

Korea proves to be a dynamic and open market for Mipama



[Mipama](#) [1] is a family run business, founded in 1990, in Poland. The company specializes in the importing, exporting and processing of spices, herbs, dried vegetables, grains and seeds.

The core product range is often enriched with new additions, always of high quality. As a result, in 2013, a new brand of organic diet-food and super-foods joined Mipama.

The company is well established in Poland and Europe and has strong international ties with companies from Asia and worldwide. It is therefore vital for Mipama's growth to have an excellent understanding of these markets and meeting the **appropriate business partners**. Magdalena Szafarz attended the expert talks and the exhibition on the behalf of Mipama.



"I think both meetings, in Brussels and then in Korea, gave me a lot of information. The questions just popped out, as there are so many aspects of relationships – legal, but also social." – Ms Magdalena Szafarz, Mipama (Poland)

The business mission to Korea EU Gateway | Business Avenues organized in 2016 was a great occasion for Mipama to meet **key buyers in the sector of Organic Food and Beverage** [2]. Forty-six European companies attended this business mission, all specialized in a broad variety of organic products, such as meat, fruits, vegetables, grains, wines, spirits and beers.

During the mission, Ms. Szarfarz noted that Korean companies were mostly interested in its line of organic proteins, as well as Mipama's super mix formulas – which are natural diet supplements based on super-foods.



According to Ms. Szafarz, the main positive aspect of the business meetings was the **direct contact with potential buyers**. EU Gateway | Business Avenues organized encounters only with key

partners and helped the company **save precious time**.



“The most important element was the meetings organized for Mipama. They were tailor-made for me.” – Ms Magdalena Szafarz, Mipama (Poland)

Following the business mission, Mipama is still in touch with a contact made during the mission, S&C International, helping them develop new items for the Korean market. And that’s not all. The company’s successful participation yielded more results. Other Korean companies have contacted Mipama since the mission to deepen potential collaborations.

After two runs in Korea, the company understands better the challenges of this market, will continue exploring it and looking for open-minded partners who want to implement new formulas and new products.

“I didn’t know much about the Korean market before I went for the mission; I thought they were a more conservative community than they are. Now I know that Korean business people are very open minded, and open to new ideas and products, looking for novelties, which might be introduced on the Korean market.” – Ms Magdalena Szafarz, Mipama (Poland)

The 2016 EU Gateway | Business Avenues mission organized to Korea in the sector of Organic Food and Beverage was a hit. Not only for Mipama, but also for [Berrifine](#) [3], a family-run company headquartered in Denmark and for [Cafés Oquendo](#) [4], a Spanish organic beverage producer.

The three companies found out more about Korean market opportunities and **got in touch with key contacts** thanks to the **tailored matchmaking** provided by the EU Gateway | Business Avenues team.

Does your company have what it takes to expand to Korea?

Check opportunities available for European companies in the EU Gateway | Business Avenues

calendar [here](#) [5]and don't miss the opportunity to be selected for upcoming business missions



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Links

[1] http://www.mipama.pl/mipama_home.html#head

[2] <http://eu-gateway.eu/news/growing-interest-european-organic-food-beverage-products-asia>

[3] <https://www.eu-gateway.eu/success-stories/securing-steady-foothold-korean-market-eu-support>

[4]

<https://www.eu-gateway.eu/success-stories/eco-friendly-organic-products-brought-back-korean-market-after-wildly-successful>

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