

Forum focuses on 6 promising sectors in Poland

Poland and Japan held a joint trade promotion conference titled “The Polish-Japanese Export Forum” in Osaka on May 20 as part of Poland’s participation in the 2025 Osaka-Kansai Expo, featuring fast-growing innovative sectors in Poland, renowned as one of Europe’s growth engines.

The forum, which took place at the Hilton Osaka in Kita Ward, Osaka, under the auspices of the Polish Investment and Trade Agency (PAIH), focused on the medical and pharmaceuticals sector and five other areas in which Poland has strengths and where exports to Japan are expected to expand. Specialists promoting bilateral business partnerships between Poland and Japan gave presentations and held panel discussions.

Opportunity for greater partnership

In an opening speech welcoming participants to the forum, Michał Jaros, Secretary of State of Poland’s Ministry of Economic Development and Technology, said the world exposition is “the perfect time” to enhance the importance of freer and fairer trade. Poland, which this year holds the presidency of the Council of the European Union, he said, wants to work together with Japan toward an open market where partners around the world can have fair access.

Touching on bilateral trade relations, Jaros noted that Poland’s exports to Japan currently account for only about one-third of imports from Japan. Improving this trade imbalance will help bring growth and significant mutual benefits to both sides, he said.

Introduction to 6 sectors

The forum had a sector-specific introduction program, providing updates on Poland’s agriculture and food, cosmetics, gaming, green technology, medical services and pharmaceuticals, and information technology sectors.

Medical goods: Forum participants were told that the pharmaceuticals and medical service sector of Poland has made significant progress since the early 1990s when the country transformed itself into a market economy. Both Japan and Poland rank among the world’s top 20 exporters (Japan in 12th and Poland in 20th) and importers (Japan in sixth and Poland in 16th) in this industry, according to a report prepared by PAIH.

Food: Poland is one of Europe’s leading food producing countries. It maintains high shares of production in the European Union of apples (about 30% in 2024) and poultry



Michał Jaros, Secretary of State of Poland’s Ministry of Economic Development and Technology, gives an opening speech to welcome participants in the Polish-Japanese Export Forum in Osaka on May 20.

(21%), for example. The relevant data can be found on official EU pages. It is the third largest exporter in the EU in terms of net export values of agricultural products. Major agricultural products shipped to Japan include meat, vegetables and processed fruit products

Cosmetics: Poland excels in producing natural cosmetics for skin care. The Polish cosmetics market — which is estimated to have been less than one-eighth of Japan’s as of 2024 — is expected to grow rapidly through 2028. As Polish cosmetic products are organic and can be used for a long time, Japanese consumers, who value safety and prefer high-quality products, have a high affinity with them.

Green technology: Poland is in fifth place in the EU

as to exports of green products, including hydrogen, in terms of values, according to PAIH. The importance of environmental technology will increase further in the years ahead with this sector’s further development expected. Poland and Japan share the goal of transitioning to a decarbonized economy, while promoting policies aimed at expanding the use of renewable energy and green hydrogen.

Gaming: Poland is rapidly growing as one of the world’s gaming powerhouses, producing many globally popular titles. Highly specialized companies in Poland have established a collaborative system with about 500 companies employing about 15,000 people in 2023. Their revenues have increased so significantly that Poland has emerged as the third-largest game nation in Europe.

IT: Poland’s information technology sector has a high level of educated talent, including some of the world’s best programmers. The country ranks third in the world in smartphone usage, indicating a high level of social acceptance of technological innovation.

Panel discussions

The forum offered two panel discussions. The theme of one was “Can products from Poland fill the gaps and meet the needs of the Japanese market?” Panelists emphasized the importance of cooperation and collabora-

tion with local partners as the answer to this question. They also referred to the support of local chambers of commerce and local agencies as well as the need to understand local business practices.

The other panel discussion delved the theme of “What benefits does the Economic Partnership Agreement (EPA) between the EU and Japan bring to trade relations between Poland and Japan?” The Japan-EU EPA, which came into force in February 2019, has led to significant tariff reductions, stimulating a major advancement in economic partnership between Poland and Japan. Panelists pointed out that it is important to actively encourage small- and medium-sized enterprises to utilize the EPA in the future by taking advantage of free services provided by the governments and support organizations. One of them said the EPA is highly likely to become a driving force for economic growth of Poland and Japan. Another panelist noted that the EPA is sure to accelerate cooperation between the two countries not only in trade and investment, but also in the field of innovation.

Guest speaker presentations

The forum also had three special guest presentations on the following themes:

(1) “Poland’s export potential” by Janusz Lewandowski, an economist and a member of the European Parliament.

(2) “Import and Investment needs for Kansai region and Japan” by Keiko Murakami, deputy director-general for International Policy and Coordination of the International Affairs Department of the Kansai Bureau of Economy, Trade and Industry of the Ministry of Economy, Trade and Industry.

(3) “Polish-Japanese economic relations” by Bartłomiej Lewandowski, head of the Bilateral Economic Co-operation Section of the Department of Trade and International Cooperation of Poland’s Ministry of Economic Development and Technology.



One of the Polish-Japanese Export Forum’s panel discussions focuses on “What benefits does the Economic Partnership Agreement (EPA) between the European Union and Japan bring to trade relations between Poland and Japan?”

Polish-Japanese Export Forum’s partners

Poland: The Ministry of Economic Development and Technology Republic of Poland (MRiT); the Embassy of the Republic of Poland in Tokyo; the National Support Centre for Agriculture (KOWR); the Polish Agency for Enterprise Development (PARP); the Warsaw School of Economics (SGH); the National Chamber of Commerce for Electronics and Telecommunications (KIGEIT); the Polish Chamber of Commerce of Medical Devices (POLMED); the Polish Chamber of Commerce and Industry in Japan (PCCIJ).

Japan: The Ministry of Economy, Trade and Industry (METI); Itochu Corporation; the Osaka Chamber of Commerce and Industry; City of Osaka; JETRO Japan