

Polish distributor and importer of healthy food, coffee and cleaning products is looking for new foreign products to include into their portfolio and introduce them on the Polish market

## Summary

Profile type	Company's country	POD reference
<b>Business request</b>	<b>Poland</b>	<b>BRPL20230523006</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Commercial agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
<a href="#">Rita Elste - Tomsone</a>	<b>25 May 2023</b> <b>24 May 2024</b>	<b>25 May 2023</b>

## General Information

### Short summary

An enterprise from the north-eastern part of Poland, a distributor and importer of healthy food, coffee, cleaning products, and other fast-moving consumer goods, is looking for new, original and unique products that could be introduced on the Polish market. The company is interested in cooperation on the basis of distribution services or commercial agency agreement.

### Full description

Polish company, located in the north-eastern part of Poland, is a well-established distributor (wholesaler) and importer of a variety of fast-moving consumer goods (FMCG), which include the following:

- A) household chemicals, including e.g.: detergents, kitchen/bathroom/household cleaners;  
!! - the company is especially interested in British cleaning products, i.e. brand like "The Pink Stuff" and "Astonish"
- B) Italian products , including: noodle, passata, pesto
- C) Asian cuisine products, including e.g.: spices, sauces, sushi, jams.
- D) groceries, including e.g.: cappuccino, cocoa, drinking chocolate, tea (in leaves, granulated, green, fruit, herbal), sweets, spices;
- E) bio products, including e.g.: spices, cooking oils, flour, groats, rice,

The above-mentioned list is open to additions, the company is open to any suggestions and will analyze each offer and product suggested thoroughly.

The most important and sought qualities of the products to be introduced in Poland are: being unique and innovative, ecological, eco-friendly, user-friendly, with no or a very limited artificial additives.

The products should be characterized by ease of storage - products that need special conditions (e.g. refrigeration, freezing) will not be accepted.

The company is interested in providing its customers with new products of foreign origin, that are still not available in Poland, therefore the company is open to establishing one of the following types of cooperation:

- distribution services agreement,
- commercial agency agreement.

The company is open to discuss each product or products directly with the foreign partner that expressed the interest in introducing it onto the Polish market (as exclusive distribution is also negotiable).

#### Advantages and innovations

- the company focuses mainly on the quality of the product to be sold on the Polish market, therefore companies of all sizes and experience can benefit from the cooperation;
- the company operates via the Internet through e-commerce platforms (company owned e-shop and via a Polish marketplace) which are used by on a regular basis by a large number of direct customers;
- almost 20 years of active experience in the FMCG sector on the Polish market ensures smooth cooperation;
- experience in cooperation with entities from the European Union; the company is a reliable and on-time partner;

#### Technical specification or expertise sought

The company is looking for new products (that are still not available in Poland) coming from one of the following categories:

- A) household chemicals,
- B) Italian products,
- C) Asian cuisine products,
- D) groceries,
- E) bio products,

The company is open to discuss each product or products directly with the foreign partner that expressed the interest in introducing it onto the Polish market.

#### Stage of development

**Already on the market**

IPR Status

#### Sustainable Development goals

• **Not relevant**

## Partner Sought

#### Expected role of the partner

the potential partner should be willing to allow the Polish company to act as an agent/distributor of their products on the Polish market

Type of partnership

**Commercial agreement**

Type and size of the partner

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

## Dissemination

---

Technology keywords

Market keywords

- **007003005 - General food products**
- **007003006 - Other food and beverages**

Targeted countries

- **World**

Sector groups involved