

## TRADE MISSION

# Poland & Romania

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The Romania trip will likely have huge potential for both military FMS sales as well as local partnerships.

Trade Mission, Poland & Romania

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**October 16–20, 2023 | Poland and Romania**

**Registration Deadline | August 4, 2023**

### Poland

Poland is an important and dynamic market located in the heart of Central Europe. American exporters and investors are drawn to Poland due to the country's large population, well-educated and competitive workforce, strong prospects for economic growth, and location affording broader access to the European Union (EU) market of over 447 million citizens.

As a member of NATO, Poland continues to meet its commitment to spend at least two percent of GDP on defense and 20% of defense spending on equipment and infrastructure. Poland is a very active user of the U.S. Government's Foreign Military Sales (FMS) program.

The 2021–2027 EU budget provides €75 billion for Poland (in current prices), thereby making Poland the biggest net EU fund beneficiary. Current plans are to use funds to support infrastructure development, including improving internet access and developing smart cities; innovation, encouraging companies to conduct R&D in Poland; the energy sector; entrepreneurship; environmental protection; and education.

The top opportunities for Virginia exporters in Poland include:

- Advanced Manufacturing
- Defense Industry
- Digital Technologies
- Energy Sector
- Environmental Technologies
- Infrastructure & Intelligent Transportation Systems
- Agricultural Sector



Warsaw, Poland



All the meetings except two were the target firms that we were looking for. We've received RFQ's from several we're in the process of working responses.

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## Romania

Romania is a market with vast potential and a strategic location. As an EU member state, Romania not only offers a sizable domestic market but also a comparatively low-cost foothold for accessing the entire EU market. The country's location, bordering the Black Sea in Southeast Europe, provides a view beyond Europe and shortens the distance for export sales to Turkey, the Balkans, the Middle East, Ukraine, and Moldova.

In the past 20 years, Romania has grown into a major center for mobile technology, information security, and related hardware research. Romania is the leader in Europe, and sixth in the world, in terms of the number of certified IT specialists. Bucharest, the capital and Romania's largest city, is one of the leading financial and industrial centers in Eastern Europe.

The top opportunities for Virginia exporters in Romania include:

- Agribusiness
- Defense Industry
- Energy, Oil & Gas, Renewable Energy
- Healthcare
- Information and Communications Technology
- Pharmaceuticals

## Schedule

Date	Day	Activity
August 4, 2023	Friday	Last day for registration
October 13, 2023	Friday	Latest day to depart the U.S.
October 15, 2023	Sunday	Rest/sightseeing
October 16, 2023	Monday	Trade Mission begins; individual meetings
October 17–19, 2023	Tuesday–Thursday	Individual meetings; travel to other cities may be required
October 20, 2023	Friday	Final day of individual meetings
October 21, 2023	Saturday	Return to the U.S.

## Registration

Register and pay the Trade Mission fee online by visiting <https://poland-romania-trade-mission-2023.eventbrite.com>.

## Contacts

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