



Jarmark

Europejski

AGENDA

European Market assumptions

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ASSUMPTIONS

Assumptions of the „European Market” project focus on organisation of a two-day event open to residents of selected cities in Poland.

The main attraction is the opportunity to get an insight and taste culinary specialties from different regions of Europe : Poland, France, Italy, Lithuania, the Czech Republic, Sweden, Germany, Spain and others.

The event will showcase the economic potential of Member States via participation of foreign entrepreneurs offering their products in Poland or planning to expand into the Polish market.

„European Market” is a perfect opportunity to make an all-family symbolic journey across well-known and unknown parts of Europe. It is an incentive for consumers to discover regional links and local production, get an insight into original flavours and adapt them at home.

GOALS OF THE EVENT

- To support growth of economic cooperation in line with EU guidelines, in the perspective of Polish Presidency of the EU Council
- To promote the positive image of individual Polish cities as active Partners open to international cooperation
- To showcase the economic potential and the culinary heritage of Member States
- To give consumers an insight into the offering of local and foreign producers and entrepreneurs

ORGANISERS



Marketing & Advertising House

Present on the Polish market since 2000, we are a professional marketing agency specialising in organisation of a wide variety of events : team-building, incentive, occasional, promotional conventions, conferences and networking meetings. During the past two years we expanded our range of services with media and public relations. We have experience in development of marketing strategies and rolling out interactive initiatives (word-of-mouth marketing, e-PR). We are an active member of The Event Sector Association.



Sopexa Polska

Sopexa Group operates under the patronage of the French Ministry of Food, Agriculture and Fisheries and specialises in marketing and promotion of French agri-food products. Established in 1961, the company has an international network of offices, also in Poland. Its head office is based in Paris. Sopexa's activities focus on a wide range of consulting services, including strategy development and market research, as well as promotion vehicles such as: organisation of expos, domestic and international fairs, sales promotion and advertising, rollout of European campaigns for agri-food products.

More information – presentation of organisers

CREDITS

We have an established track record in organisation of mass events addressed to the wide public to promote the culinary heritage and support international economic relations.

Sopexa's credits :

- **Organisation of seven editions of the Aperitif a la Francaise event promoting French foods and French cuisine in over 20 countries worldwide www.aperitifpofrancusku.pl**
- **Organisation of the conference „Regional and traditional products in the context of culinary heritage protection” (coordinated by Ma-House)**
- **Organisation of the Alsace Wine Festival.**

Ma-House credits:

- **Organisation of a pharmaceutical conference in 12 cities in Poland**
- **Coordination of the French Presidency Celebrations held at Chojnata Palace**
- **Coordination of the Czech Presidency Celebrations at Chojnata Palace**
- **Organisation of 2009 Woman's Day (Chojnata Palace) and 2010 Woman's Day (Dr. Irena Eris Research & Development Centre)**
- **Cooperation on celebrations related to naming a Warsaw junior high school after Czesław Niemen**
- **Organisation of fashion show and networking meetings in 2010 : Sensual Lightness of Being and Atelier Autumn**

(www.ma-house.pl)

SCHEDULE

Initial itinerary of European Market road show features the following cities * :

- 1. Gdańsk – 16-17 April**
- 2. Poznań – 14-15 May ***
- 3. Katowice – 2-3 July**
- 4. Białystok – 16-17 July**
- 5. Olsztyn – 20-21 August**
- 6. Łódź – 10-11 September ***
- 7. Kraków – 8-9 September ***
- 8. Warszawa – October**

The event will be held in the following time slots :

Saturday : 11.00 am – 10.00 pm

Sunday : 11.00 am – 7. 00 pm

**** dates and locations currently subject to agreement – may be subject to change***

EXHIBITORS

- **Producers of regional, traditional and organic food**
- **Entrepreneurs from the agri-food sector**
- **Corporate entities from the agri-food sector**
- **Businesses from other sectors**
- **Restaurant owners, chefs**
- **Representatives of the HoReCa sector**

ATTRACTIONS

The market will present a galore of additional attractions:

- **Cooking demonstrations delivered by chefs**
- **Tasting products of exhibitors/ stall activities**
- **Cultural activities (cooperation with local artists and Centres of Culture)**
- **Performances of guests/ foreign bands**
- **Contests for market visitors brought in cooperation with media**
- **Charity fundraisers to support the needy from a given region**

** Agenda will be each-time adjusted to individual cities to embrace suggestions and capabilities of local institutions.*

VISUALISATION

We offer the highest quality tents Vitabri company.



HONORARY PATRONAGE

Ministry of Agriculture and Rural Development
The French Ministry of Food, Agriculture and Fishing
Commercial Division of the Embassy of the Republic of Hungary
Commercial Division of the Embassy of Denmark
Italian Chamber of Commerce in Poland
Polish-Swedish Chamber of Commerce
Belgian Business Chamber
Polish-Portuguese Chamber of Commerce
Polish-Ukrainian Chamber of Commerce
Netherlands-Polish Chamber of Commerce
Tourist Information Centre of the Republic of Lithuania
Czech Tourism
Union of Producers and Employers of the Meat Industry
Club Foundation Chefs
Polish Association of Cooks and Confectioners (Pomerania Region)

MEDIA

Media promotion will be an essential element of the event. Media relations will mainly focus on local TV and radio stations, dailies, periodicals and websites as well as trade titles (gastronomic, sales, business and PR) plus national media, if possible.

Media Patronage in GDAŃSK

- Polska Dziennik Bałtycki
- Echo Miasta

- Radio Gdańsk

- Kuchnia
- Magazyn Wino
- Detal Dziś
- Fresh&Cool Market
- Poradnik Hurtownika
- Rynek Spożywczy

- Gdansk.naszemiasto.pl
- Gdansk.pl
- Newsgastro.pl
- Polki.pl
- Magazynwino.pl
- Portalspozywczy.pl
- Iptourism.com
- Turystyka24h.pl
- Polskaniezwykla.pl
- Eventmapa.pl

COOPERATION OFFERS

BASIC PACKAGE

• Benefits covered by the package :

- Tent stand with floorage of 9 sq. m. (3x3 m)
- Power supply at the stand (1 Halopak, 1 socket)
- Space for brand visualisation at the stall (banner / posters /roll up / presenter screens, etc.)
- Exhibitor's logotype at the stall (overprint on rear wall or tent arch)
- Placing Exhibitor's logotype on all information materials related to the event (presentation, mass-mailing, invitations, announcements, reports, posters, others)
- Placing the logotype in press materials distributed to around 150 news, regional, cuisine, trade, woman's titles
- Placing the active logotype on the event website : www.jarmarkeuropejski.pl
- Event security
- Cleaning before and after the event
- Acknowledgements made during the event
- Access to event photo gallery

The price of the package for exhibitors stands at : PLN 2600 net

Per two-day event in each city *.

* If you wish to participate in the event in several cities, the price of the package and benefits are subject to negotiations.

PLUS PACKAGE

Benefits covered by the package :

- Tent stand with floorage of 18 sq. m. (6x3 m)
- Power supply at the stand (1 Halopak, 1 socket)
- Space for brand visualisation at the stall (banner / posters /roll up / presenter screens, etc.)
- Exhibitor's logotype at the stall (overprint on rear wall or tent arch)
- Placing Exhibitor's logotype on all information materials related to the event (presentation, mass-mailing, invitations, announcements, reports, posters, others)
- Placing the logotype in press materials distributed to around 150 news, regional, cuisine, trade, woman's titles
- Placing the active logotype on the event website : www.jarmarkeuropejski.pl
- Event security
- Cleaning before and after the event
- Acknowledgements made during the event
- Access to event photo gallery

The price of the package for exhibitors stands at : PLN 4500 net

Per two-day event in each city *.

* If you wish to participate in the event in several cities, the price of the package and benefits are subject to negotiations.

OPTIONS

Additional promotion benefits include :

- **Possible sales using the Organiser's cash register**
- **Additional equipment: folding table (70 cm x 133 cm) – PLN 700 net for 6 events, cabinet cooler – to determine if interested**
- **Rental of additional space (e.g. for a garden) – PLN 90 net/ 1 sq. m.**
- **Possibility of taking part in dedicated competitions brought together with Patrons Media contests (press, Internet, radio) - sponsoring prizes (barter)**
- **Possibility of delivering or sponsoring an on-stage cooking demonstration**
- **Prospects for promotion during the event – appearance on the stage, „live” interview” conducted by the event host**
- **Posting an overview of the exhibitor on the website (contents up to 1,000 characters, contact, photos)**

Do Join Us !

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