

**M**r Jarosław Bukowiecki, the marketing director of Expo Silesia, talks to Mr Ludomir Tuszyński, Ph.D. Eng., President of Expo Silesia Sp. z o.o., the organiser among other things of Public Transport Fair SilesiaKOMUNIKACJA.

# Transport standards are set in this region

**The ninth year of Expo Silesia passed, the 10th – jubilee – continues. Is it exceptional to some degree?**

During nine years of our activity we organised in the Expo Silesia more than three hundred various fairs and a few dozen other events. More than 25,000 exhibitors appeared during the fairs and the total number of visitors exceeded 600,000. These figures prove that we have succeeded. We have obtained so good results due to the involvement and professional work of all Expo Silesia employees. In the jubilee year we want to keep improving the quality of our services, so that our exhibitors and visitors would be even more satisfied with participation in the fair and to maintain a permanent growth trend in our events, in terms of the number of companies that present themselves and specialists that visit them. And will that be an exceptional year? In our sector a lot of things always happen and each next year is slightly different from the previous one and just by that exceptional. Our plans depend on the economic conditions. The fairs operate like a litmus paper of the market and they are very sensitive to the economic situation. The marketing budgets of companies participating in the fairs either shrink at the slowdown or increase when the situation improves. And the fair organisers feel that very much. The current economic situation in many industries does not instil optimism in us, fortunately in some of them a clear improvement is visible.

**As a fair centre you are known in the country and abroad mainly as the organiser of highly special-**

**Ludomir Tuszyński, Ph.D. Eng.**

*President of the Management Board of Expo Silesia Sp. z o.o., graduated from the Faculty of Electrical Engineering and the Faculty of Computer Science and Management of Wrocław University of Technology. He defended his Ph.D. at the Faculty of Mechanical Engineering of the Kielce University of Technology. With the Fair-Conference Centre Expo Silesia he has been connected from the very beginning, that is from March 2006. Beforehand he was working in the Kielce Fair. At the same time he is a lecturer at the Kielce University of Technology, the Division of Devices and Systems in Automatic Control and the author of numerous scientific publications.*

**ised fairs. Which of your events could be considered the flagships?**

Undoubtedly the International Fair of Machine Tools, Tools, and Working Technologies TOOLEX and organised every two years the International Welding Fair ExpoWELDING, organised in cooperation with the Institute of Welding from Gliwice, shall be included among them. And obviously the Public Transport Fair SilesiaKOMUNIKACJA, attracting a great interest.

The TOOLEX fair is a real Mecca for companies from the metal working sector. It attracts exhibitors from all over the world. Nearly 500 companies from 18 countries, representing more than 600 global brands, presented themselves during the last year edition. The ExpoWELDING fair in turn, is the event considered the leading fair in this sector in Central Europe. The possibilities of our facility make that during both those events numerous machines brought by the companies are presented in operation, as if they were in a manufacturing plant. Exhibitors assess this possibility very well and use it more and more frequently. Also the visitors visiting their stands speak about them extremely well – in a definite majority this is the sectoral managerial staff. The quality of and the interest in the TOOLEX fair are also

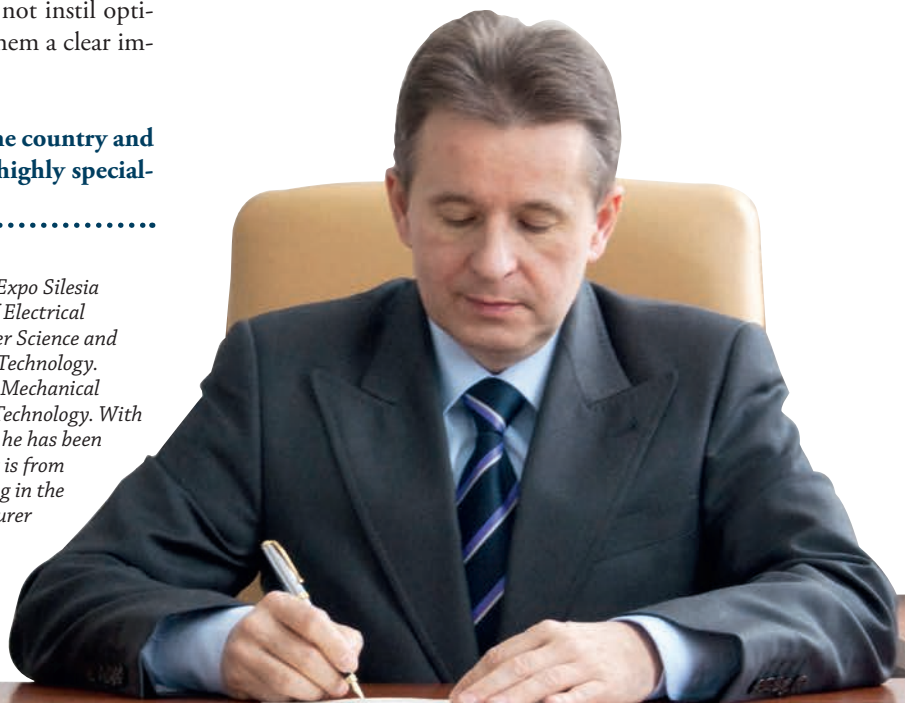




foto. Dominik Gajda

2017 SilesiaKOMUNIKACJA Fair

proved by the fact that numerous companies already a long time ago purchased the space in our hall for this fair. And those, who would present themselves in this event in the autumn have to hurry up. The situation with ExpoWELDING is similar.

The Public Transport Fair SilesiaKOMUNIKACJA is another example of strongly established sectoral event. They have been organised in the Expo Silesia already for nine years. The possibilities provided by our facility are simply perfect for such exposition. Even articulated buses can enter and manoeuvre in the exhibition hall without any problem and the conference centre provides excellent conditions for meetings and discussions.

#### What factors decided about the success of SilesiaKOMUNIKACJA Fair?

The SilesiaKOMUNIKACJA Fair have already registered for good in the calendar of Polish prestigious events related to the public transport. Their undeniable strength is the combination of product novelties presentation within the exhibition with a subject-matter discussion on the current issues bothering the sector representatives, which is held during events accompanying the fair. The topics of those conferences are agreed with fair partners and exhibitors in advance. Premiers of new bus models many times took place during the SilesiaKOMUNIKACJA Fair, due to which our guests, frequently as the first in Poland, familiarised themselves with the novelties available on the domestic market. But we should remember, that an extremely important factor, which contributed to the fair success, is the fact that all their editions were created in close cooperation and invaluable assistance of friendly institutions and numerous urban transport enterprises, including the Municipal Transport Union of the Upper-Silesian Industrial District or transport companies in Sosnowiec, Gliwice, Tychy, and also the Silesian Trams.

#### Why Silesia and Zagłębie Dąbrowskie is a good place to organise an event related to the public transport?

The Silesian Conurbation because of the number of residents, the degree of public transport complexity and the region needs, as well as of the number of transport companies is a perfect place for the sector meetings. We operate in a region, where the fleet of buses year on year becomes more and more modern and ecological. From the innovation and ecology in transport point of view it is just the Silesian Conurbation that sets the standards for the whole country. The need for the SilesiaKOMUNIKACJA Fair organisation is proved by a huge interest in them and a subject-matter support at their organisation by the biggest transport companies from the area of Silesia and Zagłębie Dąbrowskie.

#### What is the future of SilesiaKOMUNIKACJA Fair?

For many years we have been observing, how individual fair events of the public transport sector change in Poland and in Europe. Through 9 editions of SilesiaKOMUNIKACJA we managed to develop our own, working well formula, which we modify every year with full determination, adapting it to the market needs and pursuing its permanent development. The example of that could be enhancing the exhibition with two new segments – the tourist transport sector, focused on meeting the inter-city and foreign carriers, and also the segment of equipment for workshops and vehicle service stations. These three industry branches are closely interrelated and we do hope, that together with the SilesiaKOMUNIKACJA Fair they will establish and obtain a strong position on the fair map of Poland.