

**Polska**



Med2Meet: several hundred companies from around the world take part in b2b meetings organized by PARP for the medical industry

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Today is the day - we're hosting hundreds of b2b meetings for the medical devices industry in the framework of the Med2Meet matchmaking event. It is organized by the Polish Agency for Enterprise Development as part of the the Industry Promotion Program for the medical equipment sector.

We were joined by over 70 other members of the Enterprise Europe Network from Poland and abroad, promoting the event among their local companies.

*- Participants represent **46 countries** from around the world. We have 105 companies from Poland and 188 from other countries. Participants can still send and accept invitations to meetings. During the first hour of the event as many as 32 meetings took place - says Magdalena Zwolińska from the Entrepreneurship Support Department of PARP.*

Such virtual events not only allow to fill the void after 'traditional' stationary events, which cannot take place due to the pandemic, but also make it easier to reach business partners from distant regions of the world - Med2Meet is attended by **over 50 participants from Asia, the Middle East, Africa and North America.**

For the Polish representatives of the medical industry it is a unique opportunity to establish business relations with foreign partners. *- Participation in b2b meetings is an opportunity to establish **new contacts** and a chance to **acquire new clients** from all over the world. Due to the current situation of pandemic, online b2b meetings should be organized as often as possible, because they are safe, and at the same time give the opportunity for smaller companies to present their offer. The greatest benefit that entrepreneurs can get from international meetings is the **opportunity to gain experience, knowledge and new foreign business partners** - says Mr Norbert Kurzaja from the company Chirmed - Polish producer of surgical and dental instrument, one of the Med2Meet participants.*

The medical equipment industry is one of the Polish export specialties. Its share in total exports amounts to over 1%. Over the last five years, the value of medical equipment sold abroad has increased almost two and a half times - to EUR 2.4 billion. The Polish Agency for Enterprise Development supports the promotion of the industry on foreign markets in the framework of the Polish Medical Devices Promotion Program by organizing, among others, national stands at the largest trade fairs around the world, as well as (in times of pandemic) international online b2b events, such as Med2Meet.



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