

I would definitely point out to a benefiting factor or even a trend of Belgian companies doing more to raise their visibility on the Polish market. Their engagement in publicity campaigns, supported by the Embassy , regional representatives and BBC have had a positive impact. In case of our business Belgian Pub in Warsaw - which is about to celebrate its 10th anniversary - the fact that we managed to bring presentations of Belgian breweries to our customers contributed to the success. The Pub has made its mark not only as a highly popular “watering hole” but as a place where Poles come to embrace the culture, tradition and devotion of brewers to sustain and develop Belgium’s most successful product. Over the period of these 10 years we registered a constant, growing recognition of “I like Belgian” factor where the high quality of product is directly linked to its origin.