

POLISH COMPANIES ESTABLISH NEW BUSINESS CONTACTS AT PRESTIGIOUS TRADE FAIR IN DUBAI

Expo 2020 Dubai is a global event that brings the world together. By attending conferences, business seminars, and B2B meetings, Polish entrepreneurs can make new contacts and enhance their business potential in Middle Eastern markets.

Participating in international trade fairs held in conjunction with the World Exhibition Expo 2020 Dubai also helps Polish companies expand internationally. These include Arab Health and Gulfood, among others.

- More than 3,500 exhibitors participated in Arab Health, which was held from 24-27 January 2022. More than 56,000 visitors came on-site and online.
- On 24 January 2022, the Polish stand at Arab Health was visited, among others, by the Commissioner-General of the Polish Section Expo 2020 Dubai, Adrian Malinowski.
- Gulfood trade fair, scheduled for 13 to 17 February 2022, is a good opportunity to promote Polish companies in the food sector. The stand will be organised by the National Support Centre for Agriculture (KOWR). There will be 24 companies from Poland, domestic entrepreneurs will also exhibit independently.

At Expo 2020 Dubai, the Polish Pavilion hosts nearly 1,000 events. A large part of these events are business initiatives that meet the expectations of Polish entrepreneurs. These are complemented by participation in the trade fairs that have accompanied the World Exhibition since its inception. For companies in diverse industries, they have the potential to boost their development in foreign markets. They allow businesses to present their products and services better and to meet potential new business partners.

Arab Health – the largest trade fair for the medical device industry in the Middle East

From 24 to 27 January 2022, Polish companies and start-ups from the medical industry participated in the Arab Health fair, the largest event in the Middle East. The Dubai World Trade Center hosted the 47th edition of the event this year. During the event, representatives of Polish companies presented innovative services and technologies that are changing the medical industry. At Arab Health fair, prospective investors with an interest in modern solutions from the fields of electromedicine, medical technology, diagnostic equipment, laboratory equipment, physiotherapy and orthopaedic equipment were sought after. The Polish Agency for Enterprise Development was the organiser of the stand at which Polish companies exhibited. At the event, about 80 entrepreneurs promoted themselves, and 40 of them participated in person. Polish companies exhibited at the stand of the Polish Agency for Enterprise Development, Silesia Region and independently. New contacts were made with trade partners from countries in the Middle East region.

A total of 3,500 exhibitors from more than 60 countries around the world attended the Arab Health trade fairs. They are held in Dubai, have a wide reach, and are a gateway to African and Central Asian markets.

Polish medical equipment is becoming increasingly popular in Germany, Denmark, the United States, the United Kingdom, as well as in China, Kazakhstan and Turkey. Increasing recognition of Polish medical companies on international markets was, among other things, the result of effective promotional activities, such as participation at the world's most important trade fairs. The international character of Polish companies producing medical equipment can be evidenced by the fact that on average 60% of their turnover is generated through exports.

Gulfood – the food industry from around the world in one place

Gulfood, one of the most important trade fairs for the food industry, will take place from 13 to 17 February 2022. The Polish stand will be organised by the National Support Centre for Agriculture (KOWR). Entrepreneurs from different parts of the world will exhibit their products in Dubai, United Arab Emirates. Gulfood is the largest trade fair for the food industry in the world. The event will celebrate its 26th anniversary this year. More than 4,000 exhibitors will be present in 21 halls, and there will be 120 exhibiting countries. Around 93,000 people are expected to attend. This event offers an excellent opportunity to meet potential contractors, not only from the UAE and other Arab countries, but also from around the world, especially Asia and Africa.

In May, in turn, the Arabian Travel Market will be held. The Polish tourism industry stand will be open to trade fair visitors from 9 to 12 May 2022.

Go To Brand – promotion of brands on foreign markets

The Go To Brand Expo 2020 programme is helping to establish a presence at trade fairs in the UAE. A total of 295 companies benefited from the financial support, which amounted to PLN 70 million. The project, for which the Polish Agency for Enterprise Development is responsible, attracted a lot of interest. This is evidenced by the fact that entrepreneurs submitted as many as 454 applications in total, including 132 from the Mazowieckie Voivodeship. The largest number of applications was submitted by micro companies – 285. 120 applications, in turn, came from small companies and 49 from medium-sized companies. The total value of the support applied for was PLN 111 million. The budget of the competition, originally planned at PLN 50 million, was finally increased to PLN 70 million due to huge interest.

Funding under the Go to Brand programme has been awarded to projects that aim to promote product brands not only at events held during the Expo 2020 Dubai World Exhibition, but also at trade fairs. As part of the promotion programme developed by the Ministry of Development and Technology, the trade fair events cover more than a dozen industries and sectors of innovative economy, such as: biotechnology and pharmaceuticals, construction, automotive and aviation parts, machinery and equipment, fashion and cosmetics, IT/ICT, yachts and recreational boats, food, medical equipment, furniture, pro-health services and energy, environmental protection.