

TRADE FAIR AND CONFERENCE PARTNERS:



warsaw

gift & deco

POST SHOW REPORT 2026

10-12 | 02 | 2026 POLAND, WARSAW



warsawgiftshow.com

organizer:

PTAK
WARSAW
EXPO





warsaw

gift & deco

WARSAW GIFT & DECO

Warsaw Gift & Deco 2026 was one of the key events for the gift, décor, and interior design industry in Central and Eastern Europe. The fair took place in 2026 at the Ptak Warsaw Expo in Nadarzyn near Warsaw, bringing together manufacturers, importers, distributors, designers, as well as representatives from retail and e-commerce seeking fresh collections and product inspiration.

The event focused on design trends and seasonal sales, showcasing a wide range of products: from gift items and gadgets, to home décor, interior accessories, and textiles, as well as seasonal decorations and solutions for retail concepts and visual merchandising. New product launches, seasonal collections, and offerings for the premium and corporate segments (including corporate gifts) attracted significant attention.

An integral part of the fair was the industry meetings and networking opportunities, providing a platform for business discussions, relationship building, and forging new partnerships. Warsaw Gift & Deco 2026 reinforced its position as a place where the market meets design — enabling companies to showcase their offerings, test trends, and expand sales both in Poland and on international markets.

EVENT STATISTICS:

20 281

visitors

413

stands

20

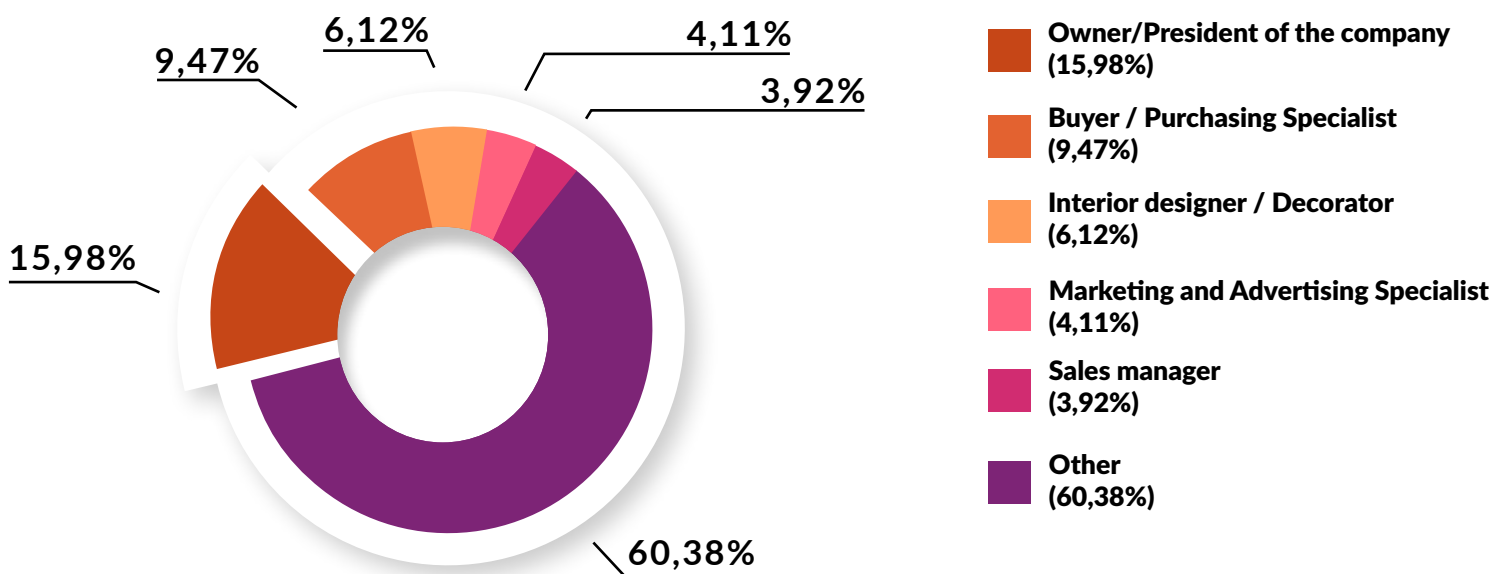
speakers

WORKSHOPS



THE MOST IMPORTANT PROFESSIONAL FUNCTIONS PRESENT AT WARSAW GIFT & DECO 2026

The event attracted participants from various sectors of the gift, décor, and interior design industry, bringing together key market representatives in one place – including manufacturers, importers, distributors, designers, and retail professionals.

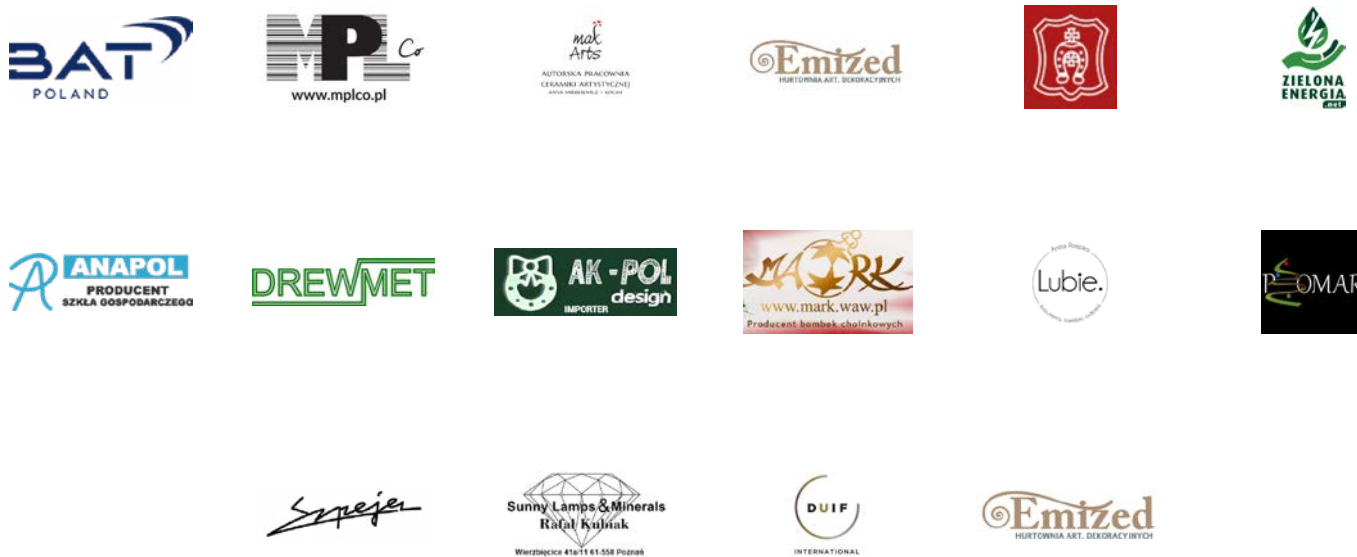


BRANDS PRESENT AT WARSAW GIFT & DECO 2026

TRADE FAIR AND CONFERENCE PARTNERS



EXHIBITORS



HERE'S WHAT OUR EXHIBITORS SAY



„We have been with you for six years. It's been great growing alongside you, and it's wonderful to see the fair developing. There are more and more companies, more and more visitors – and they are the right kind of visitors. Everything is positive, and I believe we will see each other again next year.”

**Paweł Barszczak,
BETMAR**



83%

exhibitors returned
to participate in the fair

„We have been participating in the fair since its inception. We are growing together with the event. It seems 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 will consider taking part in the next edition.”

**Piotr Mrozowski,
CHRONOS**



VISITOR STRUCTURE

WARSAW GIFT & DECO 2026

20 281

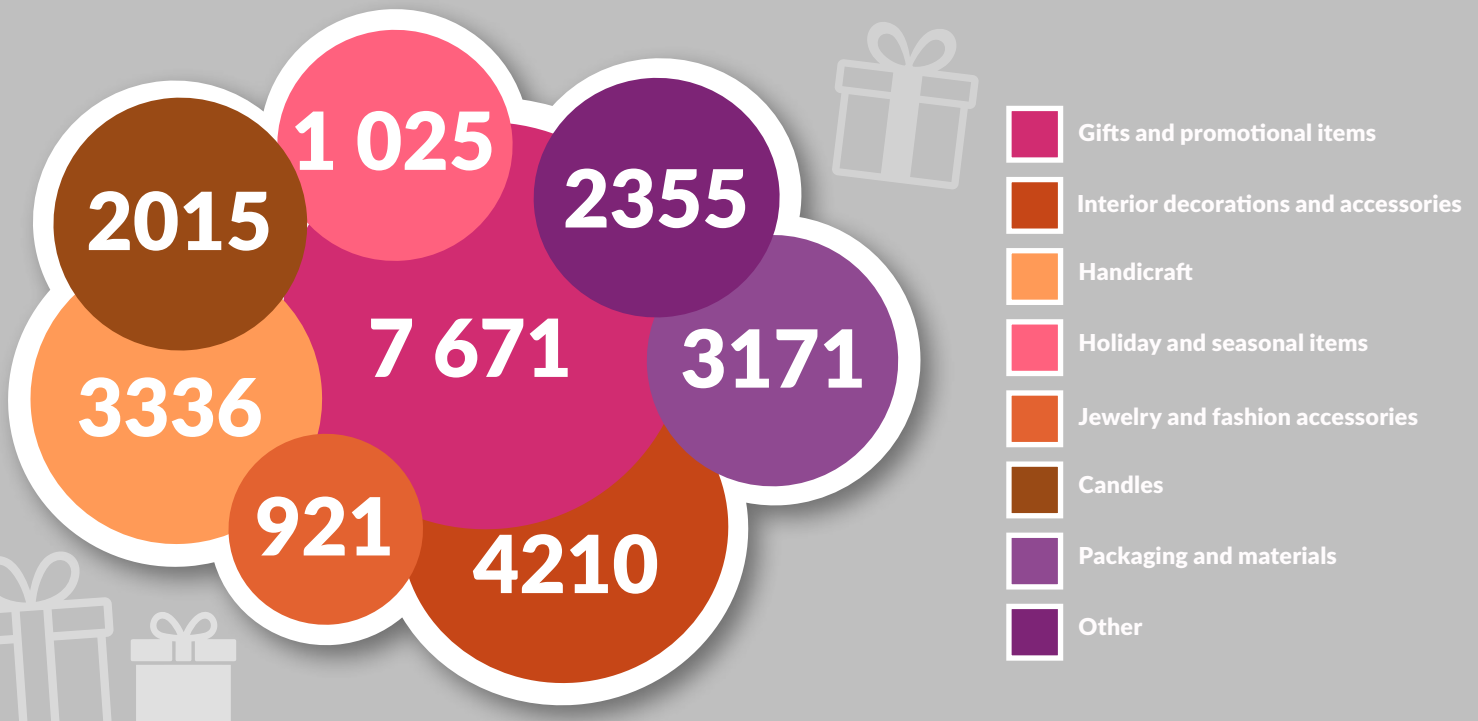
Total number of visitors

POLAND
97,34%

WORLD
2,66%



VISITORS' SECTORAL INTERESTS



MAIN REASONS WHY OUR VISITORS PARTICIPATE:

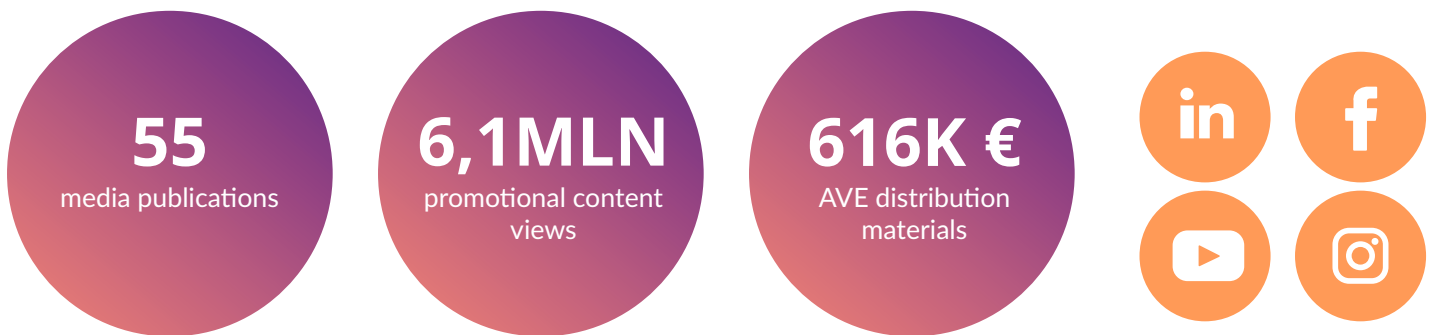
- 53%** ACCESS TO THE LATEST TRENDS, PRODUCTS, AND INNOVATIONS IN THE GIFT, DECORATION, AND INTERIOR DESIGN INDUSTRIES
- 47%** A COMPREHENSIVE INDUSTRY OFFER IN ONE PLACE (DECORATIONS, ACCESSORIES, HOME DECOR, GIFT ACCESSORIES, SEASONAL ITEMS)
- 52%** OPPORTUNITY TO ESTABLISH DIRECT BUSINESS CONTACTS WITH MANUFACTURERS, IMPORTERS, AND DISTRIBUTORS
- 39%** INSPIRATION, LEARNING ABOUT TRENDS, AND DEVELOPING YOUR OFFERINGS AND SALES COMPETENCIES
- 37%** INITIATING AND FINALIZING COMMERCIAL CONTRACTS AND B2B ARRANGEMENTS
- 23%** PARTICIPATION IN CONFERENCES, LECTURES, AND WORKSHOPS CONCERNING THE CHALLENGES AND DEVELOPMENT DIRECTIONS OF THE GREEN SPACE INDUSTRY



MARKETING AND PR

We are implementing 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 collaboration with industry organizations, advertising and editorial features in leading media, targeted mailing campaigns, intensive online promotion, and active presence on social media and direct mail campaigns. Additionally, we invest in advertising on Google and Facebook to maximize the event's reach and visibility.

WHICH PR CONTENT HAS BEEN DEVELOPED?



WE WOULD LIKE TO THANK OUR MEDIA PATRONS:



CONFERENCES AND ACCOMPANYING EVENTS

GARDEN ART, MOTORCYCLES AND AN EXTRAORDINARY ADVENTURE WITH DIEGO!

At Garden Expo, you will meet a remarkable duo combining a passion for travel, craftsmanship, and garden art – Jacek and Diego, known as Jack & Dog. They are not only motorcycle adventurers but also creators of extraordinary plant forms that captivate with their precision and originality. Jacek and Diego have traveled 40,000 km by motorcycle, visiting 20 European countries.

Alongside their travels, Jacek develops garden art in the form of spectacular topiaries – plant sculptures crafted through precise pruning. His signature creations are impressive double-helix spirals, referred to as the “genetic code,” made on plants such as Szmaragd Gold, which gives the compositions an elegant, golden hue.

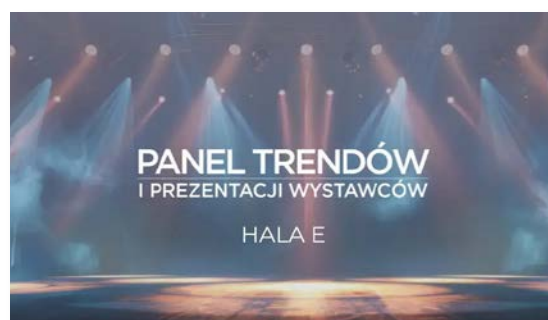


FAIRYTALE EASTER CENTERPIECE – A DECORATION THAT TELLS A STORY



Trends Panel and Exhibitor Presentations

The Trends Panel and Exhibitor Presentations is the dynamic stage of the fair, where experts and brands showcase the latest industry developments and product launches. Through concise, focused talks and demonstrations, participants gain a condensed 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.



AWARD CEREMONY AT WARSAW GIFT & DECO

During the latest edition of WARSAW GIFT & DECO, a ceremonial medal award presentation was held to honor companies and brands that make a significant contribution to the development of the gift, décor, and lifestyle products market. The competition jury recognized both established brands and emerging creators, awarding them for innovation, aesthetics, and quality of craftsmanship.

THE AWARDS WERE
PRESENTED IN THE
FOLLOWING CATEGORIES:

- ✦ FUNCTIONAL DESIGN
AND LIFESTYLE
- ✦ DESIGNER DEBUT / EMERGING
BRAND



KITON HOME



SECTORS DURING THE FAIR

WARSAW GIFT & DECO 2026



GIFTS AND SOUVENIRS:
GIFTS, GADGETS, AND
DECORATIONS



INTERIOR DECORATION:
DESIGNER FURNITURE, LIGHTING,
PAINTINGS AND TEXTILES



JEWELRY AND FASHION ACCESSORIES:
JEWELRY, WATCHES, HANDBAGS
AND OTHER FASHION ACCESSORIES



TOYS AND GAMES:
GIFTS FOR CHILDREN
AND ADULTS, INCLUDING TOYS
AND GADGETS



PLANTS:
POTTED FLOWERS, GARDEN
FLOWERS, AND PLANT CARE
ACCESSORIES



ARTS AND CRAFTS:
ARTWORKS, HANDICRAFTS
AND CERAMICS



PRINTING AND PERSONALIZATION:
PERSONALIZED PRINTING
AND ENGRAVING



*„The organization meets our expectations, and we are satisfied.
We will certainly consider participating in future editions of the fair.”*

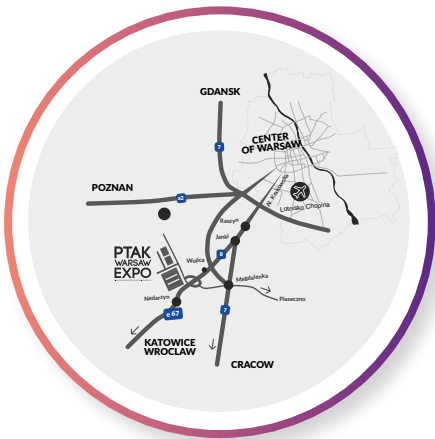
**Andrzej Komakowski,
Gardenphilia**



Who We Are

Ptak Warsaw Expo is the largest trade fair and convention center in Poland and Central and Eastern Europe, located on the outskirts of Warsaw.

Featuring 153,000 m² of exhibition space in six modern halls and 500,000 m² of outdoor space, it is a venue designed for hosting industry trade fairs.



20 000
exhibitors



1 000 000+
visitors



153 000
area in m²



120+
B2B fairs per year



Location

- The region with the greatest economic potential in Central and Eastern Europe
- Located at the intersection of European north-south and east-west transport routes (over 100 million inhabitants in Central and Eastern Europe)



Communication

- 10-minute drive to Fryderyk Chopin International Airport
- 15-minute drive to Warsaw city center



Parking

- 15,000 parking spaces, with direct access to the pavilions

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RESERVE YOUR BOOTH

2 - 4 | 02 | 2027

POLAND, WARSAW



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

