



Polska
Festival
JAKARTA

18th - 24th March 2019



The Idea

Polska Festival is the event celebrating the arrival of spring, one of the most appreciated time of the year in Poland. After a long, white and cold winter season Polska (Poland in English) flourishes with new energy. Spring brings new life into wild nature Poland is famous for. It also brings new striking ideas and opportunities.

The idea of a **Polska Festival** in Jakarta has its roots in the long-term link between **PIK Avenue, Agung Sedayu Group** and the **Polish community** in Indonesia.

PIK Avenue is a vibrant, modern shopping mall located in Pantai Indah Kapuk in North Jakarta, home to **50,000** upper-middle-class residents. The mall was developed by **Agung Sedayu Group**, one of the leading developers in Indonesia.

PIK Avenue is a frequent host to exhibitions and festivals that gather **8,000 to 10,000** visitors a day. Home to **H&M, Uniqlo, Tobys Estate, Putien** and many more leading retail brands, PIK Avenue always brings crowds of visitors excited to see new events and willing to spend on their entertainment together.



When What How and Who

The Polska Festival Jakarta will take place in the second half of **March 2019** and will be built around the theme of **Polish spring**, bringing life and new opportunities

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Main



Events

Try Poland

The event will be hosted in the main lobby of **PIK Avenue** where exhibitors from various sectors of the **Polish Industry** will present their products to potential distributors and sell their goods to the general audience.

• **Food**

• **Drinks**

• **Cosmetics**

The organisers are expecting more participants from these and other sectors of the Polish economy:

- Business associations
- Trade
- Finance





BBQ Festival

PIK Avenue's outdoor area is the perfect venue for events where smoked food can be offered. Previous events such as the **Jurassic Pork Festival**, the **Asian Street Food Festival**, the **FIFA World Cup 2018 Live Game Zone** and many more have been hosted in this place.

A central part of the event will be a barbecue on which Polish meats from will be grilled. The menu will include sausages, ribs, bellies, tenderloins and much more.

There will be a selection of traditional Polish dumplings freshly cooked and offered in a variety of options.

Polish beer will be served in a separate, adult only beer garden section.

Polish Techdays

Indonesian market is extremely attractive for all digital products due to a huge young population and general early-adoption of new technologies in society. We would like to invite 15 promising Polish Start-ups at their scaling and market growth stage to prepare them for market expansion in Indonesia. The 3 full-day program will consist of:

- **Workshops and trainings** with lawyers, experienced entrepreneurs and professionals from the tech industry
- **One-on-one** arranged meetings with **potential partners, corporate executives and local investors**
- One-on-one **mentoring sessions**
- Tour of leading **digital companies** in Jakarta **Pitch Competition** where start-ups can introduce their businesses in front of investors and big firms
- Introductory webinar **training before the trip** to Indonesia
- Meetings between regulatory bodies from Poland and Indonesia
- Meetings with leading SME, Fintech and Start-up Indonesian associations



Film Festival

The Flix Cinema owned by Agung Sedayu Group will also participate in the Festival, with five planned screenings of **Polish** movies. Details coming soon!



Luncheons and Dinners with Leading Polish Chefs

On the March the 18th, 2019 Embassy of the Republic of Poland in Jakarta will be hosting Gala Diner in the Hotel Mercure in Pik Avenue.

A series of exquisite luncheons and dinners will be hosted in **Mercure Hotel** which will also participate in the Polish Festival. The menu being prepared by a Polish masterchef will be built around several themes:

- Polish poultry (sponsored)**
- Polish beef (sponsored)**
- Polish organic products (sponsored)**
- Polish fruits and vegetables**

Events will be sponsored by leading Polish business associations and a limited number of seats will be sold to corporate and individual customers.



Polish Vodka Tastings

In cooperation with **Red and White**, a leading alcohol distributor and retailer in Indonesia, a series of vodka events will be organised. Promotional events will be hosted in **Mercure Hotel** as well as at **Flix Cinema** where a modern version of a 'shot bar' will be set up. **Vodkas** will be paired with traditional Polish snacks such as herrings pickles, kabanos sausages and more.



Art, Photo and Poster Exhibiton

Poster exhibition featuring works of Polish graphic designers will also be taking place during Polska Festival Jakarta. PhD Michał Rygielski exhibition of art inspired by Indonesia, titled 'Indonesia Dreams', will be presented in the South Lobby. Exhibited works will also be available for purchase.

An exhibition of Polish themed photographs in the South Lobby will bring visitors closer to the parts of Poland they know and don't know. An auction of the works will be organised and all the money raised will be donated to a charity organisation helping children in Weluli, Timor.

Poster exhibition featuring works of Polish graphic designers. Beginning in the 1950s and through the 1980s, the Polish School of Posters combined the aesthetics of painting with the succinctness and simple metaphor of the poster. It developed characteristics such as painterly gesture, linear quality, and vibrant colors, as well as a sense of individual personality, humor, and fantasy.



Travel Tour with Dwidaya Tour

Leading Indonesian tour agents will offer attractive holiday packages in Poland. Event visitors will be given discounts for travel with event sponsors.

Polska Festival Agenda

Date	Polska Festival	Main Events
Monday, 18.03	9:00-10:00 Opening Ceremony conducting sales in the exhibition area / business meetings in the B2B zone	Evening: Gala Dinner - Official opening dinner arranged by the Embassy of Poland in Jakarta- Opening of Photo-Art-Comic Exhibition by H.E Ms Ambassador Beata Stoczyńska
Tuesday, 19.03	conducting sales in the exhibition area / business meetings in the B2B zone	Beginning of BBQ Festival executed in the outdoor part of the mall and lasting over the next days Cooking Class Media - Nusantara Resto
Wednesday, 20.03	conducting sales in the exhibition area / business meetings in the B2B zone	Film Festival: Polish movies screening Vodka for Ladies- Showcase of Polish Flavoured vodkas
Thursday, 21.03	Seminar Panel: 10:00 - 11:00 Legal forms of business entity in Indonesia (BKPM) 11:00 - 11:15 Break 11:15 - 12:30 Registration procedures of food, beverages, supplements and cosmetic products (BPOM) 12:30 - 13:30 Lunch break 13:30 - 14:15 HALAL requirements and certification process (MUI Indonesia) 14:15 - 14:30 Break 14:30 - 15:30 Invest in Poland (PAIH)	Film Festival Sponsored Lunch in Nusantara Resto Media Conferences
Friday, 22.03	Individual presentations of the companies (main stage) and business meeting	Evening: Polish Vodka Tasting: 100 Vodka for 100 year Independence
Saturday, 23.03	conducting sales in the exhibition area / business meetings in the B2B zone	Shows on the main stage: Polish Wedding Sponsored Lunch in Nusantara Restaurant Film Festival
Sunday, 24.03	Last day of sales in the exhibition area	Film Festival Competitions for the audience with prizes

Media Partner

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(to be confirmed)