



**Magiczny
Kraków**

Kraków Trade Fairs Summarize 2025!

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What was 2025 like for Kraków Trade Fairs? Bold, intense, and full of premieres - a year that proved the company not only keeps pace with the industry but sets its rhythm. The result? 20 proprietary events, over 3,000 exhibitors, and 160,000 visitors, as well as more than 60 congresses, conferences, and special events held at EXPO Kraków. Add to that prestigious awards received even 8,000 kilometers from Kraków, confirming the scale and quality of the company's activities. The past months have clearly strengthened Kraków Trade Fairs' position as one of the most important event organizers in Central Europe - ready for new challenges.

Camper & Adventure Expo Debut

The year began with the premiere edition of Camper & Adventure Expo. The first edition attracted over 7,000 enthusiasts of caravanning, outdoor activities, and active tourism, confirming the growing interest in this form of leisure and the need for a dedicated space for this rapidly developing industry in southern Poland. A shared passion for travel united exhibitors and visitors, creating excellent conditions for networking and exchanging experiences. During the two-day event, visitors could see the latest 4x4 campervan models, off-road vehicles, and a wide range of caravanning and outdoor accessories.

Growing International Presence

In 2025, the number of international participants at trade fairs increased significantly. The 28th International Book Fair featured 531 exhibitors from 21 countries, while the 8th International Trade Fair for Fastener and Fixing Technology FASTENER POLAND® welcomed guests from as many as 36 countries. The fairs were particularly popular among visitors from Slovakia. Thanks to its convenient location, developed infrastructure, and rich cultural offer, Kraków is at the center of interest for Slovak entrepreneurs and professionals. This trend was especially visible during the International Dental Trade Fair KRAKDENT®. For Slovak guests, the fairs were an opportunity to discover new companies and products not yet available on their market, as well as to establish valuable business contacts and exchange experiences with Polish and international exhibitors.

Prestigious Awards

This year, Kraków Trade Fairs won numerous awards, including two MP Power Awards statuettes in the categories: multifunctional venue for the International Exhibition and Congress Center EXPO Kraków and trade fair for the 30th International Dental Trade Fair KRAKDENT® in Kraków. In the same competition, EXPO Kraków ranked 1st in the MP Power Venue audit! This is not only a great distinction but also confirmation that the quality of service at the venue is at the highest level! The greatest success, however, was winning the UFI Marketing Award for the KRAKDENT® marketing campaign - the first such distinction in history for a Polish trade fair company. The award was presented during the UFI Congress (Global Association of the Exhibition Industry) in Hong Kong. Additionally, the same campaign was honored in the EVA - Event Visionary Awards competition organized by Media



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Publication of Sustainability Policy

In May, Kraków Trade Fairs published its sustainability policy document, presenting implemented solutions that confirm the company's commitment to environmental protection, transparency, and social responsibility, as well as describing best practices that can serve as a guide for the entire meetings industry. Dynamic changes in the meetings industry, visible during numerous fairs, congresses, and events organized at EXPO Kraków – visited annually by nearly 200,000 guests from around the world – make sustainability one of the key factors in consumer choice. Therefore, the trade fair industry must actively respond to growing market expectations, and MICE leaders must not only act in line with adopted policies but also set new standards in this area.

Book Premiere: “Secrets of Polish Vineyards”

In November, during the ENOEXPO® International Wine Fair in Kraków, the book “Secrets of Polish Vineyards” premiered – the first publication by Kraków Trade Fairs. The book is a collection of eighteen captivating stories about how Polish wineries were created, how wine-loving bankers, sailors, and businessmen