

**Polska**



Polish national stand at the Foodex  
Japan 2021 fair

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On March 12, Tokyo saw the closing of one of the largest Japanese food industry fairs, Foodex Japan 2021, at which the National Support Centre for Agriculture, following the strategy laid down by the Ministry of Agriculture and Rural Development (KOWR), set up a Polish national stand.

Due to the current epidemic situation and numerous restrictions, including in international passenger air traffic, the information and promotion stand organized by the KOWR could not be attended personally by Polish entrepreneurs. Nevertheless, fair visitors had the opportunity to see for themselves products offered at the stand by 21 Polish companies, in the following categories: organic products, juices and beverages, breakfast products, sweets, pasta, frozen vegetables and fruits, dairy products, and meats.

The stand was run by local staff of the Embassy of the Republic of Poland and the Foreign Trade Office of the Polish Investment and Trade Agency in Tokyo, who presented the Polish agri-food sector and provided information about the offered products.

In addition, the Polish national stand was visited by the Ambassador of the Republic of Poland to Japan, Mr Paweł Milewski, as well as Japanese government officials: Mr Minoru Kihara, Special Advisor to the Japanese Prime Minister, and Mr Shigetoshi Ikeyama from the Ministry of Agriculture, Forestry and Fisheries (MAFF).

Officials visits were alternated with meetings featuring Japanese importers and managers of commercial chains, who are invariably looking for new, competitive products.

The Polish export offer sparked considerable interest, while the newly forged contacts will provide an excellent opportunity for further talks.



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