



Poland situated in east Europe is bordered by Germany to the West; the Czech Republic and the Slovak Republic to the South; Ukraine and Belarus to the East; and Lithuania and the Russian enclave of Kaliningrad to the North. The Republic of Poland has a population of approximately 38 million, making it the sixth largest European Union member and in consequence a potential market to explore further.

It has been one of the fastest developing countries in the EU in recent years. Poland is attracting further development; the 105.8 billion Euro of EU funds allocated to Poland between 2014 and 2020 are driving investment in a range of projects. Equally impressive are the infrastructure improvements, supported by judicious use of EU structural funds; contributing in the success of Poland's economy. *"Poland is an outstanding economic and development success story, moving from middle-income to high-income status in record time,"* said **Arup Banerji, World Bank Regional Director for the European Union** (March 2017 <http://www.worldbank.org/en/news/press-release/2017/03/21/poland-success-is-remarkable-but-further-reforms-are-needed>).

Poland has emerged as a dynamic market over the past 25 years and has become a major actor within the European Union. Over the last decade, Poles have seen their income levels rise from 50% to 75% of the EU average. Poland's economic ascent is remarkable, their widely-shared vision of a socially responsible market economy provided reform continuity and consistency. Sound macroeconomic policies ensured stability and resilience. Poland was the only European country to record positive growth in 2008—the year of the global crisis—and to completely avoid a banking sector crisis. Their main import partners are Germany, China, Russia, Italy, Netherland and France amongst others. Ranked in 2016 as the 24th easiest country in which to do business by the WorldBank, Poland's success is remarkable.



In this trend, Mauritius domestic exports to Poland has increased by 49% from Rs 93 million in 2010 to Rs184 million in 2015. The main products exported are tuna, fish fillet, other cane sugar and white sugar. It is worth noting that consumers are gradually moving away from vodka, with consumption moving towards more expensive and sophisticated types of alcoholic drinks, including rum. The rum category is still a niche segment in Poland. Between November 2013 and October 2014, the number of Poles buying white rum grew from 9% to 11% and from 7% to 9% for those buying dark/golden rum.

Being a member of the EU, Mauritian exports will enter the market duty free under provisions of the interim Economic Partnership Agreements. Poland can also act as a gateway to enter the Central *Eastern Europe* representing a market of over 100 million consumers. As such Enterprise Mauritius is persistent in its marketing efforts to extend its marketing actions in Poland. EM is organising a **Buyers Sellers Meeting in Poland in May 2017** to connect Mauritian operators including those in the rum sector with Poles buyers, in view to position Mauritius as a reliable sourcing destination and consolidate market share in EU markets.

