

Polska



Second edition of the Polish-Chinese
Business Day was held in the
Embassy of Poland in Beijing

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On November 15th the Trade and Investment Promotion Section of the Embassy of Republic of Poland in Beijing once again organized Polish-Chinese Business Day, an event promoting investment and trade.

The aim of Polish-Chinese Business Day was presenting offers of Polish exporters, training Polish companies how to operate on the Chinese market, presenting possibilities of economic cooperation between Poland and China, promotion of Polish agricultural products and strengthening the positive image of Polish economy and entrepreneurship in the Chinese media.

During the workshops 13 speakers have given presentations. During the first part the representatives of Trade and Investment Promotion Section in Beijing and consulates in Guangzhou and Chengdu have presented activities of the Polish diplomatic posts which facilitate the growth of export of the Polish food products. In the following part of the workshops the representatives of Chinese chain stores such as Wumart and the internet store JD.com, as well as importers of food products to China, have given an introduction to the peculiarities of the field. In the last part various legal issues were presented, such as ways to protect intellectual property rights, to solve disputes with Chinese contractors and to check their trustworthiness. All of the presentations are available for download at this website under the article. The Trade and Investment Promotion Section plans to prepare and publish the video from the workshops.

The next part of the event was a promotion seminar, in which representatives of Chinese importers and distributors of food products in China have participated. During the opening of the seminar the Secretary of the State of the Ministry of Agriculture and Rural Development, Jacek Bogucki, the Deputy Head of Mission, Piotr Gillert and Hans Stoter, Chief Executive Officer of Koelnmesse China (main organizer of Anufood China trade fair) have given speeches. In his speech Vice Minister Jacek Bogucki has emphasised that China is a priority partner for Poland, included in every promotion programme, concerning for example apples, dairy products, meat and pasta. In the latter part of the seminar representatives of various companies, such as Colian, producer of Goplana and Grzeński, or Van Pur, producer of beers Łomża and Brok, had an opportunity to present their offer to potential Chinese partners.

After the seminar B2B talks were conducted between representatives of Polish and Chinese companies. 43 companies from Poland have participated, including 25 from a trade mission organized by the Agricultural Market Agency. Each company was provided with a stand, which was placed in one of the 5 product zones, such as dairy products, soft drinks, agricultural products, flour products. The list of all the Chinese participants is available under this article. During the B2B talks 15 Polish-Chinese translators have offered their services.

Besides more than 100 participants from Chinese companies, representatives of Chinese media have also taken part in the Polish-Chinese Business Day, among which The Economic Observer (经济观察报), Economic Information Daily (经济信息报) and Economic Daily (经济日报) can be mentioned.



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