



Targi w Krakowie

SUSTAINABLE DEVELOPMENT POLICY OF TARGI W KRAKOWIE

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Introduction

Targi w Krakowie is the largest trade fair organiser in southern Poland and the third largest in the country. The company is the owner and operator of the International Exhibition and Convention Centre EXPO Krakow - a modern and multifunctional venue that, thanks to its diverse offering of trade fairs, congresses, conferences, and events, has become one of the key landmarks in Europe's business and cultural map. More than 100,000 people from all corners of the world visit us every year.

Since the beginning, we have been guided by the idea of sustainability, taking into account ecological, social, cultural and economic aspects. As leaders in the MICE industry, we recognise the responsibility we have. Our goal is not only to operate following the principles of sustainable development but also to raise awareness among our employees, partners, and clients. We believe in the power of meetings and aim to create events that bring people together and inspire them to grow.

By providing you with this document, we are sharing our experiences and good practices. We hope that it will not only be a valuable source of information but also an inspiration for all those who – like us – believe that positive change starts with ourselves.

We invite you to join us on the journey towards a more sustainable future!

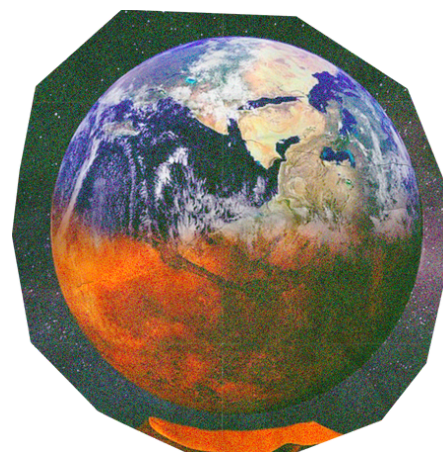




photo. International Dental Trade Fair
KRAKIDENT® in Krakow, 2022 **4**



At the Targi w Krakowie, we are aware that the decisions we make today will affect the future not only of future generations but also of ourselves. In the face of environmental, social, and geopolitical changes, the word responsibility takes on even greater significance. We keep this in mind every day as we pursue our sustainability policy goals.

Grażyna Grabowska, President of Targi w Krakowie

The meetings industry is changing right before our eyes, and we can see this during the numerous trade fairs, congresses, and events organized at EXPO Krakow, where we host over 100,000 people annually from various parts of the world. Certainly, sustainability has become one of the key aspects influencing consumer choice. With this in mind, the exhibition industry needs to be proactive in order to adapt to changing market expectations. As leaders in the MICE industry, we face a huge challenge – not only acting in line with the sustainability policy but also setting new standards in this area.



Ewa Woch, Vice-President of Targi w Krakowie



A decade ago, when we began designing the International Exhibition and Congress Centre EXPO Krakow, our priority was to operate following sustainable development. However, at that time, this topic was not as prominent as it is now. From the very beginning, we have used available technologies and introduced solutions characterised by environmental care, particularly reducing energy, water and paper consumption. When choosing subcontractors, we always look for tenders that propose to use reusable materials.

Paweł Nikliński, Vice-President of Targi w Krakowie

Sustainability is not only about caring for the environment, it is also about building ethical relationships with employees, suppliers and local communities, carrying out activities to protect tangible and intangible culture and managing the business in a way that ensures long-term financial sustainability while not harming the environment and society. All these aspects are equally important to us.

Małgorzata Borowiec, Member of the Management Board of Targi w Krakowie



At EXPO Krakow, we organise events for Targi w Krakowie as well as for external organisers, supporting them in the implementation of their projects in accordance with applicable laws and business ethics principles. We believe that our activities contribute to building a sustainable and balanced MICE industry, benefiting all parties involved – organisers, participants, partners and the local community.

Marcin Bugajski, Member of the Management Board of Targi w Krakowie

With our actions, we support the implementation of the 17 Sustainable Development Goals announced by the UN. They form the basis of the 2030 Agenda for a Sustainable World.

Company objectives

1. Minimising negative environmental impacts.
2. Supporting local businesses and communities.
3. Creating a safe and friendly workplace.
4. Engaging, training and raising awareness of sustainability among employees.
5. Increasing the satisfaction of existing customers and attracting new ones by continuously improving the quality of service.
6. Informing customers about the environment, local culture and heritage.
7. Working with partners on a partnership basis.
8. Conducting promotional and marketing activities in a transparent and sincere manner.
9. Developing infrastructure in accordance with the law, taking into account the natural and cultural heritage and using local materials and sustainable practices.
10. Engaging in planning and promoting sustainable tourism in the region.

Pillars

Targi w Krakowie operates on the basis of the 4 pillars of sustainability:

**ENVIRONMENTAL
PROTECTION**

SOCIAL JUSTICE

**CONSERVATION OF
CULTURAL HERITAGE**

**SUSTAINABLE
ECONOMIC
DEVELOPMENT**

We care about the environment

Pillar of environmental protection

"Sustainability is no longer an option, it is an obligation that we should implement in all aspects of life, including the organisation of events."

These words – perfectly reflecting the mission of EXPO Krakow – were uttered in 2015 by Ban Ki-moon, now former UN Secretary-General, during the UN Conference on Sustainable Development at which the Sustainable Development Goals (SDGs) were announced.



Minimising the ecological footprint

Heating

Based on detailed analyses (conducted in close cooperation with MPEC), we have implemented an automatic ECO heating mode at EXPO Krakow, which optimises the operation of the heating system's dampers. This has reduced the consumption of process heat.

Lighting

The facility is managed by a BMS (Building Management System) that coordinates and optimises the operation of all equipment. We use energy-efficient LED bulbs instead of halogens in our exhibition stands, which reduces energy consumption. Daylight is available in 95% of the facility on a daily basis.



photo. International Dental Trade Fair
KRAKDENT® in Krakow, 2024

Water

We control water consumption and ensure proper management of rainwater. As part of our efforts to reduce plastic, we encourage event participants to bring their own reusable bottles. We have provided a water dispenser at the Vistula and Dunaj halls for free refilling.

Waste

We conduct waste segregation in accordance with the Ministry of Environment Regulation of 29th December 2016. We have introduced special waste fees for exhibitors, and additional segregation is carried out by our cleaning service.

Transport and accommodation

We actively promote sustainable transport, which contributes to reducing CO₂ emissions. We support campaigns such as "Cycling to Work," organised by the City of Krakow, which encourages people to switch from cars to bicycles and public transport. Krakow residents are encouraged to reach the facility by bicycle or public transport, and those from outside the city by train. We suggest choosing a hotel close to EXPO Krakow for easy access to the facility by public transport.



photo. International Book Fair in Krakow®,
2024



photo. International Book Fair in Krakow®,
2024

Stand construction

We prefer a specific type of stand construction that is reusable. The panels used for the walls and the construction timber are reused in the building of the next stand after dismantling. Items that can no longer be reused are recycled – they are used to create, among other things, panels for the backs of furniture cabinets.

Digitisation of events

In our promotion, we have replaced printed materials with digital solutions available online. Registration for events organised by Targi w Krakowie takes place mainly online.

At the beginning of 2025, we introduced an electronic workflow to reduce paper consumption, reduce CO2 emissions and promote greener practices, supporting our sustainability efforts.



photo. Trade fair stand on International Book Fair in Krakow®, 2024



photo. International Book Fair in Krakow®, 2024

photo: Main Market Square in Krakow, Source: Canva



Sustainable catering

In order to reduce food waste, we work with caterers who support the Foodsharing initiative. Surplus food is distributed to those in need or reused in line with zero waste principles. Our subcontractors have significantly reduced plastic usage – during events, they primarily use porcelain and glass. Where this is not possible, they only use biodegradable packaging that is environmentally friendly and compostable. Through these actions, we are collectively reducing waste and promoting responsible resource management, in line with our sustainability strategy.

We are implementing a bleisure strategy

The bleisure strategy we implemented in 2022 combines the professional and personal goals of our event participants. By encouraging people to stay longer in Krakow, we are helping to reduce the carbon footprint of travel and supporting the local economy.

We are committed to promoting sustainable tourism in the region. We are implementing the Sustainable Tourism Policy for Krakow. We know how important it is to work together for the development of the city and the region. In line with the Sustainable Tourism Policy for Krakow 2021-2028, we want to introduce sustainable solutions.

We care about people – safety, equality, education, support

Pillar of social justice

Events are created by people, and it is thanks to them that the company's growth is possible.

Our daily work is guided by our values, which form the foundation of our organisational culture. These include:

- **accountability** – to employees, customers, business partners, local communities and the environment,
- **openness** – manifested in transparency and readiness for dialogue,
- **development** – both personal and professional, which motivates us to continuously improve,
- **collaboration** – key to developing the best solutions.



Photo. Integration event on the occasion of the 10th anniversary of EXPO Krakow, 2024

Our aim is to build credibility through transparent communication and consistent adherence to our principles and values.

Diversity & Inclusion

We believe that diversity is a key element in building a sustainable organisation, which is why every employee – regardless of age, gender, skin colour, orientation, origin, religion, or degree of disability – is guaranteed equal opportunities for growth and professional success.

We guarantee fair employment conditions, including employment contracts and remuneration appropriate to experience and qualifications. Our personnel policy supports equality, ensuring equal pay for women and men in the same positions.

We are proud of our multigenerational structure – at Targi w Krakowie, four generations collaborate: baby boomers, Generation X, Y, and Z. Each generation brings unique perspectives and experiences, enriching our organisation. We believe that inclusivity and harnessing the potential of diverse teams are the foundation of our long-term sustainability and effectiveness.

When creating event programmes, we take into account the needs and expectations of different age, social, and cultural groups. This makes our events a space open to dialogue and the exchange of experiences, fostering bonds between participants.

We invite experts from diverse professional, artistic and scientific backgrounds, as well as people from different traditions and cultures. Such diversity guarantees a broad perspective and enables topics of both local and global relevance to be addressed.

As part of the trade fairs, we organise panel discussions, workshops, shows, exhibitions, as well as author meetings and interactive educational activities. This ensures that every participant, regardless of age or interests, can find something to enrich their experience and gain a deeper understanding of the topics covered.

We believe that this approach not only enhances the attractiveness of the events, but also contributes to building an open and inclusive society where every voice matters.

Employee well-being

The wellbeing of employees, particularly in the events industry where everyone is exposed to high levels of stress, is crucial to the good functioning of an organisation. We know that the connection between wellbeing and employer branding should be strong and lasting, which is why, during the summer season, between the busiest months, we offer our employees the opportunity to take part in various activities.

Examples

- A holiday relaxation zone with a volleyball, badminton and ping-pong court in the EXPO Krakow lobby, as well as a games room where every employee could enjoy board games or puzzles. In a word: anything that allows you to get away from work for a while and integrate with your teammates.
- Team-building events for employees combined with activities such as workshops or training courses.



- EXPO Krakow's office spaces are pet-friendly, which means that employees can bring their pet to the office. Such a solution promotes employee wellbeing, reduces stress and increases comfort at work.



- Ceramics workshop.



- Two-month yoga workshops during the summer period.

Welfare of event participants

Workshops, training sessions, exhibitions, tastings, competitions, fashion shows – today, trade fairs are not just about stands, but also a comprehensive accompanying programme. This is known not only by the organisers but also by the exhibitors, who invite DJs, baristas, bartenders, and chefs to collaborate, ensuring a unique atmosphere at their stands. Events of this type are dynamic, engaging, make use of new technologies and provide memorable, multi-sensory experiences.

The events (fairs, congresses, conferences) organised at EXPO Krakow are designed as spaces for social interaction. There must be relaxation zones where visitors can rest and unwind.

Accessibility for all

People with disabilities

The entire facility is adapted to the needs of people with disabilities. Offices, halls and rooms are located on level 0, the restaurant area can be accessed by lifts, which are located on both sides at the main entrance. All doors are suitably wide, without thresholds.

Parent-child point

In front of the entrance to the Dunaj Hall, there is a professionally equipped parent-child point. Additional facilities for the youngest visitors to EXPO Krakow include toilets adapted to the height of children.



photo. International Trade Fair of Hotel
and Catering Equipment
HORECA®,
2023



photo. Ruins of the former Concrete Industry Company 'Prefabet', where EXPO Krakow has stood since 2014

Revitalisation of post-industrial areas of the Czyżyny district

In 2014, we built the EXPO Krakow International Trade Fair and Congress Centre with the company's own funds. The investment has resulted in the revitalisation and regeneration of one of the more degraded districts in Krakow. Today there are numerous shops and restaurants in the area.

Support for local communities

Over the past decade, EXPO Krakow has made a significant contribution to the city's economy, generating revenue for local businesses, particularly in the hotel, catering and transport sectors.

EXPO Krakow also provides employment for numerous subcontractors such as event agencies, cleaning companies, caterers and many others. Local shops also benefit from the events held at EXPO Krakow.

Support for local initiatives

Targi w Krakowie has for many years been a sponsor of the "Święto Czyżyn", a family festival held in Krakow's Czyżyny district. This annual event full of concerts, games, competitions and fun is a great opportunity to celebrate and integrate with the local community.

Safety and health

At EXPO Krakow we create a safe and healthy working environment. We adhere to the regulations regarding health and safety, and continuously enhance our knowledge of first aid by implementing additional internal initiatives.

During all events, a medical point with professional equipment operates at EXPO Krakow. It is located in front of the entrance to the Vistula hall – the largest room in the facility. Medical services are decided by the organisers of the individual events.

EXPO Krakow is equipped with an AED defibrillator.

Development

We regularly participate in training courses and conferences on corporate social responsibility and sustainability, as well as creating spaces for knowledge ourselves. Trade fairs are no longer just exhibitions; they also feature an extensive accompanying programme. During our events, both exhibitors and visitors have the opportunity to participate in numerous training sessions, workshops, and presentations led by experts. Many of these meetings focus on sustainable development. Meetings of this type are held for the publishing, catering, wine, packaging, architecture and industrial sectors, among others. In addition, we regularly organise training courses to improve soft skills, as well as professional training for employees.



photo. First aid training for employees, 2022



photo. CSR Poland Conference, 2023



Support for education projects

We are aware of the impact of the right education on career success, which is why we are keen to get involved in activities that support education.

Examples:

Support of the Malopolska University for Children Foundation

Every year the Krakow Fair supports the Malopolska University for Children Foundation! The aim of the Foundation is to develop the scientific interests of children aged 6-12 by organising lectures, workshops, and educational activities that popularise science, expand and promote knowledge, and emphasise the importance of education.

Cooperation with universities

We understand how important it is to support the education of young people, which is why we regularly invite students from Krakow's universities to educational meetings at EXPO Krakow. We also offer internships, which often become the first step in their careers. We are keen to collaborate with universities as part of our trade fairs. An example of such an initiative is the honorary patronage of the Academy of Fine Arts in Krakow over the Interior Architecture Fair KIAF and the International Packaging Innovations Fair.

photo. Packaging Innovations International Packaging Fair, exhibition of the Academy of Fine Arts in Krakow
Department of Industrial Forms,
2024



photo. International Architecture and Interior Design Fair,
EXPO Krakow, 2024

Support

We not only participate in nationwide charity events such as "Poland Business Run", "Szlachetna Paczka" and "Great Orchestra of Christmas Charity", but also support smaller initiatives and are eager to organise our own charitable actions.

Examples:

The DENTOPOMOC initiative

Since 2010, we have been running the DENTOPOMOC charity campaign during the KRAKDENT® International Dental Fair. As part of it, exhibitors donate products and accessories for oral hygiene,

which go to the pupils of orphanages and foster families from Małopolska. Following the outbreak of war in Ukraine in February 2022, we decided to target aid to Ukrainians in need. In 2023, we established a partnership with the "Szansa na nowe życie" Foundation, which supports children with disabilities evacuated from Ukrainian orphanages to Poland. Every year, the campaign receives a great response from companies, which donate products such as oral hygiene items, food, cleaning supplies, clothing, and various accessories. All the collected products are directly delivered to the beneficiaries of the Foundation.



photo. International Dental Trade Fair
KRAKDENT® in Krakow, 2024



photo. Packaging Innovations International Packaging Fair, Strefa Studenta, 2024

Exampales:

Strefa Studenta

The aim of the Strefa Studenta competition, organised since 2011 as part of the International Packaging Innovations Fair, is to facilitate the professional start for young creators. The competition task involves designing and creating a prototype of packaging, a label, or a cohesive graphic concept for a product line. The basis is an innovative and surprising idea that can be put into production. Entries are judged in three categories: Impression, Functionality and form, Graphic design. Finalists have the opportunity to showcase their projects at the Strefa Studenta stand during Packaging Innovations, providing an excellent chance to experience being an exhibitor and make their first business connections.

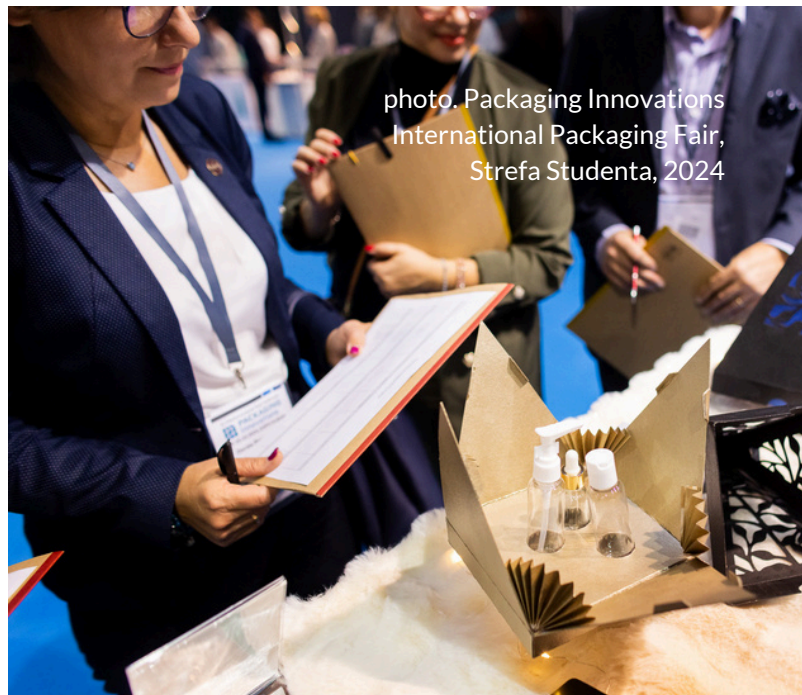


photo. Packaging Innovations International Packaging Fair, Strefa Studenta, 2024



photo: MotoMikołaje Kraków charity event,
start of motorbike parade from EXPO Kraków, 2022

photo. Charity Auction of unique chess pieces for Ukraine, 2023



Examples:

Auction of unique chess sets. Helping children from Ukraine

In 2023, during the first edition of the BookGame Board Games Fair, participants had the opportunity to take part in a unique auction of chess sets made by Łukasz Wiciarz – one of the most respected Polish creators of collectible chess sets. The Krakow sculptor donated the chess set to the Team Krakow Foundation, which supports Ukrainian hospitals, orphanages, social care homes, and healthcare facilities. The chess set was adorned with the autograph of Jan Krzysztof Duda, the chess grandmaster, who, along with his entire "Duda Team," supported the auction. The priority was to support orphaned children who lost their parents as a result of the war. With the funds raised, the Team Krakow Foundation purchased essential items such as food, school supplies, medical supplies, hygiene products, and clothing.

Examples:

The MotoMikołaje (MotoSanta) campaign

Since 2022, EXPO Krakow has supported the MotoMikołaje from the "MotoMikołaje Krakow" Motorcycle Association, who in December set off with bags full of presents to the University Children's Hospital and the Babiński Clinical Hospital in Krakow. Their mission is to bring joy to hospital wards. EXPO Krakow is involved in the campaign on many levels – it provides the parking lot in front of EXPO Krakow as a collection point for hundreds of MotoMikołaje preparing for the spectacular parade, and actively supports the collection of presents for the young patients of the hospitals. They invite employees, business partners, exhibitors, and residents of Krakow to join the initiative, creating a space for collective action in support of children in hospitals.



photo. MotoMikołaje Kraków charity event, start of motorbike parade from EXPO Kraków, 2022

Examples:

The "Book for a Book" Campaign

Since 2006, the International Book Fair in Krakow® has been accompanied by the "Book for a Book" campaign, aimed at supporting libraries in the Małopolska region. Each visitor who donates a used book receives a discount voucher for purchasing new titles from the fair's publishers who have joined the campaign. In 2024, 1740 books were collected, which were donated to libraries in the Małopolska region. The organisers of the campaign are wyborcza.pl, the Regional Public Library in Krakow, and Targi w Krakowie.

Examples:

Campaign #Jestemczujnyonkologicznie

In 2019, during the KRAKDENT® International Dental Trade Fair in Krakow, together with the 'With a smile through life' Foundation, the Department of Integrated Dentistry and the Department of Periodontology and Clinical Oral Pathology at the Institute of Dentistry of the Jagiellonian University Collegium Medicum, we conducted the action 'I am oncology vigilant'. Demonstration oral cancer screening tests were held at the stands of participating companies. Dentists could learn how to recognise symptoms indicating cancer risk during a standard oral examination.



photo. #jestemczujnyonkologicznie campaign, 2019

Examples:

Auction for the Great Orchestra of Christmas Charity

Cheesecakes, mazurkas, challahs, tarts, preserves, sandwich spreads, porridges, as well as various services such as a professional photo session, a bouquet of flowers for a chosen occasion, a workshop on building a family tree, or a set of motivational books – these are just a few examples of items submitted for an internal auction organised by employees of Targi w Krakowie for the company's employees and partners. The goal was to support the Great Orchestra of Christmas Charity and the Krakow WOŚP Headquarters at the Krakow City Hall. Partners of Targi w Krakowie also joined the campaign, donating numerous items and participating in the auction themselves.



photo. WOŚP auction, 2024

Examples:

Other initiatives organised in support of the Great Orchestra of Christmas Charity

In 2010, during the International Book Fair in Krakow®, we organised the action "Write a book with Herta Mueller". Readers and visitors were able to add one sentence to the book, begun by the Nobel Prize winner with the words "Musicians play in the trees". After the fair, the book was auctioned off by the Great Orchestra of Christmas Charity.

In 2014, at the International Trade Fair for Composite Materials, Technologies, and Products KOMPOZYT-EXPO®, the largest heart-shaped donation box in Poland, standing one and a half metres tall, was created. It was donated to the Great Orchestra of Christmas Charity and to this day occupies a central spot on Krakow's Main Market Square during the finale.

Meetings with volunteers from the Krakow WOŚP Headquarters during events organised by the company have become a tradition. One example is the International Book Fair in Krakow®, where publishers are keen to donate books for auction.



photo. WOŚP auction, 2024

Examples

Support for the St. Lazarus Hospice in Krakow

Targi w Krakowie have been actively supporting the St. Lazarus Hospice in Krakow for years, engaging in various areas of support. Employees eagerly participate in numerous charitable initiatives, such as the #ŻonkilowePodajDalej campaign and the Carol for Hospice event, aimed at raising funds to support the activities of the facility. During the organised trade fairs, participants had multiple opportunities to meet hospice volunteers and contribute to the donation boxes placed at the reception.

Examples

Competition for the Jan Długosz Award

The aim of the Jan Długosz Award competition, which has been held alongside the International Book Fair in

Krakow® since 1998, is to promote popular science books in the broad field of humanities, thereby encouraging and motivating publishers present in the Polish market to publish the works of Polish scientists and researchers. The works submitted for the Award provide in-depth knowledge and serve as rich material for reflection, becoming not only reading material but also subjects for study. The publications promoted in the competition also reinforce the image of Krakow and Małopolska as a region that has, for centuries, set the direction for the development of Polish thought, dictated the pace of ongoing changes, and influenced the shaping of the national identity of Poles. The correctness of the works during the preparation for the competition is overseen by the Jury, which consists of distinguished representatives of the Polish scientific community.



fot. Gala Konkursu o Nagrodę im. Jana Długosza, 2024 r.

Caring for cultural heritage

Pillar of conservation of cultural heritage

Protection of cultural heritage. We care for cultural heritage by promoting conscious tourism and engaging local communities in activities that combine cultural preservation with social and economic development. We are eager to collaborate with the artistic community in Krakow to support their creativity. Our tours and programmes are carefully planned to not only respect regional traditions but also educate travellers about culture and history, contributing to building awareness and mutual understanding. We believe that a well-planned event is one that combines substantial value with opportunities for building relationships, having a long-lasting, positive impact on the environment in which it is organised.

Examples:

Cooperation with local craftsmen

We are keen to support and promote local craftsmen. An example of this is the collaboration with the company Żrem na Talerzach – a ceramics and jewellery workshop, whose products are characterised by a unique style and high quality. We order unique gifts for our clients from them, allowing us not only to provide exceptional presents but also to support the development of local craftsmanship and promote handmade products. Such partnerships help build lasting relationships with artists and contribute to the revitalisation of the local economy, while also giving our clients the opportunity to experience the authentic beauty of handcrafted culture.



photo. Teacup Wisława Szymborska, International Book Fair in Krakow®, Żrem na Talarzech, 2023



photo. Pins for cylinder of Juliusz Słowacki, International Book Fair in Krakow®, Żrem na Talerzach, 2022

photo. Artist of New Theater Proxima,
Jan Długosz Award, 2023



Examples:

Cooperation with artists from Krakow

Events organised by Targi w Krakowie are often accompanied by formal galas and banquets, which are enriched by performances from artists, giving the ceremonies a unique ambiance. We carefully select collaborating performers, often inviting creators associated with the Krakow artistic community. An example of such activities is the participation of artists from the Nowy Proxima Theatre during the Jan Długosz Award Gala, organised as part of the 26th International Book Fair in Krakow®, and the concert by the Krakow Street Band, which enhanced the banquet for the 30th anniversary of the International Dental Fair KRAKDENT®. Thanks to such initiatives, events organised by Targi w Krakowie gain a unique artistic setting and remain in the participants' memories as exceptional experiences.



photo. Kraków Street Band artists,
Banquet on the occasion of the 30th anniversary of the KRAKDENT® International Dental Trade Fair in Krakow, 2024



photo. Ballet performance y L'Art de la Danse,
Jan Długosz Award, 2024

Art exhibitions organised during trade fairs and conferences at EXPO Krakow are also very popular. These initiatives not only enrich events aesthetically but also add intellectual value, creating a unique experience for the participants. An example of this is the exhibition "Sto lat! Wisława Szymborska", presenting the most important stages of the poet's life. The author and editor of the exhibition was Joanna Gromek-IIIg, while the visual layer was created by Witold Siemaszkiewicz. The exhibition was presented at the International Book Fair in Krakow®.



photo. Art exhibition „Sto lat! Wisława Szymborska” during 26. International Book Fair in Krakow®, 2023



photo. Opening ceremony of the Jubilee Congress of the Polish Medical Community at the Krakow Opera House, 2024



photo. Gala Dinner at the Wieliczka Salt Mine, Jubilee Congress of the medical Polish community, 2024

Examples:

Organisation of accompanying events in cultural heritage sites

In 2024, Targi w Krakowie organised the Jubilee Congress of the Polish Medical Community – a prestigious event attended by nearly 1000 medical professionals of Polish descent from around the world. Emphasising the bond between the Polish diaspora and Polish cultural heritage, art, and tradition, participants had the opportunity not only to explore scientific issues but also to discover unique places on the map of Krakow. Among the unique experiences were visits to landmarks such as St. Mary's Basilica in Krakow, the Krakow Opera, and the Wieliczka Salt Mine.



photo. Mass at St Mary's Basilica
Jubilee Congress of the medical Polish community,
2024

photo. Basket of bagels with a sticker informing about the culinary guide to Krakow, 2024



photo. Poster informing about the culinary guide to Krakow, 2024



Examples:

A culinary guide for visitors to EXPO Krakow

Every year, hundreds of thousands of visitors come to EXPO Krakow, combining business trips with discovering the city. After working hours, they look for places to relax, taste regional cuisine, or engage in team-building activities. They often extend their stay to privately explore Krakow, which aligns with the bleisure trend – the combination of business and leisure. This phenomenon has become a strategy key element of the Targi w Krakowie. The guide was created in response to numerous inquiries from guests about recommended places on the city's gastronomic map.

We invited Kati Płachecka – a culinary journalist and the creator of the largest culinary Instagram in Małopolska – to collaborate. With the needs of the participants of the events at EXPO Krakow in mind, it has selected special locations on the culinary map of the city. The guide has been written in both Polish and English, is free of charge, and is widely available. No restaurant paid for their inclusion in the guide. It is divided into several chapters, including business meetings, Krakow cuisine – local products and dishes typical of the region, as well as restaurants near EXPO Krakow.

Examples:

Unconventional actions

In the 19th century, głąbik, known as asparagus lettuce, was one of the favourite vegetables of the people of Krakow. Over the years it has reigned supreme on tables, most often in the form of pickles. However, in the 1960s it unexpectedly fell into obscurity. We decided to bring it back to attention! As part of the 26th International Hotel and Gastronomy Equipment Fair HORECA®, together with 10 chefs, we planted 300 seedlings of głąbik – at the JeDynie farm in Wawrzeńczyce and near EXPO Krakow. After three months, the chefs returned to the field to harvest the crops and create dish proposals based on the vegetable. Through this initiative, we aimed not only to bring the głąbik back to the tables but also to highlight the richness of local flavours that Krakow has to offer. We also had the vegetable tested for nutritional value. The tests showed that głąbik is low in calories, rich in fibre, and free from heavy metals. The vegetable was appreciated by the City of Krakow, which included it in the SLOWFOOD CE project alongside such delicacies as piaszczańska sausage, Ojców trout, and the Krakow obwarzanek. The finale of the campaign took place during the HORECA® Trade Fair. The chefs then presented dishes based on głąbik, which were met with great enthusiasm. The entire campaign generated a lot of media interest, which helped bring głąbik back into the spotlight. Currently, głąbik can be sampled in some Krakow restaurants.



photo. Planting głąbik krakowski by the chefs, 2019

We manage responsibly

Pillar of sustainable economic development

***"Meetings are the beginning
and collaboration is success"***

– Henry Ford

Long-term planning

Our business strategy includes sustainability as a key element of long-term success.

Management commitment

Our management is committed to the sustainable development goals.

Engaging stakeholders

We actively collaborate with customers, business partners and local organisations to work together on sustainability.

Caring for employees

We know that the strength of a company is the people who work in it, so their safety and comfort is a priority.

Communication

We ensure transparency with our clients and partners.

We listen to the needs of the market

We listen to our customers and respond to their needs.

Relationships

With our business partners, we want to create relationships for years to come.

Economic impact

The company's vision is to inspire businesses (and even entire industries) participating in our events to make a real impact on the future of the economy. New business contacts and knowledge gained at the fairs can quickly lead to effective and responsible business management in the future.



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