

Trade Fairs and Exhibitions: Poland's premier trade fair is the Poznan International Fair which commences every year on the second Saturday in June. In 1991, the Fair celebrated its 70th anniversary and attracted 2,300 exhibitors from 38 countries. An estimated one million visitors attended. The fairgrounds in Poznan are Poland's only permanent professional exhibition facilities. They are managed by Poznan International Fair Limited, a new company owned 60% by the Polish government and 40% by the city of Poznan.

Travel and Tourism: This promises to be one of the fastest-growing sectors of the service industry. In 1988,

6.2 million tourists visited Poland. Of these just over one million were from the West. Total tourist revenue for that year came to \$US 136 million. Figures for 1989 indicate a 12.6% increase in tourist volume, and visits have continued to increase in 1990 and 1991, as purely tourist traffic is supplemented by a growing number of business visitors.

Tourism harbours a great potential for development. The Warsaw Airport Authority has awarded the US Westinghouse Electric Company a \$US 10.8 million contract for upgrading of the air traffic control system to handle increased traffic volume. The West German

Annual Trade Fairs

(and approximate time of year)

Trade fairs are an excellent means of making contacts and assessing windows of opportunity in the Polish market. The best known and most important trade fair in Poland is the Poznan International Fair which is held every year in June. A number of other specialized shows and exhibitions are held annually.

Spring Domestic Trade Fair [March]

Infosystem [April]

International Fair of Electronics, Telecommunications and Computer Engineering

Poligrafia [April]

International Exhibition of Printing Machines

Polskie Meble [May]

Export Promoting Exhibition of Polish Furniture

Poznan International Fair [June]

Autumn Domestic Trade Fair [September]

Simmex [September]

Katowice International Trade Fair for Mining, Power Industry and Metallurgy

Polagra [October]

International Agro-Industrial Fair

National Horticultural Exhibition [October]

Taropak [October]

International Packaging, Storage and Handling Exhibition

Kooperacja [October]

International Trade Fair of Small Industry and Handicraft

Poleko [November]

International Ecological Fair

Interart [November-December]

International Art Fair

For further details and exact dates, contact AGPOL Foreign Trade Publicity and Publishing Enterprise, 00-010 Warszawa, ul. Sienkiewicza 12, Poland: tel. 26-49-83; telex. 813567 agpol pl.; or fax. 40-56-07. There are also enterprises such as POLEXPO that can help foreign companies design, construct stands, and organize their participation in these exhibitions.