

Polska



Polish national stand at Seoul Food
and Hotel 2019

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The 12th edition of Seoul Food and Hotel fair took place on 21-24 May 2019 in Seoul, South Korea. As part of activities promoting Polish agri-food products on international markets, the KOWR has organized a national stand under the 'Poland tastes good' slogan for the second time at the show.

Seoul Food and Hotel is the largest and most famous food fair organized in South Korea and is mainly dedicated to imported products. Its aim is to facilitate cooperation between Korean and foreign producers operating in the agri-food sector.

The Polish stand of 90 m² presented the offer of twelve Polish companies offering, *inter alia*, organic fruit juices and chokeberry products, dairy, sweets, healthy snacks, functional food, turkey and poultry meat, dragees and coated products used in confectionery as well as caviar.

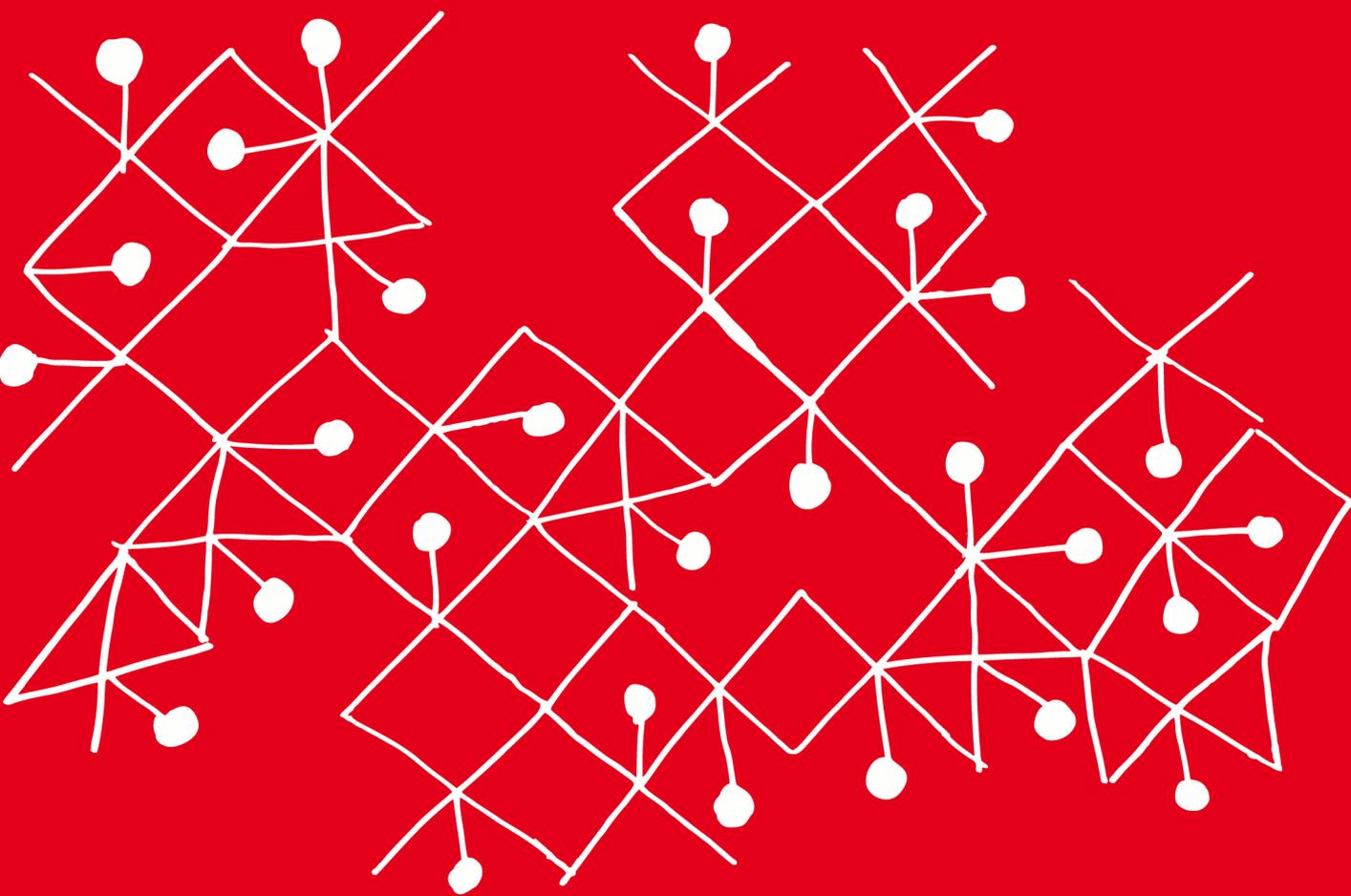
The organizers of the show have additionally provided business meetings for the visitors and companies presenting their products at the fair. Consequently, Polish entrepreneurs took advantage of the opportunity to present their offer and take part in B2B meetings with Korean companies. Additionally, during the show Polish entrepreneurs present at the KOWR's national stand were able to conduct individual meetings with representatives of Korean companies that had been recommended by the Foreign Trade Office (FTO) of the Polish Investment and Trade Agency in Seoul.

Cooking shows were organized at the KOWR's stand every day of the event, with an aim to promote Polish cuisine and food as well as to present Poland as a country with modern approach towards its strong culinary traditions.

On 20 May 2019, as part of the trade mission of Polish entrepreneurs, the KOWR organized a store-check to visit supermarkets in Seoul. The participants had the opportunity to visit two retail chains: *Emart and Lottemart*.

In addition, during the seminar organized for the participants of the trade mission, Mr Arkadiusz Tarnowski, Ph. D., the Manager of the FTO in Seoul, presented the specifics of the Korean market and market entry conditions for the products imported to Korean retail chains.

On the last day of the show the Polish stand was visited by the Polish Ambassador to South Korea Mr Piotr Ostaszewski as well as Mr Arkadiusz Tarnowski, the Head of the FTO, who met Polish entrepreneurs present at the stand.



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