



Dear Sirs,

I represent the organizer of **Fresh Market Conference** – Meeting of representatives from retail chains with suppliers of fresh fruits & vegetables as well starting in this year flowers too. **10th Edition** of Fresh Market will be held on 21st September 2017 in Ożarów Mazowiecki, Poland (30km from Warsaw International Airport).

Fresh Market is the **unique event in Poland where buyers from retail chains conduct business talks with potential suppliers from Poland and other countries**. Buyers are directly responsible for purchase of fresh fruits & vegetables & flowers and they will acquaint with your offer during meeting.

We invite all producers and distributors of fresh fruits & vegetables & flowers who wants to meet with purchasing staff from retail chains (hypermarkets) selling in Poland, Ukraine, Czech Republic, Belarus and Russia to expand their business.

Below are listed retail chains that confirmed their participation in Fresh Market 2017:

1. ATB Ukraine
2. AVITA
3. BIEDRONKA (Jerónimo Martins Poland)
4. BRNENKA Czech Republic
5. BIELMARKET Belarus
6. CARREFOUR
7. CHATA POLSKA
8. CHORTEN
9. DINO MARKET
10. FRAC
11. FRESHMARKET (same buyer like in ZABKA) (w/o flowers)
12. INTERMARCHE
13. METRO GmbH (Makro Cash & Carry)
14. MILA (w/o flowers)
15. MINUTA 8 (same buyer like in TOP-Market) (w/o flowers)
16. PIOTR I PAWEL
17. PRIM (same buyer like in ZIELONY MARKET)
18. STOKROTKA (w/o flowers)
19. TESCO
20. TOP-MARKET (same buyer like in MINUTA 8) (w/o flowers)
21. ZABKA (same buyer like in FRESHMARKET) (w/o flowers)
22. ZIELONY MARKET (same buyer like in MINUTA 8)
23. VICTORIA Russia (for flowers only)





More information about each retail chains you can find here: <http://www.freshmarket.eu/about-fresh-market/retail-chains-2017>

Short picture presentation “*Fresh Market how does it works*” you can see here: <http://www.freshmarket.eu/about-fresh-market/how-does-it-work>

Participation in the Conference is paid, one participation package entitles to meetings in 10 retail chains stands, now there are 20 retail chains stands available (on 3 stands there is one - common team of buyers serving two retail chains, like for: Żabka and Fresh Market, Prim & Zielony Market, Minute 8 and TOP-Market). In order to buy Participation Package please do fill up Registration Form: <http://www.freshmarket.eu/registration/price-list>. Please do note **promotional price -20%** is available **until 31 July 2017 only**.

In order to increase the probability of business cooperation after meetings at Fresh Market Conference, we recommend to analyze your production capacity with sale potential of each retail chain. For more information about each of the retail chain (location and number of stores and place of delivery) read here: <http://www.freshmarket.eu/about-fresh-market/retail-chains-2017>

Our 10 years of experience shows that proper matching of potential business partnerships significantly improves the efficiency of meetings that is measured by sale contracts with retail chains signed shortly after Fresh Market.

The conference is accompanied by Discussion Panels and the Fresh Market Award - Product of the Year 2017 competition. We invite all Participants to submit your products to the contest: <http://www.freshmarket.eu/about-fresh-market/fresh-market-award-2016>. Also, we organize an Exhibition of Participant’s Stands and Fresh Market’s Sponsors stands - more information on our website bookmarks: Sponsors and Exhibition.

I am strongly convinced that the **Fresh Market 2017 creates perfect conditions and opportunities to conclude the long-term relationships between Polish & East European retail chains and Companies that are leaders in the fresh fruit & vegetables & flowers industry from Poland and Eastern Europe.**

All in one place, one day.

Best regards

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