

Polska



Polish national stand at WAGRI 2020
fair in China

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Last year the KOWR presented Polish food sector at the Food2China Exhibition. The KOWR was also present at the International Food Exhibition (IFE) in Guangzhou in 2017.

This year Wagri 2020 fair took place in the Guangzhou Poly World Trade Center Expo exhibition center. It attracted nearly 250 exhibitors, mainly from China, but also from the Philippines, Thailand and Vietnam.

Due to the current epidemic situation and a number of restrictions introduced, including those affecting the international passenger air traffic, Polish entrepreneurs could not personally participate in the information and promotion stand organized by the KOWR.

The representatives of the Consulate General of the Republic of Poland in Guangzhou were responsible for operating the Polish national stand during the fair. They also took part in organizing the Polish participation in the event.

Mr. Karol Pęczak, Head of the Department for Economic Affairs, Communication and Public Diplomacy in the Consulate General of the Republic of Poland in Guangzhou, participated in the official opening of the fair and, together with his colleagues, provided information to the visitors of the stand.

The staff emphasized the role of Poland as a country with a very attractive export offer, as well as the great potential of the Polish economy and the Polish agri-food sector. The Polish stand also distributed information materials prepared by the KOWR and promotional materials, as well as samples of Polish companies' products sent to China by the KOWR.

Polish entrepreneurs could not participate in the fair in person, so the organizers of the Wagri fair created a space to conduct online B2B meetings on 11-14 August. The meetings, carried out via an internet platform, enabled Polish entrepreneurs to talk to Chinese importers. In addition, "offline" meetings were organized with Chinese buyers during the fair on 20 August. Both the "online" and "offline" meetings were a great opportunity to initiate business contacts, which in turn may contribute to increasing export sales of agri-food products from Poland to China, as well as the share of Polish exports on the Chinese market.



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