

PRESS RELEASE

Greek F&B Roadshow | Next stop: Warsaw powered by ManaGi

Thank you, Poland!



Successful Second Greek F&B Roadshow Takes Warsaw by Storm

Following the resounding success of the inaugural **Greek F&B Roadshow in Malta**, **ManaGi**, in collaboration with the **Greek Embassy in Warsaw**, proudly announces the triumphant execution of its second event in the heart of Poland's capital city.



Held on 23/11/23, the **Greek F&B Roadshow** once again showcased the rich tapestry of Greek food, Beverages, and Natural Cosmetics to an eager audience in Warsaw. This event marks another milestone in **ManaGi**'s mission to elevate Greek products on the global stage. The strategic vision behind the Greek F&B Roadshow is positioning Greek quality food, beverages, and natural cosmetics prominently on the global market. This initiative involves a series of targeted events in collaboration with local embassies, providing a platform for engagement between Greek producers and international stakeholders such as food and beverage importers, distributors, supermarkets, beverage stores, grocery stores, delicatessens, wholesalers, hotels, restaurants, and caterers.



The product presentation and tasting event in **Warsaw**, introduced by Ambassador Niki Kamba, unfolded at **Leonardo Royal Hotel**, drawing a diverse crowd, including potential importers and enthusiastic visitors. The event garnered positive feedback and further solidified **ManaGi's** presence in the Polish market.



With Poland's dynamic economy and culinary landscape, **ManaGi** identified a strategic opportunity to introduce Greek products to a receptive audience. The **Greek F&B Roadshow** in **Warsaw** attracted representatives from 120 production companies, offering them a unique chance to showcase their products and establish connections with potential customers in Poland.



ManaGi's commitment to fostering international partnerships was evident in its successful engagement with local importers and distributors. The products that resonated the most with the Polish audience included Greek wines, olive oil, and olives, showcasing the diverse and high-quality offerings from Greek producers.



Expressing gratitude for the positive response, **ManaGi** extends heartfelt thanks to the participating producers, importers, and the Greek Embassy in Warsaw for their unwavering support. Ambassador Niki Kamba, and Ms. Sofia Mpagatela, Head of the Commercial and Economic Office, played a pivotal role in championing the initiative and contributing to the event's success. Additionally, **ManaGi** acknowledges the collaborative efforts of **Leonardo Royal Hotel** for providing exceptional services.



The success of the **Greek F&B Roadshow in Warsaw** sets the stage for future events, as **ManaGi** continues to expand its reach and promote Greek excellence globally. Stay tuned for updates on the next stop as **ManaGi** remains dedicated to showcasing the world's best Greek gastronomy and natural products.

The product presentation event of **ManaGi**, introduced by Ambassador Tassia Athanasiou, took place at the InterContinental Hotel in Malta, attracting a large number of visitors, including interested importers, and receiving enthusiastic feedback. The company has already started its export activities to Malta since last autumn.

Malta, with a population of approximately 600,000 residents and around 5,000,000 tourists annually, has almost no domestic production in the F&B sector. As a result, it relies entirely on imports to meet its needs. This gap in the market was recognized through the repeated visits of **ManaGi** executives to the country, leading to the identification of the first importer and the establishment of a trusting relationship with the Greek Embassy.

The **Greek F&B Roadshow | Next stop: Malta** was attended by representatives from 110 production companies who had the opportunity to travel to Malta themselves for the best possible presentation of their products and to meet potential new customers. Among a wide range of products that impressed attendees, wine, olive oil, and olives stood out and attracted the greatest interest from Maltese importers.

The **ManaGi** team expressed their sincere gratitude to the producers and importers for their positive response and active participation in this inaugural project. They also extended their thanks to the Embassy of Greece in Valletta, particularly Her Excellency Ambassador Tasia Athanassiou, for her full support of the new concept, as well as the team at Intercontinental Hotel in Malta for providing excellent services.

You can get a taste of the **Greek F&B Roadshow | Next stop: Malta here**.

A few words about **ManaGi**

ManaGi is the first Greek company that provides a full range of services to Greek producers. Essentially, it functions as the "Outsourced Exports Department" for its network of partner-producers. This means that **ManaGi** undertakes all the necessary actions for their products to be exported. These actions include sales, promotion, advertising, branding, packaging design, and, of course, handling the entire export process.

At the same time, **ManaGi** is the first Greek company to provide a full range of one-stop services to international buyers. This means that it takes care of the physical and logistical groupage of products, export document issuance, logistics services, quality control, private label design, label modification and translation, as well as flexible payment methods, managing multiple suppliers, and providing after-sales and marketing support.

For a glimpse of the **Greek F&B Roadshow in Warsaw**, click **here**.

Stay tuned for the next stop on this culinary journey!