

K i e l e c k i   P r z e g l ą d   T a r g o w y

# Kiehl's Fair Review



**Targi Kielce**  
exhibition & congress centre

autumn / winter / 2024



A family - a great foundation of success!

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„The company's success depends on the success of its employees. Investing in employees' development is an investment in the future of the organisation” - Bill Gates

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## Fair Review

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—Agata Wojda, the City of Kielce Mayor.

**T**oday, the Targi Kielce brand makes our City a household name not only in Poland. MSPO International Defence Industry Exhibition, Agrotech Agricultural Technology Fair, Plastpol Plastics Processing Trade Fair, Industrial Spring with its leading STOM exhibition and Enex Renewable Energy Sources Trade Fair are the most prominent events attracting exhibitors and visitors from all over the world. They all come to the capital of the Świętokrzyskie Voivodeship because each expo offers various industries' representatives the opportunity to establish new business contacts. Trade shows are also a perfect chance to demonstrate that Kielce can be a good place for various entities to set up business.

Kielce is also a green city, combining natural spaces that are perfect for active life. The City boasts a rich cultural and entertainment offer. Kielce is a vibrant and developing centre which, owing to its advantages, can be an excellent alternative to other regions in Poland. Construction, metallurgical and BPO sector companies have already utilised the City's potential, to name a few business sectors. Many of these companies employ qualified staff who are excellently prepared for their profession by Kielce schools and universities. Furthermore, the CK Technik Vocational Training Centre offers young people educational schemes in vocational classes whose

curricula have been developed in cooperation with leading companies from the automotive, mechanical and pneumatic industries.

We strive to create a good climate for business development in Kielce and meet entrepreneurs' expectations. The Investor Service Centre operates a real estate database for various types of enterprises prospering to find businesses seat here. Additionally, from 2022, investors have been offered the real estate tax exemption opportunity for a maximum of three years for newly constructed buildings with a usable area of at least 3,000 m<sup>2</sup>, in which at least 80% of the area will be high-standard office space.

We have established the City Development Office in order to achieve even better synergy with the broadly defined business environment. The Office's objective is to integrate all departments and units responsible for servicing entrepreneurs. One of our leaders, Targi Kielce, enhances the promotion of Kielce's economic potential.

We look forward to a successful cooperation!

A handwritten signature in blue ink, which appears to read 'Wojda'.

# The expo centre's expansion – a quantum leap

Author: Urszula Kołodziejczyk

Targi Kielce considered another expo hall construction in 2018; the epidemic thwarted ambitious plans. The project is finally taking shape today, although the plans have been significantly altered. In addition to constructing the new H expo hall, the Kielce Exhibition and Congress Centre will expand the existing G expo hall.

According to the original design, the new H expo hall was to be placed between the multi-storey car park and the G expo hall. The consultation stage revealed, however, that G expo hall requires significant renovation. Or instead - the G expo hall should be built from scratch. A quick concept change and the new plans indicate that both buildings (the new H and the rebuilt G pavillions) will become one massive space. Mezzanines will be made at the connection point between the two expo halls, accommodating a new restaurant and congress spaces. On top of that, there will be an amazing view of the exhibition space. The new structure will be approximately 15 metres high, 74 metres wide and 237 metres long; interestingly, the external silhouette will not be particularly fancy-shaped.



—From the left, Deputy Kielce Mayor - Łukasz Syska, Mayor of Kielce Agata Wojda and Andrzej Mochoń, PhD. CEO of Targi Kielce. The new exhibition hall will be built here. The city announces full support for the investment.

- Our infrastructure already features characteristic elements, such as the tower with the Sigma conference room and the E expo hall with a semi-circular glass roof. That is why the new pavilion will be a straightforward construction – emphasises Andrzej Mochoń, president of Targi Kielce - But... I think we will offer other surprises. The colour, to start with...

The preliminary phase of the „Design and Build” tender began in August 2024. The tender resolution is earmarked for the beginning of September. Final decisions will be made after this stage. Construction work should begin in March 2025, and the hall will be ready by the end of July 2026. MSPO exhibitors will be the first to use the new expo space.

## The trade fair infrastructure expansion is necessary due to the growing interest in Kielce exhibitions.

The trade fair infrastructure expansion is necessary due to the growing interest in Kielce exhibitions. – For several years, we have offered additional temporary halls for the Agrotech agricultural technology trade fair – explains President Andrzej Mochoń - In recent years, there was the need for extra space at the Industrial Spring expo cluster. The International Defence Industry Exhibition and the Enex renewable energy sources show – these expos keep growing. We are pushed to limit the space we rent, and the reserve lists of exhibitors are pretty long.

The initial expansion concepts also stipulated an expo hall with an underground car park – We had to abandon this plan due to the excessively high investment costs – says President Andrzej Mochoń – We estimated that the construction would cost no more than PLN 100 million. We stick to this budget regime, abandoning the underground car park project, which would have increased the investment cost.

The new facility will be located in the place previously used as a parking lot, but Targi Kielce will arrange parking spaces on the premises located at Wystawowa Street. This investment is already underway.





\_\_DEFENDER Gala – an essential element of the International Defence Industry Exhibition.

## 32<sup>nd</sup> MSPO: Europe's Centre for Defence Cooperation

Author: Urszula Kołodziejczyk

Traditionally, in September, Targi Kielce turns into the global meeting place - MSPO brings together the most important representatives of the world's defence industry. Each year, MSPO reflects the global geopolitical situation; the 2024 International Defence Industry Exhibition is held under the banner of Poland's anniversary of NATO anniversary.

The Targi Kielce International Defence Industry Exhibition has attracted exhibitors and visitors from all over the world for years. MSPO has always been the platform for exchanging experiences, presenting the latest technologies and establishing international business contacts. This trade show offers an excellent opportunity for defence companies to present their latest products and services, to start and develop strategic partnerships.

- This is another record-breaking MSPO with over 730 exhibitors, and numerous companies from dozens of countries around the world, including the most numerous representations from Australia, the USA and the United Kingdom. Russia's aggression against Ukraine keeps causing tensions throughout Europe. Defence spending needs to be increased - it is clear to all of us, i.e. the general public, the economy and political milieus. Our government allocates the record-breaking 4% of GDP for this

purpose. – says Andrzej Mochoń PhD.- The need for equipment and supplies will increase, translating into great interest in the MSPO. I believe that this interest will not decrease even if the war in Ukraine ends, as tensions between superpowers and political blocs will continue. A decade of increased defence spending lies ahead of us - adds the President of the Targi Kielce Management Board.

This year's MSPO gathers leading producers and suppliers of military equipment, experts and decision-makers who discuss the future of defence, safety and security. The show's agenda includes discussion panels, technology presentations and numerous business meetings designed to exchange knowledge and experiences.

Not only is the International Defence Industry Exhibition Poland's largest defence industry exhibition, but also one of the world's most prominent events. For years, MSPO has been the third-largest and most important platform for knowledge and experience exchange, ranked after Paris EUROSATORY and London DSEI. Andrzej Duda, the President of the Republic of Poland, has granted his auspices to the expo. The Polish Armaments Group has been the Strategic Partner of MSPO.

#### Armed Forces Exhibition under the NATO banner

This year's MSPO features the Armed Forces Exhibition jubilee exhibition; the exhibition held under the banner of „Poland; 25 years in NATO, safe and secure for 25 years” emphasises the importance of Poland's membership in the North Atlantic Alliance for national and international security. The central theme is an excellent opportunity to present the achievements and progress made by the Polish armed forces since Poland joined the alliance. The exhibition includes a mission town, a patrol boat and a snowmobile. Every year, over 1,000 Polish soldiers take part in the exhibition arrangement.



—Polish Armaments Group - the MSPO Strategic Partner presents its offer at the C Expo Hall. 2024 event is the showcase for 30 PGZ companies

#### Contracts and Agreements

Last year's MSPO witnessed a number of important contracts and agreements signed. These have had a significant impact on the development of the Polish defence industry. The most essential transactions include contracts for the supply of modern defence systems, cooperation with international partners and contracts for modernising and refurbishing existing military equipment. The contracts list includes cooperation between MESKO and the Armament Agency for the supply of ammunition for the Polish Armed Forces, agreements between PCO SA and VIGO SA regarding the development and implementation of cooled IR matrices (production and marketing), and several agreements signed by PGZ.

This year's show witnesses a galore of important contracts officially signed, including the long-awaited contract for the supply of K2 tanks, which is intended to strengthen the combat capabilities of the Polish armed forces. The contract covers both the delivery of new units and the transfer of technology, which will contribute to the development of the Polish arms industry. This strategic agreement is one of many that was concluded at this year's show, highlighting the importance of MSPO as a key platform for negotiating and finalising important transactions in the defence sector.



—The outdoor exhibition grounds feature the jubilee Armed Forces Exhibition; the event hosts civilians during the MSPO Open Day

#### MSPO Open Day

An additional attraction of this year's MSPO - the Open Day on 8 September 2024 - is a unique opportunity for military enthusiasts, families, and people who are curious to learn about modern defence technologies. This is the chance to see and learn more about the equipment of the Polish army and have a close look.



# From MSPO to NASA - Polish high school students in astronaut training in the United States!

Author: Marta Brzezińska

Four Polish high school students visited the United States, and they underwent training under the supervision of the experts at the US Space and Rocket Center at the Space Camp. The chance was offered thanks to the Al Worden Astronaut Scholarship. The Endeavour program presentation which has been offered in Poland for the first time, took place during the International Defence Industry Exhibition in 2023.



—Team#14 from Poland with American astronauts.



—US Space and Rocket Center Space Camp Training.



—The teams had to complete several tasks to go to the USA for training. Some could count on special assistance.

Polish high school students joined eight national mission teams from around the world — including those from Australia, Chile, Singapore, two from the United Arab Emirates and two from the United States.

On 3 July all teams gathered in Washington, D.C., from where they travelled on to Huntsville, Alabama. A week of hands-on astronaut team training at the US Space and Rocket Center Space Camp followed - the Polish team members are Tobiasz Dąbrowski, Zuzanna Kassner, Benjamin Kopiec, Aleksandra Skrocka and physics teacher Anna Bukiewicz-Szul.

The high school students were selected from 2,000 candidates who submitted their entries to a national competition. Candidates were asked to create a three-minute video explaining their passion for STEAM (Science, Technology, Engineering and Mathematics). They also had to demonstrate how they could use that passion to improve the world. The winning videos explained how the lunar environment affects... waltz dancers and how to create optimal conditions for growing beans in space.

20 finalists were selected from over 200 applications; they participated in the all-day finals at the Copernicus Science Centre in Warsaw. The event was organised by the Polish Space Agency (POLSA) and Targi Kielce, Poland's leading expo organiser, in cooperation with Kallman Worldwide.

The announcement of the Polish Team composition coincided with the 52<sup>nd</sup> anniversary of Al Worden's first visit to Poland during the Apollo 15 crew's triumphant world tour following their successful mission in 1971. In 2019, the astronaut returned to Poland, to MSPO 2019 and presented President Andrzej Duda with the Polish flag that accompanied the expedition to the Moon.

„Every country we work in – and we have worked in at least 50 since our start in 1963 – faces the same challenges in preparing young people for the future,” said Tom Kallan, president of Kallan Worldwide. The scholarship manager added that the Endeavour Scholarship promotes global interest in space and STEM across all industries.

- **As advocates for a STEM-driven economy on Earth and beyond, we are proud to present the Endeavour Scholarship on behalf of our friend, astronaut Al Worden. At the same time, I believe Mission Team #14 will be an excellent ambassador of young Poles** - said the president of Targi Kielce, Doctor Andrzej Mochoń.

The Endeavor Scholarship Program was launched in 2019 by Kallman Worldwide, the American representative of MSPO and the organiser of the main US pavilion at Targi Kielce MSPO. This pays tribute to Al Worden, the pilot of Apollo 15 „Endeavor.” The astronaut was always involved in science, technology, engineering, and mathematics education, and he served as an ambassador for Kallman at trade shows around the world from 2016 until his death in 2020. He was succeeded by Apollo 16 Lunar Module pilot Charlie Duke and former NASA Space Shuttle Commander Mike Bloomfield. To date, the Endeavour Scholarship has been awarded to 80 students and 20 teachers from nine countries.



# Kielce Expo City - the business promotion

Author: Marzena Ślusarz

The Kielce Expo City logo welcomes those entering the City. Kielce Expo City logotype is included in promotional materials, websites and social media of city institutions. - The idea of business promotion of Kielce as the expo city is worth returning to. Our exhibition and congress centre attracts thousands of people from Poland and abroad. Our events enjoy media coverage in many countries – says Doctor Andrzej Mochoń, president of Targi Kielce.



—Expo City graphics - a sample advertising of graphics of the Kielce Expo City

In 2023, the Targi Kielce events hosted over 330,000 people from 60 countries; there are around a thousand foreign companies among the over five thousand exhibitors. The events host state institution delegations from over 60 countries. – Each event held in the first half of 2024 delivered fantastic results; the trade fairs hosted over 205,000 people, approximately 10,000 more than in the first half of 2023. The number of exhibitors exceeded 4,000, which means that 400 more companies presented their offers at our centre compared to the same period in 2023. Our events play an essential role in many industries' development. The growing number of our guests means the ever-increasing numbers of visitors to Kielce; thousands of business people recognise Kielce as the expo city – says Doctor Andrzej Mochoń. – This value is worth making the most of - let us return to the promotion concept and present the City as Kielce Expo City.

## All about Kielce Expo City

The Kielce Expo City logo on welcome signs at the city entrances, in promotional materials, promotional channels of all city institutions, i.e. websites and social media, as well as on license plates – Targi Kielce shares its ideas to promote Kielce as the expo city. – Our exhibition and congress centre keeps promoting the City. The word „Kielce” is in the name of our

centre - this is only a prelude. We do whatever it takes to promote the City. We include information about Kielce in promotional folders, i.e. about 17 types of publications available in Polish and English – says Agnieszka Wicha-Dauksza, Director of the PR Department of Targi Kielce. The Targi Kielce President highlights the fact that the Mayor of the City addresses the public at the expo opening ceremonies. The events offer the Mayor of Kielce access to exhibitors and thus the chance to discuss possible cooperation.

## Support for Kielce-promoting events

Targi Kielce has supported the City's image-building activities for years. In 2023, Targi Kielce allocated PLN 2.7 million for sports clubs, Korona Kielce and Industria among them. Associations and event organisers including IDO Hip Hop, Popping, Hip Hop Battles and Breaking World Championships arranged by the Świętokrzyski Dance Club JUMP, the International Scout Festival of School Youth Culture, the Targi Kielce Jazz Festival Memorial to Miles and the Magical End of the Holidays were also subsidised by Targi Kielce.

## Thousands of publications featuring Targi Kielce

- Our exhibition and congress centre makes waves; the events enjoy all-year-round positive media coverage. From 1 January 2023 to March 2024, 61 thousand publications related to Targi Kielce reached millions of people. Our social media is another powerful promotional vehicle – says Agnieszka Wicha-Dauksza.

Targi Kielce's Facebook account has 4.9 million viewers; the most popular post reached 271 thousand recipients. The Instagram reach exceeds 470 thousand, and the most popular post has attracted 96 thousand recipients. The number of views of published posts on LinkedIn already exceeds 5.5 million. The „Targi Kielce” phrase generates almost a million organic results in Google searches.

Kielce is famous for Targi Kielce in Poland and many corners around the world, and this image is worth strengthening. We ought to make the most of the exhibition and congress centre's potential to promote the City. - Kielce Expo City promotion is beneficial for the City and our centre – says President Andrzej Mochoń. PhD

# International and innovative

Author: Marzena Ślusarz

These two words define the character of the first half of 2024 at Targi Kielce. The expo centre hosted over 205,000 visitors and 4,000 companies from Poland and abroad. Exhibitors presented premiere technologies that shape the future of many industries.

Compared to the first half of 2023, the 2024 spring season expo hosted over 10,000 more participants. There were also 400 companies more compared to last year's first half. - Targi Kielce powerhouses i.e. agricultural technology **Agrotech**, Industrial Spring with its leading metalworking exhibition **STOM**, renewable energy sources **Enex**, plastics and rubber processing **Plastpol** definitely sustained the 2023 results. Funeral industry trade fair - the **Necroexpo** held every other year, reported a quantum leap. The roofing industry show enjoyed a spectacular success; the 2024 **Roof Forum** doubled all the 2023 results, i.e. the exhibition area, the number of exhibitors and visitors were twice as large - says Arkadiusz Krzeczkowski, Director of the Trade Fairs Department at Targi Kielce.

The record-breaking events list includes the timber industry and forest management **Las-Expo**, which occupied the largest area in its history. **Kids' Time** - one of the most important events in the children's industry in Europe delivered excellent business results. The expo centre's calendar of events also witnessed a spectacular come-back - the **Autostrada NEW**

**INFRASTRUCTURE** was for the first Time held simultaneously with the environmental protection and waste management **Ecotech**. Visitors to both exhibitions appreciated the industry-specific combination of offers. What is particularly important for the development of each of these industries – the expo abounded with presentations of the latest technologies and innovative solutions from Europe, Asia and the Middle East.

## Uniformed services reign supreme

**Polsecure** targeted at uniformed services was also the showcase of cutting-edge developments. Three expos on success-streak. Now, Polsecure enjoys an increasingly important place in the business-insiders' calendars i.e. people responsible for public safety and security as well as supplies providers to uniformed services. The expo has proven crucial for the development of modern technologies designed for protection, monitoring and counteracting threats. Access to the latest technologies makes **Polsecure** influence the improvement of safety standards in Poland and around the world.



—A record-breaking number of visitors - nearly 71,000 people from Poland and abroad visited the Agrotech International Fair of Agricultural Techniques.



—The International POLSECURE Expo has once again proven to be the perfect event for services responsible for public safety and security in our country.





\_\_Over five hundred cars admired by visitors to the Mubi Dub It Tuning Festival.

### Hit tuning

Events for business and uniformed services are the Targi Kielce specialty; however, the expo centre also organises events for the community and enthusiasts. **Home and Garden** again attracted those interested in interior design, gardening and landscape architecture. The religious Sacroexpo abounded with presentations of religious products from various regions of the world, even from Libya.

The tuning festival was a blast - **Mubi Dub IT!** The automotive show is one of the most important events in Poland. The record was broken again - 20,000 visitors from Poland and abroad admired over five hundred cars and spectacular drifting shows.

- How was this season? Intense! Sometimes, the spring season was wild. This further proves that our events are necessary for the development of economic sectors, bearing in mind that the financial situation in Europe is still not very optimistic. Our events foster the establishment of thousands of international relationships. We witness contracts and cooperation agreements signed. Our events develop and create businesses – recapitulates director Arkadiusz Krzeczowski.



\_\_Plastpol witnessed several dozen contracts conclusions - the agreements on the supply of equipment and machines for plastics and rubber processing.



\_\_The Enex renewable energy expo - the presentation of the latest renewable energy technologies for companies and residents.

**The roofing industry show enjoyed a spectacular success; the Roof Forum doubled all the 2023 results, i.e. the exhibition area, the number of exhibitors and visitors.**





\_\_Artistic performances at the second Chikara Cup.

## The event time in Kielce never ends!

Author: Magdalena Sitarska

The Targi Kielce Congress Centre, originally intended as a conference venue supporting the trade fair business, quickly transformed into a vibrant event centre. Now, the Congress Centre's functionality, modern technological solutions and excellent facilities is the top choice for various events, ranging from conferences and trainings, through congresses and concerts, to prestigious galas, banquets, world championships and sporting events.

**T**argi Kielce, one of Poland's most important exhibition centres, is developing its event offerings. Not only is the Congress Centre a meeting place where innovative ideas come to life and international business contacts are established. The Centre integrates the local community; it hosts events which attract participants from Poland and abroad.

- We are proud that our Congress Centre has become a place that meets all our clients' needs. This Centre is the throbbing heart, not only during the trade fairs. Business meets culture, science and sport here. – says Andrzej Kiercz, director of the Targi Kielce Congress Centre.

The calendar of events in the first half of 2024 was packed - various industries hosted tens of thousands of participants. Young and old music enthusiasts from all over the country were attracted by the cyclical „Musical Forge” workshops, as well as the CeZik Dzieciom concert. This year's educational meetings roster included Dentopolis Practical Dentistry Festival, the place for the exchanging of experiences. Dentopolish brought together dental specialists. Training sessions for the business sector are also held here. The International Hackathon Competition and the Young Farmers Olympics attracted young people who tested their skills in practice. The third in the series of Exotic Fest Fair attracted the participation of terrarium, aquarium and botany enthusiasts. The second June Klocki Fest for building block lovers generated great interest. Sporting experienc-

es were owed to Karate Festival, i.e. the 2nd Chikara Cup Championships, Bodybuilding and Fitness Championships and Debuts, and the World Pole Dance Show Championships.

The Targi Kielce Congress Centre is a vital point on the Świętokrzyskie region's event map.



—Enthusiasts of terrariums, aquariums and botany again met in Kielce.

**The Targi Kielce Congress Centre is a vital point on the Świętokrzyskie region's event map.**



—Dentop Festival of Practical Dentistry attracts several hundred dentists to Kielce, they come from all over Poland to participate in workshops and presentations of professional equipment.



—The CeZik concert at the Congress Centre for the third time.



# Metal – right to the point!

Author: Łukasz Kopczyński

A new unveiling of the „Targi Kielce Industrial Autumn”: a shortened event format, a renewed logo, but the same rich program of meetings and conferences! - *Kielce has been a meeting place for the foundry industry's leading companies for years.* – says Piotr Pawelec - Targi Kielce project director.



—New logo of the Metal Expo marks the 25th event.

This year's METAL and its accompanying exhibitions: ALUMINIUM & NONFERMET, CONTROL-TECH, RECYKLING and HEAT TREATMENT, offer a new format. – Some exhibitors, especially foreigners, find it good news that the expo is a two-day event. Thus, they can reduce the participation costs. Also visitors, who receive the same programme in a shorter time, find it positive. This solution was received positively by companies, explained director Piotr Pawelec. The decision to shorten the expo goes towards exhibitors and visitors who are thrifty and watch every penny. Especially now, at a time when Europe is moving away from the so-called „dirty, heavy industry”.

The exhibitors' list who have confirmed their presence is extensive and includes Agrati i Rtd Group from Italy, Kanthal from Germany, Rath from Austria, Inductotherm Europe from Great Britain, Ferrocore from Slovenia, Eurotek, Wöhr Pl, Genten Machines, Motul Baraldi, Heraeus, Petrofer, Kom-Odlew, Prec-Odlew, Foundry Service Agency, Bb Technology, Noram, Guenther, Totalenergies, and Amp. Exhibitors presence proves the event's importance; Targi Kielce show is ranked third largest convention of this type in Europe, after the largest GIFA Expo organised in Dusseldorf and Euroguss in Nuremberg.

The METAL Expo, the third in European rankings and the largest meeting of the metallurgical industry in Poland, celebrates its quarter-century anniversary; a new logo and branding materials have been prepared for this occasion. – **For years, this event, which has been recognised and highly regarded in the industry; the show brings together the sector's key players and presents the latest innovations and technologies that shape the future of the foundry** – says Piotr Pawelec, project director.

The latest technologies discussed at the Foundry Goes Green seminar

The Foundry Goes Green seminar is one of the most essential events accompanying the Metal Expo; the sessions are targeted at presidents, foundry directors and heads of development and technology departments. Correct temperature measurements in heat treatment processes, the latest solutions in the artificial intelligence domain catered for the foundry industry, current trends in the industry and methods of CO2 reduction - these are just some of the topics discussed at the Foundry Goes Green seminar.

The foundry industry with its high energy demand and emission intensity, faces the need to implement more ecological solutions, which will also allow for financial savings for enterprises.



—New technologies presented at the Metal Expo.



# The whole business sector finds TRANSEXPO an electrifying event

Author: Urszula Kołodziejczyk

World premières and global product launches, new trends and development directions in public transport, Polish engineering solutions - this is just a fraction of what expo guests can expect when visiting the International Fair of Public Transport TRANSEXPO in Targi Kielce. TRANSEXPO - Central - Eastern Europe's most important B2B event for the public transport sector is held in October.

In August, the European Automobile Manufacturers' Association (ACEA) released the latest data on bus sales in the European Union for the first half of 2024; buses recorded a solid, double-digit growth (+28.6%) compared to the same period a year earlier. In Poland, in July 2024, 178 brand new buses were registered, 28 more than a year ago. Despite the industry's good economic situation, one cannot forget the business advantages of the trade fairs.

- For me, personal contact is the most important. A screen is not enough. Meeting in person, where you can shake someone's hand and talk matters. – says Sławomir Jankowski, president of PIXEL, one of TRANSEXPO's long-term exhibitors. - This trade fair brings together many of our clients. Basically, this is a one-stop-shop for the entire market, which is very important for us – he adds.

This previous TRANSEXPO International Fair of Public Transport met the expectations of the exhibitors. The show abounded with meetings, business talks, and spectacular premieres of vehicles applauded by the crowds of visitors. The three-day exhibition is co-organised by the Economic Chamber of Municipal Transport. This year's show attracted almost 4000 visitors. TRANSEXPO brought together 100 exhibitors from 9 countries; they used 8 thousand square meters of exhibition space.

- Recommendations and trade fairs yield the best advertising results, translating everyday business. – emphasises Sylwia Gad, owner of the Bus-Center brand.

TRANSEXPO 2024 will bring together almost 120 exhibitors.

**TRANSEXPO - Central & Eastern Europe's most significant B2B event for the public transport sector is held in October.**



— Transexpo is the largest industry show in this part of Europe. The event brings together leaders and experts from the public transport industry, thus offers a unique opportunity to establish valuable business contacts and learn about the latest trends and innovations in the sector.



# Sacroexpo - from strength to strength, at home and abroad

Author: Magdalena Sitarska

The Sacroexpo, with its comprehensive offerings for the religious sector, gains recognition outside Poland. The Sacroexpo reaches out to new regions and attracts many participants. For the second time, Targi Kielce co-organises the Kielce Sacroexpo's twin event in Slovakia; the Sacroexpo Slovakia. The September meeting of the religious industry in Slovakia is held at the Incheba Expo Bratislava exhibition centre.

**Solutions for the religious and Church sector in new regions**  
The second Sacroexpo Slovakia brings together several dozen exhibitors, including those from Slovakia, the Czech Republic, Poland, Croatia and Slovenia. Sacroexpo Slovakia is much more than a platform for exchanging experiences and establishing contacts; it is also an opportunity to meet business partners and friends of Sacroexpo Kielce. Companies that have been present at the June meeting of the religious and Church industry in Targi Kielce almost from the beginning also joined the show abroad. The expo agenda includes a rich and diversified program of presentations and exhibitions of products and services dedicated to religious, spiritual and Church institutions. Professional suppliers of services and equipment for the construction and maintenance of religious buildings, dedicated technologies such as sound systems, heating and safety and security equipment exhibit at Sacroexpo; The exhibition has also included works of art and handicrafts for interior furnishing and decoration. Statues, figurines, stained glass windows, paintings and icons are also a permanent part of the exhibition.

## Religious art in a Slovak unveiling

The Sacroexpo Slovakia is also targeted at broadly defined art lovers. Several dozen Slovak artists have presented their works, including sculptures

**Sacroexpo Slovakia. The internationally recognised Sacroexpo creates an additional platform for meetings of the religious and spiritual industry and art presentations.**

and paintings. Various exhibitions are devoted to religious and spiritual themes. Visitors to the Incheba Expo Bratislava can also immerse themselves in the organ's sounds and enjoy Christian artists' musical performances.

Sacroexpo Slovakia is held on 13 and 14 September at Incheba Expo Bratislava.

More info can be found at [www.sacroexpo.pl](http://www.sacroexpo.pl).

# Accountants matter!

Author: Marta Brzezińska

Bożena Staniak, Vice President of the Targi Kielce Management Board, discusses the importance of meetings for the accounting industry and the valuable training sessions for accountants.

For the fifth time, the accounting and financial consulting services industry meets at Targi Kielce; the International Congress of Accounting Offices offers an excellent opportunity to deepen knowledge and meet experts. Networking, essential for accountants and office owners, is also an indispensable part of the show.



—Bożena Staniak, Vice President of the Targi Kielce Management Board.

**What is the importance of the International Congress of Accounting Offices for the accounting industry?**

**Bożena Staniak:** The International Congress of Accounting Offices is a unique event that highlights accountants' key role in modern enterprises. Accountants are not only guardians of finances but also advisors who support and enhance companies' development. The Congress has been designed as a knowledge and experiences exchange platform. This convention is a perfect place for sharing best practices and innovations. Experts and industry leaders analyse current challenges and future trends, essential for developing the entire sector. I am happy that Targi Kielce organises this event - not only because I deal with finance myself. I know this sector finds training pivotal.

**What topics does this industry find most important? What questions need answering?**

Every year, the Congress agenda is designed to meet the current needs of the accounting industry. We focus on key issues such as the digitalisation of accounting offices, generational differences in team management, changes in the law and their impact on accountants' daily work.

MKBR surprises with panels that feature office owners, accountants, and tax experts. This year, we put the limelight on generational differences - the often stop-blockers for business development. Of course, digitalisation and its impact on eliminating paper in offices are hot topics. The impact of artificial intelligence is on the agenda - this trend can revolutionise our work but it also courts many controversies.

**Why are training and workshops so necessary for accountants?**

Training and workshops are an essential element of the professional development of every accountant; accounting is subject to constant regulatory and technological changes. Trainings allows you to keep your knowledge and skills up to date. Every year, Congress offers a wide range of workshops, panels, and discussions that show how to implement innovations effectively in everyday work.

**What benefits are offered for Congress participants?**

Almost 300 accountants and accounting office owners participate in MKBR every year, making it the most prominent industry event in Poland. The Accountants Association in Poland, as well as the National Chamber of Accounting Offices, are represented at the event; thus the Congress is an excellent opportunity to network and establish contacts with other industry professionals, which facilitates the exchange of experiences and ideas. Participants gain practical knowledge on coping with work challenges and learn how new technologies support effectiveness. Another added value is the opportunity to participate in table-top exercises. These sessions facilitate discussions on work organisation, hiring employees and developing professional image.

**What are your expectations related to the Congress?**

Every year, I sit in the audience, not only because I host the event and welcome all the guests, but also because the topics are inspiring and, above all, meaningful. The Congress offers its participants valuable experience and inspiration for further development. Every year I hope to join fruitful discussions and interesting lectures that contribute to the development of the accounting industry in Poland. Targi Kielce sees this as an essential opportunity to demonstrate our commitment to promoting innovation and education in various economic sectors.



# Private labels at your fingertips!

Author: Marzena Ślusarz

Participation in the Private Label Expo - a concrete step towards cooperation between producers and retail chains from Poland and abroad. Expo meetings have always resulted in the introduction of new private-label products and the expansion of offers that benefit consumers. The Targi Kielce event is Poland's only event solely focussed on private labels.

Private label producers from Poland and abroad, i.e. Germany, Italy, the Czech Republic, China, Macedonia, Kosovo, Croatia, and Tunisia, talk shop with representatives of Polish and international retail chains. They all convene at Targi Kielce. Merchants from Romania, Tunisia, Azerbaijan, and Qatar are also active participants in the event. The exhibi-

bitors' and buyers' lists keeps growing. This numerous attendance is true inspiration for the whole business sector. – Last year's expo was fruitful for our exhibitors and buyers. Many contacts established here have turned into full-scope cooperation; new private label products that retail chains are introducing to their offer originated at the expo. Thus, Targi Kielce participates in creating products that end up on consumers' tables - says Jakub Nogaj, project manager at the Kielce exhibition and congress centre.



—Krajowa Grupa Spożywcza with numerous representatives at the sixth Private Label Expo - 6 and 7 November 2024.



—The Private Label Expo - a contracting meeting of producers of private label products and representatives of retail chains from Poland and abroad.

**New private label products that retail chains introduce to their offer originated at the expo; thus, the portfolio for the clients is expanded.**

## Future Private Label Award

Exhibitors register private label products that stand out for their quality and innovation to the first-ever FUTURE PRIVATE LABEL competition for the Targi Kielce Gold Medal. The award confirms the reputation and credibility of the private label products. Experts assess competition entries. The competition winners will be announced at the gala ceremony on 6 November 2024 at Targi Kielce.

## Industry Knowledge Platform

The business dimension of the expo is complemented by a number of accompanying events serving designed to boost the industry. The **Private Label Forum** offers indispensable knowledge. Business specialists, including Robert Krzak, an expert in the trade and consumer products sector, Iwona Sarga, president of the National Trading Platform Spółem, Marek Bąk, sales director at Dawtona, and Maciej Włodarczyk, president of the management board of Iglotex share their expertise. The Private Label Expo also includes: **Round Table of the Meat Industry** and **Modern Trade** and the **Taste of Quality®** competition for the meat industry. At the same time, contracting event for companies from North Africa and Central and Eastern Europe **Xpand** is held.

**The Private Label Expo - 5 and 6 November 2024 at the Targi Kielce. More info can be found at <https://www.targikielce.pl/future-private-labels>**

# Excitement-packed autumn

Author: Magdalena Sitarska

Atmospheric festivals, motivational lectures, prestigious congresses and conferences, trade shows, and even stand-up performances. The autumn calendar by the Targi Kielce Congress Centre includes a full range of events. This diversity guarantees unforgettable experiences.



—The National Festival by the Fireplace has been organised at the Targi Kielce Congress Centre since 2013.



—The International Pedigree Dog Exhibition - the opportunity to present the most beautiful and rarest dog breeds.

The autumn event at the Targi Kielce Congress Centre - the agenda is packed with trade shows such as the International Pedigree Dog Exhibition (30 November - 1 December), Exotic Fest - Terrarium, Aquarium and Botany Show (8 December) and Pigeon Exhibition (14&15 December). The music will put the guests of the Kielce exhibition and congress centre in a good mood. The October concert of the band, which performs the legendary group Pink Floyd's covers - Echoes Project (6 October) and the November atmospheric At the Fireplace National Festival (16 November) are worth noting. The third Soma Fight Night - Kickboxing Gala (8 December) - the most significant event of this type in Poland, offers exciting sporting experiences. The box is one of many sports disciplines which have found a home in the Kielce Congress Centre's space.

Autumn is a time of intense development and knowledge acquisition in many areas. Conferences for architects, training for physiotherapists, a meeting for accountants, a seminar on innovation and new technologies,

and a motivational charismatic congress are just some examples of the rich and diversified offer.

The autumn season at the Targi Kielce Congress Centre is a real kaleidoscope of events. Inspiration, knowledge and unforgettable experiences - abundance guaranteed. Follow the upcoming events of the Targi Kielce Congress Centre's website.

We look forward to seeing you.



—Soma Fight Night Kickboxing Gala is one of the most significant events of this type in Poland.

**Autumn season with a diverse offering of unforgettable events.**

# Memorial to Miles with world-class jazz

Author: Marzena Ślusarz

The 22<sup>nd</sup> Targi Kielce Jazz Festival Memorial to Miles is staged at the Kielce Culture Centre - 26 to 28 September. This year's Festival features jazz artists plethora, and Nguyễn Lê, Piotr Schmidt and Aaron Parks, Urszula Dudziak and Grzech Piotrowski among them. Włodek Kiniorski benefit concert with surprising guests marks the grand finale.

**T**argi Kielce Jazz Festival, Memorial to Miles, has been the Kielce musical event in memory of Miles Davis, one of the most influential jazz artists in the history of music. Every year the music fiesta attracts stars and crowds of fans of this music genre. The event is staged at the Kielce Cultural Centre; to the Miles Davis monument erected in 2001 is located in the Centre's yard.

- This year's Festival is exceptionally diverse; artists associated with the Świętokrzyskie region, Andrzej Chochół and Włodek Kiniorski, and international jazz stars such as Nguyễn Lê are on the roster. The Polish jazz twenty-year-old generation musicians perform hand in hand with the oldest generation representative, such as Urszula Dudziak. When performing, the singer emphasises her chronological age, which contrasts with her youthful energy - says Andrzej Mochoń, president of Targi Kielce. The Exhibition and Congress Centre co-organises the Festival with the Kielce Cultural Centre.

## Memorial to Miles with Świętokrzyskie Jazz Artists

The 22<sup>nd</sup> unveiling of the event inaugurates with concert by Ostrowiec Świętokrzyski based guitarist **Andrzej Chochół**. - I definitely place Andrzej among the top Polish jazz guitarists - emphasises president Andrzej Mochoń. The other regional artist who will perform on the KCK stage at the Festival is **Włodek Kiniorski**. - The artist has occupied an essential place in the Polish alternative and jazz music milieu for over 40 years. He simply deserves the benefit concert; therefore, we have arranged the event with the Kielce Culture Centre. Kinior performs with Saren, a marimbist and jazz enthusiast. The featured guest list includes Jerzy Stępień, the former president of the Constitutional Tribunal, who has played the saxophone for years - emphasises Andrzej Mochoń.

## Nguyễn Le and Aaron Parks at the k

The global music stage includes Kielce. **Nguyễn Le** - a Vietnamese bassist, living in France is also one of the special guests. Nguyễn Le has collaborated with jazz stars, and he is famous in many corners of the world. - I was at his concert in Germany and I was immensely impressed. I decided to issue our invite and make Le a part of our Festival - emphasises President Mochoń.

An American jazz pianist, Aaron Parks, is another foreign star performing



—Tantfreaky Band - the young generation representatives at the jazz festival in Kielce.

at the Memorial to Miles. Parks has been invited as a special guest to play in **Peter Schmidt's quintet** - acclaimed trumpeter and composer.

**Urszula Dudziak** is known almost all over the world; she is the representative of the Polish jazz scene at this year's Memorial to Miles. The most famous composition, „Papaya” is an international hit. Grzech Piotrowski, a renowned saxophonist and composer, accompanies the singer on stage.

## Modern jazz at the Kielce festival

Memorial to Miles features a diversity of jazz forms; this abundance is complemented by modern jazz sounds. **Tantrums** - a band from Wrocław, with the charismatic vocalist Karolina Lipska on the lead, makes debut in Kielce For the first time, the KCK also hosts **Kuba Więcek** quartet that has been gaining the audience's approval. The young generation musicians' milieu is made complete with female vocalist **Monika Borzym**, appreciated for her jazz interpretations and „Lullabies for Adults”.

**The 22<sup>nd</sup> Targi Kielce Jazz Festival, Memorial to Miles, staged at the Kielce Culture Centre - 26 to 28 September**





**Targi Kielce Jazz Festival Memorial to Miles  
- the agenda**

**26 September | ticket price - from PLN 79**

19.00 Andrzej Chochół Band

20.30 Urszula Dudziak & Grzech Piotrowski

**27 September | ticket price - from PLN 79**

19.00 Tantfreaky

20.30 Kuba Więcek & hoshii

**28 September | ticket price - from PLN 89**

18.00 Piotr Schmidt International Quintet ft. Aaron Parks

20.00 Monika Borzym

**29 September | ticket price - from PLN 89**

18.00 Nguyễn Lê Trio

20.00 Kinior Sky Orchestra + Guests

Włodek Kiniorski's benefit concert

—Targi Kielce Jazz Festival, Memorial to Miles, culminates with Włodek Kiniorski's benefit concert.



—Urszula Dudziak and Grzech Piotrowski new project - live in concert at the Memorial to Miles.



—Hoshii Horizontal by Jakub Owczarek.



—The Targi Kielce and Roof Forum football team at the Great Crafts Picnic

## CSR, just like DNA

Author: Yuliia Yaryna

Let us imagine the enormous social responsibility which rests on large companies' shoulders today; the decisions of recognised brands often determine how norms, standards and values are shaped. These resolutions set the direction for cultural development or even change the lifestyle of particular groups. That is why it is so important to follow the CSR strategy, i.e., corporate social responsibility.



**„CSR” is natural to us. We have open hearts; we do good – says Agnieszka Wicha-Dauksza, Director of the Public Relations Department at Targi Kielce.**

The „CSR” slogan has been on managers’ lips and in newspaper headlines for several years now. What is CSR in practice, and how is this strategy implemented by one of Central and Eastern Europe’s largest exhibition and congress centres? Not only does Targi Kielce care about the development of employees and their work comfort, but the exhibition and congress centre is also actively involved in supporting the local community.

#### Targi Kielce honorary blood donors

The Kielce exhibition and congress centre’s employees share their most valuable gift with those in need; Urszula Kołodziejczyk initiated the company’s blood donation campaign; she is one of the Public Relations Department members. Urszula has been a blood donor since 2002. Blood donation campaigning is also very popular among other employees; the donors group includes those who donate blood regularly, but also those who have been inspired by the attitude of their colleagues. Even more people decided to debut in this commendable campaign, which is arranged at the Targi Kielce once every three months.

#### Targi Kielce for the little and the older ones

The Kielce Exhibition and Congress Centre has once again demonstrated an innovative approach to employer branding; summer day camps for employees’ children Targi Kielce the only company in the region offering such support. The summer camps for Targi Kielce employees’ children are held in two sessions, with a total of 60 children participants.

- Targi Kielce is not only a company one works in. The expo centre is also a community that cares for its members. Our goal is to build an environment in which employees feel appreciated and supported, which translates into their commitment and job satisfaction – emphasises Andrzej Mochóń, PhD. President of the Management Board of Targi Kielce.

The summer camps offer the Targi Kielce employees’ children many diverse and attractive ways of spending time in the Świętokrzyskie Voivodeship. The kids can go crazy in Kielce’s tropical pools. They can also make the most of a developmental trip to the Forest Zoo in Lisów and have some fun in the Kielce trampoline park. The children also visited the Forest District and the forest nature reserve as part of the half-day camp. They were designated routes to drive along in quads.



—Expo blood donors. From the left: Urszula Kołodziejczyk, Urszula Wasińska, Krzysztof Kolasiński, Paweł Kolasiński, Ewa Buras.

#### Targi Kielce employees stand behind „Kamyk”

Friendship with the Kielce „Kamyk” Care and Educational Facility began as a charity event arranged by Targi Kielce at 2023 Christmas time. The Public Relations Department employees offered the 14 children from the Kielce Care and Educational Facility a tour of the Korona Kielce stadium. Then the kids had fun at the FlySky amusement park. The day ended on a magic note - the Christmas Star presented the children with gift vouchers for sports and fun activities to be used during the winter break; Klincz Martial Arts Section Kielce, MK Bowling Kielce, Mobius Climbing Centre Kielce and Moskwa Cinema in Kielce were to choose from.

Since then, the „Kamyk” children have remained in the expo hearts; the pupils visited the terrariums, aquariums and botany lovers expo - the Exotic Fest. At Easter, Targi Kielce employees prepared creative gifts for the „Kamyk” team.

Julia Bedla from the Public Relations Department is responsible for supporting the children. She visits them to spend time on the football pitch,





—European Triathlon Cup at the Kielce City Reservoir.

offers support in learning English, and plays board games with the children.

#### European Triathlon Cup competitions supported by Targi Kielce

Kielce, Olsztyn and Rzeszów are Poland's only cities to host the European Triathlon Cup in 2024. The event witnessed 170 competitors including Poland's representatives Joanna Woźniak and Maciej Bruździak. The Super Sprint competition means that participants had to cover 400 meters of swimming, 8 kilometers of cycling and 2 kilometres of running.

Every year, the exhibition centre is committed to the organising the Special Olympics National Summer Games. Targi Kielce recognises the value of the sport spirit; the company contributed to making history. The first time the Tour de Pologne set off from Kielce. The event was held in July 2022.

**The MKS Cyklo Korona cycling club - the future of Kielce sport**  
Targi Kielce also supports young competitors - junior Cyclo Korona Kielce Club cyclists. The city club cyclists actively participate in international competitions! They have already won trophies at the XXX National Youth Olympics in Summer Sports, the National Small Peace Race and the Polish Cup, to name a few.

Targi Kielce participated in the gala presentation of the players of the 2024 season. The President of Targi Kielce, Andrzej Mochon PhD., a keen cyclist himself, addressed the public during the presentation ceremony, assuring that the centre is involved in many initiatives promoting an active lifestyle.

**10 years of DAP Kielce.** The Academy held its celebrations in Targi Kielce Congress Centre

The gala ceremony was held at the Targi Kielce Congress Centre; the function was to celebrate the 10th anniversary of the DAP Kielce Children's Football Academy. The event on 25 May included the presentation of the



—A performance prepared by the Targi Kielce employees' children at the summer day camp.

teams. This was also the occasion to express thanks to the representative of the regional and city authorities, the Świętokrzyskie Football Association, sponsors, partners and coaches. Targi Kielce sponsors the Academy, where over 3,000 children and young people train every day.

#### Targi Kielce footballers on the podium

The team of Targi Kielce and Dach Forum - the most prominent roofing industry trade fair in Poland, won the football tournament at the Great Craft Picnic, held in Kielce by Wiecha - the National Guild of Roofers, Tinsmiths and Carpenters.

With captain Artur Buras, the Targi Kielce and Roof Forum team put the best foot forward and won first place, and they could rise the cup proudly into the air. The Targi Kielce and Roof Forum team does a good job not only in organising expos but also on the pitch.

Sport is an integral part of Targi Kielce's strategy; the exhibition and congress centre sponsors the Ekstraklasa football team - Korona Kielce; the twenty-time Polish champion, i.e. the men's handball team Industria Kielce, the women's handball team Korona Handball and the Orleńa Kielce People's Sports Club.

**In 2023, Targi Kielce donated nearly PLN 3 million to support sports and cultural initiatives in Kielce and the region.**

# Kielce's sports stars on the pitch and in business

Author: Łukasz Kopczyński

Passion for sport complemented with sport promotion on the national and international arena have been an essential element and a pillar of the company's activity for years. The exhibition and congress centre supports local clubs, both those playing at the highest level such as Korona Kielce and Industria Kielce, and those at lower leagues, such as Suzuki Korona Handball Kielce. The clubs which are into children and youth education, such as DAP Kielce and Orleńa Kielce can also count on support. However, cooperation with clubs opens up many promotional opportunities for the Kielce Centre, i.e., the use of the club's brand image and its players.

## Kielce athletes are the Targi Kielce's faces

Korona Kielce footballers and Industria Kielce handball players regularly visit the Kielce exhibition and congress centre, participating in various expos; the players then meet with exhibitors and visitors, taking selfies, sign autographs and talk to fans.

Sports people's presence is an attraction for expo participants who eagerly make the most of the opportunity to meet sports stars. Videos that feature athletes are another form of cooperation and the possibility of using the image of the club and players; this is why Kielce and the region encourage visitors to visit the expo centre.

This is exactly what happened with the promotional film for the Mubi Dub It Tuning Festival the film featured the Korona Kielce footballers – Piotr Malarczyk and Dominik Zator next to the beautiful Chevrolet Corvette. Another fascinating idea was to involve both the handball players of the multiple Polish Champions Industria Kielce and the yellow-red footballers in promoting the open day at this year's MSPO. Players from both teams, dressed in military uniforms, underwent regular military training under the supervision of professionals from the Military Training Centre For Foreign Operations in Bukówka, Kielce. The footage was eagerly watched and widely commented on as an ideal example of PR activities.

## Targi Kielce promotion on Poland's arena

The agreements between the clubs and the Kielce exhibition and congress centre allow Targi to make its brand public not only in the stadium stands and hall during matches, but also visible in television broadcasts that reach millions of Poles. The Targi Kielce logo is visible on the Korona players' match jerseys and the training kits of the first team and the coaching staff.

The possibility of displaying the logo on large screens and advertising banners around the pitch and around the indoor courts is an additional value. The logotype is thus visible during broadcasts of the league matches of both Kielce teams. Another tool is used to promote Targi Kielce - the events in the club's social media, where news about upcoming trade shows appears regularly.



—Targi Kielce promotional session featuring a Korona Kielce football player Evgeniya Shikavki





\_\_Paulina Kuc, Tomasz Gała and Katarzyna Kocuba took part in the ITIL® 4 Foundation accredited training, ending with an exam in June 2024.

**„The company’s success depends  
on the success of its employees.  
Investing in employees’  
development is an investment in  
the future of the organisation”  
- Bill Gates**

Author: Yuliia Yaryna

Every year, Targi Kielce allocates almost half a million PLN for its employees’ personal development. This year, specialists working in different departments have completed dozens of on-site and remote training courses and even courses at renowned universities.



—Yuliia Yaryna of the Public Relations Department received a certificate of completion of the „Blogging and Writing for Online Audiences” course at the University of Cambridge in May 2024.

**Y**uliia Yaryna from the Public Relations Department has completed a two-month course at the Cambridge University scientific platform. She has gained valuable knowledge on blogging and online audiences as the marketing target. The University of Cambridge lecturers discussed SEO writing, online community development, copyright, and social media profiles monetising, to name a few areas. Upon completing the course, Yuliia Yaryna received a certificate from Dr James Gazzard, Director of the Institute of Continuing Education (ICE) at Cambridge University.

The Trade Fair Department and Conference Department employees benefit from a year-round course on the Base On platform, which helps them develop selling skills in conducting business negotiations and building trust. - The training allowed me to learn what I do well and what I should improve. I gained valuable knowledge in discussions with prospective clients and price negotiations. – emphasises Monika Jedynak from the Trade Fair Department.

The IT team participated in the ITIL® 4 Foundation accredited training, which completed with a final exam. The training taught the basic service management concepts, the importance of defining and tracking metrics



—Magdalena Kwaskowicz and Milena Dewerenda completed the training on „Balance Sheet 2024 and Taxes 2024/2025 - preparing companies for tax and accounting year-end closing” in January 2024.

**This is our strength; we always keep abreast of the latest developments. Not only do we observe trends, but also keep deepening our knowledge and skills – says Yuliia Yaryna from the Public Relations department.**

and key performance indicators (KPIs) to measure the efficiency and effectiveness of IT services, and the role of SLAs in defining and managing service quality. They implement the skills acquired in their daily work at the service desk.

The ladies from the Economic and Financial Team improved their knowledge of tax and accounting obligations related to the financial year closure and the latest changes in VAT, PIT and CIT taxes. The training held under the banner of „Balance Sheet 2024 and Taxes 2024/2025 - preparing companies for tax and accounting year-end closing” discussed how to correct settlements and collect tax at source, the principle of VAT deduction and declaring tax due, and the possibility of using split payment and taxpayer verification.



# Mission objective - development

Author: Magdalena Sitarska

„He who does not move forward, moves backwards”... Targi Kielce employees are well aware of this truth and constantly strive for professional and personal development. They make the most of their competencies. They utilise every opportunity to gain new experiences and advance within the company structures.

**B**eata Górczak, the undisputed champion in organisational matters at Targi Kielce, has been given the opportunity to develop her career in 2024. Beata Górczak was appointed the Head of the Management Board Office. Beata is known for her professionalism, commitment and willingness to help. Owing to her skills, every document finds its place. Her indications and regulations are genuine pearls that make it possible to keep order. Beata welcomes the most important expo guests with extraordinary grace and a smile; she also looks after the employee affairs. Beata carefully plans training trips and takes care of the necessary insurance. No detail escapes her attention!

Andrzej Boksa, who has extensive experience in managing infrastructure projects, has been promoted to the position of Director of the Infrastructure Maintenance Department at Targi Kielce since the beginning of 2024. Mr Boksa is responsible for all of the Kielce exhibition and congress centre's investments, including modernisation, renovation and construction. Fishing is Andrzej's passion, thus, his promotion from investment and renovation manager to the position of department director can be compared to catching a goldfish. However, instead of three wishes, Andrzej has one goal – long-term visions of the Targi Kielce development.



—Beata Górczak, Head of the Executive Board Bureau.



—Andrzej Boksa, Director of the Infrastructure Maintenance Department.



—Łukasz Biało, Manager of the Multimedia Service Team.



—Maciej Radomski, Expo Hall Manager.

The expo team that has cooperated with Łukasz Biało for years found his promotion no surprise at all; Łukasz has been appointed to head of the Multimedia Service Team in the Trade Fair Infrastructure Maintenance Department. While working in the technical department, Łukasz impressed others with his knowledge, cleverness and resourcefulness; now, he manages the team responsible for all multimedia aspects at all events organised at Targi Kielce. This man knows all the ropes in the lights and sound department; he now exercises tremendous power contained in sound mixers, cameras and lighting systems. Thanks to these devices and, above all, his skills, Łukasz can transform a conference into a genuine spectacle.

Maciej Radomski has also been promoted within the structures of Targi Kielce and has taken up the position of Expo Hall Manager. His previous experience and technical knowledge will perfectly fit into the standards of technical support for expos and conferences. The new Expo Hall Manager literally and figuratively keeps his finger on the pulse, always ready to act. At the speed of light, he keeps traversing the facility perimeter on his scooter. Maciej can turn the expo hall into a place where even the smallest bulb shines at its utmost.

Congratulations to all Targi Kielce employees - Beata, Andrzej, Łukasz and Maciej and all other who changed their positions last year, boosted their competencies and focused on development. They are the paragons and an inspiration for others to pursue their professional ambitions.



# Service worthy of a medal

Author: Ewa Łukomska

13 gold, 6 silver and 12 bronze medals. 31 Targi Kielce employees received Medals for Long Service. The ceremony, held on 21 June 2024 at the Kielce Exhibition and Congress Centre, was to honour the centre's employees. The Świętokrzyskie Voivode, Michał Skotnicki presented the accolades.



—31 June - Targi Kielce employees were awarded medals for long service.



—The medal is awarded to Agnieszka Białek, MSPO director. Also in the photo (from the left) Paulina Oleś, Michał Skotnicki - Deputy Voivode, Grzegorz Bąk and Anna Górską.

The medal is a symbol. The recognition of your many years of work. The future is prosperous; there are many essential projects ahead, including those discussed by the media and the management. The bar that you have set in the expo market is very high. I want to express my sincere thanks for that. Europe can learn from you – emphasised the deputy voivode of Świętokrzyskie, Michał Skotnicki, addressing the Kielce exhibition and congress centre employees.

**Gold Medals for Long Service were awarded to:**

1. Grzegorz Bąk
2. Agnieszka Białek
3. Anna Górską
4. Beata Grochowska
5. Dariusz Korba
6. Małgorzata Kozieł
7. Andrzej Mochoń
8. Anna Pisarczyk
9. Bożena Staniak
10. Artur Świątek
11. Paweł Zboś

**Silver Medals were awarded to:**

1. Robert Frąk
2. Mariusz Kurek
3. Aldona Matla
4. Cezariusz Matla
5. Marcin Musiał
6. Piotr Pawelec

**Bronze Medals were awarded to:**

1. Edyta Chajda
2. Konrad Lenartowicz
3. Piotr Odziemek
4. Paweł Pięta
5. Łukasz Radomski
6. Dawid Szczepanek
7. Bartłomiej Terlecki
8. Urszula Wasińska

Medals for Long Service are awarded for exemplary, exceptionally conscientious duties resulting in performance, professional work in the service of the State. The President of the Republic of Poland awards medals.



# A family - a great foundation of success! Day camps for employees' children

Author: [Marta Brzezińska](#)

Targi Kielce, one of Poland's most prominent organisers of exhibitions, has again demonstrated that the centre is also a leader in employer branding, offering exceptional support to its employees. The summer camp makes Targi Kielce stand out - this is the only company in the region that undertakes such initiatives, strengthening its ties with the local community.

**42** children participated in this year's summer camp; this initiative supports Targi Kielce employees and plays a key role in preparing for the upcoming MSPO. Andrzej Mochoń, PhD, President of the Board, Targi Kielce highlights: - Targi Kielce is not only a company one works in. The expo centre is also a community that cares for its members. A positive employer image development is an investment in employee relationships that bring long-term benefits.

## Agenda with attractions galore

The camp agenda was extremely intensive: the children developed their passions, faced their weaknesses, and tried their hand at new things. The little explorers visited the Tropical Pools, where they mastered their swimming skills, fed animals at the Forest Zoo and enjoyed somersaults at the Sky Fly amusement park. The children also took part in an educational meeting at the Forest District and a took trip to the Sufraganiec nature



—The end of the summer day camp was marked with the children's thanks to the Targi Kielce President of the Board, Andrzej Mochoń, PhD., for the active holiday opportunity.



\_\_Children had a great time at the Sky Fly amusement park in Kielce.

reserve. These activities developed the children's ecological awareness and understanding of nature conservation. A carefully planned agenda makes the summer camp not only a form of summer entertainment, but also an educational adventure. – I am delighted that the company came up with such an initiative; parents find it a great convenience – says Magdalena Kwaskowicz from the Finance and Accounting team at Targi Kielce.

#### Key Support for MSPO preparations

The summer camps are held on the eve of the International Defence Industry Exhibition and play an important role in preparing for this important event. Doctor Andrzej Mochoń emphasises that summer camps support the Targi Kielce employees' families and strengthen the company's and its team's bond. – Employees can fully concentrate on their duties and the preparations for the upcoming MSPO. Our concern for our employees' well-being is an investment in their commitment and efficiency – emphasises the President of the Management Board.

#### Building a Strong Employer Brand

Such initiatives make Targi Kielce a leader in employer branding, attracting and retaining the best talents on the market. Summer camps, in the context of the upcoming MSPO, are an important part of the strategy. Employees are enabled to focus on critical tasks while providing their families with care and support. These activities are crucial to building a strong team and a positive organisational culture, which is an invaluable asset in the dynamically changing world of business.

Targi Kielce shows that an innovative approach to employer branding is the key to success and building lasting relationships in the company. Summer camps for employees' children are not only the company's vehicle to support its team. Targi Kielce becomes a role model for other companies.



























\_\_Binkowski Resort Tropical Pools in Kielce - plenty of water attractions.



# KALENDARZ WYDARZEŃ CALENDAR OF EVENTS

# 2024

	<b>DACH FORUM</b> Kongres i Targi Dekarzy, Blacharzy, Cieśli The Congress and Expo for Roofers, Tinsmiths and Carpenters	12-13 I
	<b>TSW</b> Targi Sadownictwa i Warzywnictwa Fruit and Vegetable Farming Expo	17-18 I
	<b>ENEX</b> Międzynarodowe Targi Energetyki i Elektrotechniki oraz Odnawialnych Źródeł Energii International Power Industry and Renewable Sources of Energy Fair	7-8 II
	<b>IN-PACK</b> Targi Branży Opakowaniowej Packaging Industry Expo	13-15 II
	<b>MUZYCZNA KUŹNIA</b> WARSZTATY MUZYCZNE	19-23 II
	<b>KIDS'TIME</b> Międzynarodowe Targi Zabawek i Artykułów dla Matki i Dziecka International Fair of Toys and Products for Mother and Child	21-23 II
	<b>PSB</b> Targi Grupy PSB PSB Group Fair	28-29 II
	<b>AGROTECH</b> Międzynarodowe Targi Techniki Rolniczej International Fair of Agricultural Techniques	8-10 III
	<b>LAS-EXPO</b> Targi Przemysłu Drzewnego i Gospodarki Zasobami Leśnymi Timber Industry & Forest Resources Management Fair	8-10 III
	<b>STOM-TOOL</b> Targi Obróbki Metali, Obrabiarek i Narzędzi Fair of Metal Processing, Tools and Machine Tools	19-22 III
	<b>STOM-BLECH&amp;CUTTING</b> Targi Obróbki Blach i Cięcia Sheet Metal Processing and Cutting Fair	19-22 III
	<b>STOM-LASER</b> Targi Laserów i Technologii Laserowych Laser and Laser Technology Expo	19-22 III
	<b>STOM-ROBOTICS</b> Salon Robotyki Przemysłowej International Exhibition of Robotics	19-22 III
	<b>STOM-FIX</b> Targi Technologii i Komponentów Łącznych i Mocujących The Fastening and Fixing Technologies and Components Expo	19-22 III
	<b>SPAŁALNICTWO</b> Międzynarodowe Targi Technologii i Urządzeń dla Spawalnictwa International Fair of Welding Technology and Equipment	19-22 III
	<b>DNI DRUKU 3D</b> 3D PRINTING DAYS	19-22 III
	<b>EXPO-SURFACE</b> Targi Technologii Antykorozyjnych oraz Ochrony Powierzchni Exhibition of Corrosion Protection Technology and Surface Treatment	19-22 III
	<b>FLUID POWER</b> Targi Pneumatyki, Hydrauliki, Napędów i Sterowań Fair of Pneumatics, Hydraulics, Drives and Controls	19-22 III
	<b>CONTROL-STOM</b> Targi Przemysłowej Techniki Pomiarowej Fair of Industrial Measuring Technology	19-22 III
	<b>TEiA</b> Targi Elektroniki i Automatyki Electronics and Automation Fair	19-22 III
	<b>EKOTECH</b> Targi Ochrony Środowiska i Gospodarki Odpadami Environmental Protection and Waste Management Expo	10-11 IV
	<b>AUTOSTRADA NOWA</b> INFRASTRUKTURA Targi Budownictwa Infrastrukturalnego International Infrastructure Constructions Expo	10-11 IV
	<b>TARGI KIELCE HACKATHON</b> Biogospodarczy Świętokrzyski Hackathon Targi Kielce Bioeconomy Hackathon Targi Kielce	10-11 IV
	<b>DOM OGRÓD I TY</b> Targi Materiałów Budowlanych i Wyposażenia dla domu i ogrodu Construction Materials and Equipment Expo - Home and Garden	13-14 IV
	<b>FIT WEEKEND</b> Mistrzostwa Polski i Debiuty PZKFITS w Kulturyście i Fitness	13-14 IV
	<b>Koncert CEZIK</b>	16 IV
	<b>POLSECURE</b> Międzynarodowe Targi International Security Expo	23-25 IV
	<b>EXOTIC FEST</b> Targi Terrarystyki, Akwarystyki i Botaniki	28 IV
	<b>DENTOPOLIS</b> Konferencja Stomatologiczna Dental Conference	16-19 V
	<b>PLASTPOL</b> Międzynarodowe Targi Przetwórstwa Tworzyw Sztucznych i Gumy International Fair of Plastics and Rubber Processing	21-24 V

	<b>KLOCKI FEST</b> ZŁOT LEGOTUBERÓW	1 VI		<b>TRANSEXPO</b> Międzynarodowe Targi Transportu Zbiorowego International Fair of Public Transport	16-18 X
	<b>NECROEXPO</b> Międzynarodowe Targi Branży Pogrzebowej i Cmentarnej International Funeral and Cemetery Fair	7-9 VI		<b>HOL-EXPO</b> Ogólnopolskie Targi Pomocy Drogowej Polish Road-Assistance Expo	16-18 X
	<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	10-12 VI		<b>FUTURE PRIVATE LABELS EXPO</b> Targi Marek Własnych Future Private Labels Expo	6-7 XI
	<b>SLAVIC B2BEAUTY</b> Kontraktacje dla branży kosmetycznej i farmaceutycznej Contracts for the cosmetics and pharmaceutical industry	18-19 VI		<b>PSB OGRÓD</b> Targi Grupy PSB PSB Group Fair	13-14 XI
	<b>DUB IT!</b> Festiwal Tuningu Tuning Festival	22-23 VI		<b>FESTIWAL PRZY KOMINKU</b> At the Fireplace Festival	16 XI
	<b>MSPO</b> Międzynarodowy Salon Przemysłu Obronnego International Defence Industry Exhibition	3-6 IX		<b>FESTIWAL WĘDKARSTWA   SURVIVALU</b> Fishing and Survival Festival	16-17 XI
	<b>SACROEXPO SLOVAKIA</b> Międzynarodowa Wystawa Budownictwa i Wyposażenia Kościołów, Sztuki Sakralnej i Dewocjonaliów - Bratysława International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art - Bratislava	13-14 IX		<b>IDEa</b> CK Event wKonferencja dronowa International Drone Event	20-21 XI
	<b>METAL</b> Międzynarodowe Targi Technologii dla Odlewnictwa International Fair of Technologies for Foundry	24-25 IX		<b>WYSTAWA PSÓW</b> Międzynarodowa Wystawa Psów Rasowych International Exhibition of Pedigree Dogs	22-23 XI
	<b>ALUMINIUM &amp; NONFERMET</b> Międzynarodowe Targi Aluminium & Technologii, Materiałów i Produktów Metali Nieżelaznych International Fair of Aluminium & Technology, Materials and Non-Ferrous Metal Products	24-25 IX		<b>ZOO SALON</b> Targi Artykułów dla Zwierząt Domowych Domestic Animal Fair	22-23 XI
	<b>RECYKLING</b> Recykling Metali Nieżelaznych Fair of Recycling of Non-Ferrous Metal	24-25 IX		<b>Świętokrzyskie Targi Ślubne</b> Świętokrzyskie Wedding Expo	01.XII
	<b>HEAT TREATMENT</b> Obróbka Ciepławww Metals Heat Treatment Expo	24-25 IX		<b>DNI DLA BIZNESU</b> Targi Usług dla Firm, Forum Finanse i Podatki dla Przedsiębiorcy Business-Services Expo, Finance and Enterprise Tax Forum	05 XII
	<b>CONTROL-TECH</b> Targi Przemysłowej Techniki Pomiarowej oraz Badań Nieniszczących Fair of Industrial Measuring Technology	24-25 IX		<b>WYSTAWA GOŁĘBI I KRÓLIKÓW - REGIONALNA</b> Okręgowa Wystawa Gołębi Pocztowych / Świętokrzyska Wystawa Gołębi Rasowych i Drobiu Ozdobnego, Królików / Świętokrzyska Wystawa Gołębi Rasowych i Drobiu Ozdobnego, Świętokrzyska Wystawa Królików Pigeon and Pet Exhibitions	7-8 XII
	<b>Kongres Technologii STAL 2024</b>	24-25 IX		<b>EXOTIC FEST</b> Targi Terrarystyki, Akwarystyki i Botaniki	8 XII
	<b>MKBR</b> Międzynarodowy Kongres Biur Rachunkowych International Congress of Accounting Offices	26-27 IX		<b>MIĘDZYNARODOWA WYSTAWA GOŁĘBI RASOWYCH I DROBNEGO INWENTARZA</b> The International Pedigree Pigeon and Small Livestock Exhibition	14-15 XII



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# T E S

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Podczas odbywających się wystaw targowych, organizujemy dla wszystkich Wystawców wyjątkowe imprezy integracyjne w Ekskluzywnym Klubie Muzycznym. Gwarantujemy zabawę w wyszukanym towarzystwie przy niesamowitej muzyce i wielu atrakcjach, a nasza profesjonalna obsługa jest zawsze do Państwa dyspozycji.

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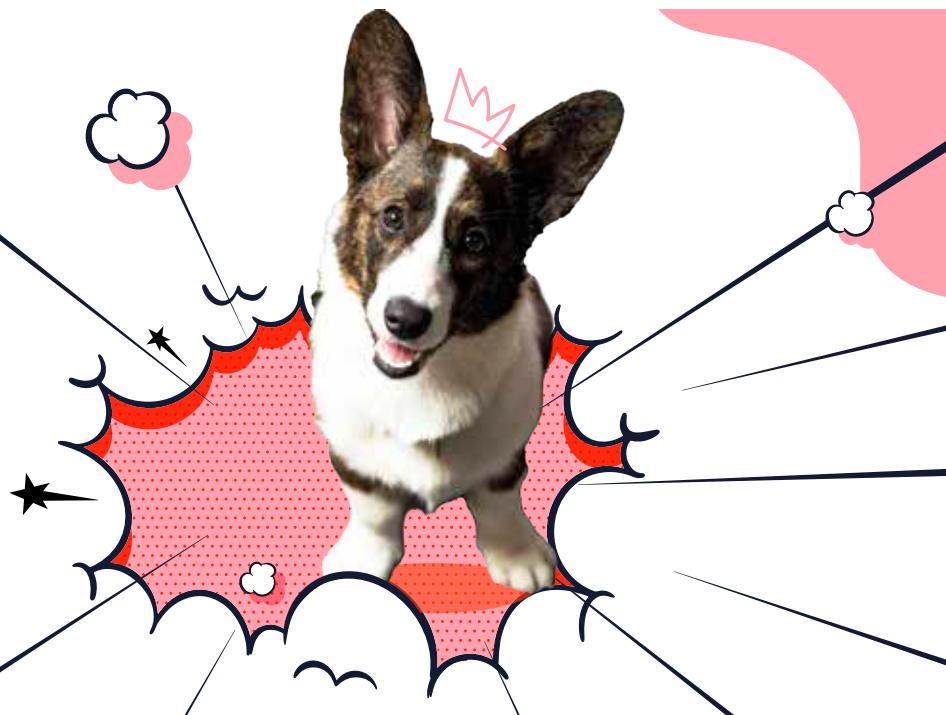




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