

Polska

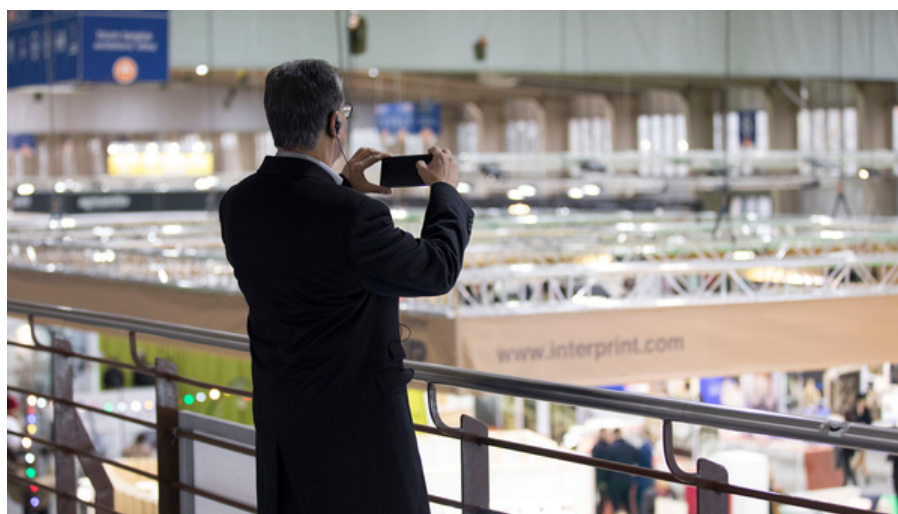


Polish Investment and Trade Agency
at Meble Polska 2019 - Study Tour
Mission of the furniture industry

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As part of this year's edition of Meble Polska 2019 in Poznań, the Polish Investment and Trade Agency organized a Study Tour mission for representatives of foreign entrepreneurs and journalists representing the furniture sector.



Meble Polska Fair

This year's edition of Meble Polska was held on March 12-15 in Poznań. Both the fairs and accompanying events - Home Decor and Arena Design - gathered nearly 25 thousand visitors from over 60 countries. Meble Polska is one of the most important events presenting the offer of Polish furniture manufacturers, visited by furniture buyers from around the world.

Home Decor presents the latest trends in interior decoration and furnishings. ARENA DESIGN is the most important event in Poland that promotes innovative design at the highest level and creates a space for cooperation between designers and producers.

Companies exhibiting at Meble Polska presented the latest collections, referring to the current trends and styles.



B2B meeting

Representatives of seven countries (India, Kazakhstan, the United States, Russia, Turkey, China and the United Arab Emirates) took part in a mission which aim was to present the potential of the Polish furniture industry. The Study Tour mission included a visit to the Meble Polska fair, organization of B2B meetings with Polish entrepreneurs, a meeting with the Polish Chamber of Commerce of Furniture Manufacturers (OIGPM), study visits in production plants (Idźczak meble, Benix and Arkos) or in showrooms (ZAJC furniture).



Press briefing for foreign journalists

During b2b meetings for contractors, there was a short press briefing for journalists. Director of Foreign Expansion Area, Robert Zawadzki presented activities of the Polish Investment and Trade Agency, and Director of Meble Polska Fair, Józef Szyszka, explained the history and specifics of Meble Polska.



Visit in the company Idzczak meble

Participants of the mission had the opportunity to get acquainted with the offer of companies producing upholstered furniture, boxes and kitchen furniture. During the Study Tour visits guests saw both production lines and finished products.



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