

TRADE FAIR AND CONFERENCE PARTNERS:



Warsaw GardenExpo

6. Edition

POST SHOW REPORT 2026

10-12 | 02 | 2026 POLAND, WARSAW



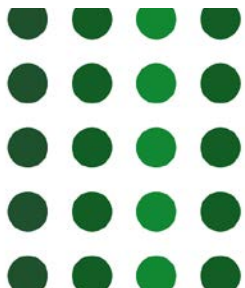
organizer:

www.warsawgardenexpo.com





Warsaw
GardenExpo



WARSAW GARDEN EXPO 2026

Warsaw Garden Expo was one of the key events for the gardening and landscape architecture industry in Central and Eastern Europe. The 6th edition of the fair took place on February 10–12, 2026, at the Ptak Warsaw Expo near Warsaw, bringing together manufacturers, distributors, designers, and contractors involved in the development of modern green spaces.

The event focused on the intersection of horticulture, technology, and design, presenting a wide range of solutions for gardens and green areas – from plants, nurseries, and gardening equipment to tools, machinery, irrigation systems, lighting, and elements of small landscape architecture. Outdoor zones also attracted strong interest, featuring garden furniture, pergolas, and solutions for leisure and BBQ spaces.

An integral part of the fair was the Garden Innovations Conference, which served as a platform for exchanging knowledge about market trends, innovations, and practical applications in the design and maintenance of green spaces.

Warsaw Garden Expo 2026 strengthened business relationships within the sector by creating a space for networking, business discussions, and establishing new partnerships.

EVENT STATISTICS:

20 281

visitors

413

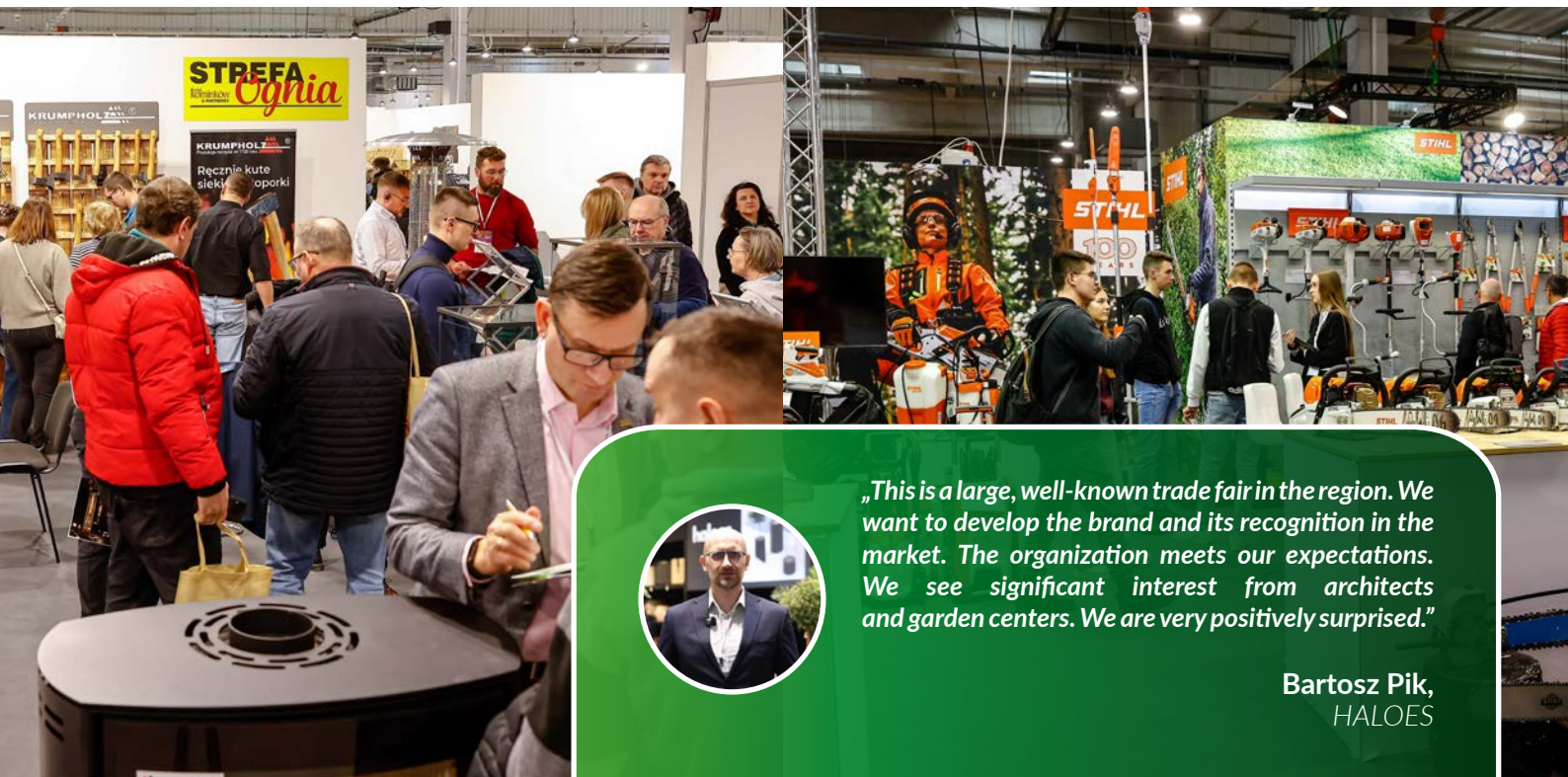
stands

40

speakers

3

conferences
and workshops

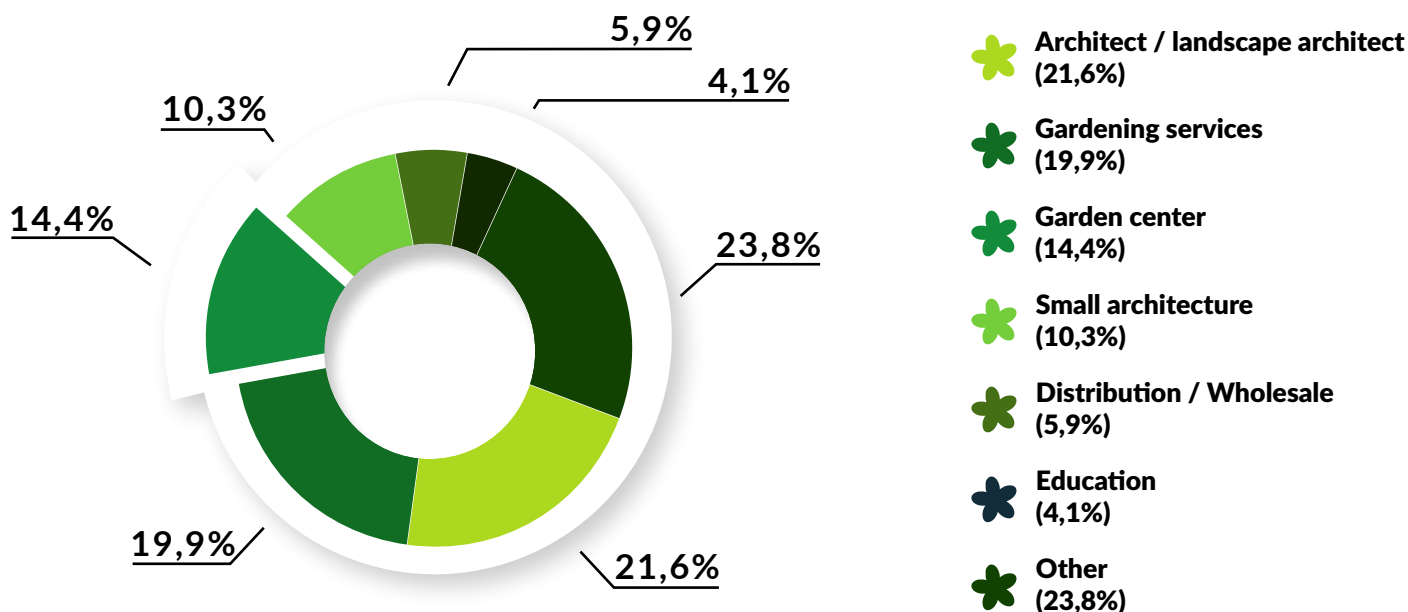


„This is a large, well-known trade fair in the region. We want to develop the brand and its recognition in the market. The organization meets our expectations. We see significant interest from architects and garden centers. We are very positively surprised.”

Bartosz Pik,
HALOES

THE MOST IMPORTANT PROFESSIONAL FUNCTIONS PRESENT AT WARSAW GARDEN EXPO 2026

The event attracts participants from various areas of the gardening industry, landscape architecture, and technologies supporting the design and maintenance of green spaces, enabling key representatives of the sector to meet in one place.



BRANDS PRESENT AT WARSAW GARDEN EXPO 2026

TRADE FAIR AND CONFERENCE PARTNERS



EXHIBITORS



+380
Exhibitors

HERE'S WHAT OUR EXHIBITORS SAY



„The organization meets our expectations, and we are very satisfied. Of course, we will consider participating in future editions of the fair.”

**Andrzej Komakowski,
Gardenphilia**



83%

exhibitors returned
to participate in the fair

„We have been participating in the fair since its inception. We are growing along with the event. We believe that both the fair and we are developing in the right direction, judging by the number of visitors this year. We rate the organization highly and would consider participating in the next edition.”

**Piotr Mrozowski,
CHRONOS**



„We've been with you for 6 years. It's nice to grow with you, it's great that the fair is developing. There are more and more companies, more and more visitors - and such specific visitors. Everything is positive, I think see you next year.”

**Paweł Barszczak,
BETMAR**



VISITOR STRUCTURE

WARSAW GARDEN EXPO 2026

20 281

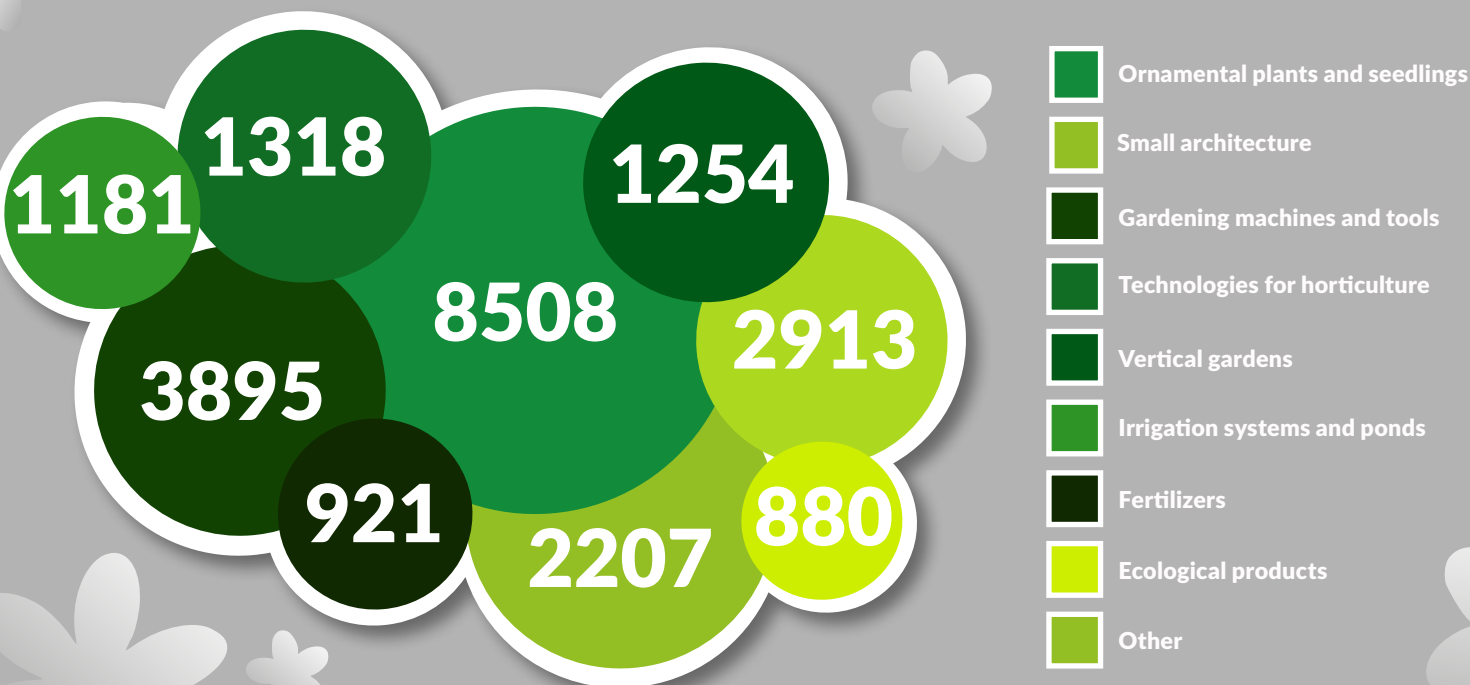
Total number of visitors

POLAND
97,34%

WORLD
2,66%



VISITORS' SECTORAL INTERESTS



MAIN REASONS WHY OUR VISITORS PARTICIPATE:

- 66%** ACCESS TO THE LATEST COLLECTIONS, TRENDS, AND INNOVATIONS IN THE GIFT AND HOME DÉCOR INDUSTRY
- 46%** A COMPREHENSIVE RANGE OF PRODUCTS IN ONE PLACE (GIFTS, DECORATIONS, INTERIOR DESIGN, TEXTILES, AND ACCESSORIES)
- 59%** OPPORTUNITY TO ESTABLISH DIRECT BUSINESS CONTACTS WITH MANUFACTURERS, IMPORTERS, AND DISTRIBUTORS
- 39%** TREND INSPIRATION, NEW PRODUCTS, AND THE DEVELOPMENT OF SALES OFFERS AND CONCEPTS
- 37%** INITIATING AND FINALIZING COMMERCIAL CONTRACTS AND B2B ARRANGEMENTS
- 42%** PARTICIPATION IN CONFERENCES, LECTURES, AND WORKSHOPS ON TRENDS, SEASONALITY, AND DEVELOPMENT DIRECTIONS IN THE GIFT & HOME DECOR MARKET





MARKETING ANG PR

We implement an integrated marketing and PR campaign aimed at reaching key decision-makers in the packaging sector—those responsible for purchasing, design, product development, and operational processes.

Our activities include cooperation with industry organizations, the publication of advertisements and editorial articles in leading media outlets, email marketing campaigns, intensive online promotion, and a strong presence on social media as well as direct mail campaigns. Additionally, we invest in advertising activities on Google and Facebook to maximize the event's reach and visibility.

WHAT PR CONTENT HAS BEEN PREPARED?

67

media publications

9,1MLN

promotional
content views

716K €

AVE distribution
materials

in

f



WE WOULD LIKE TO THANK OUR MEDIA PATRONS:



CONFERENCES AND ACCOMPANYING EVENTS

3RD EDITION OF GREEN CORNER BY GARDENPHILIA

Are you a landscape architect or designer who wants to start working with our application? This is a great opportunity to see what working in the Gardenphilia DESIGNER program looks like in practice. Bring your laptop and join us. If you would like to participate as a listener, please remember to include this information in the comments section of your registration. A few days before the event, we will send workshop materials to participants. Those who do not have a Gardenphilia DESIGNER license will also receive a link to download a temporary version of the software. Don't miss this opportunity!



 Gardenphilia.com



“GREENERY AND SPECIALISTS” CONFERENCE

The “GREENERY AND SPECIALISTS” CONFERENCE, held on February 10–12, 2026, will be organized jointly by three professional organizations: the Federation of Polish Arborists, the Polish Green Roof Association (FSNT-NOT), and the Landscape Architecture Association. On the second day, February 11, 2026, the Polish Green Roof Association, together with GCL Sp. z o.o., will conduct a CERTIFIED TRAINING COURSE for architects, landscape architects, supervisory inspectors, technical supervisors, construction managers, and contractors, focusing on green roofs in the ZinCo system.



TIME FOR ROSES – SECRETS OF GROWING ROSES IN POLISH CONDITIONS

Zakazany Ogród is a gardening channel for lovers of plants, roses, dahlias, perennials, and beautiful gardens. My name is Ewelina. I am an amateur gardener who loves spending time in the garden, constantly adding, changing, and improving things. I am a true flower enthusiast and dedicate most of my free time to the garden. Out of this passion, I also created a specialty flower seed shop called Zakazany Ogród, as well as a dahlia flower farm near Krakow called Różowe Pole.



GARDEN ART, MOTORCYCLES, AND AN EXTRAORDINARY ADVENTURE WITH DIEGO!

At Garden Expo, you will meet a unique duo that combines a passion for travel, engineering, and garden art – Jacek and Diego, known as Jack&Dog. They are not only motorcycle travelers but also creators of extraordinary plant forms that draw attention for their precision and originality.

Jacek and Diego have ridden 40,000 km on motorcycles, visiting 20 European countries. Alongside their travels, Jacek develops garden art in the form of spectacular topiaries – plant sculptures shaped through precise trimming. His signature creations are impressive double-spiral forms, called the “genetic code,” made on plants such as Szmaragd Gold, which gives the compositions an elegant, golden hue.



TRENDS | SHOWS | MEETINGS



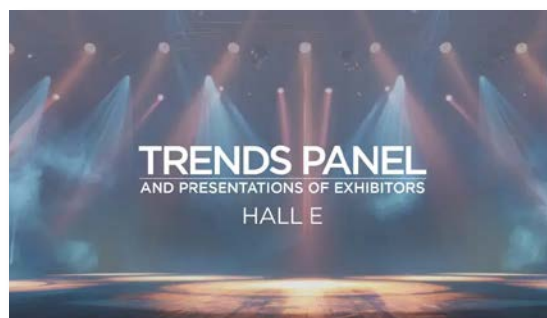
HOLIDAY DECORATION MAKING WORKSHOPS

WORKSHOPS ON CREATING ART FROM MOSS AND REINDEER MOSS



TRENDS PANEL AND EXHIBITOR PRESENTATIONS

The Trends Panel and Exhibitor Presentations is a dynamic stage at the fair where experts and brands showcase the latest industry developments and product launches. Through short, focused presentations and demonstrations, participants receive a concentrated dose of knowledge, inspiration, and practical case studies. It is the perfect place to connect with market leaders, compare solutions, and find partners for collaboration.



THE GRAND MEDAL CEREMONY DURING THE WARSAW GARDEN EXPO

During this year's edition of the GARDEN EXPO, a ceremonial gala was held to present trade medals recognizing the most innovative solutions, outstanding projects, and the highest quality of exhibited products and services. The competition jury awarded companies across several key categories, acknowledging their contributions to the development of the gardening industry, landscape architecture, and the outdoor living sector.



THE AWARDS WERE PRESENTED IN THE FOLLOWING CATEGORIES:

- 🌿 INNOVATIONS IN GARDEN TECHNOLOGY
- 🌿 LANDSCAPE ARCHITECTURE AND GREEN DESIGN
- 🌿 OUTDOOR LIVING, BBQ & RELAXATION AREAS
- 🌿 TRADE EXHIBITION
- 🌿 GARDEN EXPO FAIR PARTNERS





RESERVE YOUR BOOTH

2 - 4 | 02 | 2027
POLAND, WARSAW

PTAK
WARSAW
EXPO



UFI THE GLOBAL ASSOCIATION OF THE EXHIBITION INDUSTRY

UFI is the global association of the world's leading trade show organisers and fairground owners, as well as the major national and international exhibition associations. UFI endorses Ptak Warsaw Expo as an organiser of international trade fairs.

CONTACT WITH OUR TEAM

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Social Media Channels

