



Międzynarodowe Targi Poznańskie
Poznań International Fair



spotkaj **przyszłość**
meet **the future**



POLAGRA-TECH2012

INTERNATIONAL TRADE FAIR OF FOOD PROCESSING TECHNOLOGIES

POZNAŃ, POLAND



7-11.10.2012

EXHIBITION OF BAKING AND CONFECTIONERY INDUSTRY

8-11.10.2012

EXHIBITION OF MACHINES AND DEVICES FOR THE DAIRY INDUSTRY
EXHIBITION OF MACHINES AND EQUIPMENT FOR THE FOOD INDUSTRY
FOOD INGREDIENTS SHOW

www.polagra-tech.pl/en

Strong points of Polagra-Tech fair

- Polagra-Tech is the biggest and the most important fair of food processing technologies branches in Central and Eastern Europe.
- Polagra-Tech fair is visited by **approximately 45 000 professional visitors and nearly 500 journalists from over 50 countries.**
- The interest of professionals makes Polagra-Tech fair a perfect arena for the presentation of new products and technologies. Every year at the fair there are presented **more than 100 new products!**
- Interactive display allows to test machines, equipment, even whole technological lines and the **program of accompanying events**, such as **international conferences, trainings, workshops and presentations** is focused on the current needs of industry.

The figures relate to Polagra-Tech 2010, when fairs took place in the same thematic configuration.

Thematic scope in 2012

EXHIBITION OF BAKING AND CONFECTIONERY INDUSTRY

- Machines and technological equipment for the baking, confectionery and ice cream industry
- Baking, confectionery and ice cream ingredients and components
- Means of transport
- Work safety and hygiene

EXHIBITION OF MACHINES AND DEVICES FOR THE DAIRY INDUSTRY

- Machines and technological equipment for dairy industry
- Means of transport
- Work safety and hygiene

EXHIBITION OF MACHINES AND EQUIPMENT FOR THE FOOD INDUSTRY

- General use machines and equipment for food industry
- Machines and technological devices for the different branches of food industries
- Machines for forming, batching and packaging
- Measuring and control apparatus and laboratory devices
- Assemblies and spare parts
- Means of transport
- Work safety and hygiene

FOOD INGREDIENTS SHOW

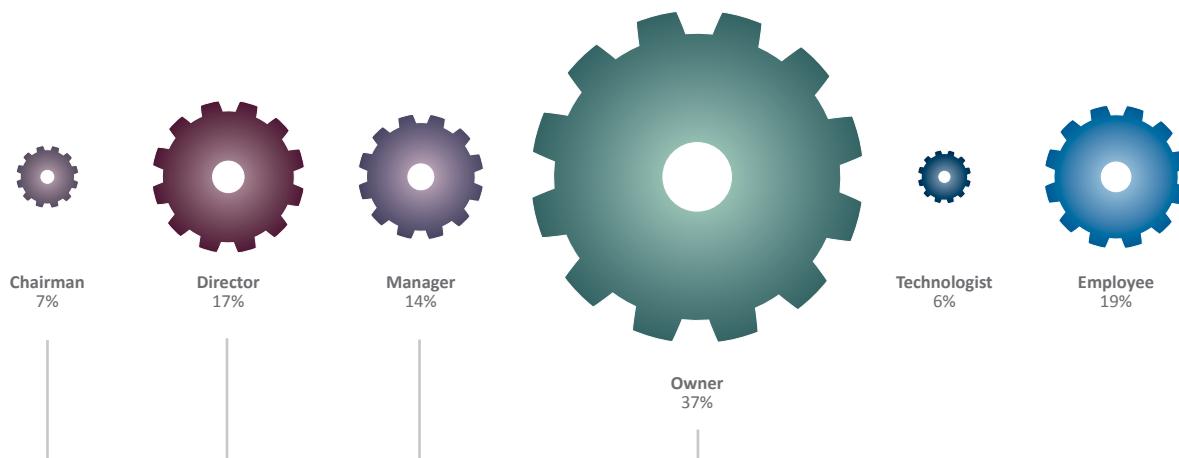
- Ingredients prolonging food durability, auxiliary, structural and sensoric ingredients, supplements



Professional visitors

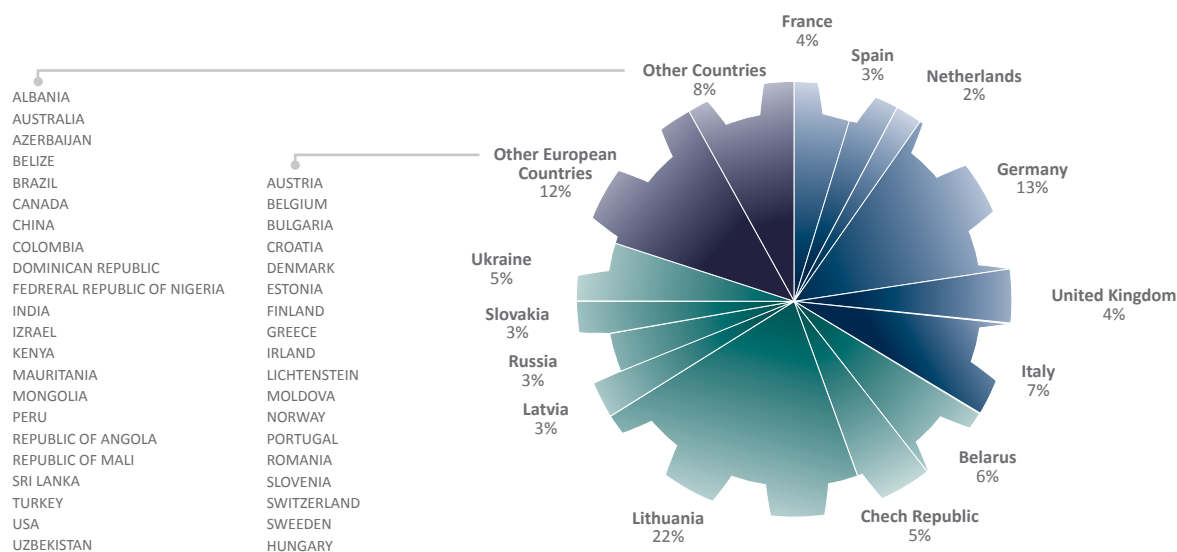
Polagra-Tech is primarily a business meeting of industry professionals: engineers, technologists, owners and managers of food processing industry companies, who are looking for particular technical solutions and inspiration for the development of their companies.

THE PROFILE OF VISITORS CONSIDERING THE FUNCTION FULFILLED



75% of visitors are decision - makers from all over the world.

THE PROFILE OF VISITORS CONSIDERING THE COUNTRY OF ORIGIN



Contests and awards for exhibitors

- MTP Gold Medal** – the most prestigious award of Poznań International Fair symbolizing a product's quality and modernity, an asset in the market competition between exhibitors. Jury will evaluate the submitted products and announce the winners already for a few weeks before the fair. We believe that this formula will allow for additional promotion of your products, and hence – they will arouse interest from the industry for a long time before a visit at the fair.

Awards Gala, during which there will be an official presentation of products awarded by Gold Medal will take place on the first day of the fair.



- Acanthus Aureus** – for the best booths. Prize for the most interesting and functional architectural and graphical solutions, which not only produce favourable presentation of offerings but above all communication between the company and its customers.



TYPE OF SPACE	NET PRICE PER 1 M ²		
	application before 11th April 2012	application after 11th April 2012	
Indoors, ground floor, without a booth:	● Row location	360 PLN	450 PLN
	● Corner location	399 PLN	499 PLN
	● 3 sides-open location	420 PLN	530 PLN
	● 4 sides-open location	435 PLN	545 PLN
Outdoors without a booth	230 PLN	280 PLN	
Registration fee is required – details are included in application form			

CAUTION! Prices do not include VAT, 1 EUR ≈ 4 PLN

We are waiting for your application till **11th April 2012**
Early application guarantees lower price!

We offer assistance in preparation to the fair:

- design and build your stand
- take care of promotion (advertising in the exhibitors catalogue, outdoor advertising during the fair, Exhibitors Press Service and many others)
- book hotel at promotional prices
- assist in organizing a press conference
- take care of hostess and helping staff

At the same time:



THE LARGEST FAIR
OF FOOD PRODUCTS IN THE REGION



PRODUCTS AND SOLUTIONS
FOR CATERING



INNOVATIVE PACKAGING
AND MODERN DISTRIBUTION



HEALTHY, NATURAL
AND TRADITIONAL FOOD PRODUCTS

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We are member of:

