

THE ECO-FAIR COMPLETED

Presentation of the latest developments in the field of environmental protection and municipal management, demonstrations of the operating machines, business talks conducted at the stands and nearly 50 specialist conferences and workshops - this was this year's edition of the International Trade Fair of Environmental Protection POLEKO and the International Trade Fair for Municipal Technologies KOMTECHNIKA, held in Poznan on 23-26 November 2010.

For four days, Poznan turned into the European centre of information related to ecology, efficient energy use and waste management and recycling. POLEKO and KOMTECHNIKA exhibitions covered the area of over **15.000 m²** and were attended by around **700 exhibitors and represented companies from 20 countries:** Austria, Australia, Belgium, Czech Republic, Denmark, Finland, France, Holland, Japan, Canada, Liechtenstein, Luxembourg, Germany, Norway, Poland, Switzerland, Sweden, Ukraine, Britain and Italy.

Honorary patronage over this year's edition of POLEKO was taken by the Minister of the Environment, Dr. Eng. Andrzej Kraszewski.

The fair exhibition was visited by nearly **20,000 visitors**. They had the opportunity to learn about the latest products and technologies for environmental protection presented by the exhibitors. The fair attracted great media attention, both industry and local and nationwide. In total, nearly **300 journalists** were accredited.

During the Opening Ceremony, prestigious awards were given: **Gold Medals** and **Acanthus Aureus awards**. Gold Medals, prizes awarded for the best fair products, were received by **9** companies participating in POLEKO fair and **3** companies participating in KOMTECHNIKA. Among the winners of the Acanthus Aureus, there were **12** companies. This prize is awarded for the best designed stands prepared to implement corporate marketing strategy in the fair exhibition.

POLEKO, like last year, was divided into four showrooms: **Clean Energy, Recycling, Instrumentation and Control Systems and Science for the Environment**. An additional advantage of the fair was the programme of events that consisted of dozens of specialised conferences, seminars, debates, as well as exhibitions, presentations and competitions. There should be mentioned here: **Clean Energy Forum** – a series of daily seminars, which attracted enormous interest, on the latest solutions in the field of energy generation from renewable sources and **Recycling Forum** whose theme was the re-use of materials and reducing waste production.

"Financing of environmental investments" was the lead theme of this year's POLEKO. There was a seminar organised on the second day of the exhibition by the Ministry of Environment, devoted to the topic.

The conference **"Support for environmental investment - funding, procedure, alternative sources of support"** prepared by the "European Funds" was another highlight of the day that enriched the fair programme. This meeting was the source of knowledge on how to conduct proper environmental investments and on methods of obtaining financial support for investments aimed at protecting the environment.

For the first time the fair scope included two important issues: **restoration and reclamation**. The aim of this thematic block was to show the possibilities of re-using space, the limited and extremely valuable environmental resource. The conference on **"Revitalization - the response to the challenges of sustainable development"** organised by the Institute for Ecology of Industrial Areas, the Marshal Office of Silesian Province and the Poznan International Fair, referred to the subject matter. During the seminar, the realisation of the restoration projects in environmentally degraded areas and the latest scientific evidence developed at pilot sites were discussed. Among the speakers there were top-class professionals with experience in studying areas requiring remediation and in the practical implementation of innovative methods and technologies for restoration of damaged areas.

A debate attended by experts entitled **"Are there limits of environmental protection?"** turned out an extremely interesting point of the programme. During the debate, the representatives of the media, government institutions, NGOs and the investors took the floor. We hosted, inter alia, Prof. Maciej Nowicki (the former Minister of the Environment), Dr Andrzej Patalas (Autostrada Wielkopolska), Dr Marian Nickel (Business Centre Club, NICKEL DEVELOPMENT), Jerzy Juszczynski from the Polish Ecological Club and Tomasz Zubilewicz (TVN 24). During the meeting, issues related to economic investments and their consequences for the environment were discussed. The debate about the limits of environmental protection debuted during POLEKO this year as a kind of invitation to talk and collective search for compromise solutions reconciling opinions and interests of various environments. The continuation of the debate during next year's fair has been already planned.

For the first time the unit of Voivodeship State Fire Service from Poznan took part in POLEKO, presenting the equipment and procedures of action in the event of natural disasters. Wielkopolskie Voivodeship branch of the Society of Fire Protection Engineers, Voivodeship State Fire Service from Poznan and Poznan International Fair organised a two-day technical conference on **"Preventing major industrial failures"**, which was accompanied by a chemical and ecological emergency first response show.

The series of meetings **The Globe Full of Energy** attracted great interest. During the four days of the exhibitions, the invited science and industry experts and devotees of renewable energy including, inter alia, Pascal Brodnicki and Tomasz Zubilewicz, explained issues relating to geothermal, solar, wind and water energy. The event consisted of several parts, during which different sources of renewable energy and technologies for their acquisition were presented.

Fair exhibitions were made more attractive by official national speeches organised under the auspices of government agencies or institutions that presented comprehensive solutions for environmental protection and municipal services. The following countries prepared their exhibitions: Austria, Czech Republic, Canada, Germany, Norway and Switzerland. The Embassy of Norway also prepared a surprise for all ecology fans visiting Poznan, a competition under the slogan **"Segregate packaging waste - win a trip to Norway"**. It was enough to throw an empty PET bottle or a can into one of three machines installed in the fair pavilions, fill in the coupon with a quiz question and you could win an attractive prize, including the most valuable one - the trip to Norway.

Record-breaking KOMTECHNIKA

KOMTECHNIKA could boast over 100% more space compared to last year. It was participated by prominent industry leaders presenting the latest equipment and vehicles used to maintain the order and cleanliness of streets, squares and green areas.

Tremendous interest in this event shows that there is a need for communication between suppliers of municipal technologies and professionals from local government bodies, cleaning companies and companies providing municipal services.

During KOMTECHNIKA, spectacular shows of municipal vehicles live were held - City Truck Show. On an open-air exhibition, the visitors every day could see, inter alia, operating street sweepers, loaders, chippers and municipal tractors. The event was to promote the presented brands among those interested in innovations in this field.

Our exhibitors' opinions

This year's show was successful, which can be confirmed by a positive feedback from exhibitors.

"For us this is the fifth event in a row. It is the only place in Poland where you can meet virtually all of our customers (...). First of all, we thoroughly learn about the industry, learn about its problems and (...) de facto finalising contracts - selling the machines. That's what we're here for" – said about POLEKO fair Michał Chołuj, the managing director of Hammel Polska Sp. z o.o.

Foreign exhibitors also speak enthusiastically about their participation in the Poznan environmental industry meeting. Ewa Kwast from the Embassy of the Kingdom of Norway assured: *" It is worth to participate in POLEKO fair. Our Norwegian companies have been participating in POLEKO for several years. Every time (...) they emphasize that they are satisfied with their participation (...). It is an opportunity to meet with a large number of counterparties"*.

"The fair generally met our expectations. We anticipated some difficulties due to the fact that the date coincided with the date of local elections. We are sure that next year it will be an even bigger and more successful event – Pawel Bawolski from Korbanek sp. z o.o. from Tarnowo Podgorne summed up KOMTECHNIKA fair – today we assume that in 2011 we will certainly take part in the fair and we are going to have a bigger stand. We are really satisfied. The new contacts will enable to sell a dozen machines in the coming weeks."

POLEKO and KOMTECHNIKA fairs are not only meeting environmental professionals and the largest fair of the type in Central and Eastern Europe. They are also fairs of knowledge, performing an important social function. As this is where the environmentally friendly attitude is very intensively promoted, which in future is likely to change the mentality of generations.

More information: www.poleko.mtp.pl , www.komtechnika.pl