

# MICE Poland

ALL ABOUT POLISH MEETINGS INDUSTRY

IMEX 2011

Cover story

## Culinary trail from żur to pierogi

*Just like Poland itself, the local cuisine is more than a thousand years old. Learn more about the potential theme of many of your incentive programmes.*

COVER PHOTO  
Stary Browar in  
an artistic and  
post-industrial style  
PROJECT POLAND Gala Dinner

Where the best meet the best!  
MICE Poland  
selects  
Personalities  
of the Year

Case study

## European ophthalmologists chose Warsaw

*"As far as the programme its concerned, besides lectures and workshops, the ceremonious dinner at the Salt Mine in Wieliczka sounds particularly exciting"*

**PIER PAOLO MARIOTTI ABOUT ECM SUMMER SCHOOL IN CRACOW**

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REGIONAL PROGRAMME  
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## Experience the taste and let imagination soar



**Magdalena Kondas**  
editor MICE Poland

Each year more and more is going on in the dynamically changing Polish meetings industry, which – although still very young – features not only a growing number of specialists and professionals, but also volunteers offering their assistance in arranging congresses and events. Even though the global economic crisis inspired terror among conference specialists all around the world, it did not have any grave implications for the Polish industry; what is more, the latter used this period for all types of initiatives, which are now helping it to evolve from inside. Furthermore, meetings and conferences across Poland are strongly stimulated by the presidency of the EU Council and the ensuing organisation of hundreds of smaller and larger meetings, as well as the preparations for the Euro 2012 Championship and the resulting advancement of infrastructure, investments in venues, mainly hotels, conference centres and, obviously, stadiums, whose openings also become international-scale events. The offer of meetings to be held in Poland, the options of implementing a wide range of diverse and one-of-a-kind scenarios are truly impressive.

All you need to do is, to quote the Polish Tourist Organisation, let your imagination lead you. One of Poland's distinctive qualities is our hospitality, which manifests itself in the oft-emphasised attitude towards cuisine and sharing the gifts of the table. Making Polish flavours and related people and stories the theme of your meeting is highly recommended. Professionalism, taste and imagination will all guarantee its success.



### New MPI Poland Club president

After two years in office, Krzysztof Celuch was replaced by Wojciech Liszka of the Radisson Blu Hotel in Cracow, the heretofore education vice-president, as the new president of MPI Poland Club.

The elections of the new board were held in the course of the II General Assembly & Annual Conference in Warsaw. [www.mpiweb.pl](http://www.mpiweb.pl)



### Culinary trail from żur to pierogi

Robert Sowa, one of the most popular Polish chefs:

"To find out what Polish cuisine is really like, you have to come over and visit several good restaurants. While cooking regional dishes, chefs now do their best to render them as lean as possible. They encourage, i.e. more frequent use of flax oil or virgin colza oil" >> 8

**MICE Poland**  
Meetings • Incentives • Conferences • Events

**Bimonthly** – International edition of MICE Poland ISSN 1731-7452 International edition of a bimonthly dedicated to the issues of Polish incentive, business communication and events. **Cover photo** Stary Browar in Poznań from the archives of Stary Browar **Publisher** Eurosystem, Jarosław Śleszyński, ul. Wawelska 78, ap. 30, 02-034 Warszawa, tel. (+48 22) 822 20 16, fax (+48 22) 823 78 83, e-mail: [mice@eurosys.pl](mailto:mice@eurosys.pl) [www.micepoland.com.pl](http://www.micepoland.com.pl) **Editorial team** Magda Kondas (editor), Ksenia Bednarek, Marek Chojnowski, Krzysztof Celuch, Anna Łukasik, Michał Kalarus, Jagoda Walczak (director) **Design Studio** Studio4you, Iwona Bóta **Monthly Polish edition.** The magazine is aimed at the clients and organisers of events and incentive trips of the largest Polish companies. If you are interested in distributing our magazine, please contact us: [mice@micepoland.com.pl](mailto:mice@micepoland.com.pl)

## Haxel in ten European countries

The Haxel Events & Incentive Agency is one of the four companies winning a tender held by the Aviva group. It will provide services for Aviva companies' event-incentive projects in ten European countries: France, Spain, Italy, Poland, Czech Republic, Lithuania, Romania, Hungary, Russia and Turkey. Since it started five years ago, Haxel's cooperation with the Polish branch of Aviva has so far included, i.e. trips to Peru, SAF, China and Mauritius for groups of 200, to Vienna for groups of 300 and to Berlin for groups of 400. "The projects in question became our key to success, making it possible to win the trust of people later recommending us in the tender. Since the discussed cooperation will have a pan-European scope, we had to prove that we are able to guarantee comprehensive services from the viewpoint of both languages and logistics", said Krzysztof Pobożniak, president, Haxel Events & Incentive. [www.haxel.pl](http://www.haxel.pl)



Krzysztof Pobożniak: Since the discussed cooperation will have a pan-European scope, we had to prove that we are able to guarantee comprehensive services

## CBP returns to garden

Inspired by the IMEX Challenge Poland project, its organisers – the Convention Bureau of Poland – decided to once again invite representatives of the Polish meetings sector to become involved in group work for the sake of others. In September



2010 industry professionals from all over the world joined forces to help a family-type children's home by founding a garden and a playground. Now, after several months, the property was in need of cleaning up and the garden – of freshening up. Garden works on the discussed property are planned to become a regular event. [www.poland-convention.pl](http://www.poland-convention.pl)



## George Michael in Wrocław

George Michael will perform during the opening ceremony of the Wrocław stadium currently developed for Euro 2012. The concert on 17 September will be a part of the Symphonica tour, with the British singer accompanied by the Symphonic Orchestra of the Wrocław Philharmonic. The price of the 28 000 tickets will range from 79 to 399 PLN. [www.2012.wroc.pl](http://www.2012.wroc.pl)

## NEWS

**New conference centre in Pomerania**

A new conference-exhibition centre, Amber Expo, is going to be opened in Gdańsk. The venue, whose completion is scheduled for spring 2012, will feature a plenary hall with a capacity of as many as 600 guests, along with the so-called breakout rooms for 100-150 meeting participants. The new centre's construction costs are estimated at approx. 92 mln PLN, with the Gdańsk International Fair Co. as its main investor. (mk) [www.mtgspa.pl](http://www.mtgspa.pl)

**Modry Las takes world lead**

The Modry Las golf course (75 km from Szczecin and 200 km from Berlin) was short-listed for the Golf Inc. 2010 Development of the Year award, joining five other projects from around the world. "This honour is particularly important because applications were assessed on an international stage, meaning we were facing strong competition from numerous other courses", said Artur Gromadzki, chairman of Modry Las. (mk) [www.modrylas.pl](http://www.modrylas.pl)

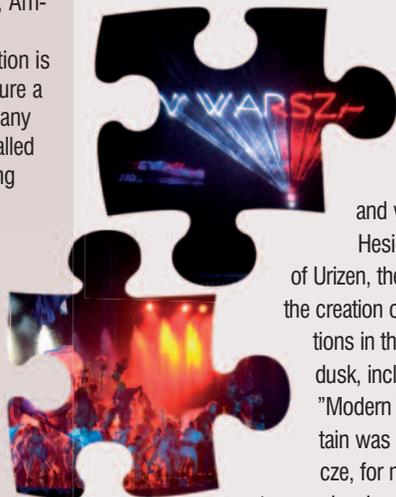
**Qubus Hotel opened in Bielsko-Biala**

The centrally located hotel is set in the building of the Sfera shopping mall, along with a multiplex movie theatre, night clubs and cafes. Qubus offers 201 beds in 122 rooms, each featuring, i.a. air-conditioning and fast Internet access. The hotel also has a conference centre with three rooms with a total area of 300 sq m. (mg) [www.qubushotel.com](http://www.qubushotel.com)

**New flights**

Several airlines have recently launched new flights from Polish cities, with the offer of Gdańsk growing most significantly. Jet Air introduced a direct flight from the capital of Pomerania to Hamburg, handled three times a week. In addition, Gdańsk has a daily flight to Helsinki, operated by Finncomm in cooperation with Finnair. Finally, Air Baltic inaugurated regular connections from Gdańsk to Riga, available four times a week. Meanwhile the Ukrainian AeroSvit carrier decided to add flights from Cracow to Kiev to its schedule, handled four times a week. The new connections not only offer an opportunity to fly directly to a number of cities, they are also important from the viewpoint of transit transfers, predominantly involving European and Asian routes. (mk)

# Light, sound and water in Warsaw



Inaugurating the capital's Fountain Park, the early May "Magic of elements" show attracted thousands of spectators, who had an opportunity to admire its first multimedia light, sound and water show. Inspired by such works, as Ovid's *Metamorphoses*, Hesiod's *Theogony*, Milton's *Paradise Lost* and Blake's *Book of Urizen*, the spectacle referred to myths depicting the battle of elements and the creation of the world. It was followed by pyrotechnics. Multimedia presentations in the Fountain Park will be shown all summer long, on Saturdays after dusk, including specially prepared programmes dedicated to the capital: "Modern Warsaw", "Chopin's Warsaw" and "Warsaw legends". The fountain was established in the place of a former pond in the region of Podzamcze, for many years applied as the seat of mass open-air events. Water streams dancing to the rhythm of music and a water screen made of mist, used for film and laser screenings, are now the main attraction of the location. Together with

the Kopernik Science Centre, the fountain is the latest stage of a project reintegrating the Vistula back into Warsaw. Sculptures by the well-known Polish artist Magdalena Abakanowicz are displayed near-by, while the next few years will see a number of new developments aimed at constructing a modern boulevard in the discussed area. (xb)

**Hendrix back in Wrocław**

For already the ninth time guitar fans met in the Wrocław market square to play Jimmy Hendrix' *Hey Joe*. This year the initiative attracted 5 601 guitar players. As a result, Wrocław holds on to the Guinness World Records' first three



places in this particular category. The most successful 2009 edition drew as many as 6 346 guitarists. The project dates back to 1997 when its author, Leszek Cichoński, a Polish guitar player and blues singer, got together 17 musicians to play *Hey Joe* at the same stage. Over a span of years, the event expanded significantly and now is one of the Wrocław trademarks. (mk) [www.heyjoe.pl](http://www.heyjoe.pl)

**Poland to host World Cyber Games 2011**

The World Cyber Games European finals, one of Europe's largest e-sports events, has for the last six years been held in Germany. This year, it will come to Poland, whose capital will be visited by about 300 professional players, the winners of particular national tournaments, with 200 computer sets at their disposal. It is estimated that the four-day competition will attract even 20 000 spectators. (xb) [www.samsung.pl](http://www.samsung.pl)

**Cracow to host ECM Summer School**

The jubilee 25th edition of ECM Summer School is going to be held in Cracow. The participants will attend, i.a. a session dedicated to social network services in the context of promoting destinations and a training meeting on green events. Each year the workshop is held in a different European city. Pier Paolo Mariotti, course director of ECM Summer School, explains that this year's selection guarantees the setting of a magnificent, historical city. "This is why we shall be encouraging our students to stay a few

days longer and enjoy the city's ambience. As far as the programme its concerned, besides lectures and workshops, the ceremonious dinner at the Salt Mine in Wieliczka sounds particularly exciting", explains Mariotti. More than a hundred students from all over Europe will attend the Cracow meeting on 27-31 August. (ab) [www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com)





## Euro 2012 corporate packages launched

UEFA launched the sales of corporate hospitality packages for the 2012 UEFA European Football Championship. The offer is targeted at companies and entrepreneurs interested in awarding their clients or employees by providing them with the chance to watch the matches in VIP lounges. The packages' price also encompasses catering, souvenirs and an entertainment programme. UEFA prepared two types of packages: Club Prestige Hold with access to a business zone and Club Prestige Platinum, which guarantees a private lounge. Prices start at 2 900 Euro for a package valid for all matches at a given venue in the stadium series (for Warsaw – 3 400 Euro) to as much as 23 900 Euro per person for all matches in a given country plus the final staged in Kiev.

## Warsaw hotel recommended by Andrew Harper

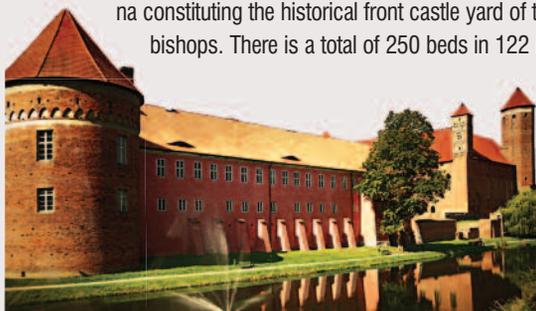
The April issue of the prestigious Andrew Harper's Hideaway Report recommended the Mamaison Hotel Le Regina Warsaw, which thus joined the group of the world's top hotels. An upscale five-star venue located in the Warsaw Old Town, Mamaison Le Regina has 61 individually-designed rooms, two conference rooms and the cosy La Rotisserie restaurant. [www.mamaison.com](http://www.mamaison.com)

## Hotel Krasicki in a historical castle area

The hotel is located in Lidzbark Warmiński, in the fork of rivers Łyna and Symsarna constituting the historical front castle yard of the residence of Warmia bishops. There is a total of 250 beds in 122 rooms, whose design refers to the venue's original style.

Moreover, Krasicki has a conference centre with seven air-conditioned rooms, three of which can be connected to create one large room with a capacity of 450 in theatre configuration.

The offer of Hotel Krasicki, a member of the Polish Anders group, also includes spa & wellness treatments. [www.hotelkrasicki.pl](http://www.hotelkrasicki.pl)



## Convention Bureau of Poland on a European tour

A roadshow tour of three countries (Germany, United Kingdom and France) is the latest initiative of the Convention Bureau of Poland, by this time an integral part of its promotional campaign. The "Move Your Imagination" project encompassed a series of presentations discussing the Polish business offer and aimed at meeting planners from the target countries. The first visit was



held in Frankfurt, with representatives of recommended PCOs and convention bureaux later heading for London to showcase their potential. Paris was the last stop on the tour, which has generated considerable interest among foreign guests. Plans are already made for its second edition. [www.poland-convention.pl](http://www.poland-convention.pl)

## Modernisation of the PIF Congress Centre

Poznań International Fair (PIF) commenced modernisation works on its Congress Centre, which will be adapted for hosting conferences for even 12 000 participants. It will feature one room with a capacity of 2 000 and several smaller ones planned for 800-1 000 guests. New facilities will also include a function hall intended for leisure and catering services, a cloakroom and a three-level parking lot for about 1 000 vehicles. The first stage of the development, with completion scheduled for 2011, will cost more than 40 mln PLN. The plans also include a conference-entertainment hall replacing the 8A pavilion soon to be demolished. [www.mtp.pl](http://www.mtp.pl)



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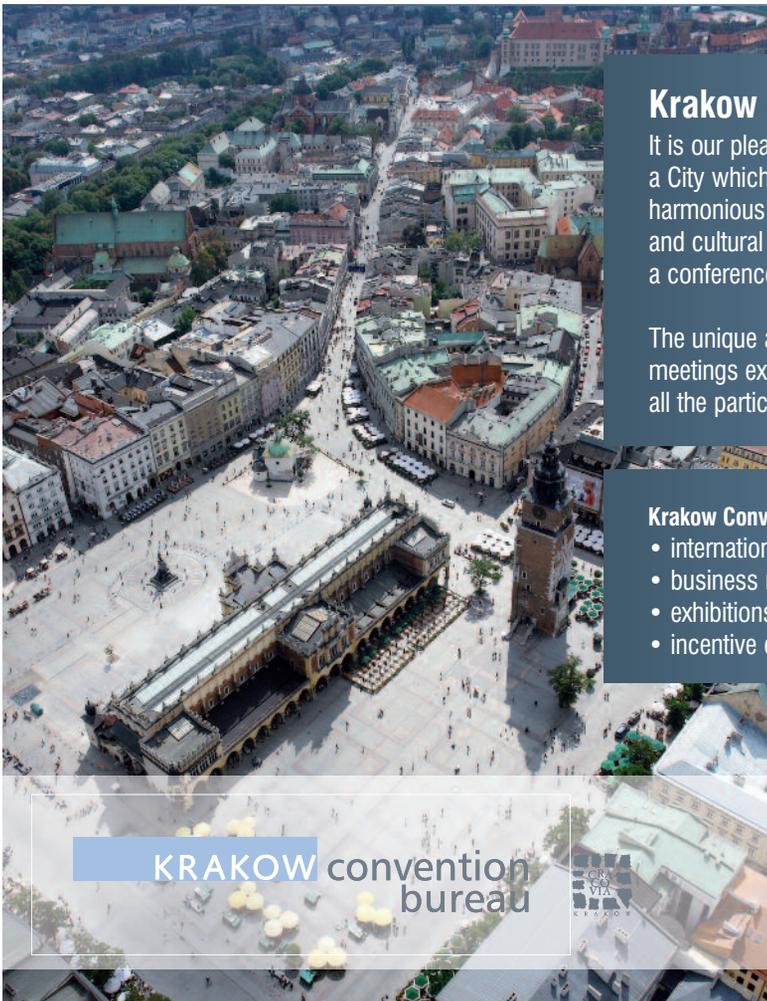


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**KRAKOW** convention bureau



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## Where the best meet the best

Already a major fixture on the calendar of the Polish meetings industry, the MICE Poland Personality of the Year competition is recognised as an essential event of real influence on the growth of this particular market sector. The key values of the Polish MICE industry have been set on a pedestal for the third time. Each of this year's nominees represents an attitude worth following, not only due to an impressive career path, but also involvement, knowledge and good relations with the branch environment. The competition's chapter, which included experts on the Polish meetings sector, was assigned the task of assessing the candidates and selecting the winners. Reliability, experience, ethics, business culture, a good grasp of the broadly defined meetings sector, as well as participation in initiatives supporting the industry – the chapter decided that a MICE Poland Personality of the Year should be characterised by all these qualities. Barbara Hensel, internal communication and event manager with Sanofi-Aventis, won in the Client of the Year category. A true professional in every meaning of the word, her relations with business partners and contracting parties are always trustworthy and peaceful.

Michał Czerwiński, president of the board with InDreams and president of the Association of Incentive Travel Organisers, was voted the Organiser of the Year. Respected for conducting a sensible policy in the industry, he knows how to influence others and is perceived as an active, knowledgeable and go-ahead businessman, who successfully realises his idea of making the industry appreciated for creating unmatched products. Wojciech Liszka, director of the sales and marketing department with the Radisson Blu Kraków hotel, won in the Manager of the Venue category. Last year, he succeeded in completing such major and significant projects, as obtaining the eco-friendly BS8901 standard (making Radisson Blu Kraków the world's first hotel to be certified with it). The list of winners, selected from a total of thirty nominees, was announced in the course of a ceremonious gala held at the "Nowy Świat" Banking and Financial Centre in Warsaw. The attending guests had an opportunity not only to become familiar with profiles of all the nominees, but also to establish new business relations and enjoy interesting conversations in a less formal atmosphere. (xb)

## MICE POLAND PERSONALITIES

### Client of the Year 2010

Barbara Hensel, internal communication and event manager, Sanofi-Aventis. Hensel has spent the last sixteen years with the company, where she first held the position of a marketing specialist. Since she believes that publicity is indispensable for a successful event, she particularly enjoys her current range of tasks, which enables her to develop significant and spectacular projects.



### Organiser of the Year 2010

Michał Czerwiński, member of the board, InDreams. Boasting many years of experience in the field of marketing, where he began his career, Czerwiński was a managing director with Storm Advertising Agency and Jean Claude Bigiune. Member of SITE, MPI and the Polish Business Roundtable. President of Stowarzyszenie Organizatorów Incentive Travel (Association of Incentive Travel Organisers), he promotes the idea of treating incentive travel as a direct marketing tool.



### Venue Manager of the Year 2010

Wojciech Liszka, sales and marketing director, Radisson Blu Kraków. Connected with Radisson Hotels for almost his entire professional career. Liszka at first worked in Szczecin and was later transferred to Warsaw as an associate sales/MICE director, until he found himself in Cracow in 2008. Today, he is also the president of MPI Poland Club.





## WHAT AND WHERE TO EAT IN POLAND

-  **The whole Poland** Game, Hunter's stew (bigos), Żur, Russian pierogi, mead, liqueurs
-  **Masurian Lake District** Crawfish, vendace
-  **Pomerania** Smoked eel
-  **Podlasie** Tree cake, potato kishka, Bialowieska, Primeval Forest – Żubrówka vodka
-  **Kuyavia** Bydgoszcz – duck blood soup (czernina), Toruń – gingerbread
-  **Mazovia** Roast stuffed duck, mushroom soup, Warsaw – pork tripe a la Warsaw
-  **Greater Poland** Marinated boletus, Noteckie beer, Kalisz – Kalisz wafers (andruty kaliskie), Poznań – potato dumplings (pampuchy) and St. Martin's croissants
-  **Lublin voivodeship** Steamed dumplings
-  **Galicia** Cracow – obwarzanek and buchteln dumplings (buchty), Subcarpathia – honeydew honey
-  **Tatra Mts.** Oscypek, highlander sauerkraut soup (kwaśnica)
-  **Silesia** Silesian dumplings

## CULINARY TRAIL

# from żur to pierogi

*In the wake of advancing culinary tourism and the promotion of particular regions, as well as thanks to traditions passed on through generations, the flavours of Poland blossom again. Learn more about the potential theme of many of your incentive programmes.*

Just like Poland itself, the local cuisine is more than a thousand years old. Over a span of centuries, in the course of its turbulent history, it kept changing under the influence of Russian, Tatar, German, Austrian, Jewish, and – due of Queen Bona – Italian cuisine.

### On every Polish table

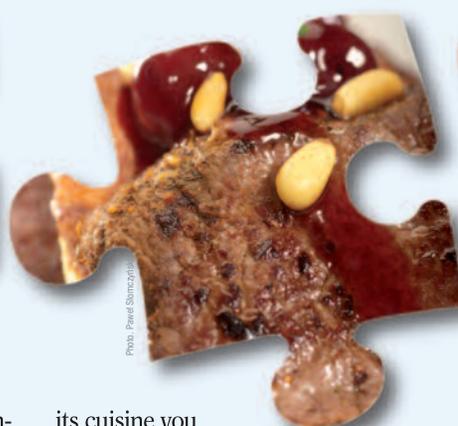
“Compared to other European cuisines, present-day Polish culinary art stands out due to the numerous pickled and soured dishes, unavailable anywhere else”, says Katarzyna Wasilewska, owner of the Dom Polski restaurant in Warsaw, which offers Old Polish delicacies. Żur, the most popular Polish soup, has a characteristic slightly tart flavour and is prepared of soured rye flour. Served at every Polish home, it is sometimes cooked meatless with hard-boiled eggs, more often with smoked sausage, bacon and mushrooms with some cream. No Easter meal would be complete without it. hunter's

stew (bigos), another flagship example of the Polish cuisine, is prepared on the basis of sauerkraut. Other essential ingredients include: raw cabbage, mushrooms, meat and onion, all stewed together – traditionally even for several days. Once every self-respecting nobleman used to take a kettle of bigos along for hunting expeditions. Nowadays, all Poles treat themselves to this delicacy at least once a year. Bigos is a highly unusual dish, since it improves with time. Nor is it harmed by multiple reheating or freezing – quite the opposite, it becomes even tastier under the influence of these processes. Bigos is served with bread and goes well with strong alcohol – pure vodka or refined herb-flavoured liqueurs. “This is the distinctive feature of our national cuisine. High-voltage beverages accompany numerous Polish dishes, a rarity in other European countries”, explains Krzysztof Pełczyński, manager of the Bażanciarńia restaurant in Poznań. Despite the popularity of pickled and soured dishes, piero-

gi remain the all-time Polish favourite, made from thin, rolled-out dough with added stuffing. Although you can try our numerous various stuffing, both in restaurants and Polish homes, the confusingly named Russian pierogi – with stuffing made of potatoes, white cheese and fried onion – continue to be the most popular and the most Polish.

### Game tradition

Centuries ago, Polish tables, especially those belonging to the gentry, groaned under the weight of game and fowl dishes. Today something of a rarity in homemade menus, a broad palette of exquisite traditional game dishes is to be found mainly in restaurants serving Old Polish cuisine and hunters taverns. Be sure to try wild boar roulades, venison saddle and pheasant breast. Less sophisticated but equally tasty Polish meat dishes include roast pork loin with prunes and duck with apples. “It goes without saying that we can astound the whole



world with our game, which goes splendidly with all types of traditional supplements, such as marinated mushrooms, blueberries, raspberry preserve, as well as rowanberry”, argues Robert Sowa, one of the most popular Polish chefs.

Polish cuisine is often perceived as abounding in fat, heavy and high-calorie dishes. However, this does not have to be the case. All you need to do is choose somewhat lighter menu positions, such as pure red beetroot soup, with wildfowl for the second course, e.g. pheasant or partridge. In addition, restaurateurs are increasingly intensely working on the image of local cuisine. “We cultivate and improve Old Polish recipes aware of the contemporary trends of calorie content reduction. Leavened dough babas made of a dozen eggs are just as fluffy and delicious as the ones once prepared from sixty eggs. The present-day soups are clear and lucid, while pierogi are made of paper-thin dough and highest-quality meat stuffing”, adds Katarzyna Wasilewska.

### The flavour of regions

A characteristic feature of the Polish cuisine involves its strong regionalisation. While uniform menus dominated factory canteens throughout the entire period of the People’s Republic of Poland, traditional flavours survived in the privacy of homes. The last few years witnessed an exceptional boom of regional dishes. More, the culinary art of our country reflects its history. The cuisine of the Podlasie region reveals reminiscences from Tatar invasions, while flavours of the Suwalskie area evoke the shared history of Polish and Lithuania. St. Martin’s croissants with white poppyseed and fruit and nut stuffing recall the grand wealth enjoyed by the region of Greater Poland. In other words, while exploring Poland from the viewpoint of

its cuisine you will also discover the country’s character and diversity.

Poznań and the entire north-western Poland was for many years dominated by German influence, which is why – next to St. Martin’s croissants – it is the land of potatoes used to prepare a wide range of delicacies: fried potato pancakes made of grated potato and onion or the so-called kulanki (potato balls). Almost every eatery in Poznań serves more or less sophisticated dishes starring potatoes in the main role, while the annual Potato Holiday is celebrated in September.

Just like Poznań has potatoes and croissants, so Toruń, the city of Mikołaj Kopernik, has gingerbread. Renowned for its unique Gothic Old Town, the city by the Vistula was for centuries one of the more affluent towns of the Commonwealth. The Vistula was the source of goods from the most remote parts of the world, including the spices, fruits and nuts essential for baking gingerbread. At present, Toruń proudly showcases its gingerbread affiliations – it offers a Gingerbread Theme Park, a Gingerbread Walk of Fame and a Gingerbread Holiday organised in June. The local Gingerbread Museum offers the intriguing duo of gingerbread baking lessons followed by group tasting sessions.

The royal city of Cracow also boasts its very own regional baked good – the obwarzanek bread roll. This ring-shaped delicacy, twisted into a spiral and sprinkled with poppy-seeds, used to be baked exclusively during the Great Lent, and today is an everyday favourite of both Cracow residents and visitors. Back in the fifteenth century, Cracow was the only town with the right to bake the obwarzanek. Nowadays, the situation repeats itself due to EU regulations – with the Cracow obwarzanek included on the

list of traditional products, to be legally called an obwarzanek it has to be baked in Cracow and its area.

The best known regional product of Poland, the authentic oscypek - smoked cheese from sheep milk - is produced only in the Polish Tatra Mts. and the region of Podhale. When in the Tatras, you will learn more about the oscypek and consequently also the regional culture. The Oscypek Trail of Little Poland leads through 25 selected shepherd huts, which follow the traditional recipe for the Tatra delicacy. The majority of the huts are not accessible by cars, but you should not have any problems finding them when hiking in the Tatras. The shepherd huts not only offer a chance to try some freshly smoked oscypek, but also to witness the way it has been produced for the last couple of hundred years. The pasturing and milking of the sheep, guarded by Polish Tatra sheepdogs, takes place from May to September, the best season to visit the Oscypek Trail. And if you don’t catch the shepherd in his hut, you can always try the oscypek in one of the numerous Zakopane restaurants serving it. Near the Tatras but far from the Zakopane turmoil, southern Poland featu-

### EXPERT’S OPINION

Even though every region of the country offers something fun to eat, special praise is due to the region of Podlasie in eastern Poland, genuinely conscious about the advancement of local products. Be sure to try out the simply brilliant potato kishka, cheeses from the village of Korycin, raspberry honey, the regional lamb ham and, naturally, the fantastic game products. The adjacent Masurian Lake District offers excellent fish in intriguing marinades – vendace, eel or pikeperch – all unquestionably highly original flavours. In the town of Augustów, I recently had deer saddle with porcini, rowanberry and zucchini fritters. An Old Polish meal, associated with Poland – just marvellous.



**Robert Sowa,**  
one of the  
most popular  
Polish chefs

res an equally interesting culinary trail. The Little Poland Countryside: The Scent of Herbs leads through 22 agritourist farms. The offer is diverse and strictly connected with local tradition. Your hosts at Czarownia w Górkach will take you on a hunting trip and cook game, Rzepka in the Podhale region serves traditional nettle soup and dandelion syrup, while visitors to Willa Jasna in the Pieniny Mts. will learn how to prepare herbal liqueurs – yet another Polish specialty.

### Drink specials

A liqueur is a high-alcohol extract with flavouring usually derived from fruits and herbs and prepared by pouring alcohol over the various ingredients. Once liqueurs were produced in every burgher and gentry home – nowadays, they are rarely made in the traditional way. However, due to the rising popularity of so-called regional products, liqueurs manufactured according to old recipes are once again in good graces. The area of Poznań is the home of cherry liqueur, which used to be obligatorily served with game dishes.

### RESTAURANTS SERVING POLISH CUISINE

- ▶ **Delicja Polska**, Warsaw, [www.delicjapolska.pl](http://www.delicjapolska.pl)
- ▶ **Dom Polski**, Warsaw, [www.restauracjadompolski.pl](http://www.restauracjadompolski.pl)
- ▶ **Folk Gospoda**, Warsaw, [folkgospoda.pl](http://folkgospoda.pl)
- ▶ **Restauracja Polska Różana**, Warsaw, [www.restauracjarozana.com.pl](http://www.restauracjarozana.com.pl)
- ▶ **Stajnia**, Warsaw, [www.restauracjastajnia.pl](http://www.restauracjastajnia.pl)
- ▶ **Stary Dom**, Warsaw, [www.restauracjastarydom.pl](http://www.restauracjastarydom.pl)
- ▶ **Sala Pałacu and Staropolska Karczma at the Ossoliński Palace**, Sterdyń, [www.palacossolinski.pl](http://www.palacossolinski.pl)
- ▶ **Zemsta**, Serock, [www.zemstazajkowscy.pl](http://www.zemstazajkowscy.pl)
- ▶ **Restauracja Żubrówka**, Białowieża, [www.hotel-zubrowka.pl](http://www.hotel-zubrowka.pl)
- ▶ **Restauracja Gdańska**, Gdańsk, [www.gdanska.pl](http://www.gdanska.pl)
- ▶ **Bazanciarńia**, Poznań, [www.bazanciamia.pl](http://www.bazanciamia.pl)
- ▶ **Restauracja Ratuszowa**, Poznań, [www.ratuszowa.pl](http://www.ratuszowa.pl)
- ▶ **Karczma Lwowska**, Wrocław, [www.lwowska.com.pl](http://www.lwowska.com.pl)
- ▶ **Pod Fredrą**, Wrocław, [www.podfredra.pl](http://www.podfredra.pl)
- ▶ **Biały Jar**, Karpacz, voivodeship of Lower Silesia, [www.bialyjar.pl](http://www.bialyjar.pl)
- ▶ **Przycup w Dolinie**, Janowice Wielkie, voivodeship of Lower Silesia, [www.przycupwdolinie.pl](http://www.przycupwdolinie.pl)
- ▶ **Szrenicowy Dwór**, Szklarska Poręba, [www.szrenicowydwor.pl](http://www.szrenicowydwor.pl)
- ▶ **Mieszczanka**, Cracow, [www.mieszczanska.krakow.pl](http://www.mieszczanska.krakow.pl)
- ▶ **Morskie Oko**, Cracow, [www.morskieoko.krakow.pl](http://www.morskieoko.krakow.pl)
- ▶ **Wesele**, Cracow, [www.weselerestauracja.pl](http://www.weselerestauracja.pl)
- ▶ **Wierzynek**, Cracow, [www.wierzynek.com.pl](http://www.wierzynek.com.pl)
- ▶ **U Babci Maliny**, Cracow, [www.kuchniaubabcimaliny.pl](http://www.kuchniaubabcimaliny.pl)
- ▶ **Sielsko Anielsko**, Lublin, [www.sielskoanielsko.pl](http://www.sielskoanielsko.pl)
- ▶ **Noma Residence Hotel – The Hunting Lodge in Promnice**, Kobiór near Tychy, [www.promnice.pl](http://www.promnice.pl)
- ▶ **Krasiczyn Castle**, Krasiczyn, [www.krasiczyn.com.pl](http://www.krasiczyn.com.pl)

The list of local products also includes blackcurrant liqueur, which is said to taste best with duck. A nut-flavoured liqueur is recommended if you partook of excessively generous servings. In addition to purely flavour qualities, the discussed beverages are also said to have medicinal properties, with special emphasis on those produced on an herbal basis. The wormwood herbal liqueur will stir up your appetite, while a liqueur prepared of dandelion flowers is recommended in the treatment of kidney disorders and neuroses. Similarly to other regional products, you can usually buy liqueurs in local stores, directly from the makers, at fairs and in chains of small stores specialising in traditional and regional goods, such as Krakowski Kredens and Produkty Benedektyńskie.

In addition to liqueurs, the list of typically Polish alcohol beverages includes mead, which used to be the substitute of wine. Ever since meads were recognised as a Polish speciality in 2008, they are offered in virtually every restaurant and are available in every liquor store. In the summertime, meads are usually served in room temperature, while in the winter they taste even better mulled with spices. The Ossoliński Palace in Sterdyń in the region of Podlasie (100 km from Warsaw) offers candlelight mead-tasting sessions in suitably historical interiors. The mead is served in stoneware cups, with the guests enjoying stories about beekeeping and the thousand-year-old tradition of drinking honey wine. When in Poland, be sure to try out Żubrówka, also known as the bison grass vodka, which owes its unique flavour to the aromatic bison grass growing only in the area of the Białowieża Primeval Forest, home to the European bison.

Beer is a popular Polish beverage known ever since the Slav times. Back in the Middle Ages every town had at least one brewery, with as many as 25 in Cracow. The beer produced back

then had low alcohol content and used to be drunk virtually always and everywhere – from royal courts to pe-

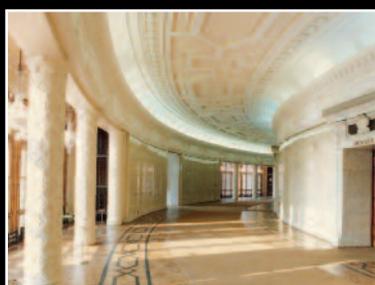
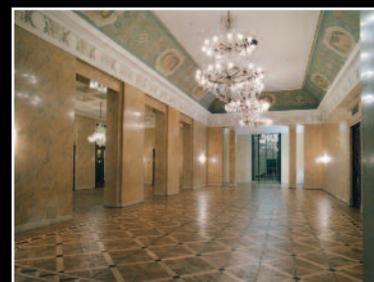
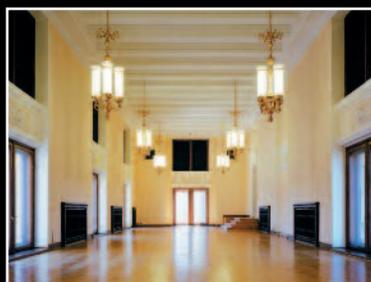
asant homes. It often also accompanied traditional dishes. At present, major corporations dominate most of the domestic beer market. If you want to savour exceptionally good Polish beer, you should reach for one of the regional brands available both in some large liquor stores and outlets specialising in local products. Piwo Noteckie from the Czarnków Brewery, Lwówek Książęcy and Fortuna Czarne are among the best examples. Protected by European Union regulations, they are produced in small breweries according to old recipes, with local ingredients and no preservatives and artificial flavours. An interesting proposal is offered by increasingly numerous restaurants/mini-breweries serving beer made on the spot and combining the functions of gastronomic venues and small brewing companies. Noteworthy examples include Browarmia Królewska in Warsaw, Brovaria in Poznań and Mini Browary Spiż in Katowice and Wrocław.

As far as traditional Polish non-alcohol beverages are concerned, mention is due to kompot made of boiled fresh or dried fruit. Pear, apple and cherry flavours are among the most popular, with strawberry recognised as the most delicious. The traditional dried fruit kompot, especially the prune one served in Polish homes for the Christmas Eve dinner, is a special variety. Apart from kompot, syrups made of Polish fruit – cherries, redcurrants – are also a truly rare delicacy, with particular emphasis on the most delicious raspberry flavour.

”Żubrówka, meads going well with Polish cuisine, liqueurs – not only the classic pear and cherry but also those made of mirabelle plums or with the addition of spices – these are all of our brilliant national flavours. In the category of non-alcohol beverages I particularly recommend birch sap”, argues Robert Sowa. The sap, known as oskoła, is collected by cutting off a birch branch in early spring. Particularly good for hot summer days, it is also held in high esteem because of its medicinal properties. (ab)



Board of Management of the **Palace of Culture and Science in Warsaw** offers luxurious conference and exhibition halls for organisers of congresses, concerts, events, exhibitions, fairs and banquets as well as comfortable offices for event handling and companies and institutions concerned



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Pałac Kultury i Nauki Warszawa

## Gala Dinner

### Academic ambience

The assembly room of the Warsaw University of Technology is one of its oldest buildings, dating all the way back to the inauguration of the very first academic year in 1915. Since 2001 the renovated venue is available for events and galas and has a capacity of 220 (seated gala) and 300 (with cloisters). [www.if.pw.edu.pl](http://www.if.pw.edu.pl)

### In historical Gdańsk

Dwór Oliwski is a five-star hotel located in Oliwa, a historical district of Gdańsk. The venue features a seventeenth-century wine cellar and a conference centre. Its banqueting rooms, each offering a terrace with a garden view, are available for gala dinners. Member of the Small Luxury Hotels of the World. [www.dworoliwski.pl](http://www.dworoliwski.pl)

### Theatre settings

Set on the first floor of the Wielki Theatre in Warsaw, the main foyer features an area of more than 850 sq m. Used for galas, dinners and parties, which often follow spectacles staged at the theatre, the foyer is available for galas for more than 400 participants. In addition to location, its advantages include décor, i.a. a marble floor, stucco walls and pillars, crystal candelabra, as well as tapestries by Prof. Tadeusz Gronowski. There are no limitations as regards the selection of meals and drinks served during dinners. The theatre cooperates with an external catering company, but it is also possible to use your own subcontractor. [www.teatr Wielki.pl](http://www.teatr Wielki.pl)

### Knight's menu

The Wiejce Palace is a conference-training centre and a hotel located on the boundary between the regions of Greater Poland and the Lubusz Land, 80 km from Poznań. Renovation of the 1850 palace preserved original decorative elements, thus providing the interiors with a unique character. You can hold your meeting in a total of six conference-banqueting rooms, with special mention due to the Knight's Room located in the palace vaults. The brick and stone walls feature banners and mediaeval weapons, co-creating the exceptional ambience. The Knight's Room has a capacity of more than 100 guests. [www.wiejce.pl](http://www.wiejce.pl)

# Genuinely mediaeval



The "Wieliczka" Salt Mine is one of the best-known mines in Poland and the world's only mining venue to operate continuously since the Middle Ages. With corridors reaching more than 300 metres underground, "Wieliczka" is included on the UNESCO World Cultural and Natural Heritage List. You can hold your gala in, i.a. the Warszawa chamber located more than 120 metres below the surface and created in the nineteenth century after the

excavation of over 20 000 tons of salt. The chamber's interiors display original walls and a ceiling combined with an elegantly finished floor, chandeliers and a stage. A seated dinner can be organised here for more than 300 guests. "Wieliczka" offers its own catering services with meals prepared deep underground. Additional highlights for the guests include tours of the mine. There are no restrictions as regards the meals served during galas (hot buffets and red wine also get the green light). [www.kopalnia.pl](http://www.kopalnia.pl)

## Banqueting under the Seaflowers chandelier

The five-star Hilton Gdańsk Hotel is located in the Old Town by the Motława river. Even though it belongs to a hotel chain, both its interiors and form are truly unique. The venue's interiors are modern and decorated by one-of-a-kind light ornaments. In its atrium you can admire the Seaflowers chandelier, a light installation made of fused glass and composed of 25 000 handmade glass flowers hanging on 9 km of optical fibres. The venue offers conference facilities with a combined area of more than 600 sq m. recommended for banquets for more than 400 participants. [www.gdansk.hilton.com](http://www.gdansk.hilton.com)

## Museum in a former mill

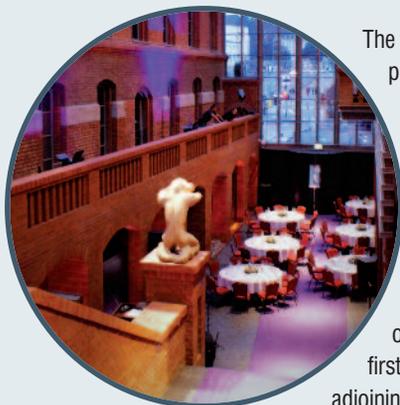
The Galicja Museum in Cracow is set in a renovated post-industrial building of a pre-war mill. The interiors are executed in modern materials – glass, metal and dark wood. Their combination with the preserved original elements of the building's structure creates a highly intriguing effect and renders the whole place remarkably distinctive. The open space makes it possible to hold exhibitions, concerts and workshops. The museum is also recommended for seated roundtable galas for about 150 participants. Appropriate facilities are prepared for catering companies, while the museum is licensed to serve alcohol. A smoking area is designated in the patio. The meeting room is available for hire not only in the evening but also in Galicja's opening hours. [www.galicjajewishmuseum.org](http://www.galicjajewishmuseum.org)

## In an amoury

Erected by the Teutonic Order in the thirteenth century, Malbork Castle is a brick stronghold with an area of approx. 21 hectares. Today Europe's largest historical monument of this type, it is also considered to be the largest brick building constructed by human hand. Banquets and ceremonious galas are held in the Karwan conference centre, part of the complex. In the distant past, Karwan was used for storing military equipment and wagon parking. Erected in the fourteenth century, it is the only preserved venue of its kind in all Teutonic castles. After renovation, it was put back to use in 1995 as a highly modern building adapted for all sorts of meetings, conferences and feasts. Used for hosting galas, the Siedmiofilarowa Room has a capacity of 120 participants. [www.zamek.malbork.pl](http://www.zamek.malbork.pl)



# In an artistic and post-industrial style



The Stary Browar centre was developed on the basis of the former Hugger Brewery erected in 1844. Thanks to its preserved post-industrial character, the centrally located venue is highly atmospheric and unique. Designed for private events, the Malt House has three rooms on three successive levels. The first-floor Studio Room features an adjoining terrace and can be used for a seated gala for about 50 participants. When

planning your dinner, you can employ the services of recommended catering companies or your subcontractors. The room has access to a courtyard and a park. A gala dinner may be also set in the main hall of the Blow Up Hall 5050 Hotel located in Stary Browar. Its interiors are decorated with large-format photos and installations illuminating them after dusk, and the hall has a maximum capacity of 55 guests seated at round tables. [www.starybrowar5050.com](http://www.starybrowar5050.com)

## Underground dinner

The Guido mine in Silesia was founded in the nineteenth century as a product of the Industrial Revolution. Adapted especially for event purposes, its banqueting room has a capacity of 150 seated gala participants. When planning your dinner, you can apply the services of the mine's catering company, whose offer includes regional dishes. A redeveloped former stable, Guido's room is the deepest located banqueting room in the whole of Europe. Noteworthy proposals for the guests include a shaft cage ride and the opportunity to witness and participate in an initiation ceremony strictly connected with the mining culture.

[www.kopalniaguido.pl](http://www.kopalniaguido.pl)

## In the palace of an industrial city

The Poznański Palace – Museum of the City of Łódź was originally erected in 1898 as a seat of the Poznański family. Referring to the trends of the second half of the nineteenth century, the eclectic décor simultaneously applies the Art Nouveau style. Since 1975 it seats the city's museum. One of the most upscale meeting venues in Łódź, the Poznański Palace hosts not only members of the Polish government, but also foreign guests, including heads of European states. A seated banquet can be organised for 300 participants. The banqueting room is connected with a garden, where the guests can relax in the course of events. [www.muzeum-lodz.pl](http://www.muzeum-lodz.pl)

# Wieliczka Salt Mine **Underground City of Meetings**



The Salt Mine in Wieliczka, located just 10 km from the city centre of Krakow, is a worldwide unique historic monument visited every year by over 1,000,000 guests from around the whole world. The undergrounds of the Wieliczka Mine are also a most amazing venue for organizing all kinds of courses, training sessions, conferences, business meetings, receptions, banquets, concerts as well as many other events. The Mine offers conference rooms from 60 to 680 sq.m. equipped with state-of-the-art conference equipment, wireless Internet, available mobile phone connections with all operators.

The underground catering system offers professional services for all the events organized in the Mine. The Grand Sal Hotel owned by and in the near vicinity of the Mine offers 18 luxurious rooms and an apartment. You will also find a conference room for 60 persons, restaurant and recreation centre.

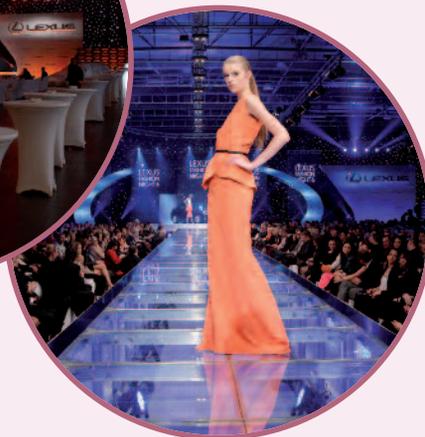


Wieliczka Salt Mine Tourist Route Ltd.

Event Organisation Department  
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e-mail: [imprezy@kopalnia.pl](mailto:imprezy@kopalnia.pl), [www.kopalnia.pl](http://www.kopalnia.pl)

HOTEL **TS** GRAND SAL  
\*\*\*\*\*

Hotel Grand Sal, Tel. +48 12 289 81 10,  
e-mail: [hotel@kopalnia.pl](mailto:hotel@kopalnia.pl), [www.grandsal.pl](http://www.grandsal.pl)



»» Actress Milla Jovovich was the star of this year's official premiere of Lexus CT 200h.

# Lexus Fashion Night for the sixth time

## FACTS

Event: Lexus Fashion Night  
 Venue: Expo XXI Warsaw International Expocentre  
 Number of participants: 1400  
 Date: 18 March 2011  
 Client: Lexus Polska  
 Organiser: El Padre, [www.elpadre.pl](http://www.elpadre.pl)

*The premiere of the latest Lexus model, connected with a competition for fashion designers followed by a presentation of their works, sees growing interest.*

Polish fashion designers are invited to participate in each edition of the spectacular event.

**The brief** The main goal of the event involved holding a spectacular launch of the latest Lexus CT 200h hybrid electric car and introducing its brand ambassadors – actress Magdalena Róźczka and actor Paweł Małaszyński. The premiere was envisaged as the key element of the sixth Lexus Fashion Night. As in the case of previous editions, once again the car's presentation involved a world-famous celebrity.

This year's special invitation went to Milla Jovovich. In addition, Lexus Fashion Night is dedicated to young Polish fashion designers. Each year, the very best are presented with Lexus Fashion Awards.

**Execution** One of the most prestigious events in Poland, merging fashion with cars, Lexus Fashion Night was held at the Expo XXI Warsaw International Expocentre. The evening began with Milla Jovovich, the host, appearing on stage and the new Lexus CT 200h, the guest of honour, being

showcased at a specially constructed rotating stage. Models on a glass catwalk presented projects by Karolina Gleguła, Monika Sabat and Olga Szynekarczuk. All three received the Lexus Fashion Award, and Milla Jovovich appeared in dresses designed by them. There was no shortage of celebrities at the Lexus Fashion stage. Kasia Struss, who walked the most legendary catwalks in the world, selected the best collections inspired by the new Lexus model. The event was full of energy and good humour, while the auditorium was packed with numerous representatives of business and show business milieus.

## YOUNG POLISH DESIGNERS AT THE LEXUS FASHION NIGHT

»» **Karolina Gleguła** presented the "Luxury" collection inspired by Lexus CT 200h. High-grade materials strictly referred to the upscale character of the brand. The fluid, modern and dynamic body styling of the vehicle had a decisive influence on the cut and construction applied in Gleguła's entire collection. The used colour scheme bore close resemblance to the range of colours offered for the CT 200h body.

»» **Monika Sabat** prepared the "Lex appeal" collection, which combined all the most characteristic features of the car in question, such as elegance, modernness, vigour and simplicity, creating a harmonious whole. Even though evoking the 1960s, the collection remained very feminine and up-to-date, while its colour composition created the impression of cleanness and freshness, attracted attention and inspired contemplation.

»» **Olga Szynekarczuk** designed her collection in accordance with the idea of responsible fashion, the respect for human rights and the fair trade rules. It was intended to help customers understand that the high quality of products is not only synonymous with great workmanship and the application of exclusive materials.

**Verdict** Polish Lexus representatives recognised this year's Lexus Fashion Night to be the very best edition in its history. The long and precise preparations made it possible to develop a truly flawless event. In other words, the organisers are now facing the challenge of living up to their own success.

# European ophthalmologists chose Warsaw



## FACTS

Event: conference of the European Contact Lens Society of Ophthalmologists  
 Date: 12-13 September 2010  
 Place: Warsaw, Poland  
 Number of participants: about 200  
 Client: European Contact Lens Society of Ophthalmologists (ECLSO)  
 Organiser: Live Marketing Concept, [www.livemarketing.pl](http://www.livemarketing.pl)

» In accordance with pre-war Warsaw customs, officers presented female participants with white roses while the band played international hits from the period.

*The conference of the European Contact Lens Society of Ophthalmologists is an annual event each year held in a different European city.*

The scientific conference organised by the European Contact Lens Society of Ophthalmologists was aimed at exchanging experiences in the field of ophthalmology and contact lenses.

**The brief** The two-day event featured so-called group sessions and specialist courses, whose participants were divided into smaller groups.

**Execution** Handling the event's arrangements, Live Marketing Concept was responsible for coordinating the meeting's particular elements and preparing additional attractions accompanying the sessions. On the first day, once the sessions' official part ended, ECLSO management board members and speakers were invited to a ceremonial dinner at the popular Warsaw restaurant AleGloria. However, the main attraction was yet to come in the form of the event closing the conference, held in the ballroom of the now defunct Europejski Hotel, during the second half of the nineteenth century regarded as the capital's most upscale venue. It was attended by all the guests. "The whole idea of the second evening was based on references to the attributes of inter-war

Warsaw", explains Krzysztof Kozak, Live Marketing Concept. The very surroundings of the hotel, located by the Royal Tract in the exact centre of Warsaw, also made it easier for the participants to experience the extraordinary ambience of the me-

eting. A special English-language newspaper was waiting for the guests by the entrance, men dressed as pre-war officers presented all female guests with white roses, while waiters served a liqueur prepared according to a traditional recipe. The ballroom's interiors were designed in such a way as to resemble an old Warsaw joint.

The band performed a medley of period hits, while a major surprise involved a photo atelier, where as a farewell gift the participants had their black-and-white photos taken in the company of appropriately dressed hostesses.

**Verdict** The majority of conference participants travelled to Warsaw from abroad, and for some this was their very first time in Poland. The idea of an event designed in the 1920s style ideally corresponded with the expectations and was appreciated by the participants. The spontaneous acknowledgments given by the ECLSO president in the course of the evening dinner is best testimony to the success of an event intended to achieve educational goals and guarantee entertainment and integration for its participants.

## VENUES

### » InterContinental

With a central Warsaw location, the modern, five-star hotel offers its guests 326 rooms and 75 suites. It also features restaurants and the wellness centre with the capital's highest indoor pool with an excellent panorama of the city.

[www.warszawa.intercontinental.com](http://www.warszawa.intercontinental.com)

### » AleGloria Restaurant

The restaurant is located in the cellars of Dom Dochodowy in the centre of Warsaw. AleGloria serves dishes representing the Polish manor house cuisine combined with more and less known traditional dishes. The warm interiors refer to the paintings of Jacek Malczewski, the brilliant Polish artist. Large mirrors in beech frames, bright wooden floor, lace tablecloths and soft comfortable armchairs are just some of the intriguing décor elements.

[www.alegloria.pl](http://www.alegloria.pl)

### » Ballroom, Hotel Europejski

The building of the Europejski is located close to the Warsaw Old Town, right by the Royal Tract. Although the hotel is no longer operating, its spacious ballroom (830 sq m) and foyer are available for cultural and special events.

[www.hotel-europejski.com.pl](http://www.hotel-europejski.com.pl)



# Gdańsk all together for IBFM

*This particular global medical congress featured materials from recycled products, regional eco dishes and post-event materials applied for the sake of the local community.*



## FACTS

Event: 22nd Annual Meeting of the International BFM Study Group - IBFM 2011  
Date: 6-8 May 2011  
City: Gdańsk  
Number of participants: 360  
Organiser: DMC Poland  
[www.dmcpoland.pl](http://www.dmcpoland.pl)

» With more than 360 specialists participating, this was the largest IBFM congress in history.

The 22nd Annual Meeting of the International BFM Study Group 2011 was attended by paediatric onco-hematologists from all over the world.

**The brief** In addition to the scientific programme, the organisers set themselves the goal of introducing the guests to Poland's conference potential and hotel accommodation. Since many participants have already visited Warsaw for earlier medical congresses, Gdańsk was selected as the IBFM destination.

**Execution** The congress preparations took almost two years. The Polish Baltic Philharmonic was chosen as the conference centre. "A really great place for hosting a congress of this sort, not only because its meeting room easily accommodated all the guests. After all, the Philharmonic also has a

spacious foyer, which we used for the cocktail party that followed", explains Ola Pietras, co-owner of DMC Poland. One of the most important preparation stages involved developing – together with Congrego – the event's website with a registration system created especially for the congress' purposes and making it possible to efficiently record so many visitors from all parts of the world. The organisers made sure that the congress optimally met the norms of sustainable meetings. The served meals were prepared mainly on the basis of regional products. Returned by the participants to designated spaces in the halls, unnecessary stationeries were later handed over to children's homes. Printing of conference materials was reduced to an absolute minimum and their remnants recycled. The organisers also established cooperation with a local bank food, to which

the employed catering company donated unused products. Naturally, there was no shortage of waste segregation containers. DMC worked with the Gdańsk Convention Bureau both at the development stage and once the congress has already started. In the latter case, the two organisations applied the "Gdańsk Shareholders – Consequently to the goal" project involving local volunteers, whose tasks included providing hotel guests with information, picking them up from the airport as well as directing them to appropriate session venues.

DMC managed to fit in a couple of hours to take the guests on a tour of the Gdańsk Old Town and sites connected with Solidarity. During the closing session, Prof. Elżbieta Sontag gave a speech on the pride of Gdańsk and Pomerania – amber, with each of the participants receiving a small amber gift after the lecture.

## VENUE

### » Gdańsk Music-Congress Centre, Ołowianka Island

Opened in 2006, the Centre is part of the Polish Baltic Philharmonic complex. The largest congress room is recommended for a meeting of more than 1 000 participants. The foyer with an area of 1 700 sq m plays the role of a banqueting room. An additional advantage of the venue involves the opportunity to hold a meeting accompanied by a symphonic orchestra.

### » Novotel Gdańsk Centrum

Located on Spichrzów Isle, less than half a kilometre from the Old Town, Novotel Gdańsk Centrum has 158 rooms and four conference rooms. Capacity of 300 guests in theatre configuration.

### » Hotel Mercure Hevelius

After modernisation, Mercure Hevelius now offers 281 rooms and nine conference rooms with a capacity of 250 participants.

### » Hotel Radisson Blu

The centrally-located venue has

134 rooms at its disposal, along with two conference rooms and a conference-banqueting room with a system of movable walls. Recommended for a meeting for max. 200 participants.

### » Hotel Gdańsk

The hotel is set in an eighteenth-century granary in the centre of Gdańsk, by the city marina. The boutique venue offers 90 rooms and a two-floor restaurant, whose lower storey features the Tri-City's only mini-brewery.

**Verdict** The congress ran a very smooth course. Thanks to the registration system and the assistance of volunteers, the large group of participants was successfully controlled. The applied eco-friendly solutions garnered considerable acclaim among the guests who, having explored the hotel infrastructure and historical monuments of Gdańsk, praised both its charming highlights and the efficient congress organisation.

# Polish exhibitors at IMEX

Polish stand  
G360

## Convention Bureau of Poland – Polish Tourist Organisation G360



**Aneta Książek, senior conference specialist**  
CBP is the first contact point for everyone planning to hold a congress, a conference or a company event in Poland. The Bureau provides all the essential information about venues and companies of assistance in the organisation of events. Moreover, CBP promotes Poland worldwide and cooperates with international organisations and associations of professionals connected with the meetings industry.  
[www.poland-convention.pl](http://www.poland-convention.pl)

## DMC Poland F425



**Aleksandra Pietras, partner**  
Handling the organisation of congresses, conferences, integration meetings and events both for domestic and foreign corporate clients, DMC Poland is a member of SITE, MPI and World of DMC. The company holds a Professional Congress Organiser (PCO) certificate issued by the Cracow Municipality.  
[www.dmcpoland.pl](http://www.dmcpoland.pl)

## Global Wings Meetings & Incentives G360



**Tomasz Młacki, meetings & incentives director**  
Specialising in the development and implementation of meetings, conferences and business travels, Global Wings is an independent tour operator in the field of incoming tourism and services for companies and institutions. A member of the Polish Chamber of Tourism and the Conferences and Congresses in Poland Association, it is also a PCO recommended by the Polish Tourist Organisation. Specialising in business travel, Global Wings was established as a company

in the Sports-Tourist group.  
[www.globalwings.pl](http://www.globalwings.pl)

## Gdańsk Convention Bureau F385



**Beata Pawłowska, convention bureau specialist**  
GCB represents business tourism service providers operating in the region of Pomerania. The bureau offers information and agency services in relations with local hotels, restaurants, event agencies, translation agencies and companies providing technical support for conferences. It also prepares promotional materials and compiles statistical data.  
[www.gdanskconvention.pl](http://www.gdanskconvention.pl)

## Haxel Events & Incentive G360



**Dorota Goetz, director of sales & marketing**  
Offering its clients a wide range of services connected with the MICE industry, Haxel handles the organisation of events, conferences and incentive trips. A member of international associations and organisations (i.a. Ovation Group, Site), the company boasts almost 20 years of experience in the discussed sector.  
[www.haxel.pl](http://www.haxel.pl)

## Hilton Warsaw Hotel & Convention Centre F570



**Andrzej Szymczyk, senior account manager MICE & Leisure**  
The hotel is located close to the business centre of Warsaw and nearly all its major tourist highlights. The venue offers 314 rooms, as well as 13 mixed-use meeting and conference rooms at the disposal of its business guests. Hilton Warsaw Hotel also features numerous bars, restaurants, and a spa centre.  
[www1.hilton.com](http://www1.hilton.com)

## ICE Krakow – New Conference Centre F385



**Sara Lamik, ICE main specialist**  
Opening planned for 2014, ICE will be the latest mixed-use conference venue in the centre of Cracow. Its area of almost 5 000 sq m will be available for meetings attended by more than 2 000 guests. The second largest room (capacity of 600) will have collapsible stands, making it possible to expand the floor area in the case of banquets or exhibitions.  
[www.icekrakow.pl](http://www.icekrakow.pl)

## Incentive Concept Poland G360



**Krzysztof Michniewicz, general manager**  
The company helps its clients build relations with employees, customers and business partners, and specialises in planning and implementing strategies and incentive programmes, as well as in arranging incentive trips. Crystal Award winner in the incentive travel category, ICP also organises training meetings, corporate events, seminars, conferences and congresses.  
[www.incentive-concept.pl](http://www.incentive-concept.pl)

## Katowice Convention Bureau G360



**Krystian Gryglaszewski, specialist**  
The Bureau provides essential information for everyone interested in holding business meetings in Katowice and the Silesian voivodeship. It has at its disposal detailed data about local hotels, conference centres, as well as companies and agencies developing MICE events. The Bureau's tasks also include the promotion of the entire region

as an attractive destination for the broadly defined meetings industry.  
[www.convention.katowice.eu](http://www.convention.katowice.eu)

## Krakow Convention Bureau F385



**Beata Palis, manager**  
The Bureau handles the promotion of Cracow as an attractive site for meetings connected with the business tourism. It attracts buyers to the city and provides agency services in arranging major conferences and congresses. Finally, KCB provides all indispensable information about local PCOs, hotels and conference rooms.  
[www.krakow.pl](http://www.krakow.pl)

## Liberty Incentives & Congresses Poland F270



**Lidia Ziernicka, general manager**  
The company's offer is aimed at business clients and involves the comprehensive organisation of all types of MICE-related events in Poland. The offer in question includes noteworthy incentive programmes and ideas for team-buildings trips. Liberty Incentive & Congresses Poland also implements conferences and congresses.  
[www.liberty-incentive.net](http://www.liberty-incentive.net)

## Maestro Meetings & Incentives F385



**Dariusz Aktonowicz, president**  
The company handles the organisation of all kinds of business events both in Poland and abroad. Targeted at corporate clients, its offer includes both conferences and congresses, as well as ceremonious special

unlimited space  
for your ideas

The largest hotel convention centre in Katowice featuring 12 conference rooms with a total area of 1350m<sup>2</sup>. In addition 203 comfortable rooms and suites, a bar, restaurant, fitness room and parking.



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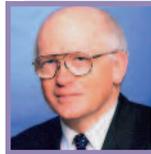
occasion parties, open-air picnics and outgoing company events connected with themed evenings and integration sessions held outdoors.  
[www.maestro.travel.pl](http://www.maestro.travel.pl)

#### Mazurkas Travel G360



**Małgorzata Dobroszczyk**, senior project manager meetings & incentives  
 The company offers comprehensive services for conferences, events and incentive projects in Poland. It specialises in developing unique scenarios for the discussed events, including finding intriguing meeting sites and original forms of accommodation, transportation and catering. Mazurkas Travel is present on the market since 1990.  
[www.mazurkas-dmc-poland.pl](http://www.mazurkas-dmc-poland.pl)

#### Mazurkas Travel – Euroomic Poland F700



**Andrzej Hulewicz**, vice president  
 Euroomic associates companies providing services for business clients (DMC) in particular European countries and in the Mediterranean Sea basin.

Mazurkas Travel is the Polish member of the organisation.  
[www.euromic.com](http://www.euromic.com)

#### Meetings Poland G402



**Sławomir Wróblewski**, president  
 The firm specialises in organising and servicing business events and in consultancy in the field of marketing and promotion of companies operating on the conference market. Also the organiser of the Meetings Poland Expo trade fair and the publisher of the Catalogue of Conference Venues and Services "Meetingspoland.pl".  
[www.meetingspoland.pl](http://www.meetingspoland.pl)

#### Poznan Congress Center / Poznan International Fair F382



**Sabrina Żymierska**, director  
 PIF is one of the leaders of the Polish trade fair industry. The Centre, located within it, offers 81 fully-outfitted conference rooms, with the largest boasting the capacity of as many as 12 000 participants. Besides hiring and servicing conference rooms, the offer of PCC also includes running a congress bureau, a press centre, transportation and accommodation.  
[www.mtp.pl](http://www.mtp.pl)

#### Poznan Convention Bureau F382

**Katarzyna Parysek**, director  
 Acting as a go-to institution for everyone interested in holding a conference, a congress or a business meeting in



Poznań, the Bureau passes on contact information about companies providing services for any of the above

types of events. A professional advisor and consultant in the field of MICE services available in the region, the Poznan Convention Bureau also supports initiatives aimed at promoting the city as the centre of business and conference tourism in Poland.  
[www.poznan.pl](http://www.poznan.pl)

#### Starwood Hotels in Poland G360



**Natascha Mauthner**, director of sales & marketing

The chain offers the organisation of corporate events, conferences, congresses and events in its hotels located in attractive destinations throughout Poland. The professional staff, modern equipment and comfortably outfitted rooms meet the expectations of even the most demanding MICE buyers. Starwood Hotels & Resorts Polska has venues in Warsaw, Poznań, Sopot, Cracow and in the Masurian Lake District - each suitable for holding a meeting for more than 1 000 participants.  
[www.starwoodhotels.com](http://www.starwoodhotels.com)

#### Grupa Trip G360



**Małgorzata Fijał**, corporate event manager  
 Grupa Trip specialises in the professional development and services for

conferences, congresses, symposia and business meetings. It also offers agency services in booking hotels and conference and exhibition rooms in Poland and abroad, as well as buying airline and coach tickets. Moreover, Trip's offer includes arranging integration events and concerts. Finally, Grupa Trip is the owner of three hotels in Zakopane and one in Central Poland.  
[www.trip.pl](http://www.trip.pl)

#### Vienna International Hotels & Resorts G560



**Katarzyna Niezgoda**, director of sales cluster Poland

The group's six hotels in Poland have a total of nearly 1 500 rooms and more than 5 000 sq m of conference space. Each offers high-standard services and professional development of all types of business events, such as conferences, congresses, integration meetings and

events. The Vienna International hotels are located in Warsaw, Katowice, Łódź, Cracow and Międzyzdroje. [www.vi-hotels.com](http://www.vi-hotels.com)

#### Vistula University G620



**Krzysztof Celuch**, vice-dean for the Inter-Relations, Sociology, Tourism and Recreation Faculty

Well-trained in the basics of economy and international economic policies, the University's graduates are highly qualified for business positions. In the course of studies, they gain theoretical knowledge and practical skills necessary to single-handedly solve the issues they may face in daily work. The Vistula University academic staff includes more than 400 lecturers, all specialists in their fields.  
[www.vistula.edu.pl](http://www.vistula.edu.pl)

#### MICE Poland G360



**Magdalena Kondas**, editor MICE Poland  
 Poland's only magazine to cover the MICE industry. The subject matter is discussed both from the view of clients and organisers. The publication also presents trends and reports concerning the global meetings market.  
[www.micepoland.com.pl](http://www.micepoland.com.pl)

#### Warsaw Congress Center G360



**Ryszard Raczynski**, events and marketing main specialist  
 The Centre is located in the Palace of Culture and Science, Warsaw's tallest building, which

includes more than 40 conference rooms of all sizes, with a capacity from 80 to 100 meeting participants. The largest, famed Congress Hall has at its disposal as many as 2 880 seats. All the Palace's rooms put together have a total capacity of about 4 500 guests. Each year, it holds a few dozen conferences, training meetings and events.  
[www.pkin.pl](http://www.pkin.pl)

#### Warsaw Convention Bureau G360



**Magdalena Holowinska**, marketing specialist

WCB is the first-contact organisation for everyone planning to hold their business meetings in Warsaw and interested in learning more about the capital's conference-hotel infrastructure. Its tasks also include the city's domestic and international promotion and advertising its opportunities for business tourists.  
[www.warsawconvention.pl](http://www.warsawconvention.pl)

#### Warsaw Marriott Hotel C520



**Renata Tylka**, director of group sales

Located in the exact centre of Warsaw, across the street from the central railway station, the hotel offers 523 rooms, 95 suites and a top-floor luxury presidential suite. A sauna, a swimming pool, restaurants and nine bars are also at the disposal of the hotel guests. The two top floors of the building feature the Panorama Club café with one of the tallest all-accessible views of the entire capital.  
[www.marriott.com](http://www.marriott.com)

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POLAND and Liberty Incentives & Congresses is expecting you

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[lidia@libertypoland.pl](mailto:lidia@libertypoland.pl), [www.liberty-incentive.net](http://www.liberty-incentive.net)

## Poland at IMEX'11

### >> Happy hours – G360 – 24 and 25 May – 5.00pm

Traditionally, the Polish national stand will be holding the so-called happy hours, offering our guests the chance to take part in a lottery and enjoy food and drinks. The Smooth Jazz Trio will render their time at the stand even more pleasant.

### >> Press conference – room Symmetry 3 – 25 May – 4.00pm

The conference's purpose is to present Poland as an attractive destination for business and corporate tourists.

# SOPOT

## THE POLISH CONFERENCE CENTRE

Sopot is more than simply one of the most beautiful cities in Poland. It is also an ideal venue for business meetings, symposiums, and conferences.



Sopot has more than 60 premises on offer to choose from. Their sizes range from the largest indoor space capable of seating 15 thousand at the Multifunctional Sports and Performance Hall, through the newly opened Sheraton Conference Center with its 11 rooms including a hall for 650 participants, down to rooms ideal for several people. The conference venue base is well matched with high standard hotel, spa, recreation, and sport facilities. Over 200 pubs, clubs, and restaurants complement the unique offer perfectly.

[conference@sopot.pl](mailto:conference@sopot.pl)

Sopot, new perspectives.

[www.sopot.pl](http://www.sopot.pl)



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[www.poland-convention.pl](http://www.poland-convention.pl)

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