

Romania & Poland

October 27–31, 2025

Registration Deadline | August 29, 2025

Romania

Strategically located in the southeastern part of Europe, Romania has a population of 19 million people and is a member of the European Union. Romanians are generally welcoming of Americans and very favorable towards products and services from the United States. 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.

Bordering the Black Sea in Southeast Europe, the country's location provides a view beyond Europe and shortens the distance for export sales to Turkey, the Balkans, the Middle East, Ukraine, and Moldova. In the complicated geopolitical context of Russia's invasion of Ukraine, the Romanian market has seen an increased interest in the defense and security sectors, both in terms of investment and supply to border states.

Romania has become a leading location for labor-intensive and export-oriented manufacturing and has a highly skilled workforce. In addition, digitization is now a primary goal of the Romanian government to make life easier for businesses and citizens in their interaction with the state. Virginia exports to Romania were valued at \$12M in 2023.

Top opportunities for Virginia exporters in Romania include:

- Agricultural Products
- Agricultural Machinery and Equipment
- Defense Industry
- Education and Training Services
- Energy
- Healthcare
- Information & Communications Technology (ICT)



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For this trip, we met with potential sales agents, distributors, and customers. We have a great sales agent candidate and potential sales look promising. This was a very successful first trip to Romania.

Romania Trade Mission Participant

Poland

U.S. exporters and investors are drawn to Poland due to the country's large population, strong prospects for economic growth, and location affording broader access to the European Union market. With a population of 38 million people, Poland shares a single market and many harmonized economic rules with the EU. Poland has been a member of NATO since 1999 and is a very active user of the U.S. Foreign Military Sales program. Digital technologies are an important and growing sector in Poland and there is strong demand for solutions to support advanced manufacturing, smart cities, and cybersecurity. As Poland seeks to diversify and modernize its energy sources, U.S. companies will also find opportunities in the energy sector.

Virginia exports to Poland in 2023 were valued at \$439M. The top opportunities for Virginia exporters in Poland include:

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

Registration

Register and pay the Trade Show fee online by visiting romania-poland-trade-mission-2025.eventbrite.com.

Contacts

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This event was crucial for entering the Polish Aerospace and Defense market where finding the right partner is essential.

Poland Trade Mission Participant