

STAYING ENGAGED

BY BEATA PASZYC

The American Institute of Polish Culture and the Honorary Consulate of Poland stay engaged and participate in events happening in Miami. In this way we not only help promote Poland's businesses, technology, tourism and culture but we also broaden the activities of the Institute. Here are some of the highlights of 2018/2019 season where we participated as invited guests:

FOOD EXPO

Poland's Ministry of Agriculture and Rural Development, along with food companies such as MLEKPOL, MLEKOVITA, AGROL, ANTONIUS - Caviar, BIOPOLAND, SOKOLOW, KUPIEC and more, participated in the *22nd Americas Food and Beverage Show* in Miami Beach October 1-2, 2018.

The Polish exhibition booth was very impressive and included many items such as organic fruit juices, chesses, honey, caviar, gluten free products and preservatives that could be tasted on the spot. The delegation from Poland, including government officials, company owners and marketing professionals, worked diligently to make new contacts, meet "one on one" with some of the top decision-making food executives, and network with other companies. They certainly gathered a diverse amount of sales leads and increased their sales.

This event is the largest food and beverage focused trade show in the western hemisphere. The show's goal is to assist companies in growing their market share and increasing two-way trade within the US and throughout the Americas. It provides exhibiting companies and visitors unparalleled opportunities to discover new markets and creative new products, ideas and innovations. Miami is recognized as the "trade hub of the Americas" and Poland's presence at this Food Expo was a great way to promote the country's delicious foods and beverages.



SEATRADE CRUISE GLOBAL



Mr. Grzegorz Dyrmo, Mr. Adam Meller, Mr. Maciej Krzesiński, Mr. Patryk Misiewicz, Mr. Michał Stupak, Mr. Marcin Osowski, Mrs. Beata Paszyc, Mr. Adam Hoppe, Mr. Sławomir Michalewski

The 35th edition of the world's leading business-to-business cruise conference, **Seatrade Cruise Global** took place on April 8-11, 2019 at the Miami Beach Convention Center. Each year, Seatrade Cruise Global draws more than 11,000 registered attendees, over 700 exhibiting companies from 113 countries, and more than 300 international journalists to become the epicenter of the cruise industry.

This year, for the first time, the cities of Gdansk and Gdynia from Poland participated in this prestigious fair to promote their ports to the cruise lines around the world. They had prepared an informative and beautifully rendered presentation to highlight the central location of Poland in Europe, as well as the excellent infrastructure, innovations, and modern technologies at sea ports and tourist opportunities for travelers.

It was a pleasure to welcome the delegations from Poland and hope their business grows in many industries.

EMERGE AMERICAS

eMerge Americas is an event that is all about technology, an ecosystem that is transforming Miami into the tech hub of the Americas and beyond. It is a unique assembly of the global enterprises, top startups and government leaders focused on innovative digital solutions transforming industries. Florida International University, The American Institute of Polish Culture's educational partner, was part of this exciting expo and they invited us as their guests to meet with leading technology gurus and businesses.



Dr. Anna Pietraszek, Pres. Eduardo J. Padrón, Mrs. Beata Paszyc