

# PROMOTING POLISH COMPANIES IN ASIA

## 向亚洲推介波兰的企业

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**PM** Currently Europe is the biggest market for the Polish food industry. Is Asia a market Polish entrepreneurs really need? Are you searching for a new market that will replace the Russian one?

目前波兰食品业最大的市场在欧洲。波兰企业家确实需要亚洲市场吗？您正在寻找代替俄罗斯的新市场吗？

Yes, I believe that Polish companies need the Asian market. Not only as an alternative for the Russian market, but also as a new, emerging market. It provides new sales opportunities for Polish products.

是的。我认为波兰公司需要亚洲市场，不是作为俄罗斯市场的替代，而是作为一个新兴市场，为波兰产品提供新的商机。

Many food producers and exporters are interested in trade fairs we help organise in Asia. This is just proof of the huge potential out there in Asia.

许多食品生产厂家和出口商积极参加我们在亚洲组织的贸易展览会，这一点就说明了亚洲的潜力。

As of 2014 ELTAR has been the exclusive representative in Poland for the ALLWORLD EXHIBITIONS, which organises the Food & Hotel trade fairs in South Korea, Indonesia, Hong Kong, Singapore, Thailand, Vietnam, and China.

2014年以来ELTAR就是ALL WORLD EXHIBITIONS在波兰的唯一代理商。该机构向波兰公司推介在韩国、印尼、香港、新加坡、泰国、越南和中国的食品和酒店业的贸易展会。

We were responsible for organising the first ever exposition of Polish companies at the Food & Hotel trade fair in Shanghai. The exposition covered an area of 150 m<sup>2</sup>.

我们曾组织了波兰公司在上海食品和酒店业贸易博览会上第一次亮相，展区的面积为150平方米。

I would like to point out that in our 20 years of history it hasn't been a first experience with promoting Polish companies in Asia. In the past we have helped Polish companies at the SIAL China trade fair in Shanghai.

我要指出的是这并不是我们第一次在亚洲推介波兰公司。过去我们还帮助波兰公司参加过上海的中国国际食品和饮料展览会。

We have beaten all possible records during the 2016 edition of these fairs. Both in terms of the size of exhibition space we have taken, and the number of companies participating.

在2016年的这些展览中，无论是在展览区面积方面还是在参展商数量方面，我们都打破了所有的纪录。

Poland was the Guest of Honour at this event. This was one of the reasons why many new companies decided to exhibit to this trade fair.

波兰是此次活动的主宾国。这就是为什么这么多新公司决定参加此次展会。

**PM** What products can we use to attract new partners?

我们用来吸引新的合组伙伴？

There are many products out there. In terms of the companies that ELTAR has prepared for these fairs, the largest representation is among the producers of sweets. You will find in that group Grupa COLIAN, TAGO, Otmuchów, VOBRO and Flis. You will also get the dairy producers: SM MLEKPOL, MILKADA, BEMPRESA, and CONTRACTUS. There are quite a few companies representing the food processing industry: JAMAR, MASPEX and SNS FOODS. Apart from that you will get the beverage companies: MASPEX, XL ENERGY, VAN PUR. And finally, there are the healthy food companies such as KUPIEC.

有很多产品。在ELTAR筹备的这些参展公司之中最大的代表是甜品的生产厂商，它们当中有Grupa COLIAN、TAGO、Otmuchow、VOBRO 和Flis。此外还有奶制品生产厂商：SM、MLEKPOL、MILKADA、BEMPRESA和CONTRACTUS；几家食品加工行业的公司：JAMAR、MASPEX和SNS FOODS；饮料生产厂商：MASPEX、XL ENERGY和VAN PUR；最后是健康食品的生产厂商如KUPIEC。

I believe that the participation of Polish companies at the SIAL CHINA fairs, alongside other promotional activities will help strengthen the positive image of Poland and Polish products in China.

我相信波兰公司参加上海中国国际食品和饮料展览会以及相关的推介活动会有助于在中国提高波兰和波兰产品的形象。