

POŁAGRA

food • horeca • foodtech

FOOD INDUSTRY
CELEBRATION

Poznań, Poland

September 27-29, 2023

mtp
GRUPA



WHAT IS POLAGRA?

There are several decades of history behind POLAGRA.
Its first edition took place in 1985.

For many years, it has focused producers,
processors from the agri-food industry.

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

It sets trends in food trade.

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



WHO ARE THE VISITORS?

They are PROFESSIONALS,
of which 80% are
decision-makers.



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



INTERNATIONAL CONTACTS

POLAGRA 2022 attracted hundreds
foreign visitors from 32 countries.



The Czech Republic
Germany
Great Britain
Lithuania
Ukraine
Romania
the Netherlands
Bulgaria
Italy
Georgia



POLAGRA was also visited by visitors from countries such as:
Argentina, Austria, Belgium, Denmark, Estonia, Philippines, Finland,
France, Greece, Kosovo, Spain, Ireland, Canada, Cuba, Latvia, Morocco,
Moldova, Norway, Nigeria, Pakistan, Portugal, Senegal, Singapore,
Sweden, Tunisia, USA, Hungary, Turkey, United Arab Emirates..

THEY ALL COME TO POLAGRA
for live meetings,
wide exposition
and extensive
program of events.



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26-28 WRZEŚNIA 2022



DEBATES AND MEETINGS

Polagra Export Meeting Congress
an opportunity to look for
solutions for the export
of Polish food

Meat Meeting
meeting of the meat industry

Meat from Poland
meat industry forum

Conference
"Food industry. Strategies
for difficult and uncertain times"

Masters of Taste
award ceremony in
the Polska Press Grupa plebiscite

COMPETITION AT THE HIGHEST LEVEL



The POLISH
CULINARY CUP
the most
prestigious
competition in
Poland
in the catering
industry



Master
BAKER

national competition
for bakers

PROFESSIONAL TRAININGS

Topics included, among others:

Labeling of packaging and food, supervision of the food market and protection of competition.

Environmental protection, including waste management and deposit system.

Cost optimization in business, e.g. energy saving and energy purchasing strategies.

Practical training for cooks and chefs.



POLAGRA IN THE MEDIA

For years, the POLAGRA fair has been patronized by several dozen of specialist magazines and websites as well as nationwide media.

From January 1 to November 30 advertising equivalent (AVE) for POLAGRA 2022 was **PLN 6,196,947**

Information about them has reached **9,212,033** readers and users.



The POLAGRA Fair 2023
is accompanied by:

TAROPAK
INTERNATIONAL TRADE FAIR OF PACKAGING TECHNOLOGY AND LABELLING

(27-29.09.2023)

and

fairs promoting local products
THE TASTES OF REGIONS FAIR

TARGI
Smaki...
REGIONÓW

(29.09-
1.10.2023)



CONTACT

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SEE YOU

SEPTEMBER 27-29, 2023!



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