

**INVITATION TO PARTICIPATE IN B2B MEETINGS WITH THE BRAZIL NETWORK
SUPERMARKETS "DIA BRASIL" (SUPPORT FOR POLISH EXPORT TO BRAZIL)**

The Polish-Portuguese Chamber of Commerce (PPCC) in cooperation with the National Center for Agricultural Support (KOWR) is pleased to inform you about the possibility of participating in a **B2B meeting**, which the main goal is **to increase the export of goods from Poland to Brazil to the Dia Brasil supermarket chain** (own brand).

Dia is a chain of supermarkets originating in Spain, currently considered a leader among Brazilian grocery stores with over 800 stores throughout Brazil. **Dia Brasil is interested in starting cooperation with representatives of Polish enterprises offering products only from the categories presented below.**

Meetings with the Dia Brasil import manager will be held at the Grand Mercure Warsaw Hotel **on December 12-13, 2019 from 9 am to 5 pm**. The meetings will be conducted in **English** and last 30-45 minutes each. Companies interested in participating in the event are asked to complete the attached form ([FORM DIA](#) – necessary condition) and send it **by 02/12/2019 (by 2:00 pm)** to the address sk@ppcc.pl (Sylwia Królak). In addition, please indicate in the e-mail the person representing your company and the preferred date and time of the meeting (9: 00-12: 00 or 12: 00-17: 00). Detailed information including the final date and time of the meeting will be sent to you by December 9.

In the event of a large number of interested parties, the organizers (PPCC and Dia Brasil) reserve the right to choose the companies participating in the event.

Additional information is provided by the General Director of PPCC Mr. Wojciech Baczyński, e-mail: wb@ppcc.pl, tel. +48 696 760 925

Product categories of interest to Dia Brasil:

HERO	Reg
1 COOKIE/BISCUIT/CRACKER	NT
2 POTATO SNACKS	NT
3 ICE CREAMS	PT
4 CHOCOLATE	NT
5 FRUITS AND VEGETABLES	NT
6 OLIVE OIL / SUNFLOWER OIL	NT
7 TOMATO SAUCE	NT
8 TUNA / SARDINIA	SIF
OPPORTUNITIES	Reg
1 ORAL HYGIENE	LVL1
2 POWDERED MILK	SIF
3 BUTTER	SIF
4 DEODORANT	LVL1
5 CHOCOLATE BOX	NT
6 DIAPER	LVL1
DIFFERENTIATORS	Reg
1 CLEANING PRODUCTS	LVL2
2 WINES	NT
3 MATINAL CEREALS	NT
4 ENERGY DRINK	PT
5 FROZEN FRENCH FRIED	NT
6 FRESH PASTA	NT
7 MUFFIN	NT
8 OLIVES AND PICKLED	NT
9 FROZEN FISH	SIF
10 COFFEE CAPSULES	NT
11 JELLY, PEACH IN SYRUP, HONEY	NT
12 NAPKINS / KLEENEX	NT
13 HAZELNUT CREAM	NT
14 PASTA	NT
15 SPECIAL BEERS	PT
16 BUBBLE GUM / CANDIES	NT
17 TIDY CATS	NT
18 TO DISHWASHER CLEANER	LVL1
19 CHEESES	SIF
20 Yogurt and Dessert	SIF

Difficulty levels of placing the above products on the Brazilian market from both sides' point of view:

GREENS (NT) - are products that need only a notification - easy to export to Brasil

YELLOW (SIF / PT) - These are products that have greater complexity, and will require more time, attention and documentation. But not impossible to do with our help

ORANGES (LVL1) - These are already more complicated products that will require time and expense in registration, will do more work and have to be worth the cost.

REDS (LVL2) - are the most difficult of all, high registration complexity and high cost with long waiting time. It has to be very worth the negotiations.