

**Polska**



Trade and Investment Promotion  
Section of the Embassy of the  
Republic of Poland supports  
promotion of Polish vodka in China

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On 16 November in the Embassy of the Republic of Poland in Beijing - Polish vodka producers and exporters had participated in an event promoting the spirits of the European Union with recognized Geographical Indications (GIs).

During the event, series of seminars took place - for both manufacturers and exporters of spirits from the European Union, and separately for importers and distributors of spirits in China and representatives of hotels, pubs and shops, as well as Chinese media. Visitors could taste drinks and cocktails containing GI alcohols and talk directly with exporters and/or Chinese trading companies.

The seminars were opened by a speech of the Ambassador of Poland to China, Mr. Miroslaw Gajewski. The event was also attended by representatives of the Polish Vodka Association, which brings together Polish producers of certified GI Polish vodkas. The president of the association, Mr. Andrzej Szumowski gave a speech about Polish vodka - its history and traditions associated with it.

As a result of the presence of Polish producers and exporters presenting various of products, the patronage of the Ambassador of Poland to China, the support of the Association of Polish Vodka as well as initiative and coordination given by the Trade and Investment Promotion Section - Polish vodka was the most widely represented and promoted alcohol from the EU.

The event is one of several activities undertaken and supported by the Trade and Investment Promotion Section. As a part of these activities Polish vodka on special stands in various chain stores around Beijing has been promoted, being a part of the campaign "Tastes of Europe". In addition Trade and Investment Promotion Section organized a promotion stand for Polish vodka manufacturers and exporters at the "World of Food" fair in Beijing (18-20 November).

According to the Trade and Investment Promotion Section, promoting Polish vodka in China is particularly important because of still insufficient recognition of the Polish brands in Chinese market, and the relatively low export of Polish alcohol to China. Guiding the actions for the promotion of products with relation to the country and having a long tradition and history can increase customers' awareness about the product. Poland is the EU's largest and the world's fourth largest vodka producer. Its history in our country dates back to the seventeenth century. Despite such high production level, Poland is just 7<sup>th</sup> biggest exporter of vodka to China, among all the EU member states.



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