

Polska



Regional Brand

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The West Pomeranian Voivodeship is one of the voivodeships which attach great importance to their own brand. As one of the first, it prepared own logo which was later modified as the region put a greater emphasis on modern economy.

The voivodeship is one of the leading food producers, hence the presence of companies acting here in prestigious rankings. A dozen or so restaurants, local food producers, small family-run companies and bakeries have joined the prestigious **Culinary Heritage**: the European Network of Regional Culinary Heritage. **The network encompasses over 730 business partners, regional coordinators and licensees acting on the regional food market. In case of West Pomerania, the network also includes organic producers since** the Voivodeship is the leader of organic food market: at the end of 2012, 3600 organic food producers were operating in the there and in terms of the area of organic cultivation the region placed first in the country.

Many undertakings initiated in the West Pomeranian Voivodeship have gained a strong brand well known beyond the boundaries of Poland. One of them is the Slavs and Vikings Centre of Wolin organizing every year the Slavs and Vikings Festival, which brand is known world-wide. Year after year, history enthusiasts from all European countries as well as from Canada or Australia arrive at Wolin. This international crowd sets the camp near a village and for several days lives in the same way as one thousand years ago. It is also in the Slavs and Vikings Centre that the Experimental Archeology Workshops, Beltane - the Fire Festival and International Scientific Sessions on Baltic Sea Peoples History (Międzynarodowe Sesje Naukowe Dziejów Ludów Morza Bałtyckiego) take place.

Also the city of Barlinek and the European Nordic Walking Centre (Europejskie Centrum Nordic Walking) located in this municipality are enjoying the increasing renown. There are seven routes of the Nordic Walking Centre, each of different difficulty, which together constitute 54 km of paths in the region of Barlinek.

Another brand gaining increasing renown is Mielno, i.e. the International Capital of "Walruses". Every year since 2004, in February, winter swimming fans gather there. The event consisting of beating Guinness record for the largest collective winter swim has already become international.

Also an international event is the Historical Military Vehicles Rally in Darłowo. It is the oldest such event in the region. Due to its long-term presence in the event calendar of the West Pomeranian Voivodeship, the rally in Darłowo has become a brand known also outside Poland. Every year it attracts a huge international crowd of militaria enthusiasts, collectors and history fans. Its main goals are selecting the most precious exhibits from the point of view of restoration, promoting interest in militaria collectibles as well as free access of visitors to exhibits.

Similar conventions follow the events taking place during the Stronghold Days on the islands in Świnoujście, where a unique in Europe military fortifications complex from the turn of the 19th and 20th century is located. During the Stronghold Days, historical events reenactments are presented.

The list of other well known West Pomerania brands includes numerous health-resorts, especially Świnoujście and Kołobrzeg, but also Międzyzdroje with its Walk of Fame and Wax Figures Museum, eagerly visited during summer holidays by members of the art world.

The Polish Tourist Organization has also included in its list of certificates for the best tourist products of the West Pomeranian Voivodeship the following: the beach in Pobierów in the Rewal commune, golf courses, the "Zajezdnia Sztuki" ("Art Depot") Museum of Technology and Transport in Szczecin, the "Skansen Chleba" open-air museum of traditional bread baking in Ustronie Morskie (the heart of which is a 120-years old wood fired oven), underground tourist routes in Szczecin with a nuclear shelter, the "Wałęcka Pętla Kajakowa" canoe route (45-km long route crossing seven lakes, with the Pomeranian Wall fortifications in the background), Hortulus Dobrzyca Themed Gardens and the Berlin - Szczecin - Baltic Sea waterway.



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