

New exhibition opportunities for companies in the wood-energy sector

PROGETTO FUOCO OPENS REGISTRATION VERONAFIERE LAUNCHES A STRATEGIC INITIATIVE FOCUSED ON INTERNATIONAL MARKETS TWO EVENTS IN VERONA AND POLAND

The countdown has begun for Progetto Fuoco Poland, scheduled to take place in Poznań from January 26 to 29, 2027, and for the next edition of Progetto Fuoco 2028, to be held at the Verona Exhibition Center from February 23 to 26, 2028

Verona, June 4, 2026 – A doubled-up exhibition offering and a two-year strategic plan designed by Veronafiere to help companies in the sector access international markets. With this in mind, registration is now officially open - and simultaneously - for **Progetto Fuoco Poland**, scheduled to take place in Poznań from January 26 to 29, 2027, and for the next edition of **Progetto Fuoco 2028**, which will be held at the Verona exhibition center from February 23 to 26, 2028.

By opening registration for both events simultaneously, Veronafiere is enabling companies to engage in long-term strategic planning. The biennial alternation between the established Verona event and the new spin-off in Poznań provides companies in the wood-energy sector with a valuable tool for marketing and business expansion, optimizing investments and eliminating complexities thanks to the operational support and expertise of the Progetto Fuoco team.

Progetto Fuoco Poland

The big news is the debut of the leading trade show dedicated to biomass heating in **Central and Northern Europe**. Poland is now one of Europe's most dynamic energy markets, characterized by significant investments in energy efficiency, building retrofits, and biomass heating systems. The country serves as a strategic hub and a prime gateway to high-potential commercial markets such as Slovakia, the Czech Republic, Romania, and the Baltic States. Furthermore, Poland ranks among the region's leading pellet producers and boasts significant forest resources.

In this context, demand is steadily growing for biomass technologies, hybrid heating systems, low-emission solutions, energy retrofits, and technologies for sustainable living. This momentum is further supported by European and national energy policies promoting decarbonization and energy transition plans, as demonstrated by Poland's **Clean Air Program**, which has recorded nearly 9.5 billion euros in funding requests since 2018.

Progetto Fuoco Poland will benefit from high visibility, as it will be hosted within **BUDMA** (International Construction and Architecture Fair), one of the leading B2B events in Central and Northern Europe dedicated to the building, energy and construction technologies, and architecture sectors. Progetto Fuoco Poland will be located within the main flow of the fair, in Halls 5 and 5A, ensuring a highly accessible and visible area directly connected to the main halls. This synergy will allow the event to reach a professional and international audience of over 26,000 industry professionals from 41 countries, a target group that includes system integrators, construction and plant engineering professionals, contractors, architects, designers, distributors, and construction companies. Added to this is the visibility provided by the 600 exhibitors from 27 different countries and the 1,000 companies represented during the four-day event.

Progetto Fuoco Verona 2028

In 2028, the industry's focal point will return to its historic Italian venue at the Verona Exhibition Center from February 23 to 26, 2028. The event serves as a well-established international benchmark for the wood-energy sector, as well as an indispensable hub for innovation, new business development, and the analysis of global market trends. The fair will bring together hundreds of companies from around the world and offer a comprehensive overview of products ranging from state-of-the-art stoves to designer fireplaces, from high-efficiency boilers to wood-fired barbecues and stoves, all the way to components and accessories for systems. The Verona edition will allow companies to strongly reaffirm their international standing in the presence of major global players.

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