



 **STŘÍBRNÉ  
VÁNOČNÍ  
DNY**

8<sup>th</sup> TRADE FAIR FOR GIFTS

# FINAL REPORT

**PVA**  
EXPO PRAGUE

[www.vanocnidny.cz](http://www.vanocnidny.cz)

**8–11 Dec 2016**

## TRADE FAIR FOR GIFTS

Term of the trade fair: **8–11 December 2016**

Venue: **PVA EXPO PRAHA**

Organizer: **ABF, a.s.**

Total number of exhibitors: **352**

Number of foreign exhibitors: **11**

Number of countries: **9** (Czech Republic, Italy, India, Israel, Hungary, Germany, Poland, Russia, Slovak Republic)

Net exhibition area: **3,445 m<sup>2</sup>**

Gross exhibition area: **8,000 m<sup>2</sup>**

Number of visitors: **30,236**

### Number of exhibitors

2014	373
2015	360
2016	352

### Net exhibition area (m<sup>2</sup>)

2014	3 397
2015	3 350
2016	3 445

### Number of visitors

2014	30 462
2015	31 071
2016	30 236



Go Further

Czech Ford is a proud titular partner of ABF a.s. and as such it has a possibility of presenting its cars at all large events on the PVA EXPO PRAGUE premises. We are very glad to use this privilege, because we have already verified that both visitors and exhibitors are interested very much in our models at individual trade fairs. For this reason we try to present, to both of these groups, especially our latest news suitable for business purposes, as well as private and family uses. They are moreover always full of modern technologies – and even there it is possible to see certain harmony with the agenda of the exhibitions held at the PVA EXPO PRAGUE Exhibition Centre. For this reason we consider partnership with ABF as an ideal symbiosis in which we would like to continue, of course.

Libor Beneš,  
Marketing Manager of FORD MOTOR COMPANY, s.r.o.

## INTRODUCTORY WORD

The already 8<sup>th</sup> Trade Fair for Gifts, Decorations and Household Goods was held at the PVA EXPO PRAGUE Exhibition Centre from 8 to 11 December 2016. Three halls of the Letňany Exhibition Centre with an exhibition area of 8,000 m<sup>2</sup> were used by 352 exhibitors from nine countries of the world, whose common goal was to create the right Christmas atmosphere for visitors and to offer them a wide range of gifts for their friends and relatives. The trade fair was visited by 30,236 visitors. In terms of its topic focus, the trade fair was enriched with 4 specialised sections – Fashion Zone, Czech Marketplace, Sports and Event Zone, and the news of the trade fair known as Christmas Feast.

Jindra Konečná  
Trade Fair Manager

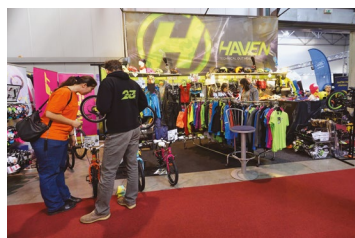
## CEREMONIAL OPENING OF THE TRADE FAIR

The already 8th edition of the **STŘÍBRNÉ VÁNOČNÍ DNY 2016** Trade Fair for Gifts, Decorations and Household Goods was ceremonially opened on Thursday, 8 December 2016. The opening ceremony took place with the Introductory Word and presence of **Ing. arch. Marie Wohlrabová**, Director of the Business Team of ABF, a.s., **Daniel Bartoš DiS.**, Director of the ABF Trade Fair Administration, and **Jindra Konečná**, Trade Fair Manager. The ceremonial opening was attended not only by representatives of the organising company **ABF, a.s.**, but also by **Daniel Lacek**, representative of the main partner of the accompanying programme of the trade fair and Director of the not-for-profit organisation "**Ulice dětem**". Representatives of specialised sections were invited to the stage as well - designer **Petr Jáchym** for the Fashion zone, creative artist **Světлана Žalmánková** for the Czech Marketplace, **Martin Koblasa** (Idea Gentlemen), for the Christmas Feast and **Barbora Surá** for the Creative World.



## THE EXHIBITORS INTRODUCE THEMSELVES

The success of the STŘÍBRNÉ VÁNOČNÍ DNY Trade Fair in 2016 was achieved again under the auspices of traditional firms from the number of leading Czech manufacturers and exclusive importers to the presentations of which the trade fair visitors look forward already every year, and it was also supported by such special sections as Fashion Zone, Czech Marketplace, Sports and Event Zone and by the news of the trade fair known as Christmas Feast.



## FASHION ZONE

50 independent fashion styling experts and designers of original creation of fashion, jewels and accessories offered their unique goods.



## CZECH MARKETPLACE

40 artisans and folk creativity authors prepared a manual production presentation of decorative and useful objects made of ceramics, glass, porcelain, wood, metal, plants, paper and textile.



## CHRISTMAS FEAST

The genuine Christmas atmosphere was completed by the innovation known as Christmas Feast, offering refreshment and various gourmet specialties. The REGIONAL FOOD brand offered foodstuffs of the best products originating from Czech production.



## ACCOMPANYING PROGRAMMES

### STAGE PERFORMANCES

Great ovations were received by the project known as **"We Help Children at Christmas"** merging, by way of an accompanying programme, three charity projects together - **Ulice dětem on Tour (Streets to Children)**, **Dejme šanci dětem (Let's Give Children a Chance)** and **Help to FOD Klokánek (Fund of Endangered Children)**. Dozens of young artists from these projects presented their talents through their dancing, singing as well as sports performances. VIP persons and entertaining programme of guests were not missing either – **Anička Hamanová, Marie Pojkarová, Karolína Stiborová and Radek Žalud**. Altogether 30 artistic groups, organisations and schools presented their performances.



### TREE OF FULFILLED WISHES

#### Ceremonial handover of gifts to children from the children's home "Klokánek"

An impressive experience was again the performance of children from the Klokánek FOD (Fund of Endangered Children) as a thanksgiving event for the gifts received from exhibitors, visitors and organiser of the trade fair, donated to them under their Tree of Fulfilled Wishes.



### CREATIVE WORKSHOPS

Creative workshops of many exhibitors offered both children and adult persons various possibilities of trying the painting of Christmas decorations, creation of their own Christmas decoration made of chocolate, as well as floristic ideas in preparation of Christmas decorations and many other creative skills. The **Creative world** company prepared not only creative activities in the Christmas Workshop, but also an educative Advent Paths involving all senses and looking for a treasure with a beautiful nymph.



## COMPETITIONS

### THE MOST BEAUTIFUL CHRISTMAS TREE

Decorated Christmas trees of the exhibitors prepared in both creative and traditional styles, which increased attractiveness of presented expositions, were exhibited all over the PVA EXPO PRAGUE Exhibition Centre. And just these Christmas trees competed in the competition of the participating companies for the most beautiful Christmas tree. The visitors were choosing from 16 trees registered for the competition. The winning firm received a voucher for 6 m<sup>2</sup> of the exhibition area at the STRÍBRNÉ VÁNOČNÍ DNY 2017 Trade Fair free of charge.

1<sup>st</sup> place – **GLASSOR**

2<sup>nd</sup> place – **CHRISTMAS DECORATIONS AND CHRISTMAS TREE ORNAMENTS of Ivana Jandová**

3<sup>rd</sup> place – **AUTRONIC**



### CHRISTMAS WISHES FOR CHILDREN FROM THE KLOKÁNEK CHILDREN'S HOME

The trade fair visitors could use their creativity and make Christmas wishes in the workshop entitled "Gift Packaging" under the leadership of Radka Křivánková and put them as their gifts under the TREE OF FULFILLED WISHES directly at the trade fair in order to please children from the Klokánek children's home.



### TABLE SET UP IN THE MOST BEAUTIFUL WAY

This competition was attended by gastronomic and gardening schools in cooperation with students and teachers. Students set up Christmas tables according to their fantasy or regional habits, and visitors chose the most beautiful one. The winning school received a PR article and an interview in the Časopis pro Kvalitní ŽIVOT magazine.

1<sup>st</sup> place – **První soukromá hotelová škola, spol. s r. o.** | table entitled "**Star Christmas**"



2<sup>nd</sup> place – **SOŠ a SOU Beroun – Hlinky** | table entitled "**Czech Christmas**"



3<sup>rd</sup> place – **SOU potravinářské Jílové u Prahy s.r.o.** | table entitled "**Magic Peace of Christmas**"



## MARKETING CAMPAIGN

The **STŘÍBRNÉ VÁNOČNÍ DNY Trade Fair** is a sales-presentation event intended especially for addressing end customers. The marketing campaign of the trade fair was focused just this way. All traditional marketing activities were used, in particular within the region of Prague and Central Bohemia. The campaign featuring a generous budget included a wide and diverse range of marketing tools. The large number of visitors as well as the high spending power confirmed the target-oriented campaign with the right focus.

**RADIO STATIONS:** ČRo Region, ČRo Regina, Rádio BLANÍK, Radio City, Oldies Radio, COUNTRY RADIO

**SPOTS:** Letňany Shopping Centre

**EVENTS:** Private view, accompanying programmes, competitions

**OUTDOOR:** Billboards in Prague, putting posters on trams in Prague, B1 frames at the Metro escalators

**INDOOR:** A1 frames, network of coat lockers, LCD spots and forex board in the Water World in Aquapalace, A1 frames in the Letňany Shopping Centre

**TV STATIONS:** Praha TV

**PRESS:**

**Journals and hobby magazines:**

Blesk pro ženy, Blesk Hobby, Katka, Paní domu, Naše krásná zahrada, Recepty prima nápadů, Doma DNES, Víkend, Revue 50 plus, Aquamagazín, 365 DNŮ V OC LETŇANY, Uniform Inzertní časopis, Nové proměny bydlení, Grand Princ Media, Golf, Krásná a Zdravá, Časopis pro Kvalitní život, Rozmarýna, Panel PLUS, PRAŽSKÝ EXPRESS, Pěkné bydlení, Zahrádkář, Domov, Chatař Chalupář, 90 dní v Praze, Meduňka

**Dailies, weeklies:** Deník, Deník.cz, Blesk.cz, Deník METRO, Letňanské listy, inzerce v nabídkovém letáku KAUFAND

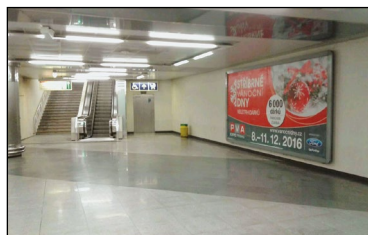
**DIRECT MAIL:** Targeted distribution of free invitation cards to the wide databases of the organiser and cooperating companies, distribution within the framework of partnership newsletters – Aquapalace, Aukro, e-NEWS Sphere; distribution of free entrance tickets to VIP events and conferences

**INTERNET:**

**Web I** Bydlení-interier.cz, BydleníNasBavi.cz, TrendyBydlení.cz, ForMe.cz, BeFresh.cz, HyperMedia.cz, HyperZbozi.cz, HyperInzerce.cz, HyperBydlení.cz, TopRecepty.cz, LetnanskeListy.cz, Uniform.cz, Femina.cz, Hafici.cz, Zenysro.cz, Kvalitni-život.cz, UtulnyDum.cz, Rodicum.cz, Medicin.cz, ExtraKrasa.cz, MaxStream.cz, ZaKulturou.cz, KudyZNudy.cz, Prekvapeni.kafe.cz, Eventaro.com, ChytreZeny.cz, RegionBook.com, JsmeKocky.cz, Rozhlas.cz, PrimaZena.cz, Kultura21.cz, KalendarAkci.cz, Gout.cz, Zena-in.cz, ReceptyPrimaNapadu.cz, Aukro.cz, Blog.aukro.cz, MagazinZena.cz, WomanAndStyle.cz, Stredocech.cz, DokonaleBydlení.cz, Bdl.cz, DumAByt.cz, EuroZpravy.cz, CeskyKutil.cz, Globe24.cz, Zena-in.cz, Faxmagazine.cz, ParlamentniListy.cz, MeziZenami.cz, AutoMotoFin.cz, PrahanaDani.cz, PrvniZpravy.cz, Oc-Letnany.cz, Sphere.cz, MojeMedunka.cz, KrasnaZdrava.cz, CasopisDomov.cz, PekneBydlení.cz, Chatar-chalupar.cz, RealityProZeny.cz, Republika.cz

**Facebook I** ABF Bydlení, HyperInzerce, HyperSlevy, Aukro, Naše Letňany, UtulnyDum.cz, rodicum.cz, Nové Proměny Bydlení, Sphere ČR, Aquapalace Praha, Obchodní centrum Letňany

**PPC I** Targeted online campaign within the framework of the Internet advertising area on Facebook, Google, Seznam



**A**

Adel Sibagatova - Colibri shop  
ADVENTURE CENTRUM  
AGB Consulting & Services  
- Ing. André Gabriel de Brito  
AGUAZUL s.r.o.  
Allassala Beauty s.r.o.  
Albi Česká republika a.s.  
Albixon, a.s.  
Alena DOLEŽALOVÁ - GATEX  
Alena Fedorová  
Alena Lukešová  
Alena Pavlíková ALA-FOX  
Alena Štaštná  
Aleš Kuchař  
Allivictus s.r.o.  
ALPA, a.s.  
Ampuro s.r.o.  
Amylon, a.s.  
Anna Anna  
APM SERVIS s.r.o.  
ARIATEX s.r.o.  
Aspen team s.r.o.  
Atelier Suzanne - Zuzana Gojňá  
a Eva Svobodová  
AUTRONIC, s.r.o.  
AXON CZECH a.s.

**B**

BADYN s.r.o.  
Bali Secret s.r.o.  
BDK Glass s.r.o.  
beauty „LILLE“, spol. s r.o.  
Bijoux Me s.r.o.  
BIOGENA CB spol. s r.o.  
Biokamin EU, s.r.o.  
BIZUTERIA GALINA KOWALSKA  
Blanka Veselá  
Bloomissimo, s.r.o. (Šmakujto.cz)  
BUBU s.r.o. - Tupperware  
Building Helper s.r.o.  
BUREŠ ART s.r.o.  
BV Import s.r.o.

**C**

Catherine Life a.s.  
CENTRUM BABYLON, a.s.  
Certus Mercatus s.r.o.  
Creative world s.r.o.  
CYAN Logistic s.r.o.

**Č**

České svičky s.r.o.  
ČESKÝ PORCELÁN a.s.

**D**

Dagmar Gutknechtová  
Dallmayr Vending & Office, k.s.  
Dana Storcoková  
- STUDIO KALEIDOSKOP  
DARES s.r.o.  
DARMEN s.r.o.  
David Berousek  
David Stanke  
David Smoldas  
Dedeman, s.r.o.  
Delfin travel s.r.o.  
DENOX - DOMÁCÍ POTREBY  
Dobeš fashion  
Dominik Peršl - StickerZoo

Dr. Popov s.r.o.

**E**

Edita Geistová  
EG capital s.r.o.  
ELLA FASHION  
- dětské společenské šaty  
Emilie Vítková  
ESC Eurospol a.s.  
EURO LEATHER  
EUROMEDIA GROUP k.s.  
Europa Auto imports s.r.o.  
EUROtest s.r.o.  
Eva Červená - Borse design  
Eva Filipová Malá  
Eva Skalníková

**F**

FABOS s.r.o.  
Finvel Group s.r.o.  
/ Petra Švarcová.ATELIER  
FJV catering s.r.o.  
FLOWER A & F s.r.o.  
FORD MOTOR COMPANY, s. r. o.  
FYTOPHARMA, a.s.

**G**

Gessler s.r.o.  
GLASSOR s.r.o.  
GOOD FOODS Market & Cafe, s.r.o.  
GRANÁT, družstvo umělecké výroby

**H**

Hana Šebková  
HANEL, spol. s r.o.  
Havlíkova přírodní apotéka s.r.o.  
HKSTAVIM s.r.o.  
Horáková Olga, JUDr., advokátka  
HY Coffee Point  
HYPERION s.r.o.

**CH**

CHAMELEON MÓDNÍ FANTAZIE  
CHG s.r.o.

**I**

Idea Gentlemen s.r.o.  
Ilona Mazzetti  
IN-spirace s.r.o.  
INDIANA s.r.o.  
Ing. Aneta Černohorská  
Ing. Jan Ryšánek  
Ing. Jaroslav Červinka FOR MERCO  
Ing. Jindřich ČERVENÝ  
- LÁTKY ČERVENÝ  
Ing. Marta Musilová, BA  
Ing. Pavla Vamborská  
Ing. Siblíková Radka  
Ing. Tereza Škřetlová  
Ivan Jurečka - i1co  
Ivana Fryčová  
Ivana Jandová - Vánoční ozdoby  
Ivana Knapová  
Ivana Sdíří  
Ivana Žďánská  
Iveta Kohoutková

**J**

J+M FALCON s.r.o.  
JAMIJA Business s.r.o.  
Jan Ingrisch - PAZZO PROSECCO  
Jan Salač  
Jana Burešová

Jana Holbová  
Jana Hůlová - KOMPOT  
Janský Jaroslav  
Jaroslav Šimůnek  
Jaroslava Fučíková  
JEES s.r.o.  
Jiří Hájek  
Jiří Hofer - kovovýroba  
Josef Rous

**K**

KAMELIE CZ, spol. s r.o.  
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Kateřina Pěkářková  
Kateřina Plecítá  
Kateřina Sekanová  
KERAMIKA DUB s.r.o.  
Kids Hero s.r.o.  
Klára Novotná  
KLOKÁNEK  
Kollage s.r.o.  
Kooki  
Kosmetika HB s.r.o.  
Krystýna Brožová  
KTC INTERNATIONAL a.s.  
(LITTLE JOE - auto vůně)  
KUDLARAINVEST spol. s r.o.  
Kulenović Sanda „MODASS“

**L**

L E D O C O M , spol. s r.o.  
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Lázně Františkovy Lázně a.s.  
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Lenka Turková - HEIKO WILD  
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Libuše Kapalová  
Lubomír Cholt  
Luboš Pohunek - TR FASHION  
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Lukáš Loukota  
LUKO, s.r.o.

**M**

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maxi BABY & MUM s.r.o.  
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Monika Prouzová  
MP TOBACCO s.r.o.  
Mykeny Group a.s.

**N**

Natalya Kutsepalova  
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NIVASAŽA, s.r.o.  
Noe s.r.o.

**O**

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Olga Bakrlíková  
Olivers group s.r.o.

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Qvinta Company s.r.o.

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Renáta Terková  
RENĚ HEJNA  
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RICO.CZ s.r.o.  
RICHARD KANTA-SKLOART  
RODAS Trade s.r.o.  
Roman Štěpánek  
Roman Zvěřina - CIK CAK  
RoseMed Holding s.r.o.  
RosenTrade a.s.  
ROUKLIN s.r.o.

Rudolf Kočka

**Ř**

Říha Vladimír - EVK

**S**

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SLAMI, s.r.o.  
SOLUTER s.r.o.  
Spolek rodičů a přátel zdravotně  
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Stanislav Vácha  
Stanislava Mattanelli  
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SUN CE Trading Prague s.r.o.  
SUN SKI SPORT s.r.o.  
Super-Lock s.r.o.  
Sušienkovo s.r.o.  
Světлана Žalmánková

**Š**

Šárka Petráňová

**T**

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BOULANGERIE  
TANATEX s.r.o.  
TINNTRADE s.r.o.  
TINY - CZ s.r.o.  
TITTIBHA  
TOBISE  
Tomasz Romanowski  
Tomáš Kasan  
TOMKA s.r.o.

**U**

Ulice dětem o.p.s.  
Umělecká výroba vitráží  
UNIQ COSMETICS Czech s.r.o.  
UNIVERSUM s.r.o.  
UOMO & DONNA s.r.o.

**V**

Václav Flachs  
Vavřínek Turčín  
Venuše Flachsová  
very good saucissons s.r.o.  
VIKI FRUIT s.r.o.  
Vína z Portugalska, Alpika s.r.o.  
Vojtěch Šperka  
VŘÍDLO, výrobní družstvo

**W**

Werso s.r.o.  
WM Profi s.r.o.

**Z**

Záchranné depozitum Beruška, z.s.  
Zdeněk Čítek  
Zdenka Machtová  
- ATELIER KORALKOVINY  
ZEPTEK INTERNATIONAL s.r.o.  
Zlatko Galjaš  
Zuzana HONSOVÁ



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WE INVITE YOU TO



# STŘÍBRNÉ VÁNOČNÍ DNY

8<sup>th</sup> TRADE FAIR FOR GIFTS

Organizer:



Beranových 667, Letňany, 199 00 Praha 9, CZ

[www.pvaexpo.cz](http://www.pvaexpo.cz)

# 7–10 Dec 2017