



Warsaw, 20th September 2016

"The taste of quality and tradition directly from Europe" seminar in Warsaw

On 20th September this year, an industry seminar was held in the Radisson Blu Hotel in Warsaw as part of the information and promotion campaign titled "The taste of quality and tradition directly from Europe". The conference was aimed at mutual exchange of experience and discussion about the future of the Polish meat industry and about the possibilities of cooperation in terms of new export directions. The event was organised by the consortium of the Union of Producers and Employers of Meat Industry (UPEMI) and the Polish Association of Beef Cattle Breeders (PABCB).

Delegates from five countries in which the program is being carried out, that is from Singapore, Kazakhstan, New Zealand, the Republic of South Africa and Taiwan, took part in the event. Poland was represented by the Ministry of Agriculture and Rural Development, the President of the Agricultural Market Agency - Mr Łukasz Hołubowski and by numerous representatives of state administration, but also of diplomatic posts, affiliated companies of both organisations, and the media. The conference was one of the other events of the campaign planned during one-week study tour. The delegates of the foreign companies and organisations were also given the opportunity to visit meat processing plants, but most importantly, to participate in B2B meetings with Polish companies.

The campaign "The taste of quality and tradition directly from Europe" is a two-year information and promotion program which focuses on fresh, refrigerated or frozen beef, pork and their products from the European Union. The main aim of the campaign is to increase exports of Polish and European pork, beef and their products on the target markets of the program, to raise the awareness about the rich tradition of meat production in Europe - its high quality standards and strict requirements of the European Union concerning the safety of production. The information and promotion campaign is a priority action which emphasize the unique quality of European pork, beef and their products. The program was created for professionals, traders, potential importers, industry representatives connected with the import of food, at HoReCa representatives, journalists and opinion leaders - representatives of the media and the meat industry institutions. But also for all the people who value the taste of European meat and cold cuts, which are of high quality and are based on traditional methods of production. The campaign is implemented within the project "Support for promotion and information actions on the markets of selected agricultural products", the mechanism supervised by the Agricultural Market Agency. 50% of the program is financed with the support of European Union funds and 30% from the state budget of the Republic of Poland. The remaining 20% consists in own contribution and comes from the Beef and Pork Promotion Fund.

"The UPEMI for years has been carrying out extensive actions that promote the high quality of Polish beef and pork products. We are certain that the seminar will result in deepening the existing business relations. We believe that the possibilities to make new trading contacts will increase on the markets of Taiwan, Kazakhstan, the Republic of South Africa, New Zealand and Singapore - one of the most important trading partners of the European Union. The systematic increase of exports is one of the key objectives of our organisation" - the President of the Union of Producers and Employers of Meat Industry - Wiesław Róžański – points out.

Currently over 30% of food from Poland is exported to around 70 countries all over the world. In 2015, the value of agri-food products that reached the foreign markets amounted even EUR 23.6 billion - that is 7.7% more than in 2014.

The progressing globalisation leads to the expansion of directions of the economic cooperation of Poland and the EU not only with the closely neighbouring countries, but also with countries which are more distant - both in geographical and cultural terms. Additionally, large financial flows, intense trading and technological connections in the world provide a chance for faster development of mutual economic and



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trading contacts. The economy of Taiwan is currently part of the most developed and technologically advanced economies in the world, and the dynamics of economic growth in the last decades is particularly intense. Moreover, the membership of Taiwan and China in the WTO constitutes a significant change in the circumstances and factors which shape the economic relations between Taiwan and China. This in the near future can allow Taiwan to become the economic "gate" to China for Poland and other countries. Currently The European Union is the biggest source of direct foreign investments in Taiwan. On the other hand, the growing interest of Taiwanese companies in the market of the EU is not yet used on a larger scale. Therefore, it is not surprising that Poland and the EU are intensifying their economic relations with Taiwan.

Singapore is one of the key export directions both for Poland and for the entire European Union. In 2015, Singapore was the third (after China and ZEA) biggest recipient of Polish exports to Asia. In 2015, trade turnover between the two countries reached a record value of over USD 1,896 million, whereas imports amounted to USD 1,026.2 million, and exports – USD 870.2 million. Although the balance of commercial exchange between Poland and Singapore in 2015 amounted USD 156 million, Singapore, invariably for many years, remains the most important trading partner of Poland in this region. Singapore as the business, trading and finance centre of the Southeast Asia plays a key role for European business, not only as the target market but also as a gate to trade and investment expansion to other Asian markets. There are over 10 thousand European companies registered in Singapore and around 90 thousand Europeans live there. A chance for further increase in the commercial exchange between those two entities lies in signing the EU-Singapore Free Trade Agreement (EUFSTA), which eliminates import duties and non-tariff barriers in mutual relations and liberalises the flow of goods, services and investments.

The European Union for years has also remained the main business partner of the Republic of South Africa. The Trade, Development and Cooperation Agreement of 1999 regulates the terms of cooperation between the Republic of South Africa and the EU. On 16 July 2014, the EU signed the "Economic Partnership Agreement" (EPA) with six countries which belong to the South African Development Community (SADC), including the Republic of South Africa. In 2014, Poland achieved a positive balance in trade turnover with the Republic of South Africa, which amounted to USD 379.6 million. In the first half of 2015, value of trade turnover between the Republic of Poland and the Republic of South Africa amounted to USD 401.7 million, which constitutes a decrease by 17.35% as compared to the first half of 2014. Polish exports to the Republic of South Africa amounted to USD 293.4 million, while Polish imports from the Republic of South Africa was USD 108.2 million. Despite a substantial decrease in the above-mentioned period, Poland nonetheless achieved a positive balance in foreign trade with the Republic of South Africa, which amounted to USD 185.2 million. It is estimated that in a few years the value of the food market in the Republic of South Africa will increase to reach the enormous value of one trillion dollars. Therefore, Poland should take the opportunity and fight expansively for this market, especially because it is quite evident that the European market is substantially saturated with agri-food products and that it is difficult to conquer new markets there. On the other hand, the market of the Republic of South Africa offers growth to Polish entrepreneurs in almost every segment.

New Zealand is a market with great trade potential for Poland. The exchange of goods with New Zealand in 2015 amounted to USD 122 million, constituting an increase by 2% as compared to the same period in 2014. Polish exports to New Zealand after 12 months of 2015 increased by 4% and amounted to USD 72 million, whereas imports exceeded USD 47 million and remained, in terms of the value, at the level from 2014. The positive account balance amounted to USD 27.5 million, constituting an increase as compared to 2014 by almost USD 3 million. The share of agri-food products in the period of 12 months of 2015 in terms of the value amounted to almost USD 4.8 million and increased as compared to 2014 by 32%. On the other hand, the share of this product group in total Polish exports to this market in this period amounted to 6.4%. An opportunity to strengthen the economic relations consists among others in the implementation



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of projects involving entrepreneurs from both countries, in particular from the agri-food, biotechnology, renewable energy technologies and environmental protection sectors.

Kazakhstan is a country of long-term importance to Polish exports as it is Poland's fourth trading partner among the countries of the Commonwealth of Independent States. According to Kazakh statistical data, Polish-Kazakh trade in 2015 amounted to USD 1,130,011 thousand and was higher as compared to 2014 by USD 104,318.6 thousand (increase by 10.2%). In 2015, exports from the Republic of Kazakhstan to Poland amounted to USD 789,198,9 thousand and was USD 193,514 thousand higher than in 2014 (increase by 32.5%), while imports decreased by USD 89,195.3 thousand and amounted to USD 340,812.1 thousand (decrease by 20.7%). The decrease of the value of Polish exports to Kazakhstan in 2015 by 20.7% as compared to 2014 follows the general downward trend of imports to Kazakhstan (decrease by 52.8%) and is connected with the geopolitical instability in the immediate vicinity of Russia and turbulence in Kazakh economy, including among others the dramatic decrease in the value of the country's currency - tenge. Poland ranks among the fifteen leading exporters to Kazakhstan, taking the fourteenth position in 2015 (fifth place among EU countries).

About the Union of Producers and Employers of Meat Industry

The Union of Producers and Employers of Meat Industry (UPEMI) is a Polish trade association representing the entities from the entire meat industry chain: from breeding and slaughter, through portioning and processing. The organisation has been operating since December 2005 and over the 10 years of its existence it became a platform for connecting people, experience and passion for creating prospects. Taking a global perspective of the meat industry, UPEMI promotes the potential of the European meat sector worldwide, stressing what we are proud of: the quality, tradition and taste. Owing to thoroughly planned communication, the organisation provides information about the quality characteristics, production standards, advanced quality and safety management systems, restrictive standards concerning animal welfare and the rich tradition of the European meat industry. Through its undertakings UPEMI became a recognizable and reliable partner in many countries around the world. The organisation's cooperation with other meat industry associations resulted in signing international agreements with the Great Miami Chamber of Commerce in 2009 and the China Meat Association in 2010.

UPEMI also aims to influence the high standards product policy. In 2009, the Quality Assurance for Food Products (QAFP) System was created which brings together the breeders and producers from the meat industry. The attention to detail in the entire "from farm to table" chain is what distinguishes the producers certified with the QAFP System.

About the Polish Association of Beef Cattle Breeders

The Polish Association of Beef Cattle Breeders (PABCB) is a trade organisation created in 2005 with the aim to provide Polish producers of beef cattle with support from government and non-government administration as well from the European Union. The Association's primary objective is to support the producers' actions for the development of cattle farming, increase of the quality of the produced livestock and qualification of producers in this regard.

The Association was the first Polish trade association to design a development strategy for the beef industry in the country. PABCB was also the initiator of the movement supporting trade organisations with regard to promotion funds and achieved its strategic goal that consisted in the creation of the Beef Meat Promotion Fund.

The organisation's experience includes numerous projects, international campaigns, trade events, press conferences, seminars and scientific cooperation with research facilities in Poland and Europe. The Association also represents Polish producers of beef cattle in the Beef meat COPA COGECA working party



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and acted as COPA COGECA experts at the meeting with the European Commission on beef. Being a part of this community enables the organisation to monitor and influence the position of Polish producers in the European Union.



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