

ORGANIZER
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TAROPAK

International Packaging and Labelling Technology Fair

23–25.09.2026



TRADE FAIR SUMMARY

POST SHOW REPORT

— 2026 —



INTERNATIONAL PACKAGING AND LABELLING TECHNOLOGY FAIR

The leading trade fair for the packaging industry in Poland

TAROPAK is a place where exhibitors present not only finished packaging, but also packaging and labelling equipment as well as **logistics solutions** – from intralogistics to logistics information processing systems. It brings together all the industries that use packaging: from **food and pharmaceuticals**, through **cosmetics, furniture and horticulture**, to **automotive** and the fast-growing **e-commerce** sector.

TAROPAK is held together with the **POLAGRA trade fair** as one trade fair block. As a result, food producers, technology providers, packaging manufacturers and logistics companies meet in one place, and business talks and the search for partners cover every stage of the product life cycle.

The TAROPAK & POLAGRA trade fair block in numbers

8,000+

visitors from Poland and abroad

~300

exhibitors from Poland and abroad

400

trade partners from 57 countries

5

exhibition pavilions

24,000 m²

of exhibition space

40+

accompanying events



Forum, debates and conferences

TAROPAK is not only an exhibition of machinery and solutions, but also a rich conference programme. During the TAROPAK and POLAGRA 2026 trade fair block, experts and practitioners discussed regulations, exports, automation and sustainable packaging.



FORUM

Africa Food & Trade Forum

100+ participants

Representatives of business, diplomacy and institutions discussed the development of economic cooperation between Poland and African countries – primarily in the agri-food sector – as well as exports and food security, while making new business contacts.

Industry debates

01 One year of the deposit return system in Poland

Experts summed up the first year of the deposit return system and its importance for producers and the packaging industry.

02 A boost for innovation. What drives the industry forward?

A discussion on where innovation in the industry comes from today and how companies can turn it into a competitive advantage.

03 Certification that builds trust

How to meet the expectations of today's consumers and build product credibility?



Key companies and brands

Selected companies that presented their offer at TAROPAK 2026.

HI-OCTANE
Packaging

Lantech

 **best**


FOLMAT

**DRUK
SERWIS
24**
experts in coding, marking
and digital printing

 **InfoGraf**
RZETELNA Firma

FLÖTER
VERPACKUNGS-
SERVICE GMBH

Zeus POLPACK
MASZYNY I MATERIAŁY DO PAKOWANIA

 **DOCUFIELD**

 **FILMAT**
PRODUCENT MASZYN PAKUJĄCYCH

NEARLY
300
EXHIBITORS*

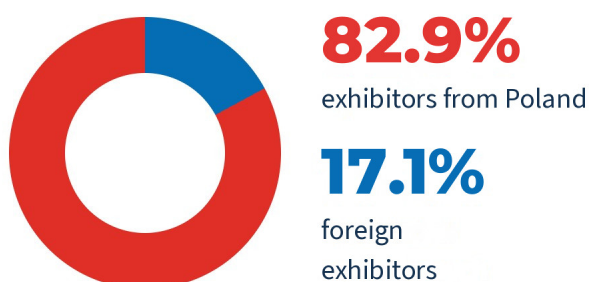
*TAROPAK & POLAGRA trade fair block



Exhibitor structure of this year's edition

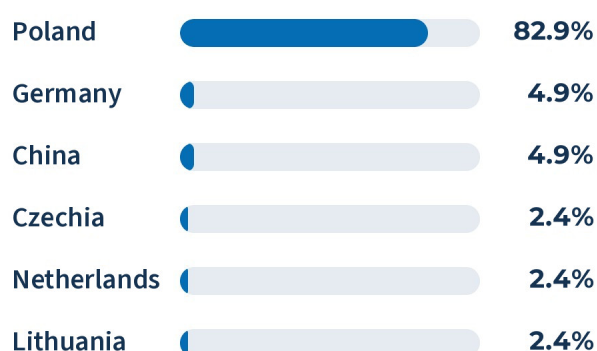
TAROPAK offers a comprehensive range of machinery, materials and packaging, as well as labelling, automation and logistics solutions. Manufacturers, distributors and technology providers for the entire packaging chain met in one place.

POLAND AND ABROAD

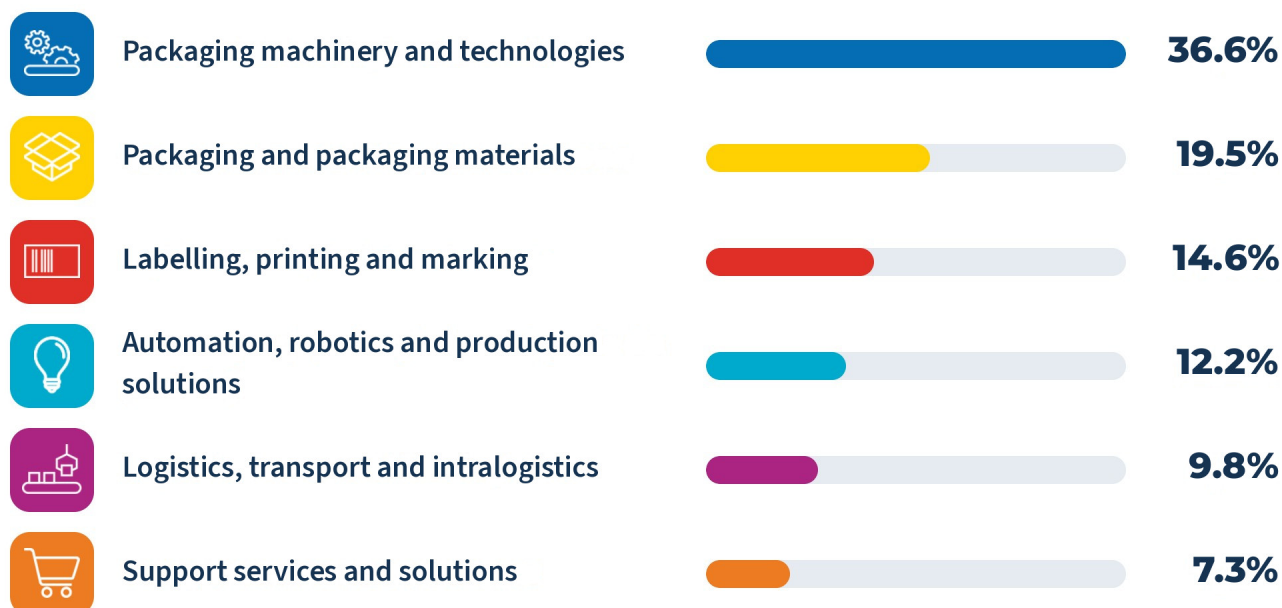


Foreign exhibitors from 5 countries: China, Czechia, the Netherlands, Lithuania and Germany.

EXHIBITOR COUNTRIES



INDUSTRY SEGMENTS



Different industries, shared packaging needs

TAROPAK attracts representatives of companies from many sectors who are looking for packaging, labels and packaging machinery, as well as automation and logistics solutions.



*incl. HoReCa, agriculture, pet industry, electronics, printing

POLAND AND ABROAD



DECISION-MAKERS & SPECIALISTS



Marketing & PR

The TAROPAK 2026 promotional campaign combined PR activities and cooperation with trade media, social media communication and paid campaigns on Google Ads, Meta Ads and LinkedIn Ads – aimed at both exhibitors and visitors. As a result, we reached decision-makers and specialists in the packaging, labelling, manufacturing and e-commerce sectors.

542

media publications

484.8k

views of promotional content

376.6k

PLN

AVE

ONLINE CAMPAIGNS: GOOGLE ADS • META ADS • LINKEDIN ADS

1.4M

ad impressions

28.5k

ad clicks

OUR CHANNELS

Facebook

YouTube

LinkedIn

taropak.pl/en

THANK YOU TO OUR HONORARY PATRONS



Patronat Honorowy
Prezydenta
Miasta Poznania

THANK YOU TO OUR MEDIA AND INDUSTRY PATRONS



TAROPAK

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JOIN US

at the next edition of the TAROPAK trade fair!



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