



# Poland & Hungary Market Briefing

**Please join us for a Market Briefing on Poland and Hungary in Mobile, Birmingham, or Huntsville.**

**Silvia Savich**, a Senior International Trade Specialist with the International Trade Administration, U.S. Department of Commerce, will be our guest speaker. Ms. Savich will provide us with a market overview of Poland & Hungary and useful insights into doing business in these countries.

**Mobile Lunch Meeting: September 13<sup>th</sup>, 11:30 a.m. – 1:00 p.m.**

***Mobile Area Chamber of Commerce, 451 Government Street***

**Birmingham Lunch Meeting: September 14<sup>th</sup>, 12:00 p.m. – 1:30 p.m. (11:45 registration)**

***Birmingham Business Alliance, 505 20th Street N. Suite 200***

**Huntsville Breakfast Meeting: September 15<sup>th</sup>, 8:00 a.m. – 9:30 a.m. (7:45 registration)**

***BizTech, 515 Sparkman Drive***

To attend the briefing in *Mobile*, please RSVP to  
Christina Stimpson at 251.431.8648 or  
[cstimpson@mobilechamber.com](mailto:cstimpson@mobilechamber.com)

To attend the briefing in *Birmingham* or  
*Huntsville*, please RSVP to  
Hilda Lockhart at 334.242.0442 or  
[hilda.lockhart@ado.alabama.gov](mailto:hilda.lockhart@ado.alabama.gov)

**\*\*\*There is no fee to attend but reservations are requested\*\*\***

The United States and Poland enjoy an extraordinarily close relationship, which has fostered strategic and commercial cooperation. In addition to the size and location of the domestic market, the country also affords direct access to the larger EU market. Sectors



which offer particularly strong sales opportunities include nuclear power generation, shale gas exploration and production equipment and service, environmental technologies including renewable energies, medical equipment, defense equipment, IT products and services, and automotive after-market products. Poland is currently ranked 10<sup>th</sup> in Alabama's largest trading partners.

Hungary is located in Central Eastern Europe with an approximate population of 10 million, and has fully transitioned from a centrally planned economy to a market-based one since the fall of communism in 1989. U.S. Exports to Hungary have topped US\$1 billion dollars in each of the last five years, led by IT equipment, automotive components, logistics, industrial engines and other manufacturing

supplies.

The Mobile Area Chamber of Commerce will partner with the Alabama Development Office and the Export Alabama Trade Alliance to lead a trade mission to

**Warsaw, Poland and Budapest, Hungary, on March 24 - 31, 2012.**

This multi-industry mission will focus on matching participating companies with distributors, agents, representatives, joint venture partners and buyers in these markets. Participants will have the opportunity to meet face-to-face with key contacts including U.S. Department of Commerce officials, Polish and Hungarian government officials and industry decision makers.