

TRADE FAIR PARTNERS:



eTRADE SHOW

10. EDITION

INTERNATIONAL E-COMMERCE
INDUSTRY TRADE FAIR

26-28 | 01 | 2027



organizer

PTAK
WARSAW
EXPO



www.etradeshow.pl/en/



The logo for eTRADE SHOW. It features the word "eTRADE" in a pink, sans-serif font with a Wi-Fi symbol above the "e". Below it, the word "SHOW" is in a larger, bold, pink, sans-serif font. A small icon of a laptop with a Wi-Fi symbol is positioned to the right of "SHOW".

THIS IS WHERE THE FUTURE OF E-COMMERCE BEGINS — INNOVATIONS THAT DIRECTLY DRIVE SALES

eTrade Show 2027 is an international trade fair dedicated to proven business models, with a strong focus on franchise development and modern entrepreneurship. The event brings together franchise network owners and representatives, investors, startups, and entrepreneurs seeking ready-made, secure, and scalable business solutions.

The show serves as a dynamic platform for knowledge exchange and industry insights, enabling participants to explore the latest market trends, innovative tools, and growth strategies that support business expansion. Exhibitors include both established franchise brands and fast-growing concepts, offering partnership models tailored to a wide range of industries and investment levels.

2027 ESTIMATES

25 000 m²

Exhibition Space

4000

Visitors

120

Exhibitors



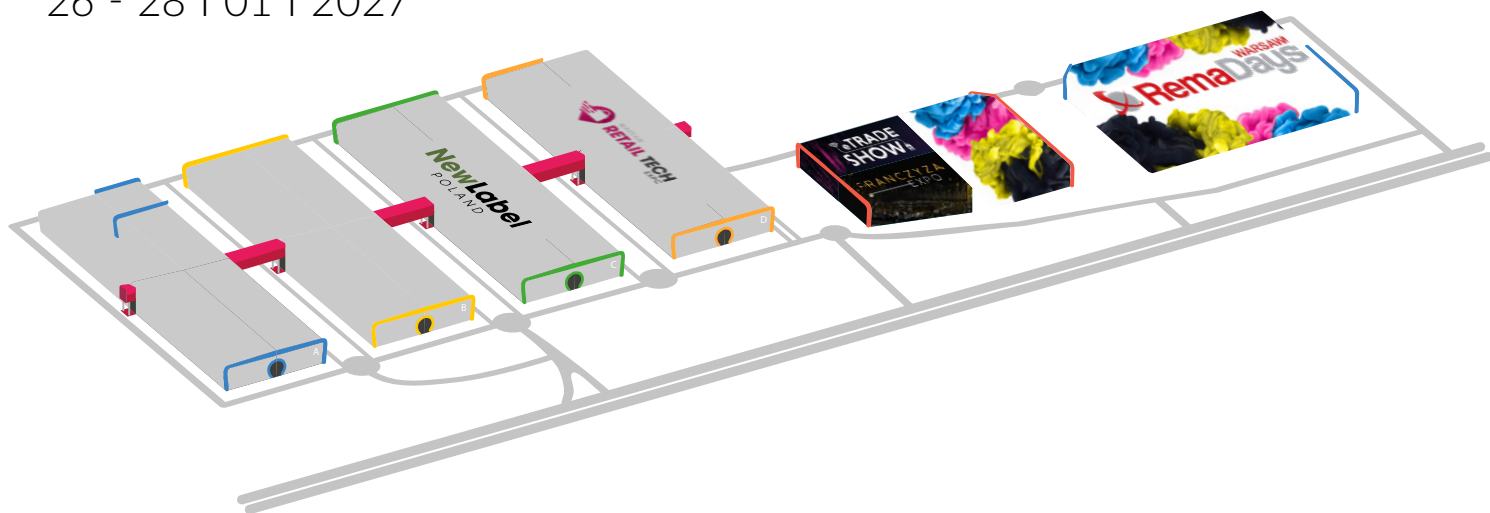
"We evaluate our participation in the trade fair very positively. Our objective was clear — to showcase our new product — and this goal was fully achieved. The event provided an excellent opportunity for direct engagement with visitors, as well as for gathering valuable market feedback."



Łukasz Janik

WARSAW MARKETING WEEK

26 - 28 | 01 | 2027



RELATED INDUSTRY EVENTS ORGANIZED BY PWE



International Trade
Fair of Proven Business
Model



International Consumer
Electronics Trade Fair



International Trade Fair
for Security and Protection
Systems



Exhibitor Profile

- Providers of software solutions for online transaction security
- Suppliers and operators of electronic payment systems
- Providers of shipment tracking software
- E-commerce training and consulting companies
- CRM and e-commerce system integrators
- Chatbot solution providers

Industry Scope

- Online sales channels
- E-commerce logistics
- E-commerce order fulfillment
- Electronic payments and transaction security
- E-commerce website design
- Online sales strategies

Visitor Profile

Among the visitors to eTrade are guests invited both by us and by the Exhibitors:

- Individuals interested in e-commerce
- Web designers and developers
- E-commerce professionals seeking innovative solutions
- Online marketing, sales, and customer service specialists
- SEO, SEM, and content marketing experts
- Marketing and e-commerce agencies



HERE'S WHAT OUR EXHIBITORS SAY



"We specialize in developing 3D product configurators and augmented reality solutions. Our objectives for participating in the trade fair were fully achieved, exactly as planned."

ARLITY
Michał Pytel



"eTrade Show is an event that genuinely supports business growth in the e-commerce sector. Over the course of three days, we held dozens of valuable meetings, connected with new partners, and showcased our innovations to a wide audience of industry professionals. Excellent organization, insightful conferences, and a great atmosphere made our participation a truly strategic decision."

PROFINANZ
Maciej Kuć



83%

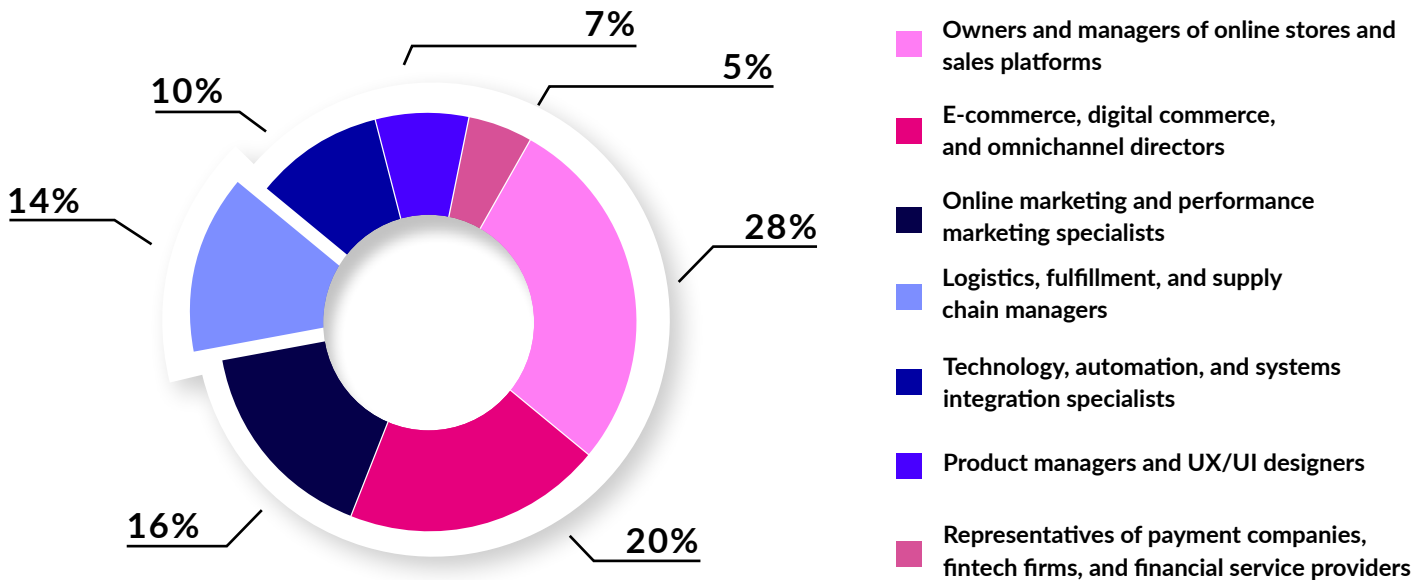
of exhibitors returned
to exhibit at the trade
fair



KEY PROFESSIONAL ROLES REPRESENTED AT THE EVENT

ETRADE SHOW 2026

eTrade Expo is a premier event bringing together professionals representing key segments of the e-commerce, online retail, and advanced sales technology markets. The exhibition provides a unique platform to connect decision-makers, industry experts, and practitioners in one place. The event attracts individuals responsible for the development of online stores, digital sales strategies, marketing, logistics, payment systems, and the implementation of innovative technological solutions. It creates an environment conducive to building valuable business relationships, exchanging expertise, and gaining insights that support the scaling and optimization of e-commerce operations.



BRANDS PRESENT AT THE

ETRADE SHOW 2027

TRADE FAIR AND CONFERENCE PARTNERS



EXHIBITORS



VISITOR STRUCTURE

ETRADE 2026

3 980

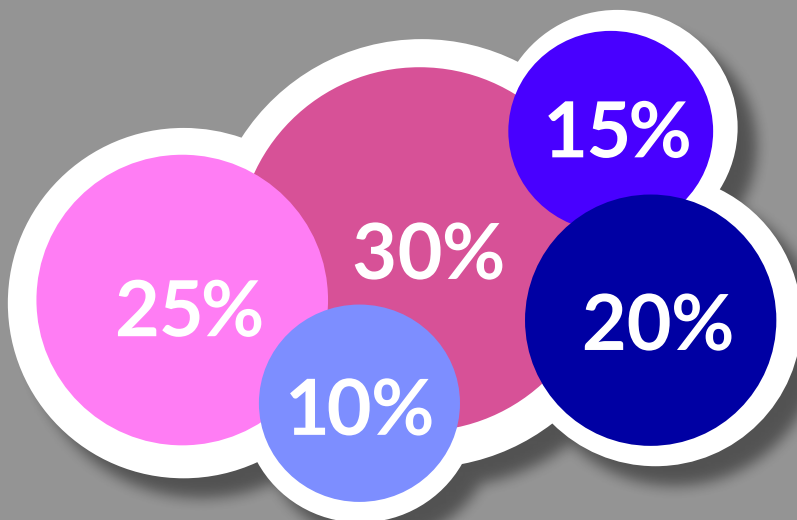
Total Number
of Visitors

POLAND
90%

EUROPE
6%

WORLD
4%

VISITORS' SECTOR INTERESTS



- Online stores and sales platforms**
E-commerce store owners, marketplaces, D2C brands, and cross-border sellers
- E-commerce and SaaS technologies (Tier 1)**
E-commerce platforms, CMS systems, sales automation, integrations, and AI solutions
- Logistics, fulfillment, and order management**
Logistics operators, fulfillment providers, warehousing, last-mile delivery, and returns management
- Digital marketing and performance marketing**
Marketing agencies, SEO/SEM, marketing automation, analytics, and CRM solutions
- Online payments, fintech, and transaction security**
Payment operators, BNPL providers, fraud prevention, and compliance solutions

KEY REASONS WHY OUR VISITORS ATTEND

- 64%** DISCOVER THE LATEST TECHNOLOGIES AND SOLUTIONS FOR E-COMMERCE AND ONLINE SALES
- 59%** A COMPREHENSIVE INDUSTRY OFFERING IN ONE PLACE – SPANNING PLATFORMS, LOGISTICS, MARKETING, AND PAYMENTS
- 57%** OPPORTUNITY TO ESTABLISH DIRECT CONNECTIONS WITH BUSINESS PARTNERS AND SERVICE PROVIDERS
- 43%** INSPIRATION TO GROW ONLINE STORES AND IMPLEMENT NEW SALES STRATEGIES
- 39%** INITIATING AND CLOSING BUSINESS NEGOTIATIONS AND CONTRACTS WITH COMPANIES FROM THE E-COMMERCE SECTOR
- 61%** PARTICIPATION IN CONFERENCES AND EXPERT SESSIONS COVERING TRENDS, INNOVATIONS, AND THE FUTURE OF DIGITAL COMMERCE



BENEFITS OF PARTICIPATING IN INDUSTRY TRADE FAIRS

- 1** **Guaranteed Opportunities to Establish New Business Connections**
Udział w targach to możliwość zdobycia kontaktów z kluczowymi firmami w Polsce i Europie.
- 2** **WYDARZENIA TOWARZYSZĄCE**
Wysokiej jakości konferencje zapewniają merytoryczne wsparcie i uzupełniają ofertę targów.
- 3** **KOMPLEKSOWA OBSŁUGA WYSTAWCÓW**
Dedykowany opiekun zapewnia pełne wsparcie organizacyjne od stoiska po logistykę.
- 4** **DOGODNE WARUNKI UDZIAŁU**
Elastyczne płatności umożliwiają spokojne przygotowania do udziału w wydarzeniu.



GENERATE REVENUE
directly on-site
and conclude
contracts.



**MEET HUNDREDS
OF DECISION-MAKERS**
and future colleagues.



**SHOWCASE YOUR
PRODUCTS AND
INNOVATIONS**
to a select group
of visitors.



**INCREASE YOUR
RECOGNITION**
and generate new,
high-quality leads.



INTERNATIONAL REACH:
Establish new
collaborations with
companies from
Poland and Europe.

FULL SERVICE IN ONE PLACE

You can focus on your core business – we'll take care of the rest! Our full-service package eliminates time-consuming trade show preparations for exhibitors.



**COMPLETE TRADE FAIR
STANDS PROVIDED**
from A-Z in one place.



**INDIVIDUALLY TAILORED
STAND DESIGNS.**

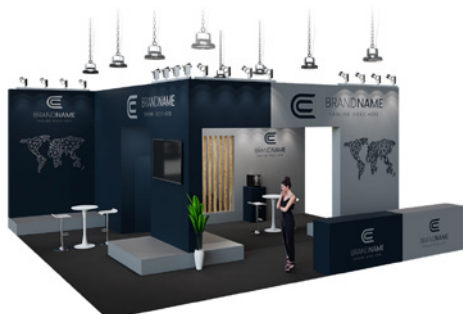


**SIMPLE STAND BOOKING
SYSTEM + convenient
payments up to 30 days
before the fair.**



MARKETING PACKAGE
A ready-made marketing
package with VIP invitations
for your guests!

WE PROVIDE STAND CONSTRUCTION



MARKETING AND PR

We execute an integrated marketing and PR campaign designed to reach key decision-makers across the e-commerce and digital commerce sectors – including professionals responsible for online sales development, logistics, technology, marketing, and operational processes. Our activities include strategic partnerships with industry organizations, targeted advertising campaigns, and editorial coverage in leading business and technology media. We run dedicated email campaigns aimed at e-commerce professionals, supported by intensive online promotion, active social media presence, and direct mail initiatives. Additionally, we invest in advertising across Google and Meta platforms (Facebook and Instagram) to maximize reach, strengthen brand recognition, and enhance the visibility of the event among prospective exhibitors and visitors.

ETRADE SHOW 2027 IS SUPPORTED BY:

Business
Impact
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Review



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TRADE FAIR AWARDS

This prestigious gathering offers a unique opportunity to recognize companies whose activities, products, and innovative approach make a meaningful contribution to the advancement of the industry and the overall success of the event. The awards presented during the trade fair highlight organizations that set new directions, elevate quality standards, and inspire the implementation of forward-thinking solutions.

For trade fair participants, it is also a unique opportunity to build valuable business relationships with award-winning exhibitors. Visitors can explore their innovative products in greater depth, benefit from expert insights, and discuss potential avenues for future collaboration. It is the perfect moment to draw inspiration from pioneering projects and discover companies that are truly shaping the future of the industry.

- ◆ Omnichannel Strategy & Marketplace Integration
- ◆ Fulfillment & Last-Mile Excellence

- ◆ UX & Conversion – E-commerce Store Design
- ◆ Exhibition presence
- ◆ Patron of etrade expo



TRADE FAIR PLAN ETRADE SHOW 2027

PLAN AS OF MARCH 30, 2026

HALL E

ONLY 25 STANDS REMAINING FOR THE 2027 EDITION!



BOOK YOUR STAND
+48 518 739 124





BOOK YOUR STAND

26-28 | 01 | 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

