



Expo2Bee

 **Targi Kielce**
exhibition & congress centre

Beekeeping Expo
Poland

expo2bee

R E P O R T 2 0 2 5



Expo2Bee

The hub of bee business

Expo2Bee 2025, held on 26 and 27 April at Targi Kielce (Kielce Trade Fair), was the first such large beekeeping event in this part of Europe. It attracted hundreds of professional beekeepers and enthusiasts from both Poland and abroad.

The event was attended by 68 exhibitors from Poland, Germany, Finland and Turkey. They presented the latest technologies, beekeeping equipment and innovative products related to beekeeping. The trade fair, organised in parallel with the Home, Garden & You Fair, was visited by a total of over 14,500 people.

Expo2Bee is the only event in Poland where visitors could see such a wide and comprehensive range of beekeeping equipment – from modern beehives, honey extractors and honey centrifuges, to

accessories such as frames, bee hoses, brooms or hooovers. With the presence of both domestic, and foreign manufacturers, participants had a unique opportunity to learn about the latest trends and solutions in the industry. However, the Expo2Bee was not only an exhibition – it was also a space for sharing knowledge and experience.

The programme included substantive lectures and conferences, which attracted the attention of specialists, enthusiasts and people taking their first steps in beekeeping.



Expo2Bee

Facts And Figures

68

exhibitors from
4 countries

+7000

m² of exhibition
area

+25000

professional
visitors

+145000

total number
of visitors

Feedback from exhibitors

Expo2Bee 2025 exhibitors confirmed the success of the event – both in terms of organisation and business visitors.



100% of exhibitors rated the fair very good or good



98% confirmed or are considering participation in the next edition



95% of exhibitors believe that participation in this fair has contributed to effective brand promotion



95% of exhibitors made new business contacts



94% of exhibitors have a positive opinion of the contact with the event organisers



87% of exhibitors have deepened relationships with existing customers



86% of exhibitors were satisfied with the quality of visitors

Participants about the fair



Jerzy Duda, President of the Nysa Association of Beekeepers

Having attended all the most important events in Poland for many years, coming to Kielce with a team of 40 felt like an obvious choice. We see enormous potential in this fair!

Monika Kozdra,
Farm Bieszczanka

Will we come next year? We will be 100% there, we are very pleased!

Marcin Nowicki,
from BRCTech

This fair really draws people in. It's our first time at a beekeeping fair, and we're very pleasantly surprised — there are lots of visitors and strong interest in our offer.

Piotr Krawczyk from the Regional Association of Beekeepers in Częstochowa

Until now, beekeepers in Poland met mainly at local beekeeper days or conferences — but now we have a professionally organized beekeeping fair, just like in Germany or the Czech Republic. This event is sure to take off and grow!

Expo2bee is more than a trade show!

VIII Veterinary Conference for Beekeepers, Vets and experts about:

- Bee health threats and methods of their protection.
- The impact of climate change on beekeeping.
- Bee health prevention, including the world's first insect vaccine.



see more

Lectures and workshops – expert knowledge at your fingertips. Scientists and experts on the challenges of modern beekeeping, such as:

- Caring for the health and condition of bee colonies.
- Educating children and young people about beekeeping.
- Researching the quality of bee products.
- Exploring the analytical capabilities of a modern laboratory.



see more



Influencers Zone - where a passion for bees meets modern trends: connect and share experiences with popular social media influencers like *Pszczelara (The Beekeeper)*.



Buzz marketing



43 107

page impressions

748 166

fb and instagram impressions

198 863_{pln}

AVE advertising equivalent

Why **BEE** with us?

Expo2Bee is more than just Poland's largest beekeeping event – it's your gateway to **business growth, international exposure, new markets, and valuable B2B connections.**

Benefits for exhibitors and partners:

- Access to thousands of professional audiences – beekeepers, distributors and beekeeping organizations
- Opportunity to present products in modern halls, with full organizational support
- Expanded media presence of the event – media partners gain wide coverage and a prestigious industry context.

see the report
of our exhibitor



Industry scope



machinery, hives, professional
apiary equipment



foods, medicines and
preparations for bees



accessories and small
equipment apiary



melliferous plants



equipment for installation,
operation and monitoring of an
apiary



other bee products –
derivatives for pharmaceuticals,
healthy food, cosmetics



working, protective and
beekeeping clothes



apitherapy



wide range of honey flavoured
and natural



cosmetics



breeding of bee
queens



printed accessories,
advertising accessories
packaging

Why Targi Kielce?



- 🟡 **Location in the heart of beekeeping Poland** – in a city where over 60% of Polish beekeepers live within a radius of 200km
- 🟡 **Modern infrastructure:** 7 interconnected exhibition halls, congress centre, 2400 parking spaces
- 🟡 **Excellent transport connections:**
 - » 6 international airports within 160km radius
 - » 8 European capitals within 800km
 - » Direct access from the expressway
- 🟡 **Experience and scale:**
 - » 70 trade fair events and 700 conferences per year
 - » 30+ years of experience in organising prestigious events such as the International Defence Industry Exhibition MSPO or Poland's largest indoor agricultural technology trade fair AGROTECH
- 🟡 **Support at every stage** – from stand design to its comprehensive implementation, assistance in organising hotel and post-fair activities.

Interested? Please contact us:

Explore your participation options for **Expo2bee 2026!**



Expo2Bee is an event supported by key institutions:

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Republic of Poland



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Polish Beekeeping
Association



Świętokrzyskie Beekeepers'
Association



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PSZCZELARSTWO

Pszczelarz
polski

Bee's Knees Expo

See you in
April 2026



TARGI KIELCE SA, ul. Zakładowa 1, 25-672 Kielce
tel. +48 365 12 22, biuro@targikielce.pl, expo2bee.pl

