

Kansainväliset liiketoimintataidot

Luonnontuoteryhmä Puolaan

UMBR-ELLA-hankkeen matka Varsovaan ja Poznaniin 8.-12.5.2023

(supported by UMBR-ELLA project between 9-11.5.2023)

Polish nature and natural products from the kitchen!
Feel the warmth of Poland and its hospitality. Naturalists will take you on a journey around warm and warmed grasslands and meadows, to the forest and to the wilderness. You will have the opportunity to meet the colorful carpets of plants on the steppe grasslands and wild flowers growing among them. All this framed with the flavors of wild plants, herbs and the regional cuisine of Wielkopolska along with wild plant cooking workshops.



In addition to the beauty of nature, **you will see many examples of Polish businesses operating in the natural products sector**, you will find inspiration and boost to act locally and internationally.

Our business internationalization experts will teach you how to find a business niche abroad and will support you in establishing international relationships with foreign companies.

This trip will give you the boost and power to survive in the constantly changing business environment.

Prepare for departure: - field clothes and comfortable footwear!

Monday 8.5.2023

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accommodation at the hotel in Poznan

Tuesday 9.5.2023

8.00 breakfast

8.30 departure to Finlandia SPOT in Kliny next to Poznan (the 100% Finnish place in Poland)

9:00 arrival at Finlandia SPOT

- company presentation
- Finnish natural products on the Polish market
- international collaboration within natural products sector
- outdoor education – what, why, when? – international approach

10:00 wild kitchen lesson

- departure to the field to collect wild plants
- botanical commentaries - led by an expert
- cooking a wild lunch – task for teamwork and communication

13:00 eating together

14.00 company visit 1: natural products in design

- natural dyeing, techniques of decorating fabrics and designing patterns and ornaments

17:00 networking and wild dinner and Polish sausages – at the Finnish grillikota and bonfire

19.00 sauna and relax

20.30 departure to the hotel

Wednesday 10.5.2023

8.30 wild breakfast in Wielkopolska nature (scrambled eggs with wild plants, bread, vegetable spreads, country sausages)

10.00 departure for a nature trip to xerothermic grasslands and flowers

12.00 start of the tour of the grasslands

13:00 picnic on the grass with a wild lunch (wild plant cold soup, toasts, tarts with vegetables, meat and sweet, herbal lemonades, coffee, tea)

14:00 company visit 2: Apple Valley - Debski Sad, RABOWICE

- branding strategy for natural products as „Wielkopolska apple”
- production of juices, dried fruit, mousses, jam, apple cider vinegar

16:00 company visit 3: Cinna, LycoplenPRO, POBIEDZISKA

- branding World's first antioxidant lycopene drink
- certified tomato juices fight against cancer agents

18:00 departure to the hotel and rest

Thursday 11.5.2023

8.00 breakfast

8.30 departure for a nature product and handicraft fair in the wild and company visits

- company visit 4: Soybean production
- company visit 5: Agata Hubert, Przyborowo – agritourism in the forest, activities close to ideology, referring to the Slavic tradition - herbal products based on Slavic herbal medicine, straw handicraft, wreaths
- product and handicraft fair (meal – lunch included)

16.00/17.00 departure to Warsaw

Friday 12.5. 2023

klo_ lento Varsova-Helsinki

Matkalla mukana hankkeen edustajana UMBR-ELLA-hankkeen projektipäällikkö Katarzyna Jämsä.

Sitovat ilmoittautumiset mennessä.