

**Polska**



Polish national stand at Thaifex -  
World of Food Asia in Bangkok

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The 16th edition Thaifex - World of Food Asia fair took place on 28 May - 1 June 2019 in Bangkok (Thailand). The KOWR organized a national stand under the 'Poland tastes good' slogan for the first time at the show, as part of activities promoting Polish agri-food products on international markets.

Thaifex - World of Food Asia is one of the largest and most significant food fairs organized in Thailand and in the region. This year's edition attracted almost 3000 exhibitors from more than 40 countries.

The Polish national stand of 90 m<sup>2</sup> presented the offer of eleven Polish companies. It included sweets, rice wafers, apple and fruit juices, canned and frozen vegetables, eggs and their preparations, energy drinks, dragees and coated products used in confectionery industry as well as canned food.

During the exhibition, the organizer additionally provided business meetings for visitors and companies displaying their products, which enabled Polish companies to present their product offer and participate in B2B meetings with Asian entrepreneurs.

Cooking shows were held at the Polish national stand every day of the show. The shows were organized by the KOWR in order to promote Polish cuisine and products. They also aimed to show Poland as a country inspired by its rich culinary traditions as well as contemporary culinary trends.

On 27 May 2019, in cooperation with the Polish Embassy and Foreign Trade Office of the Polish Investment and Trade Agency in Bangkok, meetings for Polish entrepreneurs were organized in two retail chains - Villamarket Thonglor and Makro Sathorn. During the meetings, the participants received guidelines on how to introduce Polish products on the Thai market.

On the first day of the show, the KOWR's stand was visited by the Polish Ambassador to Thailand Mr Waldemar Dubaniowski and the Manager of the FTO in Bangkok Mr Norbert Bał, who had a meeting with Polish entrepreneurs.



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