

K i e l c e F a i r R e v i e w

# Kielecki Przegląd Targowy



**Targi Kielce**  
exhibition & congress centre

autumn / winter / 2022



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# kielecki Przegląd Targowy

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Ladies and Gentlemen,

The International Defence Industry Exhibition celebrates its 30th anniversary this year. MSPO has advanced to be one of our city and region's top hallmarks. Following its many-year tradition, the Kielce event attracts exhibitors and guests from all corners of the world.

The jubilee MSPO is held at an unprecedented time in history. We all witness a terrible war raging beyond our eastern border, the tragedy of the Ukrainian inhabitant. Ukraine's fight against the Russian invader has continued for months, further proving that cutting-edge weapons guarantee safety and security. Thus further development of Poland's and other NATO countries' defence sector is so vital.

The International Defence Industry Exhibition MSPO has gone from strength to strength; now MSPO is ranked Europe's leader, next to Paris and London expos. Not only is MSPO the place to present the latest solutions in the defence industry, but also the platform for talks, establishing new business contacts and concluding important contracts.

Targi Kielce's vibrant development influences many other industries located in the Świętokrzyskie region and the city of Kielce. Thus related sectors, e.g. hotels, hospitality, transport, catering, expo stand construction companies, advertising services and even florists, grow and flourish. One cannot forget about other vital roles of the exhibition and congress centre; this is the platform for knowledge transfer which enhances the economy. The Centre also serves as a promotional vehicle for Polish exhibitors in the international arena.

I cordially invite you to visit Kielce, the city which enjoys a charming location on the gentle hills of the Świętokrzyskie Mountains. Thus Kielce combines a natural space for being active, and a rich cultural and business offer. Therefore, regardless of the reason for your next trip, Kielce will surely meet all your expectations.

**Bogdan Wenta**  
City of Kielce Mayor

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# Elite-class showroom

Author: Marzena Ślusarz

Thirty years of history of the International Defence Industry Exhibition has been marked with constant development, investments, expanding group of exhibitors and visitors, and presentations of even more advanced, global-scale solutions. The exhibition started on a moderate scale in what used to be a warehouse hall. MSPO has progressed to become the third largest defence show in Europe and the pride of Targi Kielce, the hallmark of the city, and the business stimulus for the region.

**A**fter 1990's developments, Polish defence industry companies lost their output markets. Firms mainly produced for the Polish People's Army and the Soviet Union countries, thus, most of the weapons made in our country were licensed by Russians. Moreover, the Polish army's size was reduced because keeping up a large-scale army it generated enormous costs. Thus, the demand for armaments and equipment substantially declined and the military sector enterprises were demanded to find new buyers.

– Poland opted for NATO, and this choice meant different equipment standards. This turn also required finding new target markets, export arrangements and cooperation with Western Europe and the world. In addition, Polish companies needed new technologies and sales techniques. A trade fair was a perfect response to these demands. – recalls Andrzej Mochoń PhD, president of Targi Kielce, and in 1993 also the president of the Świętokrzyskie Agency for the Region Development and Promotion "Razem" SA (ŚARR). Therefore, this institution undertook the task to organise of the first International Defence Industry Exhibition.

– We made the best of the Central Industrial District's traditions, once the most considerable economic undertaking of the Second Polish Republic. We have created the scale of the event we have never dreamed of. Hardly did we imagine today's magnitude of MSPO, ranked third among the defence industry's exhibition in Europe, next to Paris and London – emphasises the TK president.

## It all started in just one hall

The first, 1993 MSPO had been prepared for only six months, staffed by seven people, headed by president Andrzej Mochoń. This expo brought together 85 exhibitors from 5 countries; this year's expo hosts more than 600 firms from 40 countries. The first edition was held in one expo hall. The gala opening was staged in

front of the pavilion – the guests, hiding from the rain huddled under a small roof. Today's Targi Kielce operates seven expo halls, two of which are brand new. A state-of-the-art Congress Centre with 19 conference rooms, including one on the top of the 57-meter tower overlooking the Świętokrzyskie Mountains' panorama, are at the disposal.

Exhibitors use a multi-storey car park which accommodates 500 cars and over 2,500 parking spaces in the centre. Thirty years ago, drivers had to park on the greenfield.

– We have two new entry terminals and our art studio. The investment related to the modernisation and expansion of the centre cost PLN 170 million – emphasises the president of Targi Kielce. New roads were also built around the centre – Wystawowa and Kongresowa Streets. New infrastructure developments significantly facilitated access to the centre. Today, the expo centre is expanding its IT system and working on an innovative project – an access control system.

## A flywheel for business development in the region

The expo centre still needs investments to create space for business meetings. However, this development makes companies in the region flourish. Each PLN spent at the expo means 7 PLN spent in the city. Trade fairs mean a multitude of companies that generate income which is the result of the expo centre business operation – hotels, hospitality, transport, catering, expo stand construction companies, advertising services, printing houses and even florists and small service providers. In 1993, there were five hotels in Kielce and its vicinity, now, there are as many as 77.

## One-stop-shop for all uniformed services

MSPO also gave impetus to create other expos dedicated to uniformed services. The Kielce exhibition and congress centre has

**The first, 1993 MSPO had been prepared for only six months, staffed by seven people, headed by president Andrzej Mochoń. This expo brought together 85 exhibitors from 5 countries.**



\_\_1993. Former A expo hall, now the present-day F pavilion. The lawns were converted into parking lots, also used as outdoor exhibition grounds. On the right side, the so-called „Akropol” – unfinished warehouses of the Centrum Department Stores.

thus developed its speciality; the LOGISTYKA International Logistics Fair, International Fire Protection & Rescue Exhibition KIELCE IF-RE-EXPO, International Police and Public Security Expo POLSECURE. Furthermore, from 2000 to 2007, the first regular AIR SHOW in Poland in Sadków near Radom was held parallel to the Defence Expo. President Andrzej Mochoń was also the originator of the latter.

### Kielce and Świętokrzyskie hallmark

MSPO, like 70 other exhibitions organised by Targi Kielce, allows the city and the region to advance.

Before the pandemic, which also severely affected the exhibition industry, in 2019, there had been over 290,000 people who joined trade fairs, conferences and other events. The city's treasury is also supported by the property tax paid for the expo facilities – over 2 million 300 thousand PLN is paid by Targi Kielce every year.

As the previous editions of the Defence Expos have demonstrated, the idea of MSPO was one of the best undertakings supporting the economic development of Świętokrzyskie Province. ■



—The first Military Expo in 1993 was staged in just one expo hall, the facility once used as WPHW food storage. There were also limited outdoor exhibition grounds.



—In 2019, the MSPO exhibition used 7 exhibition halls of the centre and almost the outdoor exhibition grounds.



— **Defender.** Award in the competition organised during the International Defence Industry Exhibition.



—The first MSPO organising team in 1993. From the right: Monika Witek, Andrzej Mochoń, Agnieszka Janicka, Adam Kowalewski, Małgorzata Cichoń, Violetta Zawadzka, Edyta Katanowska.



\_\_1994. PT-91 "Twardy" tank from Bumar – Łabędy. The premiere vehicle shows featured beautiful women. This mechanism worked well for the tank too.



\_\_Helicopters such as the Black Hawk attract attention during MSPO.



\_\_Today, MSPO is the showcase for most advanced solutions of the defence industry presented by companies from all over the world. Abrams tanks are also on display.



# Meetings are in demand

Interviewer: Marzena Ślusarz

– The most crucial conclusion after the two-year pandemic: expos are the best form of business meetings and contact with clients. There is an absolute sense to hold trade fairs, an indispensable vehicle to develop the economy – says Andrzej Mochoń PhD, Targi Kielce President of Board.

Mr President, the two-and-a-half years of struggle with the pandemic should be recapitulated. How did Targi Kielce go through this time?

– Arrangement of exhibitions, conferences and events – this is the essence of our existence. In March 2020, the coronavirus made it impossible for us to work. The Kielce exhibition and congress centre have experienced an unprecedented crisis. No events – this means no income. We cancelled the first events in March 2020. We had to call off one of our flagship events, the Agrotech agricultural fair when machines were already in the expo halls. There were no events for the next three months. In summer and

autumn, the restrictions were eased. We managed to organise important events, such as the church furnishing and construction expo Sacroexpo, Home and Garden, Aviation show, metalworking show – STOM, and most importantly, the International Defence Industry Exhibition MSPO. In 2020 MSPO was the only defence show held in Europe.

Then we were pushed to make another pause – at the end of 2020, the exhibition industry had a unanimous message. We were calling for help.

Every event we cancelled generated a significant loss. We implemented a savings program already at the beginning of the pandemic – we turned off the heating, cut down on energy bills, and took advantage of the government's help. We had to cut down on working hours and salaries. We gave up on the investment. We had a plan to build an H expo hall of 12 thousand square meters, twice the largest compared to our most modern E expo hall. We already had a construction permit, which is still valid. However, now this development and the construction of a link between the F expo hall and the Congress Centre have been put on halt. During the covid-19 pandemic, the money was used for ongoing needs and keeping the company alive. We did not neglect our employees. We were looking forward to the possibility of holding events.

Meanwhile, the expo halls housed hospital beds.

The Temporary Hospital in Targi Kielce was commissioned in December 2020, and started to be operational in March 2021. 210 patients were treated there during two months. 45 thousand kilograms of oxygen were used to save their life and health. We find it important for the centre to offer help; I would like to thank Mr. Zbigniew Koniusz, Voivode of Świętokrzyskie Province, for his cooperation in arranging the hospital.

Targi Kielce was busy preparing exhibitions during the 2021 restrictions.

In the autumn, events cumulated. We held exhibitions shifted from the spring season and the current season's expos. They were held to a moderate scale, still satisfactory, bearing in mind the situation we were in. The International Defence Industry Exhibition MSPO was visited by 11,000 people, so there was hope that a good climate would return. At that time, we also had the Aviation Expo, recognised as the most important event in the aviation industry in Poland and the Kid's Time for the child products and services business sector. All events targeted at the industry and metalworking were also staged then. The end of 2021 was still a time of uncertainty; we wondered whether upcoming events would take place.

How was the spring return to business as usual?

The trade fairs we organise are mainly international events, and the restrictions and quarantine obligations still exist worldwide. In January, professors specialising in virology predicted the pandemic peak in mid-February. Enex and Ekotech were the first shows we could organise – they turned out to be record-breaking ones, more extensive than those from 2019. It was the optimism shot and further motivation to save the spring season.

The next expo turned out to be successful.

About 350 companies presented their achievements during the agricultural industry exhibitions Agrotech, which hosted almost 50 thousand visitors. The Industrial Spring, i.e. metalworking shows, occupied seven expo halls, and the expo was slightly smaller than that of 2019. The fu-

neral industry fairs – Necroexpo, and the religious sector's Sacroexpo were successful. We organised four new events that gained their industries' recognition. The interest in the Roof Expo has exceeded our highest expectations, the Polsecure police expo turned out to be a smash hit on a national scale. Then we had the contracting event – Slavic B2Beauty which has enhanced Polish cosmetic and pharmaceutical companies' possibility to find buyers in other parts of the world. The boxing expo organised at for the first time ever came as a sensational event, which also witnessed the Polish record in the number of people participating in the boxing warm-up.

**Arrangement of exhibitions, conferences and events – this is the essence of our existence. In March 2020, the coronavirus made it impossible for us to work. The Kielce exhibition and congress centre have experienced an unprecedented crisis. No events – this means no income.**

What was the lesson learnt? What resolutions after almost three years of experience?

Nothing can replace a person-to-person meeting; exhibitors and clients need live contact. A vast majority of them do not accept online fairs or instant messaging communications. These are the experiences of all trade fair centres in the world. There is a definite sense to holding trade fairs live; they fuel the development of the economy. I believe that nothing stands in the way. I am an optimist when I look into the future. I am even more optimistic because the jubilee, 30th International Defence Industry Exhibition MSPO is a record-breaking one. Over 600 exhibitors from nearly 40 countries use the most extensive exhibition area in the MSPO's 30-year history. Let me also mention the world premieres of military equipment from domestic and foreign companies and the multi-million dollar contracts for supplying vehicles and defence equipment. We're back on track. ■

# Defense Centre

Author: Marzena Ślusarz

30. International Defence Industry Exhibition MSPO has broken all possible records. Over 600 companies from 40 countries use the most significant exhibition space ever. Helicopters, aircraft, tanks, self-propelled vehicles, and drones – truly impressive and modern.



—The Polish Armed Forces Exhibition at MSPO 2021.

The jubilee International Defence Industry Exhibition MSPO has brought together the world's largest defence companies. The event held from 6 to 9 September witnesses the global premieres. MSPO is the display for the armed forces' most desired machines, devices and weapons. A gigantic exhibition represents the United States of America; American companies brought spectacular helicopters such as the Viper, Black Hawk, Apache, and Chinook. There are also impressive Abrams tanks, Raytheon anti-tank systems and missiles complemented with HIMARS high-mobility rocket launchers. In addition, there is a plethora

of helicopters on display. The French-German Caracal and the Italian AW109 and AW 139M are also here.

## Turkey – the Lead Nation Exhibition

Turkey, the country that has prepared this year's Lead Nation Exhibition, also boasts a broad and diversified display with 30 Turkish companies, institutions and organisations marking their presence at MSPO. Baykar has the largest expo stand. The company brings one of the most efficient drones in the world – its Bayraktar TB2, the unmanned aerial vehicle



—The Polish Armaments Group's magnificent presentation. PGZ has been the MSPO Strategic Partner for many years.

gas generated an avid interest because of its extensive use for Ukraine's defence in the war. The guided missiles are presented by Roketsan; the tactical wheeled armoured carriers are showcased by the Nurool Makina.

### The Polish Armed Forces Presentation

Powerful vehicles also occupy a large portion of the Polish Armed Forces Exhibition. The Polish Armaments Group's companies are also here to present their portfolio. PGZ, following previous years' example, is the International Defence Industry Exhibition's strategic partner. The expo stands feature powerful Jelcz off-road trucks, Rosomak technical reconnaissance vehicles, Baobab-K scattered-mining vehicles, Krotan command vehicles and Langusta rocket launchers. Leopard tanks, the most advanced ones in the service of Polish military, are real attention catchers.

### The Expo Open Day

The presentation of Polish defence machines and devices has been extended; this is done not only for Kielce and the region's inhabitants but also for aficionados from all over the country. On Saturday, 10 September, we look forward to seeing you at the Open Day held within the scope of MSPO. Not only is this a rare opportunity for enthusiasts, but also for whole families. Make the best of your chance to take a close look at vehicles that are inaccessible on a daily basis. Put on a helmet and elements of a military uniform on, and feel the weight of real weapons. This is a real treat, especially for children and teenagers. The event features a spectacular helicopter take-off from the expo grounds.

### MSPO's 30 years

The Open Day is held as part of the 30th MSPO anniversary. Targi Kielce also looks forward to seeing you at the Market Square in Kielce. The open-air exhibition abounds in photos. This is the place to learn about the exciting history of the military expo and its impact on the development of the city and the region. ■



—The Turkish Mehteran Company – the commencement of the 2013 MSPO.

**The "Mehteran" Company is the oldest type of military marching band. Mehteran concert is part of the Turkish Lead Nation Exhibition. Turkey has been the MSPO-featured country for the second time.**



# Targi Kielce keeps going strong

Interviewer: [Marzena Ślusarz](#)

– We made the opening of the spring expo season of 2022 on a careful note. We always put the health and safety of our exhibitors and visitors first. – says Mrs Bożena Staniak, Targi Kielce Vice President of Board.

The Kielce exhibition and congress centre shared the fate of the entire industry in the world. They were affected by the covid-19 pandemic crisis. What was the priority at that time? Targi Kielce enjoys an established position. We are celebrating our 30th anniversary. For almost three decades, the events we organise have grown from; every consecutive edition was more remarkable. Not only did the expos enjoy recognition in Poland, but also in Europe. Unfortunately, the almost two-year period of stagnation which resulted from the covid epidemic affected the entire meetings industry, including our firm. Only the events organised during the times when restrictions were less harsh, i.e. in the autumn of 2020 and 2021, and the government assistance made

it possible for us to maintain financial stability and our significance in the national and international arena. We made the opening spring expo season of 2022 on a careful note. We always put the health and safety of our exhibitors and visitors first.

The spring season was strikingly different from the previous ones, also in terms of the variety of events. What are the exhibitors' opinions?

We quickly realised that expo meetings are in great demand. Permanent exhibitions were much awaited for. Yet, we also noticed that other economy branches require the promotion in exhibitions and conferences. Hence the Congress and Trade Fair of Tinsmiths, Roofers and Carpenters Roof Forum, the contracting event for the cosmetics and pharmaceutical industry Slavic B2Beauty and the International Trade Police and Security Expo POLSECURE. Each spring event culminated in success; the exhibitors emphasised that they hosted many more customers looking for specific products and solutions. This trend translated into tangible results, the outcome of the expo participation.

The expo autumn opens with MSPO. What is the significance of this edition?

The International Defence Industry Exhibition MSPO is a record-breaking one this year, not only because of its 30th anniversary. The eyes of the world are turning to Kielce also because of the situation in the East. Russia's military aggression against Ukraine has made everyone realise the real value of border security and the indisputable importance of peace.

The coming-months calendar consists of events related to various branches of the economy.

In the following weeks, we host exhibitions dedicated to the industry, transport, aviation, bicycle and numerous conferences. Among congresses, the 3rd International Congress of Accounting Offices has an important place. The congress offers accounting offices the opportunity to develop and thrive. Owners come here to learn about the tools designed to enhance their businesses. The accounting industry keeps growing; a technological revolution is happening in front of our eyes. This market segment cannot escape it. Changes, also in legal regulations, cause stress. Last year's congress was about crisis moments. This was a real attention catcher. Other important topics are discussed in October this year; the meeting is held under the banner of "Global or Local". Operation of offices on foreign markets, their cooperation with local entities and customer service in the country and worldwide will be discussed. Polish accountancy companies keep developing and want to go international; this congress offers the possibilities to spread wings.

What are the plans for the Kielce exhibition and congress centre?

Targi Kielce is preparing for further investments with visitors' and exhibitors' comfort in mind. Renovations of the roof and toilets in the expo halls coupled with the third stage of digitisation, designed to improve the services we provide for companies we cooperate with. Each subsequent investment decision is thoroughly considered. We are very careful and prudent in our decision process. I hope that nothing will prevent us from carrying out these plans. I believe that nothing will thwart our expo plans. Bearing in mind the pandemic experience, the awareness related to the need to use personal protective equipment, the vaccination level and the availability of medications, I am confident about the upcoming meetings organised both at Targi Kielce and our Congress Centre. You are most welcome to learn the detail of our portfolio. ■

# New technologies – more possibilities

Author: Łukasz Kopczyński



Targi Kielce is implementing a new IT system for exhibitors and visitors designed to facilitate cooperation and communication.

**D**igitization of processes follows the developing technology; this is necessary to gain a competitive advantage and strengthen the image of the centre, the leader in the international arena.

The management method used so far required a lot of preparation from exhibitors, many hours of planning, and often filling in multi-page forms. **The digitization of the company processes made it possible to use automation in many areas.**

The combination of the competencies of Ideo specialists with the experienced staff of Targi Kielce has paid off – **the implementation of an extensive IT system with numerous functionalities for both exhibitors and visitors.**

The main goal was **to create an integrated IT environment for better workflow** in the event industry, and streamlined organization. The new system implementation included numerous applications for the company's external and internal communication. This resulted in an efficiency increase and faster customer service.

One of the interesting elements of the system is the information portal, with intuitive presentation of the comprehensive expo offer. In addition, with this **service including over 150 websites of trade fairs, each exhibitor finds the event they find interesting.**

The numerous functionalities include:

- **Plan of the expo centre and its halls** – based on svg import to the CMS panel, you to connect with the list of exhibitors, making it easier to determine the scale of the event.
- **User's account** – a dedicated module for visitors, exhibitors and journalists. Internal communication between representatives of a given group is much easier now.
- **Calendar of B2B meetings** – the tool is managed by exhibitors, it is used to communicate and share individual views for visitors.

As part of the project, **the exhibitor portal with an expo stand configurator** has been designed and implemented. The space for the exhibitor to configure their expo stand and order individual services and necessary equipment. **One tool gives the exhibitor the option to complete all formalities related to the purchase of services in an intuitive way. This is a one – stop shop approach.**

**The configurator implemented by the Ideo team eliminated many problems and inconveniences related to the paper version of the form.** The exhibitor's portal allows you to order all kinds of services (e.g. accommodation, catering) from partners cooperating with Targi Kielce – one-stop shop approach too.

**3D expo stand maker** – the solution greatly facilitated the work of the teams responsible for the preparation of exhibition stands. The tool is designed for earlier **preparation of the expo stand, its appearance, shape and the necessary elements that must be used** (e.g. tables, showcases). Exhibitors find it an attractive and practical solution for accurate visualization of the future exhibition venue.

The extensive IT system grows with the company that has served **over 34 thousand visitors, 1900 exhibitors** since its first day in business. The implementation of individual modules offers the Targi Kielce partners the collaboration space – a calendar of events, internal communication between stakeholders, a place to order catering, accommodation booking and contracting other necessary services that the exhibitor or visitor may need. There is yet another addition to the portal – the website, which is the central information point of Targi Kielce. The website intuitively presents the trade fair offer; complemented by a set of marketing tools, it supports the event's promotion. ■

# Expo – economy booster

Author: Marzena Ślusarz

– The expo meets our expectations 150 per cent or even more. We have met many of our clients, we became familiar with new companies and people – said Jacek Szypuła from Prima Power, attending the metalworking exhibition STOM. Every spring event at Targi Kielce resulted in similar, positive feedback.



—The spring record holder in terms of the number of visitors – Agrotech – the event attracted almost 50 thousand people.

In the spring of 2022, not only did Targi Kielce return to its regular business, i.e. expo arrangement. The expo centre also strengthened its position as one of the forefront-runners among Poland's and Europe's exhibition centres. Industries they have cooperated for years have with, appreciated live meetings as never before. New sectors of the economy have created place for themselves. Business representatives from all over the world came to Kielce again. This has brought "life" back to hotels, restaurants and taxi companies of the city and the entire region.

## One-stop shop for all corners of the world

– Expos make it possible for the customer to check an ample of machines displayed in one place, saves time, money and fuel. They choose a vehicle and make an appointment with the seller; done deal. Only expo offers such opportunities – said Mariusz Kisiel, the owner of Kisiel and a dealer of Case IH and Steyr brands, an exhibitor at the Agrotech agricultural

fair. Entrepreneurs paid attention to the progressive automation; staff shortages in this and many other industries force the trend of simplification. Workflow is improved with the use of machines. This is even more visible. Therefore, they value the opportunity to present machines and devices live. – This is the one-stop shop to present our offerings; two days – many people and companies. Visiting them outside the trade fair would take us several weeks – emphasized Sebastiaan van Haarst from the Italian FICEP, a participant in the metalworking exhibition. The opinion was reverberated by other exhibitors. Plastpol plastics processing was yet another proof of the same attitude.

## New events become instant hits

The completely new exhibitions were hitting the bull's eye. The first congress for the roofing industry, the Roof Forum, gathered many professionals. It abounded with valuable demonstrations, workshops and lec-



\_\_The exhibitors and customers of the STOM metalworking show appreciated the possibility of live meetings.



\_\_Julia Von Stein, influencer known as the Queen of Life and Death, at the Necroexpo funeral show.



\_\_Polssecure – all eyes on Kielce and the premiere of a new police cars' marking.



\_\_Boxing champion Andrzej Gołota and the President of the Polish Boxing Association Grzegorz Nowaczek – were the featured guests at the boxing expo.

tures. The Slavic B2Beauty – the cosmetics industry contracting event was a response to the industry's needs. And a new challenge for Targi Kielce. The show initiated hundreds of international business talks. Polssecure – the police fair in its premiere unveiling included a real treat – the introduction of police car marking. The eyes of all of Poland were then focused on Targi Kielce. Martial arts fans saw the Kielce expo centre in the limelight at the first boxing industry expo. The show participants broke the Polish record in the number of people training in boxing simultaneously.

#### From influencers to politicians

Our events were visited by famous people. The boxing expo hosted a plethora of stars, including Olympic bronze medallist, North American

International Boxing Federation (IBF) heavyweight champion Andrzej Gołota, as well as IBF and IBO world champion in junior heavyweight Tomasz Adamek. There was an Olympic bronze medallist in light heavyweight and coach – Wojciech Bartnik with the national team.

Agrotech hosted Mateusz Matheo780 Misiak and Arek Perqins Zająć, the industry household names. They talked about their work. The Polsat TV shows "Farm's" star Kuba Wojnowski was also there.

The DUB IT Tuning Festival featured a well-known automotive journalist Patryk Mikiciuk presenting cars in the classic zone. The rally driver Kuba Przygoński showed the machine racing in Dakar and other rallies. Julia Von Stein, an influencer known as the Queen of Life and Death, was a magnet of the Necroexpo funeral show. The meeting with Agnieszka Beczek, a funeral director, also aroused great interest. ■

# At the top of the world rankings

Author: Łukasz Kopczyński

Cosmetics distributors from Africa, Asia and Europe were impressed by the excellent quality of Polish make-up products. Representatives of several dozen countries from around the world had hands-on experience with a wide range of goods presented at the first contracting event for the cosmetics and pharmaceutical industry Slavic B2Beauty at Targi Kielce.



—Cosmetics from all over the world have been tested by numerous participants – unique hands-on experience.

**F**or years Polish cosmetics have been popular among customers and distributors all over the world; this is attributed to high quality, natural formulations and modern technologies. Many Polish brands have been successful in foreign markets, but the great expansion is yet to come. – The Polish cosmetics industry abounds with advantages; the benefits plethora include diversity, diversification and local character. Also, people with knowledge, know-how, experience, innovativeness, creative thinking and businesses-creating skills the distinguishing feature. All this translates into quality – said Lidia Lukowska, director of Communication and Organization Development at the Polish Union of the Cosmetics Industry, when speaking at the SLAVIC B2Beauty. The value of the Polish market is EUR 4.3 billion. – Compared to European countries, Poland ranks sixth in this respect; it is also the undisputed leader when it comes

to average annual growth. The 2014 – 2020 period produced 4 per cent growth. – she explained. In 2021 reported eight per cent increase. According to Euromonitor forecasts, 2022 will result in an extra 3 per cent. – The cosmetics sector, even after the pandemic, is in very good shape – emphasised Lidia Lukowska.

The Slavic beauty products portfolio; body, hair and nail care products de complemented with dietary supplements and pharmaceuticals were presented to 60 buyers from all corners of the world, Australia, United Arab Emirates, Spain, Tunisia, Kazakhstan, Kyrgyzstan, the Netherlands, Romania, Czech Republic, Malaysia, Algeria, Morocco, Israel, Ukraine, Denmark, Qatar, Uzbekistan, Bulgaria, Estonia and Poland; the two-day meetings witnessed almost 1,000 on-site and on-line meetings. Many emphasised that Polish products are of very good quality.

– The merger of the two sides of the business, the invitation for both producers and distributors to participate in this international event was made possible with the support of the Ministry of Development and Technology and many partners, such as the Polish Union of the Cosmetics Industry, the BERM agency and foreign offices of the Polish Investment and Trade Agency and Bilateral Chambers. They all contributed to creating of a unique and only-of-the-kind event in the industry. Its name is Slavic B2Beauty – emphasised the president of the board of Targi Kielce, Andrzej Mochoń PhD.

## The industry's challenges

The tense geopolitical situation in Eastern Europe has consequences for many industries; there is a mass movement of companies withdrawing Russian market. Firms discontinue their business engagement.

– The Slavic B2Beauty presence of foreign distributors from dozens of countries around the world is a great opportunity for Polish producers to acquire new partners and finds directions of expansion. I am glad that despite this difficult situation, we managed to organise an event which boosts Polish brands' possibility to establish business contacts with contractors from several continents. Business talks held at Targi Kielce will certainly translate into valuable contracts that will be win-win benefits



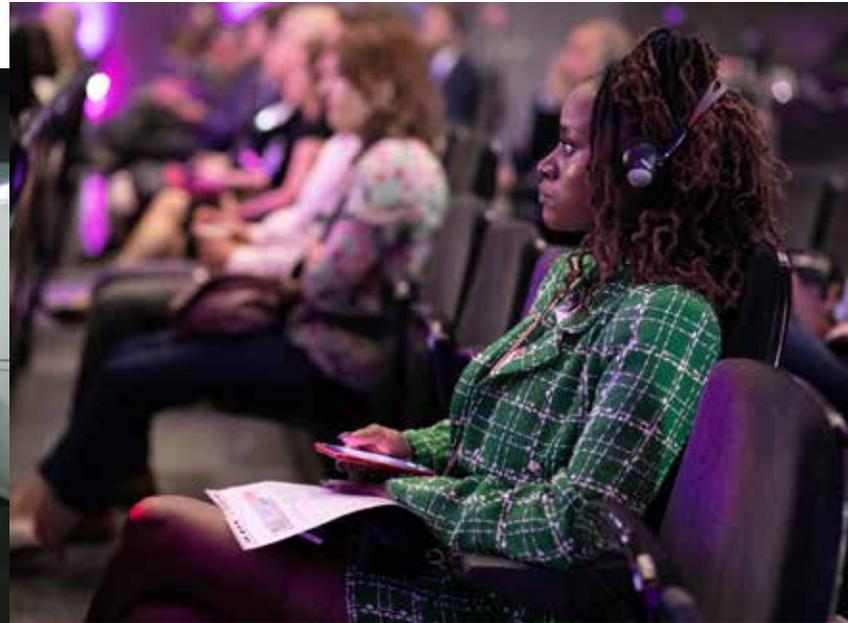
\_\_Talk-shop sessions showed that Polish cosmetics' natural values are highly appreciated.

– Joanna Marcjan, Deputy Director of the Fair, spoke during the event.  
– The estimated value of Polish cosmetics exports is EUR 3.3 billion in 2020. We have a 3% share in world exports, and we are in the fourteenth, which is a strong position right after to Italy. Poland is the fifth largest exporter in Europe. In 2020 the ratio was five per cent, which is a good result during a pandemic compared to other countries. In 2017 it was 12 per cent – Lidia Lukowska explained. – Every other cosmetic from Poland is exported, with Germany, Great Britain, Russia, the Czech Republic, Belgium, France, Kazakhstan, Ukraine, Italy, the Netherlands – being the main target markets.

#### Polish cosmetics' superpowers

– Poland offers a complementary offer with laboratories, packaging, producers and distributors of raw materials. The entire cosmetics production

**The Slavic beauty products portfolio; body, hair and nail care products decompemented with dietary supplements and pharmaceuticals were presented to 60 buyers from all corners of the world,**



\_\_Contracting events in the cosmetics and pharmaceutical industry attracted buyers from all over the world.

process is exorbitant, which makes Polish cosmetics top quality assortment – she emphasised. Domestic products have some kind of superpower – emphasised Lidia Lukowska. She also noticed that Polish cosmetic and pharmaceutical products are selling like hotcakes. In the pharmacy market, according to the Polish Union of the Cosmetics Industry's report, domestic brands occupy first and second in the ranking of the units sold. In terms of financial value, they are on the podium behind the global giants.

#### Contracting event for business development

The producers joining the event emphasised that this type of pure B2B meeting are very much needed by the industry. Thus products manufactured in Polish laboratories can conquer not only the local market but also reach foreign customers who prosper for high-quality goods with an ecological and natural composition. ■



\_\_Each buyer had a pre-arranged meeting with exhibitors.

# Direct access to success

Author: Łukasz Kopczyński

Have you ever wondered whether it is worth coming to Kielce, visiting our exhibition centre and sitting down to talk shop during trade fairs, conferences and other business meetings? The answer is clear: Indeed, this is the place to go!



\_\_Discussions of companies representatives from all over the world in one place.



\_\_The industrial fair is not only about talks but also presentations of various devices.

**T**he virtual world has invaded our lives even more boldly for years. New messengers and applications appear every now and then. In the pandemic era, many companies were forced to move their business online. Of course, some of them had been online a long time ago. Can the possibilities offered by virtual reality replace face-to-face meetings?

– Direct contact and proper care for relationships are vital in our lives. A face-to-face meeting is not only about being in the same place at the same time. Most of all, this is the possibility of shortening the distance and establishing a bond. All the senses serve this purpose: sight, hearing, touch, and smell. The senses have to do with non-verbal communication, which helps us understand the interlocutor's intentions in the right way. Thus it is so essential to meet in person as often as possible. When a face-to-face meeting is not possible, we use instant messaging or the telephone. These will not replace face-to-face contact – says psychotherapist Magdalena Bogucka.

From the dawn of time, man has wanted to communicate with other people, first using pictorials, then spoken and written language. Virtual meetings offer benefits, but they should be considered a support tool.

– When organising several dozen trade fair meetings and several hundred conferences a year, we see the need for direct contact. Our exhibitors and business partners cannot conceal it. We, the Targi Kielce team, try to satisfy these desires by offering space and apt care at industry events which bring people together. Therefore, after a temporary downtime, it is worth returning to face-to-face meetings. This is the right way leading to success,” – says Andrzej Mochoń PhD, President of the Management Board of Targi Kielce.

**7-38-55, i.e. body language in business**

Professor of psychology Albert Mehrabian of the University of California, Los Angeles, is known for his work on the role and essence of non-verbal communication in interpersonal contacts. Mehrabian developed the

7-38-55 rule. According to the formula, the message content is only 7% of the information reaching the recipient, 38% is the voice intonation, and 55% of what the recipient remembers is the body language. That is why not always what we say, but how we say it, what we look like and what gestures we use is more important than the content itself. Although, facial expressions are visible in online meetings, hand gestures and posture are not that apparent. A brisk walk of the person entering a meeting, a head up and an upright figure demonstrate self-confidence and optimism. Leaning your body towards your interlocutor signifies your interest, and the legs or arms crossing means that you are aloof. If a partner sits on the edge of a chair or, conversely – sits pushed back into an armchair, their self-confidence and self-value are not high. The hands are the most essential emotion revealers – a mere handshake tells a lot about the character of the interlocutor. A slack hand symbolises submission and weakness. A grip that is too tight means domination. A clenched fist represents aggression, and an outstretched index finger means giving orders and commanding. These gestures during an online meeting are challenging to detect or even completely invisible. Still, gestures may decide about further cooperation. There is yet another difficulty; a presentation is more visible on the computer screen than its author. All this makes the video-conference message incomplete. The situation does not make it possible for the interlocutor to see the emotions and intentions of the other party. This affects trust and cooperation possibilities. It is not without reason that public figures employ image specialists who suggest and care for its positive image in society.

#### Do online meetings save time and energy?

Although, at first glance it might seem that a meeting in a virtual space saves time and energy, conversations with entrepreneurs and scientific research show that this is not the case. According to scientists, online meetings are much more tiring. There is a reason – in the public space you can more and more often about “zoom fatigue”, and social overwhelming resulting from online meetings.

– When we sit face to face with someone, we are physically present, and this allows us to be more involved, less stiff and rigid. In the video chat, we have to be more careful about the words we choose and when we interact in the conversation. We lose about 85 per cent of communication due to a lack of body language. We find it hard to read the non-verbal signals sent by the other party properly. – Suzanne Degges-White, a professor of consultancy and higher education chair at the University of Northern Illinois, spoke for Engadget.

Many obstacles stand in our way during online meetings – equipment failure, network problems, a noticeable lack of connection with the interlocutor. And this is just the tip of the iceberg. This problem disappears when we meet face to face. The business, which we have not been able to close in the last six months, is now completed after a few minutes. According to social psychologists, the aura that each of us creates helps us. This aura makes the barriers, sometimes impossible to pass in the virtual world, break in a split second. This is confirmed by numerous interviews with exhibitors.

– We have exhibited in Kielce for many years, and we have been delighted with the Kielce show – many clients are very eager to meet us at the expo. Expo talk-shop and expo stand visits are very important to them. – said Piotr Cieślak of NIKO; HELM HELLAS group, the exhibitor of the Exhibition of Corrosion Protection Technology and Surface Treatment EXPO-SURFACE.

#### A market, a restaurant or the Internet?

Depending on the part of the world, the places where business



—During the Targi Kielce exhibitions, visitors personally check how to use the application. This happens under the watchful eye of a specialist.

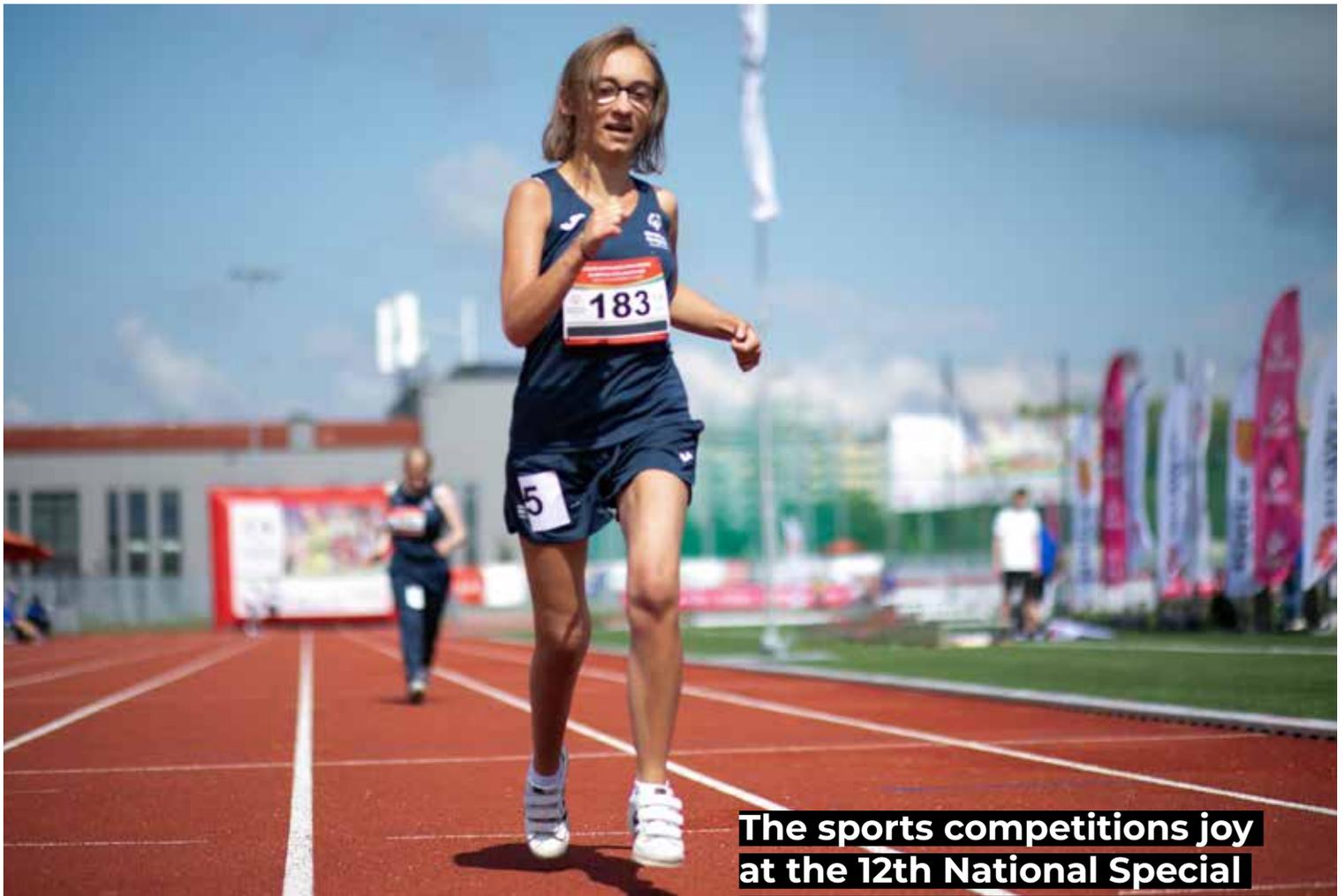
**From the dawn of time, man has wanted to communicate with other people, first using pictorials, then spoken and written language. Virtual meetings offer benefits, but they should be considered a support tool.**

transactions are made differ. In Arab countries, deals are done on the street, and in the United States and Europe – in restaurants. In Japan, the exchange of business cards is an essential element of business negotiations. Cards should be handed over to the partner with both hands, with due respect. And the card you have received must be read immediately. Unfortunately, an online meeting does not provide such a possibility and clearly shows the superiority of face-to-face meetings over virtual ones. Regardless of the place, most large transactions end in a face-to-face meeting, which guarantees ... SUCCESS! ■

# The social side of the business

Author: Marzena Ślusarz

In July, for the first time in history, Tour de Pologne set off from Świętokrzyskie. In June, the 12th National Special Olympics Summer Games were filled with joy and excitement. In September, the city will traditionally turn into the capital of Polish jazz and will host world stars. Targi Kielce's support is indispensable – the exhibition centre has been a socially responsible company for years and thus has served the residents.



**The sports competitions joy at the 12th National Special Olympics Summer Games in Kielce.**



\_\_The „Bench for Bronek” Unveiling. The monument commemorates the respected and well-known artist – Bronisław Opałka.



\_\_The bicycle in the Targi Kielce colours are on show in various parts of the city – a part of the „Kielce like Amsterdam” campaign.

**T**argi Kielce has contributed to events and other activities, and supported organisations and institutions for many years. This has added value to the residents in charity, culture, sports, education and religious practice. The exhibition centre was the founder of the award in the Interdisciplinary Art Competition of the Świętokrzyskie Province – Przedwiośnie, organised by the Bureau for Art Exhibitions BWA Gallery in Kielce. Targi Kielce also supports the Glass House in Ciekoty in the Masłów commune.

The company offered its help, and thus the “Sacrum of Place” exhibition featuring works by professor of fine arts and director Leszek Mądzik was presented in various parts of the country. Leszek Mądzik’s works are the fruit of the Artistic Stage of the Catholic University of Lublin’s journeys to Peru, Belgium, Italy, France, and Mexico.

The Kielce Jazz Festival Memorial to Miles, co-organised by the exhibition centre, has become a permanent point of the city’s events calendar. Owing to the initiative of the president, Andrzej Mochoń Ph.D., world stars come to Kielce in September; the city become a genuine capital of jazz.

### Go down in the history of the sport

Targi Kielce is equally supportive of numerous sports events, including the expo centre’s many years of commitment to the Vive Kielce handball team. Today’s Łomża Industria has been multiple Polish champions and winner of the Polish Cup. Every year, the exhibition centre is committed to organising the Special Olympics National Summer Games. This year’s 12th edition, held in Kielce and Suchedniów, brought together 400 competitors from all over the country. Targi Kielce recognises the value of the sports spirit; the company contributed to making history. The first time the Tour de Pologne set off from Kielce. The bicycle motif also appeared in the “Kielce like Amsterdam” campaign – Targi Kielce prepared its bespoke two-wheeler. The vehicle aroused interest in various parts of the city.

### Paying tribute

The exhibition centre is aware of its impact on the region’s history and therefore marks its presence in initiatives designed to commemorate important people and events. Hence the need to support the idea of hon-



\_\_The presentation of the cyclists participating in the Tour de Pologne at the Market Square in Kielce – a magnet for cycling enthusiasts.

ouring the cabaret artist and composer Bronisław Opałka, the creator of the famous Genowefa Pigwa. Therefore, the expo centre joined the fellowship of people and companies. In June, “A Bench for Bronek” was set in Sienkiewicza Street in Kielce.

### To help from straight the heart

The Targi Kielce employees participate in many charity events; traditionally, they join the Noble Gift designed to support families before Christmas. In the previous edition, representatives of friend companies also showed great help straight from their hearts. When the war in the East broke out, the exhibition halls became a logistic point; clothes, chemicals and would-dressings supplies were distributed to the inhabitants of Ukraine. Several Ukrainian citizens have also been employed in Targi Kielce, thus, their everyday life has become more peaceful. The company has gained reliable employees. ■

# The funeral business breaks the taboo

Author: Mateusz Kaczmarczyk

Eighty-eight exhibitors from 7 countries, 1,500 visitors International Funeral and Cemetery Fair NECROEXPO 2022 The exhibitors emphasised is the implementation of a joint initiative to strengthen the whole industry.



This year's edition of NECROEXPO is a double success; not only has the trade fair returned to its regular track force after a three-year break, but also, this year, Targi Kielce was the only organiser of the funeral expo in Poland. We hosted companies from the Netherlands, Italy, Spain, Germany, Lithuania and Ukraine. Not only hearses, urns, and coffins were presented, but also sound systems for ceremonies, cosmetic services for the deceased and international cadaver transport. Not only that. The industry is going digital – cemetery mapping, IT systems facilitating the work of funeral homes, and transfer of formalities related to the funeral procedures to the Internet are on the agenda. And you can also express your condolences in a digital way too. These developments have not escaped the attention of the Polish authorities, who used the NECROEXPO as the arena to announce the changes to the funeral. The amendments list includes the digitisation of memory sites and electronic death registers.

## Celebrities at NECROEXPO

Funeral topics, until recently quite hermetic, cross borders and break taboos. NECROEXPO offered its visitors the opportunity to meet funeral influencer Agnieszka Beczek, on Instagram she uses the @Pani\_z\_domu\_pogrzebowego nickname and Małgorzata Węglarz, the author of the book "Everything You Should Know Before You Die. The funeral industry's secrets."

## For a common purpose

Necroexpo is extremely important for the entire funeral industry as it unites manufacturers, parlour owners and services providers in a com-

—The latest developments in hearses.

mon goal. Raising standards and expanding the offer is the overriding objective. "Targi Kielce has been, is and will be the home of the funeral industry," said Witold Skrzydlewski, former President of the Polish Funeral Chamber Association. ■



—Agnieszka Beczek talked about breaking taboos in the funeral industry.

# One Medal, eternal bonds

Author: Magdalena Sitarska

This year's Pontifical Council for Culture Medal – Per Artem ad Deum writes a unique chapter in history. The accolade awarded at the Sacroexpo brought together outstanding figures from the world of film and music and great friends at the same time – Giuseppe Tornatore and Ennio Morricone. The story was set when the director was preparing the premiere of a documentary about the composer's life.

This year's Per Artem Ad Deum Award went to the famous Italian director Giuseppe Tornatore, whose "Cinema Paradiso" was recognised with an Oscar. The Medal of the Pontifical Council for Culture was presented in the Vatican by HE Cardinal Gianfranco Ravasi, president of the Pontifical Council for Culture, Bishop Marian Florczyk the Auxiliary Bishop of Kielce Diocese and President of Targi Kielce's Board, Andrzej Mochoń PhD. The ceremony coincided with the premiere of the latest Tornatore documentary, "Ennio", presenting the person and achievements of the esteemed composer Ennio Morricone.

This year, the authors were connected with the time bridge – the accolade of the Pontifical Council for Culture. Ennio Morricone received the "Per Artem ad Deum" medal ten years ago in Kielce. This is a beautiful time-arch. Many years of cooperation and friendship between the director Giuseppe Tornatore and Ennio Morricone have resulted in many outstanding cinematic productions. Among them are the Oscar-winning "Cinema Paradiso", and "Malena" and "The Best Offer".

## New disciplines and fields of art

This year's Per Artem Ad Deum medal presentation was held at the Vatican; it was related to the crowning stage of the Pontifical Council for Culture. According to "Praedicate Evangelium", the new Roman Curia apostolic constitution, which entered into force on 5 June, the former Congregation for Catholic Education and the Pontifical Council for Cultures were merged into one body. Thus a new body – Dicastery for Culture and Education, was created. The next Per Artem Ad Deum laureate will be

**Per Artem Ad Deum convinces me that you cannot put a story into a cage; each story broadens the horizons. The Pontifical Council for Culture's Medal will definitely influence my further work.**

—Giuseppe Tornatore



—From the left: HE Cardinal Gianfranco Ravasi, Italian director Giuseppe Tornatore, laureate of the Per Artem ad Deum medal and President of Targi Kielce's Management Board, Andrzej Mochoń PhD.

selected in 2023 under the new institution and on the basis of changed rules. The Per Artem Ad Deum Award is likely to be extended to include new disciplines and fields of art.

– I think the two pillars of the award should be retained. The first is intercultural and interreligious dialogue. (...) The other asset of the award is an insight into all disciplines and all art forms. In the future, it is also worth thinking about other artistic forms, such as productions created with the help of computer science. (...) I believe that we can also reward disciplines that have not been considered until now, like philosophy, sociology, high-level forms of journalism. This means broadening of the horizon in the art domain – emphasised the cardinal.

## Candidates for the PER ARTEM AD DEUM 2023 award

The accolade will be presented at the upcoming International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art SACROEXPO held from 19 to 21 June 2023 in Targi Kielce. You can put forward candidates for the Per Artem Ad Deum Medal 2023. The application form is available at [perartemaddeum.com](http://perartemaddeum.com) website. ■

# The air sparkles with excitement!

Author: Magdalena Sitarska

Miss Province Beauty Contest, bodybuilding and pole dance championships, concerts and martial arts galas – Targi Kielce Congress Centre is the impressions and experiences mine.



—The jubilee concert of the Happysad band attracted crowds of fans.



—Exciting Suzuki Boxing Night.



—Mesmerising performances at the Polish Pole Dance Championships.

**T**argi Kielce Congress Centre stands for cutting-edge and multifunctional space that can be tailor-arranged. Not only industry training courses, congresses, but also concerts and sports competitions are staged here. Only in recent months, the Centre has been the venue for the elections of Miss Świętokrzyskie Voivodeship, the Combat Sports Gala, Suzuki Boxing Night and Soma Fight Night, Polish Championship in Bodybuilding and Fitness' Debuts Gala, Classic Powerlifting Cup and Polish Pole Dance Championships.

#### A Congress Centre as a concert hall

Since the pandemic, many musical events have also been staged here, including the "Colorful Barok" "Kielce Rockuje", Grzegorz Bukała and Wały Jagiellońskie, as well as the Nocny Kochanek, Michał Wiśniewski and Happysad concerts.

The autumn season also promises to be packed with concerts. Four music events are in the calendar: the September festival "**Kielce Rockuje**" (**10-11 September**) with international artists, the October **CeZik concert for children** (**28 October**), the November performance of **Nocny Kochanek** (**11 November**) and "**At the Fireplace**" Festival (**18-19 November**).

#### One Centre, possibilities galore

The Targi Kielce Congress Centre's spectrum of possibilities is almost endless, from company meetings and exhibitions, through banquets and galas, to international congresses and conferences. In addition to the industry events which generally accompany expos, the Centre is also an ideal place for comprehensive exhibition events. The Aviation Expo and the contracting event for the cosmetics industry – the Slavic B2 Beauty were housed in the Congress Centre of the Kielce exhibition and congress centre. Fruitful meetings plethora, talking shop sessions which produced further cooperation were the result.



—A gala radiates with beauty – the Miss and Mister of the Świętokrzyskie Voivodeship and the Miss Teenagers.

#### Centre of many industries

This autumn, for the first time in Poland, Kielce hosts the **5th European Rural Parliament** (**12-15 September**) which brings together representatives of EU institutions and organisations working for rural development. The medical industry will also meet at the Targi Kielce Congress Centre for its jubilee **Congress of the Polish Society for Laboratory Diagnostics** (**19-22 October**) and **Congress of the Polish Society of Occupational Medicine** (**20-22 October**). Accounting business has its **International Congress of Accounting Offices** (**26-27 October**). The drone industry **IDE World of Measurements** (**24-25 November**) is also on the agenda. ■



—Saxophonist Tom Bergeron, one of the lead members comes to Kielce from the United States.

## Kielce – the home for the world of jazz

Author: Marzena Ślusarz

20th Targi Kielce Jazz Festival Memorial To Miles brings together world stars and highly regarded bands. The Labyrinth hit the stage in a new version. The reactivated Young Power band by Krzysztof Popek also performs here. Anna Maria Jopek sings with Piotr Wojtasik's quintet. Mino Cinelu, who once shared the stage with the legend, is also a part of the show. The event is held on 22-25 September, and the Post Scriptum concert is on 17 November. The latter features double bass player Ron Carter with a quartet.



—The pillars of the Labyrinth band – the violinist Henryk Gembalski, Majchrzak and Bergeron.



—The international star of Targi Kielce Jazz Festival – the Mino Cinelu quartet, a French drummer who played with Miles in the 1980s. fot. Thosz Handzlik

**T**he jubilee 20th jazz fiesta for enthusiasts from all over the country. Kielce festival commemorates the legendary jazz trumpeter – Miles Davis. The Kielce Culture Centre event commences on **Thursday, 22 September**, with the document “**What am I doing here? Miles Davis**” depicting the creation of first Europe’s monument devoted to this jazzman. **Breaking Funk** – young musicians from Kielce will perform after the film. On **Friday, 23 September**, the audience meets the pianist **Kasia Pietrzko**. She has been called the hope of Polish jazz. The world famous **Tomasz Dąbrowski’s Istnienia Poszczególne** also perform that day.

#### Labyrinth – back on stage

The jazz feast on **Saturday, 24 September** – on the initiative of Targi Kielce’s president, Andrzej Mochoń, the co-organizer of the festival, **Labirynt**, appears on stage. The band suspended its performances after the death of its drummer Michał Zduniak. Kielce welcomes the band pillars, i.e. the American saxophonist Tom Bergeron, the great violinist Henryk Gembalski, and the valued bassist Krzysztof Majchrzak. Adam Buczek will play the drums in the new band unveiling. **Anna Maria Jopek and Piotr Wojtasik, with the quintet**, will present



—Bassist Krzysztof Majchrzak lives in France on a daily basis.

a new project, “An Evening Full of Jazz – Chuck it All What is Bad”. – Wojtasik is by far the most outstanding Polish trumpet player. I am delighted that Anna Maria Jopek joined the new project; their program is bound to amaze us – emphasizes Andrzej Mochoń.

The performance of the band Young Power, reactivated by flautist Krzysztof Popek is yet another highlight. Now named **Young Power New Edition**, a 16-person band on **Sunday, 25 September**.

#### He played with Miles, and now comes to Kielce

The organizers make sure to invite a star who shared the stage with Miles to attend each edition of the festival. On **Sunday, 24 September Mino Cinelu**, a French drummer with his quartet, will perform.

#### A must-attend event

– We celebrate the festival’s twentieth anniversary in a splendid, even jazz-like magnitude. To make the event unforgettable, the Post Scriptum concert on **17 November**, we will meet **Ron Carter’s quartet**, the most remarkable double bass player in jazz history. Unique experiences make this an event not to miss – invites Andrzej Mochoń. ■

# The skies at your fingertips

Author: Mateusz Kaczmarczyk

Aviation Expo offers an opportunity to become acquainted with the latest offer. Light aircraft, helicopters, rotorcraft and a wide assortment of helpful equipment meet the needs and helps the greatest human dream to come true. So let's glide in the skies. For the first time, part of the exhibition with powerful machines will be displayed in the Masłów airport. The event is held on 17 and 18 September.



The AVIATION expo is aimed at both aviation enthusiasts and entrepreneurs looking for a fast way to travel long distances. The September edition is attended by 50 exhibitors, including companies such as SkyDream, SkyDealer, Manufaktura Lotnicza, En Tank, Aeroprakt, Ecol and Faston. The expo attracts representatives of aviation schools and institutions which are professionally related to aviation.

## The strategic importance of small airports for the country's defence

The event will include the first European Aero Clubs Forum, whose establishment was triggered by the ongoing conflict in Ukraine – not only military but also civil airports are bombed in the territory. The aviation industry experts focus on the strategic importance of small airports for the country's defence, safety and security, the development of aeroclubs-related infrastructure and cooperation with local governments.

## Machines at the airport in Masłów

For the first time, owing to the cooperation between Targi Kielce and the Marshal's Office and the Kielce Aero Club, Aviation Expo has two stages – some machines, as in previous years, will be shown in the Targi Kielce expo halls. The other part, including appliances that could not be displayed at an aviation expo due to their dimensions, will be presented at the airport in Masłów.

Aviation Expo is held on 17 and 18 September in Targi Kielce Exhibition and Congress Centre. ■

**The aviation industry experts focus on the strategic importance of small airports for the country's defence, safety and security, the development of aeroclubs-related infrastructure and cooperation with local governments.**

# Metals – all shiny and bright

Author: Mateusz Kaczmarczyk

The whole foundry business brought together in Targi Kielce in September! „Industrial Autumn” companies from many countries will present the latest offer – devices and services.

The Metal expo is complemented by the HEAT TREATMENT expo, the International Fair of Aluminium & Technology, Materials and Non-Ferrous Metal Products ALUMINUM&NONFERMET, the Recycling Trade Fair and the CONTROL-TECH – the Fair of Industrial Measuring Technology and Non-Destructive Testing. The cluster returns to its regular autumn times. From 20 to 22 September, Targi Kielce will be the display for the offer of leading companies the international foundry sector. The exhibition is complemented by numerous industry conferences and seminars.

## Industry without secrets

Owing to its specificity, the foundry industry relies heavily on trade fairs. For years the Kielce exhibition and congress centre has focused on the creation of a platform designed to talk shop and establish business contacts between manufacturers, suppliers and customers of casting equipment. Thus the Kielce event has become an unofficial bridge between the east and the west; companies from countries such as Belgium, Belarus, France, Germany and China are regular frequenters of the expo. After the 2018 edition, Targi Kielce was pronounced the Silk Road stop for the foundry industry.

It is also worth appreciating the immense educational potential of the exhibition. The Kielce foundry trade fair welcomes members of the AMAFOND Association of Machine and Material Suppliers for Foundries, a long-term partner of the exhibition, which highlights its positive attachment to the show. A workshop on the automation of X-ray testing of aluminium components is a part of the expo agenda. PCB Service experts will share their specialist knowledge. This know-how may streamline the workflow of many companies. This information pool is hard to find even at universities.

## Foundry Goes Green seminar

The foundry business has been involved in environmental aspects for many years. In response to green needs, Metal expo organised a seminar called “Foundry Goes Green”. The two-day meeting offers an insight into clean air, modern industry technologies, heat treatment of metals and many other topics of pivotal importance.

Abas Business Solutions Poland’s thematic block focuses on “Digitization of production in the metallurgical industry: optimisation of 8 key areas of abas ERP”. The event offers its participants insight into the eight most essential processes in the foundry industry and the ways to optimise them.

Targi Kielce’s Industrial Autumn – join us from 20 to 22 September. ■

**The foundry business has been involved in environmental aspects for many years. In response to green needs, Metal expo organised a seminar called „Foundry Goes Green”.**



# Bicycle times

Author: Mateusz Kaczmarczyk

Electric and traditional, cargo and last mile logistics ... the Bike-Expo offers a plethora of topics for electromobility and cooperation between institutions and local governments. At the turn of September and October, Targi Kielce is much more than a showcase. This is also the test arena for the most modern two-wheelers.



The constantly growing interest in bicycles boosts the industry's advancement; new companies keep appearing. Not only do they offer equipment, but also new technologies and business solutions. All in all – bicycles are a more frequently chosen form of transport.

Enthusiasts will get to know the latest novelties from the industry. The Bike-Expo is held from 29 September to 1 October – the three days event offers the latest trends, bicycle premiere presentations, and modern technologies, both in the classic edition and in electromobility. Furthermore, you will be able to see for yourself why electric two-wheelers keep gaining popularity. Targi Kielce, in cooperation with the Electromobility Forum, prepared a special test track for those interested. Check the power, and performance and see how it feels to ride various electric bikes, e-scooters and scooters.

Within the scope of the event, and in cooperation with the Rowerowe Katowice association, Targi Kielce holds the second edition of the thematic conference "Bike in the city – a utility vehicle!" The development of bicycle mobility in cities is in the limelight; the cycling policy of the Śląskie Voivodship, the dilemmas of the bicycle policy at the commune, city, powiat and voivodship level, the experiences of major urban centres in the country when it comes to implementation of bicycle mobility – these are some of the agenda highlights.

The Targi Kielce Bike Expo welcomes – from 29 September to 1 October 2022. ■

**Furthermore, you will be able to see for yourself why electric two-wheelers keep gaining popularity.**



# Accounting without borders

Author: Marzena Ślusarz

The International Congress of Accounting Offices, in its third unveiling, is held under the „Global or Local” banner. The issues of accountants’ operation on the markets of various countries will be discussed at the event held on 26 and 27 October in Targi Kielce.



Accounting is a rapidly growing market segment, hence the need for joint discussions and knowledge sharing. The Kielce congress brings together the industry’s greatest players. This is the arena designed for discussing the latest developments in legal regulations, tax reliefs and all kinds of settlements. The best specialists will answer questions and discuss selected cases. A plethora of workshops offers participants the opportunity to gain practical accounting knowledge and develop a new perspective on the topics discussed in the course of the meetings.

The October meeting will be held under the banner of „Global or Local”. Operation of offices on foreign markets, their cooperation with local entities and customer service in the country and around the world will be discussed. Polish offices keep developing and want to go international; this congress offers the possibilities to spread wings.

Recent event editions have shown that there are representatives of accounting offices demonstrating a strong need for meetings and exchange of experiences; MKBR is the best place to convene.

The event is held on 26 and 27 October in Targi Kielce. ■

**The International Congress of Accounting Offices has become a place to share knowledge and exchange experiences. The convention brings together hundreds of industry insiders.**



# Kielce. The natural way

Author: Agnieszka Rokita

Nature and human hands' creation are integrated into a harmonious wholeness. Kielce is a unique place on Poland's map, shaped by its history and geological values. Situated on the Świętokrzyskie Mountains' gentle hills, Kielce boasts of being the only city in Poland with as many as five nature reserves in the city perimeter. They are all remains of human activity, and industrial development. Once, there used to be quarries, now the place has been restored to nature.



—Ślichowice is also an excellent viewing point.



—The Kadzielnia Reserve and its network of walking and cycling paths and viewpoints.



—Wietrzna viewpoints offer charming mountain panoramas.

### Geological back in time

The network of hiking and biking trails meandering through the city's green areas guarantees successful active recreation. Kadzielnia seems to have been created for nature and extreme sports aficionados. It takes a 15-minute walk from the city centre to get there.

The natural reserve in the former quarry includes the top of the rock outlier known as the Geologists Rock. Precious fossils of marine animals from 350 million years ago have been preserved in the limestone deposits. Those who are into the more extreme experience can take a look at Kadzielnia from above using the zip lines for visitors. The sky-high route is 600 m long and consists of three zip lines, viewing platforms and a rope bridge. You can also put your feet up and rest in a hammock suspended 40 meters above the bottom of the quarry.

Kadzielnia is a perfect place to look inside the Earth; three caves can be visited by tourists. The underground route made available for viewing is 140 meters long. Kadzielnia is also Poland's most beautifully situated amphitheatre.

In the Geoeducation Center located in the Wietrzna reserve includes a multimedia exhibition and a 5D cinema. Tourists visiting the show



—Hammocks suspended 40 meters above the ground – a perfect form of relaxation for those who like powerful experiences.

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go back millions of years. Now we can better understand the geological phenomenon of the Świętokrzyskie Mountains. Inside the reserve, the exposed rocks reveal traces of the tropical Devonian sea.

The Ślichowice reserve is an exceptionally picturesque place with the exposed tectonic fold, a unique, living record of orogenic movements.

The “Biesak – Białogon” reserve, surrounded by forest is also fascinating as it displays rocks dating 500 million years. Furthermore, the quarry is partially water-covered, which makes it an ideal place for people who like active leisure.

#### The Botanical Garden on the Karczówka slope

A walk along the Botanical Garden alleys is the perfect choice to calm down and feel harmony with nature. Lushly vegetation includes delightful collections of roses, heathers and azaleas complemented with adorable decorative plants. Herbs and spices mesmerise with incredible fragrance. The garden keeps evolving; each visit is a fresh discovery.

The nearby Karczówka hill is also worth climbing upon; its landscape reserve with the remains of mining shafts remind us of the industrial past, limestone and lead ore mining traditions. The monastery complex is also compelling for geology lovers; here, you can see the unique sculpture of St. Barbara, curved in a block of galena.

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\_\_Water reservoirs and geological exposures with a fragment of a cave in the garden.



\_\_A historic post-Bernardine monastery complex and the church of St. Charles Borromeo at the top of Karczówka.

# The start line Kielce goes down in history

Author: Łukasz Kopczyński

Kielce hosted the opening and starting ceremonies of the 79th Tour de Pologne UCI World Tour. The largest cycling event in Poland, after eight years of break, has returned to the capital of Świętokrzyskie. The world's top cyclists set off to ride on the Polish roads and fight for the leader's yellow jersey and the final triumph.



—Czesław Lang, the race director, announced the start proper of the first stage of TdP.



—The President of Targi Kielce, Andrzej Mochoń PhD, receives thanks for his involvement in the organisation of Tour de Pologne from the director Czesław Lang.

Over 150 cyclists making up 23 teams participating in the Tour de Pologne were presented on 29 July at the Market Square in Kielce. A day later, on 30 July, the teams set off from Kielce for the first time in history, the whole world's eyes on the city of Kielce. The TV coverage of the race was transmitted to 150 countries! The start itself generated euphoria among the fans who cheered the cyclists gathered on the Market Square and along the entire route.

– Tour de Pologne is a prestigious international event, like many events organised by Targi Kielce. We are proud to be a partner of the largest cycling festival in the country – said the president of Targi Kielce, Andrzej Mochoń, PhD, without concealing his excitement related to the sporting event. The exhibition centre, together with the Świętokrzyskie Province and the City of Kielce, partnered with the 1st stage of the 79th. Tour de Pologne.

Tour de Pologne is the cycling Champions League which attracts representatives from almost 50 countries from Europe, South and North America, Asia, the Middle East, Australia and even Africa. The competition ended on 5 August in Krakow, and the UK's Ethan Hayter enjoyed the final victory. The Polish cyclist, Patryk Stosz won the “most active competitor” classification. ■



—Presentation of cyclists and teams at the Market Square in Kielce.

# KALENDARZ WYDARZEŃ

## CALENDAR OF EVENTS

# 2023

	<b>DACH FORUM</b> Kongres i Targi Dekarzy, Blacharzy, Cieśli i Drewniarzy The Congress and Expo for Roofers, Tinsmiths and Carpenters	14-15 I		<b>STOM-FIX</b> Targi Technologii i Komponentów Łącznych i Mocujących The Fastening and Fixing Technologies and Components Expo	28-31 III
	<b>KIDS'TIME</b> Międzynarodowe Targi Zabawek i Artykułów dla Matki i Dziecka International Fair of Toys and Products for Mother and Child	22-24 II		<b>SPAWALNICTWO</b> Międzynarodowe Targi Technologii i Urządzeń dla Spawalnictwa International Fair of Welding Technology and Equipment	28-31 III
	<b>PSB</b> Targi Grupy PSB PSB Group Fair	1-2 III		<b>WIRTOPROCESY</b> Targi Wirtualizacji Procesów Virtual Prossesing Fair	28-31 III
	<b>EKOTECH</b> Targi Ochrony Środowiska i Gospodarki Odpadami Environmental Protection and Waste Management Expo	8-9 III		<b>DNI DRUKU 3D</b> 3D PRINTING DAYS	28-31 III
	<b>ENEX</b> Międzynarodowe Targi Energetyki i Elektrotechniki International Power Industry Fair	8-9 III		<b>EXPO-SURFACE</b> Targi Technologii Antykorozyjnych oraz Ochrony Powierzchni Exhibition of Corrosion Protection Technology and Surface Treatment	28-31 III
	<b>ENEX-NOWA ENERGIA</b> Targi Odnawialnych Źródeł Energii Fair of Renewable Sources of Energy	8-9 III		<b>KIELCE FLUID POWER</b> Targi Pneumatyki, Hydrauliki, Napędów i Sterowań Fair of Pneumatics, Hydraulics, Drives and Controls	28-31 III
	<b>AGROTECH</b> Międzynarodowe Targi Techniki Rolniczej International Fair of Agricultural Techniques	17-19 III		<b>CONTROL-STOM</b> Targi Przemysłowej Techniki Pomiarowej Fair of Industrial Measuring Technology	28-31 III
	<b>LAS-EXPO</b> Targi Przemysłu Drzewnego i Gospodarki Zasobami Leśnymi Timber Industry & Forest Resources Management Fair	17-19 III		<b>TEiA</b> Targi Elektroniki i Automatyki Electronics and Automation Fair	28-31 III
	<b>STOM-TOOL</b> Targi Obróbki Metali, Obrabiarek i Narzędzi Fair of Metal Processing, Tools and Machine Tools	28-31 III		<b>DOM OGRÓD I TY</b> Targi Materiałów Budowlanych i Wyposażenia dla domu i ogrodu Construction Materials and Equipment Expo - Home and Garden	15-16 IV
	<b>STOM-BLECH&amp;CUTTING</b> Targi Obróbki Blach i Cięcia Sheet Metal Processing and Cutting Fair	28-31 III		<b>EXPO-GAS</b> Targi Techniki Gazowniczej Gas engineering Fair	19-20 IV
	<b>STOM-LASER</b> Targi Laserów i Technologii Laserowych Laser and Laser Technology Expo	28-31 III		<b>POLSECURE</b> Międzynarodowe Targi International Expo	25-27 IV
	<b>STOM-ROBOTICS</b> Salon Robotyki Przemysłowej International Exhibition of Robotics	28-31 III		<b>AUTOSTRADA</b> - NOWA INFRASTRUKTURA Targi Budownictwa Infrastrukturalnego International Infrastructure Constructions Expo	9-11 V

	<b>DENTOPOLIS</b> Konferencja Stomatologiczna Dental Conference	18-21 V		<b>BEZPIECZNY STADION</b> Ogólnopolska Konferencja National SAFE STADIUM Conference	18-19 X
	<b>PLASTPOL</b> Międzynarodowe Targi Przetwórstwa Tworzyw Sztucznych i Gumy International Fair of Plastics and Rubber Processing	23-26 V		<b>MKBR</b> Międzynarodowy Kongres Biur Rachunkowych International Congress of Accounting Offices	26-27 X
	<b>SLAVIC B2BEAUTY</b> Kontrakcje dla branży kosmetycznej i farmaceutycznej Contracts for the cosmetics and pharmaceutical industry	13-14 IV		<b>Świętokrzyskie Targi Ślubne</b> Świętokrzyskie Wedding Expo	4-5 XI
	<b>IFRE EXPO</b> Międzynarodowe Targi Sprzętu i Wyposażenia Straży Pożarnej i Służb Ratowniczych International Fire Protection & Rescue Exhibition	15-17 IV		<b>DNI DLA BIZNESU</b> Targi Usług dla Firm, Forum Finanse i Podatki dla Przedsiębiorcy Business-Services Expo, Finance and Enterprise Tax Forum	7 XI
	<b>SACROEXPO</b> Międzynarodowa Wystawa Budownictwa i Wyposażenia Kościołów, Sztuki Sakralnej i Dewocjonaliów International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art	19-21 VI		<b>FESTIWAL PRZY KOMINKU</b> At the Fireplace Festival	17-18 XI
	<b>DUB IT!</b> Festiwal Tuningu Tuning Festival	24-25 VI		<b>IDE</b> Konferencja dronowa International Drone Event	23-24 XI
	<b>TUNING &amp; MOTORSPORT SHOW</b> Targi Tuningu i Modyfikacji Pojazdów Vehicle Tuning and Modification Expo	24-25 VI		<b>WYSTAWA PSÓW</b> Międzynarodowa Wystawa Psów Rasowych International Exhibition of Pedigree Dogs	25-26 XI
	<b>MSPO</b> Międzynarodowy Salon Przemysłu Obronnego International Defence Industry Exhibition	5-8 IX		<b>ZOO SALON</b> Targi Artykułów dla Zwierząt Domowych Domestic Animal Fair	25-26 XI
	<b>LOGISTYKA</b> Międzynarodowe Targi Logistyczne International Logistics Fair	5-8 IX		<b>WYSTAWA GOŁĘBI I KRÓLIKÓW - REGIONALNA</b> Okręgowa Wystawa Gołębi Pocztowych / Świętokrzyska Wystawa Gołębi Rasowych i Drobiu Ozdobnego/ Świętokrzyska Wystawa Gołębi Rasowych i Drobiu Ozdobnego, Świętokrzyska Wystawa Królików Pigeon and Pet Exhibitions	2-3 XII
	<b>AVIATION EXPO</b> Targi Lotnicze	16-17 IX		<b>KRAJOWA WYSTAWA GOŁĘBI RASOWYCH I DROBNEGO INWENTARZA</b> The national pedigree pigeon and small livestock exhibition	16-17 XII
	<b>KIELCE BIKE-EXPO</b> Międzynarodowe Targi Rowerowe International Fair of Bicycle Industry	22-24 IX			

Podczas odbywających się wystaw targowych, organizujemy dla wszystkich Wystawców wyjątkowe imprezy integracyjne w ekskluzywnym klubie muzycznym. Gwarantując zabawę w wyszukanym towarzystwie z profesjonalną obsługą oraz szerokim wachlarzem atrakcji.



Klub Ultra Violet ul. Sienkiewicza 33  
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Wystawiamy faktury na usługę gastronomiczną

Ultra Violet is an exclusive music club situated in the heart of the city near the Kielces promenade. Saturated with the intriguing mastery of luxury in its purest form a heavenly feast of the senses for all our guests.

REKLAMA

*Jumla*  
MODA MĘSKA

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