

PROGETTO FUOCO SET TO IGNITE IN POLAND FROM 26 TO 29 JANUARY 2027

VERONAFIERE AND MTP SIGN AGREEMENT TO BRING THE FORMAT TO POZNAŃ

Verona, 25 February 2026 – The opening day of the 15th edition of **Progetto Fuoco** in Verona marks a new step in the event's international development. Progetto Fuoco is the world's leading trade fair for biomass heating technologies and the wood-energy supply chain. **Veronafiere** and Polish trade fair organiser **Międzynarodowe Targi Poznańskie (MTP)** today signed a **memorandum of understanding** to launch **Progetto Fuoco Poznań**. The event will debut in Poznań from **26 to 29 January 2027**, occupying two halls within Budma, MTP's flagship exhibition dedicated to building innovation. Earlier this February, Budma also hosted a Marmomac delegation, one of Veronafiere's other successful exhibition brands.

Progetto Fuoco is therefore set to enter the Polish market with a format designed to engage high-potential markets with a strong presence of buyers and importers. The choice follows an industrial rationale: Poland is among Europe's leading pellet-wood producers and boasts a significant forest heritage, with more than 30% of its national territory covered by woodland.

The agreement was signed by Federico Bricolo, President of Veronafiere, and Filip Bittner, Vice President of MTP. Hanna Lisiecka, Director of MTP's Stone and Windoor-Tech exhibitions, was also in Verona on behalf of the Polish organiser.

"Progetto Fuoco is the benchmark for the wood-energy supply chain," said **Federico Bricolo, President of Veronafiere**. "Since 1999 it has been the natural home for biomass heating and, over fifteen editions, it has built a business and content ecosystem recognised by companies and professionals. This leadership is measurable and international: 42% of exhibitors in Verona come from abroad, representing 38 countries, and one in four visitors is international. Progetto Fuoco Poznań builds on these foundations aiming to replicate a proven format in a high-potential European context. It is a step consistent with our Group's industrial vision," Bricolo added, "to continue growing internationally without dispersing efforts, by selecting strategic markets and building solid alliances with leading organisers such as MTP."

"This partnership," commented **Filip Bittner, Vice President of MTP**, "brings together the expertise and experience of Veronafiere—with nearly 130 years of history in promoting international events and building global business platforms—and that of the MTP Group, which for decades has supported the development of industry and innovation in Poland and Central and Eastern Europe. For the Polish audience, both businesses and end users, Progetto Fuoco Poznań means access to the latest trends and practical solutions supporting the energy transition in construction and heating. I am confident that this exhibition at the Poznań International Fair will become a long-term platform for inspiration, innovation and dialogue for the Polish market, bringing together manufacturers, installers, decision-makers and end users, and supporting the best investment and environmental choices in response to today's challenges."

Progetto Fuoco Poznań will be held every two years, alternating in odd-numbered years with Progetto Fuoco in Verona; a second edition is already scheduled for 2029.

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