

**Polska**



Polish national stand at ISRAFOOD  
2019 in Tel Aviv (Israel)

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The 36th edition of the Israfood fair took place on 26-28 November 2019 in Tel Aviv. The KOWR organized a national stand under the 'Poland tastes good' slogan for the first time at the fair, as part of activities promoting Polish agri-food products on international markets.

ISRAFOOD International Food Fair is the most important event in Israel dedicated to agri-food trade. It creates a platform to meet people from the industry and establish business contacts with producers, importers, distributors and market chains. The fair attracts food producers and distributors from Israel and many other countries.

The Polish national stand of 60 m<sup>2</sup> showed the product offer of seven companies including, *inter alia*, biscuits, fruit and vegetable preparations, confectionery, NFC juices, mineral water, canned fruit and vegetables, vegetable pastes, milk fudges, natural cereal snacks and products based on blue corn. All products were met with great interest of the visitors.

On the first day of the show, the Polish stand was visited by Mr Marek Magierowski, the Polish Ambassador to Israel, who took part in its official opening.

Cooking shows took place at the stand every day of the fair. The shows were organized by the KOWR and the Association of Polish *Butchers* and Producers of Processed *Meat with the aim* of promoting Polish food and cuisine, and present Poland as a traditional country with modern cuisine.

The Polish presence at the fair was accompanied by an economic mission organized by the KOWR in co-operation with the Polish Trade Office of the Polish Investment and Trade Agency in Tel Aviv. An information meeting on the specifics of the Israeli market combined with a B2B session was organized as part of the mission. In addition, the representatives of Polish companies had an opportunity to become familiar with the offer and prices on the Israeli market thanks to a visit to Shufersal, one of the largest retail chains in Israel that offers imported food. The entrepreneurs also participated in B2B meetings organized by the KOWR.



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