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Invest-Hotel 2010

Hotel Equipment Trade Fair

www.investhotel.pl

The latest trends and stylish hotel arrangements in Poznan

Poznan International Trade Fair has once again prepared a professional event, which combined the exposure for the providers of products and services for hotels with an interesting program of events for professionals in the hospitality industry. During the thirteenth edition of Hotel Equipment Trade Fair Invest-Hotel 2011 approximately 150 companies from Poland and abroad will present their offers.

The year 2010 was prosperous for Polish hoteliers. They provided over 10% more accommodation services than the previous year. Polish Ministry of Foreign Affairs estimates that in 2011, the Presidency of the European Union alone should generate 100,000 more overnight stays. And we still have the EURO 2012 to look forward to! It is, therefore, worth soliciting customers and providing high standards of hospitality. This depends largely on the interior design, functional use of space, competent service, catering facilities and other complementary services. Satisfying these needs determines the sense of customers' comfort and place attractiveness, but most importantly it determines his return.

During the Invest-Hotel 2011 Trade Fair, specialists professionally dealing with the industry will once again present their wide offer on all issues related to the construction, upgrading, and ongoing operation of hotels and accommodation facilities. Visitors will have the opportunity to see complete equipment for hotel room, bathroom, reception and kitchen facilities. Hotel interiors must attract with their originality and exquisite taste of each item - from furniture, carpets, window decorations, up to elegant and stylish porcelain additives. Smooth functioning of hotel depends on using proven technical solutions. This is why during this year's Trade Fair, companies dealing with computer systems, anti-theft units and telecommunications solutions will also present their latest products and services. In addition an interesting offer from Spa & Wellness sector will be presented, including hotel toiletries, tubs and saunas.

Innovative solutions

Dozens of market innovations, which will première in Poznan, will surely provide inspiration. Over 60 innovative products will include luxurious baths, environmentally friendly cosmetics, products for saunas, spas and wellness, sophisticated and elegant interior decoration items - mirrors, curtains and grilles, wall tiles and lighting systems, as well as furniture with innovative design.

Invest-Hotel focuses on business

This year's event will have a business formula. Professional visitors can take advantage of several features to facilitate their visit at the Fair. Through B2B CONTACT ZONE, they can arrange a meeting with a particular company and use free admission and parking on the fairgrounds.

Ecology at the hotel

Heating and production of hot utility water for hotel facilities play an increasingly important role in the hospitality business. In addition to the cost of energy manufacture or purchase, issues related to environmental protection play an equally important role. The need to reduce emissions and negative impact of hotel facilities on the environment require increasingly sophisticated eco-energy solutions. Friday meeting entitled **Energy Contracting - ecological and economical source of heat for hotels**, arranged by WBB Energy, will serve to promote the idea of Energy Contracting as one of the ways to provide hotel facilities with ecologic and affordable supply of thermal energy. In turn, the impact of proper pro-ecologic energy resources management on the hotel facility will be presented by Dariusz Cuper of Power Consulting. The goal of his lecture, **Energy management in pro-ecologic hotel management**, will be to present ecological aspects of energy resources management (electricity, heat, cold, air conditioning, gas, water) in hotel facilities and to discuss the principles of energy management in marketing, legal, technical and financial terms.

With architects in mind

Three conference segments hosted by Adam Antonijczuk of Hostea, a consulting company, were developed with hotel owners, architects and prospective investors in mind. First conference entitled **Emotional projects – uniqueness through originality**, will be based largely on the author's conclusions and materials gathered during his visits to more than 40 leading emotional hotels in the world and meetings with people involved in creating such projects. It will feature presentation of trends in the development of hotel marketing plans based on its own, unique points of Service Hospitality. **AURELIS – the Heart of Polish Vitality panel** is a meeting for investors or their representatives planning to build a new facility or interested in investing in the hotel industry. Both lectures will be held on Wednesday, 19 October. Seminar entitled **Investment in historic buildings – developing a historic brand** will be held on Thursday. It will focus on creating professional historic brand during market downturn and presenting historic urban objects of B & B type.

SPA Hotels

In recent years, the number of providers of services closely related to personal care and wellness strongly increased on the Polish hotel market. SPA & Wellness certainly poses the possibility of additional revenue for hotel and upgrading the standard of its services. The integration of Spa and hotel, the use of Spa

strengths in marketing, and Medical Spa will feature the conference held on Wednesday (19 October) entitled **Solutions and development directions for SPA hotels**. It will be organized by Polish Institute of Wellness and Spa. In turn, on Thursday, the specialists gathered at the **ECO panel**, prepared by Comfortum, will discuss issues such as ecology of spa hotel, Organic-Spa and certification of SPA & Wellness facilities. Seminar **Management and investment decisions in SPA facilities**, organized by Projekt Hotel, also sounds promising. Different types of hazards in the operation of such facilities and the ways to prevent them will be discussed during the first part of the seminar. Certification of SPA facilities, a program offering providers solutions and good practices which take into account legal requirements and ensure the safety of users, will be presented by representative of TUV Rheinland in the second part of the conference. The seminar will end with the lecture of Jerzy Milewski on investment decisions in spa facilities.

New developments in the hotel industry

Innovations for the hospitality industry will be presented during a meeting held by Lech Piotrowski, Ph.D. He will discuss factors determining hotel's success on the market and present innovative products for hotels and gastronomy.

This year, **Polish Chamber of Hotel Management**, industry partner for Invest-Hotel Trade Fair, prepared **a series of seminars** to be held on Thursday, 20 October. The program will cover subjects such as elimination of operating costs, sensual marketing in the hospitality and catering industry, Channel Management - tools to help hotels manage on-line sales, as well as ecology in cosmetics hotel. The lectures will be held by representatives of Philips Lighting Poland, LANWAR, YieldPlanet and INTERNET MEDIA SERVICES S.A.

Enjoy regular meetings of the on-line environment with the hospitality and tourism industry. Within the **Travel 2.0 conference**, experts will share their knowledge and experience in respect to e-mail marketing, web positioning, usability and social media.

Special Events

The exhibition **New hotels in Poland – architecture and interiors** promises to be very interesting. Pavilion 7A will present the best works of several design studios which shine with their exceptional ideas and experience in designing accommodations. The presentation will include hotels already existing and those under construction, as well as hotels waiting for the investment to start. The works will be prepared by renown architects as well as architects who, while creating good architecture and unique interior designs, have just started to build their market position. The presentation will also include hotels located in historic buildings. Friendly atmosphere will facilitate discussions on investments and the conditions of possible cooperation with studio representatives.

Professional visitors who wish to expand their business on HoReCa market or simply improve the operation of their facilities will be interested in **ComfortExpress Savings Island**, organized together with Voigt and Maspex. The first 30 people will be able to benefit from cleanliness audit and free consultations on the most effective ways of cleaning and maintaining order in their premises.

Gold Medal, the Acanthus Aureus

Traditionally during the Fair, the Gold Medal of the Poznan International Trade Fair will be awarded, as well as the Acanthus Aureus award, presented to the best designed stands ready to implement marketing strategy.

Tour of the exposition

Pavilions 7 and 7A of the Poznan International Trade Fair

Opening hours:

19-21.10 (Wednesday-Friday) - 10.00 am - 6.00 pm

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