



CHRISTMAS FAIR

6th TRADE FAIR OF GIFTS

FINAL
REPORT

P V A
EXPO PRAHA

www.vanocnidny.cz

11 – 14, December 2014

STATISTICS OF TRADE FAIR :

Term of the event: **11 – 14, December 2014**

Place: **PVA EXPO PRAGUE**

Organiser: **ABF, a.s.**

Number of exhibitors total: **373**

Number of foreign exhibitors: : **38**

Number of represented countries: **6**
(Czech republic, Italy, India, Germany, Russia, Slovakia)

Net exhibition area (in m²): **3397 m²**

Gross exhibition area (in m²): **8000 m²**

Number of visitors: **30 462**

Number of exhibitors total

2012	261
2013	355
2014	373

Net exhibition area (in m²)

2012	2053
2013	3345
2014	3397

Number of visitors

2012	23078
2013	27693
2014	30462



INTRODUCTORY WORD

The sixth edition of the **STŘÍBRNÉ VÁNOČNÍ DNY 2014 – Christmas Trade Fair** confirmed the rising trend of the number of exhibitors and also the quality and popularity of this unique event held before Christmas in the Czech Republic, as it is possible to clearly see from satisfied references to the overall concepts and organisation of the trade fair, increase in the exhibition area and a 10% growth in the number of visitors in comparison with 2013.

The trade fair was attended by **373 firms and companies** presenting their products and services in three exhibition halls on the area of **8000 m²**. The success of the wide and high-quality offer of products and services was confirmed by the high purchasing power of **30,462 visitors**.

The event was positively enriched by such sections as **FASHION ZONE, CZECH MARKETPLACE, ORIENTAL MARKETS** and **GASTRO ZONE** with rising numbers of exhibitors and exhibition areas, extensive accompanying programme on the stage with performances of 23 groups, organisations and schools, and with competition for both visitors and exhibiting companies.

Jindra Konečná
Trade Fair Manager

CEREMONIAL OPENING OF THE TRADE FAIR

The already 6th edition of the Trade Fair for Gifts, Decorations and Household Goods known as **STŘÍBRNÉ VÁNOČNÍ DNY 2014** was commenced on Thursday, December 11, 2014. The private view took place with the Introductory Word and participation of **Tomáš Kotrč, Chief Executive Officer of ABF, a.s.**

The ceremonial opening was attended not only by representatives of the organising company **ABF**, but also by other VIP guests, including **Ms Padma Murthy**, representative of **the Federation of Indian Export Organisations**; **Ing. Radka Sibilíková** from the floristic firm “Květiny Babeta”, representative of Czech manufacturing firms; **Mr. Zbyněk Hanko**, partner of the **Fashion Zone** and **Mr. Daniel Lacek**, partner to the accompanying programme and Director of the not-for-profit organisation **Ulice dětem**.



THE EXHIBITORS INTRODUCE THEMSELVES

The success of the STŘÍBRNÉ VÁNOČNÍ DNY 2014 Trade Fair was achieved mainly thanks to traditional firms from the circles of leading Czech manufacturers and exclusive importers which the trade fair visitors look forward every year, and also thanks to special sections, known as Fashion Zone, Czech Marketplace, Oriental Markets and Gastro Zone. The Fashion Zone addressed the visitors already for the second time with the original production of 54 designers and creators of independent fashion, the Czech Marketplace offered manual creations and people's creativeness represented by 44 artisans, and among other ones, it was possible to see expositions of 25 exhibitors from India presenting their ethnically tuned original products from natural materials on the Oriental markets. The overall atmosphere was completed with the Gastro Zone with refreshments and various gastronomic specialties. The Klasa brand offered tasting sessions of the best products of the Czech origin.



FASHION ZONE

54 independent stylists and designers of original creation of fashion, jewels and accessories offered their unique goods.



CZECH MARKETPLACE

44 artisans and folk artists prepared handicraft show decorative and utilitarian items. They offered the decorative and useful goods of glass, ceramics and other materials which are not placed on the market by large chains but by honest small manufacturers.



PAVILION OF INDIA – ORIENTAL MARKETS

Altogether 22 companies from India presented their offers of various first-rate goods at affordable prices. Visitors could admire hand-made products, mostly from family-run firms, which offered products from natural materials, hand-woven carpets, wool products, silk, jewels and beads containing semi-precious stones, as well as precious jewels, ladies' fashion from India, pearls, fashion jewels, gift objects and decoration presents for your home.



ACCOMPANYING PROGRAMMES

STAGE PERFORMANCES

In Hall 5 on the main stage was organized program in collaboration with diverse non-profit organization STREET CHILDREN with performances of 23 artistic groups, organizations and schools. The auspices over the accompanying programme were provided also this year by Ulice dětem, public service company, which organised singing performances, street art and street sports, such as yoyo, BMX freestyle, or juggling. Visitors could admire songs sung by pupils of music classes of the Elementary School Švehlova from Prague 10, dancing performances of children from the Children's Home in Horní Počernice, performance of majorettes of TS Bohemia from Kolín, dancing and fencers' performance of children from the Children's Home in Prague 7 or the programme of the Christmas meeting of children from the Elementary Art School of Prague 9.



TREE OF FULFILLED WISHES

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

A pleasant tradition of this trade fair held before Christmas is the aid to those who need it most of all – to children who have lost their family. The children from the Klokánek FOD (Fund of Endangered Children) received gifts put under the TREE OF FULFILLED WISHES by exhibitors, visitors as well as organisers of the trade fair, together with decorations manufactured by their own hands and a Christmas surprise.

WORKSHOPS AND EDUCATION ZONE

For all small as well as adult visitors who wanted to test their handiness and creativity it was possible to enter prepared workshops where they could try painting of decorations and balloons, creations of flowers and other hand work. A presentation of an innovative method of teaching languages known as **Hocus & Lotus** was prepared as well.



RECORD FOR CREATION OF THE LARGEST PYRAMID OF CHRISTMAS GIFTS FOR CHARITY PURPOSES

Radka Křivánková, famous creative artist, arranger and specialist in decorative packing of gifts, constructed of all gifts received, which were brought by exhibitors and visitors to the tree in **HALL 5**, a pyramid which created a Record for creation of the largest pyramid of Christmas gifts. All the involved people could therefore take part in creation of the largest gift pyramid for charity purposes.



COMPETITIONS

CHRISTMAS TREE WITH THE MOST BEAUTIFUL DECORATION

The exhibitors created and decorated Christmas trees in both creative and traditional styles, which increased attractiveness of their expositions. The visitors were choosing from 16 trees registered for the competition. The winning firm received a voucher for 6 m² of the exhibition area at the STŘÍBRNÉ VÁNOČNÍ DNY 2015 Trade Fair free of charge.

1st place – **Christmas decorations and Christmas tree ornaments of Ivana Jandová**

2nd place – **Florist studio of Radka Siblíková**

3rd place – **Viks jewels of Veronika Boušková**



CHAMPION OF GIFTS

The exhibitors chose their favourite of presented gifts for the competition. 45 firms were competing for the best gift of the year 2014, the visitors were choosing on the stands of the firms exhibiting at the trade fair. The winning firm received a voucher for 6 m² of the exhibition area free of charge at the STŘÍBRNÉ VÁNOČNÍ DNY 2015 Trade Fair.

1st place – **KUBU design** / VOOPA monkey

2nd place – **O.S. SVĚT RODINY** / Mr. Wonka – quality chocolate with a voucher

3rd place – **QUALITY LIFE** / Moringa oil



TABLE SET UP IN THE MOST BEAUTIFUL WAY

This competition was attended by gastronomic schools from Prague, 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.

1st place – **The First Private Hotel Management School, Prague 8** / table entitled "CHRISTMAS SPARKLING"

2nd place – **Secondary Specialised School and Apprentice Institute in Beroun – Hlinky** / table entitled "CHRISTMAS HARMONY"

3rd place – **Secondary Specialised Apprentice Institute of Gastronomy, Prague 10 – Malešice** / table entitled "FEAST FULL OF SECRET WISHES"



CHRISTMAS SPARKLING



CHRISTMAS HARMONY



FEAST FULL OF SECRET WISHES

MARKETING CAMPAIGN

The **STŘÍBRNÉ VÁNOČNÍ DNY 2014 Trade Fair** is a sales-presentation event intended especially for addressing end customers. The marketing campaign of the trade fair was focused this way as well; 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 purchasing power confirmed the target-oriented campaign with the right focus.

RADIO STATIONS: Evropa 2, Frekvence 1, Rádio Impuls, Rádio Bonton, Rádio Blaník, Rock Zone 105,9, Dance radio, Country radio

EVENTS: Private view, accompanying programmes, competitions

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

INDOOR: Large-area banner, LCD spots - screens and frames - AQUAPALACE network, LCD spots - TESCO network, messaging about the event organisation in the Metro system

PRESS:

Journals and hobby magazines:

Domov, Recepty prima nápadů, Grand BYDLENÍ, Pěkné bydlení, Vše pro dům, byt, zahradu, hobby, NÁŠ ÚTULNÝ BYT, Nové bydlení, Golf, Rozmarýna, CHATAŘ A CHALUPÁŘ, Zdraví, Psí kusy, Revue 50 plus, Film eXtra, Ona ví, Časopis pro Kvalitní ŽIVOT, Knihovnička RECEPTY, Top Praktik, Inzert, Doba seniorů, Meduňka, ČESKÝ INZERT, PANEL PLUS, Business panorama, UNIFORM, GRAND BYDLENÍ, XANTYPA, GRAND PRINC, GRAND REALITY, Dům a zahrada, Zahrada, Tipy + Triky, Byty, Domy, Zahrady, Nové byty a domy, Reality inzert, Expert, Noviny Dengi, Pražský express, Pražský telegraf

Dailies, weeklies: Deník METRO, Blesk, Letňanské listy, Listy Prahy 1, Naše Praha 9, Osmička, Devítka, I – Prague 90 dní v Praze, Týdeník Rozhlas

DIRECT MAIL: Targeted distribution of free invitation cards to the wide databases of the organiser and cooperating companies, distribution of free tickets at the VIP events and conferences

INTERNET: www.facebook.com/abf.veletrhy.bydleni, banners and PR articles about the trade fair on many specialised and hobby servers

VIDEO CHANNELS of the Falcon media broadcast company



A
A&H Invest CZECH s.r.o.
AARBUR
ABIX Europe s.r.o.
Adel Sibagatova
Agro Complex s.r.o.
Alasala Beauty - TOP Argan s.r.o.
Albi Česká republika a.s.
Alena DOLEŽALOVÁ - GATEX
Alena Pavliková ALA-FOX
Alena Siegelová
Aleš Kuchař
Alexander Shmakov
Alexandr Trubač
ALPA, a.s.
Amylon, a.s.
Annabis, s.r.o.
Antonín Borovička
AQUASAR - odstranění vodního kamene
ARIATEX s.r.o.
Atelier Suzanne - Zuzana Gojná a Eva Svobodová
AXON CZECH a.s.
B
B-PERSPEKTIVA, v.o.s.
Baby in style
BABY OLÉ s.r.o.
BADYN s.r.o.
Bc. Ondřej Adam
BDK Glass s.r.o.
be Chic!
beauty „LILLE“, spol. s r.o.
BELITA CZ
BERRYSTAV trade s.r.o.
Bijoux Me s.r.o.
BINARIS s.r.o.
BIOGENA CB spol. s r.o.
Bohemia Centrum s.r.o.
Borse design
Bradáč Pavel
BubbleStar CZ s.r.o.
BUREŠ ART s.r.o.
BV Import s.r.o.
C
CALCO spol. s r.o.
CEDR group s.r.o.
CFH Group, a.s.
Combiz s.r.o.
Consulting Company s.r.o.
Continental Traders
CUREPINK DISTRIBUCE s.r.o.
Č
České svíčky s.r.o.
ČESKÝ PORCELÁN a.s.
ČIPERKA a.s.
D
D A Groups
D S Exports
D.R.E.G.S., spol. s r.o.
Dagmar Gutknechtová
Daiana Neumann
Dallmayr Vending & Office, k.s.
Dana Baslová
DANA STEINMETZOVÁ BJOU D
DARY ZEMĚ
DAVID KALIBERKA
DIAX, s.r.o.
DiS. Barbora Kiowská
Distribution TMP s.r.o.
DKT Trading s.r.o.
DONI Leather s.r.o.
DUP - družstvo Pelhřimov
DZM s.r.o.
E
Eastern Jutex Indu

Edy Art
EL TRADE CZ, s.r.o.
Erik Kluka
ESC Eurospol a.s.
EUROMEDIA GROUP k.s.
EUROtest s.r.o.
Eva Počtová
Eva Skalníková
F
FABOS s.r.o.
Fashionite Impex Pvt Ltd
FONTANA WATERCOOLERS s.r.o.
František Olšaník - SANminerál
FRIST s.r.o.
Funtastic s.r.o.
FYTOPHARMA, a.s.
G
GastroCAFE s.r.o.
Gatebo s.r.o.
Gertruda Svědová
Gessler s.r.o.
GMF AQUAPARK PRAGUE a.s.
GOLDEN MEMORY
Golden&Silver, s.r.o.
GREEN - SWAN PHARMACEUTICALS CR, a.s.
GREGOROVÁ Alena
Griff - nábytek pro kočky
GTL-KAP Trade s.r.o.
H
H - AGEM, s.r.o.
Haferrest-Praha s.r.o.
Hana Markvartová
Hana Němcová
Hanna Maria Therapy s.r.o.
HATEX CZ, s.r.o.
Havlikova přírodní apotéka s.r.o.
HEALTH LINK s.r.o.
Herbadent s.r.o.
Hocus a Lotus
CH
Chaudry&Goraya s.r.o.
Chirurgická ocel a šperky
I
Ing. arch. Zuzana KOČIŠOVÁ
Ing. David Rybář
Ing. Gheorghe Cernusca
Ing. Jana Havrdová - Beauty Jana
Ing. Kristina Hlavatá
Ing. Michaela Baštová - Happy Booba
Ing. Miroslav Kaválek - Pletexing
MIROSLAV POLÁK
Ing. Radka Kudrnová
Ing. Sibilíková Radka
Ing. Zdeňka Chmelařová
Irena Piková
ITALKOMERCE, spol. s r.o.
Iva Drdová
Ivan Jurečka - i1co
Ivana Janďová - Vánoční ozdoby
Ivana Luxemburková - Kapradina
Ivana Prchalová
Ivana Šdíri
Ivana Zdánská
Iveta Houdková - ART-YVAH
Ivona Matýsová
J
J+M FALCON s.r.o.
Jaiswal Brothers
JAMIJA Business s.r.o.
Jan Horníček
Jan Kratochvíl - ELEKTRO
Jan Salač
Jana Bordovská
Jana Heřmanová

Jana Hůlová - KOMPOT
Jana Lipinová - LLJANA
Jana Ručková
Jana Šandorová - SANDO
Jarmila Hořková - Collm.cz
Jaroslav Červinka FOR MERCO
Jaroslav Hyrší RNDr.
Jaroslav Šimůnek
Jaroslava Fučíková
Jindřich Sýkora - SD SERVIS
Jiří Ottmar
JITEX COMFORT s.r.o.
Jitka Svobodová
JUST FOR YOU s.r.o.
JUTE COTTAGE
JUTEE HANDICRAFTS
K
K.R.ELIXÍR, s.r.o.
Karel Bezděk
KATALINA - Zdeněk Doležal
Kateřina Procházková
Kateřina Zaubertová
KERAMIKA DUB s.r.o.
Klamertová Irena
KLOKANEK
Kočka Rudolf
Korex s.r.o.
Krásné věci - V. Rottová
Křistýna Langrová
KULISH RADOMIR s.r.o.
Kundrát Jaroslav
KV CENTRUM s.r.o.
Kvalitní život.com s.r.o.
L
La déesse s.r.o.
Látky Cervený
Lázeňská léčebna Mánes - Odbor lázeňské péče Nemocnice Na Homolce
LÁZNĚ JUPITER a.s.
Lenka Kubů
Lenka Sommerová - Atelier Lenóra
Lenka Turková - HEIKO WILD
Libor Hobza
Libuše Kapalová
Life's Essence
Lokteeva Anna
Lokteeva Iřina
Lovemusic s.r.o.
LTB s.r.o.
Lubomír Janků
Lucia Mihálková Sensualité
Lucky Selection
LUKO, s.r.o.
M
M-V Porces s.r.o.
MAGGION
Manish Gems
Manufaktura GALERIE RADOST - Vladimír Fučík
Marcela Ptáčková - Shalom - Atelier textilní tvorby
Mária Mularčíková - PREFER
Marian Mečiar
Marianna Tokárová
Markéta Kouřilová, s.r.o.
MARTA HERDEGENOVÁ
MARTIN PATRIČNÝ
MAXXO s.r.o.
MEDIABOX, spol. s r.o.
Mgr. Hana Šmídová
Mgr. Iva Hubáčková
Mgr. Markéta Rigová
Mgr. Miroslav Bašus
Mgr. Petra Klapáková

Mgr.art. Vanesa Wallet Hardi
Michaela Hrdličková
Michal Holý - Norskýsvetr.cz
Michal Kaifus
Michal Klícha
Michal Novotný - RENAPUR
Milan Kolařík
Miloslav Chytil
Miloslav Jahoda
Miloš Stríž
Miroslav Jeřábek
Miroslava Kopencová
Miroslava Volfíková
MIX-TEE VELKOOBCHOD s.r.o.
MK - mont illuminations s.r.o.
Monika Živkovič
My Gastro s.r.o.
My Project s.r.o.
N
NATIONAL JUTE BOARD
New Rainbow Gems
Nivasaza Trade s.r.o.
NIZZA, s.r.o.
Noe s.r.o.
NOVAMANIA s.r.o.
NOVY s.r.o.
O
O.S. Srdcem pro kočky
Občanské sdružení Charita dětem
Občanské sdružení Svět rodiny
OBHAJOBA PASTELKY
Olga Burešová
Olivers production spol. s r.o.
Ondřej Filip
OSTYLE
P
PAMATOMA
PÁRTY KLOKOČKA s.r.o.
Pason gems
Pavel Ciml - CIMEX
Pavel Kraus
Pavel Novák
Pavla Kylarová - CHOCOME
Pavla Petroušková
PD SOLUTION s.r.o.
PEREG WINERY s.r.o.
Petr Hartmann
Petr Chalupa - Bedrock
Petr Soukup
Petra Joanidu - DOKE
PHOENIX DIVISION GROUP s.r.o.
Pitanga s.r.o.
PIVOMAX
PLETEX s.r.o.
Podané ruce, družstvo
Pohořal Libor
Prezentace národní značky potravin KLASA
Pride Traders
R
R. M. CENTRE
R.G.I. PLUS, s.r.o.
Radana Michlíková
Radmila Krivánková
Radovan Churý
Ravi Overseas
Renáta Terková
RENĚ HEJNA
RENY Jaroslava Nýdrlová
RESTAURACE CIHELNA
Rewise s.r.o.
RICO CZ s.r.o.
Rodinné vinařství Košut s.r.o.
RUČNÍ DÁRKY OD VN s.r.o.
Růžena Fischerová
RYOR a.s.

Ř
Říha Vladimír - EVK
S
SAELA s.r.o.
S K Traders
Sanda Kulenovič
Sanybet s.r.o.
Shri Satya Sai Impex
Schweizer International s.r.o.
Sizzle s.r.o.
SKK Minerlien & Fossilien
Slezák Jaroslav
Sogema CZ s.r.o.
Soňa Kaloušková - ASHAADOX DESIGN
SPACE 3D s.r.o.
SPOON CR
Stanislav Vácha
Stanislava Mattanelli
stefftour, s.r.o.
Sukhija Enterprises
SUŠENÉ PLODY
Svět DVD - David Mokry
Světлана Zalmánková
Sylvie Burešová
S
Šárka Krámská
Šárka Petrářová
T
Tamara Jandourková
Taneja Enterprises
The Needle Arts
TML, a.s.
Tomáš Myler - Krispol Store
Tomáš Pechal
TOMKA s.r.o.
ToTEM, s.r.o.
TRANSALPINUS s.r.o.
Tru Blu Internation
Truhlářství Cvikr
U
Ulice dětem o.p.s.
UNIVERSUM s.r.o.
UNVIS s.r.o.
UOMO & DONNA s.r.o.
UJK crew s.r.o.
V
Václav Čmolík
Vanilkový Obchod
Vavřínek Turčín
Vendula Poděšťová
Venuše Flachsová
Veronika Boušková
very good saucissons s.r.o.
Viktoria Petrova
VIMEX COLLECTIONS
Viola Benešová
Vishal International
VIST Premia s.r.o.
Vladimír Udržal
VORWERK CS k.s.
VŘÍDLO, výrobní družstvo
W
Werso s.r.o.
WM Profi s.r.o.
WoSo trade s.r.o.
Z
Zdenka Machtová - ATELIER KORALKOVINY
ZEA Praha s.r.o.
Zlatko Galjaš
Zorka Machálková
Zuzana HONSOVÁ
Zuzana Kulichová



Business Team Director

Ing. arch. Maria Wohrabová
tel.: +420 225 291 244
mobil: +420 739 306 332
e-mail: wohrabova@abf.cz

**Chief Trade Fair Manager**

Jindra Konečná
tel.: +420 225 291 153
mobil: +420 607 006 282
e-mail: konecna@abf.cz

**Foreign Relations Manager**

Milena Fernandez
tel.: +420 225 291 246
mobil: +420 739 003 135
e-mail: fernandez@abf.cz

**Accompanying Programmes
Manager**

Bc. Zuzana Bílá
tel.: +420 225 291 148
mobil: +420 739 003 137
e-mail: bila@abf.cz

**Production**

Kateřina Navrátilová
tel.: +420 225 291 264
mobil: +420 603 385 666
e-mail: navratilova@abf.cz



WE ARE INVITING YOU TO



CHRISTMAS FAIR

7th TRADE FAIR OF GIFTS

Organizer:



Mimoňská 645, 190 00 Praha 9 – Prosek
www.pvaexpo.cz

10 – 13, December 2015