



EXPORT PROMOTION POLICIES

& PROGRAMMES IN POLAND



CONTENT OF PRESENTATION

- International trade
- Promotion policy
- Promotional programs supporting export
- The image of Polish food - food quality policy

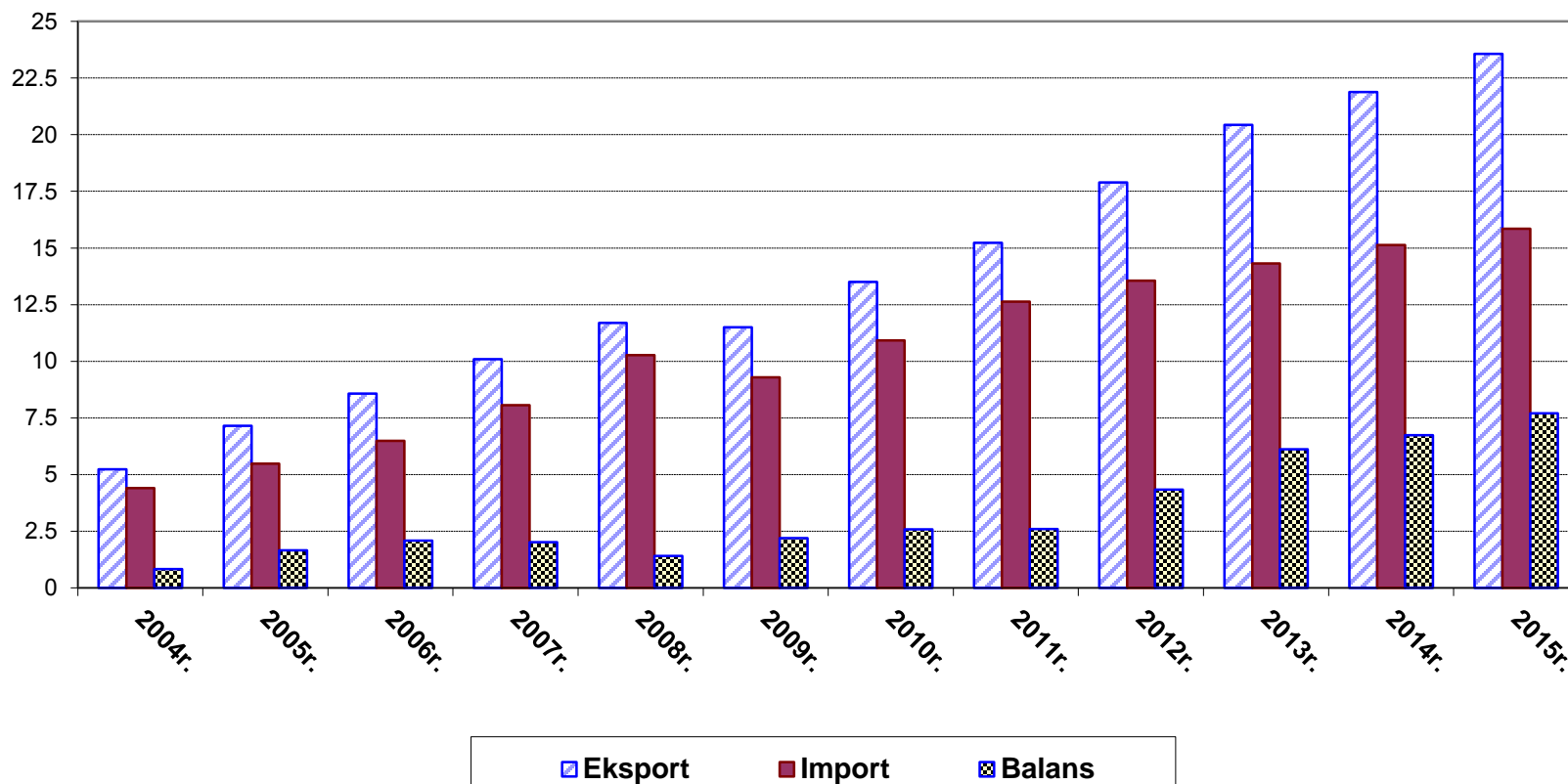




INTERNATIONAL TRADE

billion EUR

International trade in agri - food products 2004 - 2015

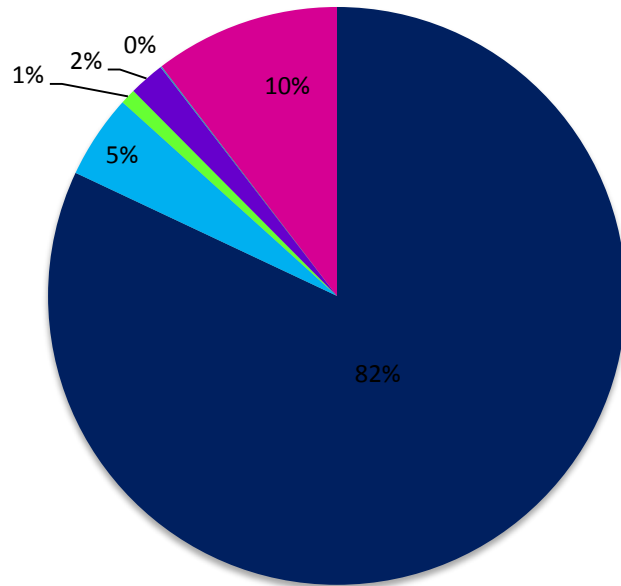




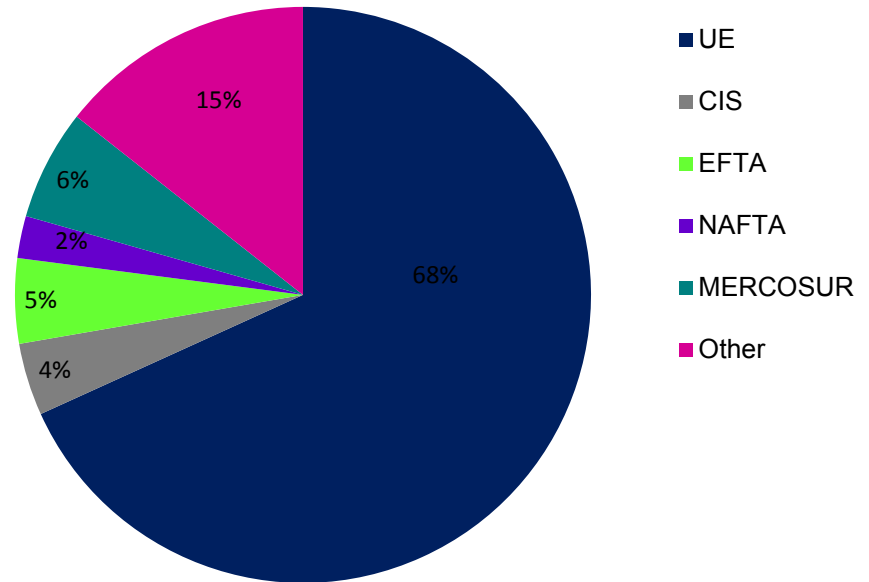
INTERNATIONAL TRADE

- GEOGRAPHICAL STRUCTURE

Export



Import





POLISH AGRI-FOOD SECTOR

Meat:

- **poultry** - 1st place
- **pork** - 4th place
- **beef** - 7th among

among producers in the EU

Fruits and vegetables:

- **apples** - 1st place among exporters in the world
- **strawberries** - 2nd place among producers in the EU
 - **raspberries, black currant and cherries** –
1st place among producers in the EU and 2nd place in the world
- **frozen fruits** - 1st place among exporters in the world
(especially berries and cherries)
- **potatoes** - 4th place among producers in the EU





POLISH AGRI-FOOD SECTOR

- Cereals
- Rye - 1st place among exporters and 3rd place among producers in the world
- Oats - 2nd place among producers in the world
- Mushrooms - 1st place among exporters in the world





CHALLENGES

Increased pressure on the EU agricultural sector

Fierce competition against European agricultural products

- Increased liberalisation of trade (FTA's)
- Increased globalisation of the world economy
- Promotion policies of EU competitors
- Abolition of export refunds

Increased cost pressure on EU farming economy

- Gradual increase of agricultural prices/ steep increase of energy and fertiliser prices
- Stricter production standards
- Strengthened requirements related to
- Environment and climate change

Lack of awareness of the qualities of EU agricultural products

- Only 14% of Europeans recognize the signs PDO / PGI



NEW EU PROMOTION POLICY

- Clear priorities determined each year - work program
- Increasing the number of promotional campaigns in third country markets
- Closer cooperation between operators from different Member States, through programs involving a number of countries (the programs "multi")
- Very beneficial EU co-financing rates





POLISH PROMOTION POLICY

- Synergy of activities carried out by institutions and business entities involved in the promotion of agri - food
- Targeting support to key target markets
- Optimizing the efficiency of activities in the field of promotion of agri-food products by using a wide range of tools of marketing communication
- Building an attractive brand of food





FOOD PROMOTION POLICY

IN POLAND

- Long-term National Development Strategy
- Sustainable Development Strategy for Countryside, Agriculture and Fisheries for 2012 – 2020
 - ✓ Production of high quality agriculture and food products which are safe for consumers,
 - ✓ Increasing producers and consumers knowledge and awareness about agriculture and food production and nutrition rules,
 - ✓ Promotion and increasing number of export target markets for Polish products.
- Action plan for promotion activities of Ministry of Agriculture and Rural Development
- Sectorial Promotion Programme for Polish Food Specialties



FOOD PROMOTION POLICY IN POLAND

5 pillars of the economic development of Poland

Strong Polish economy



Efficient state

- e-Administration
- Intelligent public procurement
- End of „departmental Poland”
- Energy – security, availability, price



FOOD PROMOTION POLICY IN POLAND

Support for the global expansion of Polish companies

- Institutions consolidated at the central level
- Activity oriented towards actual needs of entrepreneurs
- Broader availability of business information through local authorities
- Consolidation of trade and promotional services with focus on results (economic diplomacy)
- Integration of information resources

Entrepreneurs

**EXPORT SUPPORT DIVISION
POLISH DEVELOPMENT FUND**

TRADE MISSIONS

**TRADE SERVICES, SPECIAL ECONOMIC ZONES,
CHAMBERS OF COMMERCE**

Internal markets



FOOD PROMOTION POLICY IN POLAND

Professional support of exports

Project assumptions

Goal

- Establishing a support for exports division within the Polish Development Fund
- Expanding the Polish economic diplomacy network
- New operational model for trade posts

Intended results

- Rise in exports to EU markets
- Opportunities for expansion towards new markets
- Economic diplomacy *push up* towards Asia and Africa

Market conditions

- Expanding to new markets essential for companies to reach their „national champion” potential
- Insufficient domestic demand for innovative products

Potential for further projects

- Visas for entrepreneurs – incentives for founders who could develop their ideas in Poland

New trade posts

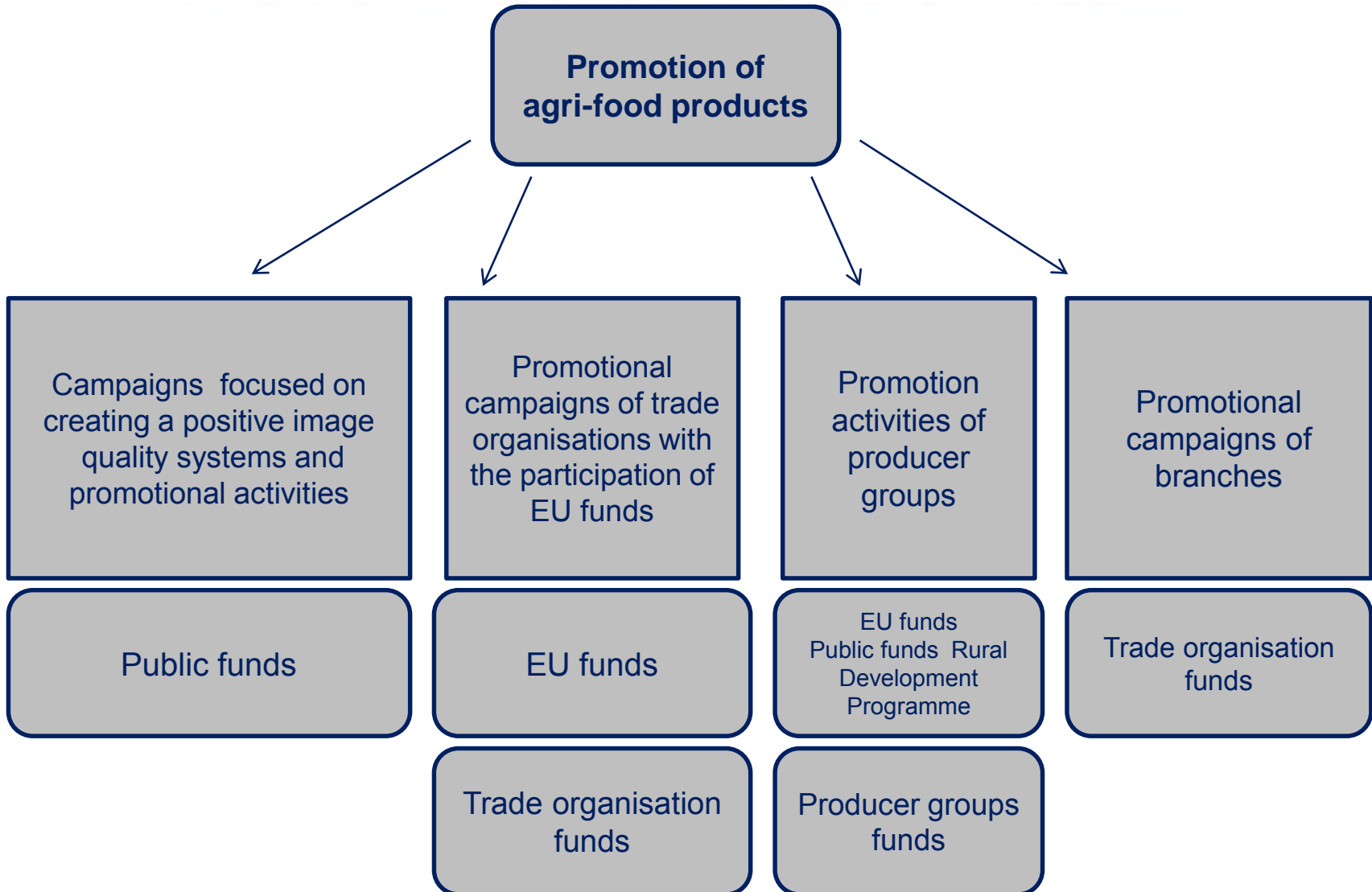


Value of exports to countries where new trade posts are planned (mln PLN)





EXPORT SUPPORT SOURCES





FUNDS FOR PROMOTION

OF AGRICULTURAL AND FOOD PRODUCTS

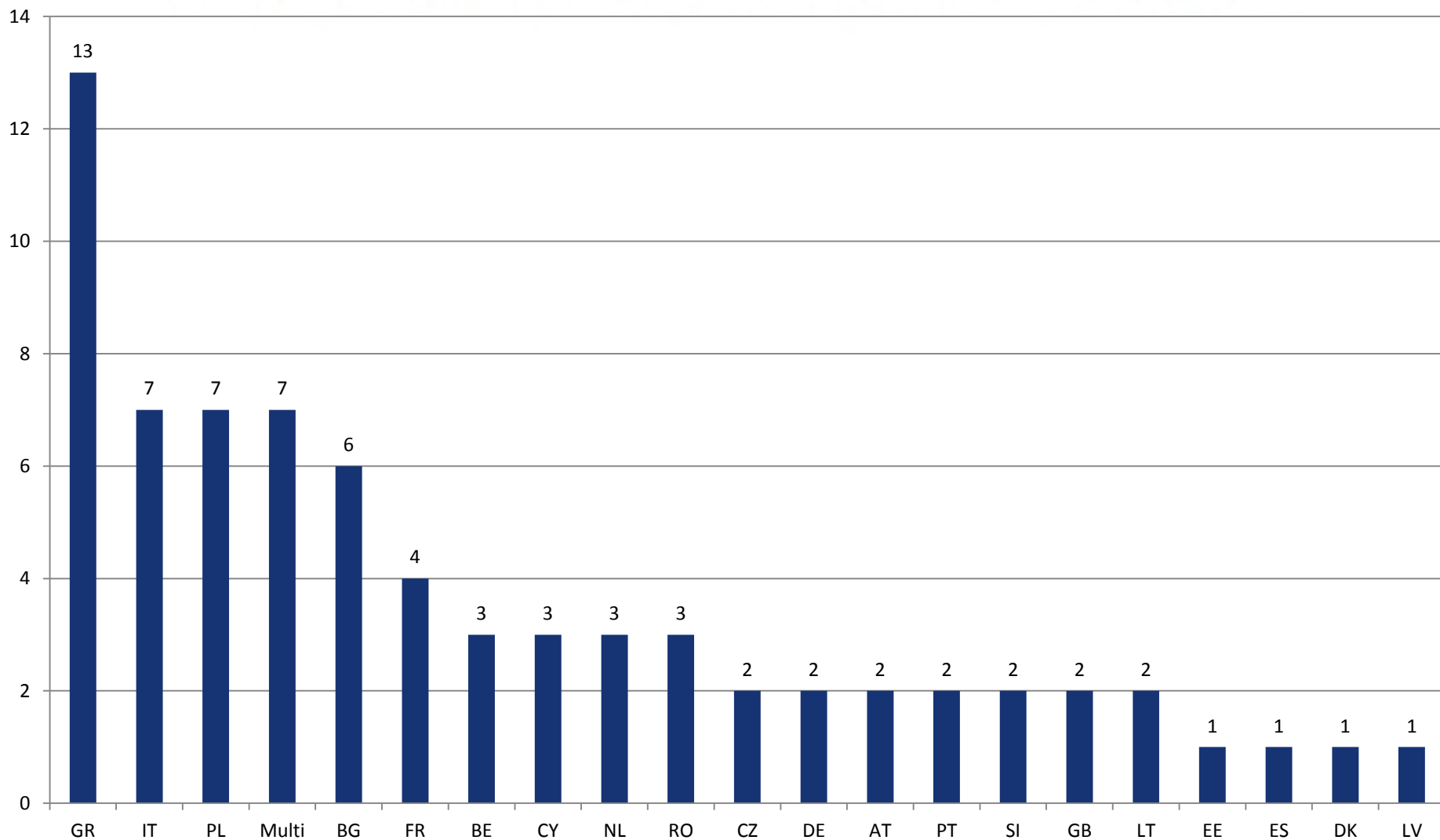
- Informing about quality of products
- Promoting consumption of products
- Financing participation in exhibitions and fairs
- Market research and research and development concerning products
- Training of producers
- Supporting activities of producers organisations acting in international forum





THE NUMBER OF PROGRAMS

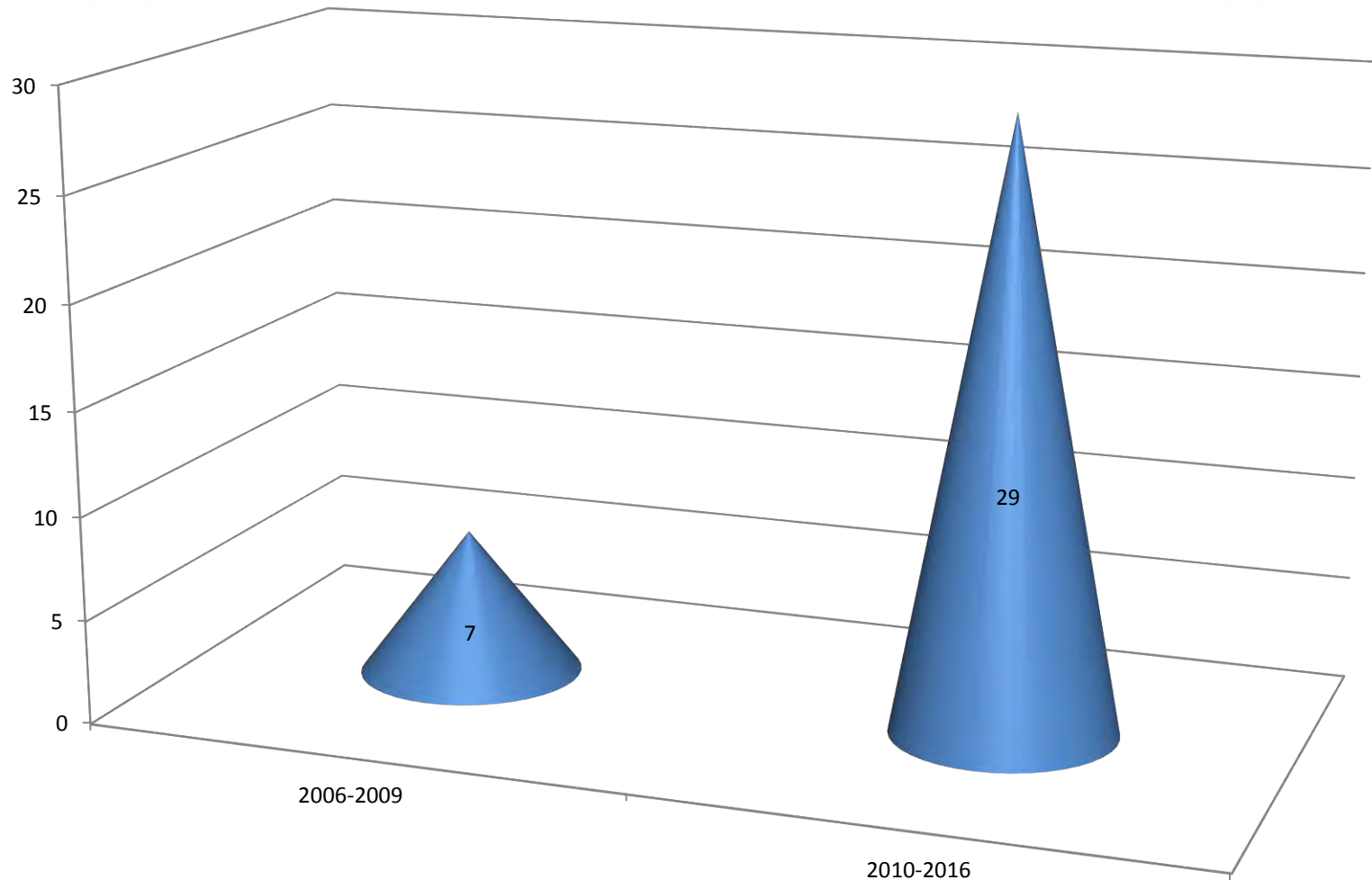
APPROVED BY THE EUROPEAN COMMISSION IN 2015





THE NUMBER OF PROMOTIONAL PROGRAMS

APPROVED BY THE EC BEFORE AND AFTER THE SUPPORT OF THE PROMOTION FUNDS





CREATING A POSITIVE IMAGE

OF POLISH FOOD

- Food quality schemes
- Promotion of products possessing specific features
- Regional and traditional character





ECONOMIC THEORY

INFORMATION ASYMMETRY BETWEEN PRODUCERS AND CONSUMERS

One of the possible problem solution:

provide the consumer with more information
concerning products





EU AGRICULTURAL PRODUCT

QUALITY POLICY



- Parmigiano Reggiano



- Prosciutto di Parma



- Oscypek



- Kabanos



EU AGRICULTURAL PRODUCT

QUALITY POLICY



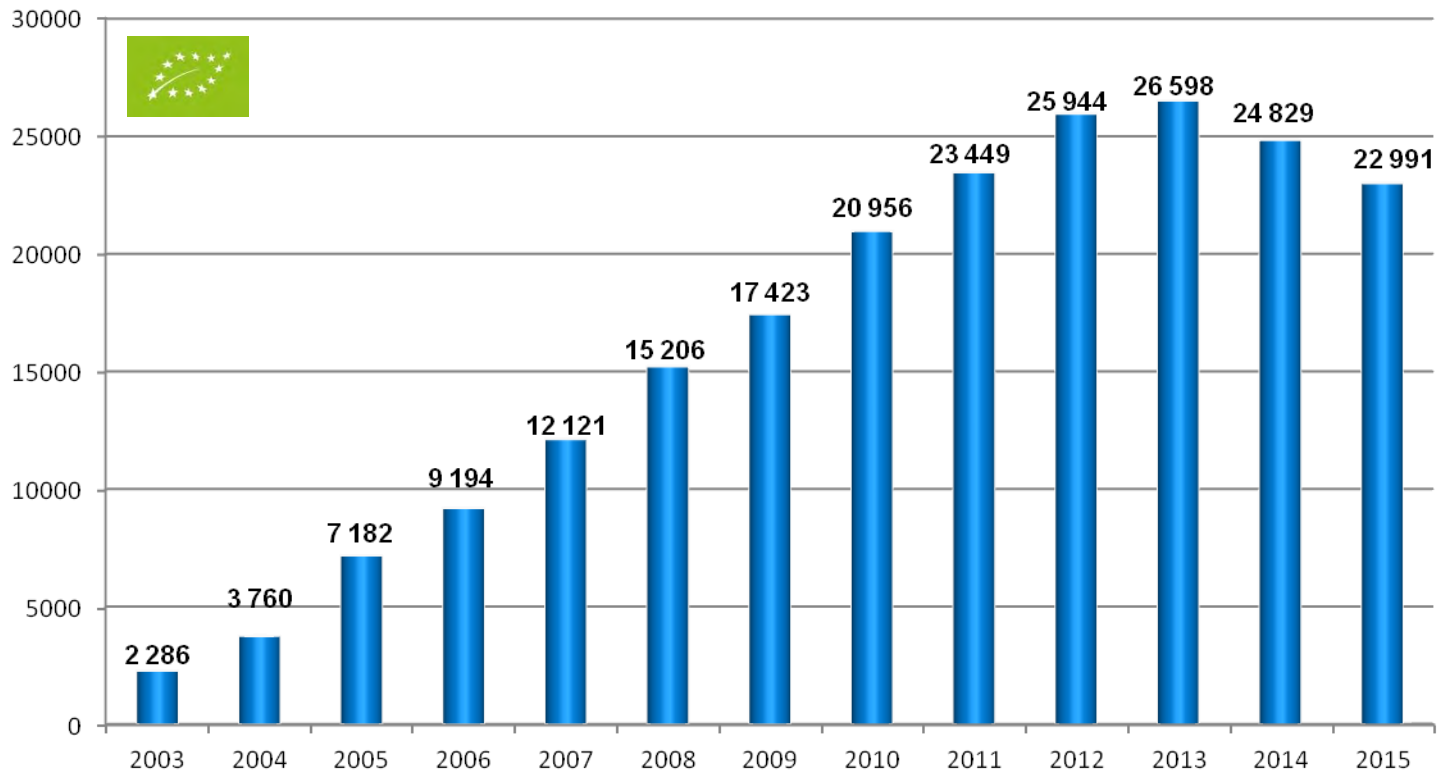
- Number of applications – 39
- Registered:
 - Protected Designation of Origin - 9
 - Geographical Indication -19
 - Traditional Speciality Guaranteed - 9
- List of traditional products – 1 534





NUMBER OF FARMS CARRYING OUT

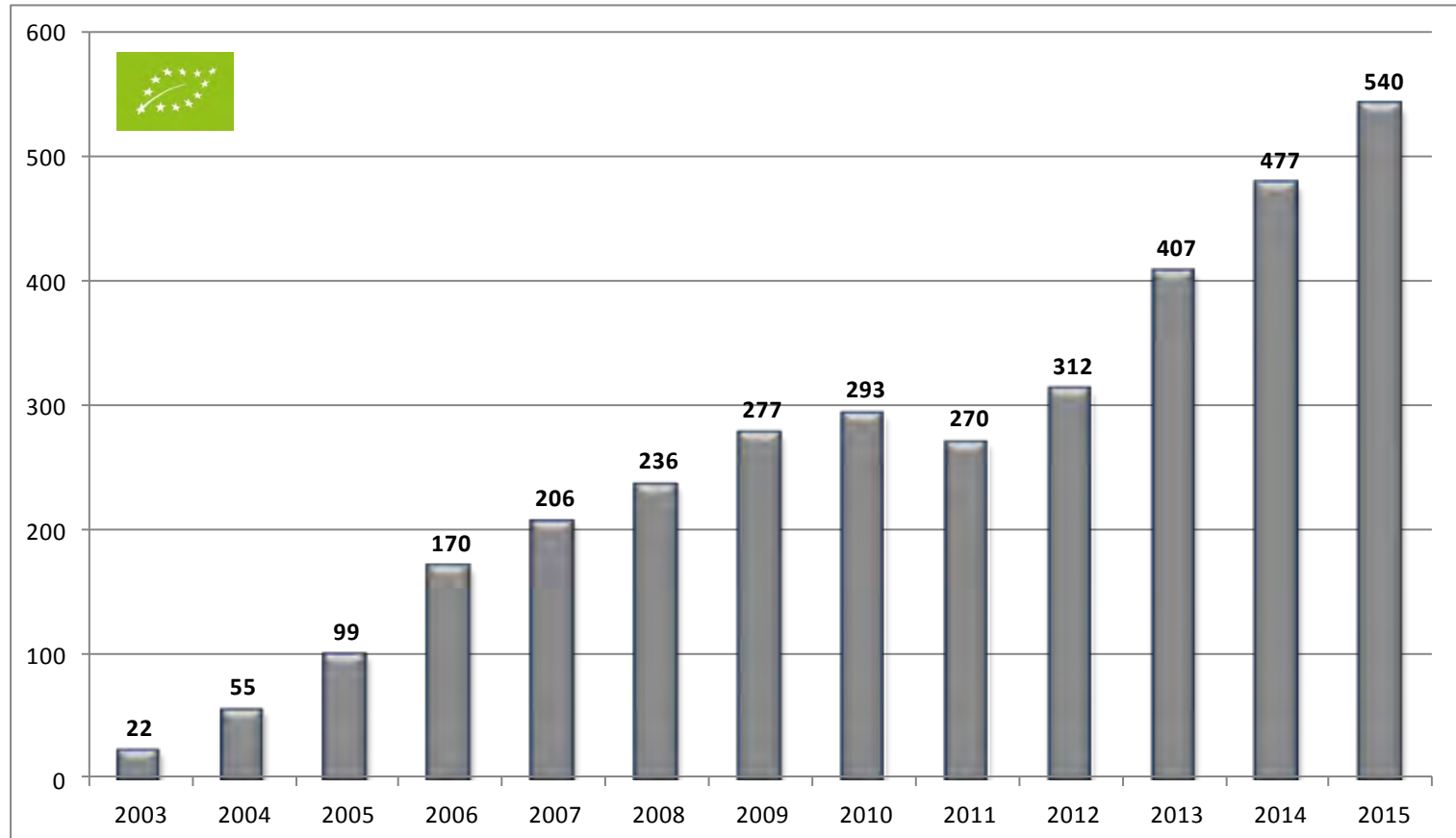
PRODUCTION WITH ORGANIC FARMING METHODS IN 2003-2015





NUMBER OF ORGANIC

PROCESSORS 2003 - 2015





NATIONAL QUALITY SCHEMES



- Try Fine Food
- Integrated Production
- Quality and Tradition
- Quality Meat Program (**QMP**)
- Pork Quality System (**PQS**)
- Quality Assurance for Food Products (**QAFF**)





WHY POPULAR?



- Quality policy becomes more and more important in Poland
- Participation in food quality schemes is particularly important for local societies as they help to develop their economic potential.



WHY POPULAR?



- European schemes better known and appreciated by consumers.
- European logo means high quality.
- A warrant of a well known taste.
- Marketing tool.
- These are products with a long tradition, deep-rooted in Polish identity and history.





COOK IT RAW POLAND

JACZNO (SUWALSZCZYzna)





COOK IT RAW POLAND

JACZNO (SUWALSZCZYzna)





SIAL PARIS

PARIS (FRANCE)





SIAL CHINA

SHANGHAI (PEOPLE'S REPUBLIC OF CHINA)





AAHAR

NEW DELHI (INDIA)





Polskie produkty regionalne



POLISH VODKA - REPUTATION



Pablo Picasso once said:

"The three most astonishing things in the past half-century were the blues, cubism, and Polish vodka".

Picasso





THANK YOU FOR YOUR ATTENTION

Dariusz Goszczyński - Deputy Director, Department of Agricultural Markets
Ministry of Agriculture and Rural Development