

Selena makes a presentation at a meeting of the European Trade Promotion Organisations

On 18–20 October, the 58th meeting of the European Trade Promotion Organisations (ETPO) took place in Warsaw. The main topic of the conference was the building and efficient use of business networks in the promotion of foreign trade. The event was attended by nearly 60 representatives from different countries. Ewa Ostaszewska, Brand & Marketing Communications Manager, Selena FM S.A., spoke about Selena's foreign expansion and the company's cooperation with the organisations which support the activities of Polish companies on the international stage.

The Polish Agency for Enterprise Development (PARP) and the Polish Investment and Trade Agency (PAiH) were the hosts of this year's meeting of the ETPO, whose objectives include the exchange of good practices and encouraging further improvement of the activities for development and promotion of international trade. In addition to the presentation on Selena Group, speaking at the first expert panel dedicated to the building and efficient use of business networks was also Professor Janusz C. Szajna (founder and CEO of Digital Technology Poland) and Jacek Hanke (CEO of Core Design).



“Selena supplies its products to more than 70 countries worldwide. In 2016, exports accounted for 72% of the Group's sales. We are also the world's third largest producer of polyurethane foams. Our strategy is to provide comprehensive solutions and systems dedicated to various segments of the construction market. Many of our products are adapted to the local markets; we also offer unique technologies, such as foam adhesives or the highly reflective roof coating COOL-R. We build our position in international markets not only

on the back of new solutions and product advantages, but also thanks to close relationships with our trading partners and users of our products. Even in the age of digitalisation, there is nothing that could replace personal relationships and face to face conversations. Our experience shows that the support from trade

*promotion organisations plays a key role in establishing business contracts and building the firm's credibility in new markets. Their help is **particularly valuable for small and medium-sized enterprises which are only starting their international operations.***" – says Ewa Ostaszewska, Brand & Marketing Communications Manager, Selena FM S.A.

During the presentation, Ewa Ostaszewska outlined Selena Group's business results and the assumptions underlying its development and international expansion over the recent years. Then she went on to discuss examples of the activities which support the Group's export operations, such as participation in trade fairs, economic missions, conferences and events with the participation of representatives of the public administration. Closing her presentation, Ewa Ostaszewska emphasised the importance of support from trade promotion organisations.

