

VIP BUYER PROGRAM

Dear Sir / Madam,

it is our pleasure to invite you to take part in the Retail Centre organised at the **WorldFood Warsaw, 4th International Food and Drinks Exhibition** in Warsaw, Poland.

Business Meetings Area gives you the opportunity to meet new suppliers from Poland and abroad. **This is a chance to enrich your assortment with new products.** Taking part in the business talks will help you build up optimal portfolio of products and brands.

We invite buyers, representatives of purchasing departments and management staff of wholesale and retail trade to participate. Professionals eligible to attend will obtain a **VIP Buyer Club badge** entitling them to take advantage of the unlimited access to VIP Lounge and Complimentary Refreshments. We have also prepared a free benefits package, which includes entry to the fair grounds, parking and an invitation to an evening banquet. We also offer assistance in organising your stay in Poland.

WORLDFOOD WARSAW 2016 IN A NUTSHELL:

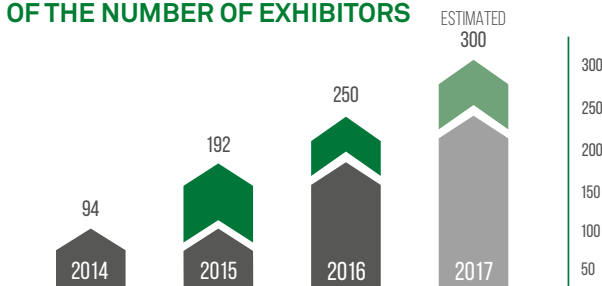
FACTS AND FIGURES:

- 250** Exhibitors from 24 countries
- 4 089** professional Visitors
- 348** business meetings

B2B = PROFESSIONAL VISITORS



STABLE GROWTH OF THE NUMBER OF EXHIBITORS



- [POST SHOW REPORT](#)
- [PHOTO GALLERY](#)
- [EXHIBITION NEWS](#)

CONTACT:
matchmaking@worldfood.pl



INTERESTED? VISIT OUR SITE
www.worldfood.pl



What is the VIP Buyer Program?

The VIP Buyer Program is a unique component of our show that provides top-level buyers an opportunity to meet with the exhibitors of their choice for focused one-to-one appointments. Qualified buyers will receive complimentary accommodation and many other VIP benefits.

Professional Business Matchmaking Service

- Connect with targeted local/international suppliers
- Plan all your business meetings in advance and save time
- Customize your meeting schedule to suit your needs
- Meet face-to-face with decision makers in the comfort of our designated meeting space
- Network & Build strategic alliances

VIP Benefits & Privileges

- Free Accommodation (for international and out-of-province guests)
Number of free room nights according to number of business meetings*
- VIP Badge (Express Entry)
- Unlimited Access to VIP Lounge & Business Meeting Area
- Complimentary Refreshments
- Free Passes to all WorldFood Warsaw 2017 Conferences, Seminars and Workshops
- Invitation to Gala Dinner and WorldFood Warsaw Gold Medal Award Ceremony
- Free Translation Service - provided for groups of 10 or more VIP Buyers

Be a part of the WorldFood Warsaw Platform

the fastest developing B2B event in Food industry in Poland. It is loaded with all the best and latest products, education seminars, debates, culinary shows and networking events.

It's FREE!

We welcome all industry professionals who are serious about doing business.

**ON-LINE
REGISTRATION**



www.lentreg.pl/vip-buyer-registration/

To be selected as a VIP Buyer, you must meet the following criteria:

- Your company is interested in importing food and/or drink products
- You occupy a position in which you can make purchasing decisions f.e. Senior Buyer, Chef, FB Manager
- You must be located outside of Poland

If you do not feel you meet the VIP Buyer Program qualification criteria, please register for the show as a Trade Visitor (no pre-qualification required): www.worldfood.pl/register

In the interest of preserving the high standards of our VIP Buyer Program, every application will be reviewed against WorldFood Warsaw qualification criteria. We ask that the information you provide on this application be a factual representation of the work you do in your current company.

* For more information, please contact:

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