

Poland already has all the conditions for the strong development of the exhibition industry: top-level hotels, a large number of conference and exhibition venues, good transportation facilities and the support of various professional conference organizations, DMC and the Polish Conference Bureau, all of which ensure the successful holding of the conference activities. In the ICCA (International Conference and Conference Association) national rankings released in 2020, Poland ranks 19th in the world. It is the only country in Central and Eastern Europe that has entered the top 20 of the list. It is undoubtedly the first choice for MICE tourism destinations in the region.

Known as the "engine of the European economy", Poland has been leading Europe in GDP growth in the past 30 years, and foreign investment has continued to grow at a high level. According to the World Bank's "Doing Business 2020 Report", Poland's business environment ranks 40th in the world, ranking first among Central and Eastern European countries. Last year, Poland ranked the highest in the number of foreign direct investment in Central and Eastern Europe, and ranked seventh in Europe. Although the economic regression is inevitable during the new crown epidemic, in the long run, experts expect that the Polish economy will basically not suffer losses. The European Commission predicts that Poland's economic recession will be only 4.6% in 2020, which will make Poland the country with the smallest economic recession in the European Union.

Poland and China have established a comprehensive strategic partnership, and the economic, trade and tourism exchanges between the two countries have continued to rise in recent years. As an important country and transportation hub along the "Belt and Road", Poland is the largest and most economically developed country among the 16 countries in Central and Eastern Europe. There are currently about 1,000 Chinese-funded companies in Poland, including Guangxi Liugong Group, TCL Group, Huawei, Bank of China, and Industrial and Commercial Bank of China. Chinese companies are increasing year by year, and the number of business tourists from China is also rising rapidly. Take Poland's famous Kielce International Exhibition as an example. In 2017, there were 57 Chinese exhibitors. In 2018, the number of exhibitors increased to 142, and in 2019 it increased to 286.

Poland is located in the heart of Europe. The capital Warsaw can fly directly to 256 destinations in the world, making Warsaw a super-regional aviation hub. Currently there are two direct flights between Poland and China (Beijing-Warsaw), the flight time is about 9 hours. Major cities in Poland, such as Krakow, Gdansk, Wroclaw and Poznan, are all connected by international air routes. In addition, Poland has set up 15 visa centers in China, greatly facilitating visa applications for tourists and attracting more and more Chinese guests to visit Poland.

A Glimpse at the Event City-Warsaw

Warsaw is increasingly becoming the hub of the conference industry in Central and Eastern Europe. It has a large-scale convention and exhibition infrastructure, and its competitiveness also relies on unique historical and cultural attractions (Warsaw's Old Town is included in the World Heritage List) and an efficient and environmentally friendly public transportation

system. Warsaw ranks 34th in the ICCA city rankings in 2020, the first place in Poland. The city hosts 25,000 business events every year, accounting for about 45% of the Polish conventions and awards market. There are 91 important venues for conferences and events, 31 hotels can host large-scale conferences, and 41 other types of venues: museums, theaters, and university conferences. room.

Warsaw has a large number of four- and five-star hotels with more than 16,000 beds, which is a huge asset and advantage of the city. Most high-end hotels are concentrated in the city center. Many international hotel chains including Accor, Hilton, InterContinental, Marriott and Starwood, as well as many local hotel groups are located in Warsaw. It is worth mentioning that Polish hotels are well-known in Europe for their super cost-effectiveness. Taking Warsaw as an example, the average off-season price of accommodation in 5-star hotels is about RMB 800.

The Palace of Science and Culture is a landmark building in the center of Warsaw. It is called "Stalin's Gift". It was built in the 1950s and has a height of 230 meters. It is currently the tallest building in Poland. The Palace of Science and Culture is also a center for holding various business and cultural activities, from 150 square meters to 1200 square meters hall, which can accommodate meetings and events from 50 to 4000 people. The tour route includes the underground labyrinth, the banquet hall, the comprehensive conference hall, and the backstage-Brezhnev's lounge. From the viewing platform on the 30th floor, you can overlook the unique panoramic view of Warsaw.

The PGE National Stadium, which can accommodate 58,000 people, is the largest and most modern stadium in Poland and the venue for the 2012 European Cup. On this field, fans have witnessed many fantastic goals made by stars such as Lewandowski. The stadium's conference center provides well-equipped conference rooms that can hold a variety of conferences at the same time. The excellent location in the city center and the Vistula River makes the PGE Stadium one of the most important commercial venues in Poland and Europe.

A Glimpse at the Event City-Krakow

Krakow is the capital of Lesser Poland Province. It was once the historical capital and the seat of the royal palace. Now it is the most popular tourist destination in Poland, and it has fully preserved the elegance of the ancient city during the Renaissance. The old city has been inscribed on the World Heritage List for more than 40 years, I believe you will fall in love with it at first sight.

On the map of the European conference industry, Krakow is becoming an increasingly recognized brand. The UNESCO World Heritage Conference was held at the ICE Conference Center in Krakow, demonstrating that Krakow is capable of hosting world-class conferences and events.

Krakow is the second largest city in Poland and the center of knowledge, education and culture. The science and technology industry is extremely developed. Known as the Silicon

Valley of Poland, it has a good image and huge development potential. In 2019, Krakow hosted 8,400 business meetings, including 1,800 international events. Krakow and its Lesser Poland Province have more than 300 conference facilities, 62 4-star and 5-star hotels, and more than 5,000 beds.

In Krakow, the past and the present are in harmony, and the rich arts, culture and business scenes are innovative and complementary and continue to develop. There are not only modern conference venues such as hotels, exhibition centers and museums, but also unique event venues represented by the Wieliczka Salt Mine.

A small town more than ten kilometers away from Krakow, there is the Wieliczka Salt Mine. It is a treasure of the Polish nation and the oldest rich salt mine in Europe. It was included in the United Nations World Cultural Heritage List in 1978. Ancient Salt Mine Museum, for tourists to visit. Wieliczka Salt Mine is not only a famous tourist attraction, but also a unique venue for organizing business activities. The salt mine has meeting rooms and banquet halls ranging from 58 to 680 square meters, equipped with the most advanced equipment, suitable for various types of meetings, training, banquets and corporate events, and can hold large-scale business meetings for 700 people. There is a restaurant in the salt mine, which can provide high-quality catering services. The most amazing thing is that there is also a recuperation center in the mine, which has an effect on human physiology through microclimate, which can treat respiratory diseases, especially asthma and allergic diseases. There are many scenic spots in the mine, and guests can be organized to visit tourist routes or miners' routes, or take a boat to explore the underground salt lake.

A Glimpse at the Event City-Poznan

Located in the heart of Warsaw and Berlin, Poznan is a vibrant city and the birthplace of the Polish state. Poland's first ruler, Boleslaw I, made Poznan the first capital of Poland and made Christianity the state religion in 966. Poznan is also the most important exhibition capital in Poland.

In recent years, with the support of the Poznan Convention Bureau, many events have been held, confirming the city's growing position in the business tourism market: the 24th World Political Science Congress in 2016 (3000 people), the 2016 World Dental Congress (16,000 people), and the 2019 Western Balkan Summit (1,000 people).

The success of Poznan is mainly due to the Poznan Exhibition and Convention Center, which can organize large-scale conferences and events. Its facilities provide 16,000 square meters of conference, exhibition and open space, as well as a concert hall that can accommodate 2,000 people. The conference center is located on the grounds of the Poznan International Fair, close to the airport, hotels and many gourmet restaurants in the old town.

Poznan International Exhibition is the most influential international exhibition in Central and Eastern Europe, with nearly a hundred years of industry history. It hosts 72 exhibitions every year, attracting more than 11,000 exhibitors and one million visitors, covering the entire

Central and Eastern European market. The Poznan International Exhibition Center has 16 exhibition halls with a total of 110,000 square meters. Many exhibitions held here every year have a high degree of attention. The largest exhibitions in Central and Eastern Europe include: BUDMA building materials exhibition, ITM POLSKA industrial fair, GARDENIA gardening exhibition, MEBLE POLSKA furniture exhibition, Polagra Premiery indoor agricultural machinery exhibition, POLAGRA food and Food processing exhibition and so on. Chinese companies are paying more and more attention to the Polish market. In 2017, 86 Chinese companies participated in the Poznan International Exhibition Center, in 2018 (big year, large exhibitions held every two years), there were 230 companies, and in 2019 (small year) there were 177 companies.

In addition, there are many innovative conference venues to choose from in the center of Poznan. The elegant "White Hall" is located in the quaint Bazaar Hotel and is one of the most beautiful banquet halls in Poland. The Concordia Design building is a post-modern industrial style event space, formerly a printing house. Młyńska 12 is a conference venue converted from low-rent apartments at the end of the 19th century with a unique atmosphere. All conference venues are only a few steps away from the Old City Market Square and the hotel.

Measures to support the recovery of the exhibition industry under the epidemic:

Conference organizers in Poland are eagerly looking forward to resuming offline activities and have high expectations for providing venues for customers. In order to promote the recovery of the exhibition industry, the Polish Tourism Organisation and the Polish General Administration of Epidemic Prevention are working together to implement the "Accommodation and Exhibition Facilities Safety Certificate" in Poland to ensure that certified meeting venues, hotels, restaurants and tourist attractions are highly hygienic and safe.

During the epidemic, in order to facilitate the industry to understand Poland, the "Polish MICE Tourism Online Investigation" project was launched last year. It contains information on conference venues and major attractions in 9 cities. The official website www.pot.gov.pl/en/online-site-inspection.

In the process of recovery from the epidemic, flexibility in meeting activities and risk management are very important. In response to this demand, the Warsaw Tourism Bureau has specially introduced the following measures: a flexible cancellation policy, free cancellation 60 days in advance at designated conference venues or hotels in 2021; free on-site inspections for 1 or 2 people; Polish Airlines for the meeting. The targeted ticket policy provided by the award event.

波兰-中东欧会奖市场的领头羊

波兰已经拥有了会展行业强劲发展所应具备的所有条件：顶尖水准的酒店、大量的会议和展览场地、良好的交通设施及各种专业会议组织机构、DMC 和波兰会议局的支持，这些都确保了会议活动的成功举办。在 2020 年发布的 ICCA（国际大会及会议协会）国家排名中，波兰全球排名第 19 位，是中东欧地区唯一进入榜单前 20 的国家，无疑是该地区会奖旅游目的地的首选。

被誉为“欧洲经济的发动机”，近 30 年来波兰的 GDP 增速在欧洲一路领先，外国投资持续高位增长。根据世界银行《2020 年营商环境报告》，波兰的营商环境全球排名第 40 位，为中东欧国家之首。去年，波兰在中东欧地区的外国直接投资数量排名最高，在欧洲排名第七。尽管在新冠疫情期间经济倒退不可避免的，但从长远来看，专家预期波兰经济基本不会有损失。欧盟委员会预计，2020 年波兰的经济衰退只有 4.6%，这将使波兰成为欧盟经济衰退最小的国家。

波兰与中国建立了全面战略合作伙伴关系，近年来两国经贸与旅游交往持续攀升。作为“一带一路”沿线的重要国家和交通枢纽，波兰是中东欧 16 国中体量最大，经济最发达的国家。目前在波兰大约有 1000 家中资企业，包括广西柳工集团、TCL 集团、华为、中国银行和工商银行等，中国的企业逐年增加，而来自中国的公商务游客数量也正快速上升。以波兰著名的凯尔采国际展览会为例，2017 年有 57 家中国参展商，2018 年展商数量发展到 142 家，2019 年则增至 286 家。

波兰位于欧洲的心脏地带，首都华沙可直飞世界 256 个目的地，使得华沙成为超区域航空枢纽。目前波兰与中国有两条直飞航线（北京-华沙），航程约 9 小时。波兰的主要城市，如克拉科夫，格但斯克，弗罗茨瓦夫和波兹南均有国际航线联结。此外，波兰在华已设立 15 个签证中心，极大方便了游客的送签申请，吸引了愈来愈多中国客人探访波兰。

会奖城市掠影-华沙

华沙正日益成为中东欧地区会议行业的枢纽，拥有大规模的会展基础设施，其竞争力也依托于独特的历史和文化景点（华沙老城被列入世界遗产名录），以及高效环保的公共交通系统。华沙在 2020 年 ICCA 城市排名位列第 34 位，为波兰之首。该市每年举办 25000 项商务活动，约占波兰会奖市场的 45%，有 91 处举办会议和活动的重要场地，31 个酒店可以承办大型会议，41 处其他类型场地：博物馆，剧院，大学会议室。

华沙拥有大量的四星和五星级酒店，床位超过 16000 张，是这座城市的巨大资产和优势。大多数高端酒店集中于市中心，众多国际连锁酒店包括雅高、希尔顿、洲际、万豪和喜达屋，以及多家本土酒店集团都在华沙。**值得一提的是，波兰酒店以超高性价比享誉欧洲，以华沙为例，其 5 星级酒店住宿的淡季均价约为人民币 800 元。**

科学文化宫是华沙市中心的地标性建筑，被称为“斯大林的礼物”，它建成于 1950 年代，高度 230 米，是波兰目前最高的建筑。科学文化宫也是举办各种商务和文化活动的中心，从 150 平米到 1200 平米的大厅，可容纳从 50 人到 4000 人的会议和活动。参观路线包括地下迷宫，宴会厅，综合会议厅，以及后台-勃列日涅夫的休息室。在 30 层的观景台上可以俯瞰

独一无二的华沙全景。

可容纳 58000 人的 PGE 国家体育馆是波兰最大且最现代化的体育馆，2012 年欧洲杯的举办地。在这块场地上，球迷们见证了莱万多夫斯基等球星许多梦幻般的进球。体育场的会议中心提供设备齐全的会议室，可同时举办多种会议，位于市中心和维斯瓦河畔的出色地理位置，使 PGE 体育场成为波兰和欧洲最重要的商业场所之一。

会奖城市掠影-克拉科夫

克拉科夫是小波兰省的首府，曾经是历史上的首都和王宫所在地，如今是波兰最受青睐的旅游观光地，完整保存了文艺复兴时期的古城风华。老城被列入世界遗产名录超过 40 年，相信你会对它一见钟情。

在欧洲会议行业的版图上，克拉科夫正成为一个认知度越来越高的品牌。联合国教科文组织世界遗产大会在克拉科夫 ICE 会议中心举行，表明克拉科夫有能力举办世界水平的会议活动。

克拉科夫是波兰第二大城市，也是知识、教育和文化中心，科技行业极为发达，被称为波兰的硅谷，具有良好的形象和巨大的发展潜力。2019 年，克拉科夫共举办 8400 场商务会议，包括 1800 场国际活动。克拉科夫与其所在的小波兰省有 300 多处会议设施，62 家 4 星及 5 星级酒店，5000 多个床位。

在克拉科夫，过去和现在和谐共融，丰富的艺术、文化和商业场景创新互补，不断发展。这里既有酒店，展览中心和博物馆等现代化会场，也有以维利奇卡盐矿为代表的独一无二的活动场地。

距离克拉科夫十几公里的小镇，有着维利奇卡盐矿，是波兰国家的瑰宝，也是欧洲最古老的一座富盐矿，1978 年被列入联合国世界文化遗产名录，如今已开辟为古盐矿博物馆，供游人参观。维利奇卡盐矿不仅是著名的旅游景点，而且是组织商务活动的独特场地。盐矿内有从 58 到 680 平方米的会议室和宴会厅，配备最先进的设备，适合各种类型的会议、培训、宴会及公司活动，可举办 700 人的大型商务会议。盐矿有餐厅，可提供高品质的餐饮服务。最神奇的是，矿内还有疗养中心，通过微气候对人的生理机能产生作用，可以治疗呼吸系统疾病，特别是哮喘和过敏性疾病。矿中还有许多景点，可以组织客人参观旅游路线或矿工路线，或乘船探索地下盐湖。

会奖城市掠影-波兹南

波兹南位于华沙与柏林之间的心脏地带，是一座充满活力的城市，也是波兰国家的发源地。波兰第一位统治者，波列斯瓦夫一世，把波兹南作为波兰的第一个首都，并于 966 年把基督教定为国教。波兹南也是波兰最重要的会展之都。

近年来在波兹南会议局的支持下举办了诸多活动，证实了该市在商务旅游市场上日益强大的地位：2016 年第 24 届世界政治科学大会（3000 人）、2016 年世界牙科大会（16000 人），以及 2019 年西巴尔干首脑会议（1000 人）。

波兹南的成功之道，主要得益于波兹南会展中心，该中心能够组织大型会议和活动，其设施提供 16000 平方米会议、展览和开放空间，以及可容纳 2000 人的音乐厅。会议中心位于

波兹南国际展览会的场地上，靠近机场、酒店和许多老城区的美食餐厅。

波兹南国际展览会是中东欧最有影响力的国际展会，有近百年行业历史。每年主办展览会 72 场，吸引超过 11000 家参展企业、一百万观众，覆盖整个中东欧市场。波兹南国际展览中心有 16 个展厅，共计 11 万平米。每年在这里举办的众多展览会有极高关注度，在中东欧规模最大的展会包括：BUDMA 建材展，ITM POLSKA 工业博览会，GARDENIA 园艺展，MEBLE POLSKA 家具展，Polagra Premiery 室内农机展，POLAGRA 食品及食品加工展等等。中国企业对波兰市场的关注度与日俱增。2017 年有 86 家中国企业到波兹南国际展览中心参展，2018 年（大年，大型展会两年一届）有 230 家企业，2019 年（小年）有 177 家企业。

此外，在波兹南市中心还有很多新颖的会议场地可供选择。优雅的“白厅”位于古香古色的市集酒店（Bazaar Hotel）内，是波兰最美丽的宴会厅之一。Concordia Design 大楼是一个后现代工业风格的活动空间，前身为印刷厂。Młyńska 12 是由 19 世纪末廉租公寓改建的会议场地，氛围独特。所有会场距离老城市集广场和酒店仅有几步之遥。

疫情之下支持会展行业复苏的措施：

波兰的会议组织者热切期待恢复线下活动，并对为客户提供场地抱有很高的期望。为了推动会展行业复苏，波兰旅游局与波兰防疫总局通力合作，正在波兰推行“住宿和会展设施安全证书”，确保通过认证的会议场地、酒店、餐厅和旅游景点高度卫生安全。

疫情期间，为了方便业者了解波兰，“波兰会奖旅游线上考察”项目于去年上线，其中包含 9 个城市的会议场地、主要景点等信息，官网 www.pot.gov.pl/en/online-site-inspection。

在疫情恢复过程中，会议活动的灵活性和风险管理非常重要。针对这种需求，华沙旅游局特别推出了以下措施：灵活的取消政策，2021 年在指定的会议场地或酒店，可提前 60 天免费取消；提供 1 到 2 人的免费现场考察；波兰航空为会奖活动提供的针对性机票政策。