

TARGI KIELCE  
HACKATHON

*re*cover  
approved  
by nature



Małgorzata Róg-Giacosa





welcome!

“The act of taking the first step is what separates the winners from the losers”.

Brian Tracy



# TARGI KIELCE

32  
years on the  
market





# TARGI KIELCE

2nd biggest  
trade fair  
organiser in  
Central & Eastern  
Europe





# TARGI KIELCE

75 expos  
each year

~400  
conferences  
each year

Company events,  
concerts and  
other meetings...

our focus: B2B,  
business first!





# TARGI KIELCE

our focus: B2B,  
business first!



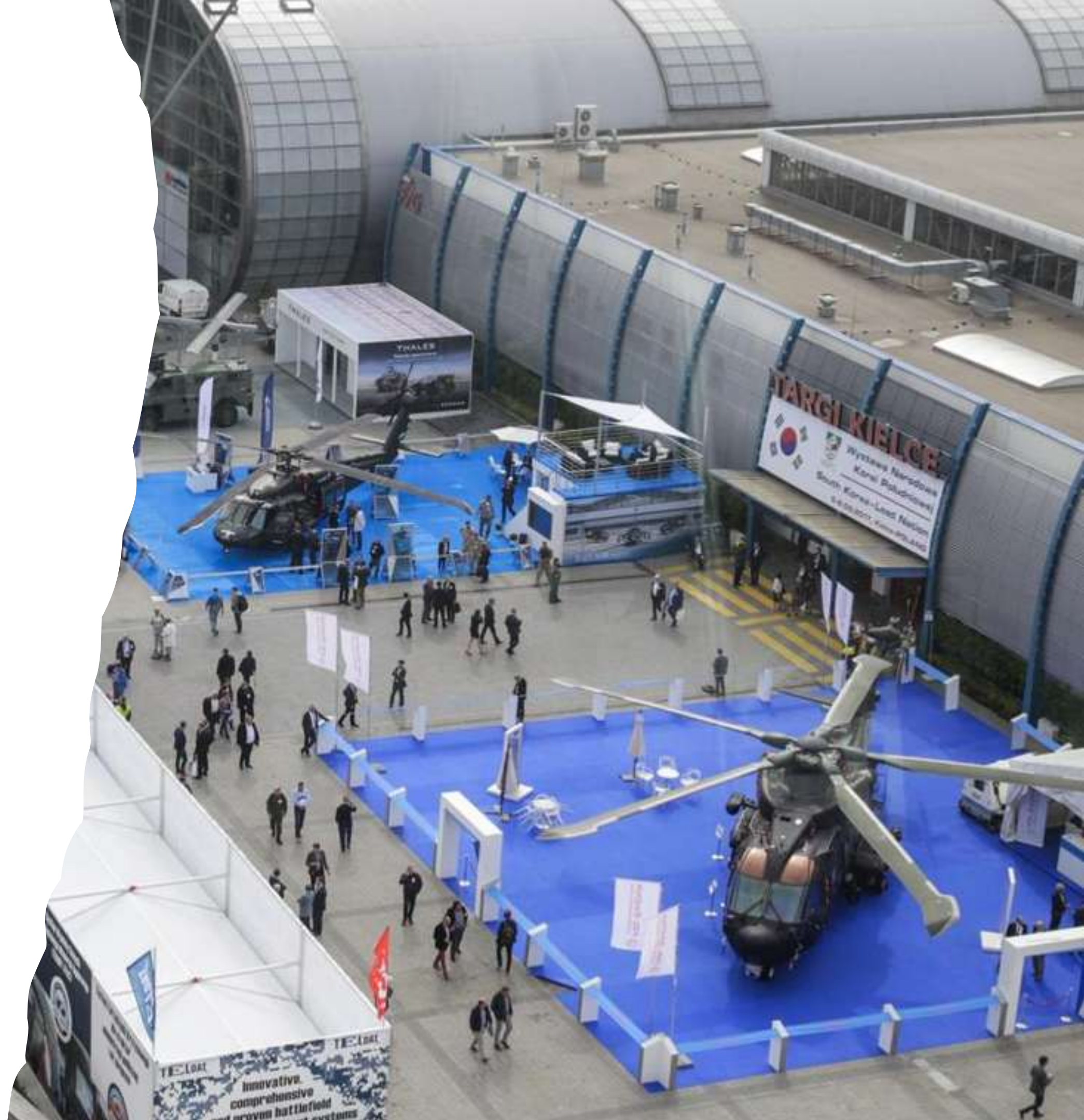


# MSPO

## International Defence Industry Exhibition

Europe's third-largest defense industry exhibition, ranked just after Paris' EUROSATORY and London's DSEI.

- 711 exhibitors from 36 countries
- 62 delegations from 46 countries
- 25 000 visitors





# PLASTPOL

## International Fair of Plastics and Rubber Processing

Poland's most important industry exhibition,  
one of Europe's leading expos in this sector.

- 600 exhibitors from 29 countries
- 15 000 professional visitors





# ENEX

## International Power Industry and Renewable Sources of Energy Fair

The most important meeting point of the  
industry in Poland - since over 25 years.

- 323 exhibitors from 15 countries
- 19 600 professional visitors





# EKOTECH

## Environmental Protection and Waste Management Expo

The biggest in Poland stage for premiere presentations of the most modern equipment and solutions targeted at the municipal industry.



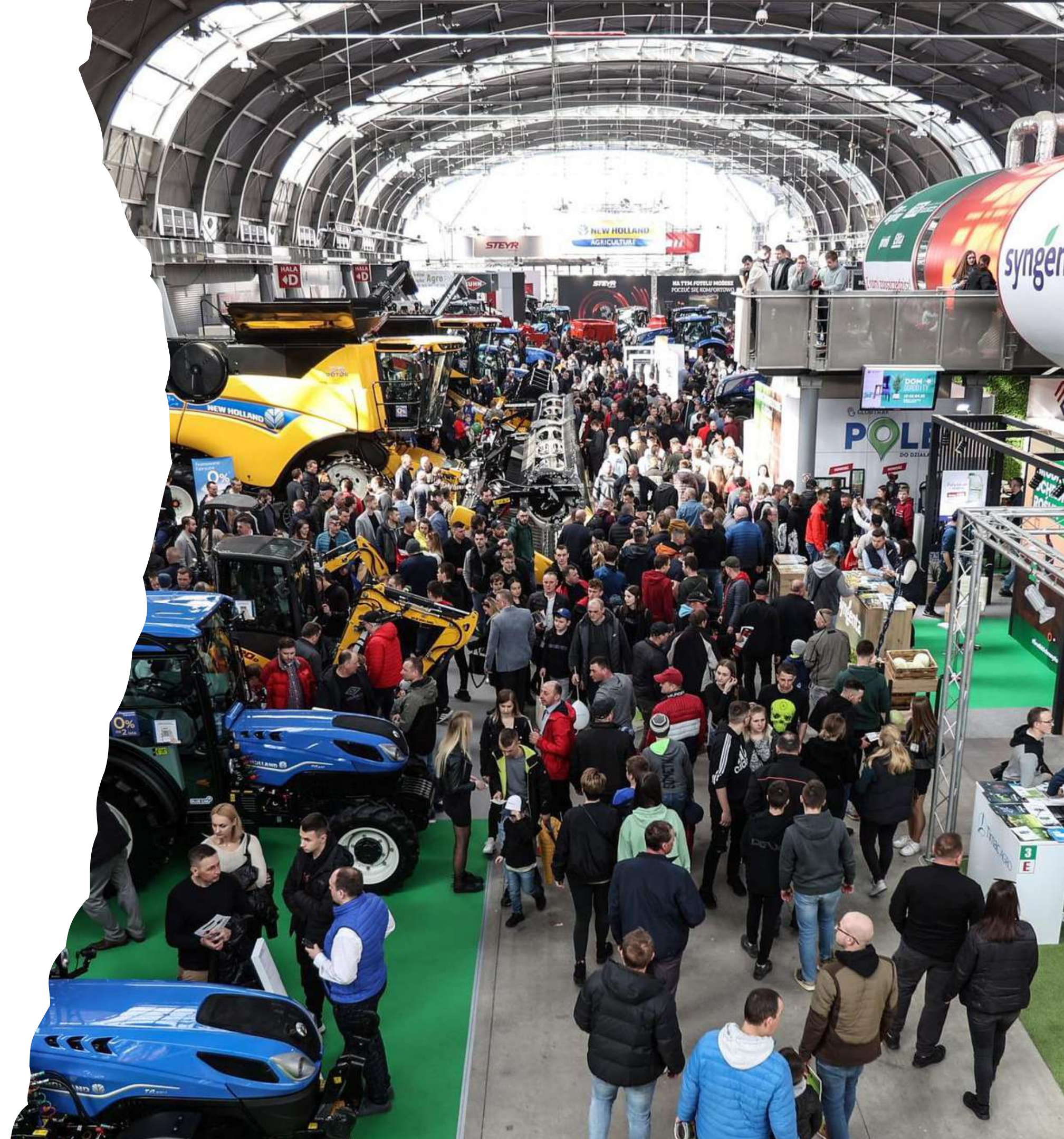


# AGROTECH

## International Fair of Agricultural Techniques

The largest expo in Poland organized in exhibition halls showcasing the latest developments for agriculture.

- 450 exhibitors from 15 countries
- 70 000 visitors





# TARGI KIELCE

Member of 44 exhibition industry organizations, industrial chambers and associations.







*“If people like you,  
they’ll listen to you,  
but if they trust you  
they’ll do business  
with you.”*

Zig Ziglar







# OUR MISSION:

Connecting people  
in business

- 3 924 exhibitors
- 220 000 visitors

Data from 2023





# Our Goal: Net Zero Carbon Events

Carbon neutral events is one of the main objectives of the event industry.





The challenge





**Targi Kielce**

exhibition & congress centre





# Challenge

The Targi Kielce Hackathon Challenge is to propose **eco-friendly solutions for floor coverings**.

These can be:

- **new products**
- or **technological solutions to rework currently used coverings** so they are more eco-friendly.





# What exactly are we are looking for:

## 1. Bio-circular innovation to replace polypropylene carpets used in exhibitions

This innovation should:

- Be done from renewable organic materials
- Be biodegradable or recyclable

Expected features:

- Optimal strength, slip resistance, and grip
- Easy and safe assembly and disassembly
- Lightweight design
- Modular solution (1m multiples acceptable)
- Repeatable and consistent colours (palette of about 12 colours)
- Fire protection properties
- Easy cleaning in an ecological way (dirt typical for office space)
- Reusability

The solution aims to be:

- Cost-effective (comparable or cheaper than current carpets)
- Aesthetically appealing





# What exactly are we are looking for:

**2. Recycling technologies for Targi Kielce's floor coverings, along with presenting possibilities for reuse within Targi Kielce or other companies.**



Ideas should be:

- Suitable for reuse or processing by Targi Kielce or other entities
- Related to used carpets, or their components
- Environmentally sustainable
- Economically effective



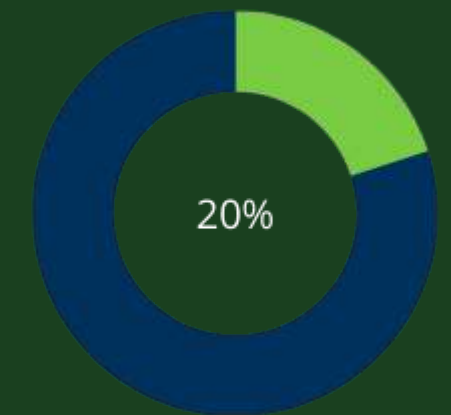


# Why is this challenge so important?

Targi Kielce's current carpets are non-ecological:

- Made of 100% polypropylene fiber, SBR rubber, glue, and PVAC.
  - + Use of double-sided adhesive tapes create additional waste.
  - + Necessity for floor cleaning after removal, requiring resources and chemicals.
- Most carpets are **for single use**, generating significant **waste after each 2-5 day event**.
- Approximately **250-270 containers of waste are sent to landfills yearly**, with 100,000 square meters of carpet ordered annually.

A small part (20%) is taken by exhibitors or reused, but ultimately constitutes waste





# Why is it worth taking part in Targi Kielce Hackathon?

Hackathon winners get the opportunity for a long-term partnership with Targi Kielce.

The potential market for the proposals is the **entire global exhibition industry!**

1,425

exhibition venues  
serve the industry  
around the world





# Why is it worth taking part in Targi Kielce Hackathon?

**Winners can exhibit for free at any Targi Kielce event in 2024-2025 with a modern trade fair stand.**

## **All final session participants can:**

- Develop a product with commercial potential with expert support
- Build new business and networking relationships with exhibition industry companies
- Increase team visibility and solution recognition







Thank you for your time  
& consideration!

Małgorzata Róg-Giacosa