



Invest
in Pomerania

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at the heart of Europe

欧洲之心，
成功之地



波兰/滨海省

Where is Pomerania? 滨海省在哪个地方?

In northern Poland, on the coast of the Baltic Sea.
在波兰北部波罗的海沿岸。

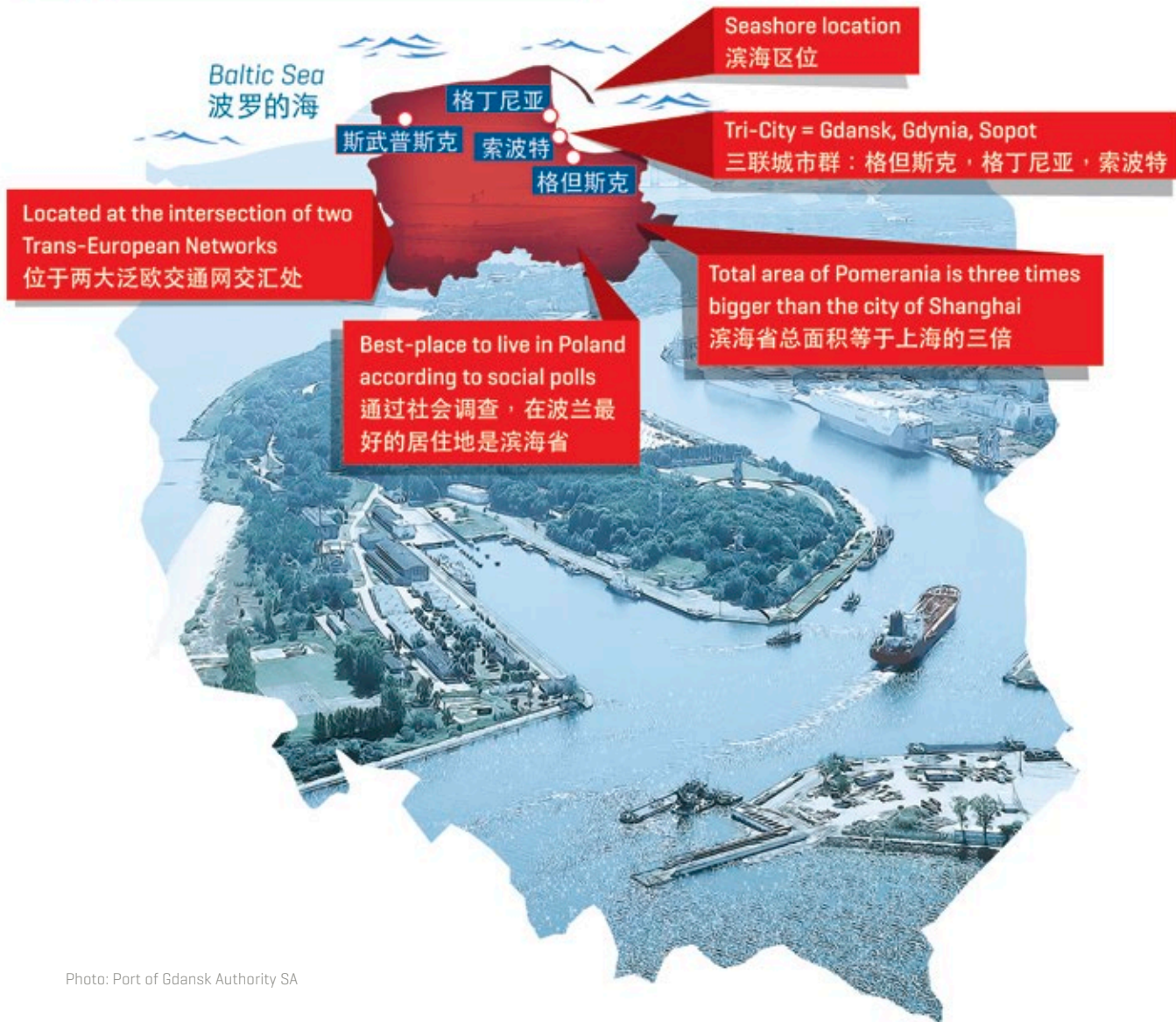


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FOOD INDUSTRY – GENERAL INFORMATION 食品业 —— 基本信息



在欧洲食品生产市场和高质量低人工添加剂食品两方面上，波兰都是佼佼领先者之一。自从加入欧盟之后，波兰出口量稳步上增，在2013年超过204亿欧元。虽然大部分产品主要出口欧洲，但是近年来中国消费者对波兰食物的热衷逐渐增长。仅2013年，波兰对中国的出口量在价值上就增长了两倍。食品产业在波兰经济和当地劳务市场扮演着一个非常重要的角色。波美拉尼亚的食物以其独特的味道和高质量深受大众喜欢。肥沃的土壤和典型的当地气候条件为生产大量不同种类的蔬菜和肉制品提供了先天优势。最为出名的是鱼制品，其次是肉制品和油脂类产品。

Poland is one of the **leaders** on the European food production market and famous for **high-quality** products with **low levels of artificial additives**. Polish export has been steadily growing since the European Union accession and its value reached in 2013 over 20.4 billion Euro. Majority of the products are earmarked for the European market, however in recent years there has been a growing interest of Chinese consumers in Polish food. In 2013 only, Polish **export to China increased two-fold in value**.

The food industry plays a significant role in the Pomeranian economy and the regional labor market. Food products originating from Pomerania are appreciated due to their **taste** and **premium quality**. Favorable soil conditions and specific local climate features have contributed to the production of a **wide range of goods** of vegetable and animal origin. The most important branches of the sector include fish processing, following meat products as well as oils and fats.

FISH INDUSTRY 鱼产业



The fish industry is considered as one of the fastest developing branches of the food sector in Pomerania. It generates the highest turnover, constituting approximately 28% of the sector's sales value. In the Pomeranian province there are over **430 companies** involved in fish processing. Among them several companies stand out:

- Graal Group - the largest national producer of canned fish in terms of size, revenue, turnover and assortment variety
- Morpol - world leading processor of salmon, the company employs 4000 people in 9 countries

Other major fish products manufacturers include: Wilbo, Łosoś and Szkuner

在波兰，鱼产业是食品工业里发展最快的产业之一。鱼产业的营业额整个食品工业的28%，居第一位。在整个波美拉尼亚省，超过430家企业涉及鱼品加工。其中有几家非常出名：

- 在规模，盈利，成交量，和种类上，是国家最大的鱼类罐头制品生产商。
- 世界领先三文鱼加工制品企业，在9个国家有大约4000员工。

其他主要的鱼类食品企业还有：

DAIRY PRODUCTS 乳制品



波兰是一个重要的牛奶生产大国。他们出口的产品主要是奶粉，乳浆粉和奶酪。由于波美拉尼亚的完美自然条件（绿洲），它的乳制品产业在急速发展。这里大约有20家企业为顾客提供不同种类的乳制品。最大的几家企业有：

- OSM Maluta
- Dairy cooperative in Skarszewy
- Mackowy
- Ser-Milk

每年生产大约4千万升牛奶。这家公司隶属于一家占有国际市场并有权出口到中国的一家国际著名乳制品公司。它生产牛奶，黄油，奶油，酸奶。奶酪。

Poland is a significant producer of milk. The export list includes mainly powdered milk, whey powder and cheese. Owing to perfect natural conditions [green areas], Pomeranian dairy industry is booming. There are twenty processing plants within the province offering wide variety of products. The biggest companies operating in the sector include:

- OSM Maluta
- Dairy cooperative in Skarszewy
- Mackowy
- Ser-Milk

OSM Maluta processes 40 million litres of milk every year. The company produces milk, butter, cream, yogurts, cheese. Maluta belongs to one of the leading dairy producers which conquered international markets and has acquired the right to export its goods to China.

BEVERAGES 饮料



Poland and Pomerania is famous not only for exceptional food, but also unique beverages. Because of rich apple harvest, plenty of pastures and beehives, most popular beverages are made of apples, honey, milk and fruits:

- Mead is an alcoholic beverage created by fermenting honey with water, it is also called "honey wine"
- Cider is a 100% natural, fermented alcoholic beverage made from the unfiltered apple juice
- Black currant juice is a natural vitamin bomb, that detoxifies the body, strengthens blood vessels, heart and reduces blood pressure. Poland is the world's biggest producer of black currant
- Kefir and buttermilk are typical Polish dairy drinks produced from cow's milk, which soothes stomach and skin

波兰和波美拉尼亚不仅仅著名于它独特的食品，而且还有它超绝的饮料。由于它苹果高产量，大量的牧场和蜂巢养殖业，大部分的饮料都以苹果，蜂蜜，牛奶和水果作为原材料：

- 蜂蜜酒是一种以蜂蜜和水发酵而成的酒类饮品。
- 苹果酒是一种100% 纯天然 以未加工的苹果汁发酵而成的酒类饮品。
- 黑加仑果汁是一种纯天然维他命饮料。它可以帮助身体排毒，加强心血管和降低血压。波兰是世界上最大的黑加仑生产商。
- 酸乳酒和 脱脂乳是由牛奶制成的，它是典型的波兰乳制饮料。它对人的胃和皮肤有好处。

MEAT 肉制品



波美拉尼亚 以鹅的繁养尤为著名。这里的鹅天然喂养，肉质鲜美，含有大量的营养和矿物质。尤其在德国非常受欢迎。

- 波兰在家禽肉和鹅肉生产领域，在欧洲处领先地位。
- 波兰肉制品以其高优质量被出口到中国的高端餐厅和酒店。
- 据专家报告，中国对食物的需求量到2022年将会增长25%，而波兰对中国的出口食品量将会以每年10%剧增。
- 越来越多的公司加入食品质量认证系统，这给家禽和猪肉的高质量和食物安全提供了专业合格证明。

Pomerania is famous for breeding geese, which are naturally fed, have a lot of nutrients, minerals and the meat is very tasty. It is very popular in Germany.

- Poland is the European leader in terms of poultry production and goose meat
- Polish meat is exported to top class Chinese restaurants and hotels, where the priority is the supreme quality.
- According to experts, the demand for food in China will increase by 25 percent until 2022, and food export from Poland to China will increase 10 percent per year
- More and more companies are members of QAFP system [Quality Assurance for Food Products] that certifies top quality and safety of produced poultry and pork

BEER 啤酒



Poland is the third largest producer of beer in Europe. Currently, there are over a hundred breweries in Poland. Pomerania has a very dynamic and well developed beer market and a tradition of beer brewing dates back to the Middle Ages.

- Amber Brewer is the biggest brewery in the region and is one of the most advanced among small and medium-sized breweries in Poland.
- Goszczewo brewer is the first private family and craft brewery in Poland. Manufactured products owe their unique taste, nutritional qualities and natural ingredients to traditional brewing method, without the use of technology accelerating production.
- Pomeranian Beer is a traditional product, which is characterized by the dominance of malt-hop aromas, whereas some types can have flavor notes such as caramel, cherry and coffee

波兰是欧洲第三大啤酒生产国家。最近在波兰大约由超过100家酿酒厂。波美拉尼亚的酿酒历史可追溯到中世纪，而且它拥有一个非常有活力和发展良好的交易市场

- 是这个地区最大的酿酒厂，而且在波兰的中小型酿酒厂中也是最先进的一家。
- 是波兰第一家私人家族企业酿酒厂。不用任何机械去加速生产和天然的原材料，以及传统的酿酒方法为他们的产品带来了独特的味道。
- 波美拉尼亚啤酒是一种具有麦芽香味的传统啤酒，它也有其他像焦糖，樱桃和咖啡味道啤酒。

ECO PRODUCTS 生态产品



波美拉尼亚地区的农业环境为生产有机农作业提供了优厚的先天条件。对于环境而言，这里的空气，土壤和水很少受到污染，这里大部分都是森林和湖泊。

- 这里有超过900家有机农作业生产商。
- 这里是生产传统产品种类较多的领先者之一，大约有159种传统产品。
- 2012年，波兰是欧洲第三多有机农场数量的国家。在有机农场的面积上，波兰目前是世界第二。现在这里有大约超过26500家有机作物生产商。

Pomerania region's agriculture creates very favorable environment for conducting organic farming. In terms of environmental conditions, the natural reservoirs such as air, soil, water, forests and lakes are not polluted at all.

- There are more than 900 organic producers in Pomerania region
- Pomerania region is one of the leaders in terms of the number of products considered traditional. This list includes as many as 159 products
- In 2012 Poland was ranked the 3rd in the European Union in terms of the number of organic farms. Poland is currently ranked the second worldwide in terms of growth of the area of organic farms. At present, there are more than 26,500 organic manufacturers.

HONEY 蜂蜜



波美拉尼亚蜂蜜也是非常受欢迎的产品之一。质高，治疗和其美容的功效使波兰的蜂蜜具有很高竞争力在同等产品中：

- 独特的当地气候条件为养殖蜂业提供了良好的环境。在波美拉尼亚大约有33000个蜂巢和1300个养蜂人。
- 独特的味道 — 蜜蜂只采波美拉尼亚花朵里的花粉，这种传统方法和特殊味道造就了Kashubian 蜂蜜。
- 高质量的花粉往往取决于那些生长在好的生态环境，并有有机酸，碳水化合物，植物油和维生素。

Honey is one of the most popular products manufactured in Pomerania. The top quality of the Pomeranian honey and its healing attributes make Polish honey a highly competitive food product:

- Specific local climate creates perfect conditions for bee's population. In Pomerania there are over 33 000 beehives and more than 1 300 beekeepers
- Unique taste – bees pick the pollen from flowers originating from Pomerania. It gives traditional and specific flavour which creates Kashubian honey
- The premium quality of pollen which is often picked from eco-friendly growths combines organic acids, carbohydrates, vegetable fats and vitamins

FRUIT AND VEGETABLES 水果与蔬菜



波美拉尼亚地区可以提供各种各样的食物产品。这里当地的水果和蔬菜富含各种营养，味道鲜美。以下产品在当地是非常有价值的：

- 腌菜（豆角，胡萝卜，玉米，黄瓜，彩椒）
- 冷冻水果和蔬菜（包括树莓，草莓，黑莓，樱桃，汤，孢子甘蓝，豆角，花椰菜）
- 番茄酱，西红柿罐头，西红柿酱，浓缩番茄酱
- 蔬菜沙拉，甜菜根，卤冬菇。

The Pomeranian region is also a resilient supplier of various kinds of food products. Fruits and vegetables are grown locally and have finest taste and nutritive characteristics. The following products are particularly valued in our regional menu:

- preserved vegetables [i.e. beans, carrots, corn, cucumbers, peppers],
- frozen fruits and vegetables [including raspberries, strawberries, blackberries, cherries, soups, brussel sprouts, beans, cauliflower]
- ketchups, canned tomatoes, tomato sauces, tomato concentrates
- vegetable salads, beetroots, marinated mushrooms

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