FEATURES | FEATURE

Polagra Food Fair Hosted Buyer Programme

Polagra Food Fair is a B2B event, focused on building business relationships between food manufacturers and business customers: traders representing retail chains, as well as wholesalers and retailers from the food industry.

By **Ankit Kankar** | October 13, 2019



polagra-food-fair-hosted-buyer-programme

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POLAGRA FOOD – good food, trends, innovations and business meetings

Polagra Food Fair is a B2B event, focused on building business relationships between food manufacturers and business customers: traders representing retail chains, as well as wholesalers and retailers from the food industry.

POLAGRA FOOD Fair was visited by the representatives of the food sector from such countries as: Lithuania, Germany, the Czech Republic, Ukraine, Romania, Italy, the United Kingdom, Iraq, Latvia, Denmark, Hungary, Belarus, Bulgaria, China, Spain, the Netherlands, Slovakia, Sweden, the USA, Croatia, Ecuador, Estonia, Finland, France, Georgia, Ireland, Slovenia, Switzerland, Turkey, Azerbaijan, Tajikistan, Greece, China, Russia, Morocco, Sweden, Ukraine.

FOUR DAYS OF CONTRACTING MEETINGS SUPPORTED BY: intensive promotion of the Fair in the domestic market and abroad cooperation with embassies, industry institutions and media original HOSTED BUYERS program commercial networks – representatives if the Polish market trade associations

Hosted Buyers program consists in pre-arranged meetings with the representatives of retail chains, purchasing groups, wholesalers and distributors of food products from the prospective countries for Polish food exports. Based on the surveys carried out, we know that visitors to Polagra Food from outside Poland are most interested in: meat and meat products, dairy products, fruit and vegetable preserves and frozen fruit and vegetables, cereal products, as well as alcohols, in particular wines and beers.

Read online: https://nuffoodsspectrum.in/features/27/15027/polagra-food-fair-hosted-buyer-programme.html
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