



PROMOCJA BUY POLAND

internetowej platformy prezentacji potencjału
eksportowego polskiej gospodarki

buy poland

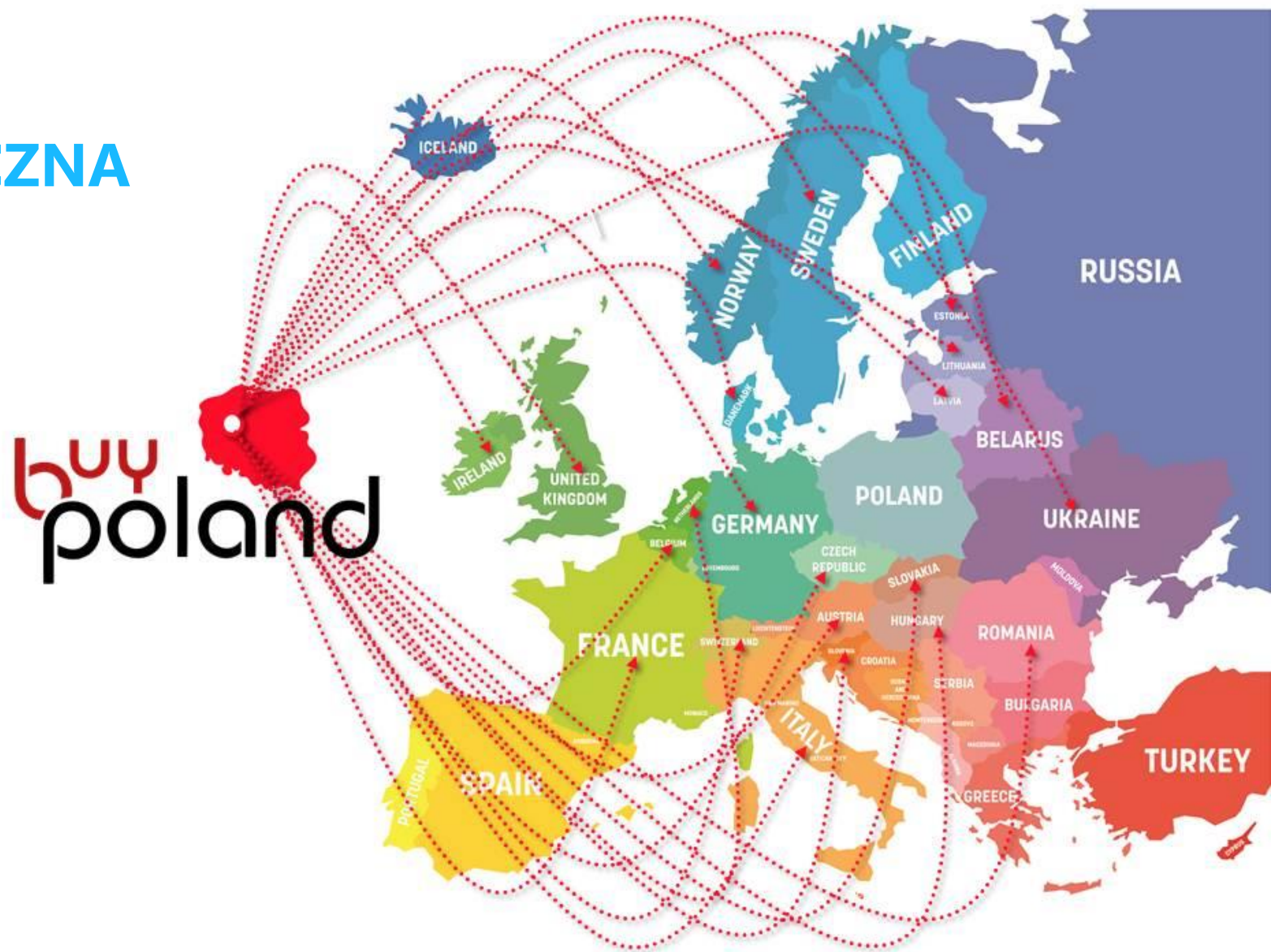
WSPIERAMY POLSKI EKSPORT

WWW.BUYPOLAND.PL

PORTAL PROMOCJI POLSKICH PRODUCENTÓW ZA GRANICĄ

PROMOCJA ZAGRANICZNA

Inauguracji działania portalu
towarzyszy szeroka
międzynarodowa promocja





Newsletter wysłany 22.04.2020

Grupa docelowa: przedstawiciele zagranicznych grup zakupowych, sieci oraz salonów meblowych

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Poland

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PROMOCJA ZAGRANICZNA

Informacje o platformie przesłaliśmy do zagranicznych mediów branżowych na całym świecie

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FurnitureToday

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INDUSTRY NEWS

'Buy Poland' looks to link buyers with Polish furniture makers

Online platform features manufacturer information and contacts, up-to-date industry reports from Poland



Powell Slaughter // Senior Editor • April 22, 2020



POZNAN, Poland – Grupa MTP, organizer of the annual Meble Polska furniture market here, has launched an Internet platform to help foreign buyers connect with manufacturers in Poland.



In conjunction with the Polish Chamber of Commerce of Furniture Manufacturers, the [Buy Poland](#) site features a catalog with information about major Polish manufacturers with years of experience supplying goods to international markets. In addition to selling products under their own brand, they also serve as subcontractors for other manufacturers and private-label merchandise for retailers. The list includes plants with major capacity as well as smaller companies specializing in particular niches.

In addition to detailed information about companies, Buy Poland offers information on the latest products and useful contacts, and it publishes the updated information and reports on the Polish furniture industry.

According to Grupa MTP, Polish furniture production has doubled in the past 10 years, with exports up 116%. In 2019, Poland's furniture industry revenue totaled almost 12 billion euros, up 5% over the prior year, making it the sixth largest furniture manufacturer in the world after China, the United States, Germany, Italy and India. Poland is also a leader in the production and export of mattresses. During the past year, the highest growth rate was recorded for the kitchen furniture.

Editors' Picks



Will Art Van become Loves Furniture?



Knoxville Wholesale defies shutdown order



New tariff exclusions include some furniture items

USA

„Furniture Today”



Japonia

„The Home Living”

TRADE PAPER FOR FURNITURE AND HOME FURNISHING
THE HOME LIVING

HOME ホームリビングとは 刊行物の紹介 購読に関して 広告の掲載 会社案内

Grupa MTP インターネットプラットフォーム 「Buy Poland」 立ち上げ

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ホームリビング
Web限定 Pickup



ポーランドの家具見本市「MEBLE POLSKA」を主催するGrupa MTPはインターネットプラットフォーム「Buy Poland」 (<https://www.buypoland.pl/en/>) を立ち上げた。ポーランドのサプライヤーと国外のバイヤーを繋げる。

「Buy Poland」は国際市場で長年の活躍する主要メーカーの情報を提供。大量注文に対応する大手企業やニッチな分野で活躍する中小企業も含む。会社概要、最新製品など企業に関する詳細な情報に加え、ポーランド家具業界の最新情報、レポートを公開する。



ホームリビング/寝装ジャーナル 購読に関するお問い合わせは[こちら](#)から

ホームリビング

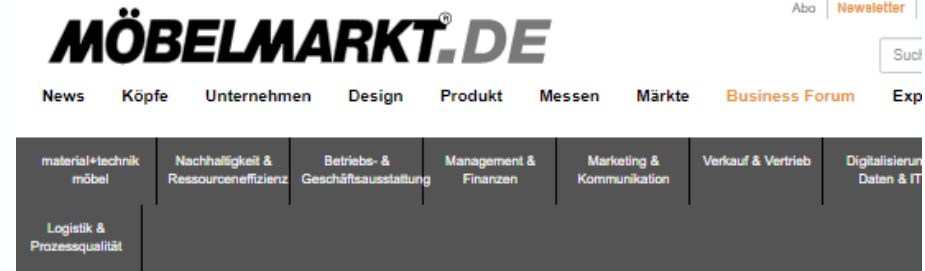
IHID | < PREVIOUS
飛騨産業

mtp
GRUPA



Niemcy

„Moebelmarkt“

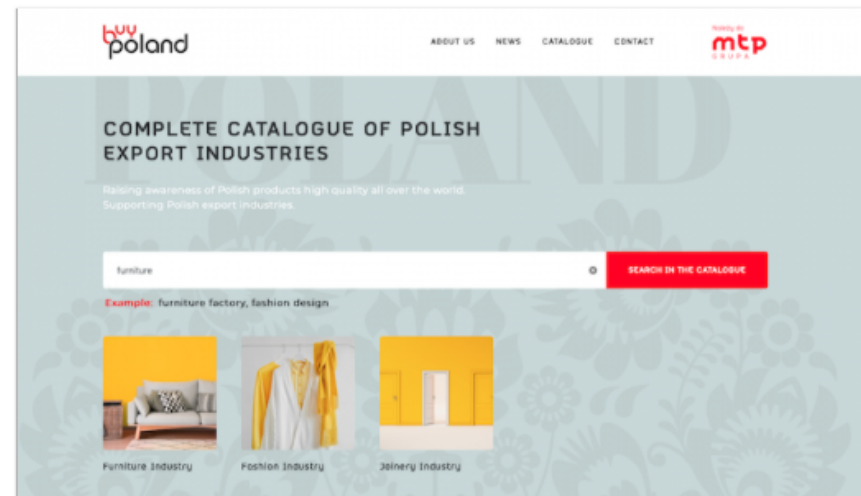


[Business Forum](#) / [Verkauf & Vertrieb](#) / [Neuer Online-Service zur Suche nach polnischen Möbellieferanten](#)

„Buy Poland“

Neuer Online-Service zur Suche nach polnischen Möbellieferanten

Mittwoch, 22.04.2020



Die Grupa MTP, der Veranstalter der Posener Möbelmesse Meble Polska, startete die Internetplattform „Buy Poland“. Diese soll ausländischen Kunden helfen, Lieferanten in Polen zu finden. Das Projekt steht unter Schirmherrschaft der Polnischen Handelskammer der Möbelhersteller (OIGPM).

Der „Buy Poland“-Katalog (www.buypoland.pl) enthält Informationen zu den wichtigsten polnischen Herstellern, die auf den internationalen Märkten tätig sind und über viel Erfahrung in der Lieferung von Möbeln unter ihrer eigenen Marke oder als Lieferant für internationale Marken haben.

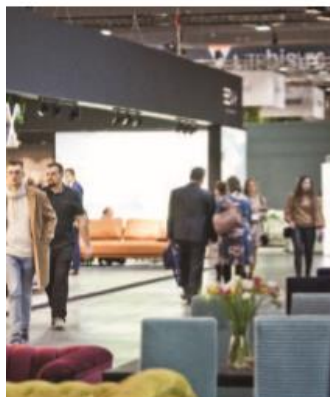
Neben detaillierten Informationen zu Unternehmen einschließlich einer Beschreibung ihrer Aktivitäten, Informationen zu den neuesten Produkten und nützlichen Kontakten werden auf den Seiten von „Buy Poland“ auch aktuelle Informationen und Berichte zur polnischen Möbelindustrie veröffentlicht.

Die polnische Möbelindustrie hat sich stetig zu einem Global Player entwickelt. In den letzten zehn Jahren hat sich die Möbelproduktion in Polen verdoppelt und die Exporte konnten um 116% gesteigert werden. 2019 belief sich der Umsatz der Möbelindustrie auf fast 12 Mrd. Euro und stieg gegenüber dem Vorjahr um 5%. Polen ist der sechstgrößte Möbelhersteller der Welt (nach China, den USA, Deutschland, Italien und Indien).

Włochy

„World Furniture”

Photos courtesy of fotobueno, Meble Polska.



DESIGN under the slogan of 'Slowness'. A series of panel discussions on the Brand Stage was dedicated to the challenges currently facing the Polish furniture industry, where over 60 qualified guests were invited. Focused talks were conducted and covered several topics like: the creation of a Polish furniture brand abroad and the importance of international cooperation, innovation and technology. The Minister of Development Jadwiga Emilewicz took part in the discussion dedicated to the role of start-ups in the furniture industry. She stressed the importance of cooperation between small, rapidly growing innovative companies and representatives of large entities from the furniture sector, particularly in the following areas: a) optimization of the production process; b) adaptation to changing market expectations (including cus-

tomization); c) online activity (only about 18% of Polish entrepreneurs actively participate in the digitization of their distribution and promotional activities); and d) Ergonomics. Lectures organized by the Polish Chamber of Commerce of Furniture Manufacturers were also included in the seminars' activity. Next edition of Meble Polska will be held in Poznań from 23 to 26 February, 2021.

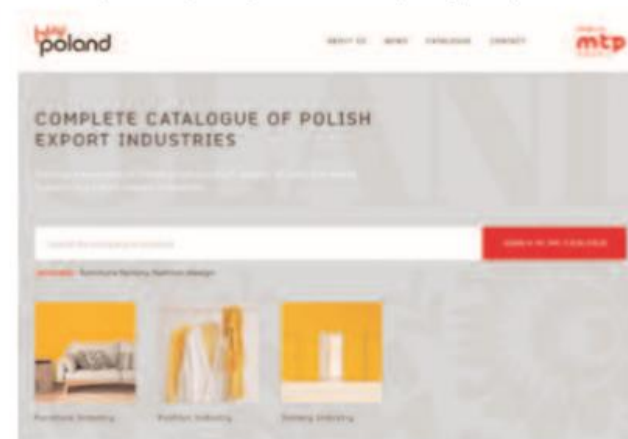
RECENT INITIATIVES:

BUY POLAND

MTP Group is launching a new online service. Aim of the Internet platform "Buy Poland" is to help foreign customers find furniture suppliers in Poland. The service is held under the patronage of the Polish Chamber of Commerce of Furniture Manufacturers. The catalogue gathers information on a wide spectrum of Polish manufacturers. To know more: <https://buypoland.pl/>

able to compete with good quality at affordable prices.

COMPREHENSIVE OFFER AND RICH PROGRAM OF EVENTS Meble Polska showed the potential of the furniture industry, with a rich and comprehensive offer of products and a huge number of Polish furniture manufacturers exhibiting, including large manufacturers with high production capacity, small specialized companies operating in niche markets, leading brands and subcontractors. Around 500 companies and brands were represented in 11 halls. Traditionally, a large part of the exhibition consists of furniture made from wood-based panels, but exhibitors offering solid wood furniture and other furniture for the high-end segment were also attending. Halls of upholstered furniture and mattress manufacturers were lively and rich in new products. The fair also hosted the HOME DECOR business interior exhibition, as well as the ARENA





Indie

„International Furniture Journal”

JUST RELEASED

New online service to help find furniture suppliers in Poland

APRIL 30, 2020 BY ADMIN



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Example: furniture factory, fashion design



Furniture Industry



Fashion Industry



Joinery Industry

Grupa MTP, the organizer of the largest furniture contracting event in Central and Eastern Europe Meble Polska – launched an internet platform "Buy Poland". The site aims to help foreign customers find suppliers in Poland. The service is held under the patronage of the Polish Chamber of Commerce of Furniture Manufacturers.

Poland is currently the second largest furniture manufacturer in the world. The Buy Poland catalogue includes information about the major Polish manufacturers operating for many years on the international markets. These have a wealth of experience in the supply of products under their own brand, as well as subcontracting. There are big companies possessing operating capacities allowing the implementation of large orders, as well as smaller specialized companies highly successful in their niche.

In addition to detailed information about companies including a description of their activities, information on the latest products and useful contacts, the pages of Buy Poland also serve to publish the latest information and reports on the Polish furniture industry.

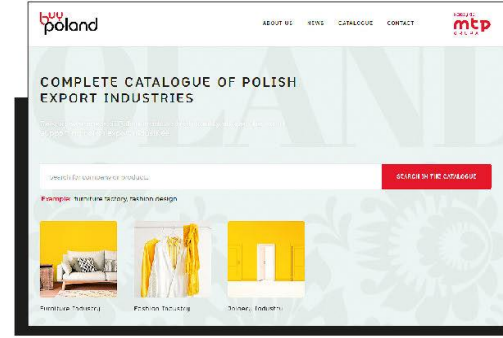
In the last 10 years, the production of furniture in Poland has doubled and exports increased by 116 per cent. In 2019, the furniture industry revenue amounted to nearly EUR 12 billion and increased by five per cent year-on-year. Poland is listed as the sixth largest furniture manufacturer in the world (following China, the USA, Germany, Italy and India). Polish producers achieve good results both in the sector of furniture made of chipboard and solid wood. Polish upholstered furniture gained international popularity, constituting the largest export group with a share of 26 per cent (EUR 2.9 billion). Poland is also a global leader in the production and export of mattresses. During the last year, the highest growth rate was recorded for the kitchen furniture.





Turcja

„Mobilya Dekorasyon Dergisi”



Polonya mobilya sektörü, “Buy Poland platformu” başlığıyla, Polonya mobilya sektörünü uluslararası pazara açmak için, Grupa MTP tarafından bir tanıtım gerçekleştiriyor

Polonya'da mobilya üreticilerini hedef kitleyle buluşturmayı amaçlayan yeni çevrimiçi bir hizmet platformu

Orta ve Doğu Avrupa'nın en büyük mobilya taahhüt organizasyonunun organizatörü Grupa MTP, MEBLE POLSKA internet platformunu "Polonya'dan Satın Alın" temasıyla lanse etti. Hedefi yabancı müşterilerin Polonya'da tedarikçi bulmasına yardımcı olmaktır. Hizmet, Polonya Mobilya İmalatçıları Ticaret Odası'nın himayesinde gerçekleştirilmektedir.

Polonya şu anda dünyanın ikinci büyük mobilya üreticisidir. Polonya'yı Satın Alın kataloğu, uluslararası pazarlarda uzun yıllardır faaliyet gösteren Polonyalı üreticiler hakkında bilgi içermektedir. Kendi markaları altında ürün tedariki ve taşıma konusunda zengin deneyime sahiptirler. Büyük siparişlerin uygulanmasına izin veren işletme kapasitelerine sahip büyük şirketler ve nişlerinde oldukça başarılı olan küçük uzman şirketler var.

Faaliyetleri ile ilgili olarak, en son ürünler ve faydalı kişiler hakkında bilgiler de dahil olmak üzere şirketler hakkında ayrıntılı bil-

giler yer alıyor. ek olarak, Buy Poland sayfaları Polonya mobilya endüstrisi hakkında en son bilgileri ve raporları yayınlıyor.

Polonya'da mobilya üretimi iki katına çıktı

Polonya mobilya endüstrisi gerçekten küresel bir oyuncu. Son on yılda, Polonya'da mobilya üretimi iki katına çıktı ve ihracatı% 116 arttı. 2019 yılında mobilya endüstrisi geliri yaklaşık 12 milyar avro olarak gerçekleşti ve yıllık% 6 arttı. Polonya dünyanın altıncı en büyük mobilya üreticisi olarak listelenmiştir (Çin, ABD, Almanya, İtalya ve Hindistan'ın ardından). Polonyalı üreticiler hem sunta hem de masif ahşap mobilya sektöründe iyi sonuçlar elde ediyor. Polonya döşemeli mobilyaların% 26 (2,9 milyar EUR) ile en büyük ihracat grubunu oluşturan uluslararası popülerlik kazandı. Polonya ayrıca şilte üretimi ve ihracatı konusunda dünya lideridir. Geçen yıl boyunca, en yüksek büyüme oranı mutfak mobilyası için kaydedildi.

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Wkrótce publikacje pojawią się także w następujących krajach:

- **Chiny** – biuletyn Chińskiej Izby Meblarskiej
- **Wielka Brytania** – „Furniture News”
- **Belgia, Holandia** – „Meubihome”
- **Rosja** – „Mebelni Biznes”
- **Singapur/Azja** – „Furniture & Furnishing Export International”
- **Australia/Oceania/Azja Wschodnia** - furnishinginternational.com

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Gdy tylko zagrożenie epidemiologiczne zacznie się zmniejszać w poszczególnych krajach i regionach, uruchomimy w nich bezzwłocznie **kampanie internetowe** promujące serwis Buy Poland kierowane bezpośrednio do tamtejszych przedstawicieli handlu.



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