

The logo for INVEST HOTEL 2011 features a stylized blue 'H' with an orange circle above it, followed by the text 'INVEST HOTEL 2011' in a bold, blue, sans-serif font.

INVEST HOTEL 2011

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INVEST-HOTEL Hotel Equipment Trade Fair
19 to 21 October 2011

B2 Invest-Hotel

Traditionally, in autumn - from 19 to 21 October - the hotel industry meeting will be held in Poznan. During the INVEST-HOTEL Hotel Equipment Trade Fair you will be able to learn about the most important information concerning hotel investments, current trends in hotel interior design and SPA&Wellness services.

Poznan hotel fair is aimed at the development of hotel infrastructure, improving the quality of hotel services and access to modern technology. It creates a perfect space for dialogue between sellers and buyers. This year's edition will be held in the **B2B formula**, which aims to create the network of commercial contacts among manufacturers, importers and their customers. Investors, hotel sector operators, owners and managers of accommodation and catering facilities and architects are invited to visit the fair. *We hope that maximally simplified admission rules to the fair for professional visitors will encourage them to use the contracting formula* – says Józef Szyszka, director of the project.

Industry know-how

The Invest-Hotel fair provides an excellent opportunity to participate in conferences, discussion panels and shows for all who seek the latest industry knowledge. Among the many interesting events within the fair, there will be: a seminar on innovation in the hotel industry (Dr. Lech Piotrowski) and a meeting entitled "The management and investment decisions in spa centers" (Projekt Hotel). Organic Spa & Wellness facilities and marketing in eco-hotels will be discussed, among others, by the specialists invited to participate in a panel organised by Comfortum.

In addition to valuable information exchange, Invest-Hotel is primarily an opportunity to get familiar with the comprehensive range of products and services for hotels, accommodation facilities and Spa&Wellness resorts. In Poznan, there will not be lack of proposals from different areas of the hotel industry. Visitors will see the latest elements of interior decoration - furniture, textiles, bathroom fittings, bathroom ceramics, carpets, lighting and IT solutions or construction finishing materials and services.

The Invest-Hotel fair will be held in a modern complex of halls 7, 7A and 8 of Międzynarodowe Targi Poznańskie.

More information can be found on the fair website www.investhotel.pl.

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