

NEW LIFT TRADE FAIR LAUNCHES IN EASTERN EUROPE



October saw the lift industry's first venture into Poland. Most visitors from Western Europe had most probably never heard of Kielce before.



The first edition of the Euro-Lift in Kielce was attended by around 120 exhibitors, many of them from Western Europe. Once again, the VFA Interlift successfully organized a joint German stand together with AFAG, offering a platform for companies such as Rudolf Fuka GmbH, Henning GmbH, Hütter-Aufzüge GmbH, Alfred Kuhse GmbH and Meiller Aufzugstüren GmbH. This concept allows companies to gain an impression of the show activity without committing to the considerable expense of their own stand.

The response by exhibitors at the show was generally positive, scoring points for the organizers. As many exhibitors had looked on this fair as a "future window"

into the Eastern markets, there could have been a higher number of visitors from neighbouring Eastern European countries. However, this aspect is certainly capable of improvement once the fair has become an established feature in the calendar and with adequate prior advertising. There were plenty of satisfied expressions among exhibitors by the end of the second day, with a large number of visitors and customers in attendance. The last day disappointed somewhat, with only a modest stream of fair-goers – something which could potentially be put down to the early closing time combined with long return journeys for many. Travelling to Kielce involves driving through either Warsaw or Krakow, and takes a good two to three hours, with a number of holdups through towns.

The exhibitor evening event at the end of the second trade fair day was opened with the presentation of a number of awards (see inset page 82), followed by music and refreshments.

Parallel congress

Alongside the trade fair, a conference was held in the congress centre in the trade fair grounds on October 21st and 22nd.

Speakers included Fabio Liberali talking about the Italian market, and Michel Chartron on the implementation of SNEL in France. Achim Hütter briefly talked about the role of the VFA interlift e. V. and



its work. As is so often the case where trade fairs and congresses are held side by side, attendance of some of the talks was poor. The time which needs to be spent at the fair does not permit visitors to attend all the talks, so audiences tend to "cherry pick" the most interesting items.

Brief background information about the trade fair location

Kielce is located in the Świętokrzyskie Voivodeship in the Southeast of the country – around 120 km Northeast of Krakow and around 130 km Southeast of the city of Łódź. It is the district capital and is home to two universities. Kielce has evolved as a centre for the processing and trading of agricultural produce, and is also a stronghold of the metal and food processing industry.



Kielce was first mentioned in historical documents in 1212, but the city is most probably older than this. Due to the development of iron ore mining, Kielce expanded rapidly during the 16th and 17th centuries. An influx of Italians, Germans and Slovaks shaped the city's character. In 1645, the population numbered around 1,250. As a result of the third division of Poland, Kielce fell to Austria in 1795 and was annexed to West Galicia. In 1809, it became part of the Duchy of Warsaw, which fell under Russian sovereignty as the Tsardom of Poland from 1815. The headlong progress which marked the end of the 19th and start of the 20th Centuries was felt in Kielce first and foremost with the city's connection to the railway network in 1885. In 1918, with the restoration of Polish sovereignty, it became the capital city of the Voivodeship. By 1939, the city was home to a population of 71,000.

Kielce is the only city in Europe which boasts four nature reserves. Three of the geological reserves located in the city, Slichowice, Kadzielnia and Wietrznia, feature rocks from all the geological formations of the Paleozoic, Triassic, Tertiary and Quarternary periods.

The longest cave in Poland outside of the Tatra mountain range is only a few kilometres from the city. Formed from two caves known as "Cholesiowa Jama" and "laworznicka" connected by a corridor, its



total length is 5670 metres. Kielce is one of only two cities in Poland which may boast a marked city tourist route. Many of over 30 tourist routes begin, remain or end in Kielce. History has left behind a rich variety of unique historic architecture, art and industrial monuments, whose attraction to visitors is enriched by beautiful woods, rivers, lakes and pure air.

The capital city and conurbation have played an important role in shaping the development of European regions. The greater urban area of Kielce has been the chosen investment location for a large number of Polish and foreign companies. Examples include such names as Lafarge Polska (France), Dyckerhoff Polska (Germany), DS Smith Polska SA (UK), NSK Lager (Japan). Like these foreign companies, regional enterprises also exert a major impact on the economic development of this conurbation.

The high standard of qualification among residents, particularly those living in the city of Kielce, has been instrumental to the growth of industry in this region.

There is a large community of Polish business people living in and around Kielce. Targi Kielce (Kielce Trade Fair) was founded in 1993 and is currently among the biggest Polish trade fair organizer, with a 27% share of the Polish trade fair market. Targi Kielce organizes almost 60 exhibitions and fairs a year in Kielce. In 2009, these were attended by around 5,500 exhibitors and 170,000 visitors. The trade fair site encompasses around 90,000 sq.m. of open air grounds and 30,000 sq.m. of halls.

According to a report by the Polish Chamber of Exhibition Industry PIPT trade association based in Poznan, the significance of Kielce as a venue is growing at a remarkable rate. Membership of international trade fair organizations such as the UFI and CENTREX testifies to the quality of the services provided.

The Lift-Report would like to wish the organizers every success with the new fair, which is due to open its doors again in 2012. To avoid a clash, it would be appreciated if the date for the fair could be set in agreement with the organizers of the European Lift Congress in Heilbronn (ELCH) which is also due to be staged in the interlift-free year.





