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**TAROPAK 2024 Trade Fair – Discover the New Edition**

TAROPAK is one of the largest trade fairs in Poland encompassing all branches of the packaging industry, showcasing hundreds of innovations each edition, applicable across various sectors of the economy that utilize packaging. The next edition of TAROPAK, presented in an entirely new format, will take place from November 13-15, 2024, at the MTP Poznań Expo.

**The New Strength of TAROPAK**

Every year, TAROPAK is visited by representatives from various industries seeking the best solutions for their products in the cosmetics, pharmaceutical, furniture, automotive, chemical, horticultural, and food sectors. This year, they will witness a new TAROPAK! The first innovation is the visual change, featuring a new event logo and a refreshed theme hinting at further innovations. The colors in the new graphic theme are not random; they signify newly designated color-coded zones within TAROPAK to help visitors easily navigate the exhibition, which in 2024 will span four pavilions of the MTP Poznań Expo.

**The 2024 Edition in November**

The upcoming edition of TAROPAK will include well-known industry solutions presented in a new format, divided into various sectors of the packaging industry, such as raw materials and packaging materials, eco-packaging, packaging machines and devices, packaging for e-commerce, labeling, and warehousing. Attendees can also expect new, substantive conferences as well as proven projects showcased in a fresh light, such as the TAROPAK E-COMMERCE Conference, a staple in the TAROPAK event schedule, which will surprise with new topics and speakers in the 2024 edition.

**The Value of Industry Meetings**

For years, TAROPAK has been connecting the packaging industry, facilitating valuable business discussions, establishing lasting contacts, and discovering market trends and innovations. This year's edition will elevate these activities to a new level of trade fair interactions. It will provide the opportunity to acquire up-to-date knowledge, discover the latest industry solutions, and will also be a great adventure for every TAROPAK visitor!

More about TAROPAK 2024: <https://taropak.pl/en>

