

Polska



Promotion of the Lubelskie
Voivodeship

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The Lubelskie Voivodeship authorities have decided to devote greater attention to the promotion of the region – both domestically, directed at the development of awareness among the inhabitants, as well as targeted at Poland and Europe.

EU funds favour such policies, as they are earmarked for regional promotional activities.

Each year marks the presentation of a new edition of the Voivodeship's promotional campaign. This year's campaign in numbers involves one hundred billboards, half a million leaflets, as well as TV and radio spots – which carry the following message: "The Lubelskie Brand keeps us together". The campaign's expenses amounted to PLN 544.000, of which 85% was provided from EU funds of the Voivodeship's Regional Operating Programme.

The campaign's motto is a reference to the Lubelskie Brand certificate. The authorities particularly wish to arouse local patriotism and to convince the population to buy products originating in the Lublin region, from local manufacturers. The Lubelskie Brand title and certificate have been awarded for the first time in 2007. It was recognized at that time that excellent regional products and their manufacturers need additional promotion. The essence of awarding this title was to highlight high manufacturing quality at a particular enterprise.

Set the course for the local market

Lubelskie Brand



The Lubelskie Brand certificate has no national ambitions - its purpose is to operate in the local and internal market. Products marked with a characteristic green letter "L" are supposed to advise and encourage the region's population to buy "our own good" products. And for this very reason, only companies operating in the Lublin region can compete for being awarded the brand.

Just like in all real competitions and contents, not every enterprise competing for the certificate will receive it. Companies competing for the brand must prove that their products or services are of the highest quality and are manufactured with care for the environment, and that they apply the proper approach to employees.

Lubelskie - Taste Life!



Presently, the role of the Lubelskie Brand certificate has a new dimension. The Voivodeship authorities have explained that this is related to the Russian embargo for food exported from the EU. The Lubelskie Voivodeship ranks third as the national exporter of agricultural and food products. Despite that the group of farmers and manufacturers from the Lublin region exporting their products to Western Europe, the US or Middle East is constantly growing, exports to Russia and other Eastern European countries is still crucial to the region's economy. Domestic demand has become strategically important due to the Russian embargo. For this very reason - as explained by the region's authorities - the Lubelskie Brand has become so important for the promotion of local products.

Apples from Lubelskie



Many large and well-known companies have been awarded the Lubelskie Brand, such as: Fabryka Cukierków „Pszczółka” (“Pszczółka” Candy Works), Nałęczów Zdrój - manufacturer of the Cisowianka water, or the well-known, both in Poland and abroad, honeybee cooperative - Apis. Apis meads have made their way to gourmets in the United States, Sweden, Japan and China.



Of course, the Lubelskie Brand is not restricted only to large enterprises. It has been awarded to, inter alia: Wytwórnia Makaronu Wiejskiego Popielniccy (the Popielniccy Country Macaroni Works), „Pawłowianka”, a manufacturer of wooden barrels, Zakłady Mięsne „Wierzejki” (“Wierzejki” Meat Works) or KM Magnum – a company which promotes healthy living, involved in the Gaca System weight-loss programme.

During the ceremony in February 2014, the Lubelskie Brand was, inter alia, awarded to: Biomed Lublin, a manufacturer of vaccines and serums. If anyone has no idea about this brand, then it may be interesting to know that every newborn in Poland receives a TB vaccine manufactured in Lublin.

Spółdzielnia Mleczarska Ryki (Ryki Dairy Farm Cooperative), manufacturer of ripening cheeses has also been recognized this year. 30% of the Cooperative’s production ends up on the tables of foreign recipients. The certificate has also been presented to a lingerie manufacture – Meva Fashion, Biłgoraj. The company’s roots reach as far as the Polish People’s Republic – it was a knitting plant at the time. Today’s Meva is doing so well that it is quoted on the Warsaw Securities Exchange. Other award winners are: Matern Polska, a known manufacturer of jellies and fruit products, the Wasąg Meat Works and Uroczysko Zaborek, a picturesque historical complex.

The title of Ambassador of the Lubelskie Voivodeship is also presented during the same ceremony as the awarding of the Lubelskie Brand. This award enjoys a longer tradition, as Ambassadors have already been selected on 15 occasions.

The “Ambassador” goes abroad

"Ambassador of Lubelskie
Voivodeship" - logo



Ambasador
Województwa
Lubelskiego

The title of Ambassador of the Lubelskie Voivodeship is an award granted to people, companies and institutions, which are the region's trademarks and promote the Lublin region not only in Poland, but in Europe and throughout the world. This title has been, inter alia, awarded to the famous Horse Stud Farm in Janów Lubelski. Admirers of Arabian thoroughbreds gather here each year, spending fortunes for excellent horses from the Lublin region. Lubelski Węgiel "Bogdanka" ("Bogdanka" Lublin Coal) - a profitable coal mine and successful competitor for its Silesian peers, is also a proud holder of the title. The Awarding Committee has also recognized Budka Suflera (a rock band, soon to retire), the late Archbishop Józef Życiński and Father Ludwik Wiśniewski, a Dominican.

This year has marked the appointment of new Ambassadors. The people category was won by Jan Kodaj, manager and president of Aliplast, manufacturer of aluminium profiles. The institutional category winner is the Samodzielny Publiczny Szpital Kliniczny nr 4 (Independent Public Clinic no. 4) in Lublin, founded 50 years ago. It constantly ranks high among Polish health establishments during the last few years. The Okręgowa Spółdzielnia Mleczarska (Regional Dairy Cooperative) in Krasnystaw, which is celebrating its 100th anniversary, has been selected as the best company. Its products are known not only to the population of the Lublin region. Kefirs, curds, whipped cream, yogurts and cheeses are familiar throughout the country.



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