

Polska



Polish fairs a rising spot on the map of Europe

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Trade Fairs in Poland

Nearly 1.5 million visitors, 29 thousand exhibitors and more than 760 thousand square metres of leased space at more than two hundred events - these are the numbers of fair market in 2015. Fairs in Poland are experiencing a renaissance and do not differ from those in Germany, the United States or China. Krakow, Gdansk and Poznan are important spots in the calendar of exhibitors as well as visitors from Poland and abroad.

Since the last two years Polish exhibition market is constantly evolving and upward trends have been recorded. The main reason for this is the improvement of economic situation, confirmed by systematic growth of the GDP, as well as the Polish membership in the European Union and the favourable geopolitical location. Improvements in the business climate attract more entrepreneurs - including Polish SMEs, whose share in the total number of exhibitors at the fairs in Poland has been consistently high. As many as 84% of them perceive participation in specialized trade fairs in Poland as an effective way of achieving marketing and communications objectives.

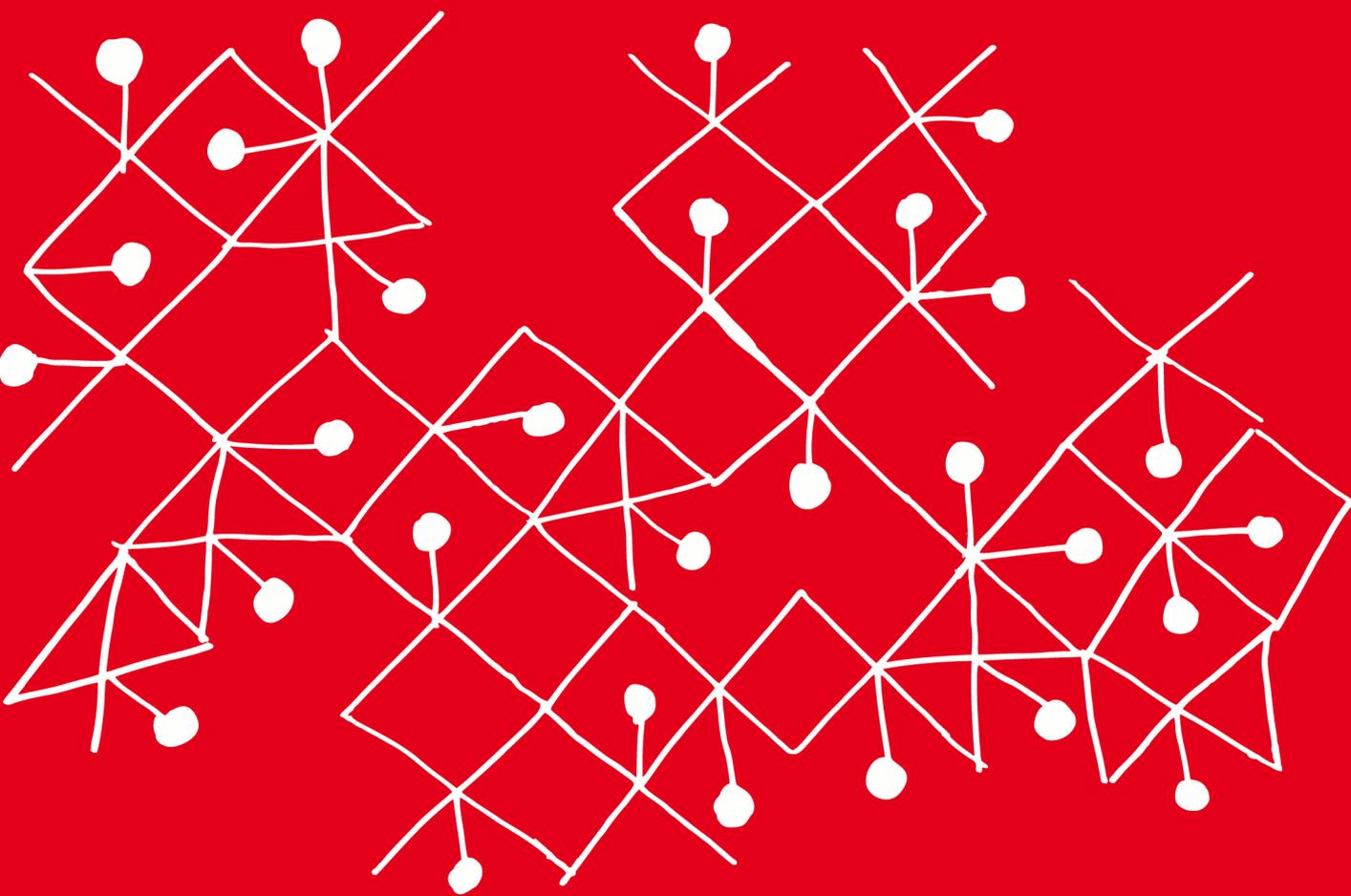
According to Polish Chamber of Exhibition Industry, an upward trend in the number of visitors and exhibitors can be noticed. In 2015, trade fairs were visited by 15% more visitors than in 2014. Moreover, an *increasing number of exhibitors representing foreign markets* is noticeable. The share of international exhibitors at Polish trade fairs rose by **7%**.

The formula of trade fairs in Poland evolves with customer expectations and global trends, eg. numerous accompanying events, which include both specialized conferences and seminars with the participation of experts from various industries, as well as entertainment events. In addition, Polish fairs invite exhibitors and visitors to attractive, modern, fully equipped, professionally managed fair and conference centres. In recent years, many of them were expanded and modernized, and new facilities have been created.

Source: money.pl

Useful links: [Fairs in Poland](#)

[Polish Chamber of Exhibition Industry](#)



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