

POLAGRA 
food • horeca • foodtech

POST SHOW **REPORT** 2026

BUSINESS GROWS
AT POLAGRA

23–25 September 2026



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.

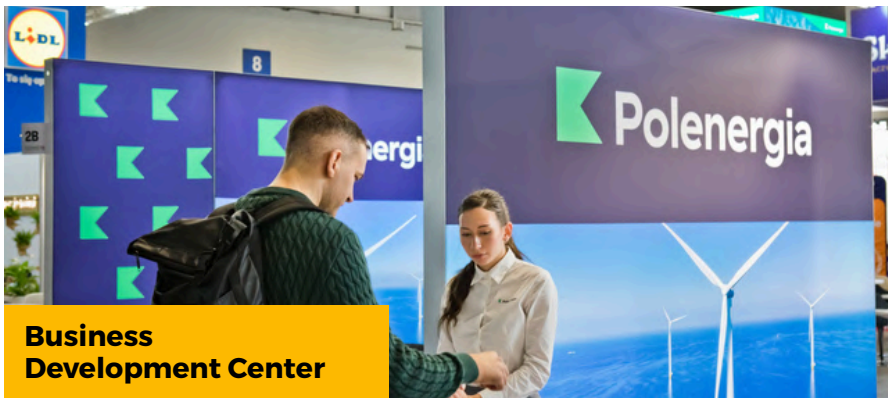




CIAO! Polagra
Italian food
produces' pavilion



Important debates



**Business
Development Center**



**Industry
Presentations**



Africa Food & Trade Forum



HoReCa by Paweł Gruba

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.



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.



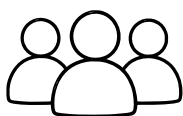
ACANTHUS AUREUS

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

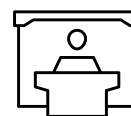


POLAGRA IN NUMBERS



8000+

visitors
from Poland and abroad



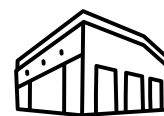
300

exhibitors
from Poland and abroad



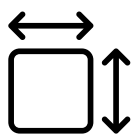
57 countries

400 trade partners
from 57 countries



5

pavilions



24.000 m²

exhibition
space



40+

accompanying
events



FAIR PARTNERS

STRATEGIC PARTNERS:



TECHNOLOGY PARTNERS:



HORECA SALON PARTNERS:



Business Development Centre PARTNER:



HONORARY PATRONAGE



Ministry of Agriculture and Rural Development
Republic of Poland



Ministry of National Defence
Republic of Poland



Polish Investment
& Trade Agency
PFR Group



MARSZAŁEK
WOJEWÓDZTWA
WIELKOPOLSKIEGO
MAREK WOŹNIAK



Honorary Patronage
of the Mayor of Poznań

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.

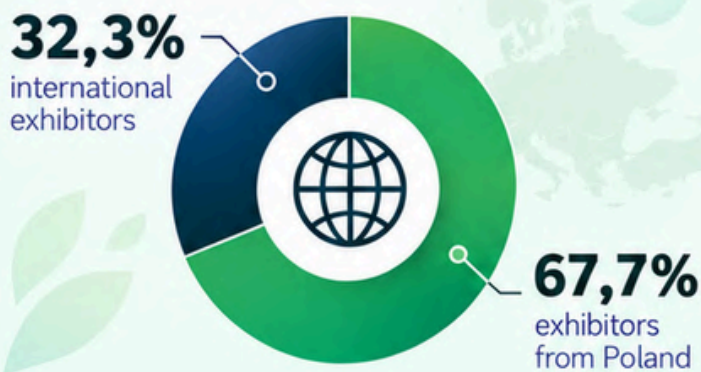
The international character of the exhibition highlighted the fair's importance as a platform for business development, commercial networking, and international market collaboration.



ALMOST 300 EXHIBITORS

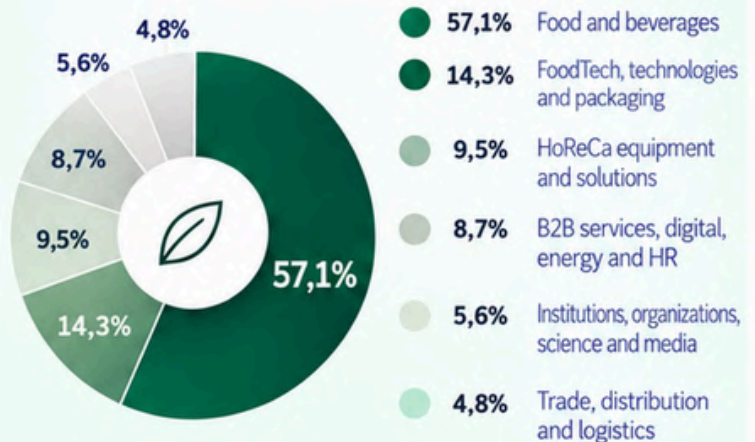
Food producers, technology suppliers, HoReCa equipment and service providers for businesses – together they create an ecosystem that drives the development of the food industry.

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



FOOD SEGMENT

KEY PRODUCT CATEGORIES



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

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:



Ministerstwo Rolnictwa
i Rozwoju Wsi



RZĄDOWA AGENCJA
REZERW STRATEGICZNYCH



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.





8 120

registered
visitors



95,8%

are industry
professionals



67,5%

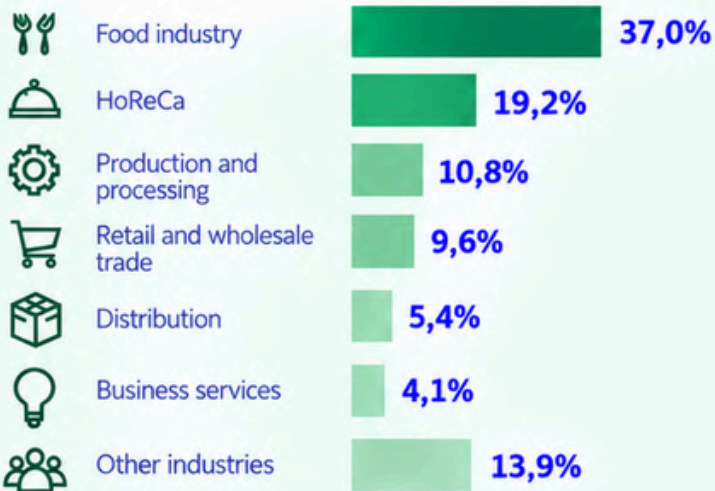
hold ownership, managerial
or executive positions



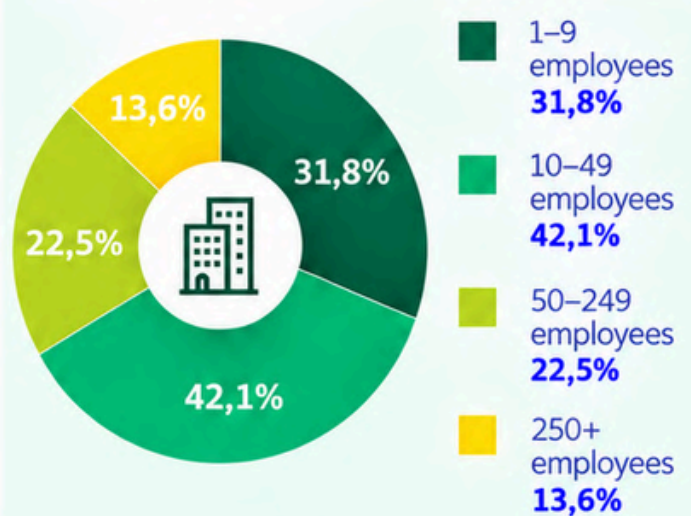
79,6%

represent companies
from the private sector

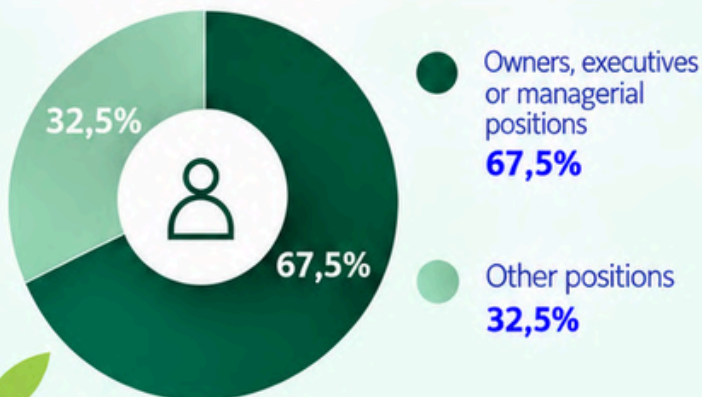
VISITOR INDUSTRIES



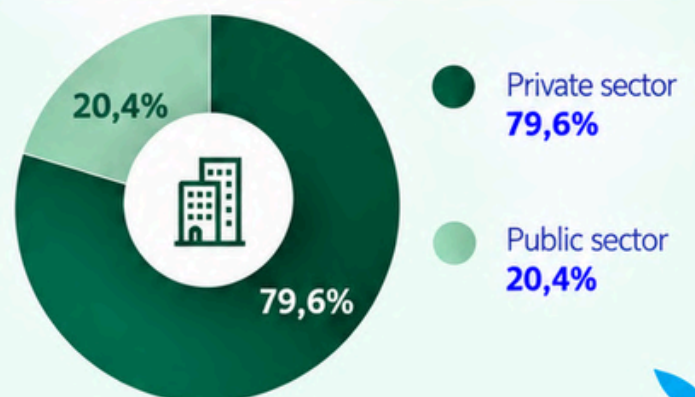
COMPANY SIZE



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

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:



- | | |
|---|--|
| <ul style="list-style-type: none"> • Algeria • Bahrain • Czech Republic • Egypt • United Kingdom • Georgia • Germany | <ul style="list-style-type: none"> • 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.

ACCOMPANYING EVENTS



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.



ACCOMPANYING EVENTS



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:



ZONE SPECIALISTS:



NUTREONX



Dature
Future demands kNOWn

CRIDO

 **Ekspert finansowy**

 **grupaprogres**

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.



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.



MEDIA AND PROMOTION



NUMBER
OF PUBLICATIONS

4 283



REACH
OF PUBLICATIONS

5 268 451



AVE

8 369 844

OUR CHANNELS

in

f



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

przeгляд
piekarski
i cukierniczy

Radio
Poznań

CONTACT & COOPERATION

PROJECT DIRECTOR

Grzegorz Gębarowski

tel. + 48 607 111 358

e-mail: grzegorz.gebarowski@grupamtp.pl

EXHIBITOR CONTACT

Dariusz Dudziak

tel. +48 539 190 081

e-mail: dariusz.dudziak@grupamtp.pl

Klaudia Czechowska

tel. +48 603 590 873

e-mail: klaudia.czechowska@grupamtp.pl

WE INVITE YOU

to join us for the next edition:

15-17.09.2027

Mirośław Dybkowski

tel. +48 787 576 954

e-mail: miroslaw.dybkowski@grupamtp.pl

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Organizator

mtp
GRUPA

Grupa MTP
ul. Głogowska 1
60-734 Poznań

We are part of:



Członek Polskiej
Izby Przemysłu
Targowego