IS POLAND YOUR NEW EXPORT MARKET?

Market Entry Strategies

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STARTING POINT

Poland no 10 export market for Denmark

- Ahead of Russia, Brasil, Japan, India, Italy
- 850 companies with DK shareholders in PL
- Population of PL 6 times bigger than DK
- Flight time WAW – CPH: 1 hour
- Drive by car (Cph – Szczecin): 6 hours
## ECONOMIC FACTS

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<th>FEATURE</th>
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Source: European Commission, Spring Forecast 2013
MARKET DRIVERS

- 38.5 million consumer market
- Increasing consumer spending & growing middle class
- Strategic location
- EU funds 2014-20: EUR 72.9 billion
- Need for modernization in many sectors (e.g. energy)
- Denmark = good image
- Danish products = good quality, nice design but expensive
HOW TO START: 10 GOLDEN RULES

- **RULE 1: SIZE OF COMPANIES.** Do not always start from the biggest market players.

- **RULE 2: FOLLOW-UP.** One meeting does not give you a sales contract.

- **RULE 3: COMPETITIVE MARKET.** Need to be flexible and ready to make an effort.

- **RULE 4: INVESTMENT.** Things do not sell by themselves, need to invest in marketing.

- **RULE 5: PERSONAL RELATIONSHIP.** Need to win a trust of local manager.
HOW TO START: 10 GOLDEN RULES

- **RULE 6: DENMARK IS EXPENSIVE.** Not always true.

- **RULE 7: READINESS FOR EXPORT.** Clear strategy & take time to get to know your new market.

- **RULE 8: UNDERESTIMATING.** Language problems do not mean the lack of professional knowledge.

- **RULE 9: LARGE COUNTRY.** Logistics is more complex than in Denmark.

- **RULE 10: CONTRACT IMPLEMENTATION.** Very formalistic. Might need lawyers much more than in DK.
EMBASSY ASSISTANCE

- Team of 10 experienced export advisors (Danes & Poles)
- Partner searches
- Market analysis & data
- Company establishment & recruitment
- Contacts with authorities
- Promotional events
- Free of charge export financing service

www.polen.um.dk
THANK YOU