

# Business Traveller Poland

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## DRESS CODE FOR BUSINESS



To jest samochód o jakim marzyłeś. Podobny do... Ciebie. Zupełnie nowy i zdecydowanie bardziej indywidualny. Z funkcjonalnym i eleganckim wzornictwem, charakterystycznym, dynamicznym profilem. Wnętrzem dopasującym się do Twojego aktualnego nastroju. Na nowo definiuje bezpieczeństwo, chroniąc kierowcę, pasażerów i pieszych – dzięki pierwszej na świecie poduszce powietrznej dla pieszego. Prowadzi się jakby był częścią Ciebie, dając ogromną radość z jazdy.

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### Editorial

#### On Top

- Hotel, restaurant, and airline news
- What's On- major cultural events of September
- Books and Music
- Giftmania

#### Cover Story

IDress code for business

#### Tried&Tested

- Lot Boeing 767 Business Class
- W Fort Lauderdale
- Belles Rives Hotel
- A hotel on Picasso's favourite beach
- Steigenberger Golf Resort
- New Spa Treatments
- Korzkiew Castle
- Radisson Blu Hotel
- In the Heart of Transylvania
- Haston City Hotel

#### Report

- Risky Business

#### Air Travel

- A New Face of the Paris Airport
- It's Worth Flying with Lufthansa
- The Airport in Blue

#### Hotels

- When Summer Ends, go to Zamość
- Cracow with a View

#### Business

- Trade Fair

#### Destinations

- Russian Evolution
- 4 Hours in... Antibes

#### Tastes of the World

- Mushroom record breakers
- Crowded Tuscany
- Madonna in a Company

#### Moto&Techno

- Intelligent hybrid

#### App Store News

- Let Your Smartphone be Your Guide

#### Ask Peter

4

6

12

36

42

14

20

22

24

25

26

28

30

31

32

34

38

44

50

64

46

48

52

58

80

66

70

72

74

78

82



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# FINE FEATHERS MAKE FINE BIRDS

„E at to please thyself, but dress to please others,” said once Benjamin Franklin and it’s difficult to disagree with this statement. Especially when you think of your attire as of a sort of investment. The first impression during a business meeting is very important. More of the than not, we have only a few seconds to impress our interlocutor, inspire his confidence, build our credibility, and eventually get him to sign a contract which may even be worth several million dollars. Our knowledge, manners and charm, are of primary importance, but an appropriate suit, elegant shoes and tastefully chosen jewellery, also count. That’s why in this month’s issue Agata Janicka advises you how to dress for success in the article entitled „Dress code for business.”

I also encourage you to read the article “Risky Business” which I co-wrote together with our English correspondent Rose Dykins. In the article we tell you what you should do to feel save while travelling in business. Until recently, the most common destinations for business trips were the BRIC countries - Brazil, Russia, India and China. Presently, however, they are sent to emerging markets in the ‘bottom 60’ countries, which include Nigeria, Pakistan and Afghanistan, where the political climate, security and medical infrastructure differ from those in the BRIC countries. It’s worth knowing what’s normal in the country we are visiting. Enjoy your reading!

Marzena Mróz

Marzena Mróz  
Editor-in-Chief



# Bezpłatny, szybki Internet

**Ponieważ w biznesie liczy się dobre połączenie.**

W ponad 200\* hotelach w Europie, Afryce i na Bliskim Wschodzie zapewniamy naszym gościom bezpłatny dostęp do szybkiego internetu.

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HOTELS THAT LOVE TO SAY YES!



Airline

We will fly with Qatar Airways!

A NEW CONNECTION FROM DECEMBER



Later this year, we will be able to fly to the Middle East directly from Warsaw on board Qatar Airways. The well-known carrier has announced that on 20 November it will launch a route from the Serbian capital - Belgrade to Doha – the capital of Qatar. Two weeks later, on 5 December, the airline will launch connection to Doha from Warsaw. The route will be operated by Airbus A320 aircraft, offering 12 seats in business class and 132 in economy. In addition to excellent service, which Qatar Airways is famous for, passengers will be able to use state-of-the-art Inflight Entertainment System, offering hundreds of movies, games and songs. Akbar Al Baker, the Chief Executive Officer at Qatar Airways, claims that the airline wants to expand its 5-star service to new markets, including Poland, to create opportunities for people to travel around the world. In the past 15 years, the company has displayed impetuous growth. It manages a modern fleet consisting of 110 aircraft, offering its passengers connections to 118 destinations worldwide – especially the ones important for business and tourism. The offer of Qatar Airways includes primarily convenient connections to such places as Singapore, Bangkok, Hong Kong, Dubai, Melbourne, Johannesburg, Cape Town and Goa. Only in 2012, the airline has launched flights to Baku (Azerbaijan), Tbilisi (Georgia), Kigali (Rwanda), Zagreb (Croatia), Erbil (Iraq), Perth (Australia) and Kilimanjaro (Tanzania). In April 2013 it will offer its passengers a new connection - to Chicago. We already know that the flights on route Warsaw-Doha, Doha-Warsaw will be operated four times a week (on Mondays, Tuesdays, Fridays and Saturdays). Planes from Doha will take off at 9.20 am, arriving in Warsaw at 1.20 pm. Planes from Warsaw will take off at 3.35 pm and land in Doha at 10.55 pm. More info at [www.qatarairways.com](http://www.qatarairways.com).

Netherlands

Airport hotel

STEIGENBERGER IN AMSTERDAM

Steigenberger Hotel Group will soon launch a new hotel in Amsterdam. This will be the brand's second hotel in the Netherlands after the Steigenberger Kurhaus Hotel in the Hague/Scheveningen. Steigenberger brand has just appeared at Schiphol Airport in Amsterdam. From 1 September 2012, the hotel group based in Frankfurt will take over the former Dorint Amsterdam Airport hotel, thus increasing its presence at European airports. A hotel of the brand already operates at the airport in Frankfurt, and the next year the brand is planning to launch another Steigenberger at



the new airport in Berlin. The elegant Four Star Superior Hotel at Schiphol, the fourth largest airport in Europe, will have 440 rooms including ten luxury suites, one executive suite, three restaurants, a Coffee and Wine Lounge, a Sports and Media Bar, an 800 m² gym and health spa area featuring a pool, an interior courtyard with a garden and terrace and comprehensive conferencing facilities extending over an area of 960 m². "The Steigenberger Airport Hotel Amsterdam represents a strategic expansion of our presence at important transportation hubs in Europe", explains Matthias Heck, CFO of Steigenberger Hotels AG.



LOT Polish Airlines


EUROPE IS GETTING CLOSER

LOT Polish Airlines is going to open a new European route this year. From 1 October, the Polish carrier will launch its five-times a week service to the airport in Hannover, Germany. Hannover will be the sixth German destination operated by LOT aircraft. The airline has decided to expand the offer and start another connection to Germany, which is one of the most important and strategic markets for LOT. The new connection will allow direct journey from Hannover to Warsaw and provide transit passengers with convenient connections to Beijing and many European cities. Marcin Piróg, CEO of LOT Polish Airlines, said: "Hannover is another destination on the European map which will soon be reached by LOT planes. "At the same, this is the sixth city in Germany served by the Polish carrier. "Germany is the key European market for us, from which we carry both direct traffic to Poland and transit traffic to Eastern Europe, and recently also to Asia." Flights to Hannover will be held every day except Saturday. Tickets can be purchased at [lot.com](http://lot.com), via the Call Centre. LOT's offices and from travel agents.



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Limitowana Edycja

[www.bmw-autofus.pl](http://www.bmw-autofus.pl)

  
Radość z jazdy

W PEŁNI WYZWOLONE.

Intuicji nie trzeba słuchać. Wystarczy się nią kierować. Dokładnie tak, jak swobodnie kieruje się nowym BMW X1 - teraz w Limitowanej Edycji z atrakcyjnym wyposażeniem wliczonym w cenę. Aktywne, nowoczesne życie niesie ze sobą mnóstwo możliwości, a Ty możesz wybierać wśród nich bez obaw. Elegancka, stylowa sylwetka tego auta będzie lśnić wieczorem w mieście, a imponująca moc jego silników i intuicyjne prowadzenie zapewnią wiele udanych, weekendowych wypadów. Niezależnie, czy zjeżdżasz z utartych szlaków czy nie, w luksusowym wnętrzu BMW X1 zawsze czujesz komfort jazdy. Dodatkowe schowki dadzą Ci wolną przestrzeń, czujniki parkowania poczucie bez troski, czujnik deszczu bezpieczeństwo, a dodatkowe oświetlenie klasę i styl. Umów się na jazdę próbną. Poczuj pełne wyzwolenie. Aby dowiedzieć się więcej, skontaktuj się z Dealerem BMW Auto Fus.

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BMW X1 sDrive18i: zużycie paliwa w cyklu miejskim: 10,4 l/100 km, pozamiejskim: 6,2 l/100 km, mieszanym: 7,7 l/100 km. Emisja CO<sub>2</sub>: 180 g/km.





Savour the tastes  
MK Café Coffee Cocktails

FASHION INSPIRATIONS

This season, the best Polish baristas have prepare a wide range of chilled coffee drinks in trendy coffee colours softened with mint or fruit and flower flavour. Fashion inspirations for coffee cocktails proposed by MK Café brand, are a real hit. In addition to traditional iced coffee or Greek frappe, baristas offer a new variety of coffee flavours. Mint refreshment and fruity notes have become the basis of unusual coffee cocktails offered among others by MK Café. What coffee tastes best when chilled? Baristas recommend the instant type, as it's easy and convenient to prepare both indoors and outdoors. Depending on the type of prepared cocktails, MK recommends "MK Café Premium" or "MK Premium Café for milky drinks" – a perfect choice for those who wish to take their favourite drink on their holiday, a weekend getaway, or simply to work . In each of the trendy cocktails the traditional coffee flavour is complemented with aromatic essences and colouring ingredient. Mint – according to MK Café baristas, guarantees refreshment. It enhances concentration and reduces distraction. Mint ice cream and peppermint liqueur in combination with coffee make a unique composition. Pineapple and banana fruit syrups and liqueurs can also be the basis for an exceptional coffee beverage. For the fruit flavour to fully blend with coffee, it's a good idea to put a few pieces of fruit into the blender, then add warm instant coffee, brown sugar and crushed ice.



Sobienie Królewskie  
Golf

NEW GOLF  
COURSE

Sobienie Królewskie G & CC near Warsaw, Poland is the only "fly in" championship golf course in Poland. Players can take advantage of its well-kept fairways and greens as well as excellent training facilities. Sobienie also offer its guests four-star accommodation facilities in a 19-th century palace, as well as a fully-equipped conference centre. The inaugural event was opened by Jerzy Dudek (in photo) and Mariusz Czerkawski.

World Airline Awards  
Prestigious award

FINNAIR NAMED BEST NORTH EUROPEAN  
AIRLINE FOR THIRD STRAIGHT YEAR



During the World Airline Awards held at the International Air Show in Farnborough, Finnair was named the best north European airline. This annual award, which was given to Finnair for the third straight year, is considered the most prestigious in the entire aviation industry, and the results are based on surveys completed by independent travellers from over 160 countries. Skytrax survey took 10-months and they monitored more than 18 million airline customers from various backgrounds and countries regarding 200 international and domestic airlines. The survey monitored satisfaction of travellers, taking into account the general impressions both at the airport and on board from check-in to landing. The survey also asked about on-board seat comfort, cabin cleanliness, food, beverages, in-flight entertainment and staff service. - "We are honoured to receive this award, which demonstrates that our customer-oriented approach and the efforts of the staff bring positive results," said Juhani Nuoramo, Finnair's Sales Director for Eastern Europe.

Business Traveller Poland  
Fill out and win

KOSMETYKI AA PRESTIGE

AA Prestige Cosmetics The line has been created for women who are in an immediate need of effectively performing products to reduce their mimic and structural wrinkles. All cosmetics in the range contain a unique smoothing complex of the new generation, which fights the visible signs of skin aging.

You can win them by filling out the questionnaire on our website: [www.busesstraveller.pl](http://www.busesstraveller.pl)



Norway

10 most beautiful trails

MOUNTAINS FOR THE ACTIVE

Den Norske Turistforening association has announced the ranking of the most popular mountain trails. It wasn't too difficult to predict the winner (in the photo), but other spots listed in the ranking are quite intriguing.

1. Preikestolen. The so-called " Preacher's Pulpit" above Lysefjorden near Stavanger.
2. Bessegen – a trail in Jotunheimen (Norway's highest range), beginning at Gjenesheim lake.
3. Gaustatoppen - the highest peak of Telemark (1883 metres).
4. Kjerag - famous among enthusiasts of BASE jumping.

5. Rallarvegen – the best mountain trail for hiking-cyclists.
  6. Galdhøpiggen - Norway's highest peak (2469 metres).
  7. Romsdalseggen - overlooking the Trollvegen - one of the most difficult climbing walls in the world.
  8. Aurlandsdalen – one or three-day trails along the Aurlandsdalen valley.
  9. Trolltunga – a ledge over a precipice - a perfect place for a commemorative photo.
  10. Snøhetta – in the Dovrefjell-Sunndalsfjella National Park.
- For more info go to [www.visitnorway.com.pl](http://www.visitnorway.com.pl)



REKLAMA



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Airline

Lufthansa

NEW APPLICATION CALLED "BLUE LEGENDS" WILL CONNECT FREQUENT TRAVELLERS

App enables virtual "check-ins" at Lufthansa locations worldwide. Following the motto of "living on the badge," Lufthansa invites you to virtually check in: With the new Blue Legends app from Lufthansa, passengers can share information about their journey with others via social networks. Blue Legends gives users the opportunity to virtually "check in" to airports, lounges and Lufthansa flights through foursquare. This does not take the place of actually checking in for a Lufthansa flight, however. Passengers are rewarded with ranks and badges for regularly checking in virtually to Lufthansa sites.

For example, users can become "Expert Pilots" on the routes they fly most frequently. Early risers who check in before 6 a.m. are awarded the "Early Bird" badge. And anyone who racks up more than 388,000 kilometres with Lufthansa will receive the "To the Moon" badge. A user who checks in frequently with foursquare becomes a "Mayor" instead of an "Expert Pilot." Badge by badge, regular travellers who check in most frequently to Lufthansa sites can become true "legends of the skies" with Blue Legends. Blue Legends, one of the first ten so-called foursquare Connected Apps, is built around the location-based social network foursquare and is available now in a beta version in the foursquare gallery or at [www.lufthansa.com/blue-legends](http://www.lufthansa.com/blue-legends). foursquare is primarily used on mobile devices. With this app, users can broadcast their current location via social networks by "checking in." A user who checks in frequently with foursquare becomes a "Mayor" instead of an "Expert Pilot." The user's position is determined either via radio location or GPS so the app can show nearby locations to check into (such as public buildings, places of interest or restaurants). Back in 2009, Lufthansa developed the MySkyStatus application which allows users to send automatic status updates about their flights to their friends on social networks. And since 2010, Miles & More participants have been able to share travel tips through the MemberScout app.



Condor  
Two flights a week

FROM WARSAW TO THE U.S. CAPITAL

From July 2012 Condor offers connections from Poland via Frankfurt to Baltimore/Washington airport (BWI). Flights from Frankfurt are bundled with flights from Warsaw and other Polish regional airports, and are operated twice a week, on Mondays and Thursdays. Condor offers the flights in cooperation with LOT Polish Airlines and Lufthansa. In addition, passengers who wish to travel to Washington DC will receive free train tickets on board. Reservations can be made on [condor.com](http://condor.com) website or at the airline's office.

Holmes Place  
Marriott

THE FOURTH CLUB

Holmes Place, a chain of member clubs which originated in the UK, is launching its fourth club in Warsaw. Warsaw Marriott Hotel has signed a cooperation agreement with Holmes Place Poland Sp. z o.o. The new operator took over the management of the fitness, gym and swimming pool area which is available to the hotel guests and will be also open for members. „I am very happy that the new addition will increase our offer for the guests," said Albert Helms, General Manager of the Warsaw Marriott Hotel.

Best Western  
Hotel

BONUM HOTEL IN GDAŃSK

Best Western continues to strengthen its position in Pomerania. Recently, the fourth hotel in Pomeranian Voivodeship – Bonum Gdańsk – has become a member of the chain.

"We see the potential of Gdańsk and Pomerania, so recently in our search for new locations for our hotels, we have focused on the northern part of Poland," says Cheorghe Marian Cristescu, Regional Director of Sales at Best Western Poland. "Later this year, there will be another four Best Western hotels on the Baltic coast, including two in Gdańsk," he adds.

The 3-star Bonum hotel is located in the centre of the Old Town, in one of the 18th-century houses. It offers 32 rooms with Internet access, a car park and a restaurant serving regional cuisine. It's another hotel, after Arkon Park and Villa Aqua, that joins Best Western, and is operated by Dobry Hotel Group.

"We hope that becoming a member of the world-known hotel chain, we can reach out to an even wider group of guests," says Marcin Stachów, the Managing Director of Bonum.

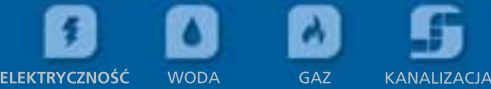


ZAINWESTUJ  
W NIERUCHOMOŚCI  
POWOJSKOWE

GDYNIA, ul. Bosmańska



Powierzchnia gruntu: 1,4142 ha  
Przeznaczenie: mieszkaniowe  
Cena wywoławcza: 2 500 000,00 PLN  
Przetarg: 01.10.2012 r



MORZYCZYN, ul. Szczecińska 6



Powierzchnia gruntu: 1,1742 ha  
Przeznaczenie: rekreacyjno - mieszkaniowe  
Cena wywoławcza: 4 350 000,00 PLN  
Przetarg: 15.10.2012 r



OLSZTYN, ul. Armii Krajowej



Powierzchnia gruntu: 6,2322 ha  
Przeznaczenie: mieszkaniowe  
Cena wywoławcza: 4 350 000,00 PLN  
Przetarg: 19.10.2012 r



ROGOWO, gm. Trzebiatów



Powierzchnia gruntu: 5,1428 ha  
Przeznaczenie: rekreacyjno - mieszkaniowe  
Cena wywoławcza: 2 110 000,00 PLN  
Przetarg: 15.10.2012 r





# WHAT'S ON

The Most Anticipated Events in September

## PARIS IMPRESSIONISM AND FASHION

from 25 September, Paris, the Musée d'Orsay

Impressionists didn't try to depict objects and people in full detail on their paintings. It doesn't mean, however, that they didn't observe changes taking place in people and their surrounding, including changes in fashion. Now, you will be able to see those changes on paintings by greatest impressionists of 1860-1880 at an exhibition in the Musée d'Orsay. Until 20 January 2013 [www.musee-orsay.fr](http://www.musee-orsay.fr)



## POZNAŃ, WROCŁAW JESSE COOK – THE BLUE GUITAR

21 September, Poznań, 23 September, Wrocław

Jesse Cook, considered one of the best flamenco guitarists in the world, is going to visit Poland again. This time during a concert tour promoting his latest album „The Blue Guitar Sessions”, he will perform in Centrum Konferencyjno-Dydaktyczne of Medical University in Poznań and in Hala Stulecia, Wrocław.

Jesse Cook is a unique person among musicians, because while being a Canadian, he represents various music genres not associated with cold Canada. The most characteristic ones for Cook are flamenco rumba, funky jazz and the so called music of the world. What influenced his music choices was his childhood spent in the southern France and Barcelona. Buy tickets at: [tbox24.pl](http://tbox24.pl), more info: [www.jessecook.pl](http://www.jessecook.pl)

## HONGKONG JEWELLERY AND GEMS

19-25 September, Jewellery & Gem Fair, Hongkong

The famous September fair in Hongkong celebrates its 30th anniversary. No wonder that this year's event is going to be even more spectacular. From 19 to 23 September, in AsiaWorld-Expo exhibition centre you will be able to admire various gems (6 out of 11 exhibition halls will display only diamonds!). Meanwhile, from 21-25 September Hong Kong Convention & Exhibition Centre will be the venue for jewellery fair. [exhibitions.jewellerynetasia.com/9JG/](http://exhibitions.jewellerynetasia.com/9JG/)



## PRAGA DVORAK MUSIC FESTIVAL

8-22 September, Rudolfinum, Prague; Dvorak Prague Festival  
The Dvorak Room (the biggest one in Rudolfinum) will be the venue for Dvorak Prague Festival. Every day (except for Monday, 17 September) the place will host concerts by Czech and foreign orchestras. Each orchestra will present at least one piece by Antonin Dvorak, a great Czech composer of the Romanticism period. [www.dvorakovapraha.cz](http://www.dvorakovapraha.cz)



## Szaleństwo zakupów. Tam pojedę!

Stop and go shopping: z naszych metropolii Monachium, Frankfurtu czy Berlina zabierz do domu więcej niż tylko piękne wspomnienia. Szczególnie kusząca jest oferta w naszych outletowych centrach mody i designu. A jeśli wszystko leży idealnie, nowo nabyte ubrania załóż jeszcze tego samego dnia i udaj się do naszych wspaniałych restauracji, barów czy stylowych hotspotów.

Wakacje w Niemczech: [www.germany.travel](http://www.germany.travel)

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# DRESS CODE FOR BUSINESS

The old adage, "fine feathers make fine birds " is still alive. Especially in the corporate world where business meetings are a daily basis routine. According to recent studies, appropriate clothing may be a key to success in negotiations and signing lucrative contracts in 80 per cent of cases.

***Agata Janicka*** tells you how to find your good style.



**B**enjamin Franklin - one of the Founding Fathers of the United States and a philosopher said: "Eat to please thyself, but dress to please others." Our appearance is a significant element in the whole art of attracting clients. More of the than not we have only a few seconds to impress our interlocutor, inspire his confidence, build our credibility, and eventually get him to sign a contract which may even be worth several million dollars. What should you wear then to make sure that you seal the deal?

CLOTHING FOR SUCCESS

Dress code is nothing more than the psychology of what we wear. Business attire should be smart, made of good-quality fabric, but at the same time modest and refined in every way - in line with the saying "If people turn to look at you on the street, you are not well dressed." Classic attire seems to be the best, without much extravagance and exaggeration, including excessive display of accessories, such as a bracelet, cuff links, or a pen. In case of women's business attire a little more freedom is allowed. A dark dress or a tailored suit can be decorated with a fancy scarf, or a classic, understated jewellery.

According to Krzysztof Łoszewski, the author of book "Dress Code" – our self awareness (also related to your professional status), what we want to communicate to others about yourself, as well as knowledge of the principles - allow us to successfully pick clothes which are appropriate both for professional and private occasions. "Remember that it's not clothes that build our personality," explains Łoszewski. "It's thanks to our personality that the clothes we choose look good on us," he adds. Taking care of your image is as important as taking care of your house and of equal significance to a newly purchased car.

MANAGING YOUR WARDROBE

In one of the most prestigious places in Warsaw, at Three Crosses Square, there is a fashion studio of David Aagten (www.davide.pl). It's an extraordinary place which outfits numerous businessmen, politicians and celebrities. "We dress men from head to toe - from underwear to suits, including accessories. You could say that we manage their wardrobe, providing professional service and discre-



tion. We don't blindly follow the latest fashion, as we try to choose clothes which suit best a given person," says the owner. It's a perfect place for men who don't have time to shop for clothes in several stores, but who need and want to look good. You can buy here Italian Emanuelle Maffeis shirts made in Bergamo since the 19th century, suits by such great clothing companies as Corneliani and Kiton, as well as Kiton ties with beautiful designs, made from a single piece of silk. Prices of suits start at PLN 6,000, and end at PLN 150,000, in accordance with the principle of the owner, which states: sky is the limit. D. Aagten says that this year fashionable are mostly fresh colours as well as light checks. There is even some room for spontaneity as regards men's business attire. What should definitely be avoided? Aagten points out that ties wider than 9 cm, are no longer in.

A BUSINESSPERSON ON THE GO

Sean Dixon, the director and general manager at the world-famous company Richard James (www.richardjames.co.uk) which has

its stores in London's Savile Row street renowned for its traditional men's bespoke tailoring, argues that clothing made from the finest fabrics and made to measure, will certainly be very expensive, but it will also serve us much longer than a few of its low-cost equivalents. For frequent business travellers, who, even after a long journey must look impeccable, Dixon has a good piece of advice: "If you haven't got time to have your clothes pressed at your destination, hang them in the bathroom while you have a shower, allowing the humidity to sort out all but the worst creases."

FOR EVERY SIZE

What kind of shirt should one choose for an important business meeting? A white is always a good choice (although some believe that it may seem too formal and it's better to reserve it only the truly special occasions), as well as light blue shade in Poland or pale pink in most other countries. "The fewer embellishments on the shirt, the better," claims Margaret Skrzeczkowska, a resident at Atelier Davinci, which specializes in custom made shirts and suits (www.davinci.pl). Making a shirt to measure starts with a conversation with a customer over coffee, during which all details are discussed. Then the customer chooses the fabric, and it's not an easy decision, because there are over 600 kinds of fabric available to choose, each with different texture and weight. These include twill, oxfords, Egyptian cotton, and cotton with stretch. Taking measurements usually takes no longer than 10 minutes. Now it's time to decide upon other details such as the form of the collar (56 options), the type of the cuff (with buttons or cufflinks), placket type, size of the pocket and the type of the back (box pleat, side pleat, darts, smooth). To personalize the shirt, you can choose an embroidered monogram (4 fonts, 20 colours) - on the cuff, pocket, or at the level of the fifth button. After three weeks, the shirt is ready for fitting. Prices of custom made shirts range from PLN399 to PLN1,200. You can also order here women's business blouses.

"Similarly to men's shirts, women's business blouses should also adhere to one basic principle: embellishments are unnecessary," says Skrzeczkowska. The most popular colour of blouses is un-



Business attire should be smart, made of good-quality fabric, but at the same time modest and refined in every way - in line with the saying "If people turn to look at you on the street, you are not well dressed."





Dress code is more lenient for women than for men. Apart from suits they can also wear skirts with a blouse (no jacket), trousers and even dresses.



surprisingly white. Their prices are the same as the prices of men's shirts.

HOW TO CHOOSE A SUIT

Choose good quality wool with the addition of synthetic fibre. This will effectively prevent creases and wrinkles on your trousers, sleeves and the back of the jacket. Matte navy blue is a versatile and elegant colour. The suit can be single-breasted with or without a vest; double-breasted tailored for example, in the English style i.e. fitted at the waist. Avoid clothes made of cotton and linen. Another advantage of the navy blue is that a jacket of this colour goes ideally with grey trousers.

Shirt - Best colours of shirt for business meetings are white, ecru, and pale blue. Choose smooth fabrics or with very fine stripes, preferably made of pure cotton. What size? While measuring a shirt, fasten the collar button and insert a finger between the fabric and the neck. If it slides without any problem - the width of the collar is good. Sleeves of a single-cuffed shirt should stick out from the jacket by half a centimetre, and those of a double-cuffed shirt by at least a centimetre. Remember! Never wear polo shirts or T-shirts for formal meetings.

Dress - subdued colours and classic cuts. Practical elegance is de rigueur. This season several fashion houses such as Stella McCartney, Armani, Hugo Boss, and Roland Mouret have shown perfect dresses for business meetings. Also popular are the designs of dresses worn by the main character of the



popular television series "Mad Men."

Tie - It's hard to believe, but the tie originated as early as in the ancient times. It's an important and the only part of a man's formal attire which can attract attention. Avoid flashy colours at business meetings – more discrete shades are also more elegant. Pay attention not only to colour and the pattern on the tie, but also to the fabric. Ties made of pure silk are always a sign of a good taste.

Shoes for men – They should be of the best quality, so don't economize on them. Shoes highlight elegant attire and area sign of status as well as fashion awareness. Classic oxford or derby black leather shoes seem to be appropriate for almost any occasion. The most elegant ones have leather soles. With expensive shoes you should also buy shoe trees which will greatly extend their lives.

Women's shoes - Buy only good brands, which guarantees the best quality. Note, however, that they shouldn't attract too much attention with their colour or the height of the heels. Black high heels or classic shoes on a short heel will definitely be appropriate. For a business meeting never wear shoes which show feet. And always (regardless of temperature) wear stockings or tights.

Accessories – They are an important addition to business attire. Glasses, a briefcase, cufflinks, jewellery, a belt, a watch which can be a small piece of art – they all reflect our style, so their right choice and purchase should be consulted with an experienced stylist.

Trendy or passe

WOMEN

Dress code is more lenient for women than for men. Apart from suits they can also wear skirts with a blouse (no jacket), trousers and even dresses.

**Trendy**  
Sets of clothes, combining styles, dresses a la "Mad Men" series, classic jewellery - no more than two pieces, permitted colours are black, grey, navy blue, some shades of green and burgundy. High heels.

**Passe**  
Too lavish "Dynasty" style, excess of accessories, bright colours, very high heels, bare shoulders or armpits, deep necklines, bare legs (no stockings), open-toed shoes.

MEN

Dress code for men doesn't leave too much space for free expression. The only appropriate attire consists of a suit, a shirt, a tie, shoes without ornaments and ... socks which are long enough so that no bare calf will show out from under the trousers.

**Trendy**  
Fresh colours, navy blue suits, grey trousers, long-sleeved shirts, tailored clothing, good quality fabrics.

**Passe**  
Polyester, polo shirts, ties wider than 9 cm, too short legs and sleeves of jackets, the "careless elegance".



# LOT BOEING 767 BUSINESS CLASS

## BACKGROUND

The very fact that LOT offers a direct connection with Beijing, may be a sufficient incentive to visit the Chinese capital. The journey takes merely 9 hours. Flights take place three times a week: on Tuesdays, Thursdays and Sundays. Flights to Beijing take off at 4.10 pm (arrival in China at 6.35 am local time). Flights from Beijing to Warsaw operate on Mondays, Wednesdays and Fridays at 8.45 am (arrival in Warsaw at 12.40 pm local time).

## ON BOARD

Following punctual check-in at the Beijing airport, which took place with the assistance of LOT's personnel, I boarded the aircraft and took seat 3C - in the middle row of the business class cabin. On my seat there was a navy blue warm blanket, a pillow with white and grey patterns (LOT's new design), a bottle of water, as well as a travel kit with several items useful on a long journey: toothpaste and a toothbrush, body lotion, Neutrogena lip moisturizer, sleep mask, socks and a comb. A very polite stewardess offered me a welcome drink of my

choice: water, juice or sparkling wine. There was also a Chinese interpreter on board whose attire was also different from that worn by the cabin crew, as she was wearing a grey uniform.

## FLIGHT

Shortly after reaching cruising altitude, the flight attendants offered us the menu. For my brunch I chose mozzarella cheese in creamy tomato and ginger sauce, aromatic apple-walnut salad with grilled zucchini and Asian seafood served with rice and vegetables. For dessert we were offered cheesecake with raspberry sauce, coffee and tea. I was left open-mouthed by an excellent selection of wines. The choice of white wines included French Bourgogne Blanc, Chilean Caliterra Reserva, or Spanish Vina Esmeralda, while among red wines there were Italian Ruvei, Spanish Celeste, and Portuguese Offley Ruby Porto.

There was a large screen in the cabin which displayed the route of the flight, and each of the passengers received a small console which served as a personal in-flight entertainment with selection of films, games and music. I

was happy to see once again the excellent "Hugo and his invention" by Martin Scorsese, and then lost myself in music of Tom Waits, Caro Emerald and Chinese hits which made me doze off. Meanwhile, the aircraft was flying over China, Mongolia, Siberia and Russia. I woke up just before lunch, for which I chose stuffed chicken breast in rosemary sauce. Unfortunately, the dish was so popular that it was all gone before I got my serving. I had to settle for Sichuan noodles in chilli sauce with vegetables, tofu and shrimps.

## IMPRESSION

I had flown to the capital of China before, but always via a connecting flight. However, direct flights to Beijing can save you a lot of time and money. LOT offers economy and business fares which are extremely competitive in comparison to other European carriers. The service on board was perfect. I'm sure that the upcoming Dreamliner that will serve this route, will be a real icing on this sweet cake. All signs suggest that this will happen very soon.

*Marzena Mróz*



## FACT FILE

Boeing 767-300 ER  
Range: 9 000 km  
Number of passengers: 247  
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## CONTACT

[www.lot.pl](http://www.lot.pl)

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LG-Ericsson jest południowokoreańskim producentem wysokiej klasy urządzeń telekomunikacyjnych i informatycznych, reprezentowanym przez firmę ITSA Professional Services – wyłącznego importera produktów LG-Ericsson w Polsce.



## Hotel

## FLORIDA

## W FORT LAUDERDALE



## CONTACT

W Fort Lauderdale  
401 n. Fort Lauderdale Beach Blvd.  
Fort Lauderdale, Florida 33304  
www.whothels.com

American “W” hotels are considered to be icons of design. They are examples of modern luxury as well as exceptional care, diligence, and attention paid to each guest’s needs. I was able to see it for myself when I stayed in one of them in Florida.

## BACKGROUND

The location of the hotel couldn’t be more spectacular, as it’s set on the Gold Coast which is dubbed the Venice of America because

of its expansive and intricate canal system with which you can reach the Gulf of Mexico. The white, giant ocean front hotel resembles a boat at full sail. It’s often chosen by businessmen who want to combine business with pleasure: practicing sports, sunbathing (over 300 days of sunshine a year!), or shopping at the nearby Las Olas Boulevard. It’s a place for people who pay attention to contemporary design and who are fond of luxury and sophistication.

## ROOMS

Even picking the room is a great pleasure. The standard “Wonderful room” is 45 sq m and has huge floor-to-ceiling windows. Not to mention the comfortable wide bed, because it is a specialty of “W” Hotels. The “Spectacular room” is larger by several meters, decorated in blue, has a large private balcony and a view of the ocean, even from the giant window in the bathroom. “Wonderful” and “Spectacular” rooms are available only on the

top floors. The area of the “Fabulous room” is 46 sq m which is more than enough for two large beds. The “Cool corner room”, in turn, is twice as big, and is chosen mainly by individualists who like space and freedom. “WOW Suite” occupies “mere” 341 sq m, has a giant bathroom, a bar, coffee and tea making facility, a lounge for dining and business meetings, and even a mini-library. The “Fantastic Suite” is “only” 92 sq m, but it offers an open space to make you feel like you are aboard a ship on the open sea. The floor in all the suites is made of bamboo, and all of them are equipped with Bang & Olufsen audio systems. Prices start at around PLN 590 per night in the “Wonderful room”. Free WiFi is available throughout the whole area of the hotel.

## INTERIOR

Next to the reception area whose walls are covered with matt stone, there is a bar serving con-

tinental breakfast. There’s also a spacious terrace nearby where you can enjoy good coffee or meet your business partner. Upstairs there’s a pool which resembles an ice hockey rink, with overflowing water and transparent boards. On the same floor there’s a passage to another part of the hotel, where you can swim or relax in a smaller, more intimate pool. Level “0” features a shopping mall with quality brand stores, as well as a hair salon.



## BARS AND RESTAURANTS

Steak 954 restaurants is especially noteworthy, as it’s famous for its steaks, local seafood and ... the view of the huge aquarium with jellyfish. It’s worth going there for delicious lunch or dinner. Whiskey Blue bar is open until 3.00 am and it offers a wide range of the world’s most exquisite spirits. Grill & Bar by the pool offers vegetarian wraps, cheeseburgers, fruit salads and Florida’s famous cocktails, such as Guava Sin and Miami Vice.

## VERDICT

The hotel is famous for its excellent service. It’s very spacious, comfortable and elegant. It’s a venue for a number of closed events, but you can also organize there a small meeting, a conference or a wedding reception. It’s also a perfect place for a honeymoon. The Riverwalk District located nearby gives you an easy access to Florida’s night-life.

*Rafał Sobiech*

American “W” hotels are considered to be icons of design. They are examples of modern luxury as well as exceptional care, diligence, and attention paid to each guest’s needs.





BELLES RIVES HOTEL



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– Cap d'Antines, Francia  
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e-mail: info@brj-hotels.com  
www.bellesrives.com

**BACKGROUND**  
This legendary hotel - one of the most beautifully situated hotels on the Cote d'Azur, was considered fashionable already in the 1930s. It was visited by such prominent people as Rudolph Valentino, Ernest Hemingway, Miles Davis, Edith Piaf, Catherine Deneuve and Carla Bruni. It's here where Scott Fitzgerald wrote his novel "Tender is the Night," in which he described the unique atmosphere of the place.

**CLASS AND HISTORY**  
The owner of the hotel is Marianne Esten-Chauvin, a trained art historian, who poured her professional passion into this place. Boma - her grandfather came to France from Russia, and in 1929 he bought a villa, which he turned into the first hotel on the coast. Today, Belles Rives is a tribute to the 1930s, the credit for which goes to the architects and designers such as Olivier Antoine, who watched over the renovation of the building.

**INTERIOR**  
The hotel features a spacious hall, decorated with old furniture and mosaic floors. Pay at-

tention to the old stained glass window and the renovated lift dated back to the 1930s. Each of the 42 rooms and suites has different decor, but in all of them you will find Maritime elements and decorations from the 1930s. Bathrooms are fitted with marble from Carrara. Most of the cosy rooms have balconies with sea views. Prices range from €158 to €1,900 per night.

**RESTAURANT**  
Fitzgerald's Piano Bar is listed as one of Europe's most exclusive bars. The proportions of cocktails served here haven't changed since the days of such famous patrons as Pablo Picasso and Josephine Baker. Some of the most impressive elements of the bar include the frescoes depicting the map of Cape d'Antibes, Bougainvillea flowers peeping through the windows, as well as the stylish smoking room. However, the most impressive is the La Passagere restaurant which was restored according to photos depicting the place over 80 years ago. The interior in shades of orange, grey, gold, as well as the "cabriolet" seats were designed by John Dick An-sado. Bernardaud porcelain - the

same as the one from 1929 is a real work of art, and each plate is different. I, however, especially recommend dinner on the terrace with a panoramic view of the Estrel mountains and the nearby islands. The menu, which was prepared by Pascal Bardet – one of the best chefs in France, is simply excellent. You can choose from such delicacies as goose liver with apricots and almonds, fresh sole with saffron and vegetables, and rabbit or lamb from Provence.

**BEACH**  
The pier stretching to the sea, a patch of sandy beach with a bar and stylish beach chairs, as well as personal massage – all of these contribute to a pleasant day in Belles Rives.

**OVERALL IMPRESSION**  
It's difficult to imagine a more beautiful spot at the French Coast. The hotel built of white sandstone on the seafront and decorated in Art Deco style, adds to the overall feeling of uniqueness of the area. I recommend it to all aesthetes, art connoisseurs and lovers of luxury.

Marzena Mróz

A HOTEL ON PICASSO'S FAVOURITE BEACH

**BACKGROUND**  
The sophisticated and elegant Imperial Garoupe hotel belonging to Relais Chateaux group, is situated in a spacious garden, on the tip of Cap d'Antibes and decorated in the style of an Italian villa.

**INTERIOR**  
This intimate place, offers 30 rooms and 4 suites, making you feel at home. All the rooms are spacious and decorated differently. They feature very comfortable king size beds, desks, chairs, and marble bathrooms with both a tub and a shower. Each room has also a TV, a mini-bar, a place tea and coffee making facility, as well as free WiFi. Prices range from €310 for a double room per night, to €680 in summer high season. The hotel is modern and functional. The interior is dominated by pastel colours - from peach

walls, the furniture with light yellow finish, to beige umbrellas.

**RESTAURANT**  
The restaurant is located in a small building in the inner courtyard, but when it's warm, you can also eat outside. Dishes served here are very sophisticated, from appetizers such as foie gras with rhubarb-strawberry jam, or gazpacho garnished with summer truffles. Main dishes are equally intriguing (excellent lobster and steaks) as are desserts with mango soufflé as the chef's main specialty. For each course the sommelier offers a different drink taking into consideration not only the composition of tastes but also by the thickness of your wallet.

**BEACH**  
The hotel has a private beach private beach on the Bay of La Garoupe, one of the most beau-

tiful coves of fine sand in the world. The staff regularly offer to plump up the cushions on the sunbeds, readjust the umbrella, or change towels. Up-to-date newspapers and the French national drink – champagne – are also ready to be served. You can spend the whole day at the pier. There is a bar, a restaurant serving snacks (sushi, pasta, salmon tartare, melon with Parma ham (Prosciutto), or cold cauliflower soup with crab meat). La Garoupe beach was Picasso's most favourite. He came here when it was still unknown, and wild.

**OVERALL IMPRESSION**  
It's an ideal place for a holiday for couples. Excellent restaurant, unique beach, competent service. There's also a swimming pool located in the garden of the hotel. Those inspired by French cuisine, can take here cooking classes.

Marzena Mróz

**CONTACT**  
Hotel Imperial Garoupe  
770, Chemin de la Garoupe  
06600 Le Cap d'Antibes  
tel. 33 (0) 4 92 93 31 61  
www.imperial-garoupe.com



It's an ideal place for true relaxation in beautiful surroundings. The hotel, resembling in style an Italian villa, is both spacious and intimate.



Hotel

EL GOUNA RED SEA, EGYPT

# STEIGENBERGER GOLF RESORT



## WHAT'S IT LIKE?

El Gouna Red Sea is one of the most beautiful (and most scenic) hotel complexes in El Gouna. You may find yourself at a loss for appropriate words to describe the impression that the green golf course and the blue lagoon make on you. The architecture of the hotel is a mixture of the modern style with Nubian elements.

The interiors are decorated in warm tones of sand and bricks, with blue accents which resemble tiny blue flames shimmering at the sunset.

## WHERE IS IT?

The hotel is located in the charming town of El Gouna (meaning starfish), surrounded by mountains and the Red Sea, 22 km from Hurgada Airport. The former fishing village is now an elite tourist resort, awarded with the prize for the most friendly tourist destination in Egypt.

El Gouna has 20,000 inhabitants - mostly wealthy people from around the world. There are 10 km of beaches, 16 hotels, an 18-hole golf course, and a modern marina where you can enjoy the view of the most exclusive yachts.

## ROOMS

Golf Resort hotel has 268 rooms, including 142 standard rooms, 54 superior rooms, 45 Junior Suites, 14 apartments, and 13 family rooms.

All rooms feature air conditioning, plasma TV, free internet access, workdesks, electric kettles, coffee and tea, as well as mini-bars. Junior Suites and apartments are very spacious with the floor area of 54-128 sq m.



Apart from the standard equipment, they also have a separate leisure area. They are also located in separate buildings with views over the golf course, the lagoon and the swimming pool. I stayed in a beautiful quiet Junior suite and I liked the privacy of the place.

## SPA

Angsana Spa is located close to the golf course and offers even the most refined treatment. The offer includes all types of massage, thalassotherapy and hammam. Golfers can take advantage of athletic recovery services, the swimming pool, or relax in the restaurant and bar on the large terrace of the club. This time, I was busy getting to know the secrets of golf, so I didn't have time to go to the spa. Maybe next time?

## GOLF

18 holes, par 72, USPGA standard, and the length of 6,269 meters - golf enthusiasts know well that such characteristics are a guarantee of a successful holiday. The course is open

from 7.00 am to the sunset.

El Gouna Golf Club requires from its guests to have a membership card of any reputable golf club in the world. The club provides golfing equipment and the shop offers all necessary accessories.

The course is open every day. The summer season lasts for 1 May to 30 September, while winter season from 2 October to 30 April. For questions and reservations go to: [golf.club@elgouna.com](mailto:golf.club@elgouna.com).

## BARS AND RESTAURANTS

The hotel has 3 restaurants and 4 bars. "Fairways" restaurant is located in the main building and offers a pleasant, cosy atmosphere. The openwork wooden roof, comfy rattan furniture and subdued lighting contribute to the overall charm of this place. This is where breakfast and dinner buffet is served.

The menu changes on a daily basis to offer dishes from all parts of the world. The chef is present at every meal. He advises, supervises and ... takes well-deserved compliments! While waiters

help select appropriate wine, the hotel's manager Alfred Heim chats with the guests.

To reach "La Rotisserie", you must take a boat to the other side of the lagoon, or take a walk along the shore. The restaurant is located on the tower of the golf club and specializes in Mediterranean cuisine. It's not that easy to book a table there, because it enjoys a remarkable popularity. No wonder, however, as the food is delicious, and the view from the tower over the Red Sea, the city and the mountains is simply breathtaking.

"Lagoon Terrace" restaurant offers snacks, pizza, pasta, and sandwiches.

## VERDICT

An excellent, intimate, and elegant hotel offering relaxation, tranquillity, but also opportunities for sports, recreation and fun. One of the best golf courses in Egypt. Friendly and professional service. I'd recommend it to people who want to relax in an relaxed and elegant atmosphere.

*Katarzyna Siekierzyńska*



In this town Egypt turns into a tiny piece of European luxury. El Gouna is as charming as Cannes and Venice together.



Hotel&amp;SPA

DR IRENA ERIS, DYLEWSKIE HILLS

## NEW SPA TREATMENTS



## CONTACT

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The newest treatments by Dr Irena Eris brand are just one of many reasons why you should visit the Hotel SPA on Dylewskie Hills. The place was designed for those who want to regenerate and soothe the senses in harmony with nature.

Dr Irena Eris Cosmetic Institute consists of 35 treatment rooms, including beauty salons which offer facial and body treatments, massage rooms, water treatment rooms and a dermatologist office.

## HIALURONIC

It's a volumetric (anti-aging) procedure, which also smoothes and moisturizes the skin which then regains natural, young ap-

pearance. The procedure starts with enzyme scrub which exfoliates dead skin. Then the concentrate with hyaluronic acid is applied. The acid penetrates deep skin layers and owing to that it gives intensive moisturizing and regeneration. It also includes red algae, which smooth the skin. Then the beautician applies organic massage oil which also has a smoothing effect. The massage is followed by application of biomatrix mask containing citric acid, alginic acid from brown algae and moisturizing sorbitol. The treatment finishes with application of a slightly astringent mask and restructuring cream with black pearl and orchid. The delicate skin around the eyes is

strengthened and moisturized with a special multi-active serum with proteins, ceramides and cranberry oil. The procedure takes 75 minutes and costs PLN 290. A series of 4-6 treatments is recommended. All facial massages are also accompanied by hand and head massage.

## MAGIC LOOK

Cryotherapy with lymphatic drainage around the eyes begins with enzyme peel. Then the beautician applies the contents of a special ampoule on the skin. The mixture contains three herbs: arnica, cypress, and polygonatum which hydrate, brighten and smooth delicate skin. This is also used as a basis for massage of the eye area.

To enhance the effect, a silky mask is applied for the eye area with optisilic complex which reduces swelling. This is followed by massage with ice cubes and another mask of three algae: brown algae, red algae and diatoms. The mask hardens into a rubbery form. The aim of this procedure is to provide nutrition, hydration, smoothness and firmness to the skin. The treatment ends with application of a conditioning gel with cotton oil. The procedure takes 30 minutes and costs PLN150. The client can choose the scent which will fill the air during the whole treatment.

## ALGAE TOTAL EFFECT

This extremely pleasant treatment, the aim of which is total regeneration of the skin, starts with a lipid peel. It contains crystalline salt, exfoliating polyethylene particles, as well as cocoa particles which nourish the skin. Then, the whole body is covered with a regenerating and smoothing mask containing black pearl and the massage with so-called "figure of 8 massage technique" begins. There's no need to wash the peel before applying the mask. The next step is application of algae mask

containing micronized algae, including lithothamnion. It's the most natural mask with a characteristic smell of seaweed. The mask is left on the skin for 15-20 minutes, during which time scalp massage is performed and a hot compress is applied to the feet. If you opt for this treatment to be done in a special capsule which features infrared light, colour therapy and steam (temperature 25-48 °C), this further enhances the beneficial properties of the mask. The treatment finishes with washing off the algae and application of unscented hydroactive lotion with glycerine, allantoin and sha butter. The whole procedure takes 75 minutes and costs PLN 300 or PLN 350 with the capsule.

## IMPRESSIONS

The spa is spacious, and the staff professional and very attentive. One weekend is just enough to regenerate and improve the condition of your skin. There are also other attractions which will help you relax, including a swimming pool, several types of sauna, hot bath and ... delicious cuisine. Not to mention that the view which stretches from hotel windows is second to none.

Marzena Mróz



The place was designed for those who want to regenerate and soothe the senses in harmony with nature. Dr Irena Eris Cosmetic Institute consists of 35 treatment rooms.

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# KORZKIEW CASTLE



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**PRICES**  
Double room PLN 215 (€50)  
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**WHAT'S IT LIKE**  
Jerzy Donimirski, an architect and the current owner and a descendant of the previous owners of the place, has turned this former medieval stronghold into a magic place. Step by step, using old maps and documents, he reconstructed the outline of the former fortification and the castle interior. Around the castle, there is a huge park, and a charming little church from 14th century on the nearby hill, where the locals often have their weddings. The interior has been designed with taste and artistry. Duchess Ingrid Lubomirska herself supervised the decoration process.

**WHERE IS IT?**  
The hotel is located in a picturesque town of Korzkiew nearby Ojców National Park, and 13 kilometres from Cracow, on the Trail of the Eagles' Nests. The name "Korzkiew" comes from a huge oval spoon, whose shape resembles the hill on which the castle stands. There is a narrow and steep path leading to it, and getting to the

place really takes an effort. But the stay here makes up for the inconvenience, so the hotel's really worth spending a night in.

**ROOMS**  
The tower accommodates 4 hotel chambers - all very stylish and stately. Their names come from names of noble clans. I stayed in chamber named "Leliwa" with the coat of arms of the clan carved in the wooden door. Other chambers are called "Brochwicz", "Syrokomla" and "Trzy trąby". Each chamber has a unique design. The walls are covered with the owner's ancestors, graphics, pictures and historical pictures. All chambers feature a fireplace, which is certainly highly appreciated during winter season. The bathrooms feature heated floor, a hair-dryer and necessary toiletries. Each room is equipped with a safe, a bar, an electrical kettle with tea and coffee. The biggest chamber named "Brochwicz" is situated on the top of the tower. It consists of two independent chambers spread on two floors, and a bath-

room on the landing. The view over the surrounding park and the neighbourhood is stunning. In the reception area, there is a dining chamber, where the guests eat breakfast together at a huge table. In the upper part of the castle, at the other side of the courtyard, there are chambers designed for huge wedding receptions, reunions and meetings. Knight tournaments, concerts and theatrical performances take place on the courtyard as well.

**VERDICT**  
I recommend this place to those who wish to have a rest from the noise of the city. You can blend into the idyllic landscape of Cracow hills, breath fresh air and feel the unique climate of the old times. A knight's stronghold in the Middle Ages, now - a small boutique hotel with a soul and a legend of the Polish knighthood. Are you planning a wedding reception in a castle? Why not? Instead of a castle in Scotland or Wales, choose the one in Korzkiew.  
*Katarzyna Siekierzyńska*

# RADISSON BLU HOTEL

**BACKGROUND**  
Radisson Blu Bucharest is located near some of the most prominent historical sites, best shopping centres, as well as the main business centre of the Romanian capital. The royal suite (270 sq m) dedicated to King Ferdinand and Queen Mary is mostly used by important guests, including crowned heads.

**ROOMS**  
The modern look of the hotel's 718 room was composed by world-renowned architect Uri Blumenthal. The interiors are modern, decorated in shades of brown, beige and red. Rooms offers a view of the hotel garden and Bucharest's historic Victoriei quarter. A standard room (23 sq m) features a large bed and a work-desk. Business class rooms (30 sq m) additionally feature Nespresso coffee maker, as well as a comfortable chair with a foot-rest. Guests who choose this room, have also access to the Business Class Lounge which ensures privacy of business meetings. You can also work there, eat late breakfast, and enjoy a snack in the afternoon.

The area of suites ranges from 37 to 50 sq m. They have an extra bathroom and offer panoramic views of the city. The huge royal suite also features a kitchenette, a guest toilet and dining area for several guests. The hotel also has apartments that can be rented for an extended stay. Prices for the rooms start at €130 per night.

**BARS AND RESTAURANTS**  
Dacia Felix Restaurant boasts a spectacular breakfast buffet, which consists of 120 dishes - specialties from around the world - from Norwegian salmon to Mexican guacamole. The place can accommodate up to 220 people. Sometimes it's reserved for private groups because it seem to be an ideal venue for meetings and banquets. The intimate and luxurious Prime Steak and Seafood restaurant offers refined cuisine and wine selected by experienced sommeliers. It can accommodate only 44 people, so try to book a table in advance. The ultra-modern style of Bla Lounge bar is emphasized by the glass floor. Guests will find here a wide range of vodkas from around the world as well as small but sophisticated snacks. Dark

Bla Bar, on the other hand, was created for lovers of cognac, whiskey and cigars. It's open until late and stands out with its English style and a well-stocked humidor.

**LEISURE**  
The hotel has a well-equipped fitness centre. In the morning you can book an individual training with an instructor or use the aerobics classes and a spinning bike. You can relax in one of the two pools, as well as at Bali Spa, which offers Asian massages, hot stone treatment, aromatherapy and reflexology. The hotel also features treatment rooms offering treatment in aesthetic medicine.

**OVERALL IMPRESSION**  
It's an ideal place for those who want to visit the Romanian capital as well as for business travellers. The hotel also boasts 11 meeting rooms, a 540-metre conference room, as well as an in-house business centre, offering guests access to photocopying, faxing, printing and Free high-speed, wireless Internet. There is also Platinum Casino, where you can try your luck at roulette, poker and at 80 slot machines.  
*Rafał Sobiech*



**CONTACT**  
Radisson Blu Hotel  
Calea Victoriei 63-81  
Bukareszt  
www.radissonblu.com



Radisson Blue is reportedly the most convenient place to stay in Bucharest, both for tourists nad business travellers.



# IN THE HEART OF TRANSYLVANIA



## CONTACT

1st, Padurea Dumbrava  
Sibiu, Rumunia  
tel: +40 269 505 600  
[www.sibiu.hilton.com](http://www.sibiu.hilton.com)

## BACKGROUND

Romanian Sibiu is one of seven most important cities which together constitute the core of the region of Transylvania. In 2007 it was designated the European Capital of Culture. Formerly at an intersection of trade routes running east - to Turkey, Persia and China, today it's a strategic transport hub with the international airport which offers numerous connections including those to Vienna and Budapest. The easiest way to get to Hilton Sibiu hotel is to take a taxi. The journey takes only 15 minutes.

## INTERIOR

The place is modern and comfortable a typical feat of most Hilton hotels. Each of the 95 remarkably large rooms is decorated in a classic style with a comfortable double bed, a sofa, chairs, a desk and lamps which create mood lighting. All rooms have large balconies or terraces, most of which overlook the surrounding Dumbrava forest. Hilton Sibiu also offers 20 spacious suites.

## BARS AND RESTAURANTS

Four restaurants successfully cater for palates of even the most demanding gourmets. They serve international cuisine, including French and Romanian. The most original restaurant, however, is the one located in a separate building, which offers dishes based on the traditions of the region. Its rustic decor resembles a combination of country cottage and a well-kept stable with a thatched roof.

For a delicious cocktail at lunch, an evening drink, or your favourite type of coffee, it's worth visiting the stylish bar in the hotel building. I must admit that the bartenders are real experts in their field.

## MEETING FACILITIES

The hotel has a spacious hall which can accommodate up to 400 people. It's ideal for conferences during the day, while in the evening it can be transformed into a ballroom decorated with chandeliers. There are

also four meeting rooms which can serve as venues for small meetings.

## SPA AND RELAXATION

The leisure facilities are spread in Hilton Sibiu over 2,000 sq m. They comprise a 150-metre swimming pool, hot bath and saunas: Finnish, aromatic, dry, hammam, as well as infrared. Guests can enjoy free fitness classes and Dr. Kneipp's fitness trails. As it's a typical business hotel, the spa was designed with great care. There are also tennis courts located nearby.

## OVERALL IMPRESSION

It's a very good place for businesspeople staying in Transylvania, as well as those who want to relax after a stressful visit to the castle of Count Dracula. Affordable prices vary depending on the package purchased. The old town of the historic Sibiu is located just a 10 minute taxi ride from the hotel. Another good point is the size of the rooms.

*Rafał Sobiech*



It's a very good place for businesspeople staying in Transylvania, as well as those who want to relax after a stressful visit to the castle of Count Dracula.

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# HASTON CITY HOTEL



From the outside it looks like an ordinary modern hotel. However, if you get closer... If your heart beats faster at the sound of the words “Rolls Royce” or “Lincoln Continental”, you will be looking for an excuse to come to Wrocław and spend a night at Haston. With its décor and the names of the rooms in the Conference Centre, the hotel pays tribute to the greatest moments in the history of the automotive industry. That is why, real car enthusiasts will certainly be happy to see magnificent old-timer vehicles displayed in the lobby, at the entrance and outside the hotel. There's one

more good news for car aficionados – it's possible to rent those beautiful cars.

## WHERE IS IT?

You can't really count on beautiful views of pristine nature here, but apart from this little disadvantage the location of the hotel is extremely convenient. Haston was built just 4 kilometres from the Old Town, close to both Wrocław's ring roads: Downtown Bypass and Wrocław Motorway Bypass. A convenient exit road leads you straight to the hotel door. You can get anywhere from here in less than 20 minutes - to the central railway sta-

tion, the airport, the Old Town, as well as the new stadium, the stables and the Toya golf course.

## ROOMS

There are 111 bedrooms in the hotel. Most of them are standard single or double rooms featuring single or double beds. Some rooms are designed especially for people with disabilities. They have a wider entrance and a larger bathroom featuring all necessary equipment which facilitates using the bathroom by a person in a wheelchair. Junior Suite rooms consist of a bedroom, a living room, a bathroom and a separate toilet.

Some of them also feature massage chairs.

From May this year you can also book a suite at Haston. It's located next to the Conference Centre and consists of a living room with a glass wall of the bedroom, a bathroom, and a toilet. All rooms are equipped with satellite TV, minibar, hairdryer, tea and coffee making facilities, as well as a safe. Free wifi is available for the guests throughout the hotel.

What is important – despite the proximity of the motorway, the rooms are perfectly soundproof and at night you can't hear a single sound coming from the outside.

## RESTAURANT

It's open from 1:00 pm to 11:00 pm and offers international cuisine as well as regional specialties. In May, guests could enjoy here delicacies prepared for the Week of Podhale. For that week the whole restaurant was transformed into a highlander's hut, including the decor, the staff uniforms, the cuisine, and

a highlander band playing live music. The whole idea was very well received, so the Week of Podhale will probably be soon repeated.

The restaurant also provides external catering services, and the hotel's pastry chef is famous for his products. You can also visit the Lobby Bar, which serves signature drinks prepared by qualified bartenders.

## BUSINESS FACILITIES

Haston has the largest hotel conference centre in Wrocław. It's detached from the hotel, has a separate entrance and cloak-

rooms on the ground floor and the first floor, and can handle up to 800 people at a time. It also features modern multimedia equipment.

The largest room is 600 sq m with 4.5-metre walls. You can enter it directly from the car park - the fact especially appreciated by organizers of various car exhibitions. Rooms can be combined and all of them are air-conditioned, but it's also possible to open the windows. Outdoor terraces allow you to organize coffee breaks and al fresco lunches. There's a lot of green space around the Centre, which can be used for outdoor events. The large car park can accommodate vehicles of all guests.

## VERDICT

It's a great place both for businesspeople, and for tourists visiting Wrocław. The hotel is close to main attractions of the city and the airport is almost at hand. With the motorway close to the hotel, reaching the airport is a matter of only few minutes.

*Joanna Kadej-Krzyczkowska*

Haston Congress Center is the pride of Haston. Rooms of different sizes can be combined, allowing you to organize small meetings or large conferences and training courses, exhibitions, conferences and banquets

## CONTACT

Haston city Hotel  
ul. Irysowa 1-3  
51-117 Wrocław  
tel. (48-71) 322 55 00  
e-mail [hotel@haston.pl](mailto:hotel@haston.pl)  
[www.haston.pl](http://www.haston.pl)





# BOOKS AND MUSIC

Marcin Furgurski recommends books and CDs



## Journeys to the past

Antonio Tabucchi - an Italian literary historian, an expert on the works by Fernand Pessoa, is considered one of the most prominent contemporary European writers. His latest book „Journeys and other journeys” is a collection of short texts on travelling around the world - from Greece and Portugal to India and Mexico. But for Tabucchi meeting the shadows of the past is the most important thing: writers, literary characters or long-dead uncle from Lukka, who only in Singapore gets to whisper something important to the author’s ear, as he didn’t have the chance to do it during his lifetime. And so, the journey is a meeting, a discovery and a return to yourself. It’s a unique read: intellectual, insightful and inspiring.

**Antonio Tabucchi „Podróże i inne podróże” Czytelnik Publishing House**



## Desert for everyone

„Kalahari” the title story of the whole volume, is a story of a man, who drives across the South-African forest to look for his son suffering from a heavy bout of malaria. But it’s not the tropical disease that gets that comes to the fore, but strange, wild and unfriendly world. And there’s another Africa - a modernized one. Johannesburg is a botched replica of rich America - an artificial transplant which has been there for years. The stories by Albiński are settled in South African reality, where he lived for many years. He covers controversial topics of conflicts, racial prejudice, clash of cultures with occasional Polish motives. Well-written, you just can’t stop reading.

**Wojciech Albiński „Kalahari” W.A.B Publishing House**



## Peace regained by accident

The author and main book character is going through a crisis. How does he know about it? „When a man becomes grumpy, cynical and neurotic, it means he’s on the verge of midlife crisis.” As you see, he isn’t economical with self-criticism. He is hounded by the passing time, which he wastes on entertainment and expensive kitchen utensils, and his enthusiasm for wine and curry is getting way out of hand. And this is the moment, when his wife appears on the scene and gives him a goal: a few-months-long journey around India. The book is full of self-irony and humour. It’s not another „help yourself” kind of a handbook, or a collection of culinary recipes. In an intriguing way, the author describes a change that the main character experience during a long journey, and how this brings reflection, peace and balance.

**Michael Booth „Jedz, módl się, jedz” (Eat, pray, eat) PWN Publishing House**



## Joanna sings

The singer covered the world standards, giving a new Slavic flavour to them. Songs such as „Besame mucho”, „Amado mio” or „Stormy Weather” performed by her, release real emotions. Her interpretations of Marlena Dietrich’s „Ich bin von Kopf bis Fuss...”, Billie Holliday’s „Don’t Explain” and the Polish evergreen „Już nigdy” by Petersburski and Własta, are especially interesting. The premiere song „Dziś Bar Nostalgia” with lyrics by Marek Dutkiewicz and music by Seweryn Krajewski, fits perfectly in the world song theme.

**Joanna Dark „Bar Nostalgia”**



## Retro – electro

This time, the singing actress has taken the lyrics and melodies of unknown pre-second world war songs, giving them contemporary energy and tone. „Ninoczka”, which contains such songs as „Opium”, „Zulejka”, „Kogo nasza miłość obchodzi” is a memory of old dancing events, cabarets, and Orient inspirations. The co-producer and originator of the album is Łukasz Czuj, an author of numerous musical projects, co-working with Janusz Radek and Maciej Maleńczuk.

**Ada Fijał „Ninoczka”**



## Wyjątkowy komfort podróży służbowych i oszczędności w firmowym budżecie.

Cenimy prostotę i oszczędność, jednak budując przyjazną atmosferę nie zważamy na cenę. Po prostu. Chcemy, żebyś poczuł się jak w domu, w którym zawsze możesz liczyć na uśmiech bliskich osób.

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SECURITY

# RISKY BUSINESS

With the economic growth in emerging markets, more and more businesspeople are traveling to less developed countries. **Rose Dykins** and **Marzena Mróz** ask what assistance is available to help you stay safe.



A gentleman in Shanghai for work goes out for drinks one evening. He meets some ladies, and buys them drinks. They take him off to a karaoke bar, where he buys them another round of drinks, only this time he gets a bill for US\$1,500. He then gets beaten up in the toilets, and is told that if he doesn't cough up another US\$2,000, he'll be in trouble. Some of his belongings are taken and he's thrown into a taxi, where his attacker speaks to the driver in Chinese. He's scared, and has no idea where he's being taken."

Carla Potok, a French and British litigator who specialises in corporate travel, is describing a real-life incident. "Luckily, he had security services he was able to call," she says. "He was put into contact with somebody who spoke Chinese from the organisation. They were able to speak to the taxi driver and ensure that he was driven to his hotel." Having security specialists at hand when you travel can be indispensable. While some global companies may have an in-house security team, others enlist the help of external organisations such as Pilgrims Group ([pilgrimgroup.com](http://pilgrimgroup.com)), Control Risks ([control-risks.com](http://control-risks.com)) and iJet ([ijet.com](http://ijet.com)). Corporations, SMEs and individuals can all call upon these organisations, which offer services such as pre-trip planning and consultancy, ground assistance, extraction from life-threatening situations, and employee training. Enlisting such services is set to become even more important as new markets emerge and business travellers are sent to corners of the globe they're less acquainted with.

### SAFETY PROCEDURES

Following the global mobility of business travellers to the BRIC countries [Brazil, Russia, India and China], they will progressively be sent to emerging markets in the 'bottom 60' countries, which include Nigeria, Pakistan and Afghanistan, where the political climate, security and medical infrastructure differ from those in the BRIC countries," says Lisbeth Claus, professor of global human resources at Willamette University in the US. Events from the past year indicate how rapidly countries with fragile political states can descend into chaos. The Arab Spring, in particular, has caused companies to reassess the security and safety procedures they provide for employees.

Damian Taylor, regional security director at Control Risks, says: "Previously, a lot of companies would have had travel policies



tucked away somewhere in HR that nobody really adhered to – that's if they had any at all. They're realising that everything starts with that policy, and it's part of their duty of care. Companies are buying services from security organisations more and more – for our travel security awareness training, the figures have more than doubled compared with pre-Arab Spring."

Not only are companies becoming more proactive but security organisations are also adapting their services to changing times: "In light of the Arab Spring, we have focused more on self-defence in our HEAT course for business travellers [see below], including how to avoid getting grabbed and abducted," says Sam Mostyn, training manager at Pilgrims Group.

### MAKING IMPOSSIBLE POSSIBLE

US-based security organisation iJet was recently appointed to provide services for clients of travel management company Carlson Wagonlit. "If you look at most of our investment now, it's in mobile apps," says Steve Hoffman, chief executive of iJet. "These include specific information about a business trip, easy access to rebooking [travel or accommodation], destination intelligence and up-to-date expert information to help the employee assess their situation at a moment's notice."

Still, security companies are aware that there are times when your phone will become useless, or separated from you, and that's when they employ human assistance. I asked the security director of luxury travel concierge service Kronos ([kronsmembers.com](http://kronsmembers.com)), who goes by the alias "Mr Cavalier", about the range of ground services they could provide – and the price tag.

"It would cost a few thousand euros for us to fly over and take care of a missing passport while you carried on with your business," he says. "The most expensive service we offer is probably the exclusive hire of a B747. Prices vary depending on the destination, but typically our services range from E10,000 to E300,000."

Is there anything they can't do? "We can't do the impossible," he says. "Part of our service is to analyse the risks, threats and vulnerabilities of a situation and inform our clients. It's up to us to construct a bubble around you – but we will let you know if that bubble is not 100 per cent secure."

### BUSINESS SECURITY IN POLAND

In Poland a commendable security is provided by „Commando” Protection Agency, founded by Mieczysław Kopacz - a former soldier of the 62nd Special Company in Bolesławiec and of Grom special unit. The agency protects numerous VIPs and organizes safety training for those going to dangerous areas.

"Our services are most often used by journalists and businessmen traveling to Iraq or Afghanistan," says Mieczysław Kopacz. "You have to be aware of the risks in the region, in order to deal with them properly. That's why, a two-day course starts with presentation of the geopolitical situation in the region. We teach self-defence techniques, handling weapon, providing first aid, as well as instruct how to behave under the fire of artillery, machine guns and sniper weapon. Instructors have current knowled-

ge and experience related to a given region of the world. We provide people with right equipment (body armour, helmets), and give them contacts to individuals who will be able to help them in case of trouble. Such help is already there, as we collaborate with soldiers from elite units, such as SBS, SAS and American Delta."

The agency hasn't recorded a greater demand for security services in the last year, which - given the international situation - surprises Kopacz. Several months ago the agency was contacted by a group of businessmen who want to start business cooperation in the Balkans. They asked for protection and a security analysis of the region.

### CASE STUDY: AFRICA

Matthias Hartmann is regional sales manager for a catering equipment company. He will soon be doing business throughout Africa (see our special report on West Afri-

ca, page 50), and recently participated in Pilgrims Group's HEAT course.

"My region was previously 15 countries in Western Europe, and now my area of responsibility has changed to sub-Saharan Africa and the Gulf. From September, I will be living in Cape Town but will be constantly going between countries – from Angola to Tanzania, from Kenya to the Democratic Republic of Congo.

"I will depend on a driver, so I'm wary that I'll be relying heavily on local expertise. The traffic in Nairobi is terrible – you can't move in any direction, which puts you in a vulnerable position. Or getting stuck in a crowd in Lagos – if people turn angry and target Westerners, my white face will make me stand out. Kidnapping is another potential risk.

"My company increased my insurance coverage, so it now covers specialist things such as being taken hostage. They sent me on the Pilgrims course and have made it clear

that when I'm working in Africa, if I don't feel comfortable doing something or going somewhere, I shouldn't, even if it's bad for business. It was reassuring to know that if a situation escalates overnight, such as a revolution, and I need to get out of the country, that I can just go, with no expense spared. "Doing business in so many new countries will be a learning curve. My first time in Lagos, at passport control, we were all asked to put our passports into a shopping bag and they took the bag away. I had somebody waiting for me on the other side, there was nowhere to buy water, no air conditioning, and I didn't know what was happening. Three hours later, they finally came back with the bag and said, 'Off you go, here's your passport.'

"Next time this happens, I'll be prepared and I won't feel so stressed because I'll know this is just the way it goes. It's about knowing what's normal in that country."



Currently mobile apps include specific information about a business trip, easy access to rebooking (travel or accommodation), destination intelligence and up-to-date expert information to help the employee assess their situation at a moment's notice.



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# A NEW FACE OF THE PARIS AIRPORT

Passengers traveling through Paris Charles de Gaulle airport can already see the first effects of the modernization of one of the largest hubs in Europe.



The owner of the airport - Aéroports de Paris and Air France have joined forces to improve the quality of services, rebuild infrastructure, improve signposting and spice up the service offer. All of this to ensure faster and easier transfer between flights as well as provide greater comfort prior to departure.

## A NEW BUILDING AND EFFICIENT TRANSFER

The first significant novelty is the new departures hall (in terminal 2E) dedicated mainly for international flights, Air France and Sky Team alliance member airlines. A separate satellite building with a total floor area of 100,000 sq m, handles up to 16 aircraft at the same time, features 6 special boarding bridges for Airbus A380, and can handle 7.8 million passengers per year. With the launch of the new departure hall, Air France's entire transit traffic is done exclusively from terminal 2E, which is located right next to Terminal 2F handling passengers arriving from the Schengen area. Clear signposting, rebuilt walkways and the new electric train service, all contribute to a much faster passenger transfer between aircraft. Ultimately, since January 2013, the citizens of Schengen area travelling on an intercontinental journey, will undergo their security checks only at the airport of their departure (e.g. in Warsaw). In Paris they will only go through passport control. This will further improve the transfer time.



## MODERN INTERIOR WITH LOTS OF GREENERY

The departure hall not only facilitates transfer, but also features elegant interior and comfortable space for those waiting for their flight. It's a modern and original design with nature as the main theme and trees growing indoors. Another interesting feature are "live pictures" composed of plants growing on a vertical wall. One of such pictures depicts the panorama of Paris with the Seine River flowing through the city. Another highlight is a miniature Louvre - a real museum with original exhibits borrowed from the Paris museum. Travellers can visit it free of charge while waiting for another flight. The mini-museum is modelled on Van Gogh Museum located at Amsterdam Schiphol airport. The area for smoking passengers has also been designed in an interesting and unusual way. It's a partly covered terrace with glass walls covered with living plants. In contrast to claustrophobic, cramped smoking rooms at most airports - this one makes a truly nice impression. The building has 6 specially adapted boarding bridges for Air-



bus A380. The area where boarding takes place resembles an elegant hotel lobby - with lifts and LCD displays. Each of the gates features plenty of comfortable seats equipped with individual AC sockets. There are also several Playstation terminals and a Disney's corner for younger children. The building also has retail and service areas, shops of well-known brands, as well as bars, cafes and comfortable, elegant relaxation areas. The whole place, which covers 4,500 sq m, is called "Galerie Parisienne" and features a wooden patio, natural vegeta-

tion and extravagant technologies such as water screens designed by Taro Suzuki, which display films and commercials.

## NEW TECHNOLOGIES - TO KNOW WHERE YOU ARE

Since July, smartphone users can download a geolocation and guidance application called "My Way Aéroports de Paris". It allows you to visualize the route between the terminals you need to cover when changing planes, as well as locate various points of service at the airport. Passengers can use the application free of charge, thanks to free WiFi access at airport. Another useful novelty will be touch screens which passengers will be able to use starting this September. After reading the barcode from your boarding pass, the device will display detailed information about your flight, and will show you the way to your gate. The new building of the airport also houses the world's largest business lounge by Air France, available for business and first class passengers. We will have a closer look at the place in the next issue of Business Traveller.

It's a modern and original design with nature as the main theme. The walls features "live pictures" composed of plants that grow on a vertical wall.



# WHEN SUMMER ENDS, GO TO ZAMOŚĆ

Mercure Zamość Stare Miasto



## CONTACT

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September is the last moment for holidays. The weather isn't suitable for lying on a beach, that's why we suggest you to spend this time visiting the most beautiful Polish cities. And that includes Zamość, where the tourists can sleep in Mercure Zamość Stare Miasto hotel. Zamość is a city situated in the southern part of Lublin Voivodeship. It's one of the biggest cultural, educational

and tourist centres of the region. Founded in 1580 by Jan Zamoyski, Zamość delights the tourists with unique architecture. One of the greatest advantages of the city is the old town, which was listed on the UNESCO World Heritage List already in 1980's. Called the Pearl of the Renaissance, the city has an impressive cathedral and tenement houses characteristic for the Renaissance architecture. Among them, you

will find Mercure Zamość Stare Miasto hotel, formerly known as Orbis Zamojski. The hotel occupies 6 historical tenement houses from 16th century close to the City Hall and Zamoyski Palace. There are 45 rooms, and 9 suites, including 4 with the view over the Great Market Square. Mercure hotels have a good reputation among the tourists. Their unique style stems from the local tradition and culture.

They skilfully combine comfort and modernity with a historic nature of a given place. Preserving the standard of the brand, at the same time they are unique. That's why rebranding from Orbis to Mercure in Zamość was a must.

„Such a change is an opportunity to increase the standard of service, prestige and recognition,” says Inga Ganowska, Brand Manager at Mercure&Orbis Hotels. „It's also possible thanks to the international sales and distribution systems.” Mercure has many theme offers, guests can get acquainted with by visiting the Polish website: [mercure.com](http://mercure.com). Among them, you will find Mercure Zamość Stare Miasto hotel.

## ZAMOŚĆ FOR THE SOUL

You should make a reservation now, because September in Zamość is filled with numerous artistic events. One of the biggest is Zamojski Festiwal Kultur (Zamość Culture Festival) - a series of concerts taking place since 2007, in order to commemorate a legendary singer, who was born in Zamość - Marek Grechuta. Recently it became a combination of Grechuta festival and Italian culture. Famous musicians and actors will perform by the city hall for three days long. In the past, such celebrities as Hanna Banaszak, Ewa Bem, Sambor Dudziński, Stanisław Sojka, Magda Umer or Katarzyna Zielińska participated in the festival.

## ZAMOŚĆ TO PLEASE THE EYE

Zamość is packed with numerous historical places worth seeing. You should definitely go to the Zamość Cathedral of Lord's Insurrection and St Thomas Disciple with its bell tower from 18th century. From here you can admire the beautiful panorama of the old town. It's also worth listening to the sound of three historical bells. The oldest one „Jan” was funded by Jan Zamoyski Sobiepan in 1662. The younger ones sound equal-

ly well: „Tomasz” funded by Tomasz Józef Zamoyski foundation in 1721 and „Wawrzyniec”, which was given to the city by a priest Wawrzyniec Sikorski in 1715.

## ZAMOŚĆ FOR THE SENSES - CAFÉ GOURMAND

Mercure is also a journey to a land of sensual pleasure. Each hotel in Poland, depending on where it's, serves local specialties. But no matter if we stay in Zakopane or Mazury, at the end of the day, they serve you dessert and a coffee. A lot of us can't imagine a day without coffee. Some people appreciate it so much, that drinking each cup is a real celebration. Mercure hotels also value their original flavour and aroma, that's why they offer a new standard of serving coffee to their guests.

Each Mercure guests received a cup of coffee along with three exquisite hand-made chocolates by Chocoffee, a company which, for over 80 years, have been famous in Poland for excellent quality and uniqueness of their products. The taste of coffee is emphasized by Mercure chocolate with raspberry filling and a pinch of chilli, a Russian cigarette pastry with marzipan and ganache in white chocolate with pieces of roasted cocoa beans. „We offer our clients more than a stay in a hotel. We provide them with unique experiences thanks to excellent coffee and chocolate products. It's what makes Polish Mercure hotels stand out in the crowd, and we hope our clients will appreciate it” says Inga Ganowska, Mercure&Orbis Hotels Brand Manager.

You should make a reservation now, because September in Zamość is filled with numerous artistic events. One of the biggest is Zamość Culture Festival - a series of concerts taking place since 2007, in order to commemorate a legendary singer, who was born in Zamość





# CRACOW WITH A VIEW

Sheraton Cracow has just launched a special place – Roof Top Terrace & Lounge Bar.



**W**awel Castle, the Market Square and other architectural gems of Cracow – all of these can now be admired from the new cocktail bar, located at a 190-metre terrace on top of Sheraton Cracow hotel. Original cocktails prepared by the bartenders and the soft elegance of the bar create an interesting combination together with panoramic views of the city. Admittedly, the Lounge Bar is a remarkable place in Cracow, because only few buildings in the

city centre feature a spacious terrace with such a unique view of the city. The Lounge Bar at Sheraton Cracow offers this and much more. Stijn Oyen, the General Manager of Sheraton Cracow explains that they wanted to create a sort of a sunny oasis, which would be an alternative to air-conditioned cafeterias and bars. His desire was to create a swish, but not too formal space, where guests and locals could pop in for a social gathering, and have good coffee or cocktail. The idea to use the terrace came

up by sheer accident while preparing a surprise party for one of the hotel guests, who came to Cracow in order to propose to his girlfriend. Stijn invited the young couple to the terrace for a glass of champagne and they were so enthralled with the place that they suggested it could be turned into an elegant cocktail bar. The final effect is breathtaking. The tastefully arranged terrace, umbrellas and the view over Wawel Hill and the Vistula river, make you feel as if you were sitting at a seaside resort, not in the centre of a bustling city.

## THE ELEGANT WHITE

The architect working on the project of the Lounge Bar decided that it will be equipped with white furniture, because only whites can sufficiently highlight the wonderful view of the city. The white interior constitutes clean background that doesn't interfere with the beauty of the architecture and the landscape of Cracow.

The terrace features comfortable sofas, benches and greenery is elegantly integrated into the whole, complementing the breathtaking view. Stijn Oyen explains that the goal of the team was to create space that is elegant but also functional. In the Lounge Bar, you can meet up with your friends for a drink, but also organize a private party. It's also a great place for photo shoots and a vantage point at various cultural events such as the Wianki, the Dragon Parade or Tour de Pologne whose route this year ran along Powiśle street where the hotel is located.

All these advantages have already been appreciated by first guests - the Dutch national football team which had their base at Sheraton during the Euro 2012 Championship. In their spare time players often visited the terrace to admire the panoramic views of the city.



## THE CHARM FOR THE PALATE

The terrace is open throughout summer, so to match the season the bartenders serve here mostly light and refreshing cocktails. Ruby Breeze tempts with its cranberry and grapefruit taste aromas, while Collins surprises with its refreshing lime and lemon flavour and is especially recommended for hot summer

days. The wide range of drinks also includes the classic ones such as Bloody Mary or Pina Colada. In addition, the drinks menu contains a wide selection of non-alcoholic beverages such as fruit smoothies and freshly squeezed juices. For more demanding customers the bartenders are ready to prepare any unusual composition of flavours and aromas.



For more demanding customers the bartenders are ready to prepare any unusual composition of flavours and aromas.



# IT'S WORTH FLYING WITH LUFTHANSA



Marzena Mróz talks to **Bart Buyse**, General Manager for Poland at Lufthansa German Airlines

**What is your opinion of the Polish aviation market?**

For Lufthansa Poland is a strategic market. International air transport has gained much popularity among Poles following your country's accession to the EU. However, the number of foreign trips, calculated per capita is still much lower than in other countries (four times lower than in Germany). We are confident that in the near future more and more Poles will be choosing air travel for both tourism and VRF (Visiting Friends and Relatives), and eventually this means of transport will be as popular as it is now among Germans.

**When given a choice, Poles more often than not choose Lufthansa over other air carriers. What is your secret?**

We offer a wide, international flight network. Lufthansa Group, including Austrian Airlines, Brussels Airlines and SWISS, offers connections to over 280 destinations around the world. In addition, our outbound flights from Poland are especially convenient. Lufthansa's hubs in Germany, Austria and Switzerland are among the best in Europe, and the minimum time between flights is only 25 minutes. We know that Polish passengers like to visit their friends and family in New York, Chicago and many other U.S. cities which are also destination cities for many planes of Lufthansa Group. Thanks to substantial investment we have made in your country, Polish businesspeople often choose our flights to the U.S, China, Japan, Korea, Can-

ada and many European cities. We offer promotional fares to holiday destinations in Europe and worldwide, so Lufthansa is also the airline to choose when you go on your holidays.

**Lufthansa is the largest international air carrier in Poland. However, to retain your position, you must constantly attract new customers. What is your strategy in this area?**

Lufthansa puts a lot of effort to ensure the best quality of our products and services. By 2014, will invest €3 billion in products only. We have extended our fleet by Boeing 747-8 aircraft with which we can guarantee our customers a quiet and comfortable journey. We are especially proud of our First Class which features the widest beds (80 cm) and is the quietest cabin of this type on the market. We have also introduced new business class seats, which are very comfortable, and at the touch of a button turn into a comfortable lie-flat beds. Another new feature is the innova-

tive seating arrangement in the shape of letter „V”. Two neighbouring seats are angled towards one another along the central axis so that at head and shoulder level the seats are further apart than in the foot area. This allowed to double the distance between them, which provides business-class passengers with even greater privacy. Also more space is provided for personal items, as well as enough space for luggage within the seat area. Moreover, we offer personal entertainment system with a 15-inch screen. On long-haul routes we provide access to broadband Internet called FlyNet. We are doing our best to provide our customers with maximum comfort, not only during the journey. We run 60 airport lounges, whose total floor area is 38,000 square metres. By 2015, this will have increased to 44,000 sq m with launching new lounges and expanding the existing ones.

**Which Polish airports offer flights operated by Lufthansa?**



Lufthansa is the largest international air carrier present in Poland. To retain this position, the airline must constantly attract new customers.



We wish to further develop our products. Currently, we are implementing the largest fleet replacement programme in our history.

In 2011, Lufthansa transported about 1.5 million passengers between Poland and Germany, with Lufthansa Group carrying over 1.8 million passengers on Poland- Germany, Poland-Austria and Poland- Switzerland routes. As Europe's leading carrier, we offer 286 weekly flights to and from Warsaw, Katowice, Cracow, Poznań, Wrocław, Rzeszów and Gdańsk.

**The new airport in Berlin is believed to have a truly great potential. Tell us more about this project.**

Despite the delay in the launch of the new airport in Berlin, on 3 June we expanded our outbound and inbound Berlin services by 40%. Using 35 aircraft, Lufthansa together with our partners flies to 50 destinations in Europe and North Africa. Originally, we planned to extend the offer after the new Berlin Brandenburg airport is launched. Until then we will continue to increase the number of inbound and outbound connections to and from the German capital, using Tegel Airport. We found it extremely important to further develop our flight network to the fastest growing cities in Europe, because we wanted to make it possible for our passengers to fly

from Berlin to 50 European airports. We have invested over €60 million in this project, which is a clear signal that the German capital is of utmost importance to Lufthansa. Out of 35 modern aircraft, which Lufthansa and other airlines belonging to the Group use on outbound and inbound routes to and from Berlin, 15 are stationed in the German capital. Most of them are A320 aircraft which are not older than 2 years. This means that we fly to and from Berlin with the youngest and most modern fleet, equipped with the newest engines which are quiet and economical.

**What are the advantages for Polish passengers who choose to fly from the airport in Berlin?**

Our offer is particularly interesting for the people of north-western Poland, for whom it is much easier to get to Berlin. It is the perfect choice especially for tourists who can take advantage of our special offers starting at €49.

**Introducing the Airbus 380, Lufthansa has announced the dawn of a new era in airtravel. Could you explain that?**

A380 is the world's largest passenger aircraft. In Lufthansa's

configuration, it offers 526 seats in three classes. The upper deck is dedicated to first and business class, while the main deck is occupied by the economy class. This division makes boarding much faster and more convenient. A380 is an extremely quiet aircraft, which features the latest technology and superior comfort of travel. The modern first class with only eight seats, is in our opinion the most exclusive product in the industry. We also offer a new business class and economic class cabin with ergonomic seats and individual entertainment system for each passenger.

**What are your goals for the next few years?**

We will strengthen our leading position among European carriers. Currently we are implementing the largest fleet replacement programme in our history. By 2016, we will have received 180 aircraft worth a total of €17 bln. The new aircraft will consume less fuel and emit less carbon dioxide, which in turn reduces maintenance costs, while improving comfort of travel. By investing in the development of the offer, we try to focus on our clients. We wish to be the leader in innovation and a trustworthy, reliable partner.

## Lufthansa

### NO.1 IN POLAND

Bart Buyse was appointed the General Manager for Poland at Lufthansa on 1 January 2011. He is responsible for sales and marketing of Lufthansa, Austrian Airlines and SWISS. He began his career at Lufthansa began after graduating in marketing and tourism management at the University of West Flanders (Belgium). In 1997, he began working in the sales department, and then at Lufthansa's European headquarters in London, where he managed strategic projects, reporting directly to the vice president of sales and marketing in Europe. Since 2008 he was stationed in St. Petersburg as general manager for Russia regions.



# TRADE FAIR

This is going to be an exceptional September. Poland's offer of trade fair is getting wider each year and the numerous events are a truly great opportunity for interesting business meetings. Some events, however, are of such great importance that they simply must not be missed.





China Expo Poland  
20-22 SEPTEMBER 2012

- 20 September (Thursday)**
- 10.30 Opening Ceremony of the 2nd edition of China Expo Poland 2012
  - Investment Business Meeting
  - 11.30-12.30 Conditions for investing in Poland
  - 12-12.20 Conditions for investing in China
- Exporter's Day**
- 12.40-13.10 Analysis of the Chinese market – Trade shows and exhibitions in China; Organizing trade missions; Types of financing
  - 13.10-13.30 Air services to China
  - 13.30-14 Settlement of export contracts with Chinese partners
  - 14-14.40 Financial backing of export operations to China
  - 15-16 Conditions for export to China - Choice of an export product; Import restrictions in China, Finding a partner, Price negotiations, Transport and insurance

- 21 September (Friday)**  
**Importer's Day**
- 10.15-11.15 Contract negotiations with a Chinese partner – Finding a good product, How to find a partner, Price negotiations, Security of supply; Forms of direct and indirect import
  - 11.30-13.00 Conditions for import to Poland - How to import from China; Types of transport; Insurance; Distribution in Poland; Shipping and customs clearance
  - 13-13.30 Settlement of import contracts with Chinese partners
  - 14-14.45 Importance of cultural differences in negotiations with Chinese partners

- 22 September 2012 (Saturday)**
- 10.30-12 Prospects for further development of Polish cooperation with China
  - 12.15-13 Innovative forms of promotion and marketing of Polish food products in the Chinese market

CHINESE BUSINESS  
AT CHINA EXPO POLAND 2012

Over 200 Chinese manufacturers and exporters are going to visit MT Polska Centre and present there thousands of products from various industries, seeking business partners among Polish entrepreneurs. The fair will also feature conferences on Polish-Chinese business cooperation. Visitors will certainly be interested in participating in numerous competitions related to the culture of China.

**A WIDE OFFER**  
China Expo Poland will be a truly great opportunity for Polish entrepreneurs to see the offer of various Chinese companies and sign contracts without having to travel to Far East. Products presented at the fair will include sanitary equipment and fittings, bathroom and kitchen products, building materials, hardware, as well as power and gardening tools. The offer will also feature furniture, textiles, household items, decorations, Christmas decorations, gifts, clothing, shoes, and even car accessories.

**PRACTICAL KNOWLEDGE**  
The fair will be accompanied by a number of conferences. During the Days of Exporter and Importer experts will tell us how to cooperate and do business with the Chinese. Participants will learn there about legal conditions for export and import of goods to and from China and receive valuable information on how to negotiate with Chinese partners. They will also learn about cultural differences between our countries, as well as about the settlement of contracts and financial backing of export operations. The participants will also receive information about the most convenient flights to China and about innovative forms of promotion and marketing of Polish food products in the Chinese market. Later, the participants of the Investment Business Meeting will learn about investment conditions in Poland and China.

**CHINESE ATTRACTIONS**  
China Expo Poland will also be a great opportunity to learn more about the Chinese culture. Visitors will see demonstrations of kung-fu fights, explore the secrets of tea brewing, grasp the basics of feng shui, and learn how to eat with chopsticks. There will also be a contest called "My trip to China." The person who will correctly answer three questions about China and describe a famous Chinese person in the most interesting way, will win a trip to the Middle Kingdom.

On the second day of the fair the organizers will hold a Chinese language competition for Poles. The winners will receive cash prizes, as well as tickets for Warsaw-Beijing flights. The honorary patrons of the second edition of the China Expo Poland are the Embassy of PRC, the International Chamber of Commerce, the National Chamber of Commerce, the Polish Information and Foreign Investment Agency, the Polish Bank Association and the Polish Chamber of Commerce. Chinese business organizations will also provide their advisory assistance. China Expo Poland 2012 is organized by MT Polska and China Town Travel.  
For more details go to [www.chinaexpo.pl](http://www.chinaexpo.pl)

**Info**  
Opening hours: 10–17  
Entrance regulations: Visitors are obliged to register for free at [www.chinaexpo.pl](http://www.chinaexpo.pl), or at the gate prior to the event.  
Venue: Trade Fair and Congress Centre MT Polska, ul. Marsa 56c, Warsaw  
Contact:  
China Town Travel S.C. al. Jerozolimskie 87 02-001 Warszawa, tel. +48 22 629 21 67, +48 22 621 22 41;  
e-mail: [info@china-expo.pl](mailto:info@china-expo.pl);  
[www.chinatown-travel.pl](http://www.chinatown-travel.pl)  
MT Polska sp. z o.o.  
ul. Makowska 95 04-307 Warszawa  
tel: +48 22 5293900, +48 22 529 39 50;  
e-mail: [info@china-expo.pl](mailto:info@china-expo.pl)  
[www.halamtpolska.pl](http://www.halamtpolska.pl)  
The offer presented by exhibitors at China Expo Poland  
• construction materials • hardware • textiles • decorations • clothing footwear, accessories • car accessories



WORLD AT A GLANCE  
TT WARSAW 2012

Hundreds of colourful stands, unique shows, interesting seminars, concerts and special events. This is what you can expect from the 20th International Travel Show TT Warsaw 2012. The representatives of the travel industry as well as travel enthusiasts will meet in the Trade Fair and Congress Centre MT Polska in Warsaw, to celebrate the 20th anniversary of the event and take part in this truly unique event. The show is a must-see especially for those who are planning a winter holiday in the mountains or in warm countries, as well as for those who are searching for inspiration on the journey of their life or an expedition to remote, little-known corners of the world. Every year thousands of travel enthusiasts come to Warsaw to find the offer of their dreams. In this year's edition there will be a lot of interesting offers, and new exhibitors will certainly contribute to diversification of the range of tourist attractions. No doubt, that both sunbathers and those who prefer active leisure and sightseeing, will find there something interesting. There will be a special offer for ski and snowboard aficionados, enotourism enthusiasts, plenty of offers for singles or seniors, urban and cultural tourism, as well as trips to exotic regions of South America and Asia. During the three days of TT Warsaw, visitors

will be able to find thousands of offers from all over the world, including package holiday and individual journeys. They will pick and choose among numerous carriers, guides and places to stay. With stands of over 600 exhibitors (including 40 national stands), you can be sure that you will find an offer tailored to your needs. You can talk here with representatives of travel agents, guides, managers of luxury hotels, but also with the owners of charming B&Bs located far from the civilization, as well as oceanfront bungalows, motels and resorts. "We would like to invite you all to participate in the fair," says Urszula Potęga, the CEO of MT Polska which organizes TT Warsaw. "I hope that our efforts, the unique tourist offer and the festive atmosphere, will encourage you to participate in this event."

**POLAND FOR TOURISTS**  
Poland is the partner country of the 20th, anniversary edition of the fair. The event will be a unique opportunity to find out more about the tourist potential of our country, its local attractions, as well as accommodation facilities. Our country is dotted with charming old manor houses, little castles with guest rooms, well-equipped campsites located in picturesque surroundings, but there are also numerous world-class hotels. It will therefore be easy to choose.

20th International Travel  
Show TT Warsaw 2012  
SEPTEMBER 27-29, 2012

Centrum Targowo-Kongresowe MT Polska,  
ul. Marsa 56C, Warsaw

- September 27 (Thursday) – exclusively for the tourism industry**
- 10.00 First day of the International Travel Show TT Warsaw 2012
  - Suite A – Floor 1  
10.00-11.00 Press conference of the Ministry of Foreign Affairs of the Republic of Poland
  - Suites D & E in hall A  
11.00 Opening Ceremony of the 20th anniversary edition of the International Travel Show TT Warsaw 2012
  - Suites A & B – Floor 1  
13.00 - 17.00 The Ministry of Sport and Tourism of the Republic of Poland awards ceremony for Best Master's Thesis  
Organized by Ministry of Sport and Tourism of the Republic of Poland
  - Suite C – Floor 1  
14.30-15.30 Workshop on the Dominican Republic  
A welcome speech of Leila Boasier-Budecker, the Director of Dominican Republic Tourism Board for Central and Eastern Europe  
Presentation of the Dominican Republic  
A short film presenting the country  
Raffle - 5 gift bags with various items from the Dominican Republic  
Rum tasting  
Discussion, questions  
The workshop will be held in Polish language  
Organized by the Tourism Board of the Dominican Republic
  - The stand of the Polish Association of Voivodships  
10.00 – 17.00 Presentation of Polish Regions  
Organizers: the Polish Association of Voivodships, the Polish Tourism Organization, MT Targi
  - 17.00 The end of the first day of the International Travel Show TT Warsaw 2012



28 September (Friday)

– open to all visitors

- 10.00 Opening of the second day of the International Travel Show TT Warsaw 2012 Suite A - Floor 1
- 10.00-12.00 Certified workshop for tour operators and travel agencies
- 10.00-11.00 The mobile face of the Internet – how to effectively use the Web.
- 11.30-13.00 E-PR - the image of a company and its promotion on the Internet

Organizers: Polish Tourism Organization (POT), MT Targi  
Suite C - Floor 1  
10.00-13.00 Polish-Chinese Tourism Forum

Organizers: The Embassy of the Republic of China, the Ministry of Sport and Tourism, the Polish Tourist Organisation, MT Polska  
Suite B - Floor 1

- 11.00-12.00 Estonia-presentation of tourist offers and products  
The beauty of Estonia as a tourist destination and the presentation of ways to spend an enjoyable holiday in the Republic of Estonia. After the presentation and discussion, the participants will be invited for a coffee break.

Organizer: Estonian Tourism Information Centre

- Suite D in the exhibition hall
- 11.30-16.00 "Innovative tools for incentive travel. How to build a competitive advantage?"
- 11.35-13.00 "From a strategic partner, organizer, or incentive trips as an integral part of sales promotion programmes."
- 13.30-15.30 "CSR and tourism - a fad or a tool to increase competitiveness?"
- 15.45-16.45 "Interactive tools in incentive travel: What are they and what advantages do they give the organizer and his clients?" Organizers: Association of Incentive Travel Organizers, MT Targi  
Suite B - Floor 1
- 12.15-13.00 Press conference of Cyprus Tourism Organisation with Zofia Noceti-Klepcka – the bronze medallist of the Olympic Games in London, and a multiple medallist of World and European Cups in windsurfing. Ms Klepcka will talk about her road to the Olympic medal and her travels to Cyprus.

Organizer: Cyprus Tourism Organization



This one-of-a-kind event during which you can visit as many as 40 national stands prepared by tourist organizations from around the world.

Unfortunately, Poland is still often underrated - not only by foreign tourists - but also by its citizens. The function of the Partner Country of TT Warsaw 2012 is an excellent opportunity to remind you that we live in a truly beautiful country. At the fair the visitors will be able to see various presentations of popular and lesser-known Polish cities and regions. You will certainly find there plenty of inspirations for a longer holiday as well as weekend getaways. At colourful stands you will learn about the diversity of our native cuisine and culture, and will be encouraged to follow the footsteps of history or numerous natural trails. Presentations will be accompanied by culinary demonstrations from various regions, folk costumes, photographs and traditional music.

FOR THE BUSINESS

Those involved in trade and business development, as well as human resource managers will be glad to participate in a free training held by the Association of Incentive Travel Organizers (SOIT), entitled "Innovative tools for incentive travel. How to build a competitive advantage?" The training will take place on 28 September. This meeting is a great way to learn a lot about incentive travel business, obtain sales support and seek inspiration. During the training, people responsible for building incentive travel systems in companies, as well as those in charge of various loyalty programmes, will be able to learn how to use incentive travel as an integral part of the

sales support and motivating employees. During the first part of the meeting, Agnieszka Majkowska and Krzysztof Pobożniak, experts in the area of motivational systems, will explain how to use incentive travel events to build a long-term loyalty and what elements should accompany an incentive travel event so that it brings expected results. After the break, Natalia Ćwik, the Knowledge Manager at Responsible Business Forum, will lead a panel discussion on "CSR and tourism - a fad or a tool to increase competitiveness?" During the discussion the participants will ponder the question if knowledge of socially responsible management can help build customer relationships, and how through CSR you can build a competitive advantage for incentive travel programmes. The last part will be devoted to modern technology serving purposes of incentive travel. Paul Kornosz, who has been a part of the interactive industry for 12 years, will explain how to use the Internet to find customers and what impact mobile technologies have on incentive travel services. Note that the training needs a separate registration.

SOMETHING FOR FUN

TT Warsaw is, of course, packed with various attractions prepared for travel aficionados. On the last day of the fair, National Geographic Poland will hold free meetings with experienced travellers such as Beata Pawlikowska, Olga Morawska, Anna and Krzysztof Kobus, as well

as with the Family Without Borders - that is Anna and Thomas Alboth and their daughters Hania and Mila. Beata Pawlikowska – a Polish writer, traveller, journalist, translator, photographer and book illustrator, will report on her last trip to China. She will reveal the secrets of Chinese cuisine, ways of making tea, and talk about the everyday life in the Middle Kingdom and the Chinese lifestyle. Olga Morawska, the author of books on mountaineering, will share the memories of her last trip to Canada, Denmark, Norway and South Africa. She will talk about the lesser-known corners of the worlds and recommend the things you should definitely see and taste. Anna and Krzysztof Kobus - a married couple who, together with their two sons, travel around the world - will try to prove that you don't have to travel thousands of kilometres to feel like a traveller. They will talk about their voyages around Poland and Sweden. They will also be presenting a series of books entitled "Little explorers in the city", trying to encourage families to explore the world. Anna and Thomas Alboth as well as their daughters Hania and Mila, will share their impressions on how it is to travel with small kids. The "Family Without Borders" has recently returned from Central America and is ready to share with the audience their memories and photographs from the trip.

TOURIST NETWORKING IN WARSAW

On Friday, September 28th Warsaw will be the host to an extraordinary networking

event called Travel Massive. This global – not for profit - initiative brings together people in the travel industry, bloggers, startups, & travel brands and takes place regularly in currently 24 cities worldwide, including New York, Berlin, San Francisco and now – for the first time – Warsaw. Mostly hosted voluntarily by different local and global travel startups & travel brands Travel Massive gives travel enthusiasts and entrepreneurs the chance to network, exchange ideas & learn about new trends in an informal setting. Travel Massive in Warsaw is hosted by the travel tech & activity search engine startup pocketvillage and supported by TT-Warsaw. Travel Massive started in Sydney, Australia in 2009 - when World Nomads colleagues Alicia Smith and Ian Cumming put an open invite on Twitter to meet and connect with other people in the travel industry. Over the summer, the monthly meetup grew rapidly with a steady stream of travel entrepreneurs, travel bloggers, travel photographers, brand managers, and passionate travellers all meeting for drinks and networking in Sydney's backpacker bars. The concept was taken to Toronto and London shortly after, and Travel Massive has since grown to more than 24 cities world-wide including New York, Berlin, Singapore, and San Francisco. To participate in the events accompanying TT Warsaw 2012, register online at: [ttwarsaw.pl/registration](http://ttwarsaw.pl/registration)

For more information on the Travel Show and accompanying events, go to: [www.ttwarsaw.pl](http://www.ttwarsaw.pl)



Over 600 exhibitors from 70 countries are a guarantee that everyone will find something for themselves. Whether you're dreaming of a stay in a charming little hotel built on a cliff, or just in a tent in the desert.

- 13.15-14.30 Presentation of Belarus
- Suite C - Floor 1
- 13.30-15.00 Presentation of Japan  
The stand of the Polish Association of Voivodships
- 10.00-17.00 Presentations of Polish regions  
Organizers: The Polish Association of Voivodships, the Polish Tourism Organization, MT Targi

- 17.00 The end of the second day of the International Travel Show TT Warsaw 2012

29 September (Saturday)

–open to all visitors

- 10.00 Opening of the third day of the International Travel Show TT Warsaw 2012

- Suite A - Floor 1
- 10.30-17.00 Open forum for potential travellers. Special guests include:  
10.30-11.30 Olga Morawska  
12.00 – 13.30 Beata Pawlikowska  
14.00-15.00 Ania and Krzysztof Kobus  
15.30-16.30 The Family Without Borders: Anna and Thomas Alboth with daughters – Hanna and Mila  
The event will be hosted by Anna Alboth - a journalist and blogger (the-familywithoutborders.com)

Organizer: National Geographic Polska, MT Targi  
17.00 The end of the International Travel Show TT Warsaw 2012



# RUSSIAN EVOLUTION

Big ambitions and serious wealth make Moscow an attractive place to do business – if you put the ground work in, says **Michelle Mannion** and **Marzena Mróz**.





**P**aul Melling, founding partner of law firm Baker and McKenzie's Moscow office, based here since 1989, agrees. "It now is like any other major, cosmopolitan capital," he says. "It's expensive but has all the amenities for the business traveller that you would expect – top-quality hotels, a plethora of restaurants, nightlife and wifi access in every coffee house in town."

A growing Western influence is certainly obvious – Keira Knightley stares down from Chanel adverts, and international brands have moved in in force, Starbucks and McDonald's logos seeming somehow alien in their Cyrillic incarnations. In the grand GUM shopping arcade, I discover upmarket foodstores selling caviar, fine champagne and Jamie Oliver sauces, while Armani, Hermès and Dior shops stand next to British favourites Burberry and Paul Smith. Steps away on Red Square, Lenin may be turning in his mausoleum.

#### SHOPPING AND BIG BUSINESS

Stephen Dalziel, executive director of the Russo-British Chamber of Commerce, says: "Russians are still in a sort of post-Soviet wonderland. The older generation, if they've still got the money – and there is a growing middle class who do have the money to spend – are still wanting to buy things. The younger generation have grown up with the idea that you can buy things. So they are a nation of spenders rather than savers. It means there are fantastic opportunities for retailers, because they want quality goods, and particularly in Moscow there are significant numbers of people who can afford to buy them."

As one of the BRIC nations, Russia is now unquestionably a major global player. According to sources, GDP growth stands at more than 4 per cent – in contrast to many of its European neighbours – with western Russia, including Moscow and St Petersburg, at 7 per cent.

The evidence is all around. Moneyed locals are heading for sleek establishments such as the GQ bar on Baltschug Street, owned by Russian restaurateur Arkady Novikov, and the Ritz-Carlton's own 12th-floor O2 lounge, which offers superb views of Red Square and the Kremlin.

Such wealth is no doubt part of the reason why British Airways introduced a long-haul service on its thrice-daily sector from Heathrow in March, the shortest route on which it offers First and Club World. Richard Tams, the airline's head of sales and marketing for



the UK and Ireland, says: "It's been driven by the market in both Russia and the UK. There has been demand for a long-haul luxury product for quite a while. There are a lot of Russians with disposable income who want to fly on such a product but also UK customers flying to onward destinations." For foreign business people, too, Moscow is the place in Russia you need to be, Dalziel says. "It's effectively a country within a country. If you think about London as being the focal point in many ways of Great Britain, Moscow is that to Russia and more. About 60 per cent of foreign direct investment goes to Moscow. For Russians, Moscow is hugely important."

Aside from retail, what kind of opportunities are available? "A lot of Russians are more than happy to have their business contracts governed by English law, so there are a lot of opportunities for legal firms," Dalziel says. There are also "fantastic opportunities" in financial services, not least because the government is aiming to make the city a global player in this area.

"They're very keen on making Moscow an international financial centre," Dalziel explains. "The City of London is deeply involved with this. Frankfurt is involved and New York is trying to get a look-in but because London holds a special place for Russians – if they speak a foreign language it's probably English, and we're not too far away – we have a great advantage, and London is seen by the Russians as a whole as being the financial centre of the world."

There is even a Canary Wharf-type district under development to house it – Moscow City, just west of the centre. "Construction

has slowed because of the recession – it was coming along apace until late 2008," he reports. "But even so, the idea to construct a 'city' shows that they're mirroring the City of London."

Its centrepiece is Federation Tower, a complex of two skyscrapers, one of which was planned as Europe's tallest structure. "The first tower is finished, the second is about level with the first so there is still a way to go," Dalziel says. A fire broke out in the tower in April, covering a 300 sqm area, which won't have helped. "But a lot of the big financial firms [have moved in] – KPMG is there, VTB [one of Russia's biggest banks] now has its HQ in Moscow City. So it's up and running."

Melling says: "Russia is very much open for business – it wants foreign investment and international business. Russians are a hospitable, open people so you will get a good welcome."

#### THE BIGGEST CHALLENGE

Still, one can't deny that problems remain. Last year Russia was ranked 120th on the World Bank's "ease of doing business" index, and 143rd on Transparency International's Corruption Perceptions Index. Dalziel says: "Bureaucracy is far and away the single biggest challenge. It's bigger than corruption, although they are two sides of the same coin because the more bureaucracy there is, the more people will be tempted to speed things up and cut through the rules by giving bribes."

"The crucial thing is to take a long-term view. Some of the bureaucracy is absurd, but it's there, and you have to deal with it. And if you take time to deal with it properly – so you get all your stamps and signatures and everything you need, instead of railing against it."

What other tips can Dalziel give? "Russians can initially be difficult to do business with, in so much as you need to do it all in person – they do not like doing business by email or even by phone," he says. "So it involves going there fairly regularly, particularly when setting up. And the crucial thing many companies find is finding the right partner. Any British company going in who thinks they can do it all on their own is probably going to fail." He recommends allowing "the best part of a year" to set up an office and find a partner.

Then you need to work on the relationship. "Your partner needs to become your friend," Dalziel says. "It's a Russian thing."



When we toured the city center, you can discover its beauty easier than ever before, even in monumental buildings dating back to stalinist era.





The central point of Moscow financial district, the Federation Tower is composed of two towers, one of which was to be the tallest building in Europe.

If he doesn't particularly like you, then he's not necessarily going to help you. But if you've spent time – you've got to go over there, invite them over here – when the Russians decide you're the right partner, they'll move quickly."

Melling agrees: "Russians like doing business with people they know, and they'll know you better if they see you a lot. And they won't know you if you only deal with them by email. So get out there and be there regularly."

NOT SO ALIEN

On a surface level you can see lots of changes aiding business travellers. Street signs are now bilingual, so you can see where you're going. We also now have speedy trains to all the airports, meaning you have an alternative route if the city is blocked with traffic. The hotel sector, too, is developing rapidly. The past year has seen Intercontinental, Radisson Blu, Mercure and Courtyard by Marriott properties open, while Kempinski is set to follow next year, a Sheraton at Sheremetyevo airport in 2014, and Hyatt Regency in 2015. Russia represents Hilton Worldwide's largest development pipeline in Europe, and it plans to open four in and around the city by 2014 under its Doubletree, Garden Inn and Hampton brands. "Most international brands want to be here because the profit margins are still quite high and occupancy is strong," Samodumskaya says. But she notes that the high price of land and of doing business here means the sector is dominated by luxury properties. The September 2011 Hotel Intelligence report from Jones Lang Lasalle Hotels says that of the more than 14,400 modern hotel rooms in the city, 50 per cent are in luxury and "upscale" properties, though the main increase over the past few years has been in the mid-market sector.

So Moscow is modernising – but all the same, sitting in a traditional restaurant near the Kremlin one lunchtime, watching be-suited businessmen talking through the fog of cigarette smoke, I looked out of the window and mused that if I'd been sat here 20 years ago, the view wouldn't have been much different. Fur-coated ladies went about their business while filthy estate cars passed by, so dirty that some of the number plates were unreadable – an "up yours" to Big Brother, I wondered fancifully? Still, away from the cars, I found it easy to discover beauty in the city – in the extraordinary sculptures of Stalin's metro, or the golden auditorium of the Bolshoi Theatre, where sculpted dancers made the impossible seem effortless.

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# THE AIRPORT IN BLUE

Nice Côte d'Azur Airport is considered one of the most beautiful airports in the world - reports **Zuzanna Bass**. It's really hard to disagree with the above statement. The runways of the airport are situated literally by the sea, so during take-off you can admire both Cote d'Azur, and the peaks of the Alps in the distance.

The Cote d'Azur is the most important and probably the most beautiful tourist region of France. It stretches from the commune of Cassis, located east of Marseille, up to the Italian border. Tourism started developing here already in the early 19th century, when during winter months the area was visited by representatives of French and English aristocracy. The name "Cote d'Azur" was first used by French writer Stéphen Liégeard, who in 1887 published a book entitled "La Côte d'Azur". Soon the region became a popular summer holiday destination among artists - mostly painters such as Renoir, Bonnard, Derain, Matisse, Picasso, and Chagall. After the war the place was made famous by French film stars, inclu-

ding Brigitte Bardot. From then on the Côte d'Azur has been synonymous with luxury and high society. The city of Nice is the heart and capital of the region, and its airport handles 10 million passengers annually, being one of the busiest French ports. Only Paris Roissy-Charles de Gaulle and Orly airports can boast bigger numbers in this respect. **A PROMENADE TO THE RUNWAY** Nice Côte d'Azur has two terminals which are used both for domestic and international flights. For the convenience of passengers the terminals are linked by shuttle buses. The airport, built in 1944 and regularly modernized, is now served by 53 airlines.

The fact that the Côte d'Azur Airport is located only 7 kilometres away from the centre of Nice, provides a good opportunity to visit this beautiful city even if you are only making a stopover there. The road leading from the airport is an extension of the famous "Promenade des Anglais" - a seaside boulevard, leading through the centre to the nearby cities of Cannes and Monte Carlo. The most convenient means of transport is a bus which costs €3.50 and departs every 15 minutes. Also some hotels provide free shuttle bus service. **PLACES TO SEE IN NICE** Nice was founded in 350 BC by the ancient Greeks as the settlement called Nikaia. Ho-



wever, it wasn't until the Treaty of Turin when Nice was annexed to France in 1860. It's worth visiting the city for at least a few days to be able to see its sights and enjoy the atmosphere of a world-class seaside resort. The view of the sea in the Bay of Nice Angels (Baie des Anges) is truly mesmerizing. Along the city's main beach stretches Promenade des Anglais (the English Promenade) which has seen many of the world's greatest men. It's only a walk away from the Masséna Square with its characteristic arcaded houses whose facades are stuccoed in rich red ochre. You can't also miss a visit to Hotel Negresco, in front of which died Isadora Duncan whose scarf got entangled around the wheels of her car. You can also go to the Théâtre National de Nice - one of the best French theatres, or to the Nice Opera (Opéra de Nice), and spend there a truly memorable evening. Nice is also renowned for its numerous museums including the Museum of Fine Arts (Musée des Beaux-Arts), which boasts a rich collection of works by the greatest Impressionists. These include works by Degas, Renoir, Monet and Sisley. There's also a museum specializing in Chagall's art (with the

largest collection of the works by this artist), as well as the Matisse Museum. **HOW TO GET THERE** The airport can be reached via two national trunk road - N7 and N98. It's also possible to take the A8 motorway. There are numerous short-term and long-term car parks located close to the terminals with free shuttle buses running between the terminals and the car parks. Of course, you can also rent a car at the airport and the offices of Avis, Budget, Europcar, Hertz, Sixt, Ada and National are located opposite the Terminal 2. There's a special shuttle bus running between Terminal 1 and the rental stations. Buses to the city centre depart every 15 minutes, with a one-way ticket costing €3.50 per person. There are several long distance buses departing the airport and another free shuttle bus runs between the airport and the following hotels: Holiday Inn Nice Arenas, Novotel Arenas, and Campanile Nice Cote d'Azur. The airport handles about 400 taxis whose ranks are situated around both terminals as well as gates A2 and A3. Nearby there's a railway station for Ten, SNCF, and Chemins de Fer de Provence train services.

## Important Info

Nice Côte d'Azur Airport,  
06281 Nice Cédex 3, France  
phone: (0)8 2042 3333 (local) or (0) 4 8988 9828 (international)  
fax: (0)4 9321 3147/9  
e-mail: [espacerelationclientANCA@cote-azur.cco.fr](mailto:espacerelationclientANCA@cote-azur.cco.fr)  
IATA code: NCE  
ICAO Code: LFMN  
Taxi ranks are located at the exit doors of Terminals 1 and 2.  
A journey to the city centre takes merely 15-20 minutes. A taxi costs €25-35.  
Car rental – offices of ADA, Avis, Budget, Europcar, Hertz, National Citer and Sixt, are located in the arrivals hall of both terminals.  
Short and long-term car parks are located close to both terminals: tel: (0) 4 9321 3086.  
Information desks are located in arrivals and departures hall of Terminal 1 and in arrivals hall of Terminal 2.  
It's also possible to rent a helicopter.  
More information at [www.nice.aeroport.fr/acces\\_stationnement/helico/](http://www.nice.aeroport.fr/acces_stationnement/helico/)



# MUSHROOM RECORD BREAKERS

In Eastern Europe and Asia people do justice to mushrooms. The rest of the world is somewhat mistrustful to this delicacy. All in all, mushrooms can barely be cultivated and don't succumb to human domination.





Throughout the years we believed they are indeed tasty, but have not nutritious value. Or even worse - they are heavy and might be poisonous. Maybe this is why the majority of people take it in stride. We all heard about boletus growing on lawns in Norway, where people treated them as an ornament only, or about Polish immigrants who were drying mushrooms on the terrace, and the alarmed neighbours decided to call the police...

IT'S REALLY WORTH IT!

Luckily, a few years ago, the situation started to change. Quietly at first, but doctors and dieticians have finally admitted that looking for mushrooms is worth the effort. They are a source of good-quality protein, containing all the amino-acids, including those which cannot be self-generated by the human organism. The carbohydrates content is fairly low, and they are absorbed better than vegetable carbs. As for vitamins and microelements, their content resembles a real wish list - including elements that normally difficult to obtain. Mushrooms have a lot of vitamin B1 (chanterelle is the winner here), PP, saffron milk cap is high in vitamin A, while boletus and xerocomus - in vitamin D. Mushroom cap is also a source of numerous microelements. They contain iron, potassium, phosphorus, calcium, zinc, copper and Iodine. The myths about a harmfully high content of heavy metals like lead are nothing more than exaggeration. Mushrooms don't contain more of it than other edible plants. If you're on a diet, you'll be delighted to know they are low in calories. So if you season them with thin cream or yoghurt, your weigh will be fine. Because of polysaccharides with a structure resembling that of

fibre, they are indeed not easily congested, but it means only that they shouldn't be eaten by small children (under 5) and people with kidney or liver condition or problems with the digestive system.

**EXPENSIVE, SCARCE, MEDICINAL** Truffle - the world's most expensive mushroom. The white ones grow underneath the earth in Italy and France, and are especially valuable. Other species can be also found in the USA, China, Croatia and the Tuchola Forest in Poland. It costs about €4,500 per kilo, but there are specimen worth a small fortune. In 2007, a white truffle weighing 1,5 kg was sold for US\$330,000. What's interesting, the chief asset to truffles is their smell, as they have barely any taste. That's why they are used to add flavour to various dishes. Matsutake are second most expensive mushrooms after truffles. They are even more scarce, as they grow only in Japan, Korea and some regions of China, and only un-



der one specific tree species - Japanese Red Pine, and never grows twice in the same place. A kilogram costs about 2 thousand dollars. The mushrooms are thick and have a mild flavour and aroma. The Japanese call them "the kings of autumn" and serve them only on special occasions. Shiitake, on the other hand, are very popular and one of the kind. These are the only mushrooms cultivated by people. They are an indispensable ingredient of the traditional Japanese miso soup, but they are also believed to be medicinal. Apparently, they decrease cholesterol level, are used to treat common cold, heart diseases, obesity, sexual problems, and as a supportive therapy in treating cancer. They can be eaten fresh, dried or pickled. Mun are probably the best-known mushrooms in the world - widely used in Asian cuisine. They grow practically everywhere on decayed trees, especially on black elder tree, which is why they are called jelly ear. The shape of the mushroom indeed resembles a human ear, and it's considered valuable in the Far East Medicine. It's main quality isn't its taste or aroma, as they virtually lack both of them, but consistency. Mun mushrooms are crunchy with a gristle structure. You can't cook them for too long, as they get tough. Sparassis crispa - a white Chinese mushroom, is considered the world's most tasty mushroom. It looks a bit like sea sponge. Different varieties can be found all over the globe, but in Poland they are under environmental protection. Connoisseurs claim that the mushrooms have a unique nut-like flavour and aroma, and dried sparassis crispa regain their original structure after soaking. In Eastern cuisine they are diced and served in soups, stews or deep-fried.

Joanna Krzyckowska

The kings of our forests

1.

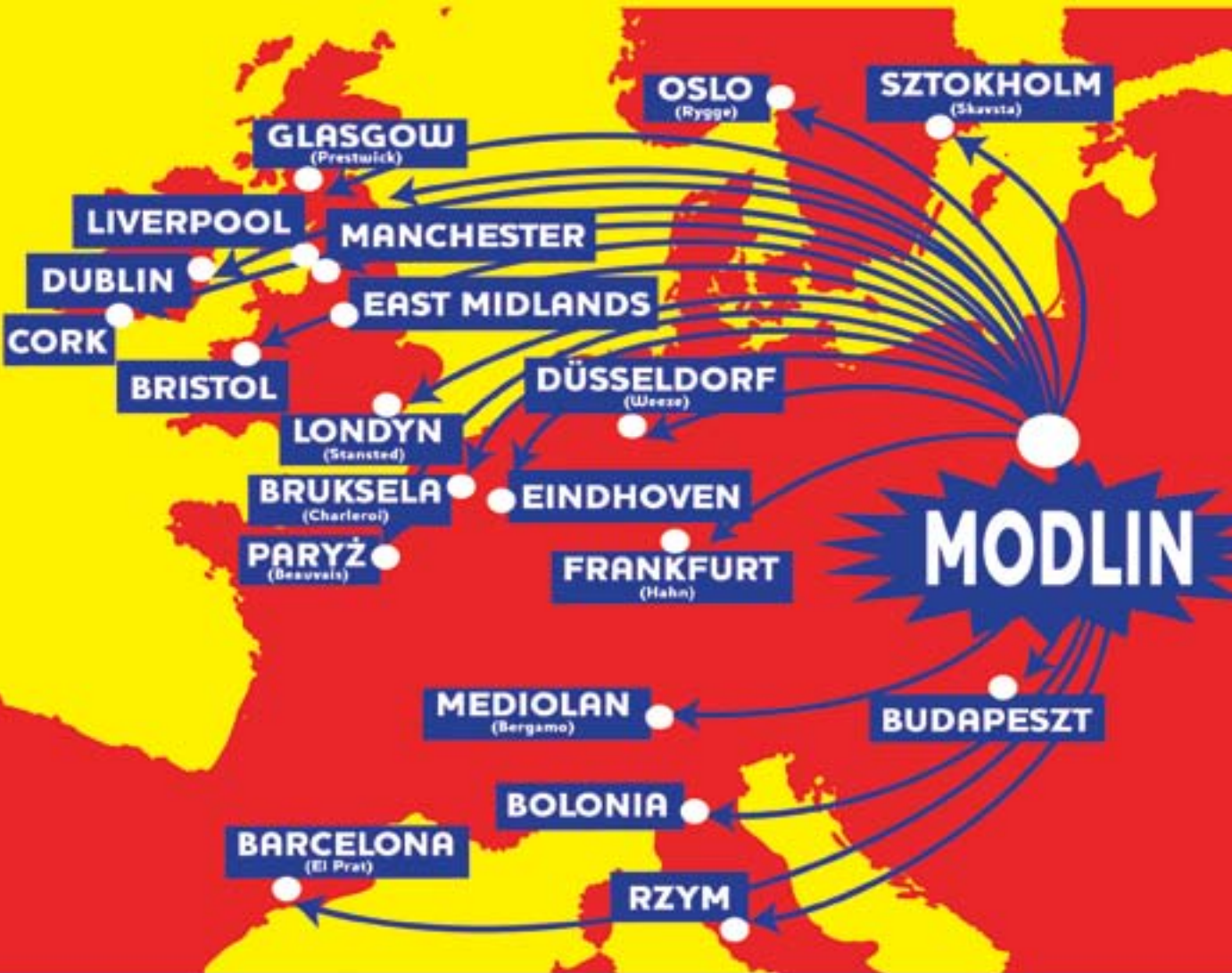
Boletus edulis, known as penny bun, is the king of the mushrooms. Its main value is... its looks. Boletus are pretty, and don't darken when dried up, and have a very intensive aroma. They occur both in deciduous and coniferous forests, often accompanied by the fly agaric.
2.

Cantharellus cibarius - commonly known as chanterelle. Its mild flavour gets more spicy as the mushroom gets old. When soaked they taste exactly the same as fresh, and can be prepared by frying or cooking.
3.

Boletus badius known as the Bay Bolete, is overshadowed by Boletus edulis, but it can really make a mushroom picker smile with delight. It's very tasty, delicate and... grows virtually everywhere. And it's an ideal mushroom for beginner pickers - the flesh gets blue when pressed, so you couldn't confuse the Bay Bolete with poisonous species.
4.

Saffron milk cap - it's difficult to say why it's so popular, but people sang songs and poems about it. When pickled or soured it doesn't taste very good, and it's unfit for drying. But fresh Saffron milk cap, tastes heavenly when fried with butter or roasted.

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# CROWDED TUSCANY

Tuscany pays for its success. This region of Italy is so popular with tourists, that, although it's known from Brunello di Montalcino wine, a good bottle is harder and harder to find. Not because they are scarce, but because there are so many other poor wines.



Tuscany is by far the most popular wine region in Europe. And this is no surprise, as thanks to the impressive architecture of Quattrocento and Cinquecento, and the idyllic landscape, it offers really a lot. We often see it in Hollywood productions, read in better and worse novels how a person fed up with their life can find peace and happiness there. Unfortunately, it's getting crowded here. Today, in order to see the whole of the Florence Cathedral or Piazza il Campo in Siena, you need to have a ladder in order to stand above the crowd of people buying souvenirs and bootleg Louis Vuitton bags. With wine it's exactly the same story. To cater for an increasing demand for wines, a lot of new wines sprang into existence, but unfortunately they lack the quality and authenticity.

### DIVIDING LINES

All this started with the famous Sassicaia - considered one of the best wines in the world, about which I've written on several occasions. It's produced from grape varieties from Bordeaux: Cabernet Sauvignon, Merlot and Cabernet Franc. And because according to the old classification system in Tuscany, all red wines have to be produced only from the local Sangiovese, like Brunello di Montalcino, Vino Nobile di Montepulciano or Chianti Classico, Sassicaia for a long time was given a lower regional IGT label. That's how an informal group of high-quality wines came into being, although they weren't necessarily produced from Sangiovese, or not only from it. It goes by the name Supertoscans. As for now, everything is going fine, but as Supertoscans rose to popularity, the number of producers, who would love to take advantage of it, also increased. Unfortunately, they lacked the knowledge, determination and patience. As a result, the number of vineyards and new labels in Tuscany is growing rapidly. What Tuscany has been working hard to achieve during 2 thousand years of its winemaking history nearly doubled within a decade.

### AMERICA, AMERICA

The reason behind it's not only the tourist industry, but also macroeconomics. A sud-

den crisis on the home market in Italy made the winemakers desperately look for new output market. And although all the winemakers are hoping to conquer China, it's the USA which is the largest market. Nowadays the Americans drink more wine than beer, but their taste is a bit different than those of the European wine drinkers. That's why many producers have decided to stylize their wines, so that they are softer and sweeter. As a result, Tuscany wines slowly lose their identity. Even Sangiovese is often not so raw, smoky and clear any more. Instead, it's become very extravagant and jelly-like with a huge amount of dry, barrel overtone. It wouldn't be a bad thing, but the winemakers all over the world follow the same paradigm, but such wines such really be made in less prestigious regions.

### TOURIST WINES

But what is especially annoying is the fact, that even if we avoid all the traps, we arrive in Tuscany, and know exactly what to look for, we still come across an obstacle. Firstly, we have to get through an ocean of tourist wine bottles. I mean the wines proudly called Brunello di Montalcino or Chianti Classico, which turn out to be rather lousy, and it's highly doubtful if they meet the criteria to deserve these names. These are souvenirs, not wines. It's enough to bottle up anything, even beetroot concentrate, put a label with a nice landscape or a map over it, and it will sell like hot buns. But it's like shooting yourself in a foot, because a person who comes to Tuscany for the first time, doesn't know much about wine and after coming across such a souvenir they wine won't appreciate it. And the producers of high-quality wines, won't compete with cheap wine makers by selling their products on parking lots. Luckily the quality tourism is getting more and more popular and people consciously opt for high category and elegant products. But despite all that, can anybody explain to me why a nice, good-natured tourists wearing a bum bag and sandals with socks, should drink poor-quality wine?

*Michał Poddany & Robert Mielżyński*

What Tuscany has been working hard to achieve during 2 thousand years of its winemaking history nearly doubled within a decade.



## What stands behind the D.O.C.G. ACRONIM

Denominazione di Origine Controllata e Garantita, i.e. a guaranteed, controllable provenance name is the highest classification label in Italy. To obtain the label, a wine has to meet a number of criteria concerning the harvest, the variety used and winemaking characteristic for a given region and appellation. But it doesn't give a 100% guarantee, that a wine with the label are really of excellent quality. You might come across a number of bottles without the label, which turned out to be much better than the labelled ones.

## True or false

## A LITTLE ROOSTER FROM CHIANTI

In the wine world there is a myth, that every original Chianti wine comes with a excise band with a picture of black rooster. The information isn't really exact, as the rooster is the symbol of Chianti Classico producers consortium, and their Chiantis are indeed checked and controlled. But there are producers, who also make excellent Chianti, but don't belong to the consortium and don't have the rooster sign. Can you say their wines aren't original Chiantis? It's like telling a farmer that the cabbage he plants isn't real, as he doesn't belong to the Cabbage Planters Association.





# MADONNA IN A COMPANY

A colourful MDNA, a warming WYscotch with a pinch of orange,  
or bitter-sweet Johnnie Walker Black Label Whisky Sour.  
These are our inspirations for drinks this autumn.

**B**allantine's Finest is a mixture of over 40 varieties of malt and grain whisky, carefully-selected and maturing for three years. The origins of the brand date back to 1827, and the main production still takes place in Dumbarton, Scotland. It's worth noticing, that the beverage was delivered to the royal court already in 1895. Throughout the years, the brand have launched a few varieties, but the most popular one is still Ballantine's Finest, in production since 1910. You can sense vanilla, apple and chocolate overtones in it. It's excellent on the rocks or with apple juice.

## Ballantine's

### BREAK WITH THE ROUTINE

// 40 ml Ballantine's  
// 60 ml apple juice  
// 10 ml sugar syrup (or a level teaspoon of white sugar)  
// orange peel  
// an ice cube  
// short whiskey glass



**T**he name of the drinks alludes to the latest Madonna's album, "MDNA". There are three flavours in it, each symbolizing a different thing. Strawberry give the drink intensive redness similar to the cover of the album. The colour reflects the personality of the artist and her sensual femininity. The strawberry sweetness is softened by the tartness of lemon. Another ingredient is passion fruit. Madonna changed her passion into success, by hitting the chart list tops for three decades. All this is completed with Smirnoff Black premium vodka, sparkling water and ice.

## Smirnoff

### TO BE LIKE MADONNA

// 15 ml puree mix Monin passionfruit  
// 20 ml puree mix Monin strawberry  
// 30 ml freshly-squeezed lemon juice  
// 40 ml Smirnoff Black  
// a drop of sparkling water  
// a few ice cubes  
// high ball glass



**J**ohnnie Walker Black Label Whisky - once known by Extra Special Old Highland - was rebranded to today's name in 1909. The Walker family recognized one whisky variety, Cardhu, as a highly important component of this sophisticated mixture, and in 1893, they bought a distillery. The liquor consists of over 40 individual whisky varieties, the youngest of which has to mature for at least 12 years. The most distinctive whisky Johnnie Walker Black Label varieties are Cardhu and Caol Ila.

## Johnnie Walker

### BLACK LABEL WHISKY SOUR

// 40 ml JWBL  
// 20 ml sugar syrup  
// 20 ml lemon juice  
// a few ice cubes  
// tumbler glass  
// shake thoroughly



# Ekscytujące piękno, futurystyczna technologia.

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Najnowsze trendy w zabudowie kuchni proponują czyste formy wkomponowane w pełną powietrza przestrzeń. Sprzęt Siemens doskonale spełnia te wymagania. Podobnie jak piekarniki i płyty grzewcze, również nowe okapy wyróżniają się ekskluzywnym designem o wyjątkowo eleganckiej, oszczędnej linii. Piękna obudowa ze szlachetnych materia-

łów kryje innowacyjne rozwiązania i zaawansowaną automatykę, dzięki której urządzenia działają prawie samodzielnie, nie wymagając Twojego zaangażowania. Kontrolowane przez elektroniczne systemy, pracują wydajnie, skutecznie i cicho, zapewniając idealnie świeżą atmosferę w kuchni. Więcej informacji: [www.siemens-home.pl](http://www.siemens-home.pl)

Siemens. The future moving in.



# INTELLIGENT HYBRID

BMW takes the concept of developing intelligent hybrid systems to the next level, by presenting the BMW ActiveHybrid 5 - another series-produced model, in which a combustion engine is combined with an electric motor to offer higher performance typical of the brand, as well as pleasure from driving.

*Active Hybrid* **5**





An innovative combination: a reliable six-cylinder petrol engine and a newly developed electric drive system.



The BMW ActiveHybrid 5 is equipped with a six-cylinder, inline petrol unit with BMW TwinPower Turbo Boost, an electric drive system together with an eight-speed automatic transmission which debuts in this model. BMW ActiveHybrid technology is complemented by the latest generation of precisely controlled energy flow management system which turns out to be extremely effective. All this allows the model to achieve a class-leading balance between performance and fuel efficiency. The vehicle's drive system generates a total power of 250 kW/340 BHP, and allows you to drive using only the electric motor up to a speed of 60 km/h. When hybrid mode is enabled, the car accelerates from 0 to 100 km/h in 5.9 seconds. The new drive also allowed for reduction of average fuel consumption to 6.4 - 7 litres per 100 kilometres as well as reduction of CO2 emissions to the level of 149-163 g/km (results can vary depending on the tires fitted on the car).

**PERFORMANCE AND COMFORT**

The six-cylinder 225 kW/306 BHP petrol engine with BMW TwinPower Turbo Boost is a unit which is well known from the BMW 535i. It's valued and praised for its dynamic power, high torque as well as unprecedented efficiency. The electric motor develops 40 kW/55 BHP and is supplied with a high-power lithium-ion battery located in the boot of the car.

The power of the two harmoniously combined drive systems is transferred to the rear wheels via an eight-speed automatic transmission. In addition to the full hybrid design - which allows for emission-free driving in electric mode - BMW ActiveHybrid 5 is characterized by not only the most sporty performance in the segment, but also increased fuel efficiency compared to the BMW 535i model.

In order to fully take advantage of the potential of BMW ActiveHybrid technology, the intelligent energy management system integrated with on-board electronics of the BMW ActiveHybrid 5 provides for effective operation of the system based on a number of innovative features. A high-voltage lithium-ion battery is charged when the car is moving at a constant speed, or during braking, while the electric motor can act as a generator to supply power to the high-voltage battery. On the other hand, during acceleration the electric motor adds boost and supports the internal combustion engine by generating dose ultra-dynamic power, which allows the



car to fully reveal its aggressive, sporty nature. What's more, when driving in ECO PRO mode at the constant speed of up to 160 km/h, the combustion engine may be completely disconnected. The cruising mode allows you to travel in comfort, using the kinetic energy which has already been generated.

In order to avoid a situation in which the engine is idling - for example, when the vehicle is stationary at an intersection or in traffic - the car was equipped with a hybrid start-stop function. In addition, the on-board electronic system in BMW ActiveHybrid 5 is connected to the standard satellite navigation system, which allows for an earlier analysis of the traffic and prepare different components of the car to work with maximum efficiency (the effect may vary depending on the quality of the available navigation data). All the hybrid components of the powertrain and of the energy management system were developed specifically for this model. The result is a very cohesive concept of a vehicle that demonstrates on the road the benefits of BMW ActiveHybrid technology. Of course, all the components of the hybrid system were designed for long-term operation.



**ONE AND ONLY**

The model retains the sporty, yet elegant body design of the BMW 5 Series Sedan, which is complemented by elegant details highlighting the innovative drive technology. The car stands out from other models in the range thanks to "ActiveHybrid 5" lettering on the C-pillars, the BMW kidney grille

with galvanised slats and the exhaust matt chrome tailpipes. The car, which runs on 18-inch Streamline light-alloy wheels boasting exceptional aerodynamic efficiency, also comes with Bluewater metallic paint, "ActiveHybrid 5" door-sill strips, an aluminium plate on the centre console with the same ID, a bespoke engine cover and the visible "ActiveHybrid Power Unit" inscription on the special casing for the high-performance battery accommodated in the luggage area.

**MADE TO MEASURE**

Selection of interior colours, upholstery and trim is similar to the variants offered in the BMW 5 Series Sedan. The standard equipment, apart from the Professional satellite navigation, includes also a 4-zone automatic climate control system with stationary air conditioning. What's more, BMW ActiveHybrid 5 can be equipped with a number of driver assistance systems, BMW ConnectedDrive mobile services, and almost all other elements which are optionally available for the BMW 5 Series Sedan with the standard combustion engine.

*Wiktor Łucki*

BMW ActiveHybrid technology is complemented by the latest generation of precisely controlled energy flow management system which turns out to be extremely effective.



# LET YOUR SMARTPHONE BE YOUR GUIDE!

Lots of today's mobile phones are equipped with GPS receivers, which allows us to use them as very convenient and accurate "navigators". To make them even more convenient, go to appstore to get appz that offer further functionality to your GPS-equipped smartphone!

**B**ooks 4ever! It's seems to be clear and obvious. Nobody says that you must suddenly start to clean your home library and remove guidebook from the shelves as now they may seem unnecessary. Printed books won't disappear as nothing is able to replace them – this is our first assumption. But you have to realize that on the road the phone with a suitable application is much more convenient than a guidebook. After all, while travelling we don't like to carry too much load, and a smartphone - even in a robust housing - weighs at least a few times less than a book.

As a result, more and more often we buy printed guidebook so that they look good on our shelf and read them on long winter evenings. On holiday, however, it's much better to take a guide app in your mobile.

## MICHELIN GUIDE

Michelin's red book is a classic among culinary guides. Inspectors employed by the French company (which still belongs to the company which primarily manufactures tires) carefully check restaurants across the Western Europe, assessing their style, location and food they offer. It's impossible to corrupt the Michelin guys, so the quality of the information provided in the "Guide Rouge" is really high. The book is a true source of knowledge and, what's the most important, it's credible because it's utterly objective!

The guide to France (in our opinion the most credible and proven) costs €7.99, but if you want to Michelin to guide you across the whole Europe, you will have to fork out less than €15. The guide also contains information about European hotels! The application works in French, English, Italian, Spanish and German languages. Polish version is still missing...

## UNUSUAL POLAND

The old adage says: "The grass is always greener on the other side of the fence". Majority of Poles don't find Poland attractive, but they can't be more wrong! Just look around the place where you

live and... Well, unfortunately, we don't look around too often. That's why it's worth downloading the excellent (and free!) guide named "The Unusual Poland".

How does it work? You take your phone out of your pocket, launch the application, type in the name of a city or a street in a specific town (you can also use your current GPS coordinates), and in a split second (provided the phone has the access to its GSM provided and can connect to Internet) you receive a cornucopia of information with pictures of all the interesting places in the area. The guide makes use of data from polskaniezw-

ykla.pl whose server contains up to 30,000 locations of various points of interest, from lakes and forest reserves through forgotten cemeteries and churches to museums and fortifications. You can browse through the photos of those spots and find out their exact location on the map! For me, this application is the guide of the year!

## BOHOGUIDES

The app for those on the move. Literally! The software will be useful especially to those who are in Poland today, but tomorrow are going to visit the US, and then perhaps venture to... Australia.

Bohoguides contains over 800 maps and guides of 1,000 locations worldwide. These can be selected via the search engine, or - and it's very clever - from the active map of the world. Then just click to download a file containing the desired info. You can use it later without limitation, in real time and without any access to the network!

The lite version (for free) allows you to download one set (a map plus a guide), but the full version of the application costs only €2.4! We have checked the guide around Warsaw and the test went pretty good. The application doesn't provide you with much info, but Warsaw Bohoguide is constantly updated.

**Rafał Jemielita**

the author is a journalist for Playboy magazine, and a co-presenter of Automaniak motoring programme on TVN Turbo

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# 4 HOURS IN... ANTIBES

Antibes - the blue Côte d'Azur and green pine trees. This city, located on a peninsula and with fine climate, was once often frequented by artists, and today - by rich people. **Marzena Mróz** takes you on a trip from bustling Nice to the beloved place of Pablo Picasso.



It's situated in the very centre of the French Riviera, between Nice and Cannes, facing the bay called „la Baie des Anges”. Antibes has a population of 75,000 people, rich history and a lot to offer. Over 2,000 years ago it was a Greek port called Antipolis. In the 17th century, a famous engineer Sébastien le Prestre de Vauban rebuilt the port and finished Fort Carre, where Napoleon was imprisoned. But Antibes really rose to fame at the beginning of the 20th century, when numerous great people: artists, aristocrats and the European financial elite started to spend here holidays and buying new estates.

## THE LIGHT AND COLOUR

Many artists were delighted by the place, wrote about it or painted it. Among the visitors there were Jules Vernes, Victor Hugo, Graham Green, Sidney Bechet, Charlie Chaplin, Ernest Hemingway... Nikos Kazantzakis wrote "Zorba the Greek" and Claude Monet painted some of his greatest works while admiring the promenade and Boulevard de Bacon.

But the biggest enthusiast of the city was Pablo Picasso, who - inspired by the unique light and colours - moved to Château Grimaldi, where he made himself a studio overlooking the sea. In Antibes, he created some of the most cheerful works. Today, they can be seen in Musée Picasso, housing a huge collection of his drawings, graphics and pottery, including the famous painting "The joy of life". You also find here works by Ernst Leger, Nicolas de Staël and Hans Hartung. Today, when walking down the narrow street of the old city in Antibes, you can also see painters depicting this charming city, go to a gallery or have a cup of coffee in one of the stylish cafes, once centres of the bohemian lifestyle.

## A WALK TO THE PORT

When waling through the city to the sea, it's worth stopping at a huge market hall - a typical market, where every day you can



buy local products such as cheese, seafood, honey, lavender, vegetables, flowers and truffle. Then you will pass by an impressive mayoralty building, Château Grimaldi, and dozens of restaurants, and get to the port, which - as for the size and the value of the yachts moored there, is second to none. With 2,000 mooring places, and a possibility to accommodate even 100-metre long yachts, it's one of the most elite yacht ports in Europe. By the "Billionaire's Quay" („quai des milliardaires”), you can see Octopus - one of the most expensive yachts in the world - belonging to Paul Allen, a co-founder of Microsoft, Lady Moura, which belongs to a Saudi Arabian prince

Nasser al-Rashida, and a yacht of a Russian oligarch, Roman Abramovich - the owner of one of the residences on Cap d'Antibes. Every year the famous „Antibes Yacht Show” ([www.antibesyachtshow.com/fr/home](http://www.antibesyachtshow.com/fr/home)) takes place here, and at the beginning of June you can see here one of the most biggest and prestigious sailing event in the whole of the Mediterranean, which opens the regatta season: „Les Voiles d'Antibes – Trophée Panerai”([www.voiles-dantibes.com](http://www.voiles-dantibes.com)).

## TO THE LIGHTHOUSE

When in Antibes, you should go southwards, to the cape. Most of the peninsula (and the

## Where to go:

Hotel Du Cap-Eden-Roc with rich tradition, exclusive and sophisticated. Marlene Dietrich used to stay here. Boulevard J. F. Kennedy Antibes, tel: +33 (0)4 93613901, [www.hotel-du-cap-eden-roc.com](http://www.hotel-du-cap-eden-roc.com).

Le Figuier de Saint-Esprit restaurant, where Michelin-awarded chef Christian Morisset ([www.christianmorisset.fr](http://www.christianmorisset.fr)) will give you a royal treatment, serving delicacies of the French cuisine. The menu consists of 10 sophisticated dishes. Excellent wine. Booking in advance is a must. 14, rue Saint-Esprit Antibes, tel: +33 (0)4 93345012.

De Bacon restaurant with a marvellous view over the bay is considered on of the best fish restaurant in France. Ravioli stuffed with lobster and bouillabaisse are worth trying. Cap d'Antibes, Boulevard de Bacon, tel: +33 (0)4 93615002, [www.restaurantdebacon.com](http://www.restaurantdebacon.com).

Jean-Paul Veziano bakery in the old town. The owner is a real master of his trade. He makes bread, rolls of different flavour (e.g. orange flower). Last year he delivered his bakery products to prince Albert's wedding in Monaco. 2, rue de la Pompe Antibes, [www.lepain-jpv.com](http://www.lepain-jpv.com).

To get detailed information about all the events taking place in Antibes, go to [www.antibesjuanlespins.com](http://www.antibesjuanlespins.com).

Plateau de la Garoupe covering most of the Plateau de la Garoupe) belongs to private owners. But you can get to the lighthouse (Phare de la Garoupe) and the Notre-Dame de la Garoupe chapel, from where you can admire a panoramic view over the bay. A stone's throw from the lighthouse there is a botanic garden (Jardin botanique de la Villa Thuret). Various tropical plants from all over the world are grown here since 1857. You also need to see Juan-les-Pins, a seaside resort belonging to the commune of Antibes. It's situated on the western side of the peninsula, and is famous for its sandy beach and the annual jazz festival "Jazz a Juan" ([www.jazzajuan.com](http://www.jazzajuan.com)).

Today Antibes is one of the most fashionable and expensive resorts in the Côte d'Azur . Most of the Cap d'Antibes peninsula belongs to private owners.





# ASK PETER

## Letters

**Piotr Kalita** is related with air transport market for almost 20 years.

He is specializing in corporate and diplomatic travel segment. Have a question? - ask Piotr.

Mail your question to: [redakcja@businesstraveller.pl](mailto:redakcja@businesstraveller.pl)

## No visa needed to Tunisia?

*I'm soon going with my family on long-awaited holidays and we are planning to go on a cruise. Apart from ports in Spain and Italy, we would like to visit Tunisia as well. Do I need to apply for a visa to go there? I've heard, that Poles don't need to do that and that such matters are dealt with on the ship. Is it true? On the other hand, I wouldn't like to have my holidays spoilt by not taking care of all the formalities in advance.*

**Monika**

Dear Monika

Cruise lines always make it clear that the passenger is responsible for a complete set of documents allowing them to make a journey and disembark, including a valid passport and a set of visas.

Polish citizens indeed don't need a visa to go to Tunisia if they are visiting as tourists and their stay doesn't exceed 90 days. Tourist visa requirement was lifted almost exactly 3 years ago, on 8th August 2009. The basic document entitling you to cross the border is the passport, which needs to be valid for at least 3 months from the date you intend to leave Tunisia.

It's a different story, however, when disembarking a voyage ship cruising around the Mediterranean. Usually such ships stay in ports for no more than a few hours. Based on different agreements, passengers undergo a simplified passport control. Tunisian immigration office usually accept the ship's identity cards, confirming that a given person is its passenger. You also fill in an immigration form.

However, I recommend that you have a passport on you whenever you disembark, especially if you are planning to visit towns away from the port.

## Additional insurance

*My parents are going on holiday to Spain. The travel agency has offered them a group insurance. My father has a heart condition. Should he buy an additional travel insurance? I'd like to avoid any possible problems.*

**Michał**

Dear Michał

First of all, I am glad to receive a question about an additional insurance, because our awareness of this matter is still rather low. We have the tendency to belittle even potentially serious health problems before going on holiday, and we don't read carefully insurance policies. But the reality is that there are many different policies, and we should take care about our safety already when planning a trip.

Insurance protection cover offered by travel agencies is usually very basic. It covers help in sudden accidents (usually fracture, injury, food poisoning, an accident, transport of a sick person). Standard policies have also various limitations, such as maximum amount of insurance, territory, the number of days spent in hospital, the scope of medical help, transport and accommodation for the relative. Usually the cover doesn't include taking care of a person whose health deteriorates due to a chronic disease. And it's easy to deduce with simple arithmetic - just compare the cost of one-day stay on a cardiology ward in a hospital in Spain, with the maximum amount of insurance protection on your policy.

That's why, in this case I strongly recommend you read in detail the General Conditions of Insurance and buy an additional insurance policy for your parents. The fee will be proportionally higher (chronic diseases are a high risk for insurance companies), but I'm sure both you and your parents will feel much safer. It's also good to know that the more expensive policy options also include journey and accommodation of a relative, so that they can accompany the sick person. An insurance policy is definitely not a thing to economize on.

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