



Polish Investment  
& Trade Agency  
PFR Group

# Poland.Business Forward

THE POLISH FOOD SPECIALTIES SECTOR

Poland.Food



# Poland is an internationally acclaimed destination for:



## Pristine nature

Top 10 country to visit according to Lonely Planet



## A place where east meets west

Dynamic business hub at the heart of Europe



## Vibrant food scene

Warsaw among top 10 vegan-friendly cities in the world



## Great cities

Wrocław – European Best Destination Award (2018)  
Kraków – Best City Break Destination in Europe (2019)



## Attractive place for expats

Young, increasingly international society, with very high level of English proficiency



## Rich history

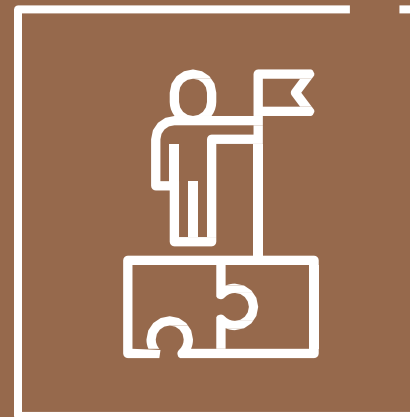
Vast legacy of bravery and resilience



**WHY  
POLAND**



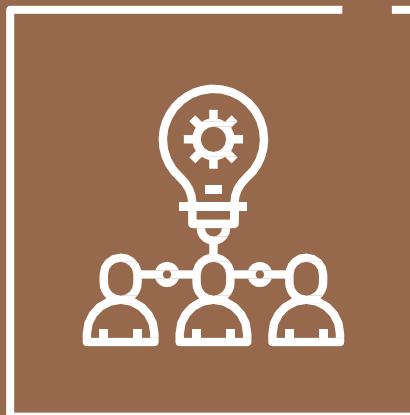
**WHAT THE  
POLISH FOOD  
SPECIALTIES  
SECTOR STANDS  
FOR?**



**WHAT MAKES  
US  
DIFFERENT?**



**DID YOU  
KNOW?**



**INSTITUTIONAL  
ENVIRONMENT**



**HOW WE CAN  
HELP YOU**

## Unprecedented growth

Highest growth rate in the OECD between 1990 and 2019

## Superb market access

40% of the region's total GDP and a gateway to the wider EU market

## Large, high-quality talent pool

300k+ of well-educated graduates annually

## Resilient economy

Max score for Macroeconomic Stability in the Global Competitiveness

Almost 30 years of continuous growth

Almost 10 years of stable growth in foreign trade turnover

## Transparent

Regional leader in the Transparency International Corruption Index

## FDI magnet

2nd in the EU, 5th in the world in terms of value of new greenfield projects (2020)

One third of all FDI stock in the region

## Top-notch infrastructure

1st in CEE in Airport Connectivity & Quality of Road Infrastructure (Global Competitiveness Report)

## Largest share of the EU budget

EUR 160bn for Poland in subsidies and loans until 2027

## Competitive, well-developed cities

European Cities of the Future (fDi Intelligence)

Warsaw: 7th position (ahead of Berlin and Stockholm)

Kraków: 2nd in EU in Business Friendliness among Large Cities



# WHAT THE POLISH FOOD SPECIALTIES SECTOR STANDS FOR?



## Our products are everywhere

Currently, Poland exports agri-food products to over 192 countries at the value of 32 bn EUR a year



## We care about quality

About 70% of Polish agri-food exports go to EU countries, which are distinguished by their high requirements in terms of both quality and variety of products. In recent years, more and more Polish products have been adapted to also satisfy the tastes of overseas customers.



## 4th biggest dairy producer in the EU

and 12th in the world with the share of 2% in the global production. Our curds are a specialty desirable not only in France or UK but also in the USA and other countries – we are the 6th producer of cheese in the world with the share of 8% in the EU production



## The largest producer of poultry meat in the EU

With rich traditions in the production of poultry, beef and pork that are appreciated all over the world we have maintained our leading position since 2014



## Agri-tech boom

The Polish market of startups specialising in the application of biotechnology in the food sector is growing rapidly, offering solutions for organic food production and processing to ensure food security



**6th** EU Food Producer



**7th** EU Food Exporter

Poland is one of the major producers and exporters of agri-food products in the European Union, both in the animal and plant-based segments.

# WHAT MAKES US DIFFERENT?

## The highest EU food safety and quality standards

Polish agriculture and agri-food processing have undergone deep modernisation and adaptation to high EU production standards in terms of food safety and quality and environmental impact



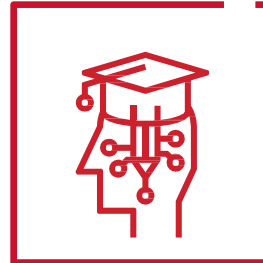
## Commodities adjusted to the requirements of a modern lifestyle

manufactured in a socially responsible manner and with care for the natural environment, they include ecological goods that follow the latest global trends in nutrition



## We care about healthy eating

According to recent surveys, more than 84% of Poles rated healthy eating as either important or very important



## Wide range of healthy products

Superfoods - products that strengthen immunity, are rich in vitamins, minerals and other valuable nutrients  
Plant-based/vegan meat substitutes not only for vegetarians and vegans, but also for people interested in diversifying their diet



## Excellent taste

thanks to remarkable production methods that combine traditional culinary recipes, top-notch modern equipment and innovation efforts made by the food sector to satisfy taste expectations and fantasies of modern consumers in Poland and in the world



## Eco friendliness & high biodiversity

exceptional and unique food products (characteristic of a given region of the country) from the green heart of Europe due to its vast, green, uncontaminated stretches of land covered by crops and forests

# DID YOU KNOW?



## We are the 5th producer of honey in the EU

Polish honeys are characterised by the variety of types and flavors and by exceptional health properties, making them one of the most valuable gifts of nature. Traditional Polish meads are also worth tasting.



## Fruits and vegetables are our strength

We are one of the most important producers of apple juice concentrates and high-quality fruit and vegetable juices as well as a leading producer of frozen fruit and vegetables in the EU.



## We love sweets and we do them well

Poland is one of European leaders in the production of chocolate products and sweets – traditional Polish sweets: Delicje cookies (sort of jaffa cakes), Torunian gingerbreads, Ptasia Mleczko (sort of chocolate-covered milk souffles) and fudges.



## We are the third European producer of herbs

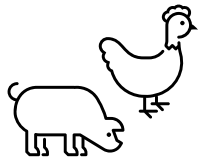
The cultivation, harvest and use of herbs have a centuries-old tradition in Poland. More than 60 species of herbs are grown in our country, of which over 30 have had their domestic varieties cultivated. The largest cultivation area is that of peppermint, caraway, valerian and chamomile.

# INSTITUTIONAL ENVIRONMENT

The institutional environment of the food industry in Poland is very broad.  
There are many industry-specific institutions you can contact directly or through the Polish Investment and Trade Agency.



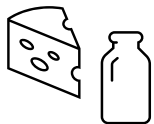
[General Veterinary Inspectorate](#)  
[Agricultural and Food Quality Inspection](#)  
[National Sanitary Inspection](#)



[The National Poultry Council - Chamber of Commerce](#)  
[National Chamber of Poultry and Feed Producers](#)  
[Polish Meat Association](#)  
[Union of Producers and Employers of Meat Industry \(UPEMI\)](#)  
[Association of Butchers and Producers of Processed Meat of the Republic of Poland](#)



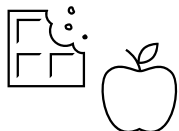
[Main Inspectorate of Plant Health and Seed Inspection](#)  
[National Association of Processors and Producers of Organic Products „Polska Ekologia”](#)  
[Polish Chamber of Organic Food \(PIŻE\)](#)



[Polish Chamber of Milk](#)  
[National Association Of Dairy Cooperatives - Revisory Association](#)



[Polish Craft Brewers Association](#)  
[Association of Employers Polish Spirits Industry \(ZP PPS\)](#)  
[Slow Craft Beer Association](#)



[The Polish Association of Juice Producers \(KUPS\)](#)  
[Association of Polish Fruit and Vegetables Distributors](#)  
[Association of Polish Producers of Chocolate and Confectionery Products POLBISCO](#)

# The Polish Investment and Trade Agency

**The Polish Investment and Trade Agency's (PAIH) mission as a government agency is:**

- \* To enable small- and medium-sized companies to reach their full potential in exporting their products and services around the world
- \* To support potential investors in Poland by providing comprehensive and up-to-date information services regarding legal and tax aspects, location and human capital, as well as on the available financial incentives
- \* To promote 'Poland as a Brand'

## How we can help

PAIH's experienced team of experts with a hands-on approach and excellent understanding the needs of entrepreneurs will ensure that your cooperation will be as fast and smooth as possible



**Information packages**  
(macroeconomic, HR, legal, sectoral data)



**Analysis of export potential**



**Preparing information packages**



**Verifying business partners**



**Organising business missions**



**Preparing lists of possible business partners**



**Organising B2B meetings**



**Supporting in contacts with government agencies**

# Contact us

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**Polish Investment  
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