

PROGETTO FUOCO **POLAND**

The leading international trade fair for biomass heating technologies and the wood-to-energy sector is coming to Central Europe.

Poznań, Poland
26–29 January 2027



WHY POLAND, WHY NOW

Poland is now one of Europe's most dynamic energy markets, with significant investment in energy efficiency, building refurbishment and biomass heating systems.

01 Strategic hub

Poland is the main gateway to the countries of Central, Eastern and Northern Europe. Furthermore, it is one of the largest producers of wood pellets in Central Europe, boasting significant forest resources.

02 Energy transition

Demand is growing here for:

- biomass technologies
- hybrid heating systems
- low-emission solutions
- technologies for sustainable living

03 Substantial investment

European and national energy policies are promoting decarbonisation plans, the energy transition and the introduction of renewable heating solutions. Under the Clean Air Programme, nearly €9.5 billion in funding has been requested since 2018.

PARTNERSHIP VERONAFIERE PROGETTO FUOCO-MTP GRUPA BUDMA

Poznań

It is one of the main economic and trade fair hubs in Central and Eastern Europe, strategically located between Berlin and Warsaw. A dynamic, international and strongly business-oriented city, it now serves as a prime gateway to the CEE markets.

MTP (Międzynarodowe Targi Poznańskie)

It is Poland's leading trade fair organiser and one of the most significant in Central and Eastern Europe. Based in Poznań, it organises international trade fairs and events covering a wide range of industrial and commercial sectors.

Budma

One of the leading B2B events in Central and Eastern Europe, dedicated to the building, energy & construction technologies and architecture sectors. There are strong synergies with Progetto Fuoco, which have led to the signing of a partnership agreement between the two trade fairs.

BUDMA

International Construction and Architecture Fair

Visitors

Over 26,000 trade visitors from 41 countries. The target audience includes: system integrators, construction and M&E professionals, contractors, architects and designers, distributors and construction companies.

Exhibitors

The event brings together over 600 exhibitors from 27 countries, representing more than 1,000 companies, over the course of four days.

Thematic areas

The event takes place across six exhibition halls and extensive outdoor areas, organised into 12 themed zones representing the sector's main areas: construction, architecture, technology, doors and windows, prefabrication and construction innovation.

WHY EXHIBIT

Enter the market with a trusted brand

Taking part in Progetto Fuoco Poland with Veronafiere means relying on an internationally recognised trade fair brand, reducing the investment risk involved in entering a new market, and strengthening your international standing.

New opportunities

Meet operators from:

- Central Europe and Poland
- Northern Europe
- Emerging markets for energy retrofiting

New B2B leads

Connect with:

- distributors and importers
- contractors
- installers
- architects and designers
- energy specialists

Be part of the future

Positioning the company for future trends:

- biomass heating
- hybrid systems
- low-emission technologies
- renewable energy sources
- sustainable living

SIMPLIFIED MARKET ENTRY

Progetto Fuoco Poland is organised directly by Veronafiere's Progetto Fuoco team, ensuring operational continuity through the use of the same systems, platforms and organisational standards already adopted by Veronafiere.

WHAT WE PROVIDE	SERVICES
Full operational support	Set-up, logistics, administration, technical services, organisational support.
Optimised exhibition layouts	Designed to make participation easier, reduce complexity and optimise your investment.
Sustainable investment	Access to new markets and a different audience, with reduced risk thanks to the Progetto Fuoco brand.

PROGETTO FUOCO **POLAND**

Register at **Progetto Fuoco Poland 2027** and get a discount of €20 per square metre on Progetto Fuoco 2028
(registration is now open)

The discount is valid until 15 December 2026

THANKS!

For further information, please visit our website at www.progettofuoco.com
or contact us by email at marketing@progettofuoco.it

