

targi VITREL



Another VITREL International Glass, Ceramics, Kitchenware And Home Decor Trade Fair – Zakopane 2019 – took place on 25–27 September. It was this year’s second edition of the sector’s biggest and most popular trade exhibition in Poland

For the last 17 years the Vitrel Trade Fair held in Zakopane has gathered not only numerous exhibitors – domestic as well as foreign manufacturers, distributors and importers of glassware, ceramics, home decor accessories, garden and terrace decorations and kitchenware – but also buyers: representatives of retail chains in addition to large numbers of owners and representatives of specialist wholesale outlets, shopping malls and retail outlets from Poland and other countries.

Approximately 160 Polish and foreign exhibitors participated in the event. Unfortunately, as it has been the case for each of the past 17 years, many companies willing to take part were not able to display their products due to the fact that all the available exhibition space of over 2000 square metres had already been taken up. The exhibitors presented new design trends and a wide, extremely varied range of merchandise – from value-for-money items to luxury products under renowned Polish and other European brands offering a mixture of contemporary design and the best possible quality. As usual, the autumn edition of the Vitrel Trade Fair saw a stunning choice of Christmas-themed articles placed on display, ranging from beautifully-decorated porcelainware, glassware, candles and tablecloths to artificial Christmas trees, hand-decorated Christ-



mas baubles and a variety of Christmas ornaments.

The participants of the Vitrel Trade Fair value the exhibition for its unique formula, less and less commonly employed by other trade fair organisers, which guarantees that our trade show time and again proves to be the best possible opportunity to establish and maintain direct business contacts as well as entering into many highly satisfying contracts. Our trade exhibition has been consistently expanding and attracting new domestic and foreign exhibitors and buyers each subsequent season, thus providing an invaluable opportunity to establish new business relationships at each of its editions.

This year’s foreign exhibitors included companies from the Czech Republic, Ger-



many and Holland which have participated in our event for a number of years as well as businesses from Hungary (Aryca), Belarus (Gala and Berossi) and Ukraine (Bio) which presented their merchandise at the Vitrel trade fair for the very first time. Vitrel’s regular Polish exhibitors were joined this time by many companies from Poland which had not taken part in the event before, including: Asa, Atra-Bugatti, Basketline, Chic Home, Comtel Group, Emalia Forte & Belis, Husla, Jakpol, Kadar, Kaldera, MJM, Roy and others.

Next year’s spring edition of the Vitrel trade fair is going to take place once again in a location near Warsaw – at the MCC Mazurkas Conference Centre and Hotel in Ożarów Mazowiecki – on 12–15 May 2020 for the exhibitors and on 13–14 May 2020 for the visitors.

For more information visit our website: <http://www.vitrel.com.pl/targi/#> and our Facebook page: <https://m.facebook.com/TargiVitrel/>