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# eFair Kielce Review



**Targi Kielce**  
exhibition & congress centre

spring / summer / 2025



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## Fair Kielce Review

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# Pomagamy kształtować *przyszłość* Kielc





— Agata Wojda, the City of Kielce Mayor.

**T**argi Kielce stands for much more than a brand. It is our city's flagship, and for years, it has nurtured Kielce's reputation as a modern business and innovation centre. Our events, such as MSPO, Agrotech Agricultural Technology Fair, Plastpol Plastics Processing Fair, Enex Fair of Renewable Sources of Energy and Industrial Spring, offer a unique platform for presenting cutting-edge technologies, attracting exhibitors and visitors from Poland and abroad. We continually invest in infrastructure to meet the industry's growing expectations and thus ensure the Centre's dynamic and vibrant development. The priority investment is the construction of a new exhibition hall and the modernisation of existing facilities, which will allow to offer a total area exceeding 18,500 m<sup>2</sup>. This success is also confirmed by Targi Kielce's advancement by 115 places in the prestigious TOP Brand 2024 ranking. This serves as proof that focusing on quality and cutting-edge developments brings measurable results.

The Agrotech anniversary expo promises to be exceptional with three new, additional expo halls (halls 8, 9 and 10) and a total exhibition area of 14,000 m<sup>2</sup>. The largest expo hall, 8, impresses with its dimensions; it is 150 m long and 50 m wide, featuring a modern aluminium structure and

glass panels that offer comfortable conditions for presenting the latest technologies. The Industrial Spring – one of the most essential industrial events in Central and Eastern Europe keeps developing dynamically; already in 2024, we expanded our offer with an additional temporary expo hall. This year's expo includes two expo halls of this type to maximise the potential of innovation. According to our plans, the 2026 Expo will be held during the construction of the new Expo Hall. The event will be held in a modern temporary hall. In 2027, it will be transferred to the newly built, spacious, and ultra-modern hall, creating ideal conditions for exhibitors and visitors.

Furthermore, strategic initiatives, such as the dynamically developing Investor Service Centre and the City Development Office, provide robust support for entrepreneurs, strengthening Kielce's position as an attractive place to invest and run a business. We look forward to co-operating with you. We hope to see you at the upcoming trade fairs. Together, we shape the industry's future, creating space for innovation, technology and global connections.

A handwritten signature in blue ink, appearing to read 'Wojda', located at the bottom right of the page.

# Expo hall we have awaited for years!

Author: Marzena Ślusarz

## Ready, steady - the investment time

Targi Kielce's priority investment is entering the implementation phase; after the season's biggest event, a part of the fairgrounds becomes a construction site. A new expo hall number 8 is built and expo hall 7 is modernized; the combined space of both facilities amounts to over 15,500 square meters of usable space on the ground floor and 3,000 square meters on the mezzanine. Therefore, the new facility in the centre's infrastructure will be four times larger than the current largest hall, no. 5. Strabag has been selected to carry out the investment project.

**T**argi Kielce stands for professionalism, the company that competes with itself every year and wins every year. And the fact that this company's name includes the word „Kielce” is a source of great pride and satisfaction for us - said Agata Wojda, Mayor of Kielce, during the official contract signing between Targi Kielce and Strabag in January 2025. - I do not envy you this pressure, nor the management of Targi Kielce or the Strabag company, but I know you are a solid partner. - the Mayor added

The project involves the construction of Expo Hall 8 and the reconstruction of Expo Hall 7; The expo halls will be combined. Mezzanines will be built at the connection point, along with additional restaurant and congress spaces and views of the exhibition space.

The building will be 15 meters high, 73 meters wide and over 237 meters long in total. The cost of building the facility will not exceed PLN 100 million.

**March 2025 is a key month as it marks the commencement of construction work. The expo hall is to be ready by the end of July 2026 so that it can be used by exhibitors first at the International Defense Industry Exhibition in September 2026.**

Strabag - design and build of a new Targi Kielce's expo hall  
The initial phase of the „design and build” tender began in August 2024, and its decision was made in January. On Thursday, 23 January 2025, the

contractor signed the agreement. – The tedious and meticulous procedure allowed us to sift through each offer. In the final phase, we talked with several companies; we were convinced that the selected contractor would reliably fulfil the task. There is an intense period ahead of us because we are also running our exhibition activities in parallel, says Dr. Andrzej Mochóń, President of the Management Board of Targi Kielce.

Strabag will design the new facility however it can also use the designs that were created for Targi Kielce in 2018, when the company was preparing to build a new expo hall. The plans were abandoned at the time due to the pandemic.

## Ready to accommodate MSPO 2026

March 2025 is a key month as it marks the construction work commencement, and the hall is to be ready by the end of July 2026 so that it can be



—In the picture - from the left: Joanna Popczyk – Strabag Financial Director and Proxy, Andrzej Mochóń PhD, Targi Kielce, President of the Board.





—From the left: Joanna Popczyk – Financial Director and Proxy of Strabag, Jacek Synowiec – Technical Director of Strabag Grupa Kraków, Agata Wojda – Mayor of Kielce, Andrzej Mochoń – President of Targi Kielce, Dorota Brzezińska – Director of the Economic and Financial Department at Targi Kielce.

used by exhibitors first at the International Defense Industry Exhibition in September 2026.

We hope that we will meet expectations and that in 17 months, a facility will be built that you can boast about on the international arena, said Joanna Popczyk, Financial Director and Proxy of Strabag.

#### A new expo hall awaited by exhibitors

Expanding expo infrastructure is necessary due to the growing interest of companies in participating in trade fairs. – Since 2005, we have been building additional temporary halls for the Agrotech agricultural technology trade fair; This additional area in temporary halls reached up to 18 thousand square meters, explains President Andrzej Mochoń. In recent years, the need to build temporary halls has also been the case for fairs from the Industrial Spring group and the International Defence Industry Exhibition. New trade fairs, including the Enex renewable energy fair and the Roof-Forum roofing industry fair, keep growing. In the case of MSPO and Agrotech, we are pushed to limit the rented space, and the reserve list is long.

#### Additional temporary expo hall

Additional indoor space is prepared for the investment time; a temporary expo hall will operate throughout the construction period. Four thousand square meters with comprehensive technical infrastructure will make inconvenience regarding their investment unnoticed for exhibitors and visitors.

#### A new car park

The new expo hall will be built in a place previously served as a parking lot; Targi Kielce, mitigating the effects of parking spaces shortage, has prepared an area in Wystawowa Street. The car park becomes available in March.

### **The expansion of expo infrastructure is necessary due to the growing interest of companies in participating in trade fairs.**

STRABAG is part of a European construction group and is a leader in the implementation of innovative technologies. STRABAG is one of the largest construction companies on the Polish market. The company implements the most technologically advanced investments in the general construction, infrastructure and engineering segments. STRABAG is a general contractor in road, railway and airport infrastructure, building construction, hydrotechnical, energy, industrial and environmental protection. STRABAG laboratories ensure the highest quality standards when executing and conducting research in developing innovative technologies. STRABAG has an extensive network of asphalt mixing plants, its own concrete plants and aggregate mines. The company employs nearly 7,000 people, including qualified engineers and specialists in many industries. It has the latest generation of machinery. The value of the group's orders exceeds PLN 9.5 billion.

# Evolution or revolution?

Author: Ewa Łukomska

2024 was marked with dynamic changes for Targi Kielce; many trade fairs' dimensions changed, and many have enjoyed even greater interest from exhibitors and visitors. However, the revolutionary changes are yet to come. The centre has been preparing for these alterations for a long time. The final preparation stage was the end of the year's accord.



\_\_In the pre-election period, the expo centre was the venue for a whole series of top meetings. In the foreground: Deputy Minister of National Defense, Cezary Tomczyk.



\_\_President Andrzej Mochoń and the Prefect of the Dicastery for Culture and Education, Cardinal José Tolentino Calaça de Mendonça, signed a letter of intent in the Vatican aiming to strengthen cooperation between Targi Kielce and the Dicastery.

## How do you describe it in a nutshell? Growth

336,200 people visited events organised by Targi Kielce last year, over 16,000 more than in 2023. There was also a significant increase in the number of exhibitors; the previous year, 5,624 companies presented their offers, which is 600 more than in the same period a year before. The exhibition space sold by the Kielce Exhibition and Congress Centre also increased – over 180,000 m<sup>2</sup> in 2023 to 230,000 m<sup>2</sup> in 2024.

Can we, therefore, pronounce it a success? And is this a good herald for the future?

- I always see our centre's results with moderation. The numbers suggest that the exhibition industry keeps developing gradually, and the MICE industry is in the process of developing resistance to the negative effects of

the omnipresence of remote communication methods. I am a moderate optimist, to put it in more general terms. The forecasts are influenced by the geopolitical situation, which is particularly unstable in our part of the world. Unrest can be sensed in all European countries and in every sector of the economy, and this also pertains to the Middle East. We must also pay attention to the forecasted economic growth. Europe's growth is slow. A moderate one in both Americas and high in the Middle East, although overshadowed by conflict. And high growth for China, Southeast Asia and the Pacific Region – says Doctor Andrzej Mochoń, President of the Management Board of Targi Kielce.

## Bees on the roof

Targi Kielce keeps expanding its offer to respond to trends in the most precise and accurate way and to encompass customers' needs. 2024, the





—Work on constructing a new parking lot and the necessary infrastructure at Wystawowa Street started at the end of the year.

team worked on multiple events that will premiere in 2025. What's new in the expo calendar? The well-known and respected Roof Forum expo for roofers, sheet metal workers and carpenters, which took place in January, was expanded for the first time to include the Fasade Forum - Ventilated Facade Exhibition. The spring Home, Garden and You will be accompanied by three new events: the National Beekeeping Expo2Bee, the Caravanning and Active Tourism Expo Camper&Travel and the SlowTravel Health Tourism Expo. Hippikon Expo, combined with the Jan Kowalczyk Memorial—the show jumping competitions—and the International Fenestration Products and Glass Expo WinDoGlass Innovation, are in the pipeline for the autumn. The expo centre's portfolio will therefore be expanded to 6 new shows.

- He who does not move forward moves backwards. Thus, we offer new events to exhibitors and keep improving the format of the events visitors and guests have participated in for years. According to all indicators, we are on the right track, which is evidenced by the facts and figures combined with the positive opinions of our customers. These are the source of unwavering joy, emphasizes the vice president of Targi Kielce, Bożena Staniak.

#### The Kielce Expo Centre on everybody's lips

The expo was one of the leading topics during Kielce local elections - candidates for the office of Mayor of Kielce declared how they intended to arrange their cooperation with the centre during the campaign. Their future was also discussed during the only live debate in Kielce, which was held at the Korona Gallery. The fate of the expo centre was also widely commented on the Internet—residents regard it as a business pillar worth maintaining and nurturing.

#### Arts in business

Not only does the Kielce exhibition and congress centre develop its offer.



—Renovation of the Exhibitor Service Offices will begin soon; this is visual rendering of the result once the work is completed.

President Andrzej Mochoń and the Prefect of the Dicastery for Culture and Education, Cardinal José Tolentino Calaça de Mendonça, signed a letter of intent in the Vatican; the aim is to strengthen cooperation between Targi Kielce and the Dicastery in the framework the Per Artem Ad Deum award. The medal is the only award of its kind in the world. It is presented to artists and institutions whose achievements contribute to the development of culture and shape human spirituality. Last year, exceptionally, two winners of the medal were selected – Kiko Argüello – a Spanish painter, theologian, writer and musician, and Anselm Grün – a German monk, theologian and writer.

#### Direction: heading to the new

Of course, 2024 was an opportunity for many investments and amenities that will serve exhibitors and guests. The list of projects is long; the most important include the commencement of construction of a car park, the necessary infrastructure at Wystawowa Street, and work related to the access control and sales registration system. The centre also purchases modern equipment, which can facilitate event arrangement, management, and organisation, resulting in even higher-level services. New warehouse racking systems have recently been installed, which will significantly improve work efficiency. New lighting bridges and electric winches have also been installed in the Alpha and Omega halls and modern multimedia screens. Preparations are underway to renovate the exhibitor service offices in Expo Halls 3 and 6, but the most important work will take place on a different construction site.

Work will begin any day now on the construction of the 8th expo hall, which will have an area of over 15,000 m<sup>2</sup>. After the investment is completed, Targi Kielce will offer its exhibitors 52,000 m<sup>2</sup> of exhibition space. The groundbreaking ceremony will be the culmination of a series of changes introduced at the centre in recent months.

# Targi Kielce - TOP Media Brand 2024!

Author: Marzena Ślusarz

Targi Kielce was among the 500 strongest Polish brands, alongside giants such as H&M, Philips, Visa, and MasterCard. This is the result of the annual study of brand media coverage in Poland, by the „Press” magazine in cooperation with PSMM Monitoring & More.



—The International Defence Industry Exhibition Targi Kielce hosts hundreds of journalists from Poland and abroad.



The „Top Marka / Top Brand” ranking presents the results of the media coverage analysis of brands, taking into account their presence in the press, radio, television, the Internet and social media. Since 2007, the ranking has assessed the strength and image of brands in Poland. A brand's place in the ranking depends on its positive reception and the number of people it reaches.

#### Targi Kielce brand, with impressive uptrend goes towards the top

2024's TOP 500 Brands ranking sees Onet, WP and PKO Bank Polski at the top; Targi Kielce is ranked 180th, ahead of brands such as Synthos, Pepsi, 4F, KGHM, Kielce's Echo Investment and the popular Męskie Granie. In the exhibition industry ranking, the Kielce exhibition centre takes second place, behind the Poznań International Fair and ahead of the International Congress Centre in Katowice, Amber Expo and Expo Kraków.

Targi Kielce recorded a clear advancement compared to last year – from 295th in the TOP 500 Brands ranking to 180th place, and from third to second in the industry category.

#### Targi Kielce's strong position in the Polish market

- A quantum leap of 115 positions is a great success for the image and recognition of Targi Kielce; this is evidenced by the appearance of more publications about our company, and their tone is definitely positive. Information about Targi Kielce is published in a favourable light, strengthening our image and market importance. Our efforts to build a positive brand image, investments in modern solutions and commitment to organising events at the highest level bring tangible results. The high position in the TOP 500 Brands ranking confirms Targi Kielce's importance in the Polish market, says Andrzej Mochoń, Ph.D., President of the Management Board of Targi Kielce.

2024's ratings result from a well-thought-out and consistent communication strategy Targi Kielce has implemented. The advancement in the industry category and the overall ranking of 500 brands in Poland signals that these activities are appreciated by customers and partners and the public. This is the result of cooperation with the media and ensuring a positive and professional message in every form of communication. - We are particularly pleased with the increase in the sentiment index, which indicates an increasingly better reception of the brand in the media space - says Agnieszka Wicha-Dauksza, director of the Public Relations Department at Targi Kielce.

As President Mochoń emphasises, the brand's strong position strengthens relations with collaborators—exhibitors and institutions—who translate it into trust. - The Targi Kielce strength lies in transparent communication, openness to market needs and creating positive experiences, to name a few. We will continue the course – emphasises Doctor Andrzej Mochoń.

#### Targi Kielce attract interest

The TOP Marka report read that the trade fair industry keeps looking for new solutions and formats that attract viewers and media interest in addition to trade fair events. Targi Kielce stands out for organising cultural events like Memorial to Miles Targi Kielce Jazz Festival. The four days of the festival abound with concerts by Polish jazz stars and world-renowned musicians. The defence industry show attracted the greatest media interest, i.e. the International Defence Industry Exhibition and the construction of a new exhibition hall announced in May 2024.

#### TOP Marka

TOP Marka ranking is a prestigious list of the most media-friendly and recognisable brands in Poland, prepared annually by the „Press” magazine in cooperation with PSMM Monitoring & More; one of the most extensive studies of brand media coverage on the Polish market, which analyses their presence and reception in various communication channels. Brands are evaluated using three leading indicators; **Impact** - an assessment of how many people had contact with information about a brand, based on the popularity and the media outreach regarding particular media. **Sentiment Index** - an indicator showing the tone of the brand-related publications (positive, neutral, negative). The more positive and neutral publications compared to negative ones, the better the result. **The brand power** - is the final result that determines the position in the ranking. This index combines data on the number of recipients (the reach) and the quality of the publication, i.e. whether the messages were positive and professional. To sum up -the more positive information about the brand that reaches a large number of people, the higher the position in the ranking. The recently published ranking covers publications published from July 2023 to June 2024.

#### Targi Kielce

One of Central and Eastern Europe's two exhibition industry leaders, the organiser of 55 exhibitions a year. The most important ones include the International Defence Industry Exhibition – the third most important defence industry expo in Europe ranked after London and Paris, the International Fair of Agricultural Techniques Agrotech – Central Europe's largest indoor exhibition, the International Fair of Plastics and Rubber Processing PLASTPOL – the most international exhibition of Targi Kielce and the sector's largest expo in Central Europe, the International Power Industry and Renewable Sources of Energy Fair ENEX – the largest event of the renewable energy industry in the country, the Congress and Expo for Roofers, Tinsmiths and Carpenters ROOF FORUM – the most significant event of the roofing industry in the country. Over 336,200 visitors participated in 2024 shows, approximately 37,000 more than in 2023. Another 16,200 people participated in events held by the Targi Kielce Congress Centre.

# Helicopters, cars and... tractors

Author: Urszula Kołodziejczyk

Every year, Targi Kielce enjoys approximately 50,000 news coverages and media features in both traditional media, portals, and social media profiles. And what topics dominated Polish publications about the Kielce exhibition and congress centre in 2024?

The International Defence Industry Exhibition is traditionally the undisputed leader in terms of media popularity; the recent expo was covered by 600 journalists representing as many as 100 editorial offices. Media monitoring reports indicate that almost 12 thousand media reports on MSPO have been published in Poland. The essential mainstream editorials focused on military purchases, contracts, and the product catalogue of the Polish arms industry, which was presented for the first time in Kielce by the heads of the National Security Bureau and the Ministry of National Defence. The industry media featured new products - almost 800 exhibitors presented ample to write about. What reigns supreme in social media during MSPO? Helicopters? No doubts about it! The video featuring the Airbus H145 M landing was shared 22 times; over 100,000 people viewed the movie on the Targi Kielce Facebook profile.

The popular topic runner-up - the Dub it Tuning Festival, mainly featured in social media. Photos of cars worth several dozen million PLN enjoy perfect clickability. Reports appeared not only in media for the automotive



\_\_This is what photographers love the most – the Airbus H145 M landing at Targi Kielce in the lens of Mateusz Dudek Photography.



**In the era of modern technologies, three-quarters of all publications about Targi Kielce are internet portals and social media posts.**

\_\_TV star Greg Collins, who appeared in Kielce in his 700-horsepower Corvette.





—Tractors and crowds - a typical image for Agrotech Expo.

industry, such as TVN Turbo, but mainly on Facebook and Instagram accounts of journalists, influencers and other four-wheeler fans. The total number of car-related media reports - almost 10 thousand.

„No boycott on the horizon. Agrotech expo with record-breaking attendance”, „The well-known agricultural expo celebrates its 30th anniversary in 2025. This is how Agrotech in Kielce has changed” - these two titles in the agricultural industry media perfectly show the diversity of the topics. This is what the industry was interested in when it comes to the aspect of the International Fair of Agricultural Technology. Agrotech that takes the last place on the podium of the most popular media exhibitions in the Kielce exhibition and congress centre; the previous expo was held in the shadow of tensions between farmers and the ministry. 2025 expo is the anniversary one. Agrotech was featured almost 3 thousand times over 12 months.

In 2024, the media also devoted extensive attention to constructing a new expo hall - the new project the Kielce Exhibition and Congress Centre is embarking on. Report have appeared several hundred times in various publications.



—The studio of the “Tydzień” magazine broadcast on TVP1 set up in the Kielce exhibition and congress centre. Events and problems of the greatest importance for the Polish rural areas and agriculture.



# A grand celebration of craftsmanship

## Record-breaking Targi Kielce's Roof Forum! Crowds of experts return to the expo

Author: Łukasz Kopczyński

The 4<sup>th</sup> Congress and Expo for Roofers, Tinsmiths, and Carpenters Roof Forum 2025 will go down in history as the event that set new standards in the roofing industry. A record number of exhibitors, innovative technologies, competitions and craft shows made this event a real celebration for professionals and enthusiasts from all over Europe.



\_\_Craft shows attract roofing industry professionals.



### Record-breaking attendance and number of exhibitors

The mid-January Poland's largest roofing industry trade fair again attracted crowds, with nearly 18,000 event participants. This year's most prominent in its history, the expo brought together almost 200 exhibitors from 7 countries. A comprehensive offer for roofers, sheet metal workers and carpenters was presented in six expo halls of Targi Kielce. - The Roof Forum is becoming a key point on the map of European trade fairs - emphasised Doctor Andrzej Mochoń, president of Targi Kielce. The event was supported by sponsors, including Grupa Blachotrapez - the Strategic Sponsor and Marma Polskie Folie as the Platinum Sponsor, and also the group of Gold Sponsors: VELUX, FAKRO, RUUKKI, Lift Polska, Blachy Pruszyński, Röben, IVT.

**- The Roof Forum is a great place to get inspired, see new things and test products. After attending the Kielce expo, I always come back packed with ideas for the entire season – participants recapitulated the 2025 expo.**

### 2025 Blachotrapez Roofing Champion

The Blachotrapez Master Roofing competition attracted audiences' attention, watching eight specialists who struggled „live” with demanding tasks. The winner, Jakub Moskała, impressed the jury panel with his precision and skill and won himself a Volkswagen Amarok, which he will use in daily work.

### Great excitement at the Dach Masters competition

The best carpenters entered the Roof Masters competition, guaranteeing the audience great emotions until the last seconds. The winners - the duo of Mateusz Michalak and Damian Skrzecz came first, followed by Marek Wierzychowski and Piotr Kozaczuk, and third – Marcin and Tomasz Plotka. Competition sponsors Mafell and Marma Polskie Folie offered prizes worth a total of over PLN 83,000.

### Live demonstrations and craft zone

Roof Forum offers inspiration, learning and product testing thus, expo halls 3 and 4 hosted demonstrations of material processing, new roofing techniques and presentations of traditional and modern tools. – The Roof Forum is a great place to get inspired, see new things, and test products. Whenever I visit the Kielce expo, I always come back with ideas for the entire season. - said Konrad Szymborski from the National Guild of Roofers, Tinsmiths and Carpenters. There was also an abundance of attractions, such as decorative patterns on sheet metal and tests of advanced sheet metal processing tools.

### Knowledge Arena and Sponsor Presentations

This year's Roof Forum was also a platform for exchanging knowledge, where sponsors and experts shared the latest technologies and solutions for the roofing industry. Product presentations and lectures attracted the attention of crowds of visitors.

### Bartosz Zmarzlik at the Roof Forum

The first day of the trade fair brought the announcement - Marma Polskie Folie has become the general sponsor of the Polish speedway team. The entire team, headed by Bartosz Zmarzlik, appeared on stage, adding a sporting character to the event.

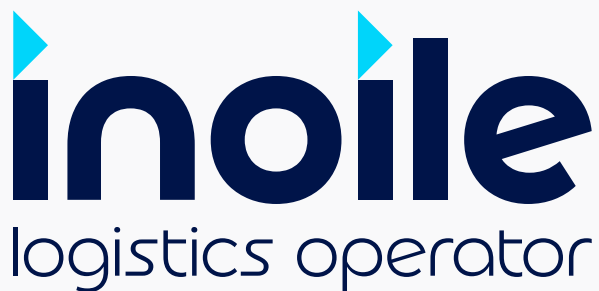
### Roof Forum 2025 – the future of the roofing industry

This year's Roof Forum confirmed that this event plays a key role in the roofing industry, combining tradition with modernity. Sponsors, experts and participants together set directions for development and inspire the entire industry community.



—Nearly 18 thousand participants of the fourth Roof Forum - the two-day event.

**Eighteen thousand participants took part in this year's Roof Forum and Fasade Forum Expos. A real celebration of craftsmanship at Targi Kielce!**



Masz plan sprzedażowy na ten rok? A plan logistyczny? Dalej rozsyłasz zapytania po spedycjach i wybierasz najtańszą opcję? Firma **INOILE nie jest spedycją, lecz operatorem logistycznym**, w którym nadzoruje cały łańcuch dostaw oraz optymalny przepływ towarów. INOILE świadczy również usługi audytu logistycznego, który ma na celu przeanalizowanie dotychczasowego procesu logistycznego, po którym będzie można zlokalizować „słabe ogniwa”. Pozwoli to na wprowadzenie wielofunkcyjnych, elastycznych zmian, dostosowujących do oczekiwania klienta i mających na celu usprawnienie całego łańcucha dostaw, a w dalszym efekcie – optymalizacji kosztów transportowych.

Firma **INOILE** świadczy usługi:

**audytu logistycznego** – pozwala na przeanalizowanie lat ubiegłych odnośnie łańcucha dostaw i wyznaczenie nowego bardziej efektywnego kierunku całego procesu logistycznego

**logistyki projektu** – dzięki logistyce projektu można przygotować się do obsługi całego projektu od początku do końca przy zachowaniu terminów oraz odpowiedniego dopasowania podwykonawców czy sprzętu

**zarządzania transportem** – **INOILE** nadzoruje przepływ towarów, wybierając najbardziej efektywny i optymalny środek transportu, aby minimalizować koszty oraz czas dostawy. Obejmuje to zintegrowanie **transportu drogowego, kolejowego, morskiego, lotniczego oraz multimodalnego**

**optymalizacji procesów** – **INOILE** trzyma rękę nad nowinkami technologicznymi. Wprowadza usprawnienia całego łańcucha dostaw, aby jak najbardziej efektywnie niwelować koszty transportowe oraz czas dostawy

**zarządzania łańcuchem dostaw** – **INOILE** czuwa nad całym łańcuchem logistycznym, gdzie z wyprzedzeniem planuje i koordynuje przepływ towarów od nadawcy po finalnego odbiorcę ładunku. Firma ściśle współpracuje z klientem i jego kontrahentami, aby dotrzymać wyznaczonych terminów

**zarządzania ryzykiem** – **INOILE** śledzi sytuację geopolityczną, by móc zawczasu reagować na pojawiające się sytuacje, dzięki czemu minimalizuje ryzyko ewentualnych opóźnień z dostawami. Firma stara się również z wyprzedzeniem reagować na ewentualne pojawienie się uszkodzeń towaru lub zmian w przepisach transportowych. Doradza klientowi, by cały proces transportowy przebiegał bez zastrzeżeń

**nadzorowania zgodności z przepisami** – ścisła współpraca z agencją celną oraz kontrahentem pozwala Firmie **INOILE** na bezproblemowe załatwianie procedur celno-administracyjnych, co finalnie przekłada się na dotrzymywanie wyznaczonych terminów.

Korzyścią z outsourcingu w logistyce jest optymalizacja kosztów i oszczędność czasu, dzięki czemu klient może skupić się na generowaniu przychodów, a wraz z **INOILE** wspólnie może realizować założone cele w optymalizacji i modernizacji obecnej logistyki.



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# What a Fruitful Expo!

Author: Marzena Ślusarz

The January 15<sup>th</sup> Fruit and Vegetable Farming Expo attracted nearly 17 thousand visitors. Vegetable and fruit growers, industry experts and company representatives came from Poland and various parts of the world, including Italy, Serbia, Spain and Jordan.

There are many more records at TSW in Targi Kielce! The event hosted 460 exhibitors from Poland and 18 other countries, who occupied a record-breaking area of 3 hectares. The organisers, OIKOS Publishing House, emphasise that this year's show exceeded all expectations both in terms of the number of guests and the business contacts established.

– Crowds of visitors, record-high number of exhibitors, massive interest in new products – two days have been extraordinary! The result - 16,737 visitors sets all-times record. The exhibitors report successes which is a source of great satisfaction for us – says Jacek Kłudka, president of the OIKOS Publishing House.

## **Targi Kielce Fruit and Vegetable Farming Expo confirmed the expo centre's position as Central and Eastern Europe's key meeting place for the agribusiness.**

### Innovations for fruit and vegetable plantations

Modern technologies and cutting-edge solutions were the main the focus - crop monitoring robots, automated plant care systems and ecological protection products, to name a few. Exhibitors shared their knowledge and presented practical product applications; many signed contracts and placed orders at the trade fair.

– TSW is a unique opportunity for us to present new solutions. Many customers decided to purchase our tractors, which makes this expo very fruitful for us – said Andrzej Chmielewski, president of AR Chmielewski, the distributor of the Deutz-Fahr brand.

– Our machines generated avid enormous interest, as demonstrated by numerous inquiries, which are now turned into orders, – emphasised Wojciech Bury, owner of a company producing sprayers.

### Targi Kielce – the agribusiness centre

The Fruit and Vegetable Farming Expo confirmed the position of Targi Kielce as Central and Eastern Europe's key meeting place for the agribusiness industry. Andrzej Mochoń PhD, Targi Kielce, President of the Board, highlighted that events such as TSW is our tool to support the development of agriculture and horticulture. Targi Kielce gains increased importance in the entire business sector and is a pivotal player in this part of Europe.

The organisers invite you to join the 16th show in January 2026. – We are convinced that the next trade fair will be even more fruitful – both for exhibitors and visitors - presidents Andrzej Mochoń and Jacek Kłudka announce future success.



—The Fruit and Vegetable Farming Expo attracted a record-large number of visitors from Poland and many countries around the world.

# Agrotech has always boosted the industry

Author: Marzena Ślusarz

Agrotech - one of Central and Eastern Europe's most important agricultural events. - Since the first expo in the 1990s, through Poland's accession to the European Union, to the contemporary challenges related to sustainable agriculture. Agrotech has set new directions for the agriculture of the future already for 30 years - emphasises Doctor Andrzej Mochoń, President of Targi Kielce.



—Entry to the Agrotech 1996. The trade fair was held simultaneously with the Ekotech waste management exhibition at that time. Photo Doctor Andrzej Seliga's private archive.

## Brand building process

1995–2000 was the time for Agrotech to build its brand and trust among farmers and producers. – We focused on attracting key exhibitors representing the agricultural sector, primarily manufacturers of machinery and technologies. We have always attached great importance to cooperation with institutions and organisations working to develop the industry – recalls Kamil Perz, Agrotech project director.

The first expos made you feel like you were tasked with moving a mountain. – The expo was not expected to succeed; the Poznań Polagra was huge. It used to be a focal point for Polish agriculture. Who would come to Kielce? – admits Jarosław Mostowski, long-time director of the Świętokrzyskie Agricultural Advisory Centre in Modliszewice. The then WODR Provincial Agriculture Advisory Centre, the Institute of Construction, Mechanization and Electrification of Agriculture (today the Institute of Technology and Life Sciences - State Research Institute)) and the Agricultural Equipment Trading Company Agroma worked with the team from the Kielce exhibition and congress centre – then the Kielce Trade Fair Centre. Their mutual task was to organise the first of Agrotech in 1995.

## Agroma and private companies in the toddler stage of development

- The goal was to create a place that would open up the Kielce region's agriculture to new technologies. The first expos in the 1990s occupied one or two expo halls, and the exhibitors list included the Agroma Agricultural Equipment Trading Company and fledgling private companies – explains Agnieszka Dąbrowska, who is responsible for contacts with exhibitors in the project team.

- Agroma was the driving force behind the event organisation. The then director, Tadeusz Bartos, was keen to hold the trade show – says Kamil Perz. He brought tractors, combine harvesters and machines to the Kielce Trade Fair Centre. The situation was different when it comes to private companies.

– It was challenging to convince the owners of „budding” enterprises to participate in the new event; we visited one company after another and spent many hours talking. We explained that the Kielce region and its neighbouring voivodeships were the home for farmers who want to develop. Entrepreneurs saw our commitment and recognised our sense of mission. They trusted us – reports Grzegorz Figarski, deputy director of the project.

The first expo hosted about 50 companies that exhibited their portfolio. Subsequent ones in the 1990s witnessed the number reaching 100 exhibitors, also foreign companies from Germany and the Czech Republic joined in. The presence of international companies gave farmers access to the latest technologies and equipment that used to be unavailable. Foreign producers noticed the potential of the Polish market.

## Specialist knowledge at your fingertips

The organisers saw a need for knowledge dissemination and involved agricultural advisory centres, institutions headed by the Ministry of Agriculture and organisations. And above all, the National Council of Agricultural Chambers and the Świętokrzyska Chamber of Agriculture.

The presence of experts was attractive; presentations of technological innovations and workshops devoted to the modernisation of farms were like a magnet. Farmers found it an opportunity to learn about funds – includ-



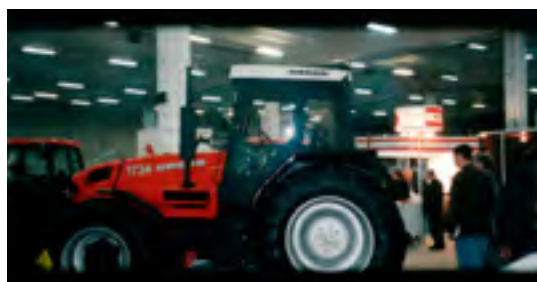
\_\_Sampo Bison, produced from 1992 to 1998 in Plock factory, was the welcome exhibit for guests entering Agrotech 1996.



\_\_Czesław Siekierski, today's Minister of Agriculture and Rural Development, was the director of the Foundation for Assistance Programs for Agriculture (FAPA) in 1996 - Mr Siekierski presented awards at the first Agrotech gala ceremony.



\_\_Lamborghini and Same Deutz-Fahr tractors attracted attention at the fourth Agrotech in 1998. Photo Doctor Andrzej Seliga's private archive.



\_\_Ursus 1734, a heavy-duty agricultural tractor with 170 HP produced by „Ursus” Mechanical Works showcased at the Agrotech 1999.

ing pre-accession funds, new cultivation techniques and the benefits of modernisation.

- Together with the Agrotech team, we awarded the Machine of the Year and Gold Medals, which put tractors, combine-harvesters and devices worthy of attention into the limelight. We carefully examined machines registered for the competition; farmers knew this was something worth looking into. These titles quickly gained prestige, and producers also boasted about the awards they were given – recalls Doctor Andrzej Seliga from the Institute of Technology and Life Sciences - National Research Institute. – Many farmers attending numerous expo asked us for opinions on a given machine, they also needed advice on cultivation technology and animal breeding. Knowledge was also essential and in great demand because of the economic dimension. It was the time when every penny count; thus we have published newsletters describing the costs of operating agricultural machinery. Farmers received cost estimates, which was very helpful - recalls Doctor Andrzej Seliga.

In 1996, the Cup of the Minister of Agriculture and Food Economy was awarded to a Polish machine manufacturer; the Minister's award gave the expo extra significance and prestige on the national arena.

In addition to information about machines and crops, more attention was paid to work safety. The Farmers' Social Security Fund's expo stand hosted specialists and professionals sharing their advice. – I am glad that KRUS Farmers' Social Security Fund has its own share in the expo history. For years, we have built a safety culture, especially related to the operation of agricultural machinery and equipment. Agrotech is symbolic for us, as this is where we award the KRUS Safety Seal and the distinction called „The product which enhances farms work-safety”. We present producers and dealers with the „Dobrosław” statuette, symbolising the protection of farmers' health and life - says Dariusz Rohde, president of the Farmers' Social Security Fund.

- In the 1990s, Agrotech became a place for acquiring knowledge and the latest technologies – emphasises the president of Targi Kielce, Andrzej Mochoń PhD.

#### EU boom

The closer it was to Poland's accession to the European Union (2004), the greater the interest of foreign companies in Agrotech, the more farmers interested in Western machines. Thus farmers more willingly came to Kielce; the number of attendees vastly increased. In 2000, 78 companies partici-





\_\_Every year Agrotech hosts representatives of the state authorities. In 2007, Jarosław Kalinowski, then Deputy Speaker of the Sejm of the Republic of Poland, visited the exhibition; the president of Targi Kielce, Doctor Andrzej Mochoń, and Kamil Perz, the project director accompany the guest of honour.

pated in the event, mainly those from Poland; by 2010, their number had increased - over 500 from 18 countries. This means that over the decade, the number of exhibitors increased by more than 540 per cent, and Agrotech kept gaining importance in the international arena. The trade show began to play a key role in the promotion of modern agricultural technologies. The trade fair has become the perfect place for the knowledge and experiences exchange/ Agrotech has been the arena for the presentation of modern technologies from Western Europe. Increasing emphasis was placed on innovation and efficiency of agricultural production.

#### EU money injection

EU funds fueled the machine purchase boom; millions to buy machines were earmarked in the first Special Assistance Programme for Agriculture and Rural Development SAPARD. Since 2004 the Rural Development Programme (RDP) has come in aid. The expo presence of institutions that implemented EU programmes – the Agency for Restructuring and Modernisation and the Agricultural Market Agency played an immense role in educating farmers. Since 2017 the National Centre for Agriculture Support has been the expo partner.

- Thanks to the ARiMR presence, necessary information reaches farmers; this was clearly visible when the Internet was not so widespread. At that time, the information role was very important - emphasises Wojciech Legawiec, president Agency for Restructuring and Modernisation of Agriculture Each EU program was a novelty and involved formalities. Convincing people to use EU support schemes was easier when machinery was all around - the farmer could purchase them with subsidies.

#### New expo hall, new possibilities

The organisers had to find indoor space to respond to the growing number of exhibitors. Extra space was as vital as air, until 2010, Targi Kielce operated six expo halls. Since 2005, additional exhibition halls have been built to accommodate each consecutive Agrotech. Global manufacturers and distributors expected high comfort; Expo Hall E (today Expo Hall 5) was put into use in August 2010, and significantly raised the standards. At that time it was the most cutting edge expo hall in Poland. The additional almost 6,000 meters of indoor space was a critical success factor, but it was



\_\_Crowd at the Agrotech 2000.



\_\_The last Agrotech in six permanent expo halls of the Kielce exhibition and congress centre. In 2005, there was a significant shortage of indoor exhibition space.



\_\_The first Agrotech in E expo hall - 2011.

still not enough to accommodate all exhibitors indoor in the permanent expo halls.

### The decade marked with records

After 2011, records were established every consecutive expo; technological and market changes in agriculture kept accelerating. Farms grew, farmers modernised their assets and expanded machinery parks.

The trade fair always abounded with premieres and new products imported from all over the world. Expos were ahead of needs, and futuristic technologies were available at the fingertips. Manufacturers focused on automation and digitalisation of agricultural work; introduction of smart farm management systems, drones designed to monitor fields, and agricultural machinery with artificial intelligence on-board has become a mainstream trend at exhibitions. This offer attracted crowds; in 2018, the trade show hosted over 70,000 people, and the exhibition was staged in 11 exhibition halls. Agrotech was hailed as the largest indoor expo in the country; 2019 reported record-high attendance – approximately 75 thousand visitors. 750 companies from 25 countries presented their offers on 66 thousand square meters. Agrotech has been established as one of the key events in Central and Eastern Europe.



\_\_The 29th Agrotech in all its glory. In March 2024, the exhibition hosted nearly 71,000 people.

## **Agrotech - not only does it adapt to new realities, but the expo also sets development directions for future generations.**

### The world on a stand-still

2020 Agrotech was supposed to break the 2019 record; Targi Kielce expo halls were already full of tractors, combine harvesters and machines. The epidemic struck and the emergency stage was announced on 13 March. The first restrictions were introduced; the limitations forced the organisers to cancel the trade fair. On 20 March, the state of epidemic was introduced and remained in force until May 2022. During this time, Targi Kielce took advantage of the periods of easing of restrictions; the delayed 2020 expo was held in October 2021. The next expo in March 2022 attracted 350 companies from 11 countries and about 50,000 visitors. – Covid changed us all. We all experienced concerns, but the hunger for meetings was immense – says Doctor Andrzej Mochóń, president of Targi Kielce.

### Blossoming again

It was not until March 2023 that complete freedom was achieved. The 28th expo gathered nearly 70,000 participants and 450 companies from 15 countries and the expo reported a record-high attendance after the pandemic. – New challenges await; raw material crises, growing requirements of the European Union regarding organic farming, smaller pools of EU funds for agriculture. The post-pandemic market was completely different compared to 2019. The organisers, the exhibitors and farmers - we all had to find our way around. The expo role in helping to integrate, find understanding and find ways of cooperation for the entire industry became particularly evident. Farmers, producers, distributors, agricultural

institutions and organisations - this is what an expo is made of. Trust is the key – emphasises Kamil Perz, Agrotech project director.

The consensus-building role was significant in 2024, when farmers faced enormous problems and protested nationwide. Agrotech was appreciated for its calm atmosphere and positive energy. – It was in great demand; understanding among industry players is the basis for development, especially in difficult times – emphasises Kamil Perz.

### Looking into the future

The trade fair integrates, educates, and develops through presentations and discussions about innovative technologies supporting sustainable food production and optimisation of production resources. All these factors influence the entire industry's condition. Agrotech - not only does it adapt to new realities, but the expo also sets development directions for future generations. - The role of a innovation catalyst and agricultural knowledge disseminator remains invariably important – emphasises Doctor Andrzej Mochóń, president of Targi Kielce.

### Turning thirty

What is the anniversary unveiling of Poland's largest indoor agricultural technology expo like? The most cutting-edge agricultural machines, innovative means of production and innovative technologies again dominate Targi Kielce. Agrotech returns as the place for premieres, inspirations and meetings for farmers from Poland and abroad. Global brands and companies entering the market are present; the number keeps growing. The offer pool with 4.0 and 5.0 technologies becomes more extensive as precision solutions reign supreme. Autonomy and artificial intelligence attract attention. Farmers known from social media and television including: the Non-Professional Farmer, Farmer for Every Occasion, Weronika and Marlena Załoga, and Rafał Gajda are here to meet the audience. „You have to be here, it's worth being here” – emphasise exhibitors and farmers from various parts of Poland. – This is the atmosphere we need.

**The 30th International Fair of Agricultural Techniques AGROTECH - from 14 to 16 March 2025 at Targi Kielce. More about the event: [Agrotech.pl](https://agrotech.pl)**



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# The Forest Breathes Life

Author: Marzena Ślusarz

Sawmills and chainsaws - live work demonstrations. Innovative and glossy vehicles used for forest work and transporting timber. A plethora of processing equipment. The Las-Expo is one one-stop show, as there is everything that the timber industry and forest resources management need.

This exhibition has been breaking records for several years; each consecutive expo has been a full house, which uses every inch of its exhibition space. The 24th expo is equally impressive with its comprehensive offer for the industry. - The exhibitors' list includes valued industry companies from Poland and abroad, including Slovakia, the Czech Republic and Slovenia. Ample of new companies have also joined the trade show – reports Agnieszka Dabrowska, project manager of Las-Expo at Targi Kielce. - Manufacturers and distributors respond to market needs, emphasising safety, efficiency, and work precision. - Las-Expo is about technologies and solutions that support the daily work of forestry companies.

## Machines for wood and forest work, wood transport and processing

Visitors can see vehicles and machines used for forest work, such as logging, complemented by tractors, forwarders, and harvesters, as well as equipment for cutting and trimming trees, saws, trimmers, and firewood processors. There are ample vehicles and solutions designed for forest care and maintenance, among them remote-controlled and self-propelled machines that can operate on steep slopes.

Las – Expo is an extensive presentation platform for timber-transporting vehicles showcased by manufacturers and distributors of specialist vehicles equipped with timber loading and unloading systems. HYDROFAST is among them. The Targi Kielce fairgrounds also feature forklifts and telescopic handlers for moving materials, including those from TOOLMEX TRUCK.

Tools for maintaining greenery and trees include forest flail mowers and shredders, mowing robots and devices for trimming branches. Energreen brings remote-controlled machines for forest maintenance. AUROX expo stand showcases mulchers from the famous Spanish brand Serrat, modern TCI® Kershaw® forestry machines, and robust agricultural machines from FPM Agromechanika.

## Las-Expo features sawmills, chippers, chainsaws live in action

Visitors can learn about the woodworking machines' capabilities at the three dayexpo - saws, chippers, splitters, firewood processors, frame saws, shredders and band saws work live. - They attract the attention of visitors as the most important thing is one can check the precision and quality of work before purchasing machines - Agnieszka Dąbrowska points out.

Visitors to Las-Expo can see presentations of band saws manufactured by WOOD-MIZER, and band and circular saws from WIREX. Wood carving demonstrations show chainsaws' advantages with the comprehensive offer by leading manufacturers - Husqvarna and STIHL.

## State Forests' presentation

For 24 years, the Kielce expo has been one of Poland's markets most remarkable events, The State Forests appreciate their event's importance; the institution presents modern solutions for forests at its expo stand, and the State Forests' experts discuss environmental protection. The institution's participation is also marked during the official opening - it has become the expo tradition to enjoy the performance of the Hunting Buglers Band.

**XXIV Timber Industry and Forest Resources Management Fair LAS-EXPO, 14-16 March 2025, Targi Kielce.**

**Manufacturers and distributors respond to market needs, emphasizing safety, efficiency and precision of work.**



—The Las-Expo attracts the entire forest-related industry.



# Ekotech: 25 years of innovation and inspiration

Author: Magdalena Sitarska

Ekotech has consistently enhanced and strengthened its position as one of the most important in the municipal industry for a quarter of a century. By combining technological innovation, education, and the exchange of experiences, Ekotech boosts the development of waste management, recycling, and environmental protection, which paves the way towards a better, more sustainable future through tangible actions.

## Ecological awareness developed at the trade show

Waste management, recycling and environmental protection play a crucial role in the modern world as they directly impact the quality of life, wellbeing and health and our natural environment. Statistical studies conducted in Poland show that Poles' ecological awareness is increasing, but only some have comprehensive knowledge of appropriate recycling and environmental protection practices. Education disseminated at trade fairs, conferences, and workshops plays a fundamental role in raising awareness. Over 25 years, Ekotech has advanced to be one of the key events in the municipal industry in Poland, creating the place for the exchange of experiences, presentation of technologies and discussions on the future of waste management, recycling and environmental protection. The number of exhibitors and visitors, as well as the variety of solutions on show, increases every year thus the trade fair sets the direction for the development of waste management in Poland and abroad.

The Ekotech development responds to the dynamic changes in waste management in Poland. The expo presents the latest, groundbreaking solutions that contribute to improving the efficiency in waste segregation, transport and processing. For years, leading manufacturers of machines and equipment and companies offering innovative services in the municipal sector have participated in the expo. The show is also a platform for local government officials, entrepreneurs and experts who share their experiences and best practices.

## Trade fairs as a source of inspiration

This event stands out not only for its rich and diversified exhibition space but also for its diverse accompanying program. Conferences, forums, workshops and lectures attract professionals from around the world, creating a space for discussion on the challenges the municipal industry faces. The International Waste Management Forum MIFOD is a permanent part of the agenda; the latest changes in legislation, market trends and innovations in waste management are discussed here. The agenda also includes workshops for students, city congresses and consultations on EU funds for ecological investments. The event comprises discussions on the scrap market in the context of the European steel industry and legal regulations, as discussions on the ecological challenges in modern cities. In the exhibition space also includes a special place for consultations targeted at investors and entrepreneurs interested in ecological and environmental projects.



—The fair's exhibition will permanently feature smart waste bins and solutions for urban spaces.

**For a quarter of a century, Ekotech has strengthened its position as a pivotal event for the municipal industry in Poland.**

For a quarter of a century, Ekotech has become an essential element in the development of the municipal sector in Poland as the expo connects the industry's past, present and future, while contributing to increased environmental awareness. 25 years of caring for ecology, environmental protection, waste management and recycling with a view to a better tomorrow for all of us.

# Green future of the economy

Author: Magdalena Sitarska

Energy transformation is a global trend and a response to one of the most critical challenges of our times. We face the need to build a lower-emission economy while meeting the growing energy demand. The energy demand increase, tightened EU regulations and growing consumer awareness of an ecological production put enormous pressure on companies to implement new technologies and focus on renewable energy sources (RES).

The need for energy transformation in Poland is becoming particularly important as many domestic power plants require increasingly larger financial outlays for maintenance and modernization. These challenges may lead to a reduction in the competitiveness of the economy. Investments in renewable energy sources and green technologies can solve this problem. Building modern energy storage facilities and using photovoltaic installations, hydrogen technologies and smart energy grids is crucial. These activities are a driving force for many sectors, supporting the transition towards a low-emission economy. The creation of new jobs and strengthening the competitiveness of Polish companies on the international stage is also a part of the process.

## Enex - the Innovation Space

Groundbreaking technologies that keep changing the renewable energy sector and solutions driving the green energy transformation are presented at the Enex, which is one of the most important events in Poland dedicated to renewable energy sources, modern technologies, and sustainable development. Trade fairs play a key role in shaping the future of the industry. The two-day expo turns Targi Kielce into the centre of innovation and sustainable development, a place to exchange ideas and inspiration.



—Intelligent, energy-saving solutions for home, business and industry presented by leading energy companies.



—Youtubers Zone, which features the most famous internet creators from the renewable energy industry.

The event attracts leading companies and experts from almost all over the world, presenting the latest energy and power generation trends.

## Creating energy trends

Enex is where innovation meets practical knowledge and experience, and the event is enhanced by an extensive agenda of conferences and workshops devoted to key issues for the renewable energy sector. The topics discussed include effective energy storage, development prospects for the heat pump market, and challenges related to implementing advanced photovoltaic solutions. Experts from around the world share their knowledge and experience, pointing out new directions for the entire energy industry's development.

Enex is much more than just an exhibition of the latest technologies – it is a space where knowledge meets innovation, and experience meets the vision of the future. The dynamically changing energy reality means this expo is an invaluable platform supporting the development of sustainable business and the global energy transformation.



# Industrial Spring 2025 – a real hit!

Author: Urszula Kołodziejczyk

The Exhibition of Metal Processing Technologies and its accompanying events promise to be immense. For the first time, Industrial Spring occupies the additional, temporary expo hall as the exhibition area has increased by as much as 10% compared to last year's show. Exhibitors' pipeline includes fantastic, immense offers prepared especially for the expo. The new technologies galore will certainly satisfy every business insider visiting the expo.

The industrial cycle is held in the spring at the Kielce exhibition and congress centre. Spectacular shows featuring cutting-edge machines are a tradition at the Kielce expo. For four days, Targi Kielce turns into a gigantic production facility. 2024 was no different

The knowledge-packed meetings are an indispensable part of the Industrial Spring; this agenda component also deserves special attention. A specialised conference organised by a well-known industry publishing house is designed to present the latest technological solutions in the steel processing market. The developments genuinely improve work quality and efficiency in production plants. The „INNOVATION and NEW TECHNOLOGIES” seminar perfectly presents their company-focused information package and disseminates technology and product information. The annual Laser Processing Seminar is the knowledge complement of the STOM-Laser; all types of laser technologies used in industry is the seminar's main theme.

We look forward to seeing you at Industrial Spring 2025 – together, we create the industry's future!

STOM – Even the Witcher visits the Targi Kielce's Industrial Spring

**The previous industrial series cluster held in spring at Targi Kielce was the display for over 700 exhibitors and co-exhibitors and represented companies from 21 countries.**





—Industrial Spring - the best products and the most interesting trade fair presentations gain awards.  
The winners of the TOP DESIGN awards in 2024.

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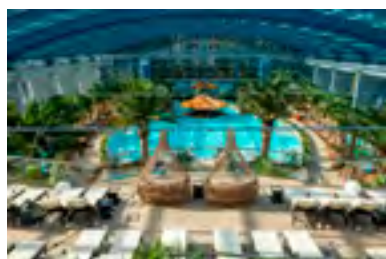


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# Gas Industry Festival

Author: Urszula Kołodziejczyk

The EXPO-GAS Gas Engineering Fair is much more than a unique industry meeting; the show offers an excellent opportunity to track trends in the gas industry as well as the entire energy sector of our country. The date of this year's biennial expo - 8-10 April.



—The gas expo in 2023 hosted 3,500 visitors in Kielce.

The Expo-Gas is a much more exhibition packed with gas networks, devices and receivers, and control and measurement equipment used in the gas industry. The show features devices, materials, and accessories for gas pipelines, infrastructure construction, equipment, reduction stations, and gas compressor stations. However, the expo is primarily where industry experts debate the most critical topics. The use of natural gas, for example, in public transport, is one aspect of Polish cities' smog problems. The gas industry is another aspect of our country's energy transformation. These are just two of topics galore discussed at the Expo-Gas over the years. The event is also the platform for presenting modern technologies and innovative solutions that shape the gas sector's future. In the face of dynamic changes in the energy market, this exhibition has become a pivotal place for exchanging experiences and good practices between experts, business and science. Discussions also relate to the role of gas in ensuring energy security, the development of LNG infrastructure, and potential directions for decarbonisation in industry and heating.

**Anna Gąszcz, Expo-Gas Project Director**, is described as business-focused, committed, and effective by her colleagues from Targi Kielce and the gas industry insiders. She is skilled at interpersonal relations, she is a paragon of cooperation between the expo centre with the Gas Chamber of Commerce. Privately, she is a big fan of animals; with a nice flock of cats and dogs at home. We won't reveal how many ...



—Anna Gąszcz, Expo-Gas project director.



\_\_The best products, the most interesting expo presentations, mining degrees and MBA diplomas - the EXPO-GAS gala is diverse and excitement-packed.



\_\_Conversations, meetings, great atmosphere - this is what the gas industry needs.



\_\_Each EXPO-GAS is accompanied by a conference of the Gas Chamber of Commerce.



# The anniversary of KIDS' Time Expo

## The latest developments and premiere presentations of articles for children and parents!

Author: Łukasz Kopczyński

The 15<sup>th</sup> International Kids' Time Expo promises three days abundant with business meetings, expert lectures, and presentations of a wide range of products for children and parents. 25 to 27 February 2025 – KIDS' TIME. The Targi Kielce brings together the largest producers and distributors of toys, prams and strollers, and children products. Exhibitors come from all corners of the world.



—Kids' Time Arena - the place for lectures and presentations by industry experts.



\_\_\_The Kids' Time Star Statuette - a prestigious award granted at the Epoxo to the best and most innovative products for children and parents.



\_\_\_International milieus and crowds of visitors are the hallmarks of the Kids' Time Expo.

### Polish quality at a world-class level

The Kielce expo offers its visitors a unique opportunity to see the offers of Polish manufacturers of toys, prams, articles for parents and children, and textiles. The products presented at the Kids' Time Expo are of the highest quality, safety confirmed by certificates and innovation, which makes Polish brands gain recognition around the world. Kielce is the only place to see such a wide selection of unique products in one-stop-shop mode.

### 15 years of success – the industry's feedback

The year 2025 is a special moment for the Kids' Time expo which celebrates 15th anniversary. What initially was a national event has advanced and now attracts thousands of exhibitors and visitors worldwide. – **The Kids' Time Expo is a celebration for us** – says the owner of the Tuban brand, Jakub Bochenek. – **Each consecutive expo is more than a chance to show new products; it is also a time to meet clients and draw inspiration**, he adds. Representatives of other companies are equally enthusiastic. – **The expo participation makes it possible for us to reach conscious parents who appreciate the quality and ecology of our products** – says Łukasz Kot, owner of EKO KIDS. The surveys show that **98.6% of participants are satisfied with the event** participation. The Kielce show is also an excellent opportunity for a new company or brand to enter the market - there is no better place than the expo, which brings together thousands of business insiders from all corners of the world!

### Hosted Buyers Programme – international business contacts enhancement

The Kids' Time - much more than exhibitions and product launches, the expo also offers unique opportunities to establish business contacts. For years, the Hosted Buyers program, aimed at key buyers from around the world, has enjoyed great recognition. This event sets standards, says Antonio, one of the participants in the last year's program. – **The Kids' Time Expo is an extraordinary platform where we can meet the best produc-**

**Business Forum is a space where experts discuss important topics related to the children's industry and the businesses that influence its development.**

**ers and learn about the latest developments in the children's market. And the way the expo is organised** - the highest level – adds a Spanish participant to the program.

### Quality and safety are the determinants of the Kids' Time Star Award

The Kids' Time Star statuette, which has been awarded since 2017, is presented in an annual competition to companies that produce the highest-quality products for children and their parents. The statuette has already been awarded to over 50 products in over a dozen categories; the next expo's award winners will be announced during a gala ceremony at the KIDS' TIME - on 25-27 February 2025 in Targi Kielce. The Kids' Time Star award is one of the most prestigious awards in the children's industry, granted annually at the International Fair of Toys and Products for Parents and Children KIDS' TIME in Kielce. This statuette goes to producers of the best, most interesting and most innovative products; the accolade is a seal of quality, safety and friendliness for the youngest users. The full list of previous years' winners is available at [www.kidstimestar.pl](http://www.kidstimestar.pl)



# HOME, GARDEN, and YOU show returns for the 32<sup>nd</sup> time.

Author: Łukasz Kopczyński

The latest technologies, experts' advice, construction materials and interior furnishings, intelligent mowing robots, mobile saunas, home relaxation zones and modern garden blinds – this and much more are featured at the 32nd Home, Garden and You trade fair. The upcoming show - 26-27 April 2025 at Targi Kielce.



—Thousands of Kielce residents and the region's inhabitants visit the Home, Garden and You trade fair in search of trees, shrubs and plants.

## A family weekend at Targi Kielce

The April trade fair offers an opportunity to become acquainted with the latest developments in construction and gardening, an ideal opportunity to prepare your garden, plan renovations and introduce changes to interior design before the summer season. The exhibition offers a wide selection of construction products, plants, seedlings and shrubs that can decorate a garden, terrace and balcony. The organisers invite families to discover and get inspired together.

**Are you having your house built? Are you renovating your apartment? Are you arranging your garden?**

The Home, Garden and You Trade Fair is a place for those planning to build, renovate and arrange a garden. Exhibitors present a wide range of products including interior furnishings, gardening tools, and construction materials complemented by healthy food and eco-cosmetics. Kielce exhibition and congress centre hosts producers and distributors of fireplaces, air conditioning, windows, doors, fences and photovoltaic panels, to name just a few product categories.



—The spring show is the best place to accessorise your garden and get beautiful plants.

## Plants for your garden

The exhibition is also the place to purchase garden plants, including rose varieties, trees, shrubs, seedlings and perennials; the offer includes English roses, climbing roses, miniature roses, lilies, magnolias, agapanthus and fruit trees. The trade fair offers an excellent opportunity to bring new life to your garden and adorn it with beautiful plants.

## Experts zone

The trade fair offers visitors the opportunity to benefit from free experts' advice and thus access to insurance agents, mortgage advisors, architects, and interior and garden designers. Professional support helps you decide the arrangement and investment in your home and garden.

## HOME, GARDEN and You Show - the place you must visit!

The Home, Garden and You Trade Fair is a great opportunity to gain inspiration, learn about modern technologies and spend a family weekend. We look forward to seeing you at the Targi Kielce exhibition and congress centre on 26 and 27 March 2025.



# Get ready to hit the road today!

Author: Marta Brzezińska

The expo calendar features a new event - the invitation to travel together through the wilderness of Turkey, sleep on the beaches of Croatia, and feel the cold breeze in distant Siberia. Camper&Travel reveals the incredible opportunities to travel in tranquillity. Enter the captivating world and ... get ready to hit the road!

**C**amper & Travel is a response to the growing interest in camper tourism and active recreation in Poland and Europe. 25 to 27 April mark the time for the expo of great importance. Not only is this pivotal for caravanning enthusiasts but also for the Świętokrzyskie region. The event offers Kielce and the region the chance to win the title of the caravanning centre in Poland, and attract investments related in tourism and automotive industries.

## The business sector in the up-trend

The caravanning industry in Poland has been boosting for several years. The popularity is constantly increasing, which is confirmed by facts and figures - suffices to check the number of registered campers and caravans. In 2023, approximately 2,600 new campers were registered in Poland, and the number of vehicles keeps growing year by year, which is clear proof of the growing interest in camper tourism.

One key factor influencing the development of the caravanning industry is the changing lifestyle of Poles - we are more eager to enjoy independent, flexible forms of travel. Campers and trailers are becoming a popular means of transport for family trips and short weekend trips.

Caravanning growing popularity is also associated with the growing number of places adapted to tourists travelling in campers. Even more campsites, zones adapted for parking campers and places to stay overnight have been created in Poland, which favors the development of camper tourism. Caravanning tourism is also popular among foreign tourists, especially those from Germany, the Netherlands and Scandinavian countries.

## Potential for the region

Many cities and provinces have noticed the potential of this industry. Thus, „Camper & Travel” helps promote this form of tourism and creates opportunities to establish business contacts among producers, distributors and caravanning enthusiasts. The expo may also be crucial for the Świętokrzyskie region. The Caravanning Sabbath is a foretaste of how the region can benefit from a well-functioning camper base; this is the first such rally in Targi Kielce. Participants travelled from all over Poland. Tourists travelling by car can learn about the city's history and the region's culinary heritage.

This is the invitation and an excellent opportunity to discuss how the region can adapt parking lots and rest areas to the needs of caravans. Owing to this development, the Świętokrzyskie Voivodeship may become more attractive for slow tourism.

**Camper &Travel will be accompanied by Caravanning Sabbath, which is a meeting of active travel enthusiasts.**





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# Bee's Knees Expo

Author: Marta Brzezińska

Beekeepers from all over Poland meet at Targi Kielce! For the first time, the Kielce Exhibition and Congress Centre has arranged an event for apiary owners, honey producers, and also people involved in apitherapy and unconventional use of bee products. Join us on 26 and 27 April.



**Expo2Bee is a new event in the expo calendar, opening to an industry that has experienced a renaissance. Even more young people are involved in beekeeping and bee products.**

**E**xpo2Bee is Poland's first nationwide event that aims to combine the tradition of beekeeping with modern technological solutions, where beekeepers, apitherapists, manufacturers of beekeeping equipment and bee lovers can present their innovations, exchange experiences and establish cooperation.

## First expo – a step towards the future of beekeeping

Over the last 10 years, the number of beekeepers in Poland has almost doubled, from 58,000 in 2014 to nearly 100,000 in 2024. In the same period, the number of bee colonies increased from 1.386 million to 2.35 million. Facts and figures show that this is a developing business sector ...

and also demanding at the same time. Young people become beekeepers, setting new challenges for themselves and their apiaries. The younger generation of beekeepers increasingly run apiaries as part of agricultural, ecological and niche beekeeping activities. The ecological and environmental awareness of society also keeps growing, with people reaching for natural products to lead a healthy lifestyle.

## For professionals and amateurs

Expo2Bee stands out in its wide range of services that target professionals and amateur beekeepers. The exhibitors' fellowship includes beekeeping equipment manufacturers, beeswax suppliers, companies offering protective accessories, and entrepreneurs selling honey, propolis, beeswax and other bee products. Exhibitors present the latest hives, honey extractors, honey processing tools, protective clothing, and innovative solutions supporting ecological beekeeping.

The attractions galore accompany the show and abound with educational zones for children. The latter introduces the youngest to the fascinating world of bees and their role in nature in an accessible way. Expo2Bee is also an excellent opportunity to learn about the role of bees in the ecosystem and their impact on sustainable agricultural development and environmental protection.



# Kielce - the gateway to new markets

Author: Marzena Ślusarz

The plastics industry keeps developing globally and in Poland, with Poland being the processing leader in Central and Eastern Europe. Entrepreneurs keep increasing investments in innovative technologies and look for new contractors in even most distant corners of the world.

The International Fair of Plastics and Rubber Processing PLASTPOL is the response to market trends; by expanding the group of exhibitors and including new countries, Plastpol plays an important role in creating new businesses and presenting the latest global solutions.

The Plastics Europe Polska Foundation report “PLASTICS – FACTS 2024 IN A NUTSHELL” estimates that global production of plastics in 2023 increased to 413.8 million tonnes, of which 374.2 million are plastics from non-renewable raw materials, constituting over 90% of the total. Investment outlays in Europe’s plastics and rubber products production sector have been growing at a rate similar to that of the entire industrial processing industry for over 10 years.

- Having observed the Polish, European and global plastics industry trends, we are perfectly aware that companies are striving for development. Enterprises plan to introduce innovative technologies, automate work, use artificial intelligence solutions, and enter new markets and acquire contractors. In response to these aspirations, we focus on the increasingly strong internationalisation of our Plastics and Rubber Processing Fair – says Kamil Perz, Plastpol Project Director at Targi Kielce.

## Plastpol expands its international focus

2024 trade show with 603 exhibitors from 31 countries who presented their offers. Germany, Austria, Latvia, Japan, Belgium, the Czech Republic, China, Denmark, France, India, Portugal, the United States, Switzerland, Taiwan, Great Britain, Turkey, and the United Arab Emirates were represented at the expo.

– The list of countries and their representatives keeps growing. Conferences and trade fairs in Asia, Europe, and the Middle East have offered us the opportunity to meet with many representatives of companies from different parts of the world. The results of expo conversations yield the fruit very quickly. Companies from the Middle East and other corners of the world are booking exhibition stands at the Plastpol. They book impressive expo spaces – emphasises Kamil Perz.

Representatives of trade fair centres also conformed their presence, including those from India, a very absorbent market in this sector of the economy.

– Plastpol is not only the largest industry event in Central and Eastern Europe but also one of the most important on the entire continent. By expanding our offer to new markets, we strengthen the show’s global significance and reach.



—The Plastpol Expo is a large “factory” – machines, entire production and recycling lines work live in expo halls.

## High-recognition brand

The project director emphasises that the interest in Plastpol among companies in Europe and outside the continent is also related to brand recognition and appreciation of the role of the Kielce show in the industry’s development. The ArabPlast trade fair in the United Arab Emirates witnessed the presence of the Plastpol logo among the largest trade fairs in the world’s plastics and rubber processing industry.

## World latest developments for plastics processing on show

The presence of companies from abundance of markets is associated with the presentation of diverse technologies and materials for production. The world’s latest machines for processing plastics and rubber work life in all the Targi Kielce’s expo halls; cutting-edge injection moulding machines, extruders, blow moulding machines, and recycling lines for the production of plastic packaging. A broad and diversified range of polyethylene and polypropylene granulates, regranelates, as well as various dyes and additives for plastics, including ecological ones, are also on show.

**The 29th International Fair of Plastics and Rubber Processing PLASTPOL - 20-23 May 2025 at Targi Kielce. More info at [plastpol.com](https://plastpol.com)**

# Klocki Fest – the favourite event of children from Kielce, comes with a new unveiling

Author: Yuliia Yaryna

International Children's Day means gifts and fun. Fun means Klocki Fest in Targi Kielce! The grandest event for children in the Świętokrzyskie capital returns this year in a new formula; Klocki Fest [*Building Blocks Fiesta*] lasts two days – 31 May and 1 June in the exhibition hall! Even more meetings with favourite influencers and several unique play zones await building-block fans!



\_\_\_A panda made of blocks at the one of the exhibitors' stand at Klocki Fest 2024.



\_\_\_Fun zone at Klocki Fest 2024.

**K**locki Fest is a grand celebration of fun which marks Children's Day. Consisting of several zones, including blocks, board games, retro, animations and inflatables, the 2025 event is a magnet for building block fans who meet even more influencers! Like every year, the exhibition features unique models such as electric block cars, famous buildings constructed from thousands of blocks, historical panoramas and scenes from iconic films! Exhibitors will present not only original and rare sets, but also those created in the 1990s! Each participant can show off their construction skills in a special creativity zone and take part in competitions, robotics and programming workshops.

## Famous creators at Klocki Fest

Children's Day at Targi Kielce also means meetings with favourite influencers who share their passion on YouTube and other social media platforms. Participants are offered the opportunity to see their favourite creators working live. They can take part in workshops, get autographs

and talk to the creators about fun building blocks can bring about. This year features an extensive list of ten creators attending Klocki Fest, including Ciocia Od Klockó {Buildong Blocks Auntie}, Maciek i Klocki, and Firan Bricks. Their YouTube channels have a combined fellowship of followers, which is as large as the population of Krakow!

## What's new at Klocki Fest 2025?

The third Klocki Fest brings several important novelties; the most important is the event's expansion. Now this two-day show allows participants to stay in the world of blocks even longer. Two days full of excitement, inspiration and creativity – something fans have been waiting for!

This year, the Children's Day fiesta is accommodated in a spacious exhibition hall, opening up new exhibition and organisational possibilities. A larger space means more exhibitions, attractions, and room to interact with your favourite creators and other building fans.



# KIELCE IFRE-EXPO - all for fire, search and rescue services

Author: Urszula Kołodziejczyk

Targi Kielce's tradition of events targeted at uniformed services dates back to the 1990s. Therefore Kielce is Poland's leading meeting platform for fire and rescue services and related industries. This year's trade shows follow this path. IFRE-EXPO- the International Fire Protection and Rescue Exhibition Kielce welcomes you from 12 to 14 June 2025.

The exhibition traditionally enjoys the honorary auspices of the head of the Ministry of Internal Affairs and Administration., the Chief Commander of the State Fire Service and the Volunteer Fire Brigades Union of the Republic of Poland.

The event is primarily targeted at the State Fire Service, voluntary fire brigades, state medical rescue services, and chemical, technical, marine, and radiation rescue services. The expo also welcomes rescue organizations of a voluntary nature, such as Mountain Volunteer Rescue Service - GOPR and TOPR, Volunteer Water Rescue Organisation - WOPR, Polish Red Cross - PCK.

The Kielce expo boasts extensive and comprehensive product and service range

KIELCE IFRE-EXPO - the event's product and service range includes fire engines including - fire extinguishing vehicles and special-purpose vehicles. , Extinguishing agents and neutralizing agents, protective equipment and clothing for special services, fire-fighting equipment, sanitary equipment and first aid medicines, equipment for fire stations and workshops, as well as analysis and recognition of threats, are part of the show. The expo also features the causes of fires research and investigation, structural fire protection, flood protection and fire alarm (manual fire call points).

## Firefighters love IFRE

The firefighters' expo in the Kielce exhibition and congress centre is an industrial and B2B show, thus decision-makers meet equipment manufacturers and distributors. Exhibitors are also offered a unique opportunity to present their products to firefighters who use them daily. Videos, photos, and reports posted on social media prove that firefighters, both professionals and volunteers, are eager to learn about equipment, take photos of the exhibition, comment; they live and breathe what the exhibition has to offer. Couple it with dynamic show presentations live and competitions to and you get a perfect recipe for the exhibition all firefighters simply adore.

**The previous Kielce Fire services expo hosted over 8,500 visitors.**



—IFRE SHOWS – dynamic shows enjoy immense interest at the IFRE-EXPO



—Fire trucks at IFRE-EXPO are always of the most significant interest to visitors.

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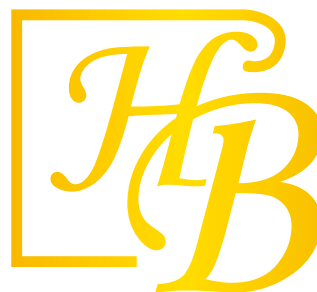
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# Art brings you closer to spirituality

Author: Magdalena Sitarska

For over a quarter of a century, Sacroexpo has created a space that combines faith, culture and art, which makes it the place to experience the beauty of religious art in its diverse forms, presented in conjunction with new technologies used in the service of faith.



—A permanent element of the Sacroexpo agenda is the Art Zone, which includes contemporary religious and spiritual art, jointly arranged with the Art In House Art Gallery and Auction House.



\_\_View of St. Peter's Basilica Peter in the Vatican - photo taken from St. Peter's Square.

### Faith, culture and arts

From the beginning, Sacroexpo, in addition to its traditional exhibition role, has also served as a platform for exchanging ideas, the place for promoting culture and art, and a space for enhancing faith. Each year the event attracts thousands of visitors to Kielce. Sacroexpo is an opportunity to learn about the latest technologies and reflect on the role of art in religious life. Over the course of three days, believers, clergy and artists meet at the Kielce exhibition and congress centre, sharing their experiences and visions of the world based on spiritual values.

Sacroexpo is a comprehensive presentation of everything useful for parishes and religious communities, ranging from devotional articles, liturgical accessories and church furnishings to the latest technologies, such as applications for ordering masses online and interactive cemetery plaques. Sacroexpo combines tradition with innovation. The trade show is also a space for artists to showcase sculptures, icons, paintings, and stained glass windows. Each exhibition element is a testament to religious art's evolution, inspiring successive generations of believers and creators.

### Through Arts to God

The Sacroexpo is the platform for intercultural and interreligious dialogue; the event constantly increases its importance. The ecumenical dialogue between cultures is a true value of the exhibition. Expressed by the Medal Per Artem ad Deum – an international distinction that strengthens Sacroexpo's position as a key meeting place for the worlds of art, spirituality, and education is the best demonstration. Since 2005, the Pontifical Council for Culture has granted the Per Artem Ad Deum award in conjunction with Targi Kielce.

- For over nineteen years, the Per Artem Ad Deum award has advanced to become an international distinction ranked among awards important for the creative community operating in the sphere of the religious and spiritual and related to these domains. We will be happy to continue promoting the ideas and values that underpin the award - highlights Doctor Andrzej Mochoń, president of the management board of Targi Kielce.

According to "Praedicate Evangelium", the new Roman Curia apostolic constitution, the former Congregation for Catholic Education and the Pontifical Council for Cultures were merged into one body. Thus a new



\_\_The signing of a letter of intent between the Dicastery for Culture and Education and Targi Kielce. In the photo from the left: Cardinal José Tolentino Calaça de Mendonça, Doctor Andrzej Mochoń and Bishop Marian.

**Sacroexpo - the promotion of art and culture. Art, in its broad sense, enhances spirituality and paves the way to the discovery of God.**

body - Dicastery for Culture and Education, was formed. Targi Kielce has strengthened its cooperation with the new institution based on a letter of intent signed on 16 January 2025 in the Vatican. Subsequent winners of the Per Artem Ad Deum medal are selected under the patronage and auspices of the new Dicastery;

- The Sacroexpo is ideal for exchanging thoughts, ideas, and inspiration. I am very happy that the Per Artem Ad Deum award will continue because art builds spirituality and is a path to discovering God - said Cardinal Mendonça, Prefect of the Dicastery for Culture and Education.

Signing a letter of intent to promote artistic and cultural activities inspired by spiritual and religious values facilitates meetings between outstanding representatives of all artistic disciplines and people of culture, science, and spirituality and promotes artistic events in Poland and abroad.

The significance of the Per Artem Ad Deum Award and the Sacroexpo in the context of dialogue between faith, culture, and art is also emphasised by Cardinal Gianfranco Ravasi, long-time president of the Pontifical Council for Culture. Cultures.

- I do remember my visit to Sacroexpo in Kielce; the expo creates a special place and plays an essential role in two areas: as a place for promoting art and culture and building faith – Cardinal Ravasi emphasised.

Sacroexpo inspires, educates and unites – not only the faithful but all those who seek the path leading to God through art. The upcoming Sacroexpo, enhanced with new initiatives and events, confirms that Kielce is a place where faith, culture and art are perfectly merged.



# Cars worth millions and superstars! Mubi Dub It Tuning Festival - June at Targi Kielce

Author: Łukasz Kopczyński

Over five hundred cars worth several dozen million PLN and automotive stars visit Targi Kielce on 12-13 July. Grzegorz Duda, Sebastian Kraszewski „Kickster” and Robert Michalski, hosts of automotive TVN Turbo’s shows and the creators of the Strzelecki Garage channels—Adam Strzelecki and Terenwizja—announced their presence.



—The engine roar, clouds of smoke and incredible emotions in the drift zone - great fun guaranteed.

## Stance style tuning

The MUBI DUB IT Tuning Festival is a must-see event, a permanent point in the calendars of all four-wheeler enthusiasts. This 12&13 July weekend is when Targi Kielce turns into a place where you can see over a hundred cars that will speed up the heartbeat of every tuning enthusiast. Join us and see the essence of the top-level modification. There is no room for plastic cars with spoilers, only real gems that show the hard work and hearts invested by the greatest enthusiasts. Unique vehicles that catch the eye of automotive fans, the beautiful hostesses, and much more are at the tuning feast.

## Automotive stars in Kielce

The event’s agenda also includes numerous meetings with motorsport personages; the ambassadors of this year’s show, and among them, Grzegorz Duda, Sebastian Kraszewski „Kickster” and Robert Michalski, hosts of automotive TVN Turbo shows. The latter is again the media sponsor of the event. Adam Strzelecki is the drifting community’s household name - Strzelecki will also bring with his proprietary project; the track is the stage to admire the stunts. The ambassadors’ milieu also includes Adam Kwiatek, Paweł Gołąb and Patryk Piątek from the off-road channel Terenwizja. Visitors find special guests in a special zone with their cars; featured stars also hit the stage, where they share stories related to their interest in motoring.

## Classicauto Market returns

The Classics Market is a must-see at the June Mubi Dub It Tuning Festival! You will find everything. This is one-stop-shop - from small advertising gadgets of the rightly bygone era, through Jubilat bicycles taken out of the uncle’s shed, to high-class vintage cars with a „for sale” sticker. Poland’s largest classic and vintage car exchange is where you can buy unique car models, such as: Mercedes cars from 1937 and 1938. Classicauto Magazine has arranged for the classic car exchange.

## DRIFT TAXI show is excitement-packed.

The June festival, as always, brings great emotions galore. Excitement guaranteed by professional drivers who present their driving skills.



—Over 500 cars presented at the upcoming Dubit Tuning Festival.

„Crab-steer” fiesta on a specially arranged track. Visitors can also enjoy a ride in cars equipped with engines of 300 to even 1,200 horsepower. Professional drivers taking part in drifting competitions offer you a ride as part of Drift Taxi, organized by MTN Kielce. The smell of burning rubber, clouds of smoke and the roar of engines float in the air for two days. This heralds a great automotive celebration at Targi Kielce.

#### Auto detailing and super car zones

Lamborghini, Ferrari and many other luxury and sports cars on display in the „super car” zone arranged by Souczek Detailing. Vehicles usually parked in footballers, actors and celebrities’ garages now at your fingertips. Also auto-detailing workshops and trainings welcome top-experts telling how to take care of your „four wheels” so that they shine like new. Great music from a DJ and beautiful hostesses guaranteed.

#### Food trucks and fun zone

The place for the youngest motoring enthusiasts, who can enjoy inflatables, mini tracks with go-karts and games with animators, is also on offer. Good tracks serving cuisine from all over the world are also parked in the expo grounds.

#### The concert of the hip-hop PRO8L3M band - a great warm-up before the Dubit Tuning Festival

On Friday, 27 June, the Warsaw band returns to Targi Kielce to warm up the Kielce audience! The event is the official Before Party for this year’s Dubit Tuning Festival, which will take place two weeks later than in previous years, on 12-13 July in Targi Kielce. The well-known Warsaw hip-hop band PROXL3M appears at Targi Kielce to perform both the most famous songs and songs from the latest PROXL3M album.

**Mubi Dub It Tuning Festival - 12-13 June at Targi Kielce 1 Zakładowa Street.**



—Crowds of visitors and the best projects.



# Jumping into new challenges!

Author: Marta Brzezińska

- Can the expo hall be turned into a show jumping arena?

– We need a moment!

Targi Kielce hosts an equestrian show and expo combined with show jumping competitions for the first time. The Kielce exhibition and congress centre hosts the Hippiikon trade fair (2 to 5 October). The Polish Equestrian Federation and the Michałów Stud Farm partner the events.

**H**ippiikon combines international equestrian competitions with a professional equestrian industry trade fair and offers the space where the best horse riders, breeders, owners and representatives of companies providing equestrian equipment and accessories convene. Cooperation with the Polish Equestrian Federation resulted in the competition being held following the highest sporting standards. The presence of the Michałów Stud Farm additionally emphasises the event's prestige.

**The tribute to the legend of Polish equestrian sports**

The Jan Kowalczyk Memorial – a unique competition that pays tribute to the only Polish Olympic champion in equestrianism is one of the most essential elements of Hippiikon's agenda. The Memorial features CSI1 and CSI2\*\* level competitions. The event attracts top competitors from Poland and abroad, and the exciting contest on the show jumping course has become the hallmark of the Kielce competition.

**The expo hall transformed into a professional parcours**

The most significant innovation is the thorough transformation of the Targi Kielce expo hall into a professional horse course adapted to the requirements of international competitions. You haven't seen anything yet! Bespoke prepared ground, appropriate infrastructure and modern obstacles make Hippiikon one of Poland's most important equestrian events.

Until now, the Świętokrzyskie Voivodeship has gone without a professional event for equestrian sports, and thus, the competition in Targi Kielce fills a gap in the equestrian calendar. The event goes an extra mile and promotes and develops this sports discipline in the region.

**Expo for equestrian fans shows for horse aficionados.**

Hippiikon also features exhibition stands with the best equipment and accessories for riders and breeders. The agenda also includes Arabian horse shows, workshops, and industry meetings designed as a platform for experience exchange and establishing new business contacts. Hippiikon welcomes everyone – both professionals and horse enthusiasts who want to savour the atmosphere of real competitions and discover the latest trends in the world of equestrianism.

**Cooperation with proven partners  
- the key to success in organising  
new events. The organisers of the  
Hippiikon can boast the support of  
the best in the industry.**



# PR Department lifted up after receiving the Wings

Author: Łukasz Kopczyński

The Agrotech agricultural technology fair is an effective communication platform that integrates the industry; the prestigious PR Wings distinction has confirmed this. The accolade was awarded in recognition of the promotional campaign of Targi Kielce's „Agrotech brings the industry together,” in November 2024.



—Marzena Ślusarz, Public Relations Manager, awarded at the PR Wings gala.

The award, granted by the Association of Public Relations Agencies, recognises the best public relations activities that stand out for their innovation, effectiveness, and strategic approach to image building. The 2024 competition received 180 projects from all over the country in 23 categories. The Targi Kielce team held the campaign under the banner of “Agrotech brings the industry together” was distinguished in the “Crisis Communication” category.

The campaign that connected farmers, businesses and institutions

The campaign was aiming to emphasise the role of the trade fair as a meeting place for experts, producers, and farmers and included com-

munication aimed at promoting the trade fair as a space for exchanging experiences and presenting innovative solutions for the agri sector. – The 29th Agrotech in March 2024, when the agricultural industry in the country and Europe was going through a massive crisis. Therefore, it was very necessary to create a dialogue platform, where representatives of the sector would meet in a peaceful atmosphere -- Marzena Ślusarz, the PR manager responsible for Agrotech Expo image - The five-month campaign brought the expected results. Agrotech was throbbing with positive energy. Turbulent and crisis times need understanding; building rapport defining paths of development. The March 2024 Agrotech hosted by nearly 71,000 people from various parts of the country and abroad. Farmers learned about the offers of 520 companies in a comfortable venue, and they talked to representatives of agricultural organisations and institutions who provided advice and specialist knowledge.

## Prestigious distinction for an effective PR strategy

PR Wings is one of the most respected communications and public relations awards in the country; the jury panel appreciated the “Agrotech brings the industry together” campaign for its modern approach to promoting the event, effective engagement of the agricultural community and the ability to use various communication channels to build a strong and coherent narrative.

- Effective communication is key in building the value and reach of industry events – recapitulates Agnieszka Wicha-Dauksza, Director of the Public Relations Department at Targi Kielce.

**Effective communication is key to building the value and reach of industry events, recapitulates the Director of the Public Relations Department, Agnieszka Wicha-Dauksza in Targi Kielce.**



# A successful event?

## Targi Kielce Congress Centre - the best possible choice

Author: Magdalena Sitarska

Each year, the Targi Kielce Congress Centre strengthens its all-Poland position as a reliable event organiser; over 113 events in 2024 attracted over 70,000 participants to the Kielce exhibition and congress centre. The calendar includes diverse events, artistic performances and concerts, sports competitions, medical congresses and industry expos, to name a few.

### A great variety of events

Targi Kielce Congress Centre offers high flexibility, regardless of whether you intend to hold a small-scale business meeting or a conference for thousands. The organising team can rise to any challenge. Many organisers have trusted the Targi Kielce Congress Centre - this is the best proof that Kielce is the perfect place to accommodate any event. Flexibility, professionalism and comprehensive service make every event a success. The Kielce exhibition and congress centre's calendar of events includes a permanent fixture - the Muzyczna Kuźnia workshops, which attract hundreds of young artists and professionals. At the Fireplace - the festival combined with a Christmas fair offers exquisite atmosphere. Sports enthusiasts can tap into special excitement offered by the Boxing Challenge charity boxing gala, the 2<sup>nd</sup> Chikara Cup Karate Championships, bodybuilding and fitness debuts, the international Pole Dance Show competition and the European Children's Fitness Championships. Medical and industry congresses such as Dentopolis are particularly noteworthy as they bring together thousands of dental specialists every year. Whole-family events are also thriving, such as Klocki Fest and the CeZik Dzieciom - NutkoSfery concert, to name just a few.

### Events for everyone

The Targi Kielce Congress Centre team does not slow down, creating a variety of events; the first half of 2025 and the calendar of the Kielce exhibition and congress centre is already packed. Musical events such as **Musical Forge (27-31 January)** and **Empire Music School concert (10 February)** are on the agenda. The sports competitions galore include the acrobatics tournament - „**Aerial Elite Championship International Aerial Tournament**” (15-16 February) and the **Bodybuilding and Fitness Debuts and Championships (12-13 April)**. A permanent date in the calendar of the Kielce exhibition and congress centre - the prestigious - **Dentopolis - the festival and congress of practical dentistry (15-18 May)**. Both little and big fans of building blocks will be delighted with the information about the third **Klocki Fest (31 May - 1 June)**, which promises to be impressive.

Industry conferences, company meetings, business training and trade fairs are also in the pipeline.

### Reliable event partner

For years, the Targi Kielce Congress Centre has been actively involved and dedicated to the development of Poland's MICE industry – says Andrzej Kiercz, Director of the Targi Kielce Congress Centre – We are regular frequenter at the most important industry events, such as the Event Industry Forum in Warsaw, where it presents its rich offer and establishes business relations with key partners.

Owing to many years of experience, professionalism and continuous development, the Kielce Congress Centre is a reliable partner for companies, institutions and organisers who want to produce top-level events.



—Meeting with the most famous Legotubers in Poland at the Targi Kielce Congress Centre-staged Klocki Fest.



—A wide range of exotic plant and animal species at the Exotic Fest in Kielce attracts many aquariums, botany and terrariums lovers.



— Exotic Fest is one place to admire the most fascinating specimens of lizards, amphibians, molluscs and a range of arthropods.



—Several hundred competitors from all over the country put the best foot forward on the Kielce exhibition and congress centre stage during the Polish Championships and Debuts in Bodybuilding and Fitness.



# CSR does not signify straightforward PR

Author: Yuliia Yaryna

Global Idea 2025: Enough of the postulates. Corporate social responsibility, forced on companies by EU directives, came a good intention to showcase that the brand is reliable. However, consumers more often realise that companies use this strategy for greenwashing. Not only are people aware, but they also expect real and tangible actions from businesses and consistently monitor the delivery. In 2024, Targi Kielce budget allocated over PLN 2 million to support city sports clubs, associations and cultural events.

Although formal reporting is not yet required from the Kielce exhibition and congress centre, Targi Kielce has been dedicated to supporting local initiatives, entrepreneurs, and clubs, in addition to sports events, for years. Targi Kielce active involvement is regularly presented on its website and in social media. - We believe that transparency is key to building a brand image; an increasing number of business partners and clients pay attention to ethics. Thus, we do everything to make people see what initiatives Targi Kielce supports. We also show what the company lives and breathes. In 2025, we will continue our cooperation with the women's Suzuki Korona Handball Kielce team, we will also support young talents from the oldest club in the city, LKS Orleń Kielce, and we will sponsor the organisation of the Herling-Grudziński Festival – says Andrzej Mochoń, President of the Management Board of Targi Kielce.

## Sport-like approach to business

The futsal team representing Targi Kielce started the year on a strong note - after a fierce battle, the team won the 5th Świętokrzyska Futsal League. In the competition for third place, the JK Pneumatyk team triumphed over Wilki Wilków 4:2. However, the clash between Dragon Strop and Targi Kielce aroused the most significant interest and the match resolved in the second half. The 3-0 victory allowed Targi Kielce to defend the league title. Artur Buras – the Expo-Stand Design Section Manager is the winning team's captain.

## Life-long learning

Continuous improvement is part of the Targi Kielce DNA, and its employees regularly expand their professional knowledge at conferences and training. That is why the Kielce exhibition and congress centre is also keen to support local scientific initiatives. In January 2025, Targi Kielce provided funds to the Kielce University of the Third Age "Beyond Time"; founded in 2015, the college for mature students will allocate the funds for ongoing scientific and teaching operations. The "Beyond Time" University enables its association members to fulfil their youthful dreams, acquire new skills and maintain social ties.

## National Festival of Music Education

OFEM: Christmas! - the Fundacja Sztuka Wysoka [High-Brow Art Foundation] competition for all music lovers was at the Targi Kielce Congress



—The auditions for the second stage of the National Music Education Festival - 19 and 20 December 2024 in Targi Kielce.

Center in December 2024. Live auditions of the participants in the second stage of the competition were staged in the 57-metre tower, the expo centre's landmark. The event brought together several hundred people from all over Poland, who presented their Christmas repertoire to the jury. Targi Kielce made its space available to OFEM as part of the cooperation.

## We support the Świętokrzyskie culture

Every year Targi Kielce is dedicated to artistic festivals and competitions; in 2024, awards for participants and winners were donated to, inter alia, Świętokrzyski Festival of Christmas Carols and Pastorals, attended by over 1,600 people. The music festival was initiated 18 years ago by Fr. Piotr Klimczyk. Now the festival is named after Piotr Klimczyk and each year it breaks records in the number of participants. In December, the expo centre also became a partner of the competition for the most beautifully decorated Christmas tree, organised by the Kielce City Hall. Fifteen city schools participated in the competition - pupils from each registered school received their tree to adorn. The task was to decorate the trees with handmade decorations made from natural materials. The competition's winners were Primary School No. 27 pupils in Kielce with their Christmas tree decorated with paper hearts, angels, bells, red and yellow bulbs with the city's coat of arms, and even marked with ... Kielce Mayonnaise! The centre's staff gave the winners sports games and toys.

# Everything you've always wanted to know about Albert, but you've been too shy to ask...

Author: Urszula Kołodziejczyk

I remember Albert from elementary school; he was the boisterous type; younger colleagues admired him, while adults worried about his future. Looking at Albert's career path, I can now say there was nothing to worry about...

**U**rszula Kołodziejczyk talks to the new Director of the Infrastructure Maintenance Department, Albert Szczepanek

**Urszula Kołodziejczyk** Do you remember your first day of work at Targi Kielce?

**Albert Szczepanek:** 1 December 1998 I started working as a security guard. Those were different times, not only for the expo centre. I was young, I was single, and I felt very carefree and easygoing.

**UK:** When did you first feel "at home" in our centre?

**ASz:** When I was promoted to the position of expo hall manager. I felt that this was my path, the direction to go to. I felt everything would be fine.

**UK:** What do you think are the most extraordinary things about Targi Kielce?

**ASz:** First of all, people I work with. I also like all the expo hustle and bustle, especially when things start to happen and gain momentum in expo halls, i.e., assembly and disassembly times. The atmosphere that accompanies every, even the smallest, trade fair.

**UK:** What has been the most challenging moment in your work as the expo hall manager?

**ASz:** I don't think there were any more significant challenges; maybe just the stress between events. This is the sore spot. I want to emphasise this again - I can always rely on people, and therefore, I feel I can cope with everything.

**UK:** You have been appointed the Deputy Director of the Infrastructure Maintenance Department at an exciting but challenging moment. On the eve of the construction work commencement, the new expo hall will be built. How do you feel about this?

**ASz:** I realise that this venture is significant for our centre' the new expo hall means a lot for Targi Kielce. I report to Andrzej Boksa, and I believe we can both handle it. I may not be a construction specialist, but I also have my strengths I will not hesitate to use in the investment process.



—Albert – Albert Szczepanek from 1 January 2025, Deputy Director of the Infrastructure Maintenance Department.

**UK:** What can I wish you on this new career path?

**ASz:** To stay strong and enjoy well-being. Perseverance is my middle name, already!

On private basis, Albert is a very family man; absolutely doted on by his teenage daughter (we feel sorry for his future sons-in-law). Also a lover of Chihuahuas he can be found walking two dogs of this wonderful breed. He likes having fun and four-wheel drive cars, but he adores his job.





—Employee of the Year Each year, the expo centre selects employees who go the extra mile, show commitment and creativity, and diligently fulfill their duties.

# Expo Centre for Expo Professionals

Author: Ewa Łukomska

What do we associate PR with? It is about image building, ensuring clear communication, and managing crises. Also, internal PR, in which companies manage the flow of information among employees combined with the organisational culture and companies' actions that make employees' lives easier. In this field, Targi Kielce is doing very well; this statement has been well-evidence.

## With children in mind – summer and winter

The end of summer at Targi Kielce is a season of intensive preparations for the International Defence Industry Exhibition; the centre organises summer half-day camps so parents can focus on work and not on managing their children's time. The first sessions were at the company's headquarters – some of the activities were organised on site, and each day the children visited new attractions in Kielce and the surrounding area. Not only children but also by parents welcomed the summer camps with great enthusiasm, which is why this year a winter half-day camp was also held for the first time. Children participated in activities organised by LKS Orleńskie Kielce in the second week of the winter holidays. They spent their time on sports activities and trips.

## For holidays and everyday occasions

At Targi Kielce, every holiday starts earlier – and lasts longer, too. Employees can count on Christmas bonuses, but also gifts. To mark every occasion, the company ensures that these gifts will bring joy to the recipients. The choice is always products from local suppliers or sets prepared by the beneficiaries of the Vocational Activity Establishments, says Bożena Staniak, Vice President of Targi Kielce. In this way, we support companies from the region and people with disabilities.

Employees are eager to take on professional challenges, thus they regularly receive bonuses. The bonus scheme is transparent, which offers additional motivation.



\_\_The centre supports parents by organising summer camps for children. The latter edition was offered in cooperation with LKS Orleńa Kielce.



\_\_The Expo centre's employees meet yearly during the company's Christmas Eve party.



\_\_TK NEWS - The TK News bulletin is hosted by Marta Brzezińska from the PR Team and colleagues from other departments. In the photo - with Damian Kudaka from the ICT Systems Team.

### It's worth standing out.

Additional bonuses are given to those who stand out the most when carrying out their tasks. Every year, the "Employee of the Year" competition selects the best members of the trade fair team - both on a company-wide scale and in individual categories: professionalism, professional development, creativity and commitment. The management board and department directors select the winners in these segments. However, the employees also have a say - through voting, they choose the people with whom they work best and award them the title in the "kindness" category. Last year, the main prize was awarded to Marzena Ślusarz from the PR Department and Marcin Musiał from the Trade Fairs Department.

### Development - first and foremost

"Expo People" can expand their skills by participating in training—this includes courses organised in the company as well as off-site and online training. Over the last six months, team members have gained knowledge in video and streaming production, working at heights, and PR strategies. They will soon be trained in combatting pressure, and a specialist in occupational health and safety will participate in a workplace accident seminar. These are just a few examples of events that help employees expand their knowledge and make it easier for them to carry out their duties.

### Good information flow

To keep every employee updated with the latest company news, the Targi runs a TK News program that is periodically published on YouTube. Everyone can learn about the company's most important activities and have a sneak preview of the most significant trade fair events backstage. It is not only a source of information but also inspiration.

### Wellbeing

The expo centre takes a responsible approach to the issue of health prevention. - Employees, usually once every two years, can take advantage of an extended package of medical examinations, including visits to specialists, including a cardiologist, gynaecologist or ophthalmologist. People who have computers and suffer from defective sight can benefit from financial support to have corrective glasses made, explains Vice President Bożena Staniak.

Prevention is also closely related to promoting a healthy lifestyle; since the beginning of the year, the ladies working at Targi Kielce have been taking part in Pilates classes held in the centre's halls. Meetings are held every week, and the number of participants keeps growing.

Employee benefits package—extra health insurance is also worth mentioning. Higher benefits are available for team members whenever they are faced with health problems. For a small additional fee, the benefits can be expanded to include other family members.

### The expo Centre's plans

In the coming months, Targi Kielce will take further actions that will positively impact employees' lives - both professional and private. The company is already drafting plans related to internal PR and employer branding, thanks to which the brand's portfolio of important pro-employee activities will again expand.



# Winter camp – the first unveiling is excitement-packed

Author: Yuliia Yaryna

Targi Kielce again proves that caring for employees and their families is key in a modern approach to team management. After two successful summer camps for the children of our staff members, a winter edition was held for the first time in 2025. The winter holidays in Targi Kielce marked with joy, sports and unforgettable attractions!

For five days, the children took part in a carefully planned programme of activities that combined sport, recreation and fun; each day the participants were treated to activities offered by experienced trainers. The headquarters of the winter camps co-organiser - LKS Orleńa Kielce was the base, however, the agenda included many unique attractions, and therefore each day brought a new dose of excitement.

The first day began with carefree fun in the Kielce Happy Jumper park, where children made the most of obstacle courses, trampolines and creative structures to release their energy. The next day witnessed competitions on the bowling alleys – sportsmanship and joyful laughter dominated the atmosphere. On the third day, the kids enjoyed visiting the Helios cinema, and they watched a film together - the exciting story of Sonik. The next day was all about strategy and cooperation as the children competed in a laser paintball game at Laser Space. The final day of the half-day camp was a real treat for water enthusiasts – relaxation and active pastime at the Perła swimming pool. The participants could improve their swimming skills and enjoy water attractions.

Every day, the children were offered “elevens” and lunch. Professional teachers and sports trainers took care of the kids’ well-being and safety. This year’s first winter camp was attended by 23 children, who enjoyed winter relaxation at its best.



—Sports activities for children offered by the LKS Orleńa Kielce with professional coaches.



—Half-day camps - a good opportunity to make new friends.

## Investing in Relationships – Employer Branding in Practice

The winter camp is another initiative that shows that Targi Kielce cares not only about the comfort of its teams, but also about teams’ families. Half-day camps offer a unique benefit that allows parents to focus on their daily duties. At the same time their children spend their holidays in a valuable and engaging way. Furthermore, such initiatives significantly boost the positive atmosphere in the workplace and strengthens the sense of community. The company’s employer branding is enhanced, making it a place where employees feel appreciated and noticed.

- Targi Kielce - not only an event organiser, but above all a community of people who create this company, we care about our team. Half-day camps are one element of that care. We are happy that we can support our employees in combining professional and family life. – emphasises Doctor Andrzej Mochoń, president of Targi Kielce.

## And what's in the pipeline? Summer camp 2025

After the success of the winter edition, Targi Kielce is already announcing the summer season activities with ambitious plans. The programme is to be even more diverse and rich in educational and sporting attractions.

Targi Kielce again proves that a company is not only a workplace, but also a relationship-space. Targi Kielce also means care for its people and their families. Initiatives of this kind the company sets standards, show that caring for employees’ well-being is not an empty slogan. Targi Kielce walks the talk - actions build a better workplace.



KlockiFest

 **Targi Kielce**  
exhibition & congress centre

# Dzień Dziecka

w Targach Kielce

**31 maja - 1 czerwca**

- spotkania z najbardziej znanymi twórcami (m.in. Ciocia od Klocków, Maciek i Klocki)
- edukacyjne warsztaty z influencerami, gry i zabawy
- gry planszowe, robotyka, modelarstwo, dmuchańce, trampoliny, konkursy z nagrodami

**Kup bilet już dziś!**

[targikielce.pl/klocki-fest](http://targikielce.pl/klocki-fest)

Organizatorzy







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