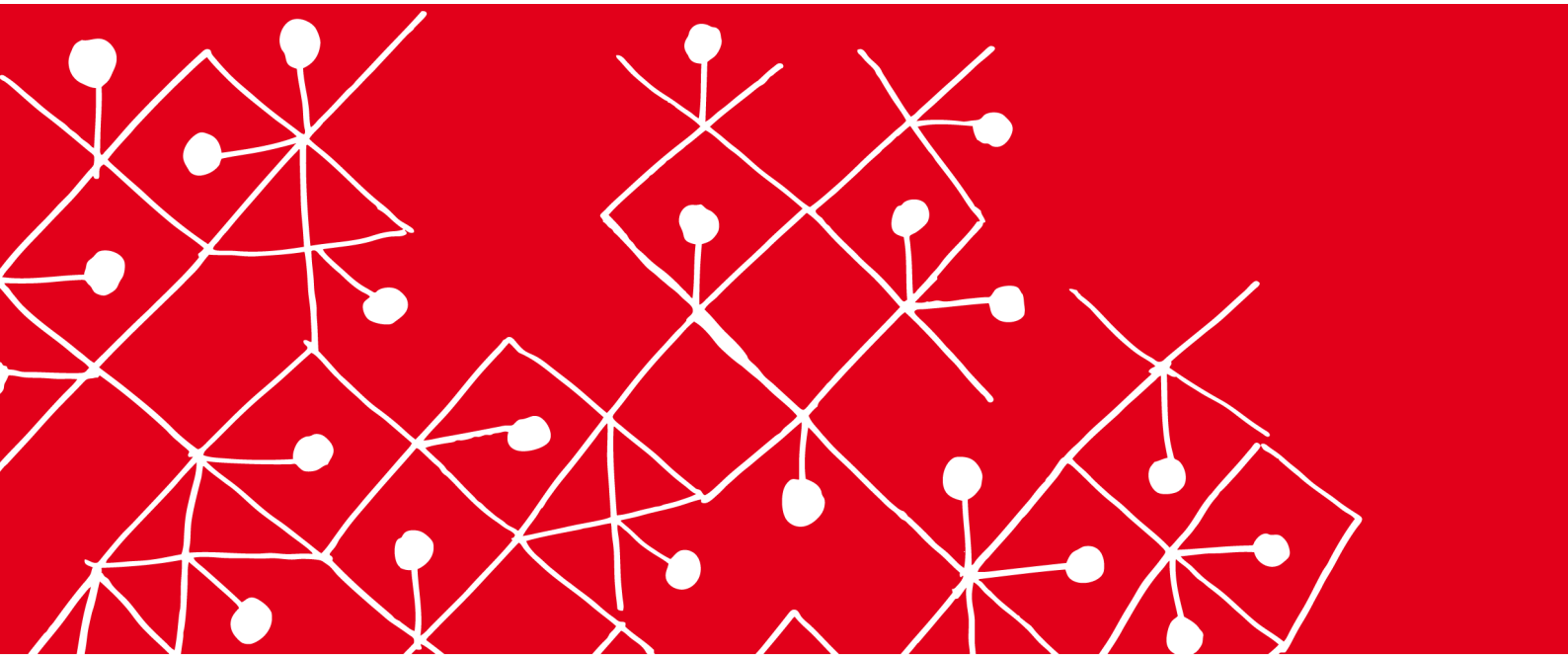


Polska



Seminar for companies from
Małopolska on the possibility of
entering the German market
"Potential and chances of
development on the German market
- Hannover Messe as a tool of
market acquisition"

2018-02-09 12:29:31



On 11.12.2017, a seminar for companies from Małopolska on the possibility of entering the German market "Potential and opportunities for development on the German market - Hannover Messe" took place in the Kraków Technology Park building.

The seminar was organised by the Polish-German Chamber of Commerce and Industry, while Małopolska Region was its partner. The event was held under the honorary patronage of the Ministry of Development. The seminar was opened by Dr. Stanisław Sorys, Deputy Marshal of the Małopolska Region and Marco Siebert, Director of the International Cooperation Department of Deutsche Messe AG, organizer of the Hannover Messe trade fair.

The seminar presented issues related to German-Polish trade and investment relations, the German industrial sector, specific nature of the Hannover Messe fair, as a hot spot for industry 4.0 and legal aspects of conducting business activity on the German market. A separate part of the program was a discussion on support for international activity of Małopolska companies at the regional and national level. The seminar was attended by 26 entrepreneurs from 21 companies from Małopolska, representing mainly industries related to industrial automation, machine manufacturing, as well as IT software and mobile applications in industry.

The German market is a huge potential for Małopolska companies considering foreign expansion due to the constantly growing economy and geographical proximity. Germany with a society of over 82 million consumers constitutes a significant market for goods and services from our country and is ranked first among trading partners of both Poland and Małopolska.



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