



Międzynarodowe Targi Poznańskie
Poznań International Fair



spotkaj przyszłość
meet the future



POLAGRA FOOD

INTERNATIONAL TRADE FAIR FOR FOOD PRODUCTS



25-28.09.2017
POZNAŃ, POLAND

**Exhibition**
recommended by
Polish Chamber of Exhibition Industry

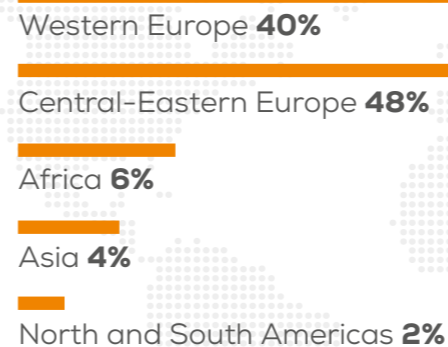
www.polagra-food.pl/en

The International Trade Fair for Food Products POLAGRA FOOD offers a preview of consumer trends. The event allows its participants to have a look at what food producers and distributors have to offer. Every year the event is visited by several dozen thousand professionals who come to Poznań from around the world in search of the latest products, inspiration, and, most of all, looking to start long-lasting contracts. On top of that, the fair is an important event for all people trying to develop their export potential, where the Hosted Buyer program comes into play.

Miłosz Jankowiak
Project Director



THANKS TO THE VISITORS WHO COME HERE FROM AROUND THE WORLD, POLAGRA FOOD IS AN INTERNATIONAL EVENT



OUR KEY TO SUCCESS



International trade missions

Owing to our cooperation with embassies, enterprises and the HOSTED BUYERS program the fair is visited by more than 70 business delegations every year.



The synergy effect

The POLAGRA FOOD Fair takes place alongside the International Trade Fair for Gastronomy POLAGRA GASTRO and the International Trade Fair of Food Processing Technologies POLAGRA TECH. Putting these events together provides a vast potential for visitors searching for high quality food products.



Meeting sector experts

While every participant of POLAGRA FOOD has a chance to take part in trainings and conferences on the latest consumer and marketing trends free of charge, all sector representatives consider the event to be a great opportunity to extend their knowledge on the food sector.



The scope of the fair

- meat and its products
- milk and dairy products
- fishery and fish products
- baking and confectionery products
- fruit, vegetable, fungi and related products
- mineral water and non-alcoholic drinks
- oil industry products
- ecological, dietary and healthy foods
- coffee, tea, herbs, spices, dried fruit
- spirits and yeast industry products
- wine products
- brewery and malt products

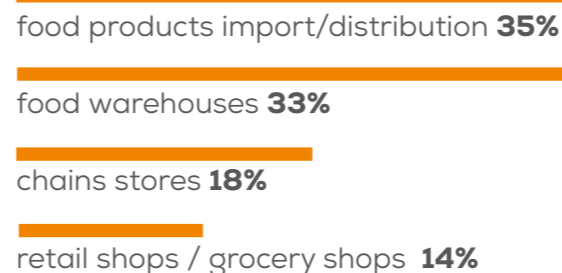
More than 60,000 professional visitors



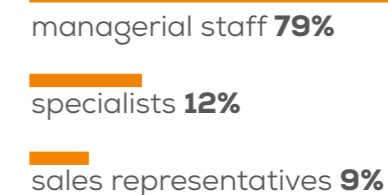
This is the result of the informative campaign we carried out in the general and sector-dedicated media as well as how we popularized the event through modern means of communication addressed to the managerial staff of chain stores, food wholesalers and retailers.

POLAGRA FOOD PROFESSIONAL VISITORS

Sort of activities



Post



*the data concerns the whole fair block, which took place September 26-29, 2016



MTP GOLD MEDAL DISTINCTION FOR THE BEST

- A great recommendation by experts which is an acknowledgement of a product's high quality.
- A vast package of promotional activities for the laureates.
- A possibility to apply for the "Gold Medal – Consumer's Choice" award.

POLAGRA FOOD stands for an opportunity:

- to establish cooperation with new business partners from Poland and abroad,
- to establish cooperation with chain stores,
- to present your latest products to more than 60 thousand visitors,
- to verify your offer in terms of its competitiveness and the extent it is acceptable by the market,
- to take advantage of promotional services offered by the MTP a few months in advance.

Join the exhibitors of POLAGRA FOOD Fair!

Promotional prices till **31.05.2017.**

FEEL INVITED TO CONTACT US

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AT THE SAME TIME



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