

# POLOGRO

food • horeca • foodtech

CELEBRATION OF  
THE POLISH FOOD INDUSTRY

Poznań, Poland | 25-27.09.2024

**mtp**  
GRUPA





# ABOUT the POLAGRA

POLAGRA has several dozen years of history.  
Its first edition took place in 1985.

For many years it has focused on producers and  
processing companies from  
the agri-and-food industry.

Appreciates and promotes achievements  
Polish and global solutions for the food industry.

It sets trends in the food trade.

And all this during LIVE MEETINGS  
in three exhibitions zones:  
**FOOD, FOODTECH & HORECA**  
and accompanying events.



# EXHIBITORS IN NUMBERS

This year's edition gathered almost **200 exhibitors** from over **30 countries**



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WHO ARE OUR  
FAIR GUESTS?

mtp  
GRUPA



# VISITORS IN NUMBERS



10 500

visitors

POLAGRA fair ensures  
direct contact  
with professional visitors

80% of visitors are  
**DECISION-MAKERS**  
**HOLDING**  
**MANAGEMENT POSITIONS**

They are also **INVESTORS** and **BUYERS**  
from abroad, using  
the **HOSTED BUYERS** program.



# VISITORS FROM ABROAD

In 2023, the POLAGRA fair was visited  
by visitors from 41 countries

## TOP 10



Germany  
Lithuania  
Czech Republic  
Ukraine  
Slovakia  
Belarus  
Latvia  
Romania  
Italy  
Netherlands



In recent years, we have hosted representatives  
of the food industry from 41 countries.  
Apart from Poland, they arrived from:

Albania, Australia, Austria, Belgium, Belarus, Bulgaria, China, Czech  
Republic, Denmark, Estonia, France, Georgia, Spain, Netherlands, India,  
Iraq, Jordan, Canada, Kazakhstan, South Korea, Lithuania, Latvia,  
Morocco, Mexico, Moldova , Germany, Norway, Poland, Portugal,  
Romania, Singapore, Slovakia, Slovenia, Sweden, Turkey, Ukraine, USA,  
Hungary, Great Britain, Italy.

# VIP VISITORS

Retail chains, e.g.



# VIP VISITORS

Food producers, e.g.:



**Bakoma**



**MARS**



**La Lorraine**  
BAKERY GROUP



**Lantmännen**  
Unibake



**terravita**







DISCUSSIONS, DEBATES  
AND MEETINGS

Meat from Poland  
meat industry forum

Zone of the Polish Chamber of Milk  
the most important companies in the  
dairy industry in one place

Legal training  
3 days of training on legal changes in  
the food industry and gastronomy

Expert lectures  
for the HoReCa industry

# COMPETITION AT THE HIGHEST LEVEL

## Master BAKER

national competition  
for bakers

**POLISH CULINARY CUP**  
22st edition most  
prestigious  
competition in Poland  
in the catering industry





The POLAGRA Fair  
was accompanied by:

THE TASTES OF REGIONS FAIR  
(27-29.09.2024)



TARGI  
*Smaki* ● ● ●  
REGIONÓW

# CONTACT

## PROJECT MANAGER



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Create with us

CELEBRATION OF THE POLISH FOOD INDUSTRY!



**SAVE THE DATE**

**25-27.09.2024**

