

Polska



Polish national stand at SIAL CHINA
2020

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For the eighth time the National Support Centre for Agriculture organised the Polish stand at the SIAL CHINA 2020 expo, held from 28 to 30 September 2020 in Shanghai, China.

The Polish stand covered an area of 36 square meters and was located near the main entrance to the expo venue. Due to the current epidemic, the stand was operated by the Consulate-General of the Republic of Poland in Shanghai and the Foreign Office Bureau of the Polish Investment and Trade Agency in Shanghai, offering publications, catalogues, and video materials promoting Poland and Polish companies as attractive partners to do business with. Given the range of restrictions imposed, including restrictions on international passenger flights, Polish entrepreneurs were unable to take part in the expo in person. The Polish stand also provided catalogues and samples of products currently available in China through distribution channels.

The main objective of participation in the SIAL CHINA 2020 expo was to promote Polish food, to enhance its presence on the Chinese and international markets, and to create interest among potential foreign business partners from China and Asia in Polish products. Visitors were interested mainly in the following groups of products: meat (poultry, beef, pork), strawberries (frozen, dried), milk, dairy products, beer, chocolate, and organic products.

The stand of the National Support Centre for Agriculture was co-financed under 'Promotion of the economy on the basis of Polish product brands - Polish Economy Brand - Brand Sub-measure 3.3.2 of the Smart Growth Operational Programme 2014-2020'.



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