

The background features a collection of small squares in light gray, dark blue, and red, scattered across the top and bottom left areas. A large, pixelated, light gray silhouette of a tree is positioned in the bottom right corner.

# Podlaskie Region

**Poland.**

**Expo2020.Dubai**





World Expos are the largest and most prestigious promotional and economic events globally. In Dubai, we show that Poland's main asset is its people: hard-working, educated, and ready to face new challenges. In short, they embody Polish ambition and creativity.

The slogan of the Polish exhibition, "Poland. Creativity inspired by Nature", refers to our country's renowned human capital and rich nature. These qualities are especially concentrated in Podlaskie, which launches the presentation of Poland's Voivodeships – a sign of recognition that highlights the importance of our region. Podlaskie has so far been famous for its tourist attractions, particularly its primeval forests, which are reminiscent of the woods that covered Europe thousands of years ago. Today this region is known for the dynamic development of various industries that draw from the riches of nature and improve the quality of life.

Podlaskie region's participation in the World Expo is primarily an opportunity to present innovative ideas which are embedded in the region's identity. This is an opportunity to promote the region's top industries: food, metal and machinery, medical technolo-

gy, construction, yachting, and furniture. Of course, we must not forget Podlaskie's rapidly developing IT sector, thanks to which the region is referred to as the "Podlaskie Silicon Forest". This name alludes to the primeval forests and a science and business ecosystem that resembles America's Silicon Valley. Similarly to California, Podlaskie is teeming with start-ups that implement innovations on a global scale using artificial intelligence, augmented reality, machine learning, and other cutting-edge technology. Products from Podlaskie successfully conquer international markets, becoming synonymous with high quality and reliability.

I am convinced that the presence of Podlaskie's entrepreneurs in Dubai will allow them to establish new business contacts, strengthen expansion in foreign markets, and promote our regional and national economy. I am pleased to invite you to take a closer look at Podlaskie. Let's combine our ideas for a better future!

Artur Kosicki  
Marshal of Podlaskie Voivodeship

# NEW TECHNOLOGIES

Podlaskie Silicon Forest is a phrase that is increasingly used to describe the IT sector operating in this region. It refers to the region's greatest asset, which is unspoilt nature, especially the dense woods and primeval forests that used to cover almost all of Europe thousands of years ago.

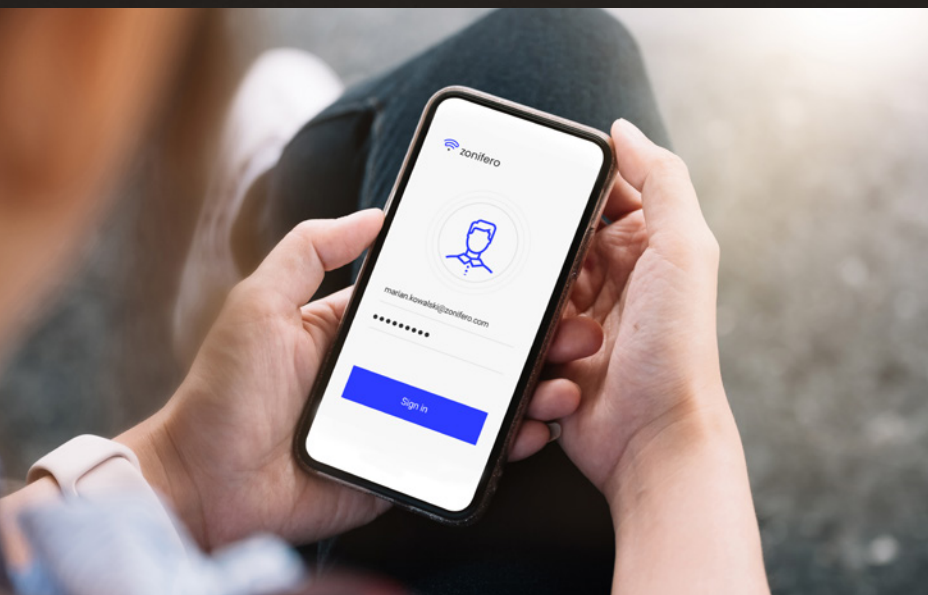
Today, Podlaskie Silicon Forest is an ecosystem of start-ups whose density is reminiscent of primeval forests and whose dynamic development is similar to California's Silicon Valley. The number of start-ups per capita in Podlaskie is much higher than the Polish average. This region has numerous deep tech companies implementing breakthrough solutions that could soon revolutionise the way we live.

Cutting-edge technologies find their application in medicine. Podlaskie is home to leaders in the field of medical implants, who distribute innovative solutions on a global scale. These include ChM - the largest Polish manufacturer of implants and instruments used in traumatology and orthopaedics. Medgal operates in a similar area of business, its speciality being the design, manufacture and sale of implants and equipment used in bone surgery and orthopaedics. These companies are constantly implementing innovations that allow them to maintain a strong position in international markets.









# STARTUPS

The most promising Podlaskie startups include:

Holo4Med – a solution for the Med-Tech sector utilising, among other things, augmented reality technology. Holo4Med's solutions have multiple applications – from patients' homes to hospitals and clinics – in both the public and private sector, and in medical universities or military hospitals.

Holo4Labs – LabTech solutions: augmented reality software to make laboratory work easier and faster.

Zonifero – PropTech/WorkTech solutions offering an intuitive mobile in-

terface for workplace management in a new hybrid model that combines office-based and remote work. Its product range is dedicated to developers, administrators, in-house HR departments, and office staff.

Grow Uperion – HRTech solutions: a modular HR and productivity platform that utilises the mechanisms of motivational psychology to achieve even the most demanding KPIs without increasing expenses related to financial and non-financial incentives.



# MACHINERY & PROFESSIONAL EQUIPMENT



European and global leaders in the production of machinery and equipment with high innovative development potential operate in Podlaskie. Production of recycling and agricultural machinery has a special position in the region's machine industry. Pronar is a company that has achieved the greatest international success in this field. It is one of the most

recognisable global brands in agricultural and municipal technology and recycling solutions. The company has a distribution network that covers all European Union countries, Scandinavia and Russia. It exports its products to over 60 countries, including the African continent, the Americas, and New Zealand.











# MACHINERY & PROFESSIONAL EQUIPMENT

Podlaskie's enormous development opportunities in the machinery industry led to the creation of the Metal Processing Cluster, the largest metal and machinery cluster in Poland. It includes such regional companies as SaMASZ, Metal-Fach, Promotech, Malow, and AC. The first two, similarly to Pronar, specialise in the production of agricultural and municipal machinery. Promotech manufactures of a wide range of technologically ad-

vanced, professional power tools and equipment for industry. 90% of its production is distributed in global markets. Malow is a leading manufacturer of metal furniture in Europe, producing, among others, office, social, school, workshop and medical furniture. AC S.A. is a leading Polish and globally recognised manufacturer of complete LPG and CNG autogas systems under the STAG brand.



# FOOD

Podlaskie is called the Polish dairy valley. Its unpolluted natural environment provides the best conditions for milk production. Podlaskie is home to European milk processing giants, such as Mlekovita (the largest dairy group in Central and Eastern Europe), Mlepol (one of the largest dairy producers in Europe), and Piątnica (recognised by the London Stock Exchange as one of the most inspiring European companies). These companies have huge production capacities and use the latest and most environmentally friendly technologies. Their products, which are renowned for their superior quality and natural taste, are sold all over the world.

The highest number of cattle per 100 ha of farmland in Poland not only enables the rapid development of the dairy industry in Podlaskie but also contributes to the development of beef production facilities. One

such company is Łuniewscy Meat Processing, a family company that specialises in beef production and operates a modern production plant. Its products comply with Halal rules and are sold to customers in many countries in Europe and Asia.

Podlaskie is also known for its top-quality honey and superb pastry and confectionery products that are often inspired by Podlaskie's natural features. For example, there is "the anthill", a very soft and sweet pastry that resembles an "ant nest", smothered in honey and sprinkled with raisins and poppy seeds. Another product typical of the region is "sękacz", whose dough is baked to resemble icicles reminiscent of tree knots. These unique products are available from confectionery companies and bakeries, such as Andraka and Janza, throughout the region.





# LIFESTYLE PRODUCTS

Products made in Podlaskie are distinguished by their high quality, original design, and uniqueness. Podlaskie offers a wide range of functional and exclusive goods that enhance the quality of life of people around the world.

Yachts built in Podlaskie are top-class products that sail in waters all around the world. Companies such as Ślepsk and Balt-Yacht are shipyards with long traditions, whose boats are bought by the most demanding clients. Balt-Yacht specialises in building polyester glass laminate yachts and boats with hull lengths ranging from 7 to 12 metres. Ślepsk is Poland's largest manufacturer of motor yachts, exporting its products to the United States, Finland, Germany, and many other countries. Kotniz produces motor boat and sailboat accessories, including hand-polished stainless-steel components. 95% of its products are exported.

4Szpaki (Four Starlings) specialises in the production of skin care cosmetics made from natural raw materials. Its product range includes natural soaps, shampoos, oils, and scrubs. Custom-

ers have come to love not only the company's products but also its philosophy, which is based on the spirit of zero waste.

Handmade and produced in small batches, natural cosmetics are the speciality of Svoje, whose products are made from vegetable oils, herbal infusions, and macerates. They are rich in vitamins, natural essential oils, beeswax, and honey.

Podlaskie's nature resources are also used by the furniture industry. Leading the way here is TOBO, a manufacturer of wooden furniture dedicated to offices, hotels, kitchens, and health-oriented purposes. They are all distinguished by their aesthetic qualities, modern design, as well as durability and safety of use.

The everyday life of people around the world is made easier by small household appliances manufactured in Podlaskie, where global brands such as Philips vacuum cleaners, Lavazza coffee machines, and Brita water filters make their products.







# EDPOL FOOD & INNOVATION

EDPOL Food & Innovation has been on the market for 30 years and operates in the B2B sector both in Poland and internationally. It's core business includes the production of sauces, spice blends, breadcrumbs, flavoured butters, and developing technological solutions for the food industry. Creative thinking and understanding the expectation of business partners results in innovative products in the food market world-

wide. The company's offer is very broad and responds to the needs of the meat, fish, dairy, and fruit and vegetable industries. It's product range takes into account the current nutritional trends, the specific expectations of customers, and the culture and traditions of the final consumer. Individual approach, creative action and innovative production technologies make all EDPOL's product outstandingly successful.











# FOUR STARLINGS SOAPMAKERS

Four Starlings Soapmakers is a producer of natural cosmetics and also a family company whose goal is to create simple and functional care products based on natural raw materials. Its offer includes soaps, hair shampoo bars, hair serums, cream deodorants, body oils, butters and scrubs, as well as face products such as flower waters, hydrophilic cleansing oils, and acid serums or creams. The company tries to use as many Polish ingredients and materials

from local producers as possible, because they not only respect health but also care for the environment. That is why, in the spirit of zero waste, since the very beginning Four Starlings has been packing its cosmetics using environmentally friendly materials in order to minimize the use of plastic where it is not necessary. Four Starlings gives its packaging a second life and encourages its customers to do the same.









# MALOW

Malow is one of Europe's largest manufacturers of metal furniture, which is becoming increasingly popular on global markets. The brand offers a wide range of furniture for offices and medical, educational, sports and social purposes, including home decoration.

All products are characterised by the highest quality and durability and by their variety, rich colours and functionality. Malow's products are exported to almost all European countries, but also to the Middle East, including the United Arab Emirates.

Malow is constantly developing its furniture by introducing product innovations and new designs. For this purpose, the company utilises modern machinery and new technologies to ensure the highest quality of manufactured products.

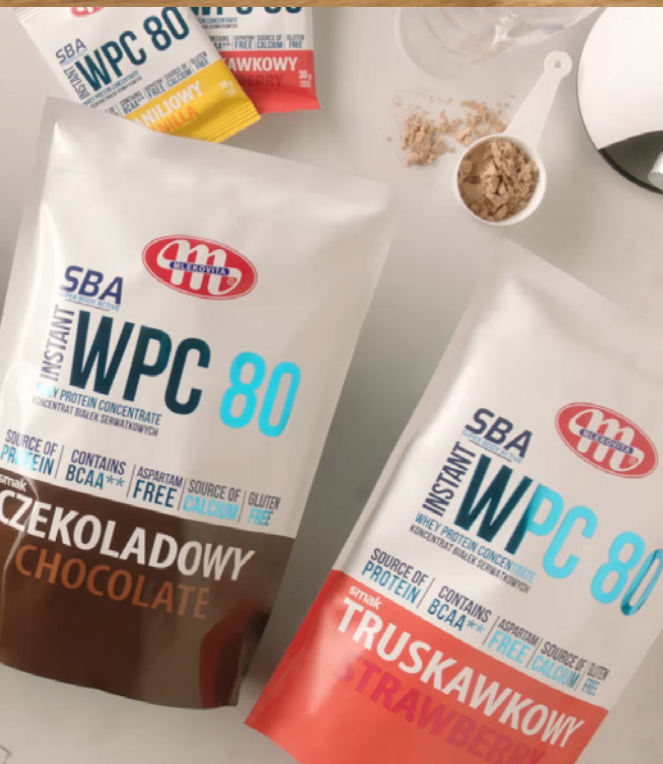


# MLEKOVITA

Mlekovita Dairy Cooperative is the largest exporter of milk products in Central and Eastern Europe and the undisputed leader of the Polish dairy sector. Mlekovita's range of 1,500 dairy delicacies – the largest selection of dairy products in Poland and Europe – is known not only in Polish homes but also in 167 countries around the world.

Every day, 22 Mlekovita plants process 8 million litres of the best milk, supplied by 15,000 Polish farmers. 5,000 qualified employees ensure the highest quality of products manufactured on over 180 production lines.

Mlekovita's extensive product range includes hard and soft cheeses, fresh and flavoured milk, butters, creams, as well as organic, lactose-free and powdered products.









# PRONAR

Pronar is one of the fastest growing Polish companies and is one of the most globally recognizable brands in agricultural and municipal technology and recycling solutions. It is also among the world's leading manufacturers of rims and disc wheels.

Pronar machines are synonymous with quality and reliability everywhere; they support the daily work of farmers, municipal companies and the waste management industry in dozens of countries around the world. Pronar's trailer sides, pneumatic and hydraulic components, axles, chassis, rims and wheels are used in products made by the world's largest companies.

Pronar's enormous human capital and over 30 years of experience allow the company to offer a wide portfolio of innovative products as well as share its knowledge in order to create bridges between science and business.











# TENDERHUT

TenderHut is a technology capital group that is active in three lines of business: outsourcing, laboratory systems implementation, and venture building. The TenderHut Group operates internationally with 9 offices in Poland, 2 offshore offices, and 5 foreign subsidiaries.

The Group has a diverse sales portfolio in terms of the solutions it offers and the sectors in which its customers operate. Up to 63% of the Group's sales are outside Poland.

According to Deloitte and the Financial Times, TenderHut is one of the fastest growing technology companies in Europe. This year, Microsoft awarded one of the Group's companies with the title of Official Global Finalist of Microsoft Partner of The Year 2021 in the Mixed Reality category.

The venture building business line develops startups that address the challenges of digital transformation in MedTech, LabTech, PropTech/WorkTech and HRTech.



TMT has been in the business of processing and packaging ripened cheeses for 20 years. The product range includes sliced, diced, and grated cheeses, as well as cheese in blocks. The company also offers private brands and processed cheese production. TMT provides its clients with assistance in building their own brands, from selecting the type of cheese to offer to finding the right product weight and packaging.

TMT cooperates with major retail chains, dairy distributors for the retail and the HoReCa sector, as well as directly with individual businesses. The company operates across Poland, the European Union, the Balkans, and the Middle East, where TMT's processed cheese is in great demand.









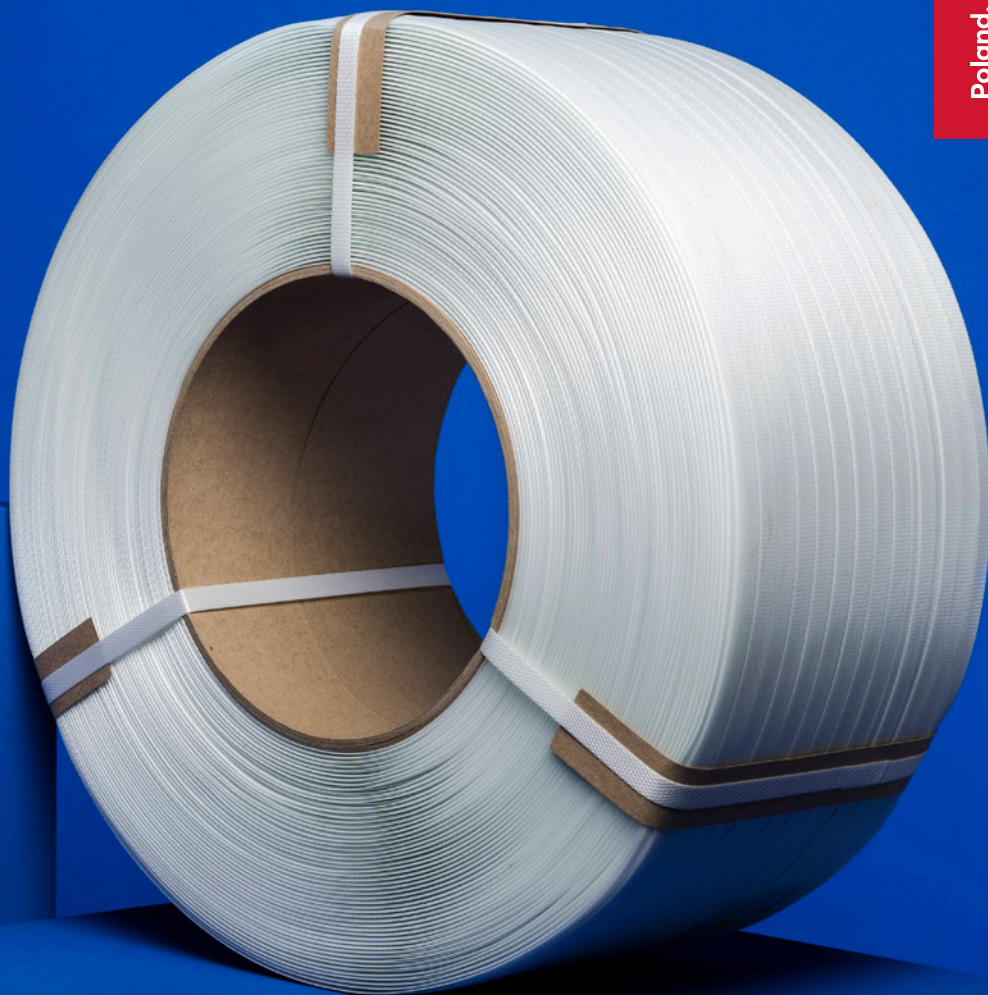
# WALD-GOLD

Wald-Gold is a family-owned company that has been producing plastic packaging for the agricultural, industrial and food sector for over 25 years. The company has been consistently developing its brand and trust among customers, thanks to which it can enjoy cooperation with many partners from Poland and abroad.

Wald-Gold specialises in the production of agricultural netting and twine, banding tape used in the industrial and packaging sector, and closures for the food industry. The company offers innovative, effective, and reliable solutions tailored to the customer's needs.

Wald-Gold's focus is on the quality of its products, for which the company has been repeatedly awarded by industry experts. High production standards are ensured by technologically advanced machinery and the knowledge and experience of our employees.







# CHAMBER OF COMMERCE AND INDUSTRY IN BIAŁYSTOK | PODLASKIE BUSINESS CLUB

The Chamber of Commerce and Industry in Białystok and the Podlaskie Business Club are the oldest and largest institutions whose mission is to support the economic development of the region of Podlaskie. They bring together small, medium and large companies from the Podlaskie Voivodeship and cooperate with foreign economic organisations.

These institutions are not for profit and their main tasks include developing the business networks of Podlaskie's enterprises, strengthening cooperation between science and business, promoting regional products around the world, and providing support for projects that foster the economic development of the region.





WVVLZ	▲	10.55	▲	30.32
TRZ	▲	9.23	▲	30.59
TRW	▲	9.04	▲	30.54
CCAD	▲	9.04	▲	30.54
HALEW	▲	9.04	▲	30.54
JAS	▲	9.04	▲	30.54
RRAP	▲	9.04	▲	30.54

# INFOTECH TECHNOLOGY CLUSTER

The mission of the InfoTech Technology Cluster is to integrate the innovative technology sector in Podlaskie. The cluster brings together local authorities, business representatives and scientific and research institutions whose common goal is to popularise and develop initiatives stemming from new technologies.

InfoTech includes several dozen companies from the IT sector, but also companies specialising in marketing, e-commerce, as well as scientific institutions, such as the University of Białystok. Cluster membership is also open to freelancers across a wide range of business profiles, including programmers, graphic designers and people working in the media.

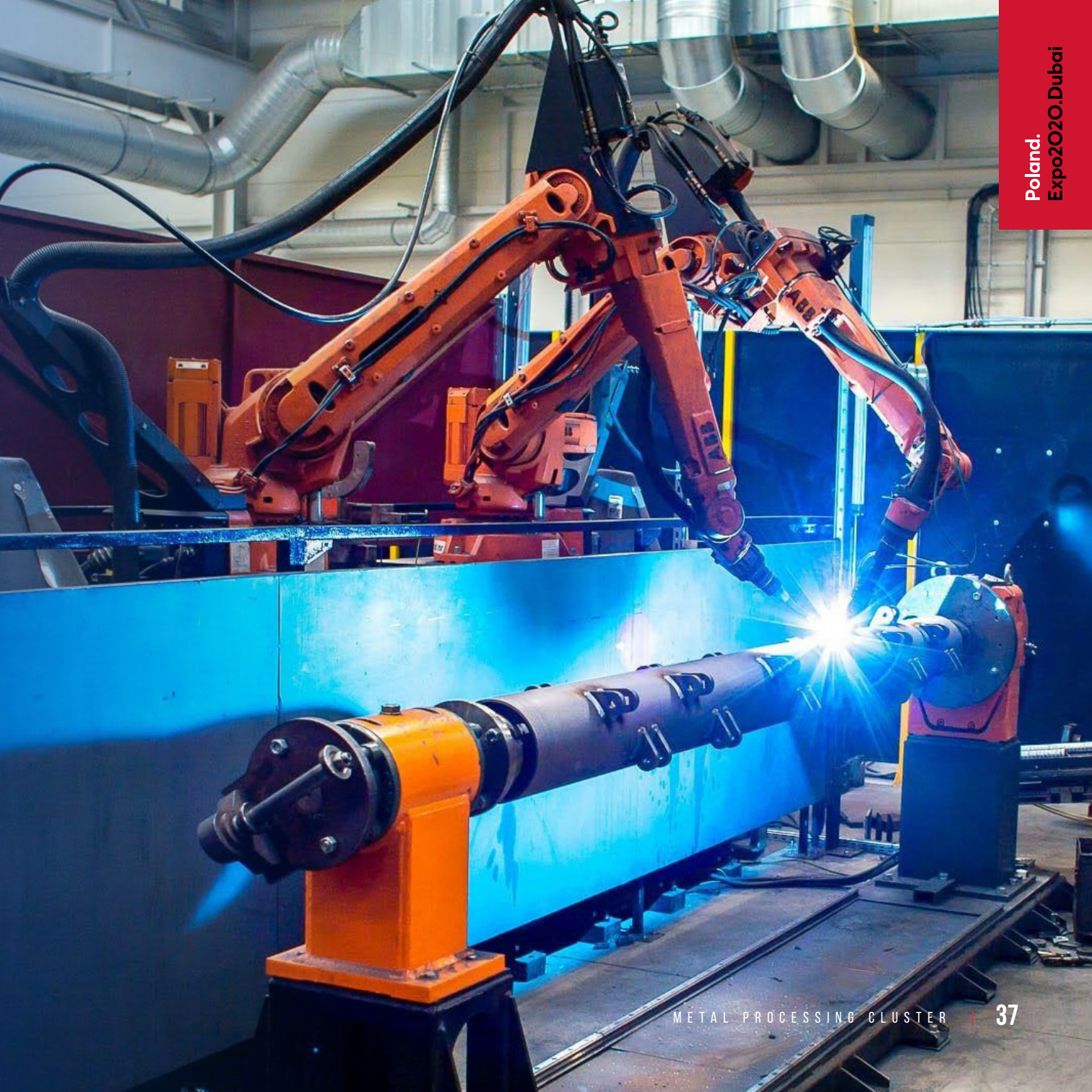


# METAL PROCESSING CLUSTER

The Metal Processing Cluster is the biggest association of companies and organisations involved in the metal and machinery sector in Poland. It brings together nearly 100 businesses operating in the field of services, manufacturing and sales, as well as 20 strategic partners such as universities, business environment institutions and local authorities. Cooperation within the cluster makes it possible to combine potential, exchange experience, generate synergy and strengthen competitive advantages.

The cluster's specializations include agricultural and food processing machinery and equipment, implants and tools for orthopaedics and traumatology, equipment for the yacht industry, steel structures for construction companies, metal furniture, mechanical parts and components related to metalworking, production of LPG systems, electromobility solutions, implementing automation and robotics in production, and Industry 4.0.







# POLISH CONSTRUCTION CLUSTER

The Polish Construction Cluster brings together over 300 Polish companies operating in the building industry. It includes general contractors, architects, producers of materials and chemicals used in construction, door and window joinery, interior designers, and manufacturers of furniture and blinds. Moreover, the activity of the Cluster is supported by universities and business institutions, which help the companies develop their innovative potential and achieve a competitive advantage.

One of the companies in the Polish Construction Cluster is Unibep S.A. One of its subsidiaries, Unihouse, specialises in the production of modular multi-family residential buildings utilising timber frame structures. Unihouse delivers its buildings to the largest and the most demanding Norwegian cities in terms of customers, such as Trondheim and Oslo. The company is also building in places as remote as Mo i Rana, a city located just below the Arctic Circle.







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