

Event	Trade Fair of Equipment for Hotels INVEST-HOTEL 2008
Subject	Hotel equipment
Date	16-18 October 2008
Location	Międzynarodowe Targi Poznańskie (Poznan International Fair)

The Fair:

With its unique focus on hotel infrastructure development, improvement of hotel services and access to the latest technology, INVEST-HOTEL 2008 was like no other hotel show in Poland. The event's major strength lied in its extensive coverage of market offerings to provide attendees with an overview of all products and services currently available for the hotel industry.

Description:

The exposition area exceeded 2,500 m², which is an increase by as much as 70% as compared to the previous year. Over 120 exhibitors, including many market leaders, were present at this year edition. Trade fair expositions (together with the simultaneously held TOUR SALON) were visited by over 20,000 visitors, including over 7,000 attendees on the first two days open to traders only. Almost 400 journalists received accreditation for the trade fair. They represented specialist media, dailies, economic magazines, TV stations, radio stations and websites.

During the fair several conferences took place:

The GASTRO-INVEST-HOTEL Conference devoted to the development of the Polish hotel industry was the most important event of this year's show. Lectures were held by practitioners who implement the latest technologies and innovative solutions in their everyday work. Such topics as cleaning systems, hotel furniture, spa hotel design and current standards for hotel receptions were discussed. The conference attracted over 120 participants.

"Build a Hotel" Conference with over 80 participants was organized at the fair for the first time. Additionally, investors who currently construct or modernize facilities and those who are in the planning stage had an opportunity to obtain free-of-charge advice from experts in the investment consultancy point. Both projects were initiated by the Hotel Market Institute.

The visitors could also participate in an educational seminar entitled: "Cost reduction in hotel facilities through energy-efficient solutions and devices" prepared by the Hotel Investment Centre.

The Hotel Market Forum was held at the fair, as always. It was devoted to training staff for tourist services, obtaining the EU funds, taxes and charges in tourism and the hotel industry planned for 2009.

Participants:

The following categories of hotel equipment were presented:

- ROOM
- BATHROOM
- HALL
- RECEPTION DESK
- RESTAURANT
- CONFERENCE ROOM
- SPA & WELLNESS

Moreover, the event featured the latest solutions for the hotel industry from companies active in the following fields:

- HOTEL CONSTRUCTION
- COMPUTER SYSTEMS
- HOTEL MARKETING
- TRANSPORT
- SECURITY AND PROTECTION
- CLEANING ARTICLES
- INVESTMENT SERVICES

Remarks:

The next edition of INVEST-HOTEL fair is scheduled for 21-24 October 2009. The fair's special attraction will be its superbly prepared exhibition space and professional service, not to mention the upcoming EURO 2012 European Football Championship as an additional investment driver for the hotel industry.

In case of interest please have a look at the website: <http://www.investhotel.pl/en>