

RAPORT 2026

auto strada

new infrastructure

2600

Number of participants
at the event

Survey Results

Guarantee of return visits and satisfaction

Trade fairs build lasting relationships, as confirmed by participants themselves:

75% of visitors plan to attend the next edition, ensuring exhibitors access to a loyal audience.

As many as **43% of participants** are “Promoters” of the event (rating 9 or 10 on the NPS scale), actively recommending the fair in their professional environment.

Participants describe the event as a “successful visit” full of “promising conversations” in a “good atmosphere.”



High business quality of the target group

Your offer will reach professionals and decision-makers:

73% of participants are representatives of the B2B sector – from dynamic micro-enterprises to large corporations employing over 250 people.

Among visitors, company owners, board members, directors, and engineers dominate, which means direct contact with purchasing decision-makers.

Most visiting companies declare concrete investment plans in new technologies and machinery within the next one to two years.

Marketing and image effectiveness

Participation in the fair brings measurable benefits for the brand:

Over **50% of visitors** give the highest ratings (6–7/7) for professional service contact and excellent signage and navigation within the halls, which translates into a positive experience related to your stand.

Participants indicate a high level of goal achievement, such as identifying market trends and establishing new business contacts.

The fair is evaluated as having a “good approach to visitors,” which helps build trust in the presented offers.



Business profile of visitors

Trade fairs attract a specific group of business (B2B) recipients:

73% of participants are company representatives (from micro-enterprises to large corporations), ensuring exhibitors access to real business partners.

Company size structure:

- Small companies (10–49 employees): approx. 25%
- Medium companies (50–249 employees): approx. 18%
- Large companies (250+ employees): approx. 14%

Satisfaction with organization

Elements that build a positive brand image of Targi Kielce:

More than half (**52%**) of respondents rated contact with Targi Kielce staff at 6 or 7 (highest scores), highlighting the professionalism of the service.

Internal hall signage and navigation also received high ratings (6–7) from over half of respondents, improving visitor comfort.



Autostrada New Infrastructure – Future Technologies and a Record-Breaking Exhibition

The 28th edition of the Infrastructure Construction Fair is behind us, once again proving that the Kielce facility is the most important meeting place for the road industry in Poland. The record-breaking 3,170 m² of exhibition space showcased state-of-the-art machinery, equipment for road construction and maintenance, and innovative technologies that improve road safety.

The fair, however, is not just about machinery; above all, it offers a powerful dose of knowledge. This year's program was rich in events that attracted hundreds of professionals:

Expert Debates: We discussed key topics, from construction under time pressure, through legal and business dialogue, to the practical application of drones in infrastructure.

Industry events such as the Paving Days and the Convention of District Road Authority Directors became a platform for exchanging experiences at the highest level.

Excitement and spectacle: The competition for the best construction machinery operator, as well as meetings and debates with the popular excavator Arek, generated considerable interest.

Thanks to the support of partners such as the Road and Bridge Research Institute and the Operator Association, we created an event that 75% of visitors consider essential and plan to return for the next edition.



Scale of the Event and Growth of Exhibition Space

This year's Autostrada and Ekotech trade fairs demonstrated impressive growth dynamics, significantly exceeding the assumed sales and organizational plans:

Spectacular Growth: The total exhibition space reached 3,170 m², almost 40% higher than the previous edition (2,292 m²).

International Reach: The event confirmed its international status by hosting exhibitors and partners from six countries: Poland, Lithuania, China, the Netherlands, Germany, and Turkey.

High Ranking of the Event: The prestige of the trade fair was underscored by the honorary patronage of key state and industry institutions, including the Ministry of Infrastructure, the General Directorate for National Roads and Motorways, and leading construction chambers and associations.

Business Efficiency: Thanks to such a broad exhibition, visitors highly appreciated the opportunity to compare suppliers and market offers and identify trends. A full 73% of attendees were representatives of the B2B sector, which, combined with the increased exhibition space, created ideal conditions for concluding contracts.

