

POZNAŃ INTERNATIONAL FAIR



# Poznań Motor Show

21-25.05.2003

A clear path to your target

<http://www.motorshow.pl>



# Participation in the fair opens many doors

## Ladies and Gentlemen,

We cannot imagine our life today without vehicles, buses and vans and we cannot imagine a modern and competitive economy without the automotive industry.

We believe in the rationale behind a regular organization of a large automotive forum for meetings of manufacturers, traders and consumers.

Poznań Motor Show has been part of the automotive industry for 10 years. The industry has seen many successes during that time and could not avoid serious difficulties recently.

All this has been reflected in consecutive editions of our common event. The trade show gave a true and distortion-free picture of your industry. It will remain such a picture and we all hope that it will be brighter and more colourful thanks to the upcoming improvement of the economic situation.

We should use the opportunities. Active players will be successful while the price for giving up may be high. Please bear in mind the opportunities created by trade shows. Modern trade shows – the shows of the 21st century are an element of a marketing strategy and

constitute the most effective tools for direct communication on the market. We leave at your disposal our experience, organizational skills and contacts with the European automotive market. You are cordially invited to participate in Poznań Motor Show 2003.

Janusz Mazurczak  
Manager of Project Team A3



## Polish market facts and forecasts

### Investments

The cumulative value of direct investments in the Polish automotive industry reached USD 5.4 billion by the end of 2001 – this constituted 10% of the total capital invested in Poland in that period. The following concerns dominated among the investors: Fiat, Daewoo, General Motors, Isuzu Motors, Volkswagen and Delphi Automotive Systems.

The world's most powerful tyre manufacturing companies located their manufacturing plants in Poland: Bridgestone/Firestone – in Poznań, Goodyear – in Dębica, Michelin – in Olsztyn. The production includes tyres for all types of passenger cars in the world and most types of trucks and bicycles. The products from the Poznań and Dębica plants are purchased by Fiat and Opel, tyres from Olsztyn are used by Fiat, Opel and Volkswagen.

The American concern Delphi Automotive Systems has seven manufacturing plants and a technical centre in Poland. Isuzu Motor Polska located its diesel engine manufacturing plant in Tychy. Toyota invested EUR 100 million in the construction of a gear box manufacturing plant in Wałbrzych. Planned investment in the Wałbrzych manufacturing plant includes EUR 300 million.

### Sales

Over 206,000 new passenger cars were sold in Poland in the first eight months of 2002. According to market analysts and some importers, this data marks the beginning of more optimistic trends in the industry after a two-year low economic cycle.

The sales of parts to passenger cars have increased five fold in Poland over the last four years (since 1996) – in 2000 sales reached PLN 7.7 billion, which is 27% of the total sales in the automotive industry.

The Polish market absorbs two fifths of all the new tyres sold in Central Europe – states the French concern Michelin in its report. It is thus the largest market in the region – within 22 countries ranging from the Baltic states up to the former Yugoslavia. Poland's role in the region is similar to that of Germany in Western Europe. Long- and medium-term forecasts are optimistic. According to forecasts and analyses, customers will choose tyres of well known brands more and more frequently.



# Poznań Motor Show 2002

## Technology

Poznań Motor Show 2002 had a unique profile: it was devoted to automotive technologies. Exhibitors directed their offers mainly to professionals

engines, spare parts • tyres, paints • vehicle accessories • equipment for workshops and service stations • tools • vehicle cleaning substances • tuning

## Business to business fair

Workshop Forum

special expositions: "Roadstermania", "The Land of Motors", tuning presentations

announcement of the PIF Gold Medal competition results

award ceremony for "Car Premiere 2002", "Truck of the Year 2002" and "Golden Board 2002"

- exhibitors: 409 companies from 19 countries
- exposition: 13,646 m<sup>2</sup>
- audience: 15,960 people
- accredited journalists: 367



# Poznań Motor Show 2003

## Welcome!

**Application deadline: 7 January, 2003**

### Exhibition area rental prices

Area type	Measurement unit	Net price in EUR for applications submitted	
		before deadline	after deadline
indoors, undeveloped – ground floor	1 m <sup>2</sup>	58	72
indoors, undeveloped – first floor	1 m <sup>2</sup>	36	50
open grounds	1 m <sup>2</sup>	26	32

For exhibitors ordering an area over 300 m<sup>2</sup> – 10% discount (on the total area price)



### Information:

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# Trade shows – one method many objectives

## Choose tested solutions

63%

of companies consider trade shows as the best place to demonstrate their market presence

*(Trade Fair Function and Potential Analysis, AUMA - EMNID Institute, Germany)*

50%

of companies consider trade shows as the best place to exchange and collect market data

*(Trade Fair Function and Potential Analysis, AUMA - EMNID Institute, Germany)*

37%

of companies claim that trade shows are the best place to create relations with current and prospective customers

*(AEO Benchmark Research, Great Britain)*

50%

of companies consider trade shows as the best place to find out about their customers' wishes

*(Trade Fair Function and Potential Analysis, AUMA - EMNID Institute, Germany)*

90%

of companies claim that fairs are the best place to influence the final purchasing decision

*(CEIR Research Report PE II, USA)*

51%

of companies claim that trade shows are the best place to present the advantages of their products and services

*(AEO Benchmark Research, Great Britain)*



■ This is the only trade show in Poland that is significant for us. Its size, prestige and the organizer's experience constitute a guarantee that our corporate objectives will be attained. We think that direct contact with a product and with a person that presents it "live" is the basis for creating a good corporate image in the eyes of our customers. What is also significant is the fact that the products may be presented against the background of our competitors. Good brand devices are not afraid of such confrontation. The quality of our products is confirmed by the PIF Gold Medal won during the 2002 edition of the fair. This prestigious award will give us significant support in the promotion of our products.

**Ryszard Kłos**  
Technical Director  
Best Products Sp. z o.o.

■ The Poznań fair has always been the most important trade show in Poland. Participation in it is a matter of prestige. Customers expect our presence at the show although the times are over when contracts were concluded during fairs. We strengthen the image of a robust and well positioned company through our regular participation in trade shows. Numerous visits of prospects from Russia, the Ukraine and Belarus were a nice surprise during this year's edition of the show.

**Aurelia Kaczmarek**  
Manager  
Marketing Department  
WIX-FILTRON Sp. z o.o.





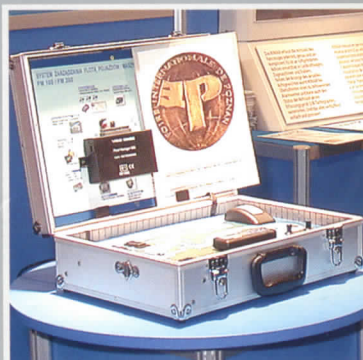
# Welcome to the world of the automotive industry!

• for 10 years Poznań Motor Show has been one of the most important events in the automotive industry in Poland and Central and Eastern Europe • it is an important item on the agenda for all vehicle lovers and professionals from the automotive sector • large concerns, big companies, as well as small and medium-sized enterprises present their offers here

## Poznań Motor Show

### The fair of many opportunities

renowned trade show • special expositions • presentations  
• seminars • workshops • professional audience

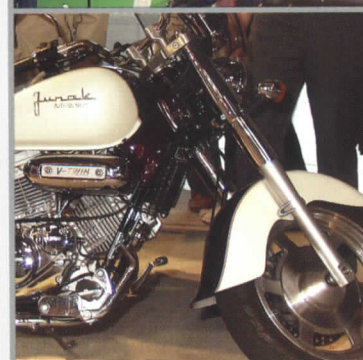


## Poznań Motor Show 2001

passenger and transport vehicles • buses  
• motorcycles • specialist vehicles • workshops and service stations • engines, spare parts • fuels, oils  
• tyres, paints, accessories • tools • vehicle cleaning substances

### A show full of events

- premieres
- press conferences
- special expositions: "Nostalgia", "Tuned vehicles"
- car lottery for the audience
- 3rd Festival of Automotive Commercials "Och! Car"
- specialist conferences and seminars
- Workshop Forum
- PIF Gold Medal Competition
- results announcement for: "Car Premiere 2001"
- "Truck of the Year 2001" and "Golden Board 2001"
- exhibitors: 839 companies from 23 countries
- exposition: 51,087 m<sup>2</sup> • audience: 88,358 persons
- accredited journalists: 1,098





## Use the fair choose the best offer



The Poznań International Fair is the most modern trade fair centre in Poland. Professional staff and comprehensive services guarantee great comfort for fair participants. A modern infrastructure fulfils all the expectations of both exhibitors and visitors.

110,000 square metres of exhibition area in pavilions and 35,000 square metres of open exhibition space create great opportunities. Air-conditioning, access to the Internet at the stand, space that enables any stand arrangement, a modern conference centre – it's a standard in Poznań.

If our customers plan to organise a professional meeting – we offer a conference centre with twelve well equipped rooms and total capacity amounting to 2,500. We also offer the services of our press centre.

Each year we receive thousands of exhibitors and hundreds of thousands of visitors. We offer over 40 specialist trade shows devoted to the most important industries within the modern economy. Check us in the annual reports of the Polish Trade Fair Corporation and the FKM Society for Voluntary Control of Fair and Exhibition Statistics.

Więcej informacji znajdą Państwo na stronie

<http://www.mtp.com.pl>

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#### Belarus

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21st Century Center  
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Come to Poznań  
Motor Show 2003!

21-25 May 2003



**COMPANY** .....

**Name** .....

**Title** .....

**Address** .....

**Phone:** .....

**Fax:** .....

**e-mail** .....

**We would like to obtain free of charge  
information about Poznań Motor Show 2003**

☐ **for exhibitors**

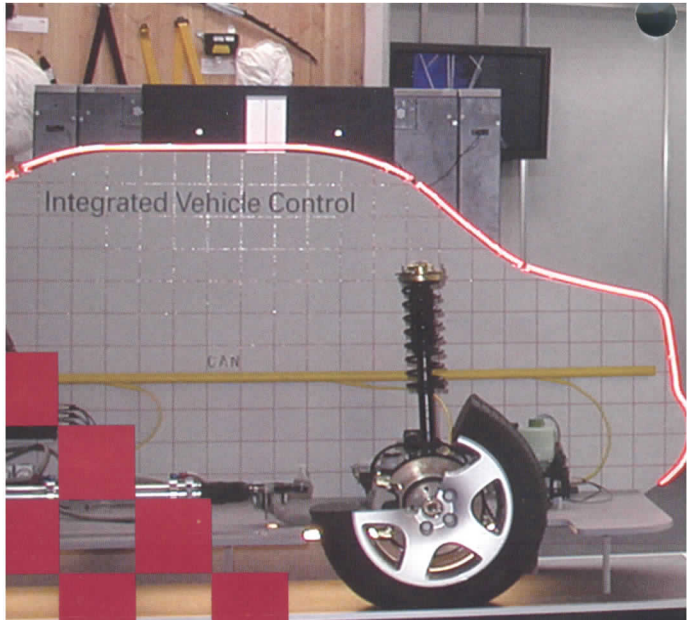
☐ **for visitors (two months before the event)**

**Międzynarodowe Targi Poznańskie Sp. z o.o.  
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Integrated Vehicle Control

CAN



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