 Use the potentials and sell more

- a lecture on the sales processes design in a company. Customer service standards which gain an extra boost with the use of modern sales tools. The session was organised by ACTAM COMMUNICATIONS.



## TRAINING SESSIONS



## 2 How to look like Marilyn Monroe and James Dean

modern funeral plaques - Amaze your clients with new possibilities  
Organiser: E. Grami.

## 3 A personalised funeral ceremony

Customised eulogies and speeches as a new service designed to expand the offer.  
Organiser and presenter:  
Zbigniew Andrzejewski.

## 4 Increase your funeral parlour's revenues and customer satisfaction

Organiser:  
Memcare Technologies LLC.

## 5 A Non-religious Funeral Ceremony in a new unveiling

Organiser and presenter:  
The Master of Ceremonies  
Aneta Dobroch.

## 6 How to build a strong and distinctive brand of a funeral parlour

- a lecture on the company's brand development and strategic marketing communication.  
Organiser:  
ACTAM COMMUNICATIONS.

## 7 Tanatocosmetics and tanatopraxis training sessions

organised by Hygeco Polska LLC





## Commemorative horseshoes were presented to mark the occasion - the anniversaries of companies.

This is another tradition which is a distinctive feature of the Kielce-based Necroexpo. Many years ago, an Italian exhibitor announced their company's anniversary - this gave rise to the custom. Italians offer each other peppers as a wish of good luck. Horseshoes are popular in our country. By the same token, we made the decision to prepare a commemorative gift. Horseshoes caught on and each NECROEXPO edition sees several exhibitors reviving these nice souvenirs.

## JUBILEES

The Necroexpo tradition features formal celebrations of Jubilees



The last edition witnessed 5 companies celebrating their anniversaries:

**MITKO**  
30th anniversary

**PLASTMET**  
25th anniversary

**BAUTEX**  
20th anniversary

**FUNERO**  
10th anniversary

**FUNERALIA Oleg Milinski**  
10th anniversary



## PHOENIX AWARD

UNIQUE AWARD FOR FUNERAL INDUSTRY LEADERS  
PRESENTED AT NECROEXPO

The NECROEXPO, starting its 2019 unveiling, has featured the new and truly unique PHOENIX Award. Poland's funeral industry's milieu came up with the idea of presenting the PHOENIX accolade.

Persons, entrepreneurs, organisations and institutions from this business sector, those representing scientific, media and non-governmental communities who have demonstrat-

ed extensive and outstanding commitment and activity designed to develop of the Polish industry can be nominated for the funeral industry accolade. Candidates may be registered by institutions and organisations: chambers, associations, editorial offices of industry publishing houses, funeral homes and companies from the funeral industry, producers, distributors and service providers.

Each institution may nominate 3 candidates every year. The Chapter, elected for one expo edition will resolve about the laureates who are bestowed the PHOENIX. The award was presented to Mrs Barbara Pilato at the previous expo.





# NECROEXPO MEDALS AND DISTINCTIONS

For many years Targi Kielce has organised competitions for exhibitors; winners are presented medals and distinctions. Products or services presented at the trade show are assessed.

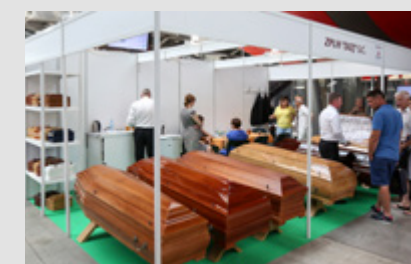
The Jury Panel carried out a detailed analysis of applications. Having thoroughly analysed the products submitted to the competition, the Chapter resolved to award the following companies:

The NECROEXPO 2019 awards were presented to:



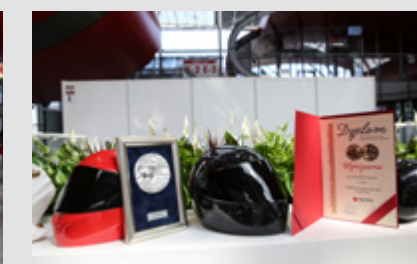
**URN DESIGN Dobroszyce**

for veneered funeral urn complemented with the urn pedestal



**DIZJ PUH Wola Rakowa**

for the WENUS coffin



**TESSON Danuta Sikorska Suchy Las**

for its urn in the shape of a MOTORCYCLE HELMET

The NECROEXPO 2019 medal was presented to:



**Unison LLC from Cieplewo**

for the UNI-CLEVER o/c model paint sprayer



**Bautex Grzegorz Babel from Warsaw**

for MERCEDES W205 15

The NECROEXPO 2019 medal was presented to:

Us, the trade fair organisers find the exhibition aesthetics important. Interestingly and genuinely arranged expo stands come in abundance at the show. Their supreme quality deserves recognition, too. The expo stand arrangement of the following companies gained accolades.

**Distinctions:**

The R. Sadowski company from Głowno  
Ferrari SPA from Italy  
PLASTMET LLC from Rypin

**Medal:**

for the Pilato company from Italy





# BONDING AND NETWORKING EVENTS

## AT THE NECROEXPO

The 8th unveiling of the Necroexpo series offered the funeral industry the opportunity to meet and strengthen bonds during two evening events organised at Targi Kielce. The Banquet and the Barbecue Party during NECROEXPO have already become the expo tradition; for years the parties have gathered several hundreds of participants. Until now, the banquet mainly hosted the Kielce funeral trade show's exhibitors. Last year, the organisers changed the evening events' format and invited representatives the Polish and foreign funeral industry insiders, including visitors to trade fairs, entrepreneurs, representatives of funeral parlours, cemetery managers.

The events thus welcomed all related to the industry. Not only is the participation in integration meetings a perfect opportunity to relax and have great fun; this is an extra networking chance which results in invaluable business contacts establishment. The gothic-style evening referred to the convention of the expo-advertising film which features actors Katarzyna and Miłosz Pietruski. The event was attended by over 200 participants. The atmosphere of the evening was even more attractive with a special design whose mood was in line with the above-described advertising film.



## NECROEXPO 2019 OFFERS VALUABLE PRIZES - A STAY IN THE ALPS RESORT

Those who have attended the Kielce the funeral trade show know it very well - there is the funeral industry event one cannot miss. The organisers go an extra mile - not only do they offer new products presentation. A unique attraction for visitors was also prepared - the competition which wins valuable prizes. Winners were presented two vouchers (4-person, 10-day) for a stay at the holiday resort in Masso Corto in the Italian Alps.

According to the competition rules, prizes were awarded to two people who came up with the most interesting Necroexpo promotional slogan. The specially appointed Jury Panel assessed the contest entries; the results surpassed the organisers' wildest expectations. 65 contestants entered the tournament. Having evaluated the entries, the panel awarded Ms Małgorzata Pisarek from "MEMORY" Funeral Parlour from Rzeszów for her slogan "YOU MAY LIVE IN WARSAW, KRAKOW OR IN SIEDLCE, YET YOU MUST VISIT THE NECROEXPO IN KIELCE" and to Ms Magdalena Lapczyk, the owner of the Skoczów Funeral Home, the author of the slogan "NECROEXPO - A LIVING ADVERTISEMENT".

**YOU MAY LIVE  
IN WARSAW,  
KRAKOW  
OR IN SIEDLCE,  
YET YOU MUST VISIT  
THE NECROEXPO  
IN KIELCE**

**NECROEXPO - A LIVING  
ADVERTISEMENT**

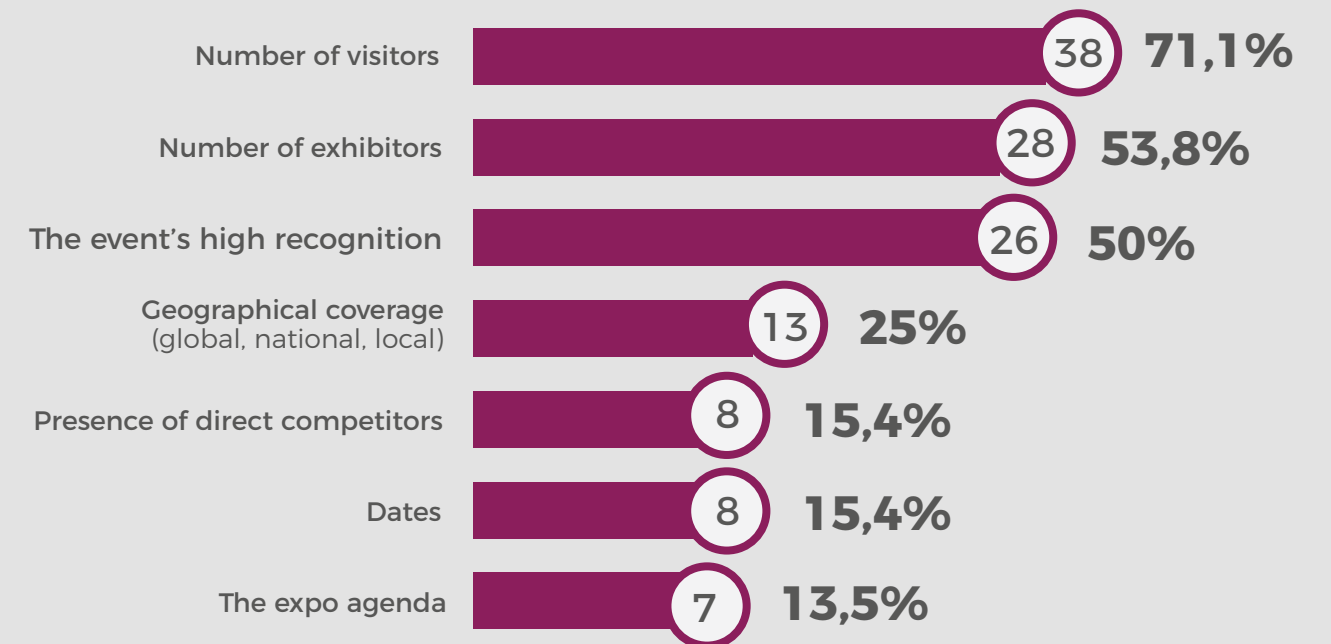


# QUESTIONNAIRE SURVEY RESULTS

- RESPONDENTS: NECROEXPO  
EXHIBITORS AND GUESTS

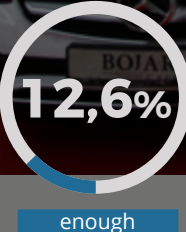
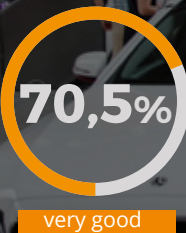


The most important factors which  
determine the trade fair participation:



\* respondents were given  
the possibility to select more than 1 answer

THE DEGREE THE EXPO  
HAS MET VISITORS'  
EXPECTATIONS:

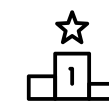


There are several important parameters indicating the trade fairs' development - the number of exhibitors, visitors attendance and expo space leased. It suffices to have a look at the NECROEXPO facts and figures to see that the show has been vibrantly developing. NECROEXPO has doubled its potential since the first edition. However, Targi Kielce finds it very important to satisfy both exhibitors and guests' needs; that is why we always interview them and ask to fill in the survey. This is the best summary of any successful trade fair

EXHIBITORS'  
PARTICIPATION  
DECLARATION  
IN THE UPCOMING  
TRADE FAIR:

91,9%  
Yes

8,1%  
No



AVERAGE EXPO  
EVALUATION:

4,84

The exhibitors' and visitors' positive opinions serve as clear proof. The Kielce-based trade show keeps developing. 92% of the respondents declared their participation in the upcoming expo. This high index shows the recognition and appreciation the expo in Targi Kielce enjoys.

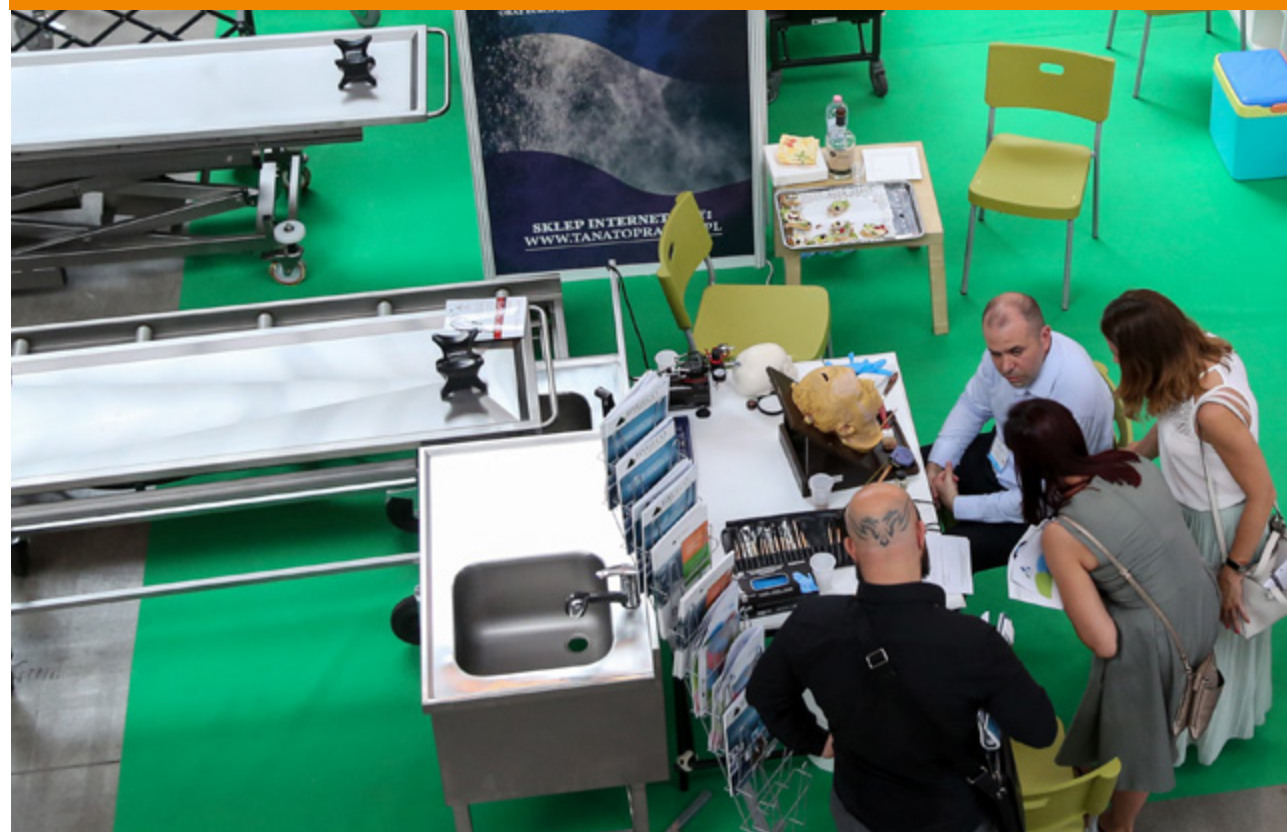


# EXHIBITORS' OPINIONS

“

This Kielce expo has been truly successful, and this is not only our opinion. Many colleagues from the industry share this opinion. This success was not so apparent - there has been exceptionally high saturation of trade fairs this year. We are most pleased with the fact that visitors appreciated the offer on show and made the best of the Targi Kielce prepared expo programme.”

**Wojciech Kudela and Bartosz Wojtkowiak**  
(Funer.com.pl and UsługiPogrzebowe.com.pl industry websites)



“

A right timing, a friendly city with less traffic and fewer traffic jams. Hotels close to the exhibition halls. And much more - you can take your family for a weekend in the Świętokrzyskie Mountains and combine business with pleasure. What more could you ask for?”

**Iwona Świtkowska**  
Manager Hygeco Polska

“I am glad that the industry has been meeting in Kielce for years. I would like to thank Targi Kielce for professional preparation, the involvement of the team responsible for the expo organisation.”

**Sebastian Rubin**  
President of the Polish Funeral Chamber Association  
Polska Izba Pogrzebowa  
Rubicon& Vicinus owner

## IN EXHIBITORS' OPINION

“I am convinced that every consecutive edition of the Kielce funeral expo will continue to develop in such a dynamic way.”

**Witold Skrzydlewski**  
The owner of the H. Skrzydlewski company

“For us, this has been a very successful exhibition. We sold 20 black, elegant coffins. This is one of the proofs of the good expo.”

**Massymiliano Ronzat**  
Ferrari representative in Poland

“I came here as an exhibitor for the first time, and certainly not the last. I highly appreciate the cooperation with Witold Skrzydlewski, and I am satisfied with the fact we've acquired new customers.”

**Kees van Rijn**  
Dyrektor Zarządzający Bart Kwiaty

“Our products, such as urn carriers and display catafalque were very popular among entrepreneurs not only from Poland, but also from Lithuania and Latvia, Estonia, Belarus, Russia, Germany and Austria. You can also see that the cemetery managers who care increasingly care about funeral chapels furniture and equipment. They are truly interested in interior design elements.”

**Marek Paliński**  
Plastmet President

“We will certainly come back in two years' time. The interest in helmet-shaped urns exceeded our wildest expectations. We have taken a lot of orders for these urns in different colours.”

**Rafał Sikorski**  
Tesson Co-owner

“What came as an absolute surprise was the interest in the innovative black and white shirts worn by the Carmen staff. More than a dozen funeral institutions bought these shirts, although such an outfit was intended to be worn at the expo only so that our representatives stand out from the crowd. Quite by accident, the expo resulted in a demand for a new product.”

**Wojciech Kitajewski**  
Carmen Co-owner

\* Source - Funeral Quarterly No. 3 (3) 2019.  
The Polish Funeral Chamber Association  
professional magazine .



# WE LOOK FORWARD TO SEEING YOU

at the upcoming  
**Necroexpo 2021 in Kielce**



Targi Kielce SA  
1 Zakładowa Str.  
tel. +4841/ 365 12 22  
e-mail: [biuro@targikielce.pl](mailto:biuro@targikielce.pl)

[www.targikielce.pl](http://www.targikielce.pl)