



**Magiczny
Kraków**

Test, train, get inspired. SPORT EXPO - a one-of-a-kind event in Poland

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For years, Kraków has been recognized as a city of sport, tourism, and an active lifestyle. Despite this, the city has lacked an event that would bring together a wide range of products, hands-on equipment testing, and direct interaction with people from the sports world in one place. This gap is about to be filled.

On March 14–15, 2026, the first edition of SPORT EXPO – the International Trade Fair of Sport, Recreation and Healthy Lifestyle will take place at EXPO Kraków, turning the city into Poland’s sports capital for two days.

This will be a unique sport-and-tourism event aimed at individual visitors from southern Poland. Thousands of people will come to Kraków to test equipment, discover new products, and choose gear for the Spring–Summer 2026 season.

SPORT EXPO is addressed to everyone who wants to stay active—both those who train regularly and those who are just planning to change their lifestyle. It also responds to the growing need for direct contact with products: instead of viewing equipment online, visitors will be able to test it in real conditions and compare different solutions in one location.

The fair will cover as many as 10 thematic categories:

Fitness & Training, Cycling, Running, Outdoor & Tourism, Sport Style, Health Zone, Tennis, Water Sports, Team Sports, Travel Agencies, Tourist Regions, and Sports Clubs.

In the main hall of EXPO Kraków, spanning 5,000 m², more than 100 sports brands will present their product and service offerings for the upcoming season.

Spectacular shows and special events will take place on the main stage throughout the weekend, including Sport Style Show (sports fashion presentations), Fit Show Zone (fitness, gymnastics, martial arts, and dance demonstrations), as well as panel discussions dedicated to sport, recreation, and a healthy lifestyle.

One of the strongest highlights of the program will be the largest sporting equipment and running shoe testing area in Poland. In the 4,000 m² “Dunaj” hall and in the outdoor zone, participants will be able to test bicycles—including electric bikes—rollerblades, and running shoes on specially prepared tracks. Equipment available for testing will include bikes from brands such as Kross, Trek, Neon, and Unibike, Nike running shoes, and K2 rollerblades.

Additional excitement will be provided by the Streetpark zone – Cracow Indoor Skatepark (skateboards, scooters, BMX), the SLAB climbing wall, and HADO—a competitive team game in augmented reality. Medicover Sport will offer participants fitness tests measuring grip strength, reaction time, balance and coordination, as well as a competition to find the strongest participant of SPORT EXPO.



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An integral part of the event will be the Kraków Travel Festival, where well-known travelers will share stories from mountain, cycling, and sailing expeditions, as well as journeys to the most remote corners of the world.

Is it worth taking part? Absolutely. Everyone will find something for themselves. It's the perfect idea for an active weekend—whether with family, friends, or while individually discovering new passions.

More information about the event:

<https://sportexpo.pl/>