Organizator mtp GRUPA

POLAGRA 40
food • horeca • foodtech

# POST SHOW REPORT 2026

BUSINESS GROWS AT POLAGRA



23–25 September 2026

POLAGRA
food • horeca • foodtech

# ABOUT THE EVENT

**POLAGRA** is one of the **most important business events** for the food industry and the HoReCa sector in Poland. For over **40 years, it has brought together** food producers, retail representatives, distributors, restaurateurs, as well as technology and service providers.

It is a space for **building business relationships**, showcasing **innovations**, and exchanging **knowledge**. The international nature of the event opens up new opportunities for cooperation, supports **export growth** and creates ideal conditions for discussions on the **future of the food** market.



POLAGRA
food • horeca • foodtech



**CIAO! Polagra Italian food produces' pavilion**




**Important debates**




**Business Development Center**






**Industry Presentations**



**Africa Food & Trade Forum**







**HoReCa by Paweł Gruba**

POLAGRA
food • horeca • foodtech

# AWARDS & DISTINCTIONS

The award for **"Support for Polish suppliers and record exports of Polish food"** was presented to **Lidl Polska**.




Supporting Polish agriculture and the food sector is an absolute priority for Lidl Polska; therefore, on a daily basis, the retail chain cooperates with over 850 domestic suppliers, offering customers nearly 400 products marked with the "Polish Product" label.

This close relationship with domestic business not only effectively drives the national economy, but also opens doors to foreign markets for Polish, often family-owned companies. In 2025 alone, through the Lidl retail network, 386 Polish suppliers exported their goods to 28 countries, achieving a record export value of over PLN 7.2 billion.

The **"Responsibility in Partnership"** award goes to **Grupa Żabka** for consistently building long-term, trust-based business relationships with partners while setting high standards of cooperation concerning, among other things, sustainable development throughout the supply chain.




We appreciate long-term partnerships with suppliers, the promotion of best practices in ESG, transparency of requirements, focus on quality and food safety, ethics, and last but not least, cooperation to increase operational and environmental efficiency as well as joint innovations.

POLAGRA
food • horeca • foodtech

# AWARDS & DISTINCTIONS

## MTP GROUP GOLD MEDAL

Nearly **500 products** compete annually for the MTP Group Gold Medal. This prestigious distinction is awarded exclusively to those that meet the competition criteria and earn the recognition of an expert jury. The medal confirms a product's **innovation**, **high quality**, and **technological advancement**, supporting its promotion on the market.






## ACANTHUS AUREUS

The ACANTHUS AUREUS statuette honors exhibitors whose stands best utilize the potential of **modern expo marketing**. The award recognizes designs that combine attractive arrangement with the implementation of a marketing strategy and the building of brand business value.

## AWARD WINNERS HONORED DURING THE POLAGRA 2026 TRADE FAIR

WART-MILK®
MLEKPOL
Skiba
SKIERNIEWICE
polskie mięso
Minister Rolnictwa i Rozwoju Wsi
LIDL
żabka
MULTIVAC GROUP
VEND-POL
WIESHEU
GASTROMANIAK
KABAKO GRUPPE
BRACIA PISKORKOWIE

POLAGRA
food • horeca • foodtech

# POLAGRA
# IN NUMBERS

**8000+**
visitors
from Poland and abroad

**300**
exhibitors
from Poland and abroad

**57 countries**
400 trade partners
from 57 countries

**5**
pavilions

**24.000 m²**
exhibition
space

**40+**
accompanying
events



POLAGRA
food • horeca • foodtech

# FAIR PARTNERS

## STRATEGIC PARTNERS:

LIDL

żabka

## TECHNOLOGY PARTNERS:

FRIZO

MULTIVAC GROUP

## HORECA SALON PARTNERS:

Bidfood

DAL 1920 MONINI UNA SPREMUTA DI OLIVE

## Business Development Centre PARTNER:

Polenergia

POLAGRA
food • horeca • foodtech

# HONORARY PATRONAGE

Ministry of Agriculture and Rural Development
Republic of Poland

Ministry of National Defence
Republic of Poland

RZĄDOWA AGENCJA REZERW STRATEGICZNYCH

Polish Investment & Trade Agency
PFR Group

WIELKOPOLSKA

MARSZAŁEK WOJEWÓDZTWA WIELKOPOLSKIEGO
MAREK WOŹNIAK

Honorary Patronage
**of the Mayor of Poznań**



POLAGRA
food • horeca • foodtech

# ABOUT EXHIBITORS

Exhibitors at POLAGRA 2026 represented a broad spectrum of the food industry—ranging from food and beverage manufacturers, through technology and solution providers for the HoReCa sector, to companies supporting trade and logistics.

The international character of the exhibition highlighted the fair's importance as a platform for business development, commercial networking, and international market collaboration.



POLAGRA
food • horeca • foodtech

# ALMOST 300 EXHIBITORS

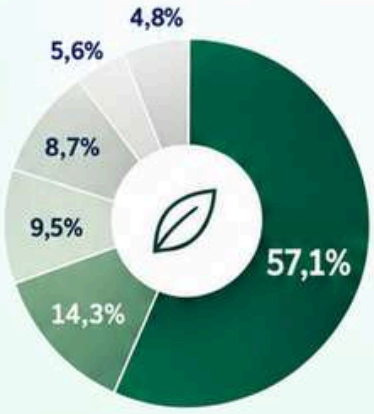
Food producers, technology suppliers, HoReCa equipment and service providers for businesses – together they create an ecosystem that drives the development of the food industry.

## POLAND AND THE WORLD



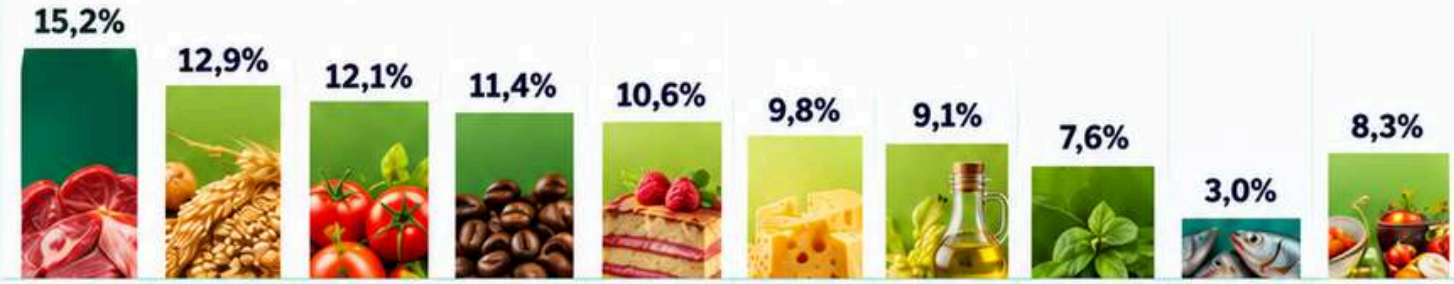

Almost **every third** exhibitor represented a foreign market. The largest foreign representation came from companies from Europe, Asia and Africa.

## INDUSTRY SEGMENTS




- **57,1%** Food and beverages
- **14,3%** FoodTech, technologies and packaging
- **9,5%** HoReCa equipment and solutions
- **8,7%** B2B services, digital, energy and HR
- **5,6%** Institutions, organizations, science and media
- **4,8%** Trade, distribution and logistics

## FOOD SEGMENT
### KEY PRODUCT CATEGORIES




- Meat, poultry and meat products
- Bakery, cereals and cereal products
- Fruits, vegetables and preserves
- Coffee, beverages and alcoholic drinks
- Confectionery, bakery products and desserts
- Dairy products, cheese and eggs
- Oils, sauces, spices and additives
- Specialty, functional and plant-based products
- Fish and seafood products
- Other food products / multi-category offer

## A COMPLETE FOOD INDUSTRY BUSINESS ECOSYSTEM

**PRODUCT**
wide range of offerings

**TECHNOLOGY**
solutions for productivity

**BUSINESS**
trade, logistics and distribution

**COOPERATION**
institutions, organizations and science

POLAGRA
food • horeca • foodtech

# OUR EXHIBITORS

This year's edition of POLAGRA was co-created by nearly 300 exhibitors from Poland and abroad, presenting a wide offer of products, technologies, and solutions for the food and HoReCa industries. Featured exhibitors included:

LIDL
żabka
Ministerstwo Rolnictwa i Rozwoju Wsi
FRIZO
RZĄDOWA AGENCJA REZERW STRATEGICZNYCH
Polenergia
MULTIVAC GROUP
Bidfood
WIESHEU
Skiba
PRIMULATOR
IBIS
meyn
MASZ MALINOWSKI GLIWICE
KABAKO GRUPPE Poland
GRAFEN
MLEKPOL
Polska Grupa Biogazowa
ŁOSOŚ USTKA
GBS GOLDEN BOW SOLUTIONS
RATIONAL
DEMO POWER BRANDS
Fileni
VILLANI 1886
Sapori Veri
covim
Zakłady Drobiarskie od 1995 r. Koziegłowy
WM WART-MILK
DAMACO GROUP
Jutrzenka
GOLFERA

POLAGRA
food • horeca • foodtech

# ABOUT VISITORS

POLAGRA 2026 gathered over 8,000 visitors, 95.8% of whom were industry professionals. The high proportion of business owners, executives, and managers underscores the event's strong B2B focus and its importance as a platform for networking and building business partnerships.

A detailed breakdown of visitors, including industry structure, company size and professional profiles, is presented in the infographic below.



POLAGRA
food • horeca • foodtech

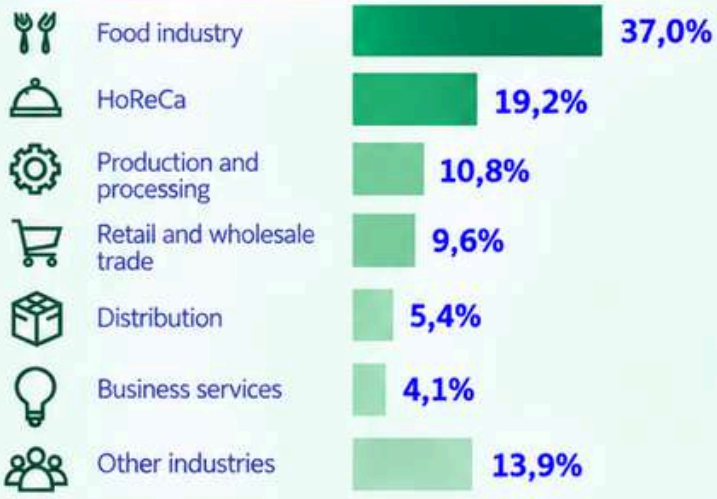
**8 120**
registered visitors

**95,8%**
are industry professionals

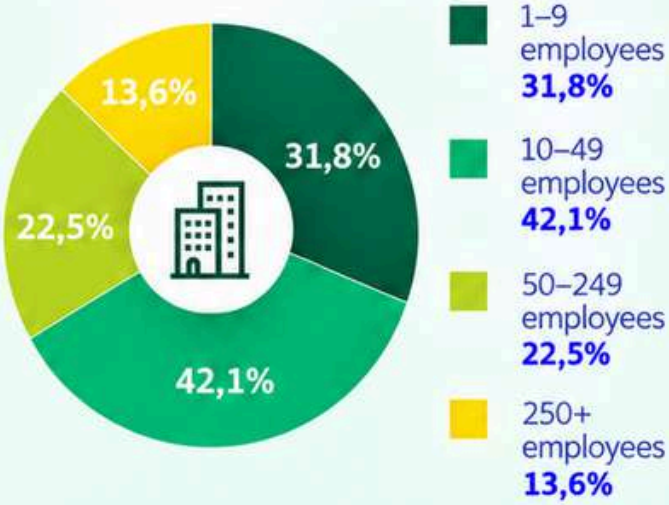
**67,5%**
hold ownership, managerial or executive positions

**79,6%**
represent companies from the private sector

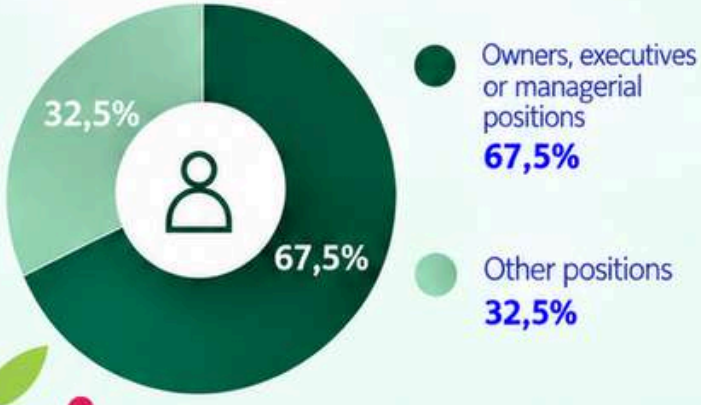
## VISITOR INDUSTRIES



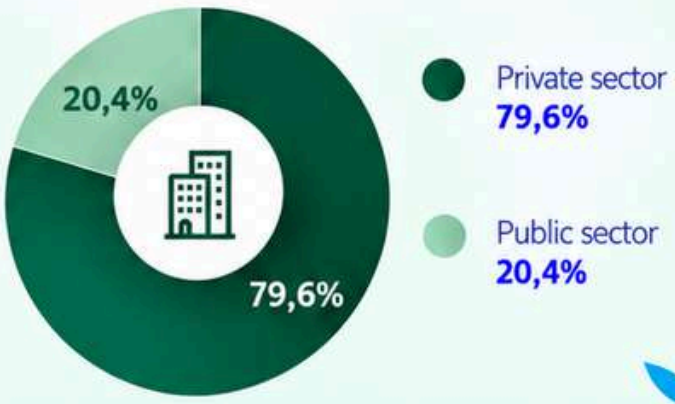

## COMPANY SIZE




## JOB FUNCTION STRUCTURE




## BUSINESS SECTOR




**POLAGRA**
**It's more than a trade fair.**
**People, connections and business.**

Discover exhibitor offers

Build new business contacts

Find innovations and market new products

Analyze market trends

POLAGRA
food • horeca • foodtech

# OUR VISITORS

POLAGRA welcomed representatives from a wide range of sectors—from food manufacturers and distributors, through HoReCa, retail, and e-commerce, to agriculture, logistics, packaging, and providers of technology and business support services.




As part of the programme, the trade fair welcomed over **40** INVESTORS and BUYERS from **15** countries:

HOSTED BUYERS programme

- Algeria
- Bahrain
- Czech Republic
- Egypt
- United Kingdom
- Georgia
- Germany
- India
- Ireland
- Malaysia
- Morocco
- Qatar
- Romania
- Tunisia
- United Arab Emirates

## INTERNATIONAL CONTACTS




POLAGRA 2026 attracted a total of over **400 business representatives** from **57 countries**, including Germany, Italy, Latvia, Egypt, the United Arab Emirates, Indonesia, Hungary, the Czech Republic, the United Kingdom, Bulgaria, Ukraine and Slovakia.

POLAGRA
food • horeca • foodtech

# ACCOMPANYING EVENTS

AFRICA FOOD & TRADE FORUM

The event brought together over **100 participants**, including representatives of business, diplomacy and institutions, providing an opportunity to discuss exports, food security and establish new business relationships.

The main objective of the **Africa Food & Trade Forum** was to create a platform for direct discussions on developing economic cooperation between Poland and African countries, particularly in the agri-food sector.








POLAGRA
food • horeca • foodtech

# ACCOMPANYING EVENTS

CRB Business Development Centre

The **Business Development Centre** provided practical support for entrepreneurs, offering individual consultations with experts in financing, energy, new technologies, AI, marketing, sales and management.

A place where business challenges met concrete solutions.






**ZONE PARTNER:** Polenergia

**ZONE SPECIALISTS:** DEMO POWER BRANDS, NUTREONX, Polska Grupa Biogazowa, Dature Future demands kNOWn, CRIDO, Ekspert finansowy, grupaprogres

POLAGRA
food • horeca • foodtech

# ACCOMPANYING EVENTS

Ciao! POLAGRA
Italian Producers Pavilion

**Ciao! POLAGRA – Italian Producers Pavilion**

Over **70 exhibitors** showcased more than **2,000 products**, creating opportunities for direct meetings between producers, buyers, importers and HoReCa industry representatives.

The experience was complemented by cooking demonstrations and tastings led by Italian experts.









POLAGRA
food • horeca • foodtech

# ACCOMPANYING EVENTS

POLAGRA
horeca by Paweł Gruba

**HoReCa by Paweł Gruba**

Inspiration, practical knowledge and exchange of experiences for the foodservice industry.

The programme combined spectacular **live culinary battles**, candid **“Grube Rozmowy LIVE” debates** addressing the real challenges faced by restaurateurs, and **Masterclass workshops** covering topics such as management, marketing, sales and new technologies in gastronomy.












# ACCOMPANYING EVENTS

## DISCUSSIONS ABOUT THE FUTURE

The POLAGRA Stage provided a platform for debates, presentations and meetings focused on the key challenges facing the agri-food industry.

The programme brought together representatives of business, government, institutions and industry experts to discuss food security, exports, innovation, certification, private labels and business transformation.

Discussions focused on current market developments and their impact on the future of the sector.












POLAGRA
food • horeca • foodtech

# MEDIA AND PROMOTION

**NUMBER OF PUBLICATIONS**
**4 283**

**REACH OF PUBLICATIONS**
**5 268 451**

**AVE**
**8 369 844**

## OUR CHANNELS

## WSPÓŁPRACE MEDIALNE

POLSKA PRESS GRUPA
WH WIADOMOŚCI HANDLOWE.PL
BUSINESS INSIDER
HOTELARZ
WYDAWNICTWO SIGMA-NOT
Restauracja pismo biznesu gastronomicznego
Szef Kuchni MAGAZYN BRANŻY GASTRONOMICZNEJ
MIESNE
PRZEMYSŁ SPOŻYWCZY
Mistrz branży
biomasa / magazyn dla profesjonalistów / magazynbiomasa.pl
PRZEGLĄD PG GASTRONOMICZNY
przegląd piekarski i cukierniczy
Radio Poznań

POLAGRA
food • horeca • foodtech

# CONTACT & COOPERATION

## PROJECT DIRECTOR

**Grzegorz Gębarowski**
tel. + 48 607 111 358
e-mail: grzegorz.gebarowski@grupamtp.pl

## WE INVITE YOU

to join us for the next edition:

**15-17.09.2027**

## EXHIBITOR CONTACT

**Dariusz Dudziak**
tel. +48 539 190 081
e-mail: dariusz.dudziak@grupamtp.pl

**Mirosław Dybkowski**
tel. +48 787 576 954
e-mail: miroslaw.dybkowski@grupamtp.pl

**Klaudia Czechowska**
tel. +48 603 590 873
e-mail: klaudia.czechowska@grupamtp.pl

**FOLLOW US AND STAY UP TO DATE:**

/showcase/polagra /TargiPolagra polagra.pl




Organizator
mtp GRUPA

Grupa MTP
ul. Głogowska 1
60-734 Poznań

We are part of: EMECA ufi Member CENTREX Członek Polskiej Izby Przemysłu Targowego