

Poznań, May 12, 2026

## Lidl Polska and MTP Group Join Forces for the Third Time at POLAGRA and Smaki Regionów Trade Fairs

Lidl Polska reinforces its position as a key partner of the domestic food sector by announcing its strategic cooperation with the POLAGRA and Smaki Regionów (Tastes of the Regions) trade fairs for the third consecutive year. The retail chain's presence at these events in Poznań sends a strong signal of support for domestic production – ranging from actively scouting for new suppliers and promoting regional culinary gems to opening doors for Polish companies to international markets.

### POLAGRA Trade Fair – The Hub of Innovation and Business

The POLAGRA Trade Fair, taking place from September 23 to 25, 2026, has for years remained one of the most vital meeting platforms for manufacturers, distributors, and food technologists in Central and Eastern Europe. This year's edition focuses on integrating the entire value chain – from raw materials and modern production technologies to final sales.

### Strategic Support for Suppliers and Export Growth

Lidl Polska has consistently supported the domestic economy for years. Collaboration with over 850 Polish suppliers allows the chain to offer customers nearly 400 products labeled "Produkt polski" (Polish Product), while making it easier for the manufacturers themselves to enter foreign markets. In 2025, a record number of 386 Polish companies exported their goods through the Lidl network to 28 countries. The value of these exports exceeded PLN 7.2 billion.

### Smaki Regionów Trade Fair – A Culinary Journey Across Poland

From September 25 to 27, Poznań will become the heart of Polish cuisine during the Smaki Regionów Trade Fair. This is a unique event for all enthusiasts of regional flavors, where representatives of Poland's voivodeships present the very best their regions have to offer.

### Award-Winning Flavors on Lidl Shelves

The cooperation between Lidl Polska and the Smaki Regionów Trade Fair also brings practical benefits to consumers. Representatives from the retail chain sit on the jury panel for the prestigious Smaki Regionów Medal.

#### Our venues:



#### Capital Group MTP Group:



Thanks to this initiative, Lidl Polska customers were already able to find selected, award-winning products on store shelves this March - such as the *Mazury Smak Natury* protein cheese or the *Rybka od Wielorybka* baked herring - thereby supporting small, local producers.

**We invite you to join us in discovering the richness of Polish cuisine and modern solutions in the food industry. See you at the Trade Fair in Poznań!**

Our venues:



Our services:



Capital Group MTP Group:

