



The legend of Polagra returns

Soon almost the entire market area in Poznań will be filled by the latest modern machinery. Exhibitors are preparing for the Polagra-Premiery International Fair of Agricultural Mechanization (16-19 February 2012), during which more than 200 market premieres will be presented, which will be available to visitors only at the trade fair in Hanover. It promises to be the legendary Polagra's real return.

POLAGRA-PREMIERY is prestige, modernity and a great meeting venue of the Polish agricultural sector – that's how the trade fair is rated by exhibitors participating in the largest indoor exhibition of agricultural machinery in Poland. During the previous Polagra-Premiery edition more than 42,000 people got to know the offer of nearly 300 exhibitors and companies. The upcoming trade fair will also not disappoint farmers longing for market news. For four days visitors will have an opportunity to watch over 2000 models of machines and equipment. The exhibition is to take up 13 exhibition pavilions, and nearly 30% companies more than in 2010 from Austria, Denmark, Spain, Holland, German, Poland, Slovenia, Ukraine, Great Britain, Hungary and Italy will present their products. During the trade fair, for the first time in Poland, the world's new products from the agriculture for the upcoming season will be demonstrated. This will be the largest indoor industry exhibition in the country. The exhibition will be enriched by special industry events: Rapeseed Manufacturers Forum, Grain and Maize Manufacturers Forum, Energy Plant Forum, or national conference – "The importance and future of large agricultural leases in Poland", organized by the Association of Leaseholders and Agricultural Owners in Poland.

Changes in exhibition

The distribution of the exhibition will be modified – Polish pavilions will be separated (pavilions 7, 7A, 8 and 8A). Domestic agricultural machinery manufacturers will be there. Additionally, Champions Zones will be organized in pavilions 3 and 5 and in Aleja Lipowa (near Pavilion 7A). Those zones will be specially prepared stands, in which, during the trade fair, information about Gold Medal winners will be presented and votes of trade fair guests for the "Consumers' Choice" will be collected. The winner will be granted the "Gold Medal 2012 – Consumers' Choice" Audience Award.

New Gold Medal

Companies taking part in the fair will benefit from a new, revised formula for awarding Gold Medal of the PIF, which is based on identifying the winners as early as one month before the fair. Thus, the winners will take the advantage of promotion in the media, in newsletters for professionals, as well as online on the dedicated Gold Medal website and at www.polagra-premiery.pl.

A wide promotional campaign of the winners is being planned also during and after the fair. Along with a medal each awarded company will receive: a medallist package, a guarantee of product exposure in the "Champions Zone" and they will take part in the "Gold Medal – Consumers Choice 2012" competition. More at www.polagra-premiery.pl

USEFUL INFORMATION:

Date: POLAGRA-PREMIERY International Fair of Agricultural Mechanization
16-19.02.2012

Location: Międzynarodowe Targi Poznańskie sp. z o.o.
ul. Głogowska 14, 60-734 Poznań
Pavilions: 3, 3A, 4, 5, 6, 6A, 7, 7A, 8, 8A, 9, 11, 12
Entrances open to the exhibition area

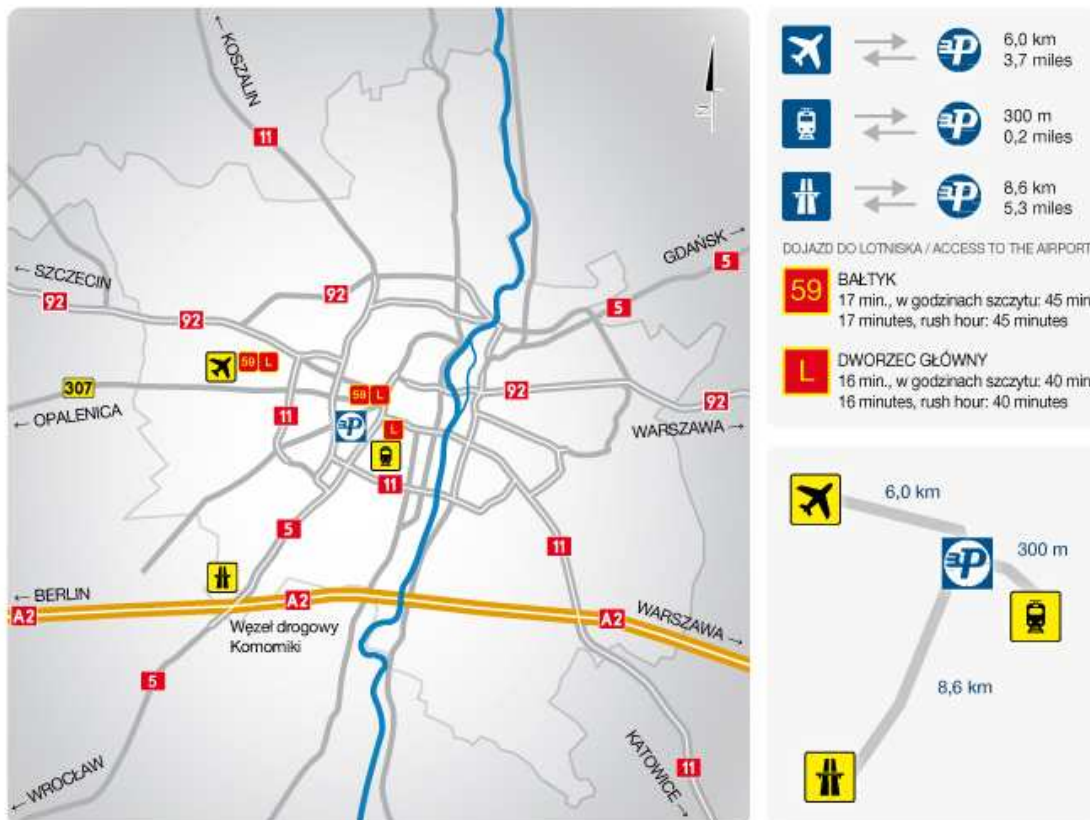
- East entrance – ul. Głogowska
- North entrance – ul. Bukowska
- West entrance – ul. Śniadeckich

Opening hours for visitors: 09:00 AM– 5:00PM

Getting to the trade fair:

▪ By car

Important international routes cross in Poznań: E-30 – Berlin-Warsaw-Moscow and E-261 – Gdańsk-Wrocław-Prague (from 1 Dec. 2011 visitors will be able to reach Poznań by A2 motorway)



▪ By plane

Poznań Ławica airport has currently connections with nearly 20 European cities: Barcelona, Bristol, Cork, Dortmund, Doncaster, Dublin, Edinburgh, Frankfurt am Main, Glasgow, Copenhagen, London, Liverpool, Milan, Munich, Oslo, Rome, Stockholm. Poznań also operates Warsaw and Krakow connections. For more information see the airport website: <http://www.airport-poznan.com.pl/pl/>

Bus connections to the airport:

Express bus route "L" operating between the Railway station – Ławica Airport

Route 59 operates Bałtyk (Kaponiera Roundabout) – Ławica Airport

Route 48 operates Bałtyk (Kaponiera Roundabout) – Ławica Airport (Wyszęborska bus stop)

Night route 242 operates Railway station – Ławica Airport

The trade fair grounds and the train station are near the Bałtyk bus stop.

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Regon 004870933

Sąd Rejonowy Poznań – Nowe Miasto i Wilda w Poznaniu, Wydział VIII Krajowego Rejestru Sądowego, numer KRS 0000202703
Poznań District Court (Nowe Miasto & Wilda), 8th Division of the National Court Register, registered number KRS 0000202703
NIP / Taxpayer Identification Number 777-00-00-488, Kapitał Zakładowy/ Initial capital: 42 310 200,00 PLN

MTP należą do: / PIF is a member of:

