

A Polish company with several years of experience in concluding international commercial transactions is interested in starting cooperation as a sales representative of foreign companies planning to enter the Polish market.

Summary

Profile type	Company's country	POD reference
Business request	Poland	BRPL20230822008
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
<u>Rita ELSTE - TOMSONE</u>	23 Aug 2023 22 Aug 2024	23 Aug 2023

General Information

Short summary

This Polish company founded in 2018 is run by two enthusiasts of trade and international relations, with many years of experience in connecting foreign producers with Polish recipients. The company's previous specialization was food products. Currently, the company is also open to other sectors (e.g. automotive) and is ready to cooperate as a sales representative of foreign companies interested in entering the Polish market.

Full description

Previously, the activity of this Polish company focused on acting as a direct distributor of food products from Europe to large food chains operating in Poland, such as: Biedronka, Auchan, Carrefour, Lidl, Kaufland. The company also represented Polish producers, selling their raw materials for the production of more complex food products. Currently, the company is interested in acting as a sales representative for foreign partners planning to enter the Polish market. Despite extensive experience and insight, the company does not want to limit itself to the food industry and is ready to represent companies from other sectors as well. One of the owners has a solid knowledge of the automotive industry.

The Polish company will lead the entire operational process related to the direct introduction of the product to the Polish customer:

- recognize the market in terms of key customers interested in the products of a foreign company (e.g. preparation of product exhibitions at fairs),
- lead negotiations between partners,
- develop sales targets and business strategy,
- in addition, it will monitor product trends in a specific industry on an ongoing basis.

The company is interested in cooperation under a commercial agency agreement.

Advantages and innovations

- several years of experience in trading food products (including eco products, luxury and non-standard products),
- the company cooperates with the biggest trade chains on Polish market (wholesalers, distributors, entities from the HORECA industry) and food producers,
- several years of experience in trading products from the automotive industry,
- constant expansion of knowledge about products and trends in other sectors and industries of the economy.

Technical specification or expertise sought

The company is looking for partners from various sectors (preferably producers) that would like their products to appear on Polish market.

Stage of development

Sustainable Development goals

- **Not relevant**

IPR Status

Partner Sought

Expected role of the partner

Manufacturers from various industries (with an emphasis on the food and automotive industries), planning to introduce their products to the Polish market, are in demand. Experience in international cooperation will not be required.

Type of partnership

Type and size of the partner

Commercial agreement

- SME 50 - 249
- SME <=10
- SME 11-49
- Big company

Dissemination

Technology keywords

Market keywords

- **07004008 - Other consumer products**

Targeted countries

- **World**

Sector groups involved