

**Polska**



**Buyers Trade Mission to Poland 4-9  
March 2015 - Cosmetics**

2015-03-22 14:39:59



Eleven representatives of the Malaysian cosmetics industry and the „The Malaysian Reserve" journalist have been visiting Poland in the Buyers Mission. The Malaysian entrepreneurs attended numerous B2B meetings with 24 Polish cosmetics companies and visited 7 companies and two Special Economic Areas in Pomerania and Podkarpackie regions. The Mission has also participated in the Forum Beauty trade show in Warsaw. The Buyers Mission was organized by the The Ministry of Economy of the Republic of Poland .

**The Buyers Trade Mission was held from 4<sup>th</sup> to 9<sup>th</sup> of March 2015.** During this **six-day trip to Poland**, the Malaysian entrepreneurs had the opportunity to visit the headquarters of the biggest cosmetic companies in Poland as well as to participate in BEAUTY FORUM AND SPA Trade Fair. Finally, participants got acquainted with Polish culture by taking part in sightseeing tour and enjoying cultural events. Moreover, they were able to try Polish cuisine and exchange experiences during lunches and dinners organized in the restaurants serving Polish dishes.

**Eleven representatives of the Malaysian cosmetics industry and the „The Malaysian Reserve" journalist** attended numerous B2B meetings with 24 Polish cosmetics companies and visited 7 companies and two Special Economic Areas in Pomerania and Podkarpackie regions.

For two first days delegation to the Pomerania Region in Northern Poland, they visited the Pomeranian Special Economic Area and headquarters of Ziaja, Pierre Renna and Oceanic AA cosmetics manufacturers. While at Podkarpackie Region (South-Eastern Poland) the delegation of six Malaysian entrepreneurs met with representatives of the Tarnobrzaska Special Economic Zone EURO-PARK, as well as visited the headquarters of Carlo Bossi, New Anna Cosmetics, BluxCosmetics companies and Uzdrowisko (Spa) Rymanów.

The first B2B meeting took place in the Warsaw's office of MATRADE on 7<sup>th</sup> of March. The series of numerous B2B meeting were organized at Forum Beauty Fair. Trade Show on 8<sup>th</sup> of March in Warsaw. During these events, 24 Polish companies representing the cosmetics industry had opportunity to introduce their products and to have a fruitful business talks with their Malaysian counterparts.

The main aim of the mission was to create platform for the cooperation between Malaysian and Polish companies from cosmetics industry.

**The participation in the study tour was completely free of charge.**

**The service costs were covered by the Ministry of Economy of the Republic of Poland.**



**INNOWACYJNA GOSPODARKA**  
NARODOWA STRATEGIA SPÓJNOŚCI



**MINISTERSTWO  
ROZWOJU**

**UNIA EUROPEJSKA**  
EUROPEJSKI FUNDUSZ  
ROZWOJU REGIONALNEGO



Projekt jest współfinansowany przez Unię Europejską ze środków Europejskiego Funduszu Rozwoju Regionalnego