

The Polish Federation of Food Industry takes part in the WorldFood Poland Exhibition for the sixth time. We are glad that the interest of exhibitors and visitors to this event is growing year by year. The biggest advantage of WorldFood Exhibition is the opportunity to learn about the latest trends in food production and consumption both in Poland and abroad and to exchange knowledge and market experience. Direct contact between producers, processors and traders is also invaluable, allowing for a better understanding of mutual expectations.

**Andrzej Gantner**  
Vice-president, PFPŻ ZP

Location  
**EXPO XXI  
WARSAW, POLAND**  
Pradzyńskiego 12/14 St.

Date  
**5-7 April 2022**

8th EDITION

Meet Poland's food and drink buyers, face-to-face, in one location, when they are actively sourcing and purchasing products like yours.

### Visitors:

- Distribution, import & export- 75%
- Wholesale and retail- 58%
- Food production- 31%
- HoReCa, fitness clubs, nutritionists- 22%
- Transport and logistics- 8%
- Pharmacy- 7%
- Associations, institutions- 5%

## 3 Reasons to make Poland your next new Food & Drink market

**Polish spending on food and drink is set to rise** – Food retail is already a \$52 billion market in Poland. Now, spending on food is expected to hit \$62 billion by 2020, thanks to rising income levels, diversifying tastes and rising import levels.

**Poles tastes go international** – More of Poland's population is travelling overseas than ever before – and returning with a taste for foreign cuisines.

**Innovation: a hot topic for Polish consumers** – 32% of all new product launches happen in Poland. As more Poles head abroad, the nation's population is keen to try new taste combinations, experimental flavours and products that offer something new.



# Accompanying Events



## Retail Centre

Dedicated area where exhibitors can hold direct meetings with representatives from Poland's retail and distribution chains as well as restaurateurs.

## Conference Programme

Get answers to your questions about the opportunities and challenges in the domestic food and drink market.

## Culinary Show

Watch live cooking shows hosted by local and international chefs, and enjoy wine tasting.

## Gold Medal Award

A competition for exhibitors which promotes the best exhibiting products.

## 2019 statistics:

> 6 800 Visitors

> 350 Exhibitors

9 National Pavilions

25 Countries Represented

389 B2B meetings



## Visitors' Key Areas of Interest:

Organic and healthy foods	44%
Grocery	38%
Delicatessen	30%
Confectionery and bakery products	30%
Tea and coffee	27%
Non-alcoholic beverages	26%
Fruits and vegetables	26%
Food Ingredients	24%
Alcoholic beverages	22%
Supplements	22%
Private Label & Contract Manufacturing	20%
Dairy products and eggs	20%
Frozen and convenience foods	19%
Meat and poultry	19%
Food technology	19%
Fish and seafood	18%
Control temperature logistics	13%

## Top visiting countries:

Poland, Ukraine, Lithuania, Italy, Belarus, United Kingdom, Spain, Germany



## VIRTUAL EXPO

20-22 April 2021  
online edition!



2021 edition was unique – for the first time ever, held in a new, virtual formula. The global pandemic mobilized the organizers of WorldFood Poland to take the initiative and to create an alternative form of business communication for the food industry and organize the online exhibition, shifting all possible trade interactions to a virtual format. The online event turned out to be a real hit. Not only could the entrepreneurs make new contacts, but also exchange experiences and ideas on the business issues they face on a daily basis.

### 2021 STATISTICS:

**160** Exhibitors

from **22** Countries

**2 168** Visitors

**26** live conferences

**1,5** thousand listeners

### NETWORKING:

**13 734** text messages

**2 547** audio connections

**1 836** audiovisuals connections

**> 200h** video meetings

#### EXPO Zone

A place for exhibitors' offer to be presented at virtual stands through brochures, documents, video materials and direct contact with visitors.

#### Networking

A zone that allows to establish new business relations between event participants through the calendar system, chat and audio-video messenger, combined in one intuitive tool.

#### Conferences

Numerous debates and conferences on the most interesting issues related to the food industry, its development, future and problems.

#### Welcome Pack

A package of sample products from exhibitors shipped to carefully selected trade visitors in accordance with their field of interest.

