

Central Europe



Thailand-Poland :

New Gateway for Trade Opportunities

Office of Commercial Affairs / Thai Trade Center : Warsaw
March 3th, 2023

Highlights

1. Poland's Strengths
 2. Covid-19 Situation in Poland
 3. Russia-Ukraine War
 4. Trade Structure between Thailand and Poland
 5. Household Structure + Consumer Behavior
 6. Thai Products : Opportunity in Poland
 7. Why Poland ?
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Poland # 6 in EU Economy

1. LOCATION

2. LOGISTICS

3. PEOPLE / HUMAN RESOURCES

1. LOCATION

Poland has been a member of the European Union since 1 May 2004



Poland

- 7 Neighboring Countries
- 4 EU Members
- 3 Non Eu Members



2. LOGISTICS

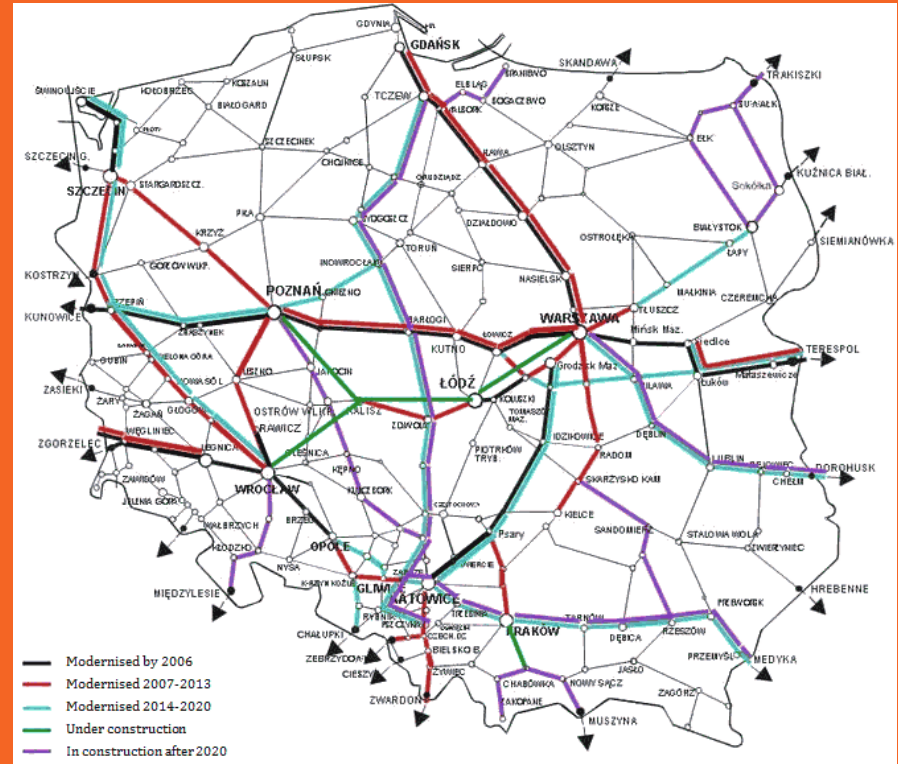


- The main ports in Poland are Gdańsk and Gdynia
 - Located on the northern part of Poland
 - Main access to the Baltic Sea
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2. LOGISTICS

4 in EU for Train/Railway network

5 in EU for Length of Highway



2. LOGISTICS



Total of 4,000+k.m. of
Highway

2. LOGISTICS

9 Continental Airport
4 International Airport



Only 10 hours from Bangkok



3. People/Human Resource

Poland rank # 5 in term of Population in EU

67% of Polish is working age (18-69)

28% of Polish earn University Degree



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Covid 19 Situation in Poland

- Nationwide Lockdown
- Restriction of Transportation
- Cancellation of Public Events
- Support Program by Government

60% of Polish got first vaccine
60 % got fully 2 doses



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Effects on Russia-Ukraine War

- มูลค่าการค้าลดลง
- เกิดการอพยพของประชากร
- การผลิตตกต่ำ
- เงินเฟ้อสูง



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Trade structure between Thailand and Poland

Thailand's Export

- Rubber Product
- Canned Fruit
- Computer component
- Air Conditioner

\$ 595.3 M.



Poland's Export

- Metal Scrap
- Machinery Parts
- Automobile Parts

\$ 478.0 M.

**Total Trade Volume \$
1,073.3 M.**

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Consumer Behavior + Household Structure

“ For years Polish consumers have been one of the most price-sensitive in Europe. The pandemic and related uncertainty regarding income have exacerbated this phenomenon”
(PWC Research: 2020)

“ Polish consumers generally prefer products made in Poland, but this attitude is changing thanks to the rise of e-commerce and Marketplace ”
(Santander: Marketing Research)

“ The majority of Polish consumers tend to take into account various factors when making purchase-related decisions (quality, price, origin), but remain loyal to a brand once they perceive it as reliable and trustworthy ”
(Santander: Marketing Research)



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Products with potential

“ The organic food sector is becoming increasingly important, with Poles improving their lifestyles and taking more care of their health and well-being”
(Santander Marketing Research)

“ In 2019, Warsaw was picked as the sixth most vegan-friendly city in the world by Happy Cow, the leading vegan restaurant guide”
(happycow.net)



Products with potential

Ruby
Sapphire
Diamond

Price
Quality
Reliability



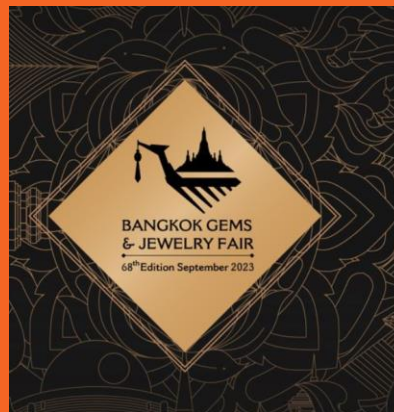


THAIFEX – ANUGA ASIA 2023

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23 – 27 MAY 2023

IMPACT MUANG THONG THANI
BANGKOK, THAILAND



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WHY POLAND ?



Thank you

Need more information ?
Contact : info@ttcw.pl
