

POST SHOW
REPORT
2026



WARSAW

RETAIL TECH
EXPO

POLAND, WARSAW

27-29.01.2026



PTAK
WARSAW
EXPO


Member

www.warsawretailtechexpo.com

PARTNERS OF THE TRADE FAIR AND CONFERENCE:



Event description

The **Warsaw Retail Tech Expo 2026**, held on January 27–29, 2026, was a key event for professionals involved in modern retail, sales technologies, and innovations supporting the development of the retail sector. Entrepreneurs, retail chain managers, store owners, technology providers, system integrators, startups, and experts gathered in one place, all seeking modern solutions to increase sales efficiency and improve customer service quality.

The event was addressed to representatives of brick-and-mortar retail and e-commerce, shopping centers, franchise networks, wholesalers, logistics companies, as well as marketing, IT, and management specialists.

The scope of the trade fair covered a wide range of solutions and technologies dedicated to the retail industry, including POS systems and cashless payments, digital signage, self-checkout solutions, automation of sales processes, warehouse and logistics management systems, RFID technologies, AI and data analytics, as well as innovative solutions supporting omnichannel sales.



WARSAW
RETAIL TECH
EXPO



EVENT STATISTICS



WHO VISITS OUR SITE:

Visitors to the **Retail Tech Expo** included retail store owners, retail chain managers, and individuals responsible for the development, modernization, and optimization of sales processes in both brick-and-mortar and online commerce. The event brought together buyers and procurement managers, representatives of wholesalers and distributors, as well as shopping center managers seeking innovative technological and functional solutions for retail spaces.

The trade fair was also attended by store equipment specialists, marketing and visual merchandising professionals, as well as IT directors and retail technology experts interested in implementing modern sales systems, automation, data analytics, and omnichannel solutions.

Among the visitors were also e-commerce operators and online store managers, logistics and warehouse management professionals, as well as investors and developers of commercial spaces responsible for purchasing decisions, retail infrastructure development, and business strategy.

The event also attracted business advisors and retail market analysts interested in current market trends, technological innovations, sales process automation, improving customer shopping experiences, and sustainable development in modern retail.

VISITORS' INDUSTRY INTERESTS:



VISITORS INCLUDED REPRESENTATIVES FROM THE FOLLOWING COMPANIES, AMONG OTHERS:



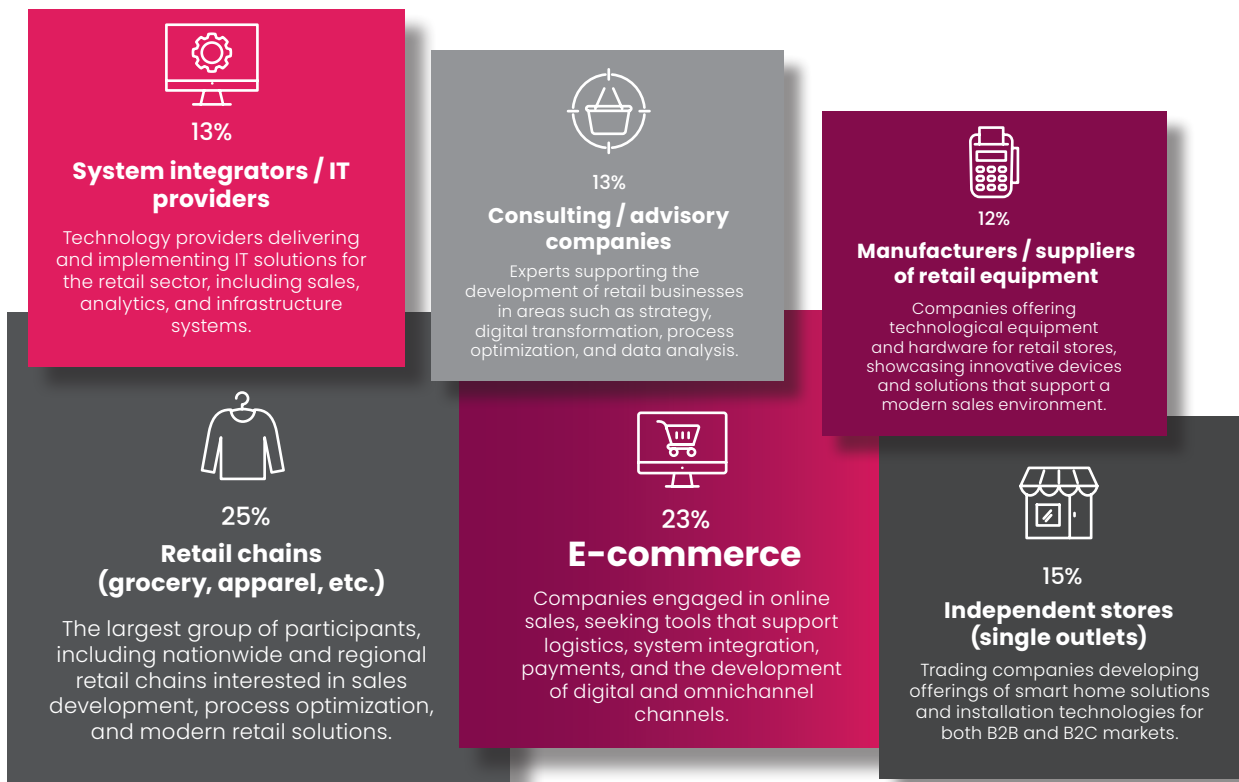
COMPOSITION OF FAIR VISITORS:



Among our visitors were people from countries such as:

Latvia, Slovakia, Lithuania, Germany, the United Kingdom, the Czech Republic, Estonia, and Hungary.

INDUSTRY FOCUS



MAIN REASONS WHY OUR VISITORS ATTEND THE WARSAW RETAIL TECH EXPO:

76% – Access to new products and market launches

Visitors want to be the first to explore the latest technologies and solutions for retail, including POS systems, cashless payments, digital signage, self-checkout solutions, store automation, RFID technologies, AI, and tools supporting omnichannel and e-commerce sales.

68% – Establishing business and commercial contacts

Building relationships with technology providers, store equipment manufacturers, system integrators, logistics operators, IT companies, and partners supporting the development of both brick-and-mortar and online sales, as well as expanding B2B cooperation and distribution channels.

63% – Expanding knowledge of market trends and retail development directions

Modern sales technologies, process automation, data analytics, offer personalization, omnichannel, e-commerce growth, transaction security, and innovations impacting customer experience.

55% – Special offers and conditions available only during the trade fair

Opportunities to negotiate cooperation terms, conclude commercial contracts, explore promotional offers, implementation packages, and premiere technological solutions prepared specifically for the event.

49% – Direct, hands-on experience with solutions

The opportunity to test technologies, evaluate the functionality of sales and logistics systems, assess store equipment ergonomics, and consult with experts on implementation, integration, and optimization of retail processes.



STRONG INDUSTRY REPRESENTATION LAST YEAR:

SALES TECHNOLOGIES, CASH REGISTERS, TRANSACTION SYSTEMS:



E-COMMERCE SOFTWARE, ERP, STORE MANAGEMENT:



STORE EQUIPMENT AND MERCHANDISING:



TECHNOLOGY INTEGRATION AND IT INFRASTRUCTURE:



SERVICES, CONSULTING, AND BUSINESS SOLUTIONS:



PREVIOUS LIST
OF EXHIBITORS



THIS IS WHAT THOSE WHO HAVE ALREADY BEEN WITH US SAY



"The organization was absolutely fine, everything was handled quickly and efficiently."



"We have been here for many years, taking part in virtually every event, so we are satisfied."

MARKETING AND PR

We promote each event in a comprehensive and multi-channel manner—we run modern marketing campaigns in the digital space, including ads on Google, Facebook, and Instagram, and we actively manage our YouTube channel. We send out emails, newsletters, and text messages, prepare elegant paper invitations, and contact potential attendees directly via phone calls. We research which countries have the greatest demand for this type of event and direct our promotional efforts there to ensure our ads reach the right audience.

GOOGLE

5,66m

VIEWS

38,6k

CLICK

FACEBOOK

3,2m

VIEWS

33 394

CLICK

1m

RANGES

GENERAL INFORMATION

80 384

NUMBER OF VISITS
TO THE WEBSITE

100 000

contacts

THE NUMBER OF BASES
WE WORK AT

16 762

NUMBER OF
INVITATIONS SENT



PARTNERS AND SPONSORS

However, marketing our events involves more than just advertising campaigns and sending out invitations—it also involves strategic partnerships with key industry players. We collaborate with industry associations, trade media, prestigious magazines, and authors of specialized blogs in Poland and abroad. This allows us to effectively attract professional visitors and ensure our exhibitors achieve maximum reach and tangible business results.

FAIR SPONSORS



The Polish Chamber of Commerce is an industry chamber representing the retail sector. It currently brings together around 30,000 stores, food and drugstore wholesalers, as well as companies operating within the FMCG ecosystem.



The Polish Council of Shopping Centers is an association whose mission is to represent the interests of the shopping center industry and its members, integrate them, and create a platform for dialogue both within the industry and with external stakeholders – organizations, institutions, and public authorities.



The Polish International Freight Forwarders Association is a leading, voluntary business self-government organization bringing together companies from the TSL (transport, freight forwarding, and logistics) sector in Poland. Its main goal is to represent the interests of its members, shape the market, and support the development of the sector through training, expertise, and international activity.

MEDIA PARTNERS OF THE WARSAW RETAIL TECH EXPO 2026

about **Marketing**

AboutMarketing.pl is a platform featuring articles, news, and interviews aimed at marketers as well as representatives of agencies and media houses. It provides the latest industry updates and delivers practical advice, insights, and trend analyses that shape the direction of marketing development.

ecommercenews.pl

Ecommercenews.pl is the first Polish-language news service dedicated to e-commerce in Germany and across the EU. It is created by a 20-person editorial team based in Germany and Poland, including practitioners (sellers), lawyers, logistics specialists, and marketing experts from across Europe.

wiadomości **spożywcze**.pl

Wiadomości Spożywcze is an industry news portal. Everything worth knowing about the FMCG market and retail in one place. A source of daily updates from the food and retail sectors.

FAIR AWARDS

FAIR MEDAL WINNERS:

A KEY CONTRIBUTOR TO THE FAIR'S SUCCESS:

dotykačka

EXORIGO
UPOS
RETAIL
TECHNOLOGY HUB

Lobo®

LSI
Software

NOVITUS

soda+

wanzl

KEY PARTNER OF THE FAIR:

 POLSKA
IZBA
HANDLU

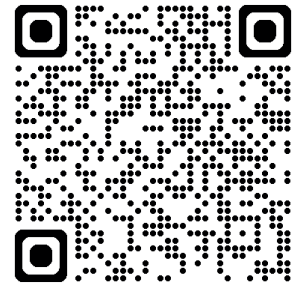




WARSAW

RETAIL TECH EXPO

**RESERVE
YOUR BOOTH**



JANUARY 26-28, 2027



**PTAK
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