ABOUT THE POLISH FASHION PROMOTION PROGRAM

The activities carried out under the program are aimed at promoting the entire Polish fashion industry, including the clothing, footwear, leatherware and jewellery sectors, and they mainly include the organization of national information and promotional stands at the industry's largest and most important fairs. By the end of 2022, stands will be organized during 6 events in 5 countries.

The program for the promotion of the Polish Fashion industry was prepared by the Ministry of Economic Development, Labour and Technology of the Republic of Poland.

At the organized stands, Polish companies from the fashion industry have the opportunity to present their product lines, display advertising films and hold B2B meetings with contractors. In addition, the national stand staff provides visitors with information about the stands of the Polish companies that are exhibited at given fairs.

Micro, small and medium entrepreneurs may receive partial funding of the costs related to participation in the program under sub-measure 3.3.3 "Support for SMEs in promoting product brands – Go to Brand" Smart Growth Operational Programme. Support for entrepreneurs is provided by the Polish Agency for Enterprise Development.

The program is implemented under sub-measure 3.3.2 "Promotion of the economy based on Polish product brands – Polish Economy Brand" Smart Growth Operational Programme.

Facts about Poland

312,696 km²

the area of Poland

38 million citizens

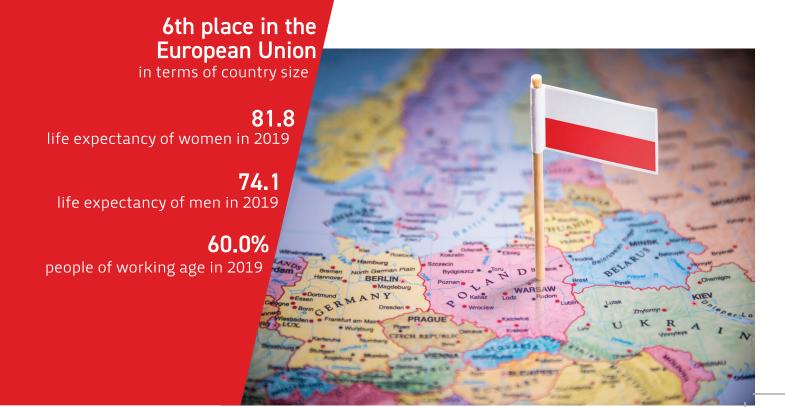
5th place in the European Union in terms of population

11th place in the European Union

in terms of the number of people with higher education in 2019

POLAND: General information

Poland, with its capital in Warsaw, is situated in the central part of Europe, between the Baltic Sea, the Sudetes and Carpathian mountain ranges. Germany is Poland's western neighbour, main trading partner and the biggest buyer of products exported from the Polish Fashion sector.



POLAND: 6th largest economy in the EU



According to data from the second quarter of 2020, Poland is the sixth-largest economy in the European Union. It displays high growth rates, particularly in comparison with the pace of development of the EU economy.

INVESTMENTS IN POLAND

- the official currency is Polish zloty (~3.80 USD, ~4.30 EUR) (2019)
- Poland is the largest beneficiary of EU aid. In the years 2014-2020, the European Union allocated EUR 82.5 billion to Poland
- at the end of 2019, the value of foreign direct investments (FDI) amounted to EUR 209.5 billion. The FDI inflow in 2019 was EUR 9.7 billion

According to the National Bank of Poland

2019

4%

the pace of development of the Polish economy

1.5%

the pace of development of the EU economy

Export is one of the main pillars of economic growth. In 2019, export from Poland amounted to EUR 235.8 billion (5.5% increase compared to 2018).

Polish clothing production – 8th place in the EU

Poland ranks 8th in the European Union in terms of clothing production compared to 26 Member States. Polish Fashion is a dynamically developing industry that is characterized by:

- high export potential
- many sectors within one industry
- cooperation with business partners from Europe, Asia and the USA

2019

Polish Fashion industry export **EUR 6.1 billion**

Clothing industry global import **EUR 391.2 billion**

THE AMOUNT OF REVENUE

- The revenue of the Polish clothing market in 2019 amounted to EUR 13.1 billion. Also, in 2020, despite the COVID-19 pandemic, the revenue was expected to increase further at a level of 9.4%.
- A ccording to forecasts, the revenues of the Polish fashion industry in 2023, are expected to reach EUR 18.3 billion. Thus, the growth rate of revenue from 2020 to 2023 is expected to remain at 8.4% per year.

The amount of revenue in billion EUR (with the projection - P)

	2019	2023 (P)		
World	1 636.7	1 970.2		
Europe	438.2	495.4		
Poland	13.1	18.3		

PER CAPITA EXPENDITURE

The high rate of growth is also visible in terms of per capita expenditure in the clothing market:

- in 2019, a resident of Europe spent an average of EUR 517.7 on clothes. Per capita expenditure in Europe is expected to increase to EUR 583.3 in 2023
- in Poland, the expenses of a resident on products from the Polish Fashion industry amounted to EUR 346.0 in 2019. The forecast is for significant growth, as expenditure per capita is supposed to reach EUR 485.0 in 2023

The dynamics with which our clothing industry is developing make Polish Fashion industry an exceptionally attractive market for investors from all over the world.



Fashion industry in Poland dynamic growth

Polish clothing market has been developing very dynamically recently, as evidenced by the increase in revenue, especially over the previous 4 years.

Comparing the data from 2016 and subsequent years, until 2019, the dynamic development of the Polish clothing industry can be easily noticed:

in 2016 revenue amounted to EUR 9.3 billion

while in 2019 it reached over EUR 13.1 billion

The women's clothing segment has the largest market share – here, sales increased from EUR 5.1 billion in 2016 to EUR 7.0 billion in 2019, representing 53.7% of the industry's total sales.

This clear increasing trend shows how great the potential of the Polish clothing sector is.



The impact of the pandemic on the industry

What is important, according to forecasts, the COVID-19 pandemic was only supposed to slightly slow down the level of growth in the Polish clothing industry - it was expected to reach 9.4% in 2020.

The revenue from the sale of women's, men's and children's clothing in Poland, expressed in EUR billion (with the projection - P)



A further increase of 8.4% is forecast vear per from 2020 to 2023. This is good news for both manufacturers clothing foreign partners and who choose the Polish fashion market as one of the most attractive in Central Europe.



The revenue in EUR billion on the Polish clothing market in the years 2016-2023 (with the projection - P)

	Year	Revenue	
	2016	9.3	
	2017	10.4	
	2018	11.7	
	2019	13.1	
	2020 (P)	14.4	
	2021 (P)	15.9	
PROPREMINISTER DE LA CONTRACTION DEL CONTRACTION DE LA CONTRACTION	2022 (P)	17.2	
	2023 (P)	18.3	
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			de de

Export potential

Year	Value of exports in EUR billion		
2015	3.9		
2016	4.4		
2017	4.5		
2018	5.6		
2019	6.1		

Over the years 2015-2019, the exports of the clothing industry from Poland increased by 58.4%

An equally dynamic upward trend can be seen in global imports - in 2015 it remained at the level of EUR 4.6 billion, and in 2019 it amounted to EUR 7.4 billion, which is an increase of 61.2%.

STRONG EXPORT POSITION

According to 2018 data, Poland was the 16th largest clothing exporter with a share of 1.4%.

Continuous development of the clothing market together with export activities has been the result of the resilience of Polish entrepreneurs, as well government support programs as to the industry. According to the data provided by the Ministry of Development in the first half of 2019, our fashion sector was accountable for 3.8% of Polish exports.

High export potential is one of the greatest assets of Polish Fashion

The structure of Polish clothing exports

The share of individual product groups in the export structure of the Polish clothing industry in 2019



Industry export directions

The main recipients of the Polish clothing industry are European Union countries. Among them, Germany has been the largest buyer of products exported by Poland for many years.

The table presents the 10 main recipients of the clothing sector, the value of exports to each country, as well as the share of exports to a given country within the total exports of the clothing industry from Poland. The data in the last column shows the increase in Polish exports to each country in 2015-2019.

In 2019, Germany purchased nearly 52.0% of products exported by Poland. The following three countries - the Czech Republic, Romania and Hungary - were the recipients of a total of 15.5% goods exported by the Polish clothing industry.

Country	Export in EUR million	The share of export to a given country	The increase of export to a given country in 2015-2019
Germany	3,181	52.0%	59.7%
Czechia	380	6.2%	97.2%
Romania	338	5.5%	220.8%
Hungary	229	3.7%	172.7%
Slovakia	183	3.0%	108.9%
Russia	163	2.7%	119.8%
Ukraine	160	2.6%	135.2%
Italy	155	2.5%	84.7%
Great Britain	131	2.1%	118.0%
Netherlands	126	2.1%	-55.7%

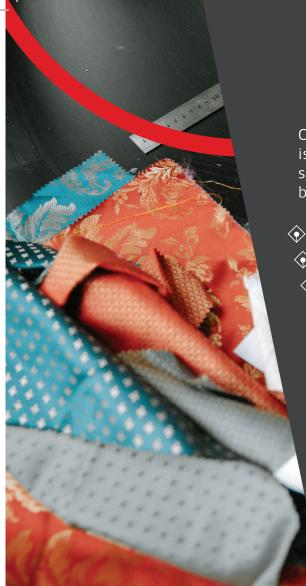


POLISH FASHION: The strengths

Over the years, the Polish Fashion has developed a strong foundation of operation, focusing on quality, creativity and responsible production.

Its advantages directly translate into the benefits enjoyed by the partners of the Polish producers resulting from the cooperation. The most important features of the industry include:

- high export potential
- innovation and advanced production technology
- high quality of workmanship
- compliance with the EU legislation governing the quality and safety of materials
- accurate identification of market needs and rapid adaptation to them
- service comprehensiveness both at the sales stage and in the form of after-sales services
- high standard of business cooperation professionalism and reliability
- flexibility in cooperation
- social responsibility and employment ethics
- educated and experienced management staff
- high-class specialists (designers, seamstresses, tailors, cutters, etc.)
- government programs to support entrepreneurs



Comprehensive industry offer

One of the greatest advantages of the Polish Fashion industry is its diversity. The Polish Fashion sector can offer many export specialties - it covers not only the textile industry, but also the production of, among other things:

- footwear
- underwear
- jewellery, in particular, one of the most attractive goods of Polish export – amber
 - costume jewellery
 - processed textile products
 - leather clothing
 - bag maker's goods and saddlery
 - articles of fur skin
 - hosiery
 - clothing accessories
 - other knitted or crocheted clothing
 - luggage bags, handbags, glasses, etc.
 - specialized design services

Such a large variety of products meets the high requirements of the foreign market. The comprehensive scope, together with the provided quality, meets the needs of international recipients who appreciate the offer of the Polish Fashion sector.

Polish jewellery is appreciated.

Polish jewellery has been recognized and appreciated by many, all over the world. Most of the exported jewellery finds buyers in the European Union countries, the United States and China.

Our trademark - high-quality Polish jewellery with amber - is of particular interest to international buyers

over 12,000 companies operating in the jewellery industry

EUR 200 million

the value of Polish jewellery production

EUR 1 billion

the value of export per year

WHAT **DISTINGUISHES US** FROM OTHERS IS:

- unique design
- highest quality
- long-standing tradition
- craftsmanship and creativity of talented artisans
- **(•)** combining amber with silver and gold

Amber - A Polish specialty

For years, Poland has been a world leader in the production of amber products - both jewellery and ornaments valued in the world. Amber framed in precious metals is our country's speciality.

1st place in Europe

in terms of the amount of amber jewellery produced

70%

share in the global amber production market

1,546.65 tons of amber

the level of geological balance resources at the end of 2019 (an increase by 16.6% compared to 2018)

5-6 tons of amber

the estimated annual yield of amber harvested on beaches

In international opinion, amber is considered a luxury stone, and Polish design with the "gold of the Baltic Sea" in the lead role delights all over the world.

The potential of the Polish footwear market

EXPORT OF THE POLISH FOOTWEAR SECTOR

According to the data summarizing 2018, Poland is a recognized exporter of products from the footwear sector, ranked 16th among global exporters, with a market share of 1%.

Our footwear market is appreciated worldwide, especially for its high quality of workmanship and attractive design.

Export of Polish footwear in 2018

EUR 1.67 billion

107.6 million pairs

POLISH FOOTWEAR PRODUCTION IN 2018 - FACTS

7th place

in the European Union

40th place

in the world

3,440

registered companies in the industry

2.5%

share of the European footwear production market

18,000

workplaces in the footwear industry

5th largest employer

in footwear sector in the EU



The online sales market in Poland, has been dynamically developing - in 2019 online clothing stores generated 20.4% of sales, while in 2023 this value is expected to increase to 23.4%.

			EUROPE		POLAND	
Clothing sales structure by distribution channels (with the projection - P)	Online Stationary	2019 13.5% 86.5%	2023(P) 16.8% 83.2%	2019 20.4% 79.6%	2023(P) 23.4% 76.6%	

POLISH FASHION an attractive partner in business

Polish Fashion is an industry with high potential, both in terms of production and export. The nature of Polish production is mainly determined by high quality, and a varied range of products valued on the world market.

Diversity within one industry provides international business partners with access to a wide range of clothing, textile, leather, footwear, jewellery and more.

Our industry is characterized by:

- dynamic development
- global market recognition
- commitment and reliability of Polish professionals

Choose the proven quality of the Polish market and start cooperation with trusted partners from the Polish Fashion industry

POLISH FASHION BRANDS





Products for export: Footwear

Agda

www.agda.com.pl dawidoff83@interia.pl



Products for export: Footwear

Amelka PPH Marcin Kucharczyk

www.amelka.com.pl biuro@amelka.com.pl fb.com/Amelka-114094379947906



Products for export: Women's clothing

Amelie et Sophie

www.ameliesophie.com trade@ameliesophie.com fb.com/amelieetsophie



Products for export: Footwear

ARKA Sp. J.

www.arka1927.com/pl contact@arka1927.com fb.com/arka1927shoes



Products for export: Lingerie

AXAMI

www.axami.pl axami@axami.pl;



Products for export: Children's clothing

BEXA

www.sklep.bexa.pl bexa@bexa.pl fb.com/bexapl



Products for export: Children's clothing

BEXA NATURE

www.bexa.store/pl/ bexa@bexa.store fb.com/bexa.nature



Products for export: Women's clothing

BIALCON SA

www.bialcon.pl ms@bialcon.pl fb.com/BIALCON



Products for export: Silk accessories

BY DARIIA DAY

www.pl.bydariiaday.com contact@bydariiaday.com fb.com/DariiaDayPage



Products for export: Women's clothing

FOR Andżelika Chruścińska www.chruscinska.pl pracownia@chruscinska.pl fb.com/bychruscinska



Products for export: Footwear, leather accessories

Cocciné Dakoma Sp. z o.o. www.coccine.eu dakoma@dakoma.com.pl fb.com/KochamButyCoccine



Products for export: Jewellery

Colibra Dystrybucja Sp. z o.o. www.colibra.pl colibra@colibra.pl fb.com/colibra.jewellery



Products for export: Footwear

CONHPOL HENRYK KONOPKA

www.conhpol.pl msala@conhpol.com.pl fb.com/ConhpolQuality



Products for export: Women's clothing

DeVu Diana Walkiewicz www.devu.com.pl atelier@devu.com.pl fb.com/wwwDEVUcomPL

doctor nap®

Products for export: Nightwear, homewear

DOCTOR NAP

www.doctornap.com doctornap@doctornap.com fb.com/doctornap



Products for export: Women's clothing

DOROTA GOLDPOINT

www.dorotagoldpoint.com kontakt@dorotagoldpoint.com fb.com/DGofficials/

Eco Leinen

Products for export: Women's clothing, men's clothing

Eco Leinen Mariusz Duszyński www.ecoleinen.eu mariuszduszynski@wp.pl



Products for export: Jewellery

ELWIS S.C. MONIKA I JERZY WIŚNIEWSCY www. elwis.com.pl elwis@elwis.com.pl



Products for export: Jewellery

Eva Stone Kazimierz Szyszko, Ewa Szyszko www.evastone.eu fb.com/EvaStoneDesign



Products for export: Women's clothing

FP Brand

www.femistories.com k.gadzimska@femistories.com fb.com/femistories



Products for export: Footwear

Galant

www.galant-obuwie.pl info@galant-obuwie.pl fb.com/galantobuwie



Products for export: Leather accessories, fur Accessories

GENA KATARZYNA ZARĘBA www.gena.pl marketing@gena.pl fb.com/GenaPoland



Products for export: Jewellery

Gielo

www.gielo.pl/en office@gielo.co.uk



Products for export: Lingerie

Gorteks

www.gorteks.com.pl handel@gorteks.com.pl

granatovo

Products for export: Pregnancy clothing

Granatovo

www.granatovo.com info@granatovo.com fb.com/granatOVO

Products for export: Headwear

HatHat **Paweł Mistewicz** www.hathat.pl Info@hathat.pl



Products for export: Children's clothing

Hey Popinjay!

www.heypopinjay.com kontakt@heypopinjay.pl

HEXELINE

Products for export: Women's clothing

Hexeline Sp. z o.o SP. K

www.hexe.com.pl hexe@hexe.com.pl fb.com/HexelineOfficial



Products for export: Jewellery

IMAGE SILVER

www.imagesilver.com.pl amber@imagesilver.com.pl



Products for export: Jewellery

International Amber Association

www.amber.org.pl office@amber.org.pl fb.com/InternationalAmber Association



Products for export: Wedding clothing's

Jola-Moda

www.jola-moda.pl biuro@jola-moda.pl fb.com/jolamodasuknieslubne



Products for export: Footwear

KACPER GLOBAL

www.kacperglobal.pl marketing@kacperglobal.pl fb.com/Kacper-Buty-Salony-Firmowe-230854097348547/



Products for export: Footwear

KATI "Kati" Piotr Jędrzejczyk

www.obuwiekati.pl biuro@obuwiekati.pl fb.com/katiobuwie



Products for export: Lingerie

Kinga

www.kinga.com.pl biuro@kinga.com.pl fb.com/EkskluzywnaBieliznaKinga/



Products for export: Sportswear

Kiore Tomasz Skoczylas www.wearinoni.com bok@wearinoni.com



Products for export: Footwear

KOSTEX Koczur Stanisław

www.kostexobuwie.pl biuro@kostexobuwie.pl



Products for export: Footwear

KRISBUT Sp. z o.o. Sp.k.

www.krisbut.pl biuro@krisbut.pl



Products for export: Children's clothing

KUKUKID

www.kukukid.com/info@kukukid.com



Products for export: Leather clothing

LA FENICE

www.lafenice.store hello@lafenice.pl



Products for export: Kid's clothing

La Mere

www.lamere.pl/kontakt@lamere.pl;



Products for export: Women's clothing

LOOK made with Love Akm Poland Sp. z o.o.

www.lookmadewithlove.pl office@lookmadewithlove.pl fb.com/lookmadewithlove



Products for export: Headwear, clothing

Looks by Luks Marcin Luks

www.looks-by-luks.pl wholesale@looks-by-luks.pl fb.com/looksbyluks



Products for export: Footwear

Maciejka Footwear Sp. z o.o. Sp. k. www.maciejka.pl biuro@maciejka.pl fb.com/maciejkaobuwie



MOTHER&CHILD

Products for export: Maternity clothing, children's clothing

Mamatu Mother & Child apconcept Anna Przeracka-Byskosz

www.mamatushop.com shop@mamatu.pl fb.com/mamatuPL

mara gibbucci

Products for export: Women's clothing

MARA GIBBUCCI

www.maragibbucci.com maragibbucci@gmail.com fb.com/Mara-Gibbucci-514714185289375/



Products for export: Women's clothing

MARLU

www.marlu.pl gawel@marlu.pl



Products for export: Women's clothing

MARSELINI ZPHU "Marselini" MAREK STAROSTECKI

www.marselini.pl biuro@marselini.com



Martombike Marek Łagódka Products for export: Sportswear

www.martombike.com marek@martombike.com



Products for export: Children's clothing

MIAPKA DESIGN KAROLINA JĘDRASIAK

www.miapka.com biuro@miapka.pl fb.com/miapkadesign



Products for export: Bags for women

Militu Bags

www.militu.pl kontakt@militu.pl fb.com/militu.shop



Products for export: Girl's clothes

Minimi

www.minimi.com.pl info@minimi.com.pl



Products for export: Children's clothing

MUKKI KARTA GROUP www.mukkikids.com mukki@mukkikids.com fb.com/mukkikids



Products for export: Women's clothing

NAH-NU Katarzyna Skorek www.nah-nu.com office@nah-nu.com



Products for export: Leather gloves

napo gloves Napo Sp. z o.o. www.napogloves.com support@napogloves.com fb.com/napogloves

NO_SUGAR®

Products for export: Women's clothing

NOSUGAR-CLOTHING

www.nosugar-clothing.pl office@nosugar-clothing.com fb.com/no5ug4r



Products for export: Wedding clothing

NOVIAS

www.novias.com.pl fb.com/noviasaccessories info@novias.com.pl



Products for export: Women's clothing, accessories

Noza Nova

www.nozanova.com kontakt@nozanova.com



Products for export: Jewellery

ORIENT STYLE

www.orientstyle.pl office@orientstyle.pl



Products for export: Outdoor equipment

PAJAK

www.pajaksport.pl office@pajaksport.pl fb.com/pajaksport



Products for export: Jewellery

Parioli

www.parioli.eu info@parioli.eu

PY PAULA YASCOOLSKI

Products for export: Women's clothing

Paula Yascoolski

www.paulayascoolski.eu shop@paulayascoolski.eu fb.com/paulayascooslki



Products for export: Children's clothing

PETITE LAURE PAULINA WUDARCZYK

www.petitelaure.com office@petitelaure.com fb.com/PetiteLaurebrand



Products for export: Footwear

P.P.H KAMPA

www.ekampa.pl biuro@ekampa.pl fb.com/kampaobuwie



Products for export: Handbags, backpacks

PPH OKTIS
JANUSZ SITKO

www.oktis.com.pl oktis@oktis.com.pl

SUN OF GABA

Products for export: Women's clothing

PPHU Sun of Gaba Dariusz Gajewski www.sunofgaba.com.pl gaba@sunofgaba.com.pl fb.com/SunOfGaba



Products for export: Advertising apparel

Rascal Industry

www.rascalindustry.eu hello@rascalindustry.eu fb.com/RascalIndustry



Products for export: Women's clothing, men's clothing, sportswear

Rebel Skin

www.rebelskin.pl sklep@rebelskin.pl fb.com/RebelSkinSportswear



Products for export: Footwear

REN BUT Sp. z o.o.

www.renbut.pl export@renbut.pl fb.com/RenBut **RE:SIN**

Products for export: Eyewear

RE:SIN eyewear

www.re-sin.com office@re-sin.com



Products for export: Women's sportswear

Second You.

Aneta Bawiec

www.second-you.com/pl info@second-you.com fb.com/secondyouclothing



Products for export: Pajamas

sleepless in Warsaw

www.sleeplessinwarsaw.com/en info@sleeplessinwarsaw.com fb.com/sleeplessinwarsaw



Products for export: Shirts

Socks And Sandals

www.socksandsandals.pl/en office@socksandsandals.pl



Products for export: Bedding, curtains, tablecloths

SO LINEN! Monika Różańska Nina Wojciechowska S.C.

www.so-linen.com hello@so-linen.com fb.com/so.linen.so



Products for export: Jewellery

SOLO Bożena Przytocka www.solo.pl solo@solo.pl



made_in_poland

Products for export: Wedding clothing

Studio Mody Ślubnej SPOSA

www.sposa.pl info@ateliersposa.com fb.com/SPOSAGROUP



Products for export: Footwear

Stagórs

www.stagors.pl biuro@stagors.pl



Products for export: Women's clothing

studio b3

www.studiob3.pl info@studiob3.pl fb.com/studiob3



Products for export: Hosiery and tights

Studio Collants
BallerinasSecret

www.ballerinassecret.com/plinfo@ballerinassecret.com





www.studiodf.pl

Products for export: Jewellery

STUDIO DF DOMINIKA FRĄCZKIEWICZ

www.studiodf.pl biuro@studiodf.pl fb.com/studiodf



Products for export: Men's accessories

Top Gal Accessories

www.topgal.pl topgal@szelki.pl



Products for export: Children's clothing

TUSS

www.tuss.pl kontakt@tuss.pl fb.com/tusspoland



Products for export: insoles, welts, heels and shoe soles

Tw0gu

www.twogu.pl biuro@twogu.pl



Products for export: Lingerie

Undress Code

undress-code.com whatsupbabe@undress-code.com



Products for export: Wedding dresses

Vanilla Sposa

www.vanillasposa.com vanillasposa@vanillasposa.com



Products for export: Lingerie, dresses, overalls and tops

Waligora Textilvertrieb Roksana Galka

www.noirhandmade.com info@noirhandmade.de



Products for export: Film and theatrical costumes

Wasted Couture Wioleta Sychowska

www.wastedcouture.net contact@wastedcouture.net fb.com/wastedcouture



Products for export: Bed linen, pillows, pouffes, rugs

We Love Beds

www.welovebeds.pl biuro@welovebeds.pl fb.com/welovebeds



Products for export: Leather Footwear

Wojas S.A.

www.wojas.pl wojas@wojas.pl fb.com/WojasPolska



Products for export: Sportswear

X BRAVE PROTECTION

www.xbrave.pro brave@xbrave.pro



Products for export: Women's clothing

Yeah Bunny IVO Iwona Kuziora

www.yeah-bunny.pl kontakt@yeah-bunny.pl fb.com/YeahBunnyStyle



Products for export: Women's clothing

YOU BY TOKARSKA AGNIESZKA TOKARSKA

www.youbytokarska.com you@bytokarska.com fb.com/youbytokarska

zaremski

Products for export: Jewellery

Zaremski

www.zaremski.pl marcin@zaremski.pl

ZISOU

WOODEN ACCESSORIES

Products for export: Women's handbags

ZISOU Magdalena Owczarek

www.zisou.pl hello@zisou.pl fb.com/zisou.wooden.accessories

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- 2. Branża odzieżowa: Wzrost znaczenia polskich eksporterów na świecie, Departament Strategii i Analiz Międzynarodowych, Warszawa: PKO Bank Polski S.A. 2019. Available on-line: https://wspieramyeksport.pl/api/public/files/1656/PKO_BRANZA_ODZIEZOWA_2019.pdf (accessed: 07.10.2020)
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