

PARTNERS OF THE FAIR  
AND CONFERENCE:



## INTERNATIONAL TRADE FAIR FOR INTELLIGENT BUILDING MANAGEMENT SOLUTIONS



# SMART HOME & IoT expo

PREMIER EDITION

# POST SHOW REPORT 2025

25-27.02.2025

POLAND, WARSAW

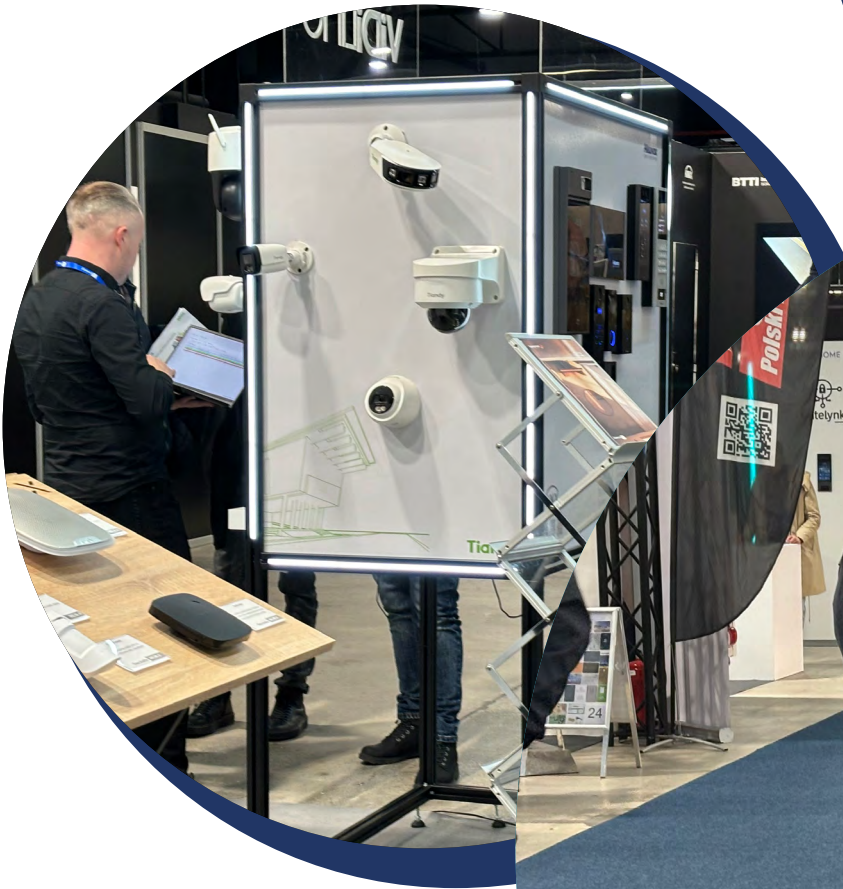


[www.smarthomeexpo.pl](http://www.smarthomeexpo.pl)

organized by:

PTAK  
WARSAW  
EXPO

ufi  
Member



# SMART HOME EXPO 2025

**SmartHome Expo 2025** is Poland's first comprehensive platform presenting modern smart home technologies. The event is aimed at architects, interior designers, developers, investors, installers, and manufacturers and distributors of building automation systems, IoT, security and energy management solutions. The fair combines an exhibition area with a rich conference and workshop program (including the Interior Automation Conference, KNX, Loxone, CartPoland), offering participants access to innovative solutions and the opportunity to establish business relationships and gain knowledge from experts.

**Smart Home Expo** effectively responded to the growing needs of the housing and development market by bringing together key players in the smart home industry. The event combined trend presentations with education and business networking.

The smart home market is growing rapidly – by 2030, its value is expected to reach USD 537 billion. Key areas include security, automation, energy management, and IoT integration.

## Event statistics:

**15 000m<sup>2</sup>**  
exhibition  
space

**57**  
exhibitors

**5 465**  
visitors

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# MAIN REASONS FOR VISITORS' PARTICIPATION SMART HOME EXPO 2025

**90%** Presentation of new technologies and products

**80%** Networking and contact with leaders

**75%** Tracking market trends

**70%** Education and workshops

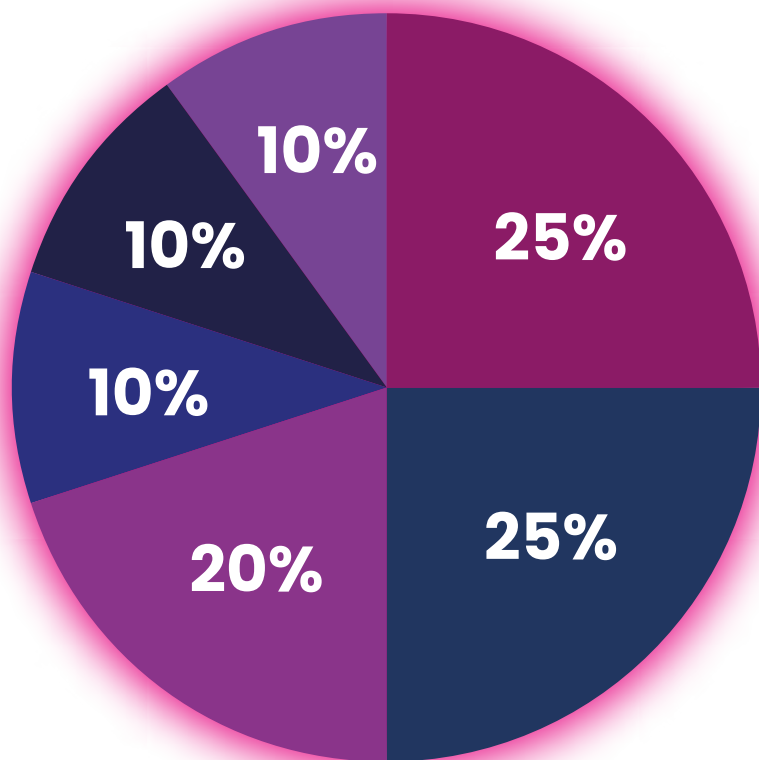
**60%** International reach



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# THE MOST IMPORTANT PROFESSIONAL GROUPS PRESENT AT THE SMART HOME EXPO 2025 TRADE FAIR



## Professional groups:

25% Installers and technicians

25% Architects and interior designers

20% Developers and investors

10% Enthusiasts of new technologies

10% Energy and telecommunications specialists

10% Property owners

## VISITORS TO THE SMART HOME EXPO 2025 INCLUDED, AMONG OTHERS, REPRESENTATIVES OF THE FOLLOWING COMPANIES:



DOMIQ™



Satel®



# SUBSTANTIVE AND BUSINESS STRUCTURE OF THE SMART HOME EXPO 2025 FAIR

## Home Automation

### Why?

Presentation of lighting, heating, ventilation, and air conditioning management systems that increase the comfort and energy efficiency of buildings.

### Who will benefit?

- Architects, interior designers, developers, smart home system installers.

## Home Security

### Why?

An overview of modern monitoring systems, alarms, motion detectors, and electronic locks designed to increase residents' safety.

### Who will benefit?

- Homeowners, property managers, security companies.

## Energy management and renewable energy technologies

### Why?

Presentation of smart energy meters, energy storage systems, and photovoltaic technologies that support sustainable development and energy savings.

### Who will benefit?

- Investors, developers, energy companies, homeowners interested in energy efficiency.



## Home entertainment and multimedia

### Why?

Presentation of solutions such as multiroom audio, home theaters, projectors, and VR/AR technologies that integrate with smart home systems.

### Who will benefit?

- Interior designers, AV system integrators, enthusiasts of modern technologies.

## Smart home appliances

### Why?

Presentation of modern refrigerators, ovens, dishwashers, and washing machines that integrate with smart home systems, offering users greater control and convenience.

### Who will benefit?

- Homeowners, kitchen designers, appliance manufacturers.

## IoT technologies and system integration

### Why?

Overview of solutions enabling the integration of various devices into a single ecosystem, ensuring consistent and effective home management.

### Who will benefit?

- Software engineers, system integrators, technology companies.

## Artificial intelligence in smart homes

### Why?

Discussions on the role of AI in home automation, including voice interactions with devices and adaptive systems that learn user habits.

### Who will benefit?

- IT specialists, AI researchers, technology companies.



# CONFERENCES AND ACCOMPANYING EVENTS

25.02.2025

## Block I: Marketing in the Smart Home industry

From zero to PLN 22 million per year in four years – effective digital marketing as exemplified by Loxone

## Block II: Energy management and KNX system design

Damian Fituch (KNX) – Best practices in KNX design.  
Jacek Zart (KNX) – Intelligent energy management in KNX systems as an important element of sustainable development.

## Block III: Intelligent automation systems and selection of Smart HomeKNX technolo-

Smart Home Grenton – The Choice of Investors and Installers – Szymon Rosół – Grenton  
Jacek Sekuła – Grenton

Grenton system installers:

Emil Siemek [Eves], Karol Kowalik [Strefa Instalatora], Krzysztof Żiółkowski [Neuron House],  
Wojciech Skowronek [Nestino]

## Block IV: New Smart Home and Smart Energy Security Standards – Trends for 2025 (CartPoland) HomeKNX

New Smart Home and Smart Energy security standards – Trends for 2025 (CartPoland)  
Dr. Janusz Jabłoński, cryptography and cybersecurity expert at CartPoland – Dynamic authentication – Quantum Resists cryptography in eIDAS for NIS2, New Smart Home and Smart Energy security standards based on the use of dynamic QR codes generated on a phone app. Secure authentication of access to resources that will eliminate vulnerabilities associated with “impersonation” using ‘passwords’ or other “fixed authentication data”.



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## Block V: New Smart Home and Smart Energy Security Standards – Trends for 2025 (CartPoland)

**plk. Robert Gawryś** – Home security – challenges of the 21st century – how to minimize risks and prevent them effectively Definition of risks, Detection, Prevention

**Mikołaj Twardowski** – employee and shareholder of CartPoland

**Kontrola dostępu** – Electronic locks with access control based on dynamic barcodes, QR code generator based on a smartphone app

## Block VI: Smart Home Standards and Innovations

**Konrad Komorowski (Loxone)** – Smart home – how to avoid problems and enjoy comfort for years to come

**Krzysztof Sasin** – New energy management opportunities based on weather forecasts and dynamic energy tariffs.

27.02.2025

## Block VII: Smart Home Standards and Innovations

**Damian Fituch (KNX)** – Simple installation, unlimited possibilities of the smart system.

**Jarosław Tomaszewski (KNX)** – What is the difference between a standard and a building automation system?

**Tomasz Milczarek (KNX)** – Smart Home and human presence detection using Steinel sensors as an example.

**Jacek Zart (KNX)** – Intelligent energy management in KNX systems as an important element of sustainable development.

**Konrad Komorowski (Loxone)** – Is a house controlled by a phone/panel smart?

## Special guests, experts, speakers

- Damian Fituch (KNX)
- Jarosław Tomaszewski (KNX)
- Tomasz Milczarek (KNX)
- Jacek Zart (KNX)
- Dominik Uczciwek (KNX)
- Chris Wysocki
- Szymon Rosół – Grenton
- Jacek Sekuła – Grenton
- Emil Siemek – Eves
- Karol Kowalik – Installer Zone
- Krzysztof Żiółkowski – Neuron House
- Wojciech Skowronek – Nestino
- Dr. Janusz Jabłoński, cryptography and cybersecurity expert at CartPoland
- Col. Robert Gawryś
- Konrad Komorowski (Loxone)



# MARKETING CAMPAIGN RESULTS

**Targi Smart Home Expo Poland** were supported by an intensive digital campaign aimed at effectively reaching specialists in the smart home and modern technology industries – owners of smart home companies, system integrators, manufacturers and distributors of home automation devices, and technologists.

- **Facebook**

number of  
visits to the  
website  
**45 328**

number of  
visits from  
FB  
**2 524**

- **Google Ads (Search, Display, YouTube)**

Views:  
**4,45 mln**

Clicks:  
**55,5 tys.**

The campaigns **achieved a 59% registration conversion rate**, which indicates a high level of audience engagement.



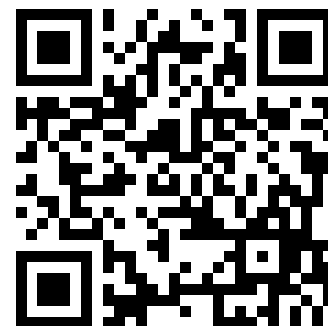
# PARTNERS AND MEDIA PATRONS OF THE SMART HOME EXPO 2025 TRADE FAIR



## KEY EXHIBITOR AT THE SMART HOME EXPO 2025 TRADE FAIR



BECOME AN EXHIBITOR



# REVIEWS



Freedom Flow Marketing  
**Przemek ,Chris' Wysocki**



"We really like the fair, we are surprised by the number of people, potential customers, so it's definitely a big plus."



KNX Polska  
**Magda Chodkowska**



"We rate this year's fair very highly, because it is a great place where we can see different manufacturers and different building automation systems. It is probably the only place in Poland at the moment that has invited so many different manufacturers."



LCN POLSKA  
**Mariusz Szafranski**



On behalf of our team, I would like to thank you very much for organizing the Smarthome fair—we unanimously considered it the event of the 20th anniversary in our history, and believe me, we have been to dozens of trade fairs as exhibitors. The visitors were fantastic, the organization and logistics of the fair were top notch. You might think that the event was "small" compared to other fairs, but it was very essential, which is key for us. The timing was great, the layout of the aisles, access, parking, toilets, catering, etc., everything was very well thought out. I also have feedback from our visitors that everything went very well.



# FAIR AWARDS

## SMART HOME EXPO 2025

Winners of Trade Fair Medals **Smart Home Expo 2025**

### Key Partner of the Fair:

- Freedom Flow Marketing
- Stowarzyszenie KNX Polska – Narodowa Grupa KNX Association
- Cartpoland
- QUANTUM NEURON

### Co-creator of the Fair's Success:

- Grenton
- Loxone Poland Sp. z o.o.
- Krajowa Izba Gospodarcza Elektroniki i Telekomunikacji (KIGEIT)
- ABB Sp. z o.o
- Architekt Innowacji Agata Łydek-Grzywa
- Aironomy Innovations
- Stowarzyszenie Inżynierów i Techników Mechaników Polskich
- FIBARO GROUP
- Nexwell Engineering Michał Kowalczyk
- ŁŁ spółka z ograniczoną odpowiedzialnością sp.k
- NOTA BENE
- DNAKE Polska
- HOMergy Sp. z o.o.
- SMART MODERN HOMES
- Interra
- WAGO ELWAG SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ
- TECH STEROWNIKI
- F&F Filipowski SP.K.
- SMART HOME CENTER
- LCN Polska
- Brain House – Inteligentne domy
- CARDCO
- Tema 2. Przedstawiciel Gira
- Ardeko



All awards were granted by the Competition Jury composed of representatives of the organizer (Ptak Warsaw Expo) and the National Chamber of Commerce. The jury was chaired by Prof.





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FEBRUARY 10–12, 2026



## 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

*media2@warsawexpo.eu*

**+48 518 739 124**

Social Media Channels



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