



**Magiczny
Kraków**

HORECA® and ENOEXPO® in Krakow - exceptionally inspiring events

2025-11-14

On November 5-7, 2025, the EXPO Kraków International Exhibition and Convention Center will host the 32nd edition of the HORECA® International Hotel and Gastronomy Equipment Fair and the 22nd edition of the ENOEXPO® International Wine Fair, organized by Targi w Krakowie. This is one of the most important events in this part of Europe dedicated to the hotel, catering, and wine industries. This year, the organizers have prepared a number of new features and surprises that will make the fair even more diverse and inspiring.

What can we expect at this year's fair?

New technologies, eco-friendly solutions, smart devices, and products that will change restaurants, hotels, and cafés. As part of Business Opportunities, you will be able to test new products and take advantage of special discounts on goods and services. At the fair in Krakow, you can experience the real atmosphere of the HoReCa industry: premium coffees, unique products from various regions of Poland and around the world, wines and other alcoholic beverages from many countries, including the grand debut of Serbian wines in Krakow, MasterClass tastings of Chilean, Serbian, Romanian, and Portuguese wines, among others. You will be able to take part in training sessions, workshops, and discussions on important current industry topics, ask questions to experts from various fields, and gain the knowledge necessary for business development.

Hospitality revisited - from locality to innovation

Under the slogan “Hospitality revisited – from locality to innovation,” HoReCa industry professionals will discuss topics related to personalization and creating unique guest experiences. Speakers will focus on locality, which can be an inspiration and foundation for innovative concepts in the hotel and catering industry. There will also be interesting meetings with managers of unique hotels and restaurants. In turn, under the name Hospitality PRO, in cooperation with partners from Hotele Plus, Hotelowe SOS, and the Polish Chamber of Commerce for the Hotel Industry, there will be a three-day series of free workshops, training sessions, and conferences for owners, managers, and employees of hotels, guesthouses, and apartments. It will be a space for the exchange of knowledge and experience, as well as a place to meet experts who will show how to develop a business in a dynamically changing industry.

Live competition between champions

On November 6, visitors to the fair will have the opportunity to watch the final of Bocuse d'Or Poland 2025 – a prestigious culinary competition considered to be the “culinary world championship.” The best chefs will compete for the right to represent Poland in international competitions, and visitors will be able to follow the competition live, observing the craftsmanship, passion, and unique culinary creations. The event will be hosted by Karol Okrasa, who is well known for his passion. Meanwhile, in the second hall, the finals of the SCA Poland 2025 Coffee Championships will be held over three days in three categories: Barista, Cup Tasters, and Coffee in Good Spirits. This is an exciting competition full of knowledge and aromatic experiences between the best coffee specialists. The championships



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attract crowds of enthusiasts and professionals, showcasing the latest trends in the world of coffee.

Wine and other regional flavors

With each new edition of the ENOEXPO® International Wine Fair, there are even more opportunities to discover unique flavors and meet producers from around the world. In this edition, under the slogan “Wine and other regional flavors,” exhibitors will also present other regional products in addition to wines. Another new feature will be the Vineyard Solutions Salon, which will showcase innovative technologies, equipment, and services supporting the development of vineyards.

The HORECA® and ENOEXPO® fairs combine business, inspiration, and excitement. It is here that industry professionals learn about the latest trends, products, and solutions and establish contacts that result in long-term cooperation. Prestigious competitions and championships are held, attracting the attention of the entire industry.