

Polska



About the program

2017-12-11 12:51:34



The aim of the industry programs is to promote Polish branded products and to strengthen the image of our country and the Polish economy in the world. The Ministry of Development has prepared 12 industry promotion programs.

Polish Investment and Trade Agency has signed contracts for the implementation of 9 sectoral promotional programs covering the following branches:

1. [Medical equipment](#)
2. [Machinery and equipment](#)
3. [Biotechnology and pharmaceuticals](#)
4. [Polish fashion](#)
5. [Cosmetics](#)
6. [Automotive and aerospace parts](#)
7. [Furniture](#)
8. [Yachts and boats](#)
9. [Construction and finishing of buildings materials](#)

The Industry promotion programs will be implemented in the years 2018 - 2019 and assume:

- the preparation of national stands at over 100 major fair events around the world,
- producing 8 films promoting each industry,
- organizing online promotional campaigns on the biggest industry portals,
- preparing approximately 20 incoming missions of journalists and contractors,
- producing gadgets and promotional materials for every industry,
- conducting intensive PR activities, preparation of sponsored articles in the press, or conducting information and promotion activities on a given market.

The implementation of industry promotional programs is to ensure:

- growth and the development of potential and volume of exports of Polish enterprises,
- increasing the number of Polish exporting enterprises to non-EU markets,
- increasing awareness of foreign business circles on the innovativeness of the Polish economy,
- creating favorable conditions for the expansion of Polish companies into international markets,
- strengthening the positive image of the Polish economy (using the logo of the Polish Economy Brand - MPG),
- coordinating actions promoting Poland and the Polish economy at central and regional level.



INNOWACYJNA GOSPODARKA
NARODOWA STRATEGIA SPÓJNOŚCI



**MINISTERSTWO
ROZWOJU**

UNIA EUROPEJSKA
EUROPEJSKI FUNDUSZ
ROZWOJU REGIONALNEGO



Projekt jest współfinansowany przez Unię Europejską ze środków Europejskiego Funduszu Rozwoju Regionalnego