

Podlaskie Mark of the Year competition

That competition mainly aims at appointing and promoting these products, which in respect of quality, unique values and connection with Podlaskie Voivodeship feature an uncommon standard deserving of imitation.

The 'Podlaskie Mark of the Year' title is awarded in three categories: TASTE, PLACE and IDEA OF THE YEAR.

All inhabitants of Podlaskie as well as all institutions acting in our region can take part in the competition. So these can be among others: physical persons, economic subjects, organisations and associations.

Podlaskie Marks of the Year are pointed by Chapter qualified by the Marshal of Podlaskie Voivodeship. The Chapter consists of economy experts, quality and marketing experts, tourism experts, representatives of culture and local media and other persons invited by the organiser.

It is possible to notify own products as well as others', notified by consumers. Filling the application inquiry and producer's agreement (when the particular product is notified by consumers) is the condition of participation in the competition. At most two products notified by one manufacturer can compete for the Podlaskie Mark of the Year title.

Winners of all three competitive categories will receive the statuette 'The Oak's Leave' as well as the possibility of promotion on 'The Gate of Podlasie' website. However laureates of the second and the third place will receive commemorative diplomas.

The competition consists of three stages. The first one is a registration of products, based on filling a form and enclosing all required documents. After classifying products to participation in the second edition of Podlaskie Mark of the Year competition, the list of products participating in the contest is published in 'The Gate of Podlasie' website as a promotion campaign.

During the entire promotion campaign voting is executed. As a result laureates of internet plebiscite are pointed in three categories: taste, place and idea – these are Podlaskie Consumers Awards.

The Chapter makes the final calculation of internet voices and nominate to distinctions of 'The most popular Polish product – Podlaskie Consumers Award' in each of three categories.

Next, from among of all admitted to participation in the contest the Chapter chooses laureates of main awards: 'Podlaskie Mark of the Year 2005' in IDEA, TASTE and PLACE categories.

Results of the competition are announced on a special gala in which media, representatives of regional authorities and economic organisations, participants and other guests take part.

The Marshal of Podlaskie Voivodeship is the main organiser of the competition, whereas Information and Promotion Office deals with realisation. The co - organiser 'Podlaskie Mark of the Year 2005' Gala is Białystok Polish Radio. The Bank of National Possessions is a partner in the competition

