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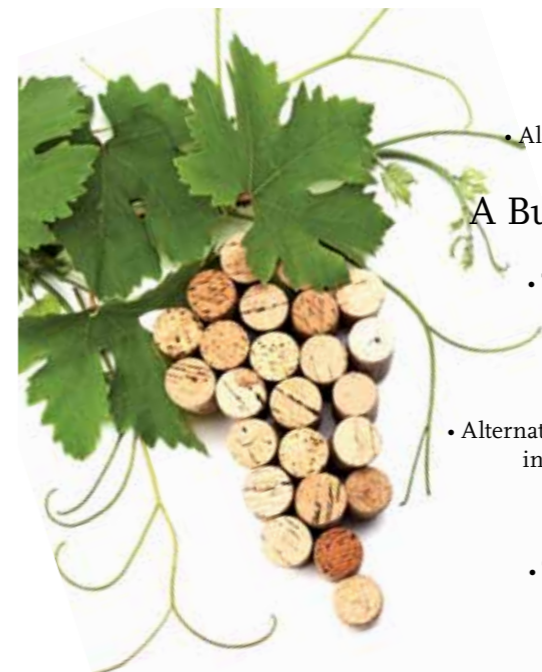
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WHERE TO GO THIS AUTUMN?

The ending summer favours introspection and making new travel plans. Where should we go this autumn, which airline to choose, which hotel to book? For the coming cold months we would like to inspire you with some new destinations. One of them is Rio de Janeiro, which was visited by our UK correspondent who wanted to see how this South American metropolis is changing before the Olympic Games, which it will be hosting in 2016. The author met the mayor of Rio, to ask him about the level of safety in the famous city of Brazil. She also visited some of the newest hotels in the city to recommend the best of them. If not to South America, then perhaps to India? Qatar Airways will take you safely to Delhi and from there, it is a stone's throw to the beaches of Goa, Rajasthan, Agra, to Sri Lanka and even the Himalayas. Those who prefer European escapades should visit Alsace – a charming French province, which is a perfect destination for a trip along the trail of the legendary Riesling, pinot gris and muscat. The Alsatian wine route is a 180-kilometre trail that leads from Marlenheim to Thann. It is winding and varied, and at times absolutely idyllic. Another interesting option would be an autumn trip to the recently opened Club Med Belek located on the Turkish Riviera, 55 km east of Antalya. The club is open all year round and offers luxury spa, a golf course, as well as business facilities. Whatever you choose, have a great autumn trip!

Marzena Mróz

Marzena Mróz
Editor-in-Chief



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Hotels

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For more information contact Louise Păduraru; e-mail: luiza.paduraru@carlsonrezidor.com

Airlines

British Airways

FIRST A380 IN BA FLEET

On 24 September, the first A380 in the fleet of British Airways will set off on its inaugural flight to Los Angeles. On this occasion, BT has been running a promotion for flights from Warsaw to the City of Angels.

Another planned destination of the Superjumbo is Hong Kong. The first flight will take place on October 22. Also on this route (Warsaw-Hong Kong), BT offers tickets at promotional prices. Passengers can book them via www.ba.com website or the hot-line on 00800 4411592 and 22 5299000. More info on the A380 at: www.britishairways.com/en-gb/information/flight-information/airbus-a380

Gadget

Tissot

TRAVELLING HERITAGE

This year Tissot celebrates its 160th birthday. Tissot celebrates its 160th Anniversary with a piece first created for Tissot's centenary in 1953, which reflects its love for new horizons. The company has always aimed to provide its clients with indispensable tools of precision, and after 160 years, this watch shows that it is still the case today. The features of the anniversary edition include automatic chronometer movement officially certified COSC, domed scratch-resistant sapphire crystal with antireflective coating, and water resistance up to a pressure of 3 bar (30 m / 100 ft). www.tissot.ch



Beauty

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Kosmiczna Metamorfoza is the only studio in Poland equipped with Body Sculptor device which uses alternating magnetic field and lymphatic drainage. Thanks to this breakthrough technology, treatment carried out in a special suit leads to reduction of visceral fat cells.

Kosmiczna Metamorfoza Studio offers a free consultation. Do not say that you will start from tomorrow. Today is the tomorrow you were talking about yesterday.

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www.kosmicznametamorfoza.pl

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Airlines

Emirates

THE POLISH FAVOURITE

Emirates has revealed that in June Tokyo was the second most popular city among the airline's passengers. Dubai took the first place and Singapore the third one. The popularity of Japan can be explained by convenient connections that Emirates offers to this country. The carrier offers flights to Tokyo's Narita and Haneda airport, as well as to Kansai port in Osaka. A flight from Warsaw to Tokyo takes about 20 hours. Many customers, however, take advantage of Dubai Connect service, which allows you to make a stopover on your flight and visit Dubai. For more information go to www.emirates.com/pl.

Beauty

Eisenberg

RADIANT AND ILLUMINATED

In response to the needs of women who often complain about their skin being dehydrated and dry, Eisenberg has introduced SKIN ILLUMINATING CARE - a product which is a part of the EXCELLENCE line. Perfectly selected natural oils are combined here with an ideal mixture of active ingredients in the galenic formula that provides maximum nutrition for dry and very dry skin. Eisenberg's SKIN ILLUMINATING CARE saturates the skin with lipids, causing long-lasting relief. Well-nourished skin regains its natural smoothness and radiance. The bottle made from cut glass provides appropriate protection to the active ingredients. The product should be applied onto a clean skin and spread until completely absorbed. The SKIN ILLUMINATING CARE can be treated as a serum before applying other EXCELLENCE or CLASSIC EISENBERG care products. The best results on hair are achieved by spraying the product on the whole length of the hair and leaving it for 15 minutes to absorb (then you should rinse it). The cosmetics are available at Sephora perfumeries; Price – about PLN 420/ per 100 ml



Tourism

Norway

HOLIDAY WITH ADRENALINE

Norway's mountains and trails are waiting to be discovered. The town of Åndalsnes, situated on the coast of Romsdalsfjord, is where you will find one of the larger climbing centres. Other popular areas with climbers include the stunning Lofoten Islands and the county of Rogaland, among others. Klatring – a Norwegian magazine devoted to rock climbing - compiled a list of the 10 most beautiful places recommended for mountain climbing in Norway. For the experienced climber there is ample opportunity to set out alone. Trollveggen is a good example. Remember to respect the mountains and make sure that you have good enough equipment with you, the weather can change suddenly. Some local enthusiasts also organise courses for people who want to try something new. The Norwegian Climbing Federation supplies all necessary information to tourists. You can contact them by e-mail: klating@klating.no. For those looking to learn to climb, there are courses offered by the Norwegian Trekking Association (DNT) through its mountain sport groups. More info at www.visitnorway.com

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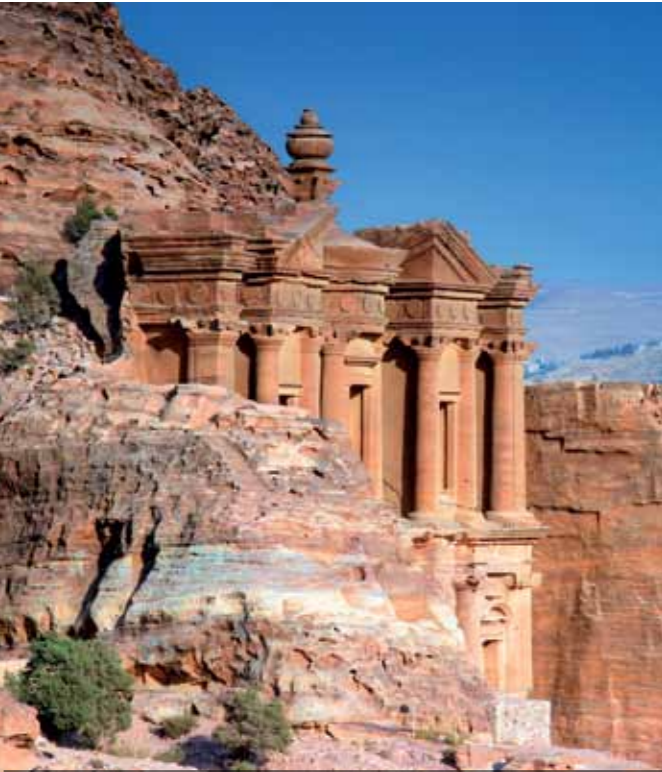
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Tourism

Jordan

JORDAN TOURISM BOARD TEMPTS POLISH TOURISTS

The Jordanian Tourism Board has announced its plans to enter the Polish market. Representatives of the institution intend to attract to their country those discerning travelers who appreciate unique destinations. In order to help increase the interest in Jordan, Royal Wings Airlines are going to launch new connections. In a series of meetings held in Poland, the Czech Republic and Hungary, the board presented a wide tourism offer of Jordan and the new charter connections. It was also an excellent opportunity to establish contacts with representatives of the tourism industry in these countries. The conference in Warsaw was attended by representatives of Royal Wings Airlines and Polish as well as Polish and Jordanian tour operators. Jordan has an enormous tourist potential. Last year, the country was visited by almost 700,000 visitors from all over the world, including almost 12,000 tourists from Poland. Even the most demanding travellers will find there something for themselves. The country has rich tourism offer for those interested in history and culture, those who want to embark on an unforgettable journey into religion, and those who love adventure, relaxation, fun and entertainment. Jordan is packed with breathtaking sights, unique nature, and excellent hotel facilities to suit every pocket. Last year, the travel industry saw a rise in the number of tourists from Poland, the Czech Republic and Hungary. That is why we decided to organize this road show, which we believe provides an excellent opportunity to showcase the diversity of Jordan as a tourist destination,” said Abdel Razzaq El Arabiyat, the director of the Jordan Tourism Board. JTB is planning to publish a number of promotional materials in various languages, including Polish. The representatives of the board also announced the start of a broad-reaching advertising campaign in Poland, the Czech Republic and Hungary, which will promote both Jordan and Royal Wings Airlines.

Beauty

Dr Eris

LIME & LEMON BALM

The lightening body lotion with velvety texture and smell of fresh citrus, provides a huge dose of carefully selected ingredients to revitalize the skin. The unique combination of wild carrot oil and illuminating particles, gives skin golden colour. Hyaluronic acid moisturizes and smoothes the skin. This action is further enhanced by the nutritional Shea butter. Additionally, vitamin E protects against free radicals. The product perfectly highlights your holiday tan. Price: PLN 89/200 ml



Airlines

Finnair

TO SEE THE AURORA

Finnair will open a new route to Tromsø for the 2014 winter season. The arctic city in the far north of Norway will be served from Helsinki three times per week from January 1 until March 28, 2014. The offer is now available in the booking system. Situated directly under the aurora zone in the arctic, Tromsø is ideally placed for viewing the spectacular aurora borealis (northern lights) on clear winter nights.



Hotels

Mercure

CHANGES IN MERCURE

Orbis Hotel Group and its strategic partner, Accor Group, are introducing significant changes in the Mercure hotel chain. Mercure's new positioning focuses on 4 lines of action: an entirely modernized offer that meets new guest expectations, accelerated expansion, mostly through franchises, with a target of 1,000 hotels within 5 years, a global quality guarantee, a brand new visual identity. The brand has already started introducing new lobby design according to a concept, which was previously unknown in mid-range hotels. Mercure has also redesigned its food and beverage service. One of the changes is the “Cave et Saveurs”, a new wine menu that showcases local vintages. Three F and B concepts have been created to reflect these new trends: the Cuisine Lounge, where guests serve themselves at any time of the day or night in an area designed like an apartment kitchen, the Restaurant Lounge, which reinterprets local or traditional recipes and the Bar Lounge, warm and convivial where guests can share a trendy snacking in a cosy atmosphere. Mercure has developed EasyWORK, a solution for business people on the move that offers dedicated and modular work spaces complete with a light meal service, equipment and Internet access. EasyWORK will be available in a series of Mercure hotels located close to stations, airports and major regional and national business hubs. The brand also took a serious commitment to ensure the same high quality of service for all hotels belonging to the chain.

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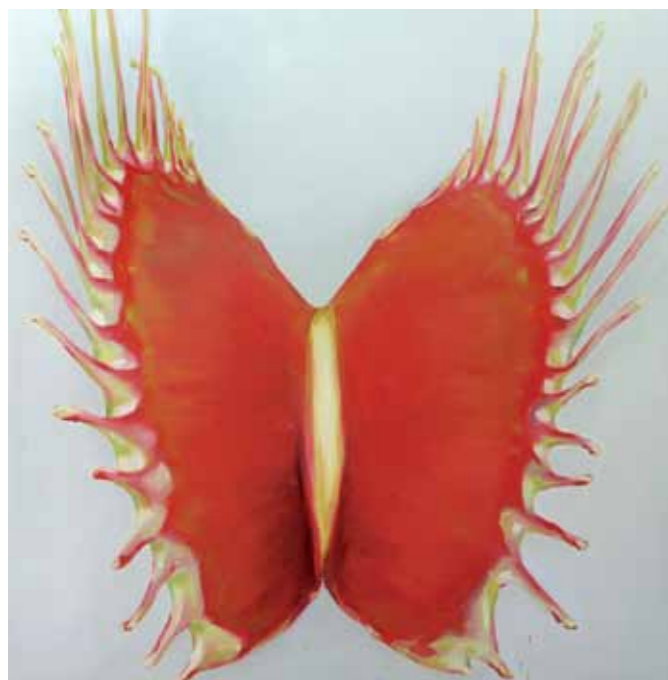
WHAT'S ON

The most interesting cultural events

CRACOW TEMPTRESS

Museum of Contemporary Art in Cracow
Exhibition is open until **29 September 2013**

The provocative images by Charlotte Beaudry recall to mind the methods that women use to seduce men. The exhibition named Temptress, presents more than a dozen of paintings, a video, and a sculpture. Charlotte Beaudry is a Belgian artist who was awarded the Georges Collignon Art Prize in Marnac, and was nominated to Ariane de Rothschild Award. She also won a scholarship in the CERA program "Partners in Art". The artist's oeuvre is dominated by presentation of women and their world of rituals and accessories associated with the fairer sex.



MARSEILLE FLAVOURS OF THE ART, TASTE OF CULTURE

11-15 September Friche Belle de Mai - a former tobacco manufacture

Cuisines en Friche is a series of events which stresses the richness of this often-quirky dialogue, between creative cuisine and artistic creation. The subject will be treated by representatives of different artistic disciplines, who will tell about it through music, film, performances...The organisers have not forgotten about the real food – tickets to some events include meals related to the topic of a performance. There will also be themed banquets and a food market. You can also attend cooking classes conducted by prominent French chefs. More details at www.mp2013.fr/cuisines-en-friche/; ticket can be purchased via: www.lafriche.org



WROCLAW REFLECTIONS

The National Museum in Wrocław, 16 September – 3 November 2013

Colourful, expressive glass sculptures by Czesław Zuber - one of the world's most important contemporary glass artists - can be seen in the National Museum in Wrocław. The exhibition will present 25 objects and an extensive photographic documentation.

Zuber drew the attention of critics already in his debut, when he used an innovative method to combine two methods of shaping glass. He also created sculptures in multi-coloured shaped hot glass, that he polished, revealing its internal structure. His own, original style that brought him international success, developed in the 1980s in France. Expressive, neon coloured glass heads are today the hallmark of the artist. However, the most important elements that make the works of Zuber so unique are drawing and colour. The artist engraves in glass dynamic silhouettes of animals or rotating characters, and fills them with aggressively bright colours.

MADRID MUSEO DEL PRADO

From 8.10.2013 to 9.10.2014

Prado, the most famous Spanish museum will hold an exhibition "Velázquez and the family of Philip IV". The king ordered a portrait from Velazques was so pleased with it that he made the artist the court painter artist. The exhibition presents the most important works of the last 11 years of the author of Las Meninas (The Maids of Honour) - an image which guaranteed Velazques his place in history. The exhibited paintings include a portrait of the Infanta Maria Theresa and of Pope Innocent X. More info at: www.museodelprado.es



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ROAD TO RIO

As Brazil's most colourful city prepares to host the World Cup and Olympics, **Jenny Southan** investigates how measures to improve safety in its favelas are boosting prosperity





Positioned on the sun-kissed shores of the roaring Atlantic Ocean, Rio weaves its way between steep hills – it is to these that the favelas cling, and from where the poorest Cariocas enjoy the best views.

It's my first time in a favela, and I have to confess I am a little nervous. I have been given a tip-off about an ex-BBC correspondent called Bob Nadkarni who was the first Westerner to take up residence in one of Rio's notorious slums in the 1990s – not only building his own house-cum-boutique hotel and hosting wildly popular jazz nights, but taking it upon himself to drive out the gun-wielding drug dealers that ran the place.

After being dropped off at the top of a steep hill at the entrance to the Tavares Bastos slum, I follow the hand-painted signs through a complex of narrow dirt alleyways lined by ramshackle brick and tin houses.

"I expected you earlier," is the first thing Bob says, before grumpily complaining that the electricity is out again – a common problem as it's bootlegged from the grid via bundles of black wire strung up through the streets. His place is called the Maze for good reason. Still a work in progress, the Gaudi-style structure is made up of numerous bedrooms – three for his family, the others for guests – interconnected with spiral staircases, while up on the flat roof there is a small tower with steps leading to a seating area. The view is magnificent – the favela tumbles down to the blue of Guanabara Bay and the unmistakable form of Sugarloaf Mountain in the distance.

THE BLOODLESS WAR

To the right, further up the hillside, is an imposing grey building – the headquarters of the Batalhao de Operacoes Policiais Especiais police force. In 2000, Bob won his campaign to have the government establish an Elite Squad base here – a first for any favela in the city. Until this time, the slums were run by militia, and these fragile communities were frequently turned into feral battlegrounds. It was with Bob's help that a precedent for peace was set and, as life in Tavares Bastos improved, eight years on the authorities initiated a large-scale "favela pacification project" to bring law and order to other communities.

About a third of Rio's six million-people live in slums, but since 2008, more than 30 favelas – with populations equating to about 500,000 – have been pacified. The operation begins with the Elite Squad rolling in with tanks and riot shields on a publicly broadcast date, and driving out or arresting the criminals. When their work is done – with amazingly few shots fired – young, specially trained Pacifying Police Units (UPPs) are assigned as a permanent presence. Public services such as wifi, sewage systems, fresh water, electricity and cable TV are delivered as part of the "social invasion", and, in some

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communities, such as Complexo do Alemão, education centres unveiled with free access to computers and training courses. Tour guide Arnaldo Bichucher acknowledges that the project may not be perfect, but it is ultimately an improvement: “There are still drug dealers in the pacified favelas but they have to hide – they can’t walk around with AK47s anymore and sell cocaine openly with big queues of people. They can’t feel they are the owners of the place. They don’t make the same amount of money. Now the idols for the little kids are the Elite Cops.”

ECONOMY GOES FIRST

Not only an important step for Brazil from a humanitarian standpoint, but as a 2009 cable from the US Consulate in Rio published by Wikileaks reveals (tinyurl.com/lmjdofo), pacification is also anticipated to bring in new business and boost the economy. The document reads: “There are significant economic interests at stake, with some analysts estimating Rio de Janeiro’s economy would grow by R\$38 billion should favelas be re-incorporated into mainstream society and markets... Some economists have forecast an increase of R\$90 million in new property and service taxes that would go towards the Rio municipal government, should all favelas come under the authority of Rio state.” Positioned on the sunkissed shores of the roaring Atlantic Ocean, Rio weaves its way between steep hills – it is to these that the favelas cling, and from where the poorest Cariocas enjoy the best views. The wealthy, on the other hand, live down low in districts such as Flamengo, Leblon and Barra da Tijuca, as well as in the picturesque Santa Teresa district. Despite a visible divide between rich and poor, Rio is a burgeon-

ing industrial hub built on shipbuilding, petrochemicals, steel, pharmaceuticals, oil and gas. Two of Brazil’s biggest oil companies – Petrobras and Vale – are headquartered here, and the US’s Halliburton and Schlumberger, and the UK’s BP also have a presence. Paulo Senise, executive director for the Rio Convention and Visitors Bureau (rcvb.com.br), says: “In Rio there has always been a good relationship between the residents of the favelas and residents in the city itself because those in the favelas are a good workforce in the hospitality industry, and also for domestic employment such as maids, nannies, cooks and drivers – and even more so now with the pacification.” He adds: “Pacification also creates the right environment for the small entrepreneur. Before it was impossible to run any business in them, but now we have people [from the outside] building pousadas in the favelas – some are B&Bs, some are boutique design hotels.” There are still hundreds of other slums under the thumb of dealers but as the process continues, it is hoped that another 70 favelas will be pacified over the next two and a half years – timely given that next year Rio will host the FIFA World Cup and, in 2016, the Olympic Games. These events will attract more than 1.5 million visitors between them, so ensuring safety for all will be paramount. In preparation for the influx of visitors, the hotel market is expanding rapidly. At the moment there is only a handful of five-star hotels in the city including Copacabana Palace, the 245-room JW Marriott and the 388-room Sofitel in Copacabana. Four-star properties include Sheraton, Golden Tulip and Novotel. Meanwhile, 70 new hotels are in the pipeline, more than half of which are four- or five-star.

“This means 18,000 new rooms on top of the 29,000 we already have,” Senise says. Chains such as Hyatt and Hilton are confirmed to open in time for the Olympics, with Barra da Tijuca on the southwesterly shores of Rio – the site for the Olympic Village – being the hot new area for development. (Windsor is planning two more hotels here for 2014.)

THE GREAT OPPORTUNITY

More than R\$8 billion (£2.4 billion) is being invested in the waterside Porto Maravilha (Marvellous Port) zone. Still a dusty construction site when I visited, Brazil’s largest public-private partnership will see the demolition of the ugly Perimetral viaduct, the building of the Binary Highway, 4km of tunnels and 650,000 sqm of new pavement, plus the unveiling of a Central Light Rail Transit system and two museums – the Rio Art Museum opened in March and the 15,000 sqm Museum of Tomorrow is due in 2014. “By undertaking all of this, we aim to revolutionise the port’s urban mobility and to transform the area into a tourist, business and residential hub,” says Mayor Paes. Meanwhile, Rio has partnered with IBM to create a high-tech “mission control” fed with live footage from 900 cameras around the city, enabling authorities to monitor roads, buildings and bridges, and react immediately when there are landslides, flooding or other problems such as overcrowding during public events like Carnival. Change is afoot in Rio and a renewed sense of optimism is in the air. Whether or not you have tickets for the World Cup, or are planning to book them for the Olympics, coming here on business is likely to surpass your expectations – so make sure you are not missing out.

a e-Travel Management

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Zarządzanie podróżami służbowymi: łatwiej, szybciej, taniej

Wdrożenie i konsekwentne korzystanie z internetowych narzędzi do zarządzania podróżami służbowymi może zmniejszyć wydatki firmowe na ten cel nawet o 20 proc.

Wydatki na wyjazdy biznesowe często stanowią dla przedsiębiorstw czy instytucji publicznych znaczącą inwestycję w budowanie relacji z klientami czy partnerami. Nie sposób z nich zrezygnować. Szukając oszczędności w tym obszarze, warto wdrożyć **Amadeus e-Travel Management** – efektywne, przetestowane przez ponad 6000 firm na całym świecie – internetowe narzędzie do zarządzania podróżami służbowymi. Pozwala ono łatwo i szybko uzyskać znaczące oszczędności i kontrolować wydatki ponoszone na ten cel, a w perspektywie długofalowej pomaga w optymalizacji budżetu przeznaczanego na wyjazdy biznesowe.

Proces implementacji narzędzia zaczyna się od stworzenia w firmie zbioru zasad i reguł dotyczących delegacji czyli tzw. polityki podróży. Dotyczy ona m.in. wyboru preferowanych sieci hotelowych lub konkretnych obiektów, linii lotniczych czy wypożyczalni samochodów, ustalenia ograniczeń na korzystanie z klasy biznes czy pokoi o podwyższonym standardzie, a także wprowadzenia zasady wykupu świadczeń z odpowiednim wyprzedzeniem.

– W wielu instytucjach i przedsiębiorstwach pojawia się problem braku kontroli nad pracownikami przy planowaniu przez nich wyjazdów służbowych. Wybierają oni bardziej ekskluzywne hotele czy droższe oferty przelotów albo decydują się na najtańsze ale bardzo restrykcyjne taryfy lotnicze, które w przypadku zmian wiążą się z dodatkowymi opłatami pobieranymi

przez przewoźnika. Stąd tak istotne jest wprowadzenie w firmach polityki podróży służbowych, dzięki której można nie tylko egzekwować zasady wyboru oferty przez pracowników, ale również negocjować atrakcyjne warunki z dostawcami usług turystycznych – mówi **Paweł Rek, dyrektor generalny Amadeus Polska i dyrektor regionalny Amadeus na Europę Środkową**.

Rozwiązanie **Amadeus e-Travel Management** jest dostępne również jako aplikacja na urządzenia mobilne, a łatwość przełączania się pomiędzy obiema wersjami pozwala wyjeżdżającym w delegację pracownikom samodzielnie planować podróż i rezerwować poszczególne usługi turystyczne, w dowolnym miejscu i czasie. Podróżni mogą też z łatwością porównywać na jednym ekranie stawki tradycyjnych i niskokosztowych przewoźników, a następnie wybrać optymalną opcję, zgodną z polityką przedsiębiorstwa. Ponadto korzystając z aplikacji, pracownicy mają dostęp do najbardziej kompleksowej bazy hotelowej, włączając ofertę HRS.

Wprowadzając internetowe rozwiązanie do zarządzania podróżami służbowymi typu *self-booking tool*, organizacja zyskuje kontrolę i przejrzystość wszystkich procesów związanych z tym aspektem jej działalności. Pracownicy mają do wyboru preferowanych dostawców i wynegocjowane stawki zaakceptowane przez zarząd firmy, a jeśli chcą skorzystać z usługi nieuwzględnionej w przyjętych zasadach wyboru oferty, muszą odpowiednio uzasadnić to odstępstwo.

SAS Airline

WARSAW-COPENHAGEN

NEW PLUS AND GO CLASSES



CONTACT
www.flysas.pl

PRICE
from PLN 1246.33 for two tickets – one in PLUS and the other in GO class, plus a service charge for transactions at flysas.pl

Last year Scandinavian Airlines underwent a true revolution. The carrier is no longer a Businessman's Airline, but since June 2013 – a Travel Class Airline. Three service classes were replaced by two, which can be regarded as an entirely new offer. I flew to the capital of Denmark in PLUS class and returned in GO, as I wanted to see the difference between these two offers.

WARSAW-COPENHAGEN
SAS offers several connections from Warsaw to Copenhagen, including the one at 10.15 which I chose. Since I had checked in online, I arrived at the air-

port just an hour before the departure. I used the fast track security control, and still had enough time to have a cup of coffee and browse daily press in the lounge. Boarding began at 9.45, and then we got on a bus which took us to the plane. The aircraft was Canadair Regional Jet 900 with 88 seats configured 2-2, including 12 ones in SAS PLUS class. Since I travelled with a large hand luggage, I had to hand it over to the crew before boarding and I collected it after landing. Being a SAS PLUS passengers, I had a seat situated in one of the first rows of the aircraft. Then things went quickly. At 10.20 the plane was pushed back from

the gate, at 10.25 it took off, and at 10.28 we reached the cruising speed. At about 10.38 the in-flight service began. The choice included a sandwich with cheese or chicken, water, juices, coffee and tea. At about 11.15 the “fasten your seatbelts” signal went on and at 11.30 landed in Copenhagen.

SAS PLUS
What privileges can you expect from SAS PLUS class? You can purchase a ticket just before the departure, return it, change the date of your flight without any extra charge, take two pieces of checked luggage up to 23 kg each, enjoy a delicious onboard meal, take advantage of the fast

track check-in and security control, as well as visit SAS lounges free of charge. Frequent flyers who are members of EuroBonus programme, receive 200% points for each flight, while members of SAS Credits programme receive extra 4% credits. SAS PLUS passengers can also use free onboard wifi, however only on Boeing aircraft that, unfortunately, do not operate on Warsaw-Copenhagen route. I booked my ticket just one day before my trip. I chose SAS PLUS, because the price difference was just €50 - not much as for what you receive in return. I especially liked the fast track check-in and security control, as well as a free access to the business lounge at the Okęcie airport.

COPENHAGEN-WARSAW
I arrived at Kastrup airport in Copenhagen two hours before the departure, but it turned out I had just enough time to not be late. First of all, you have to take into account the security control at the airport is very detailed and if you fly with SAS GO, you need to wait in a long queue. Besides, the port in Copenhagen has a lot of tempting stores and boutiques where you can quickly forget how fast time flies. The boarding procedure began exactly at 11.40 a.m. It went smoothly, and we walked to the plane parked on the apron. At 12.10 the plane painted in the characteristic SAS livery, took off from the runway. This time I flew in SAS GO class and my seat was situated in one of the last rows. I also had to pay for a meal and drinks. A glass of orange juice costs €1, a sandwich €5-6, and snacks €2-3. A bottle of mineral water costs €3, beer €5 and wine €7. The journey took an hour and ten minutes. At about 1.30 p.m. we landed at Okęcie.

SAS GO
The fare in SAS GO class includes: complimentary coffee, tea and water on board, one piece of cabin baggage plus one piece



of hand baggage up to 23 kg. The ticket is non-refundable and it must be purchased within 24 hours from the time of the reservation. Passengers can check in online and get points for the flight in SAS EuroBonus and SAS Credits loyalty programmes.

VERDICT
Since I had the opportunity to compare my travel experiences in both service classes that SAS introduced last year, I think it is definitely worth paying extra €50-100 to travel in SAS PLUS. For this money you get such privileges as fast track check-in and security control, free re-booking, and access to business

lounges. This might be especially important to people who frequently travel to Denmark on business. This year, for summer 2013, SAS was able to double the route network, extending it to more than 80 flights per week. The airline now flies from Gdańsk to Copenhagen four times a day, six times a week on Gdańsk-Oslo route, three times a day on Poznań - Copenhagen and Warsaw – Copenhagen routes, as well as twice a day from Wrocław to Copenhagen. SAS is also planning to expand the Łódź-Copenhagen connection, which is now operated five times a week.

Rafał Sobiech

Last year Scandinavian Airlines underwent a true revolution. Three service classes were replaced by two, which can be regarded as an entirely new offer.

Hotel

WARSAW

PADEREWSKI SUITE CRÈME DE LA CRÈME



CONTACT

Hotel Bristol
A Luxury Collection Hotel
00-325 Warszawa
Krakowskie Przedmieście 42/44
48 22 551 1000
bristol@luxurycollection.com
www.hotelbristolwarsaw.pl

PRICE

PLN 9 000

A simple question. What is the difference between the Hotel Bristol and the majority of other five-star hotels? The correct answer is: history. An anecdote says that the hotel's manager asks this question to all potential staff candidates. In this way she is able to pick out the best employees.

HISTORY WAS MADE HERE

Indeed, such hotels are almost gone. Hotel Bristol has seen a lot and hosted great guests. It has been a faithful companion to the city and its inhabitants for over 100 years. It is and has always been a symbol of elegance, a touch of a truly great world, the very cream of the Polish capital. The ultimate touch of this luxury can be felt in Paderewski

Suite – a unique place whose stylish interiors best reflect the rich history of the Hotel Bristol. You do not even have to close your eyes here to move straight to the days of the Belle Époque. This largest and most luxurious suite in the hotel is named after the eminent Polish pianist and politician - Ignacy Jan Paderewski, who was the first owner of Bristol. He was also a

creative and generous person. Or, perhaps genius loci came here to play, as earlier this was exactly where the Tarnowski Palace used to be located. Anyway, when the hotel was built, it became clear that Warsaw had never seen anything so luxurious. The hotel had everything, including its own power plant and a crystal lift. Although the construction cost 2 million rubles (which was more than half the annual budget of Warsaw at that time), it was money well spent.

BELLE ÉPOQUE REVISITED

Bright interiors, still captivate with the original furnishings from the early twentieth century. The sofas and armchairs with beautiful decorative upholstery, or the gilded escritoire (writing desk), look so delicate that you might think twice before you use them, but when you do, you will see that they are incredibly comfortable. Crystal chandeliers and incrustated mirrors also come from the era.

The living room also features the original desk and the chair of Ignacy Paderewski - here the history of Poland was made. The interior also boasts a unique fireplace, as well as delicate stucco mouldings which perfectly match the artfully draped curtains, crystal chandeliers and mirrors. And despite this historic background, you do not feel here like in a museum, because the suite is surprisingly comfortable. The area of 106 sq m, apart from the living room also features a spacious bedroom with a king-size bed, where, in fact, slept several crowned heads. There is also a dining room and two luxurious bathrooms, finished in grey marble.

The suite's spacious balcony - the very one from which Jan Kiepura sang - provides a wonderful view of the most beautiful street in Warsaw – the Royal Route. And if you need more space – no worries – the suite can be combined with up to seven additional rooms.



Furniture, crystal chandeliers and mirrors come from the era. The desk and the chair in the living room were used by Ignacy Paderewski himself. This is where the history of Poland was made.



GREAT GUESTS

The hotel hosted numerous distinguished guests, including Queen Elizabeth II and her husband, Emperor Akihito, Woody Allen, Bill Gates, and slightly earlier John and Jacqueline Kennedy, Charles de Gaulle,

and Marlene Dietrich. Hemingway used to say that Dietrich would get out of a car in such a manner as if she was doing a street a favour. Bristol is a hotel that brings honour to the place where it stands.

Joanna Krzyczkowska

DYLEWSKIE HILLS - VILLAS



CONTACT
Hotel Spa Dr Irena Eris
Wzgórze Dylewskie
Wysoka Wieś 22
14-100 Ostróda
tel. 89 647 11 11
www.DrlrenaErisSpa.com

PRICES
Villa with 3 bedrooms
– PLN 1,300 per night
(PLN 1,500 at the weekend);
Villa with 4 bedrooms
– PLN 1,450 per night
(PLN 1,650 at the weekend)

The idea was to recreate traditional Masurian villas next to the luxurious hotel with a swimming pool, a spa, Italian stables and tennis courts. This is how these unique white-washed houses with dark beam and stone foundations came into existence. They are situated in the heart of Western Masuria in a secluded idyllic area. It is a perfect spot for holidays with kids or a weekend trip with friends. On one hand, the villas are equipped with all the mod cons, on the other - their architecture was modelled on traditional houses built here from centuries, thus combining tradition with modernity. These luxuriously furnished homes

are available from the reservation system of Hotel Spa Dr Irena Eris. You can see their images on the Internet and it is quite important to do it as each villa looks a bit different. However, they have one thing in common – the vast space outside the windows, location among the green meadows and the nature almost “invading” the villas. Absolute bliss!

SIMILARITIES AND DIFFERENCES
The complex of villas is situated about 1.5 km from the main building of the Hotel Spa Dr Irena Eris. Each house has a spacious living room with fireplace, dining area combined with a fully equipped kitchen (refrigerator, microwave, coffee

maker, electric kettle, dishwasher), terrace with comfortable outdoor furniture and outdoor grill. Guests will also find there a safe, an iron and an ironing board, wireless internet, telephone with a direct connection to the hotel and a TV. In the bathroom you will find hairdryers, towels, and bathrobes. If necessary it is possible to put a baby cot in the bedroom. The villas are different from one another, although all 20 of them are decorated in a similar style. For example, villa 11, which can accommodate six people, has three 2-person bedrooms with twin beds (one on the ground floor, two on the first floor). Each of them has its own bathroom - two of them are equipped with a shower, while



the third one has also a bath. There is also a beautiful flower garden (colourful until late fall), two terraces, a small library and light furniture. Villa 1 delights with its large lobby, the beauty of the stone which covers several walls in the living room, as well as the view from the window – onto the open space with greenery on the horizon. It can accommodate 8 people. Villa 21, in turn, is a perfect holiday house for up to 10 people. It is situated on a small hill, so that the windows and terrace offer a wonderful panoramic

view of the surrounding fields and woods.

ADDITIONAL PRIVILEGES
Each villa is original and different, but all of them present a high standard of accommodation. Importantly, guests of the villas may also use the services of the nearby hotel. They can use free of charge the hotel pool, as well as its saunas and Jacuzzi. Each villa is monitored by CCTV and each of them offers free Internet access. You can also - for a fee - order breakfast from the hotel, as well as use the hotel restaurants.

VERDICT
Great place for an autumn outing - with the whole family or a group of friends. Since the villas are available all year long are year-round, many people choose to spend there their Christmas or Easter. The luxurious, secluded location offers privacy unattainable in large hotels. Here you can hide here and escape from everyday life, not losing all contact with the world. An additional advantage are interesting walking and cycling trails, as well as the nearby Grunwald.

Marzena Mróz



They are situated in the heart of Western Masuria in a secluded idyllic area. On one hand, the villas are equipped with all the mod cons, on the other - their architecture was modelled on traditional houses built here from centuries, thus combining tradition with modernity.

Hotel

CHLEWISKA

ODROWAŻ PALACE
MANOR HOUSE-SPA



CONTACT

Odroważ Palace Manor House
ul. Czachowskiego 56,
26-510 Chlewska
tel./fax (+48) 628 70 61
chlewska@manorhouse.pl
www.manorhouse.pl

PRICES

Double room with breakfast
from PLN 490 (about €115)

WHAT'S IT LIKE

Searching for the roots of my family, I found myself in a unique place - The Odroważ Palace, about which my grandmother used to tell me. This is the place where her mother, Emilia Węgrecka, the daughter of Prince Joseph Odroważ grew up. The palace is one of the oldest estates in Poland. I couldn't see it in all its glory, as it was being reconstructed after the fire. Since 1999, the property has belonged to private owners who, having travelled to the Far East, are trying to keep the historic feel of the place, and offer guests relaxation for both the spirit and the body. All based on the philosophy of harmony with

oneself and the environment. The hotel is located in Chlewska, at the foot of the Holy Cross Mountains. The area features the Odroważ Palace from the 16th century, the Plater Stables from the 19th century, the Roman Baths, the Vital Village and a horse stable. All of this surrounded by a landscape park with the Mysterious Circle of Power - perfect for meditation and enjoying the cosmic energy. You can also feel the energy at the nearby Horus Pyramid in the park and a small pyramid in the Wellness Studio. The Vital Village also offers amazing attractions where guests can enjoy a Finnish sauna, a Russian banya, get into

a hot Polish barrel or breathe ionized air in a salt cottage. All these will help you to cool down and relax the body and the mind.

ROOMS

The Palace offers 18 rooms, including the 80 sq m Odroważ suite. The Castle Thermae has only 8 rooms, including 4 rooms with OFURO baths. The three buildings altogether offer 61 rooms for about 170 guests. All rooms come with air conditioning, LCD TVs, and Wi-Fi internet access. There is also a tea bar, magic cushions with buckwheat hulls (facilitating sleep), salt lamps, candles, incense sticks, as well as head, hand and finger massagers.

The floors are made of wood, and the walls finished with ecological materials. The bathrooms in OFURO rooms are a real masterpiece of design. Every detail is important. A beautiful stone shower tray, wooden stairs and furniture, the smell of salt and oil, sliding glass doors. The facilities include: hair dryers, bathrobes, while the visitors can listen to relaxing music, or enjoy a Japanese bath.

SPA

In the heart of the Castle Thermae there is a fantastic 24 x 9 m swimming pool with crystal clear ionized water. There is also a Jacuzzi bath, a wild river, and a lot of surprises like geysers, massage couches and seats, as well as back, neck and spine massagers. Next door there are Roman baths. The sound of the water in the fountains, geysers and water cascades gives you a feeling of tranquillity and harmony. The ice-salt room with fountains and cascades of light is truly impressive. If you prefer higher temperatures, you can choose from a Finnish sauna with music and colour therapy, an infrared sauna, or a Roman bath with aromatic oils. Here you can regain strength, calm down and relax. Guests have also access to rejuvenation salons, designed in such a way that the patients can relax and feel better from the very moment. The rejuvenation salons offer many types of massage, facial, body and hair, and Małgorzata



Przydacka, the spa manager, can advise you on an appropriate therapy. I was suggested a basalt stone massage and magnetic stimulation. Other treatments are based on the use of snake venom, snail slime or musk rose formulations and holistic therapies using the power of colours. For the first time in Poland I've heard of a massage with Tibetan singing bowls. These are performed by Marzena Karkoszka - a marvellous gong player

RESTAURANT AND BAR

The chef of the restaurant, located in the Plater Stable of-

fers Polish, Italian and fusion dishes. In the morning guests can enjoy a buffet breakfast, at noon eat a light lunch, have a glass of fresh juice or coffee, and try dishes from the menu in the evening. I recommend fusion sole and perch-pike

VERDICT

Tradition and modernity. It is an excellent place to relax during a weekend, for business meetings, events and conferences. A good choice if you need quick rejuvenation.

Katarzyna
Siekierzyńska

Guests have also access to rejuvenation salons, designed in such a way that the patients can relax and feel better from the very moment. This principle is obeyed throughout the hotel.



IMMERSE YOURSELF IN LUXURY



CONTACT

Hotel Narvil Conference & Spa
ul. Czesława Miłosza 14A
05-140 Serock
tel. 22 566 10 00
e-mail: hotel@hotelnarvil.pl
www.hotelnarvil.pl

PRICES

double standard room
- from PLN 415
in promotion – PLN 280

You do not need to go to Masuria to enjoy the sound of water and feel harmony with the nature. Located on the bank of the Narwia – one of the cleanest Polish rivers – is Hotel Narvil Conference & Spa, which offers close contact with nature, luxury suites and exceptional spa. The hotel is situated in Serock, just 40 km from the centre of Warsaw, and has been integrated into the surrounding nature. The hotel's two patios feature a 100 years old oak and 18 great linden trees. Narvil is divided into a business and leisure area. You can spend here your day in a lot of ways - contemplating the nature, practising sports, or undergoing relaxation and wellness treatments, rounding it off with a fine meal.

MASSAGES OF THE WORLD

Niagara Spa is a journey to the parts of the world where reigns peace and relaxation thanks to original wellness ceremonies and luxury spa treatments. The décor of the eleven treatment rooms and the warming thermal zone reflects the world's continents. Guests are especially fond of the massages performed by therapists from the Philip-

pines and India. You should also try a session in Amazonia Room, where you can relax on a unique Soft-Pack water bed. Their special construction allows for sort of "levitation", lifting the body on the surface of hot water, but ... without direct contact with it. Cosmetics used during treatments contain many natural ingredients - herbs, essential oils, extracts of flowers and fruit. Visitors to the spa especially praise treatments with the use of preparations with Goji extract, made by the Spanish brand Casmara.

CULINARY FEAST

Aruana restaurant is one of the most important parts of Narvil Hotel Conference & Spa. It is located near the aquarium, in the very heart of the hotel. The menu created by the restaurant's chefs - Adam Kotomski and Witek Iwański – features unique dishes prepared with local ingredients.

Aruana specializes in modern Polish cuisine. The dishes have a traditional taste served in an intriguing form. The menu is seasonal. You can choose dishes a la carte or opt for the tasting menu. This includes such original delights as cold asparagus soup with roasted leek, apples

in hibiscus with thyme, parfait, or scallop tartar with dill. As for main dishes, you should try the roasted turbot with sweet onion and vinegar. And for dessert: young birch with white chocolate.

The dishes tempt not only with their unique taste and aroma, but also with their beautiful presentation. All of them are prepared with fresh regional products. The sophisticated food choices can be neatly combined with selected wines straight from the cellar. Spirit connoisseurs will certainly be tempted to try the homemade cordial called Narvilówka and made from blackcurrant. Apart from the restaurant, the hotel also has two bars and a large patio.

IMPRESSIONS

The uniqueness of this place is proved by the awards it has recently received for the Best Conference Spa and the Best Wellness Centre in Poland. Narvil is a haven of tranquillity, offering you close contact with nature and absolute relaxation in the comfortable environment of the remarkable Niagara Spa. It is also a journey into extraordinary corners of the world.

Joanna Krzyckowska

TELEKOMUNIKACJA dla biznesu

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SOUND GARDEN HOTEL



CONTACT

Sound Garden Hotel
Żwirki i Wigury 18
02-092 Warsaw
tel. +48 22 279 14 00
www.soundgardenhotel.pl
info@soundgardenhotel.pl

PRICES

Classic Single Room
– from PLN 179
Grande Room – from PLN 519
underground car par – PLN 50

This new Warsaw hotel is distinguished by Swedish attention to detail and self-service concept, which brings a whiff of fresh air into the world of traditional hotels. Sound Garden Hotel is located on Żwirki i Wigury Street, near Chopin airport. It is operated by the Estonian Legend Hotels & Spa group.

SELF-SERVICE

The first step is booking. The hotel's website (www.soundgarden.pl) is simple and intuitive. Click "Book Online" and choose your room. The hotel offers 206 rooms, most of which are well-designed 14 sq m Classic Single Rooms with full size 140 cm wide beds. There are also larger (can also be double) Classic Rooms (beds 160 cm wide), Mezzo Rooms - with the twin bed option and a desk, as well as Grande Room suites which consist of a living room and a bedroom.

The spacious lobby of the hotel features four self-service kiosks. This is where you check in, by entering your reservation number or your name. You will receive your key card and printed information including check-in, check-out, and breakfast hours. In the event of any difficulty, you can always turn to a host sitting at a small reception desk. I chose the 16-metre Classic Room. The interior is decorated

in Swedish style. The swivel coffee table by the bed is a perfect place to work with a laptop. It can also be used to control the lighting in your room.

ENTERTAINMENT

A flatscreen 32-inch Samsung TV mounted on the wall is the entertainment centre of the room. The "City" tab provides you with lots of useful information about Warsaw, including addresses of shops, eateries and clubs. In Music tab, you can listen to tunes and sounds which correspond to the hotel's floors, that is jazz, pop, rock, nature, or silent.

You can also surf the net using the TV's built-in browser and the remote control as a keyboard. For those who have their own mobile devices, the TV is also a wifi hub, providing guests with impressive 40 Mbit/s download and 12 Mbit/s upload data transfer (according to www.speedtest.pl).

FOOD AND EATING

In the reception area there is a wine dispenser which keeps appropriate temperature for various types of wine. You can choose from eight white and red wines. Spirits are also available. The hotel offers two types of breakfast (you can select your preference when making your reservation). The "Grab and Go"

breakfast (PLN 25) which can be collected at the reception desk, consists of salad, a sandwich, yogurt, fruit, and coffee or tea. The other option is a good quality meal served in "Good Company" restaurant (PLN 45).

CONFERENCES

The conference centre consists of 9 space with a total area of 800 sq m, access to the natural light, air conditioning and free wifi up to 70 Mbit/s. The largest, Symphony room, is 7 metres high and can accommodate about 300 people. Guests can also use smaller executive rooms for several people, where e.g. exquisite dinner can be served. There is also a glass lobby, which can accommodate several hundred people and has access to the fastest internet connection with data transfer reaching 70 Mbit/s. In summer you the back garden can also be used for various events.

VERDICT

The hotel's close proximity to the airport as well as discreet service make the Sound Garden a highly commendable hotel. It is especially useful for those who value peace and free high-speed internet access. Event organizers will certainly like the remarkably large and well equipped conference rooms.

Filip Gawryś



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How is it possible that for more than two years VOLVO XC60 has been the best-selling model of the premium segment in our country? I decided to check it out.

Since I have a long way to go, I have decided to set off early in the morning. The car is waiting in the driveway. With its black paint and rims, tinted windows, and dynamic silhouette, it looks scary and dignified. Excited, I get into it and off we go.

COMFORT AND SAFETY

If you have never driven an SUV, you cannot imagine how much comfort and pleasure such a car guarantees. Volvo XC60 is a classic representative of the segment. It is tall, spacious, and gives the feeling of control on the road. And those seats? They are by far the most comfortable ones I have ever sat in. And this pervasive sense of safety. This car not only allows you to feel like this, but it actually is very safe. At the speed of up to 50 km/h the innovative City Safety system brakes for the driver, and with the active system which controls the intensity of the

headlights you can concentrate on the road and see farther, while not blinding other drivers. High ride height and the optional all-wheel drive make the XC60 a perfect car for any terrain.

In the mountainous parts of the Kłodzko Valley I was able to check the car's off-road capabilities. The XC60 is at home in all terrains thanks to its high ground clearance and optional All-Wheel Drive. Combined with Hill Start Assist and optional Hill Descent Control, you can I could take routes less travelled in the secure knowledge that my car can cope with what lies ahead.

The ride quality is also ensured by brilliantly balanced chassis – Touring, Dynamic, R-Design Sport Chassis, or electronically controlled Four-C Chassis that performs up to 500 calculations per second. Combined with Corner Traction Control, the car gives the driver powerful assurance everywhere from motorways to country roads.

POWER AND ECONOMY

And what about the engine? The car feels big and heavy, but when you press the gas pedal, it

runs like a sprinter. The credit for this goes to D5 engine – an inline, 5-cylindere twin turbo unit producing 215 hp and 440 Nm. The vehicle has an automatic transmission which can operate in sports and sequential modes, as well as a fifth-generation Haldex all-wheel drive.

One might think that with such a monster you can forget about any fuel economy. It is hard to imagine, but this big SUV is surprisingly easy on fuel. In the urban cycle it consumed about 8.5 litres per 100 km, while on motorways and expressways it went down to 5.6 l/100 km.

VERDICT

The only detail that I would change in this car is the centre console. Although it is revered by many, for me it seems a bit too banal rather than elegant in its simplicity. Apart from this aspect, the XC60 is extremely comfortable and the version that I had an opportunity to test (D5 AWD Summum with Polestar package) is a real fun to drive.

Marta Wilk

SIEMENS



Ekscytujące piękno, futurystyczna technologia.

www.siemens-home.pl

Aktualnie projektanci wnętrz kuchennych coraz częściej proponują proste formy wkomponowane w otwartą, jasną przestrzeń. Najnowsze modele urządzeń Siemens świetnie spełniają te wymagania. Zarówno piekarniki, płyty grzewcze, jak i chłodziarki oraz okapy wyróżniają się ponadczasowym wzornictwem o niezwykle eleganckiej, oszczędnej linii. Ekskluzywna obudowa z materiałów

najwyższej jakości kryje innowacyjne rozwiązania i zaawansowaną automatykę, która zapewnia urządzeniom maksymalną samodzielność i efektywność. Kontrolowane przez elektroniczne systemy sensorowe, pracują oszczędnie i cicho, z gwarancją doskonałych efektów. Dla Twojego komfortu i dla dobra natury. Więcej informacji: www.siemens-home.pl

Siemens. The future moving in.



OPEN DOOR

We investigate how demand for data-based service and personalised travel can undermine your e-privacy.

When was the last time you Googled yourself? Even if nothing much comes up, don't imagine you can relax. Think about the information you freely give away on a daily basis but that might not show up in a web search – whether it's when booking a flight, signing up to a loyalty programme, downloading an app, filling in a customer survey form or sending an email. Then consider how this contributes to your data shadow.

ELECTRONIC TATOO

Futurist Juan Enriquez gave a TED lecture in February entitled “Your online life – permanent as a tattoo”. He presented the idea that our digital selves will outlive our physical selves, and our data may reveal more about us than we'd like to believe. “What happens if Facebook, Twitter, Google, LinkedIn, cell phones, GPS, Foursquare, Yelp, Easy Pass, security cameras, Wikipedia, credit scores, credit cards... all these things we deal with every day, turn out to be electronic tattoos?” Enriquez asks. He also posits what could happen when facial recognition gets so accurate that you could take a photo of a man in a bar on your smartphone and instantly download his name and records because he is “plastered by electronic tattoos”.



Think it will never happen? Israeli facial recognition software company face.com has already “discovered” 18 billion faces online. And in June last year it was sold to Facebook. Jane Frost, chief executive of the Market Research Society, says: “Up until very recently, everyone assumed data was discrete – but data algorithms can actually put these things together and start to understand to an individual level the person whose data it is. You might have thought you were just a piece of digital data but with facial matching, Facebook can do a hell of a lot to tell who you are.” Cutting-edge technology is already beginning to harness data in creative ways, be it through Google Glass (voice-activated augmented reality spectacles that perform like a smartphone), social booking platforms, or RFID (radio frequency identification) tags. And there is plenty of potential for applying it to the world of travel – in fact, innovative hotels and airlines are already dabbling in it in an attempt to improve or personalise the customer experience.

PARTYING ONLINE

In Ibiza, the Ushuaia Beach hotel enables partygoers to “socialise” their experiences on Facebook in real time by tapping RFID

wristbands on special screens around the resort that automatically log them into the network. According to travel technology website tnooz.com, “all content captured using the hotel’s swipe machines [is] also collected on the hotel’s own Facebook page” and “guests will be encouraged to tag themselves in each of their pictures”. Think that’s weird? You can also pay for food and drinks with just your fingerprints. Over in Las Vegas, the Aria Resort and Casino hands out digital menus in its restaurants so, according to Paul Berry, vice-president of hotel operations, it can “understand what people like, what is popular, and what is visually stimulating”. It also stores information on what temperature, lighting levels, “curtain operations” and wake-up alarm sounds they prefer in their room.

PERSONALISED SERVICE

The demand for personalised service, particularly within the high-end market, has seen a rise in travel companies using your data to create guest profiles. As discussed in these pages before (“The future of luxury”), some airlines and hotels are taking this further. British Airways has given iPads to senior cabin crew so they can access important passengers’ Executive Club status, onward



The demand for personalised service, particularly within the high-end market, has seen a rise in travel companies using your data to create guest profiles.

journey, meal preferences and previous travel experiences, and find out what passengers look like on Google Images so they can recognise them. The ITC Grand Chola hotel in Chennai, meanwhile, has placed RFID scanners in the corridors that read your room key as you pass by, then send an alert to the phones of nearby staff with your name, photo and other personal details. Another novelty is an online social seating platform, such as KLM’s Meet and Seat, which essentially enables you to choose who you sit next to on a plane based on data from their LinkedIn or Facebook profile. Some will even pair you up automatically with someone an algorithm has decided will be a good match. Sergio Mello is co-founder and chief executive of business-to-business platform satisfy.com, which has so far teamed up with Air Baltic to offer a service for finding a compatible passenger to sit with on the carrier’s flights. He said: “We can see the brands you like, the companies you have worked for, the check-ins you have made, the people you have in common. It is a tool to improve your experience – your details are not published, we just match your data with other people.”

THE APP TO TRACK YOUR MOVEMENTS

SeatID is a similar B2B service that was launched earlier this year, and is designed to harness the information you share on social networks to enhance your booking experience. As well as airlines, it also offers applications for hotels and trains. In talks with “one of the biggest train operators in Europe”, Eran Savir, chief executive and co-founder, explains how it works: “We have a widget that asks you to log in – after you do this, it follows you on the web and when you make a reservation we take this information – we know who you are – and show others. “If you opt in, we get access to your profile, but what is visible is defined by your own privacy settings. If you are on Expedia booking a hotel in Bangkok but are not sure which one to choose, we put a small widget next to each hotel to show you who else that you know has stayed there. All of a sudden this is an important factor in your decision-making process – social proofing.” Many of these data-based services are opt-in, so what travellers should really be aware of is the pervasive harvesting and subtle collation of personal information that takes place online in your day-to-day life. Much of it is for your own benefit, saving you time



“Data is the new oil” was a phrase coined by British data commercialisation entrepreneur Clive Huby in 2006 to reflect the financial importance this new commodity has.

and making sites easier to navigate – but you won’t always be aware of what is taking place behind the scenes or have any control over what happens to your data once you have shared it.

COOKIES SAY EVERYTHING

Consider how cookies store your activity so that when returning to an airline website, for example, it remembers what flight you were searching for or your loyalty scheme login information, and tailors offers to suit you. This can be a useful feature, but as soon as this information is passed on to third parties, it gets murky. Lindsey Greig, chief executive of global e-privacy consultation service Data Guidance,

says: “You might click on an advert and then your information is passed to other parties. Suddenly, your data is shared with a company in the US, a company in Russia and a company in India without you really being aware that that is taking place.” According to BA’s privacy policy: “Cookies are used to enable us to present appropriate messages to our customers. For example, to allow [us] to serve up different versions of a page for marketing purposes, control invitations for instant credit card offers, allow third parties to display appropriate advertising and to track its effectiveness, and display messages which offer a selection of products based on what you’re viewing, which are presented to you by our agency when you visit other selected websites.” However, it also says: “You can choose to opt out of this type of advertising permanently by going to networkadvertising.org/choices. Please note, though, that if you delete your cookies too, we’ll no longer know that you’ve opted out, so the banners from our third-party will reappear when you visit other selected websites.”

A GLOBAL PRODUCT

What else could your data be used for? Disconcertingly, it lists: “Accounting, billing and audit, credit or other payment card verification and anti-fraud screening, immigration and customs control, safety, security, health, administrative and legal purposes, statistical and marketing analysis, operation of frequent flyer programmes, systems testing, maintenance and development, customer surveys, customer relations, and to help us in any future dealings with you, for example by identifying your requirements and preferences.” Other major airlines carry similar statements on their websites. “Data is the new oil” was a phrase coined by British data commercialisation entrepreneur Clive Huby in 2006 to reflect the financial importance this new commodity has. According to IBM, the world’s population creates 2.5 quintillion (one followed by 18 zeros) bytes of data a day. What’s more, 90 per cent of data in existence has been created in the past two years alone. It’s no wonder that all of this has been branded Big Data, and its perceived value has even led to the mind-blowingly Herculean task of archiving the entire digital universe.

100 TERABYTES PER YEAR

In April, the British Library was granted the right to preserve the entire UK web space



Facebook, Twitter, Google, LinkedIn, mobile phones, GPS, CCTV cameras, Wikipedia, credit cards... can simply become a sort of our electronic tattoo.

with about a petabyte of data stored over ten years – that's 100 terabytes a year, or one billion pages a day stored for posterity. In the US, the Library of Congress has now archived more than 170 billion tweets. (Don't forget just how big one billion actually is – if one million seconds is 12 days, one billion seconds is 31.7 years.) Though what use these billions of 140-character musings will have is yet to be seen.

Frost says: "Clearly, data – the right sort of data, I would have to emphasise – helps businesses and governments to understand what their customers and general public are doing, and help them communicate in a targeted fashion. We have software that can collect and deliver it almost instantaneously so we can use it to frame decision-making about pricing. So if you are a Sky viewer they will look at your viewing patterns and suggest things you might want to watch, or if you are a Kindle user it will have 'recommended for you' based on your purchasing pattern."

IS IT ETHICAL?

As we are all well aware, not all data is being collected in ethical ways, or with noble intentions. Security breaches and heated debate over privacy settings is commonplace. Facebook is rarely out of the headlines and June bore witness to a particularly outrageous scandal regarding details leaked by a former CIA technical worker claiming that the US National Security Agency had been using a top-secret programme called Prism to collect citizens' emails, phone calls, social media messages, photos and documents by accessing the servers of Apple, Facebook, Microsoft, Yahoo, Skype, YouTube and Google.

A number of companies were quick to issue denials but there is little doubt that many of us have been under surveillance, and will continue to be so as governments continue haphazardly to juggle civil liberties and security.

THE LAW CAN HELP

Before you panic, in the EU steps have been, and continue to be, taken to safeguard people's e-privacy, but bear in mind that legislation is complex, evolving and arguably always going to be out of date as technology advances so fast. A spokesperson for the Office of the Information Commissioner says: "Any organisation that processes personal data in the UK must comply with the UK Data Protection Act. The act places legal obligations on organisations that help to ensure that they are looking after people's information correctly; this includes making sure that the information is secure and that organisations are open with users about how their information will be used."

At once recognising that protecting your personal data is a fundamental right, and that the free flow of personal data is a common good, EU law states that "personal data can only be gathered legally under strict conditions, for a legitimate purpose" and "you have the right to complain and obtain redress if your data is misused anywhere in the EU".

There is even an initiative (though being shirked by the UK) being discussed as part of the EU's General Data Protection Regulation that will allow people "the right to be forgotten" – where all their details can be deleted from cyberspace if they so choose. This will become a more pertinent issue as

people become savvier about online reputation and their "digital tattoos".

CONFIGURE YOUR DEVICE

Selecting "Do Not Track" in your browser settings is one solution to this problem – Internet Explorer, Safari, Opera, Firefox and Google Chrome support various methods of tracking protection. According to Firefox, when the feature is enabled, it will "tell advertising networks and other websites that you want to opt out of tracking for purposes like behavioural advertising". But Do Not Track "may interfere with some personalised services you enjoy".

This might sound like a reasonable compromise, but in April, an article on wired.com by Peter Swire warned: "Without effective targeting and tracking, advertisers argue ad revenue could plummet and lead to the shuttering of many popular websites that rely on third-party ads as their primary source of revenue." And an "arms race" could begin whereby "the digital cookies currently used to track user habits are blocked by the browsers – only to have the advertisers respond with even more sophisticated tracking methods like digital fingerprinting".

So what can you do? Frost says: "People need to be aware. They don't need to be frightened, but they need to take a grown-up attitude towards this. If you get value from giving your data away, do it with care. If society benefits from your data, do it with care because if you let your data go astray it's very difficult to retrieve it. You should give it away to someone who will respect it, and for something that you value."

Agata Janicka



LUFTHANSA IN POLAND? WE OFFER MORE AND MORE

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

How important is Poland in Lufthansa's global strategy?

Bart Buyse: Almost 10 years ago the Board of Lufthansa included Poland in the group of markets of strategic importance. The Polish aviation market is very attractive and is growing year by year. It is worth noting that Lufthansa is the only international airline that consistently expands its flight network from regional airports. We are a leading airline among traditional carriers which serve regional routes. At the same time, despite growing competition, we have managed to maintain a strong position among all international carriers present in Warsaw. In Poland we operate nearly 230 flights per week from seven cities (Warsaw, Gdańsk, Poznań, Wrocław, Katowice, Cracow and Rzeszów), which provides Polish travellers with excellent



Bart Buyse

opportunities for the use of our global route network. Within PartnerPlusBenefit, which is our incentive programme for enterprises, we cooperate with

more than 5,000 companies based in Poland. I am extremely pleased that Poland is our number one market in Central and Eastern Europe.

What so special about Lufthansa's offer aimed at Polish passengers?

BB: We regularly launch new connections to our main hub in Frankfurt, in order provide Polish travellers with an even easier access to our comprehensive and attractive route network. On 12 September we will increase the frequency of our services on Frankfurt-Rzeszów route. We will also soon double the number of connections on Poznań-Frankfurt route. Our market share (among traditional airlines) at the airport in Rzeszów is now almost 30 per cent, while in Poznań it is more than 40 per cent. This year we also celebrated the 20th an-



niversary of Lufthansa's presence in Katowice. We want to consistently expand our offer on the Polish market, and the future decisions will be made on the basis of an analysis of the economic indicators.

Why should Polish passengers choose to fly with Lufthansa?

BB: Our biggest advantage is the well-developed flight network. Lufthansa enables Polish passengers to reach almost 200 cities worldwide. Quality in every detail - both at the airport and during the flight, modern fleet and attractive price promotions are the main reasons why the Poles often choose to fly with Lufthansa. Our Business Class product is also highly valued by Polish customers. In the latest Skytrax ranking Lufthansa has been recognized as the best airline in Western Europe and on the transatlantic routes. This is a clear sign that Lufthansa's

high standards are appreciated by our customers. We are also praised for the FlyNet service, which is a broadband Internet access on board our aircraft. Our passengers are very fond of being able to surf the Internet with their own laptops and smartphones. We are the only airline that offers this service on all intercontinental routes.

Polish customers love all sorts of special offers and promotions. Are you planning any special deals?

BB: Polish passengers can take advantage of numerous 'last minute' offers that can be found on our website. We also hold special two-day promotions on selected routes. In addition, five times a year we post special offers of flights to selected cities in Africa, America, Asia and the Middle East. We are now about to start a new price promotion with attractive fares to Asia and Africa. I recommend you to subscribe

to our online newsletter, where you can find all the hot offers and promotions.

When will Lufthansa launch its new Premium Economy class?

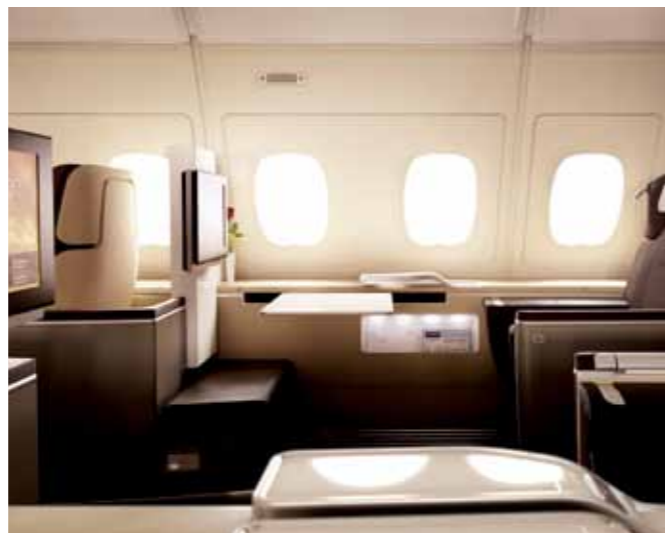
BB: The new product will be presented in the spring of 2014, when we start upgrading our entire intercontinental fleet. I can assure you that Premium Economy Class will be available soon after the official presentation. Ultimately, about 10 per cent of all the seats on board our planes will be Premium Economy ones. They will offer more space and much more adjustment options to provide passengers with as much comfort as possible. The fares in the Premium Economy cabin will be closer to Economy rather than Business class. Our offer is aimed at both tourists expecting more comfort while traveling, as well as business travellers.

Thank you for the interview.

Polish passengers can take advantage of numerous 'last minute' offers that can be found on our website. In addition, five times a year we post special offers of flights to selected cities in Africa, America, Asia and the Middle East.



In Poland we operate nearly 230 flights per week from seven cities, which provides Polish travellers with excellent opportunities for the use of our global route network.



LOT IS CHANGING!

LOT Polish Airlines has introduced a new level of service on board their planes on all routes in Europe. The catering offer has been enriched by adding new sandwiches, salads, wraps, pizzas as well as a selection of beverages, including the renowned Starbucks coffee. LOT will also propose additional services, such as Taxi&Fly, Limo Service, Meet and Greet, as well as Pre-order and Duty Free, all under the Air Kiosk.



It is a symbolic moment, comparable to the replacement of old Ilyushin aircraft with Boeing 767 in the late 1980s. LOT Polish Airlines now have five Boeing 787 Dreamliners in three-class configuration, offering the highest standard of on-board service.

The first part of the changes aimed to facilitate travelling by LOT will include an access to a mobile version of lot.com booking platform and to applications for mobile phones and tablets (Android and iOS). Ticket reservation and check-in prior to departure will be possible from any place and at any time - simply, quickly and highly intuitively. LOT will also provide passengers with faster and easier access to all information relevant for them, including special offers, as well as to the "cheapest price" search.

- LOT Polish Airlines is the first airline in the world to apply full "Cloud Computing" technology on such a large scale. Cloud computing is a model for IT environment management, with solutions borrowed from the ideology of functioning in Internet. Cloud Computing responds to the needs associated with a growing number of connected devices, continuous streams of information and Web 2.0 applications, such as open collaboration, social networking and mobile solutions. Passengers have had access to the mobile version already since mid-August, while the applications will be available from September.

- "LOT Gourmet" - new, upgraded menu. From 1 August, on flights lasting no longer than 120 minutes, the "LOT Gourmet" menu includes a pasta salad with chicken and

a Greek salad, and on flights longer than 120 minutes - vegetarian pizza and chicken wrap. During flights lasting no longer than 90 minutes passengers will have a choice between ham or cheese sandwich and snacks. During all flights LOT also offers alcohols and a wide selection of soft drinks. Passengers in economy class on domestic and European flights are provided free of charge with mineral water and a sweet snack. On domestic and European routes, the "LOT Gourmet" offer includes, in addition to new meals, Starbucks coffee and Dilmah Ceylon Gold tea, specially composed dietary porridge flavoured with apples and cinnamon or chocolate and orange, served by Starbucks. Prices for meals are much lower than those at airports or in in-flight sales of other airlines: sandwiches cost PLN 10, while salads and wraps - PLN 12. Starbucks coffee costs PLN 8. It is worth noting that meals and soft drinks in economy class and in business class on the most prestigious LOT long-haul flights remain free.

- Taxi&Fly and Limo Service - this service allows passengers who purchase tickets via the lot.com website or through the 24/7 call centre to book transportation from home to the airport and back after returning to Warsaw. For those who appreciate luxury we offer an opportunity of transport by limousine to a plane. Another LOT proposal is Meet & Greet,

which is a dedicated assistance at the Chopin Airport. LOT's staff will welcome passengers at the entrance to the airport and will facilitate all procedures prior to departure - from luggage check-in to boarding. From September this year LOT Polish Airlines will also launch the PlusGrade service. It will allow passengers who book a ticket to bid for transfer from economy class to Premium or Business class. The Polish national air carrier has also introduced a useful service called LOT Info SMS service, which keeps you updated on the status of your flight. It may be activated in two ways - by completing a free form via the lot.com website or by sending a text message from a mobile phone. There are two service options: standard, which includes a one-time information about the current status of the flight (which costs PLN 1 + VAT) and Premium, providing passengers with all the information about the flight (its cost is PLN 5 + VAT).

And the last - historical change. Starting from 10 August, the long-haul flights to New York, Chicago, Toronto and Beijing are now operated only by Boeing 787 Dreamliners. It is a symbolic moment, comparable to the replacement of old Ilyushin aircraft with Boeing 767 in the late 1980s. LOT Polish Airlines now have five Boeing 787 Dreamliners in three-class configuration, offering the highest standard of on-board service.



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MERCURE WARSZAWA AIRPORT IS NOW OPEN!



Mercure brand has been developing dynamically over the past few months. At the beginning of July this year another hotel - Mercure Warszawa Airport – was added to the chain's portfolio. The hotel operates under a franchise agreement and will be the first in Poland with an utterly new visual identity. This is the third Mercure hotel in Warsaw and the eighteenth in Poland.

FOR TRAVELLERS

The former 3-star hotel DeSilva Warszawa Airport has been re-branded as Mercure Warszawa Airport. It is located in the rapidly growing business district of the city, just 5 km from the city centre and 3 km from Frederic Chopin Airport.

The hotel offers 117 comfortable rooms. There is also a bar, a restaurant, and nine meeting rooms. Another advantage is the hotel's own car park as well as an underground garage.

Mercure Warszawa Airport is the perfect choice for those who wish to be within easy reach of the capital. It is close to major business facilities and tourist attractions of Warsaw, and its close proximity to E77 European route allows you to quickly set off in the direction of Cracow, Katowice and Wrocław, making the hotel a perfect place for a stopover in Poland.

BUSINESS-ORIENTED HOTEL

Mercure Warszawa Airport has 9 conference rooms, which can accommodate up to 345 people. The modern facilities can hold several meetings, conferences, seminars and banquets at the same time.

The hotel's restaurant offers interesting and tasty menu.



The dishes include Polish specialties as well as Mediterranean food. Its spacious room, which can seat up to 75 people at the same time use, provides excellent atmosphere at every meal.

NEW IDENTITY

Mercure Warszawa Airport is the first hotel in Poland to have received the new Mercure logo. This change is a part of the brand's new visual identity that aims to foster "harmony between places and people". Mercure has also launched a new advertising campaign which features a black and white TV advertisement that focuses on the positive emotions prompted

by an unexpected surprise and inspired by a stay at Mercure.

MERCURE BRAND

Hotels of Mercure brand are inspired by tradition of the place they are located. They combine local history with modernity. This is reflected in the interior design, as well as the menu full of regional delicacies. For franchisees Mercure brand is an excellent opportunity and a way to preserve local character of their hotel, while enhancing operations through global standards and solutions used by the chain. "Joining the brand was for us a strategic move, as we wanted to keep a large part of

our current identity, at the same time becoming part of a global brand that offers great opportunities for growth. Mercure has attracted us mainly with its distribution channels, excellent image and its global loyalty programme - Le Club Accorhotels," said Iwona Świtek, the manager of Mercure Warszawa Airport. Mercure Warszawa Airport is 18th hotel of the chain in Poland. Other hotels of the brand are located in Częstochowa, Gdańsk, Jelenia Góra, Karpacz, Lublin, Mrągowo, Opole, Poznań, Toruń, Warsaw, Wrocław, Zakopane, Cieszyń, Piotrków Trybunalski, Krynica Zdroj and Zamość.

Hotels of Mercure brand are inspired by tradition of the place they are located. They combine local history with modernity.



MORE INFO
accorhotels.com
mercure.com

TRIPLE BENEFITS

Starwood Hotels never cease to pamper their guests



MORE INFO
www.spgrestaurantsandbars.com

Until the end of September SPG members can enjoy three exclusive benefits whenever they drink or dine at one of 650 participating restaurants and bars in Starwood hotels and resorts around the globe. The promotion includes, of course, also Polish hotels of the chain, that is Sheraton hotels in Warsaw, Cracow, Poznań

and Sopot, as well as Hotel Bristol and Westin Warsaw.

FOR RELAXATION, FOR KIDS, FOR GOURMETS...

Each participating venue will offer three Food and Beverage (F&B) benefits, including a 10-30% discount, during this three-month promotion. Perks that members may enjoy include a free meal for kids under

six and 50% savings for kids under 12, bonus Starpoints® when dining in a group, a 15% discount on a relaxing spa treatment, as well as a complimentary glass of wine or a cheese platter.

"In our region in the last year, expenditure by SPG members dining in Starwood's restaurants and bars when 'out of stay' has doubled," said Steven

Taylor, Vice President, Marketing, Starwood Hotels & Resorts, Europe, Africa & Middle East. "As a result we have launched Triple Benefits, SPG's first global food and beverage marketing campaign, designed to give our guests even more reasons to enjoy Starwood's F&B options when they are on the road or at home in their local destination. We believe these benefits will make SPG even more relevant to our members and encourage them to discover the unique and compelling experiences available in our restaurants and bars worldwide," added Taylor.

SPG® ENTERS THE WORLD OF CUISINE

SPG gives members all-year-round savings of up to 30% at more than 1000 restaurants and bars in more than 400 Starwood hotels around the world.

It is the only loyalty programme in the travel industry offering comprehensive food

and beverage related benefits to its members worldwide. For guests to be up to date with all the promotions Starwood has prepared a special section on its website: www.spg.com/restaurantsandbars, where you can obtain necessary information about the offers of all the restaurants and bars participating in the programme.

SPG members can also enjoy themed monthly promotions at participating restaurants and bars, as well as earn Starpoints when dining at these venues. SPG Gold and Platinum members at some outlets may enjoy perks such as complimentary beverages and desserts or free tickets to hotel events. At others, families who dine together may receive free desserts for kids or 4 for the price of 3 dining offers. Promotions change every month so be sure to regularly monitor the information appearing on the programme's website.

Aside from discounts at participating restaurants and bars,

SPG members can continue to earn Starpoints when they dine at these outlets. They now have the opportunity to explore new restaurants and bars nearer home, or discover new venues while travelling.

STARWOOD PREFERRED GUEST® (SPG®)

SPG® is an innovative loyalty programme for regular customers of Starwood Hotels & Resorts, where members collect Starpoints® and redeem them for great prizes. In this way, SPG® programme offers its members a great opportunity to enjoy new and unique experiences.

SPG® members collect Starpoints® with every night they spend at any of Starwood hotels, as well as during visits in hotel restaurants and bars. The collected points can be redeemed for free nights at over 1,000 hotels around the world, flight with more than 350 airlines, room upgrades, prizes and many more.



Until the end of September SPG members can enjoy three exclusive benefits whenever they drink or dine at one of 650 participating restaurants and bars in Starwood hotels and resorts around the globe.



FOT: MATERIAŁ PRASOWE

QUALITY IS OF UTMOST IMPORTANCE FOR US



Marzena Mróz
interviews
Roman Mandyna,
the CEO of Merigo Sp.z.o.o

I think most of our readers do not even know that when they go on a business trip, they use services provided by Merigo...

That's right. We have been cooperating with leaders in business tourism, which is why companies sending their employees on business trips often do not even know that those trips are organized via our system. It is worth noting that Merigo is used by more than 2,000 travel agencies in Poland.

How did you manage to achieve this success in such a competitive market?

More than 10 years ago, when our company was entering the market, only few travel agencies used IT solutions, such as on-line reservation systems. Merigo has always been ahead of the competition with our innovative solutions and a wide range of products. It is worth noting that from the very beginning, our system and the customer service department have been based in Poland. For most other systems, their HQ are outside Poland, and the whole operation is based only on the call centre and help

desk. Trying to meet the changing needs of our agents, we have developed solutions for the most demanding business travel agents and travel managers.

In what way does your company stand out from the crowd?

First of all, we focus on quality of service, offering our customers a solid support from qualified professionals. Taking care of the safety of travel, we provide an emergency phone number available in Polish language 24/7. We offer the largest, continually expanding hotel base in the B2B sector. Merigo has also the widest range of products that allows agents to use such an innovative tool as dynamic packaging. Keep in mind that with our system, the company that uses the services of a travel agency is able to reduce costs of business travel by as much as 60%. A big plus is the ability to make group bookings. And for our partners, we are able to offer the most flexible terms of cooperation.

How do you assess the current situation on the business travel market?

The crisis is noticeable in the form of devaluation of the average value of bookings, which means that customers often choose a lower standard of hotels, but this does not translate into a decrease in the number of reservations. For several years, despite the crisis, Merigo has recorded growth in sales of business and leisure trips. The Certificate of Business Credibility awarded to us for the second time by Dun & Bradstreet, as well as establishing the department responsible solely for Warsaw area, are a proof of our stable position in the market.

What are your goals for the next year?

We are ready for the challenges that will be brought by the changing market. We will be striving to maintain the position of the market leader in the B2B hotel bookings. We would also like to arouse interest of the tourism industry in the perspective and a very attractive offer of cruises - also available via the Merigo system.

Thank you for the interview.



Restauracja Endorfina Foksal,
Pałac Zamoyskich, Foksal 2



www.endorfinafoksal.pl

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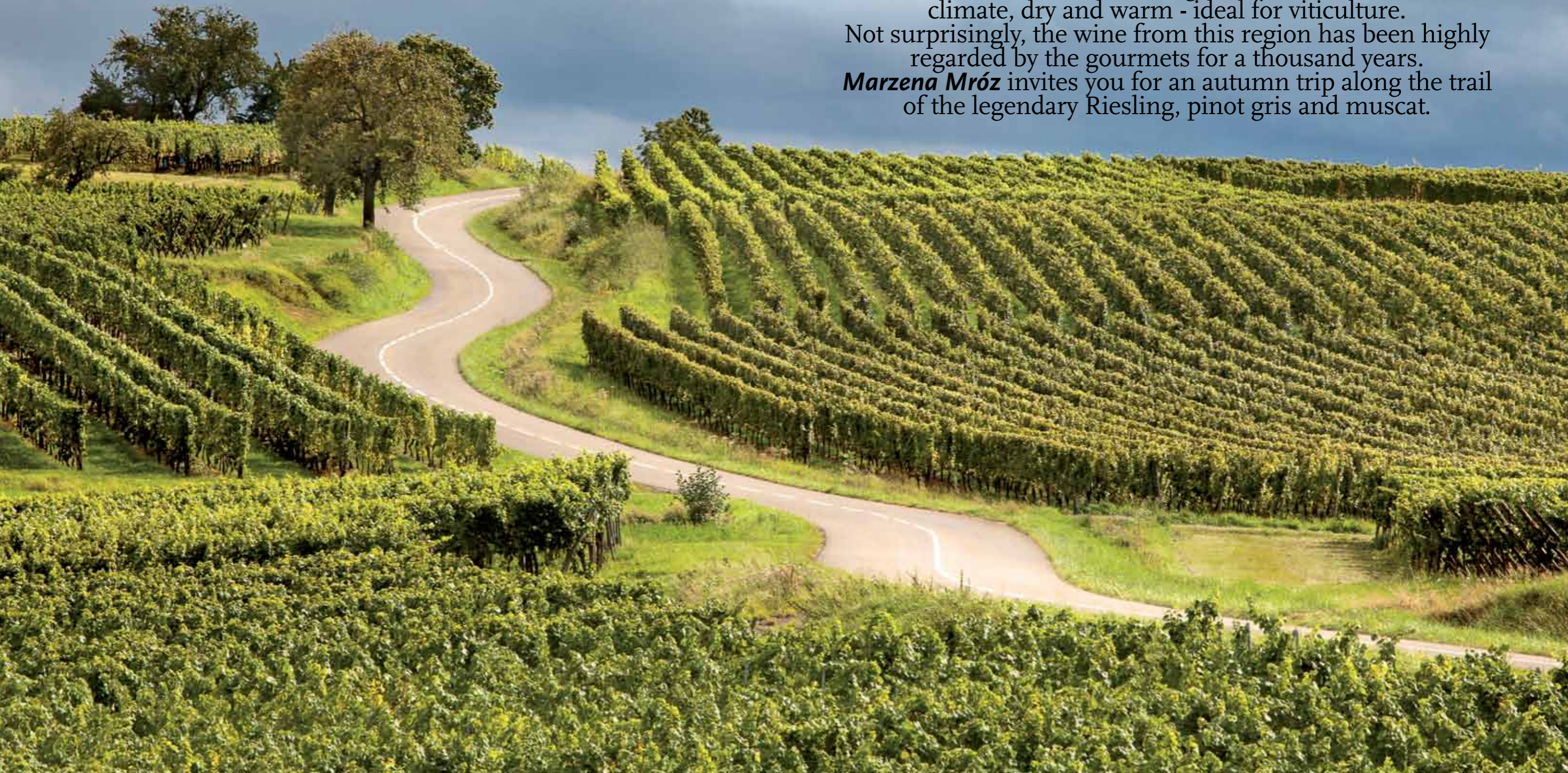
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www.makdom.pl

ALSACE ABOUNDING IN WINE

Alsace, enclosed with The Vosges, has a semi-continental climate, dry and warm - ideal for viticulture. Not surprisingly, the wine from this region has been highly regarded by the gourmets for a thousand years. **Marzena Mróz** invites you for an autumn trip along the trail of the legendary Riesling, pinot gris and muscat.



Alsatian wine route is a 180-mile trail that leads from Marlenheim to Thann. It is winding and varied, and sometimes offers absolutely idyllic views. The route goes through the hills with vines, small towns full of cobbled streets and monuments, and villages dominated by timber-framed houses. The trail is full of wine bars called winstubs (from German) and restaurants offering simple tasty dishes.

A REGION ON THE TRAIL

The geographical location of the Alsace region, at the crossroads of Germanic and Roman influences, explains the history of wine-growing shrubs, introduced here 2000 years ago by the Romans, and then revived by the Merovingian and Carolingian, who valued the "strengthening" effect of wines from this region. A thousand years ago, the vines were grown in 160 villages of Alsace, and in the Middle Ages, these wines had a reputation of one of the best in Europe. Growing vines in Alsace reached its zenith in the sixteenth century, and then was brutally interrupted by the Thirty Years' War. It was revived only after the First World War, when the winemakers decided to pro-

duce wines whose recipe was developed on the basis of noble varieties. After 1945, this policy has been further improved by the introduction of rules on demarcation of the boundaries of the vines and set strict rules of production and vinification. In 1962, the Apellation d'Origine Contrôlée Alsace certificate was officially introduced, in 1975 - Alsace Grand Cru, and in 1976 - the name Cremant d'Alsace was officially recognized. Today, the producers, middlemen and dealers associated in CIVA, have partnered to promote Alsace wines in the world.

SEVEN VINE VARIETIES

Alsatian wines are created on the basis of seven grape varieties. Fresh and light, D'Alsace Sylvaner, is famous for its fruit and flowery bouquet with dominating aromas of citrus, white flowers and freshly cut grass. It is served with seafood, fish and cold meats. Pinot Blanc is distinguished by aromas of fruits straight from the orchard. It is soft, delicate and fresh. It is suitable for most dishes. Riesling from this region is a dry, substantial wine with a subtle bouquet, with citrus, flower and minerals overtones. It is great with white meat and sausages - not just the ones from Alsace. Muscat has a bouquet of fresh grapes and - in contrast

to muscats from the Mediterranean area - it is a dry wine. It tastes as an aperitif, and it is especially liked by asparagus enthusiasts. Pinot Gris is - in the opinion of oenologists - strong, round and long. Its aroma resembles the forest undergrowth, sometimes with a hint of smoked bacon. It is served with foie gras, game, white meat and offal. Gewurztraminer is famous for its aroma of flowers, fruits and roots. It is great with exotic dishes, cheese and desserts. Pinot Noir develops the aromas of red fruits - cherries, raspberries, currants. It matures in barrels, which gives it a more complex structure. It goes well with venison, ham and goat cheese.

APPELLATIONS AND CERTIFICATES

It is obligatory to bottle all the Alsace wines in the region of origin. They are poured into characteristic, slender bottles with slightly longer necks. An additional guarantee of quality are the three appellations. AOC Alsace - is a guarantee of the authenticity of wine from that region, preserving local characteristics and the high skill of the producer. For varietal wines, the label may include the name of one of the seven varieties.

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WORTH REMEMBERING

- Hotel – Grand Hotel Bristol, 7 Place de la Gare, Colmar; www.grand-hotel-bristol.com
 - Hotel – Hotel de L'Ilwald, Schnellenbuhl 67600 Seletat; www.illwald.fr
 - Restaurant - Le Rendez-vous de Chasse, Colmar, www.grand-hotel-bristol.com
 - Restaurant - l'ami Fritz, 8 rue des chateaux, Ottrott-le-Haut; www.amifritz.com
 - Wine tasting - Domaine Dopff et Irion, 1 Cour de chateau 68340 Riquewihr; www.doff-irion.com
 - Wine tasting - Domaine des Marronniers, Martha and Guy Wach, 5 rue de la Commanderie, Andlau; www.guy-wach.fr (the owner speaks Polish).
 - Museum - Musee d'Unterlinden, Colmar, www.musee-unterlinden.com
 - Haut-Koenigsbourg castle, Orschwiller; www.haut-koenigsbourg.fr
- More about Alsace on: www.tourism-alsace.com

Sometimes the Edelzwicker or Gentil signs are also included. AOC Alsace Grand Cru is a proof that the product is a real rarity. This label is awarded to big, substantial wines, unique and famous for its high quality. These wines are produced in one of 51 separate locations and are named after the village they come from. The AOC Cremant d'Alsace - is gives to delicate sparkling wines, produced mainly from Pinot Blanc and Pinot Gris, Riesling and Pinot Noire (pink Cremant). Recently it has been gaining popularity - not only in France.

COLMAR, RIQUEWIHR, SELESTAT

You should start your adventure with Alsace in the charming Colmar, known as "the capital of Alsace wines," which is exactly half-way between Strasbourg, Basel, Switzerland and the bordering Rhine. But there is much more to Colmar attractions than just historic buildings and wineries. Tourists from all over the world come here to see one of

latest and most unusual Gothic paintings - the altarpiece panels from the monastery in Isenheim by Mathias Grünewald. It can be seen in Musee d'Unterlinden.

Your next stop might be Riquewihr - a village situated among the vineyards. With its fortifications and characteristic timber-framed buildings, it is one of the best preserved, harmonious and beautiful places in Europe. A visit in this medieval town is definite must when it comes to culinary experiences, and nearby vineyards, among which you can find well-known grand crus properties - Le Sporen and le Schonenbourg - produce one of the finest Rieslings in the world. You should also stop in Seletat, as nearby there are several castles, the largest and best restored one, Haut-Koenigsbourg, dates back to the 12th century and is located at an altitude of 800 m above sea level. On clear days, when walking around its courtyard, you can see the peaks of the Alps.



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— zapraszamy do współpracy www.merigo.com.pl

THE NEW FACES OF DELHI

It is widely predicted that by 2035 India will have become the world's third largest economy, after the US and China. It is barely surprising then, that the Indian capital city is already frequently visited by not only tourists, but also businesspeople seeking new investments. **Marzena Mróz** explains why Delhi is a city you simply need to visit.



India, which is still often regarded as a poverty-stricken country, is now phasing in a new reform, which focuses on development through education. The first results of this strategy are already visible. Experts estimate that India is the number two country in the world in terms

of the intellectual potential. India is a country which understands the importance of education. It has 260 universities and over 14,000 colleges, which produce 2.9 million graduates each year, including 350,000 engineers and 200,000 IT specialists. The world's best universities have already opened their

branches there, and many global companies seek new employees in cities like Delhi, Mumbai, and Bangalore. The country invests heavily in research and is one of the top ten global players in this field, with many global IT and electronics companies building their research and de-

velopment centres in major cities of India. The country's exports in this sector are now worth tens of billions of US dollars. India is also booming with many companies outsourcing there their business processes, including call centres, data processing, remote customer service, consulting, accounting, industrial design, medical services (including analysis of clinical trials), and many others.

CITY OF THE NEW ERA

The capital of India is undergoing major changes. The slums of New Delhi may not disappear overnight, but new modern housing districts pop up like mushrooms and the city's famous monuments are gradually being renovated. What is there to see in the capital of the world's largest democratic country - a city populated by the incredible number of 15 million people?

It is worth starting the tour with the modern part of the city, especially with Connaught Place - a commercial hub of Delhi, structured in the form of rings comprising of inner and outer circle, where you will find numerous hotels, shops, restaurants, cafes, and cinemas. Connaught Place is a stone's throw from the iconic India Gate. The monument was built in 1931 by the British administration in honour of Indian soldiers who were killed during the World War I on the north-west front. It rises to a height of 42 metres, and used to be an official gateway to the city. It is also close to the presidential palace, the buildings of the parliament, as well as to the former residence of the Prime Minister Indira Gandhi, which after her death was converted into Indira Gandhi Memorial Museum (1, Safdarjung Road). In the garden, the last few steps that she walked are now covered in glass, while the very spot where she fell after being shot is also marked with a large glass panel. The house features a number of family memorabilia, including Indira's wedding sari, which was painstakingly woven by his father. Another place which is worth visiting is the National Gallery of Modern Art (ngmaindia.gov.in), situated south of India Gate. It preserves and displays modern art from the 1850s onwards, including pieces by such famous Indian artists as Raja Ravi Verma, Amrita Shergill, or M.F. Hussain.

CITY OF MONUMENTS

Old Delhi is renowned for the 18th century Qudsia Garden, the Kashmiri Gate, but above all the famous Red Fort. The fortress was built of red sandstone and covers a total area of about 254.67 acres enclosed within 2.4 kilometres of defence walls, which vary



Another site, which is frequently visited by both locals and tourists, is the spectacular and modern Lotus Temple completed in 1986 and notable for its flowerlike shape.



in height from 18 m on the riverside to 33 m on the city side. The impressive structure was designed according to the Quranic description of Paradise, and is a true city within a city. It consists of five palaces, a mosque, gardens and baths. One of the palace chambers featured the famous golden Peacock Throne inlaid with precious stones, which was looted by Persian leader Nader Shah in 1739. Lahore, the main gate of the fort overlooks the bustling main boulevard of Old Delhi called Chandni Chowk, or the Moonlit Square. It is also home to Old Delhi's oldest and busiest markets where at numerous stalls you can buy almost anything. Right next to the market there is the Golden Mosque with three gilded domes. It was built in the 17th century and currently is

the largest and the best-known mosque in India. Chandni Chowk area is also home to Lal Mandir - the oldest and best-known Jain temple in Delhi, which is also known for a charity bird hospital run by monks. In the Raj Ghat Park, in the eastern part of Old Delhi, there is a memorial to Mahatma Gandhi with a black marble platform that marks the spot of Mahatma Gandhi's cremation in 1948. Another site, which is frequently visited by both locals and tourists, is the spectacular and modern Lotus Temple completed in 1986 and notable for its flowerlike shape. Surrounded by over 100 hectares of gardens and nine ponds, this impressive structure designed by the Fariburz Sahba, is gradually becoming a new icon of the city. The temple is open to all people, regardless of religion, or any other distinction. Anyone

can come here to pray or meditate in the main hall of the temple, which can accommodate up to 1,300 people.

YOU MUST SEE IT

While in Delhi, it is worth traveling an additional 200 km to Agra to see the famous Taj Mahal - an icon of India and one of the most spectacular buildings in the world. This unique palace/mausoleum is an almost perfect building and, according to many, you must see it with your own eyes to be able to fully appreciate the beauty and mysticism of the place. Taj Mahal was built as a testament to the great love of Mughal emperor Shah Jahan to his prematurely deceased wife. It was built from the finest species of white marble from Rajasthan by 20,000 workers, and the stones with which it was decorated came to India from various countries of the East: jade from China, sapphires from Ceylon, corals from Arabia, turquoise from Tibet, agates from Yemen, Malachites from Russia, and pearls from the coasts of the Indian Ocean. The proportions of the building, which was erected between 1631-1648, surprise with their simplicity: the height

Its height of around 35 metres is about the same as the length of the base, and is accentuated as it sits on a cylindrical "drum" which is roughly 7 metres high.

The romantic charm of the tomb is further stressed by arabesques, floral motifs and meticulously crafted jail screens. The place is best viewed at dusk, when the changing light brings out all kinds of colours from the stones - from white, through gold, pink, red and even blue.

HOW TO GET THERE?

You can fly to Delhi with Qatar Airways, which offers some of the best fares on this route. If you want to organize a business meeting or a conference in Delhi, there are several options to consider. Not so long ago, Connaught Place was the heart of Delhi's business activity, but now most offices have moved elsewhere, leaving behind mainly government blocks. Gurgaon, 30km to the south with its neon-bright skyline, is the new business and financial hub, with Greater Noida - a new township with wide expressways and green, uncluttered industrial spaces - fast catching up. There are plenty



The famous Red Fort was designed according to the Quranic description of Paradise, and is a true city within a city.



of good four-star business hotels offering five-star facilities at very competitive prices.

WHERE TO STAY?

- **Ibis Gurgaon** Situated in Gurgaon's central business district, 25km from the airport and next to an 18-hole golf course, India's first Ibis hotel has 217 small yet fully-equipped rooms, with flatscreen TVs, tea and coffee facilities, minibars and free wifi. There is a 24-hour restaurant - the buffet breakfast is one of the hotel's best features - along with a bar, fitness centre and two meeting rooms. Block 1, Sector 53, Golf Course Road; tel +91 12 4475 5000; ibishotel.com Rooms from Rs 5,183 (£64)
- **Fortune Select Excalibur** This Gurgaon property offers 135 rooms with a writing desk, flatscreen TV, tea and coffee maker, minibar and safe. Guests get two hours of free wifi (six in Fortune Club rooms), and those in suites have access to the Club lounge, which offers breakfast, all-day drinks, evening snacks and cocktails.

There is a gym and a pool, and the hotel is a 30-minute drive from the airport and 20 minutes from the CBD.

Main Sohna Road, Sector 49;

tel +91 12 4398 8444; fortunehotels.in

Rooms from Rs 7,550 (£93)

- **Lemon Tree East Delhi** Located in Kaushambi, the industrial zone of East Delhi, this hotel is on the top two floors of a mall and offers all the ambience and mod-cons the chain is associated with. The 55 rooms are contemporary in style, with flatscreen TVs, tea and coffee facilities, minibars and 30 minutes of free wifi (then Rs 160/£1.90 per hour, or free in the 24-hour business centre). There are rooms with special amenities for female travellers, a coffee shop, gym, pool, and a free buffet breakfast. Note that the hotel does not serve alcohol. Plot No 1, Kaushambi, tel. +91 12 0442 3232; lemontreehotels.com Rooms from Rs 5,283 (£65)

- **Lemon Tree, Gurgaon** The brand has three hotels in the satellite city. The 45-room City Centre and 49-room Udyog Vihar

properties are full-service business hotels with room facilities such as 30 free minutes of wifi (unlimited in the business centre), safes and mineral water. Room rates include a buffet breakfast. The 81-room Lemon Tree Premier at Leisure Valley is more upscale, offering larger rooms with superior facilities, a pool, spa, bar and all-day café. All three have a gym.

City Centre: 287, Millennium City Centre;

tel +91 12 4416 0303. Rooms from Rs 6,732 (£83)

Udyog Vihar: 866 Udyog Vihar;

tel +91 12 4442 3232.

Rooms from Rs 5,263 (£65)

Leisure Valley: 48 City Centre;

tel +91 12 4448 0200.

Rooms from Rs 7,957 (£98)

- **Radisson Blu Greater Noida** The hotel's 175 rooms are stylish, soundproofed spaces with 40-inch TVs, free wifi, floor-to-ceiling windows and premium bed linens. The 24-hour restaurant serves a huge free breakfast, and there is a Pan-Asian eatery and bar. The hotel also has its own spa and a rooftop grill. The Radisson Blu allows easy access to offices in Noida, Greater Noida and central Delhi, and is 45km from the airport.

C-8, Site IV, Second Cross Avenue Road;

tel +91 12 0451 7777; radissonblu.com

Rooms from Rs 5,999 (£74)

- **Ramada Gurgaon Central** Brand new and centrally located, this 94-room hotel is close to the city's malls and clubs. The rooms are more luxurious than you might expect, with wooden flooring, plush sofas, 32-inch LCD TVs, free wifi and turndown service. A huge breakfast is included, as are airport transfers. A coffee shop, Oriental restaurant, bar, spa, fitness centre and terrace pool complete the leisure facilities. There are three meeting rooms, with the largest holding 160 people.

Site No 2, Sector 44;

tel +91 124488 6400;

ramadagurgaoncentral.com

Rooms from Rs 6,999 (£87)

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CLUB MED BELEK

The recently opened Club Med Belek village is located on the Turkish Riviera, 55 km east of Antalya. A long sandy beach, the best golf course in the country in the neighbourhood, as well as a spectacular wellness centre, make this place stand out from the crowd of other facilities in the area.

Club Med Belek is the latest concept by the well-known organizer of summer and winter holidays. It is also the only facility in Turkey, situated by the very sea and open all year round. It offers all the possible seaside resort attractions to the golf enthusiasts, is a perfect holiday destination for families with children and for business people who can use the club's high-tech conference centre. Other attractions include excellent cuisine and a wide choice of entertainment types, sport activities, a spa, a babysitting service and thoughtful and caring service. Transfer to Belek from Antalya Airport

takes no more than 45 minutes. The place is located by the sea in a spacious building, of a really high standard. There are 433 rooms in four-and five-storey buildings equipped with elevators. The rooms are spacious with modern furnishings, air-conditioned, with separate bathrooms and toilets. You can choose from three categories of rooms - Deluxe with a terrace or a balcony overlooking the sea or the swimming pools (some of them have private Turkish baths); Club rooms - larger, family-oriented, with furnished terraces; and Suits - with two bedrooms, a dedicated member of the staff to assist guests throughout their whole stay,

continental breakfast served in the room, airport transfer and spectacular views over the sea. You can also live in villas located near the beach, and even buy one and earn money as a landlord.

BEACH, TORTOISES AND GOLF

The biggest advantage of this place is the 2.5-kilometre-long clean beach, where tortoises lay their eggs in the fine golden sand. This phenomenon can be observed from April to September in the early morning or evening. On the beach guests have access to lounge chairs, comfortable seats, and, naturally, beach umbrellas.

Right next to the Club Med resort, there is Lykia Links Golf Club, the best 18-hole Golf Course in Turkey, which attracts the enthusiasts of this sport from all over the world. Club Med guests can take lessons in a golf academy, where classes are tailored to the level (both advanced and beginner) of the players. The club offers also sports activities such as sailing, windsurfing, tennis, beach volleyball, volleyball, flying trapeze, fitness classes and Pilates. Everything is included in the price. There is a large outdoor swimming pool complex, and a huge indoor pool, which you can enjoy in winter, when the temperature drops to 20 ° C.

FOR THE BODY AND THE SOUL

Guests can also dine in several excellent restaurants. The Rapsody - a modern restaurant, located by the beach, the Adalya, and the most elegant one - the Orientalist, which serves dishes inspired by Turkish cuisine based on mezze, meat, fish, and fresh vegetables and fruits. The Links Restaurant, on the other hand, serves varied breakfasts - you can choose from Turkish, Continental and American one, as well as lunch and dinner.

The 1,300 sq m Club Med Spa by Carita consists of twelve treatment rooms, two treatment rooms for couples, saunas, a Jacuzzi, rooms for deep body scrubs, and a relaxation area where you can have a cup of Turkish tea. It is very popular with the guests thanks to its professional massage therapists, skilled beauticians and formulations made by a well-known French brand Carita. You can choose from treatments which aids relaxing, slimming, revitalizing and skin-renewal. The spa also features a Turkish bath, traditional and Russian saunas as well as bio saunas.

A UNIQUE PLACE

Children are especially welcome at Club Med, as there are numerous attractions aimed at them ranging from specially designed swimming pools, playgrounds, to sports activities and care service in the Mini, Petit and Baby Clubs. Club Med Passworld has prepared activities for teenagers aged 11-17.

Staying at the club can be even more exciting if you go to Club Med trips to Istanbul, Antalya or decide to take a rafting adventure. The fact that Belek is located near Aspendos - the best preserved Greek theatre from the 2nd century AD where the performances are organized to this day, makes the place truly extraordinary.

Karolina Wolska



It offers all the possible seaside resort attractions to the golf enthusiasts, is a perfect holiday destination for families with children and for business people who can use the club's high-tech conference centre.





THE TOP ACADEMY

BMW Sail Racing Academy is a high-end sailing school. But what does BMW have to do with sailing? Well, it turns out, it has quite a lot.

The question seems a little surprising, and the answer is not obvious, but when you listen to the BMW marketing people who run the project, it does sound convincing. The German luxury automotive brand decides to start a high-end sailing project whose main elements are top class hotels, Elan racing boats, and a calm bay of the Adriatic Sea, where, with favourable sea winds (3-4 on the Beaufort scale) you can sail, exercise and learn something. BMW says that they are committed to this project because they believe that active

people of all ages should have a chance to go beyond their limits. Sounds like a cheap marketing? Maybe so. But what does it look like in reality?

FABULOUS PORTOROZ

Slovenian Portoroz (the Port of Roses), is the most famous marina on the narrow, Slovenian coastline, squeezed between Italy and Croatia. It is a place with a history dating back to the Empire Romanesque, Italian principalities, Austro-Hungarian Empire, the twentieth-century wars, the collapse of Yugoslavia and the fall of nations after 1989. Fortunately it

was spared the atrocities of the civil war in the 1990s. Participants to the BMW Sail Racing Academy stay in the luxury Kempinski Palace Portoroz hotel - the only five-star property of the chain in this part of Europe. It is situated in the centre of Portoroz right by the sea promenade. Palace, which houses the hotel is over 100 years old - it was built in 1908 by the famous Austrian architect Johann Eustacchio. It was opened in 1910, when the territory of the present-day Slovenia belonged to the Austro-Hungarian Empire. In those days, Portoroz was one of the

most popular sea resorts in Austria. After several years of the socialist reign in Yugoslavia, the hotel returned to its former glory in 2008, when Slovenians signed a 20-year lease agreement with Kempinsky chain. The renovation cost approximately €70 million, but just one look at the hotel is enough to realise that it really was worth it.

THE SAILING ACADEMY Every year, BMW organises a three-day, intensive course for those who can already sail, but still want to know the ins and outs of sail racing. Participants are offered six racing boats

with necessary rigging to let them experience what true sea regatta looks like. The Portoroz Bay will not give you a chance to face the "high seas", but the constant, steady winds, will still probably provide you with enough emotion.

The equipment is also perfect. These Elan 210 yachts with a ballasted low-centre-of-gravity lifting keel, are about 6.5 meters long, and feature a 17 sq m mainsail, a 12 sq m jib and a 52 sq m gennaker. The training staff consists of highly experienced instructors - Slovenians and Italians. This year they were led by Roberto Ferrarese, who has for long been involved in many prestigious regattas, including the America's Cup. The three-day course starts with basic training and a theoretical test, followed by the instructors checking on your sailing skills on the water. The first day ends with a training regatta on the Portoroz Bay. The second day is devoted to further training on the water, and discussing the common errors. The third day is the of-

ficial finale of the event. It ends with presenting awards and course completion certificates.

A GOOD DEAL

BMW Sail Racing Academy is an annual event, aimed at participants from Central and Eastern Europe, mostly to Germans, Austrians, Slovaks, Czechs, Hungarians, Romanians and Slovenians. Two rounds of training are held in June and September, each for a total of 24 participants. The price €1,100 covers training, boat charter, lunches in Portoroz marina, accommodation and full board at Kempinski hotel, as well as transfers to and from the airport in the Italian Trieste. We believe it is a very good deal, and although it cannot be compared to sailing in the open sea, it will still let you experience the taste of what the sailing regatta looks like.

More information about BMW Sail Racing Academy can be found on the website

www.bmw-sailracingacademy.com

Filip Gawryś



Participants are offered six racing boats with necessary rigging to let them experience what real sea regatta looks like.

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centrumlotow.pl

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sprawdź nas



ALTERNATIVE INVESTMENT OPTIONS IN POLISH PRIVATE BANKING

Today private banking is not only about standard products and investment products, such as access to brokerage services, investment funds, asset management, or specialized investment products.

cess to experts in insurance, concierge, real estate, but also in such fields as the art, wine, and other luxury goods. When meeting with their advisor, the customer wants to be able to discuss the matters that they are interested in and would like to have an easy access to all the relevant services. That is why international banks, which offer a fine-tuned investment offer for private banking, are trying to meet the needs of customers in an even more sophisticated way, offering them access to miscellaneous professional services.

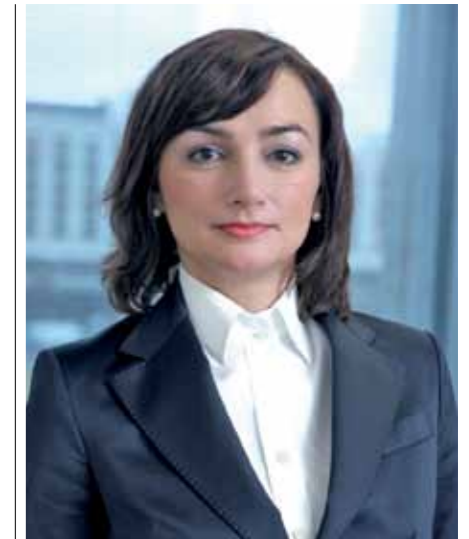
ARE DIAMONDS A CUSTOMER'S BEST FRIEND?

BNP Paribas is an example of institution with an extensive Wealth Management offer (7th largest in terms of assets according to a report by Euromoney, February 2012), and a long tradition in providing services to wealthy customers. The non-financial services offered by the bank are particularly dedicated to most affluent customers. The results of a market research carried out by KPMG in 2012, indicate that the luxury goods, the purchase of which is treated as an investment, include jewellery, real estate, luxury spirits, and works of art.

In the case of real estate, the respondents invest mostly in land, flats, or luxury apartments. Investing money in property located abroad tends to be less popular. High-end art and antiques do not enjoy such a great popularity among Polish wealthy citizens, as it is the case in Western Europe, the U.S. and even China. This has its advantages in that the prices of such goods are considerably lower than in developed markets, which provides great opportunities to invest capital in the long-term investment with promising rates of return. In recent years the market has been in a deep freeze, but now you can see clear signs of recovery.^{1*}

REAL DEALS CAN STILL HAPPEN

Real estate is considered a safe investment alternative, because it is only partially correlated with other asset classes. It is a traditional and essential part of what we consider to be personal property. Real estate investments provide investors with the opportunity to diversify their portfolio and adapt it to their needs and the risk profile. Instead of direct investment, BNP Paribas Wealth Management proposes to use the experience and advice of the bank's experts in various real estate markets. The experts can help the customer to build a balance real estate portfolio, using a variety of in-



YOU NEED TO BE ABLE TO ESTABLISH A BOND WITH THE CUSTOMER

Joanna Kadej-Krzyczkowska talks to Joanna Szewczyk, Deputy Head of Private Banking Department at BNP Paribas Bank Poland SA.

What does a job of a wealth management specialist involve?

A wealth management specialist is a person dedicated to a particular wealthy customer. In the case of our bank this term refers to a customer whose assets exceed PLN 600,000. The specialist provides professional and comprehensive banking service. Additionally, apart from services such as investment, credit or daily banking solutions, the wealth management specialist also assists the customer in making difficult financial decisions. These may include tax optimization, currency exchange transactions, or alternative investments, such as investments in real estate, artwork, luxury goods, cars etc.

How does this cooperation work?

When a customer is planning a transaction, they may ask the specialist to provide them with a comprehensive analysis on a given topic. That is why, the specialist must be a person with high interpersonal and communication skills. They must be familiar with market trends. In our bank, we try to choose our specialists in such a way that their characters match the customer's profile. Of course, the specialist does not rely solely on their own knowledge or experience. Quite often their task is to establish the needs of a customer and enable them to fulfil the goals. If a customer wants more information on a product or service, the specialist arranges a meeting with an

appropriate expert. In conclusion, the main role of a wealth management specialist is to help a customer make investment decisions. The advantage of this solution is that regardless of the area in which a customer wants to invest, they always contact the same person. They do not need to look for a reliable partner among e.g. real estate agencies, art galleries, auction houses or insurance companies. It is the role of the wealth management specialist to take care of such matters.

Alternative investments cover a very wide range of areas. What helps you make appropriate decisions?

In the area of art we work closely with Art Advisory Team based in Paris. They hire experts who specialize in advisory services regarding various fields of art. For larger transactions, for example when a customer wants to purchase a very valuable painting, we can bring the advisor to Poland and arrange a meeting with a client. Similar procedures apply to all areas of alternative investment – not only to investments in art. We try to meet all the expectations of our customers and should it happen that we do not have permanent experts in a given field, we try to find them on the market. Of course, with such occasional collaboration, all decisions are evaluated and verified.

Are alternative investment options more financially risky than the “traditional” ones?

Certainly they are less predictable. But I want to emphasize that a wealth management specialist or, more generally, the private banking department presents only an offer. All decisions are solely made by the customer. I think an important aspect of private banking is how wealth management specialists are remunerated for their work. When their salary does not depend on the sale of particular products or services, there is no suspicion that their choice of products is biased in any way.

Private banking was established in countries where wealth is built up over generations. I guess in Poland it is much harder to gain new customers?

For sure. In France, where our headquarters is located, the customer and the wealth management specialist often work together for years. In Poland, private banking has been present for about ten years. Alternative investments are mostly long-term ones. In France, this assumption is obvious, while in Poland, customers are just starting to understand it. This probably has something to do with the fact that generational family businesses are still a rare thing in Poland. There are, however, situations where children of our customers also decide to become our loyal clients.

vestment opportunities around the world. Our experts assist the customer in making decisions on direct investments in real estate, for example prestigious residences and commercial space on the Côte d'Azur (BETI), investments in rural areas (AGRI-

FRANCE), or on real estate management (BNP Paribas Real Estate).

In addition, customers have indirect access to funds investing in real estate markets, shares of property companies, as well as investment strategies based on the indexes related to the real estate market.

SENSING TRENDS IS HALF THE BATTLE

Investing in art is a very interesting and increasingly popular way to diversify your portfolio. Such investments should be treated as medium or long-term ones. In recent years, the global art market has expanded significantly and the prices offered for works of art continue to grow. The upward trend is the result of a combination of an increasing number of potential buyers and the decreasing number of works of art that are in good condition and available for sale. Quality works of art are most frequently purchased by museums. For this reason, they rarely appear for sale on the market. Our independence of the commercial world of art, allows us to be objective when issuing recommendations. All of them are formed on the basis and in accordance with individual interest and tastes of our customers.

Our team of art experts based at BNP Paribas in Paris, are always on hand during the process of purchase or sale of a work of art.

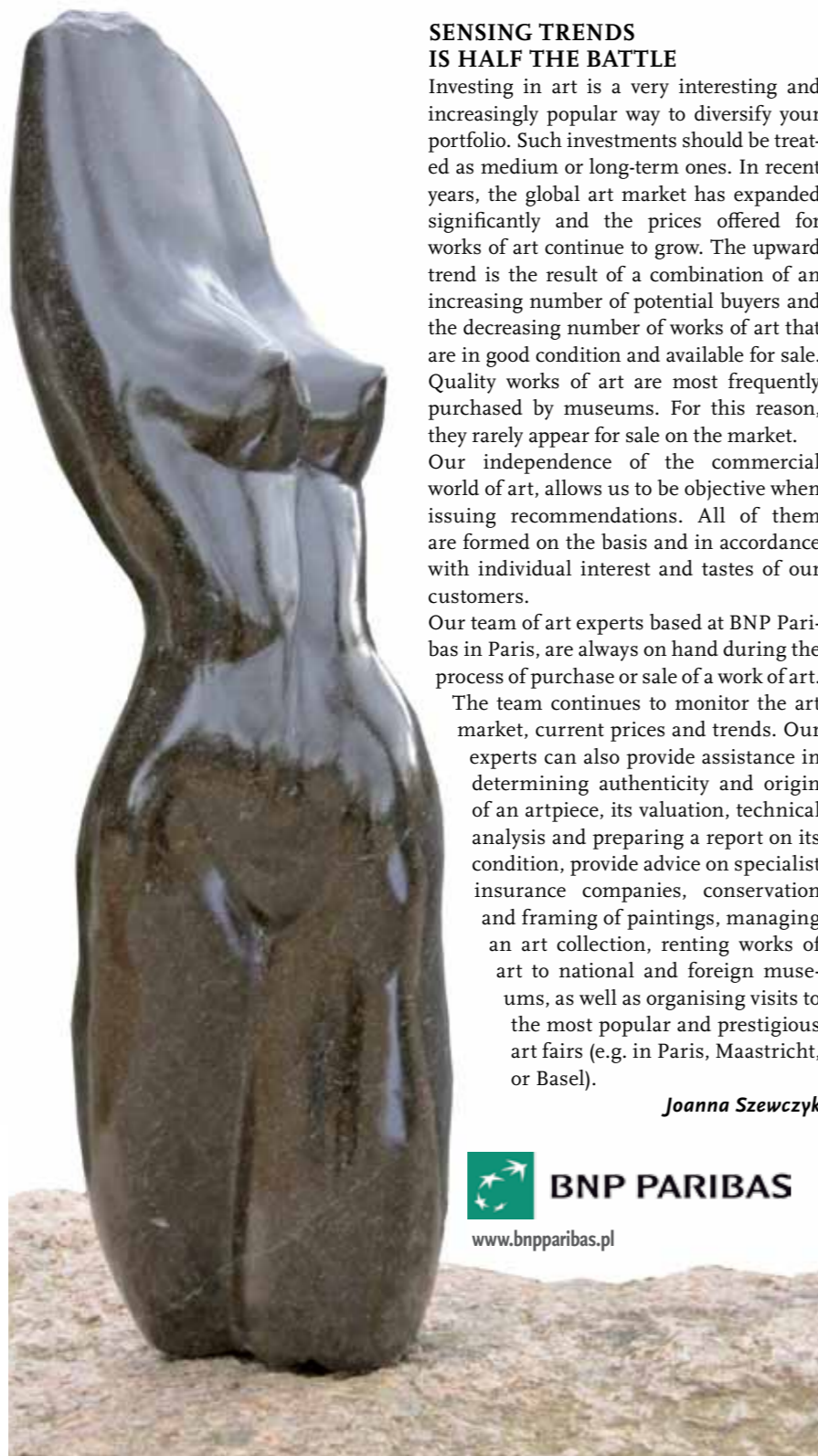
The team continues to monitor the art market, current prices and trends. Our experts can also provide assistance in determining authenticity and origin of an artwork, its valuation, technical analysis and preparing a report on its condition, provide advice on specialist insurance companies, conservation and framing of paintings, managing an art collection, renting works of art to national and foreign museums, as well as organising visits to the most popular and prestigious art fairs (e.g. in Paris, Maastricht, or Basel).

Joanna Szewczyk



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doradca inwestycyjny
Warszawa – BNP Paribas Biuro Maklerskie



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UMOŻLIWIAMY NASZYM KLIENTOM INWESTOWANIE NA RYNKACH ZAGRANICZNYCH

BNP Paribas Bankowość Prywatna oferuje kompleksowe wsparcie w zarządzaniu majątkiem w oparciu o wieloletnie doświadczenie i szczegółowe analizy przygotowywane przez polskich i międzynarodowych ekspertów z Grupy BNP Paribas. Taki model działania pozwala nam zapewnić zindywidualizowane doradztwo przy podejmowaniu decyzji inwestycyjnych na poziomie lokalnym z pełnym wykorzystaniem potencjału rynków zagranicznych.

Z MYŚLĄ O PRZYSZŁOŚCI NASZYCH KLIENTÓW



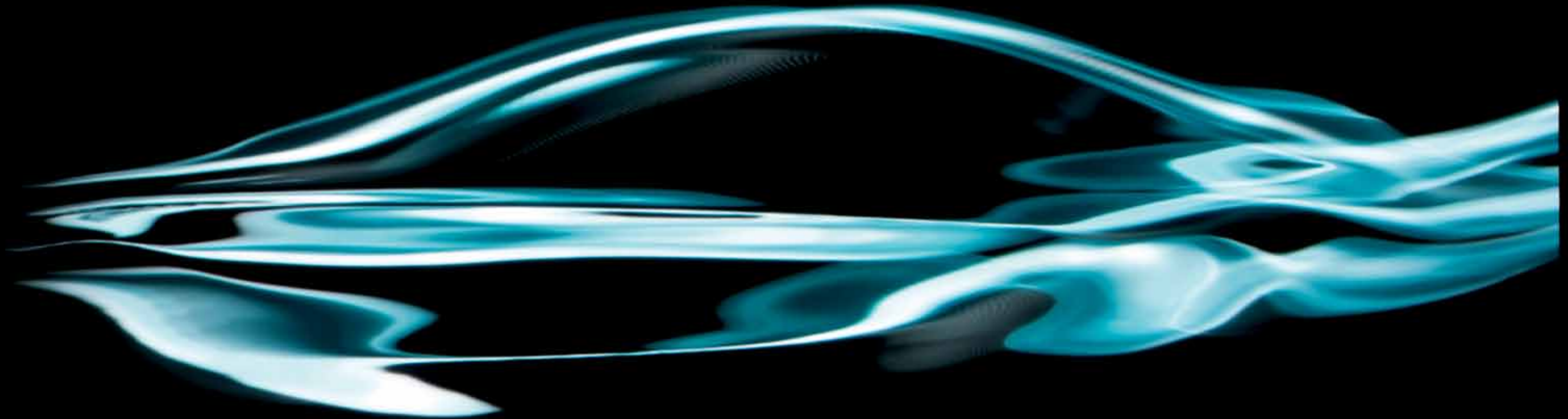
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Niniejszy materiał jest informacją upowszechnianą w celu reklamy i promocji usługi doradztwa inwestycyjnego Biura Maklerskiego BNP Paribas Polska. Usługa doradztwa inwestycyjnego dla inwestora świadczona przez Biuro Maklerskie związana jest z ryzykiem inwestycyjnym. Biuro Maklerskie BNP Paribas funkcjonuje jako wydzielona organizacyjnie jednostka w ramach struktury BNP Paribas Bank Polska SA z siedzibą w Warszawie przy ul. Suwak 3, zarejestrowany w Sądzie Rejonowym dla m.st. Warszawy, XIII Wydział Gospodarczy, KRS pod numerem 6421, NIP: 676-007-83-01, kapitał zakładowy 1 304 380 415,96 zł, w całości wpłacony | www.bnpparibas.pl

THE SENSUAL S SERIES

It is not only the flagship project for Mercedes-Benz, but also for the development of the automotive industry in general. The slogan "the best or nothing", works here in every respect. No other car is able to deliver on this promise better than this one.



People all around the world instantly recognize Mercedes-Benz cars, by their classic silhouette and the sophisticated design. The new S-Class continues this tradition and embodies sensual clarity. To underline its leadership ambitions, the air intake is now larger and has a three-dimensional shape.

The body with a long bonnet, a sloping line of the roof and a subtly angled boot lid, represents the classic proportions of a limousine, and at the same time takes hints from a sports coupe.

The designers focused here primarily on achieving a high level of passive safety, lightweight design, excellent rigidity and extremely low levels of noise and vibration .

CONNECTED TO EACH SENSE

The essence of luxury is expressed here to the last detail. The seats, the climate control, multimedia, comfort and safety of passengers on the rear seat, as well as new ideas, their meticulous execution and the highest quality, embody unsurpassed standards that engineers at Mercedes-Benz established for the new S-class. The car's has been equipped with numerous assistance systems making the new S-Class even safer and more comfortable. What began with the PRE-SAFE system, which is able to recognize an imminent collision, now enters a new dimension. Comfort and safety come together, and their technological synthesis is described as the "Intelligent Drive". Figuratively speaking, the new S-Class will not just have eyes at the front; it will have 360-degree all-round vision, as well as numerous systems and sensors providing assistance to the driver. These



include Drowsiness-Detection System ATTENTION ASSIST, or the Brake Assist BAS PLUS with Cross-Traffic Assist which helps to prevent rear-end collisions and collisions with cross traffic at junctions. The S-Class is also the world's first all-Light Emitting Diode car, with all its exterior lighting and interior illumination courtesy of LED sources. Another breakthrough comes with the functionality of the new lighting system. Adaptive Highbeam Assist makes night-time driving even safer. The system adjusts the headlamp range automatically to the distance of oncoming traffic or vehicles in front with their lights on. This provides the driver with the ideal headlamp range at all times, enabling better and earlier recognition of the course of the road, pedestrians or other dangers.

SOOTHING RELIABILITY

Interior design is the embodiment of a classic, soft, but also ultra-modern limousine. The ultimate comfort meets here with sensual elegance. Two high-resolution colour displays that make up the new information centre in the S-Class. The seats also get a new "energizing" massage function that uses the

"hot stone principle" and features a unique massage function with 14 separately actuated air cushions in the backrest, as well as an integrated warming function. Three new features improve safety in the rear: in the belt buckle feeder an electric motor automatically raises and lowers the buckle. The reclining seat is fitted with a cushionbag as standard. This prevents the occupant from sliding under the belt in the event of an accident. In the first year of production, the S-Class will be offered in two hybrid versions - with a petrol or turbo diesel motor. They boast class-leading efficiency and up to 20 per cent lower fuel consumption than the outgoing model series. All the engines already meet the requirements of the Euro-6 emissions standard. And this is just the beginning of the "Green Leadership" initiative. The motor range will include petrol and diesel engines, hybrids in both versions, soon to be followed by the S 500 Plug-In HYBRID - the first S-Class with a fuel consumption lower than four litres per 100 kilometres.

SAFETY AND COMFORT

The new S-Class sets standards in both these areas. And although they are not identical fields, research shows that overall comfort directly translates into the driver's efficiency and well-being. These requirements are met by the new S-Class. It is the quietest model in history, offering unprecedented comfort and equipped with multimedia that allow you to plan your journey more efficiently. With this model we can see how Mercedes-Benz is pursuing its aspirations to create the best car in the world.

Zuzanna Krzyczkowska



With three engineering priorities - safety, performance and luxury - the new S-Class extends the boundaries of technology in many ways.



TOP ACCOUNTING FOR YOU

Present-day business means new challenges and requirements. Success, but also difficulties that we need to overcome, require necessary information and internal support for your organization. The effectiveness of these elements must be based primarily on the quality, but also on the speed and perceptiveness.

Who can provide this important information for the future? A sales or marketing department? Certainly. However, have you ever thought that this can also be the role of the accounting department?

You may not have considered such an option, mainly because we quite often accept a convenient stereotype. Stereotypical views are not always bad. For example, we know that the water in the Baltic Sea is usually cold, but there are special periods or warmer areas that surprise in a pleasant way. There are also professions and services that come with certain stereotypes. This is exactly the case of the accounting department, which is often perceived as an ossified entity, somewhat dusty, and condemned to describe the past.

Despite the unfair assessment, it is often possible to break with that image and give accounting services an appropriate place in a modern century. This is possible with

two main elements. The first one is the support by modern systems. The system, which helps accounting emerge from a company's shadows is undoubtedly Microsoft Dynamics NAV (Navision). Its biggest advantage is the ability to cover operations of the entire company, providing virtually unlimited flow of information in any division and the system.

What is necessary for Navision system to be fully effective? A prerequisite is to have a support of qualified accountants who understand modern management processes. Therefore, apart from the modern technology, the second important element is knowledge and motivation that help you make right decisions which, in turn, directly translate into profits. Appropriate business management software provides long-term benefits. In the case of Navision the most important of them are:

- generating quick reports
- simple transition from general view to details
- the ability to analyze the results, broken down by any number of dimensions: product, cost centres, business goals, campaigns, investments, etc.
- remote data access from anywhere in the world

• safety. In practice, this means that you are provided with a flexible database navigation feature, which is tailored to the requirements of today's cyber-world. For example, you can learn why the amounts due are so high, identify the exact cost structure, check who generates the highest revenue as well as the largest costs.

A good example of creating added value for customers, using the combined power of modern technology with activities of those who understand the nature of business processes of professional accountants, is company DFK. Operating on the market for over 10 years, it has gained experience in working with clients from many different industries. DFK is not only an accounting office, but also a consultancy firm which is able to analyse the present situation and propose an appropriate solution.

With the use of fast and efficient communication technologies, professional accounting services help in taking the right decision here and now.

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4 HOURS IN... SEVILLE

We usually associate Seville with the story about proud Carmen, the adventures of a famous barber, the rise of flamenco or the amorous conquests of Don Juan. Indeed - the past is present here at every step, but the current capital of Andalusia, Spain is a vibrant, modern city.



THE PLAZA DE ESPAÑA

It emerges suddenly and looks like a town within a town. You can spend here a few hours strolling around and listening to music. A park, which was founded in the late 19th century, was designed by the French architect Le Forestier. These areas were named after the Infanta Maria Luisa Fernanda de Orleans, who donated them to Seville. Because of the Ibero-American exhibition, between 1929-1930 beautiful exhibition pavilions were erected here for all 20 countries which took part in it. A Seville-born architect Anibal Gonzalez won the contest for the best exhibition design. His designed the spectacular half-circle complex of Plaza de Espana with the towering Palacio Espanol. In his work he referred to various styles characteristic for the Spanish tradition. The Plaza is surrounded by a channel with bridges designed in Venetian style, decorated with ceramic art. On the plaza you can admire the art representing all the provinces of Spain. Their history was symbolically depicted on the ceramic azulejos tiles. The garden is divided by long avenues named after the famous conquistadors.

CIGAR FACTORY

The square in front of the old Cigar Factory of Seville is known worldwide thanks to the opera "Carmen: by Georges Bizet. By the main gate crowned with a statue depicting "Fame", there is a courtyard, which used to be a walking passage to the factory halls, stables, warehouses, as well as the rooms for the guard and the prison. The place where once thousands of women rolled cigars using tobacco leaves, today is a university building. Where does the name 'cigar' come from? From the Spanish word for cicadas - 'cigarra', resembling brownish and aromatic el cigarro.

GOLDEN TOWER

The symbol of Seville - Torre del Oro - from the 13th century, overlooks the River Guadalquivir. Of all the 166 defensive towers,



The Plaza de España emerges suddenly and looks like a town within a town. You can spend here a few hours strolling around and listening to music.

forming the fortifications, this one occupied a strategic position. At the time the watchtower was used to control access to the city's port. A large chain connected the Torre del Oro with yet another tower across the river. When the chain was raised, it would block all ships from entering the city. The tower was once tiled with golden azulejos, and hence its name. Today it is white and it beautifully contrasts with the river, on a background of the blue sky in the vicinity of date palms.

THE CATHEDRAL OF ST. MARY OF THE SEE

Today Seville Cathedral, whose construction started in the early years of the 15th century, is the largest Gothic church in the world. Only St. Peter's Basilica in Rome and St. Paul's Cathedral in London boast a larger cubic capacity. The cathedral was designed as a hall-shaped basilica and built on top of a rectangular base as in Muslim mosques. Its five naves are 126 metres long and are 82 metres wide, which is unprecedented in church architecture. The altar in Spain was designed by a Flemish sculptor Pieter Dan-

carta and made of walnut, larch and chestnut wood. It presents scenes from the life of Sevillian saints and the city panorama. In the middle of the south nave there is a tomb of Christopher Columbus. It is not known whether the great explorers is actually buried here, or on his beloved island - the Caribbean La Espanoli. It is worth spending a few minutes in the semi-circular Royal Chapel. Under a silver canopy there is a figure of St. Mary, whose head and hands move

Where to go

- Hotel - Tryp Macarena, San Juan de Ribera 2; www.hotelestryp.com
- Restaurant - Becerrita, Recaredo 9; www.becerrita.com
- Restaurant - Robles Placentines, San Placentines 2; www.casa-robles.com
- Tavern - La Taberna del Alabardeo, Zaragoza 20; www.tabernadelabardero.es
- Flamenco performance - La Casa de la Memoria, Cuna 6; www.lacasadelamemoria.es



thanks to an intricate mechanism. There is also a painting by Francis Goya which presents the patron saints of Seville - Justa and Rufina - young pottery makers, who were thrown to lions by the Romans as a punishment for destroying a statue of their god.

GIRALDA

The construction which towers above all the other buildings of Seville is the so-called Giralda - the former minaret of the great mosque, one of the most beautiful and the most distinctive buildings in the city. This is the only part of a mosque that survived its demolition in the 15th century, and it now serves as the cathedral's bell tower. The name comes from the word giraldillo - a weather vane, which was put on its peak in the 16th century. The entrance is located in the north-east corner of the cathedral, to the left of the Capilla Real. Only after climbing the Giralda (97 meters!), can you see the details of Gothic sculptures of the church and see the city skyline. I was particularly impressed by the interior of the bell tower with its 35 gently sloping, wide ramps.

Marzena Mróz



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

Taking extra luggage across the ocean

At the end of September I will fly with LOT from Toronto to Warsaw. I have extra luggage. How many items can I get without extra charge? How much does it cost to take an extra suitcase? Can I take more luggage when flying in business class? What are the allowances for the carry-on luggage?

Adam

Dear Adam,
With flights between Poland and Canada the airlines operate under the so called piece concept. If you fly in economy class, you can take just one piece of luggage weighing no more than 23 kg. The dimensions of your baggage (length, width and depth) should not exceed 158 centimetres. Although there are some exceptions regarding the dimensions of sports equipment. Higher limits for baggage are entitled to the Miles and More loyalty program members who have a Frequent Traveller status.
If your luggage weighs more than 23 kg (but less than 32 kg), you will be charged a fee of CAD 130. If the weight of your luggage does not exceed the limit, but its dimensions are bigger - the fee is CAD 150. If you exceed both the weight and the dimensional limits - the fee increases to CAD 210. There are, however, some exceptions regarding the dimensions of sports equipment. The second piece of luggage (not more than 23 kg and 158 cm) is charged CAD 100, and for each additional one - CAD 200.
The carry-on baggage is also subject to weight and dimensional limits. The maximum limit in economy class is one piece weighing 8 kg. The Premium Club class members can have two pieces with a total weight of 12 kg (but one cannot weigh more than 8 kg). The limits in business class limit is the largest - 2 pieces up to 9 kg each. The dimensions of hand luggage must not be more than 55 x 40 x 23 cm, which ensures that it fits in the overhead locker or under the seat in front of you. In addition, you can take a bag with a laptop. Passengers are still not allowed to take liquids in containers holding more than 100 millilitres.
As you noted, business class passengers have higher limits. They can check-in three pieces up to 32 kg each. Premium Club passengers are also entitled to higher limits - 2 pieces up to 23 kg. So you might consider payment to upgrade to Premium Club or Business (Elite Club). In addition to increased baggage allowance you may also get extra points Miles and More program, faster check-in and access to the business class lounge.

Taking a tunnel ride from Paris to London

My boss wanted to take a journey from London to Paris by train, which goes through the Channel Tunnel. I checked that there is much difference in the prices and different cars in three classes. The names do not really ring a bell. My boss wishes to be able to change the ticket. Which car and which place should I choose? How early should he be at the station? Does the train stop along the way?

Aneta

Dear Aneta,
Travel by Eurostar under the English Channel is very popular with business passengers, mainly because they save the time. In about two hours and 15 minutes you can get from central London to central Paris or Brussels.
You can choose from three different classes of service: Standard (equivalent to the economy class on an airplane, very popular with tourists), Standard Premier (can be compared to Premium Economy) and Business Premier (the most elite, comparable to business or first class on airplanes).
Indeed, the price range is quite high. Standard class two-way ticket prices usually start from £69 and the most expensive one in Business Premier - £490. It is similar as with airplane tickets - the cheapest ticket pool is very limited and closed well in advance. Business travellers should check if a given rate is flexible, as this allows to change the ticket. Therefore, businessmen should consider higher rates in the range of £250-£390 in Standard Premier class (with the possibility of changes for £30), or the highest rates in Business Premier class (all changes free of charge).
The cars have no compartments. Standard Premium and Business Premium offer solo or double seats. The most popular places are solo forward-facing seats with a table (you can work on a laptop). I recommend the seats in the central part of the car (away from the luggage section and the restroom).
Check-in stations are 30 minutes before train departs. Business Premier Class passengers may check-in no later than 10 minutes before the scheduled departure. Eurostar trains depart from the St. Pancras International in London and arrive at the Gare du Nord in Paris. Some trains are direct, but some stop at Ebbsfleet or Ashford stations. Therefore, you should check the specific train number.

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ZAPROJEKTOWANA SPECJALNIE DLA CIEBIE
nowa Business Class



W nowej Business Class Singapore Airlines skorzystaj z perfekcyjnie zaprojektowanego stanowiska pracy lub odpręż się i zrelaksuj. Wszystko w jednym panelu biznesowym i jesteś w kontakcie ze światem, a potrzebne drobiazgi umieścisz w licznych schowkach. Fotel o szerokości 28 cali ustawisz w najdogodniejszej dla Ciebie pozycji, aby dobrze odpocząć; lub rozłożysz w zupełnie płaskie łóżko, żeby wygodnie przespać noc. Wszystko to zaprojektowano z myślą o Tobie.


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