



06-08
November
2024
EXPO Kraków

31st International Trade Fair of Hotel and Catering Equipment

HORECA[®]

Gastro | Hospitality | Sweet

21st International Wine Trade Fair in Krakow

ENOEXPO[®]



Summary report

Fairs in numbers

TOTAL



232
exhibitors




10022
visitors




7188m2
exhibition space



18
countries



We have been exhibitors at the HORECA® trade fair for several years now, and we always achieve our goals here—gaining new clients and promoting our brand. We believe that trade fairs are a very effective form of advertising that helps establish new, promising connections, especially because they provide the opportunity for direct contact with customers. FARO Tekstylija



Fairs in numbers

HORECA[®]



137
exhibitors



4810m2
exhibition space

ENOEXPO[®]



2378m2
exhibition space

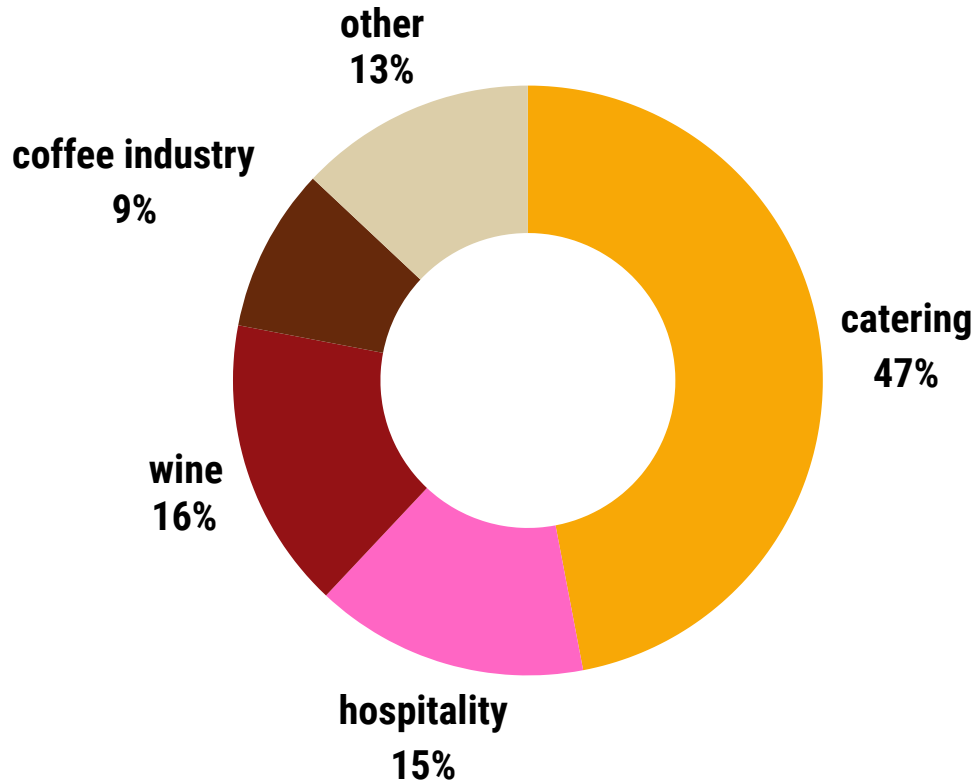


95
exhibitors

The wine we presented was met with great interest, which I hope will result in sales on the Polish market. The oil, which was tested throughout the entire fair, also sparked significant interest, so both the producers and we are satisfied and already looking forward to the next edition of the trade fair. Ewa Trzcińska - The Polish Chamber of Commerce in Italy and the Smart Iting agency

Visitor segmentation

INDUSTRY

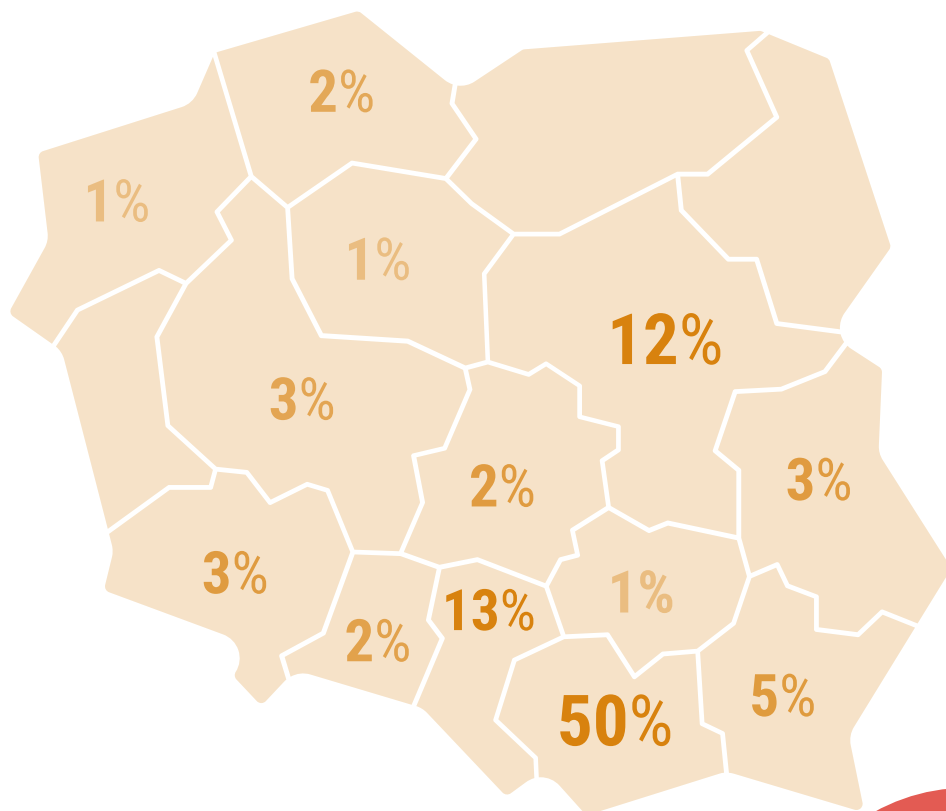


POSITION



Visitor segmentation

REGION



4%
from abroad



We decided to exhibit in Krakow for the first time in six years, so it's fair to say that the HORECA® trade fair is a new experience for us. We already know that it's a great opportunity to attract promising clients, who, by the way, should also be satisfied with this event. They had the chance to meet many well-known companies in the market. The fair is truly excellent. Kamil Bała - Tomgast

Key events of the trade fair 2024



About senses, interiors, and wine – the main stage brought passions together

The main stage was the heart of the trade fair events, where for three days, presentations by experts in sensory marketing, interior design, and arrangement for the HoReCa industry intertwined. A highlight of the program was the engaging discussions masterfully moderated by Bartosz Wilczyński.

The Final of the SCA Poland Coffee Championships

In the Polish final of the SCA (Specialty Coffee Association) Coffee Championships organized on a global level, a hundred participants competed in four categories: Roasters, Cup Tasters, Coffee in Good Spirits and eliminations for the Polish Brewers Cup Championships on four different stages.



Key events of the trade fair 2024



Wine tastings from around the world

During the trade fair, as many as 20 tastings took place, including "Enological Sicily: Wines and Territories", a tasting dedicated to the Furmint grape variety titled "Furmint – The New Robes of the King," wines from Rheinhessen and Palatinate with VDP winemakers, presentation of Slovak Tokaj wines as well as presentations of Polish wines.

The Grand Finale of Wine Competitions

On the first day of the trade fair, a ceremonial grand finale of the Wine Competitions for the ENOEXPO 2024 Medals took place. For the Polish Wine and Cider Competition, as well as the International Wine Competition, producers submitted 148 wines, ciders and meads.



Patronage and Partners

HONORARY PATRONAGE



Aleksander Miszański
Prezydent Miasta Krakowa



MAŁOPOLSKA

Łukasz Smółka
Marszałek Województwa Małopolskiego

PARTNERS



Patronage and Partners

MEDIA PARTNERS



We invite you to the next edition



32nd International Trade Fair of Hotel and Catering Equipment

HORECA[®]

Gastro | Hospitality | Sweet

22nd International Wine Trade Fair in Krakow

ENOEXPO[®]



November 5-7, 2025

Reservations:

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