

Polska



Polish national stand at the Anufood
China 2021 Fair in Shenzhen

2021-04-29 11:02:09



From 21 to 23 April 2021, the Chinese city of Shenzhen hosted the 26th edition of the Anufood China fair, the largest international food and beverage event in Southern China. The fair is an opportunity to establish business relations with partners operating on the Chinese market.

The National Support Centre for Agriculture (KOWR), in its efforts to promote Polish food and agricultural products on international markets in line with the strategy laid out by the Ministry of Agriculture and Rural Development, once again set up a national stand at the fair under the slogan *"Poland tastes good."*

In the 2021 edition of the fair, the Polish pavilion was operated as a 72 sq. m. informational stand using the Virtual Expo Plus hybrid fair formula (physical and online presence). The national stand promoting the Polish food sector featured 7 exhibiting companies, while the stand of the KOWR and the General Consulate of the Republic of Poland in Guangzhou presented the product offer of a dozen other Polish companies in the form of samples and promotional materials brought from Poland. The stand also showcased the offer of Polish exporters of food and agricultural products from sectors such as fresh and processed fruits and vegetables, juices, cakes and sweets, grain mill products (breakfast flakes, muesli, pasta, groats etc.), beer, dairy, organic foodstuffs and HoReCa-dedicated products.

Due to the pandemic, during this year's Anufood China fair edition, the handling of the KOWR's stand was assisted on site by employees of the General Consulate of the Republic of Poland in Guangzhou, among them the Vice-Consul, Mr Karol Pęczak, and Ms Dorota Lipska. On the first day of the fair, the Guangzhou consulate employees engaged in additional promotional activities and granted an interview to a Chinese industry magazine, while on 22 April, they staged a live session presenting the most interesting Polish products showcased this year at the KOWR's stand.



INNOWACYJNA GOSPODARKA
NARODOWA STRATEGIA SPÓJNOŚCI



**MINISTERSTWO
ROZWOJU**

UNIA EUROPEJSKA
EUROPEJSKI FUNDUSZ
ROZWOJU REGIONALNEGO



Projekt jest współfinansowany przez Unię Europejską ze środków Europejskiego Funduszu Rozwoju Regionalnego