



SUCCESS STORY

EU Market Demands Macedonian Fresh Produces

The AgBiz Program helps Macedonian agribusinesses to initiate export deals on “Fruit Logistica” in Berlin



Photo: AgBiz Program Staff

Potential buyer visiting Badzo’s booth on the Macedonian National Stand at “Fruit Logistica”

“Established contacts with buyers secured new business arrangements for the coming season. It was remarkable to get in touch with so many professionals and potential buyers not only from Europe but also Russia, the Middle East and North America.”; said Riste Danailov, from Badzo

USAID/Macedonia’s AgBiz Program in partnership with the Swiss Import Promotion Program of Osec (Osec/SIPPO) supported four Macedonian companies to exhibit on a national stand at Fruit Logistica trade fair, held February 9-11, 2011 in Berlin, Germany.

This is the third year in a row for Macedonian fresh produce export companies to exhibit at this fair. They recognize Fruit Logistica as the world’s leading trade fair for fresh produce industry that gathers all key industry decision-makers, importers, wholesalers, retailers. This year, the event was visited by 56,000 trade visitors from 132 countries.

Joint presentation enabled the companies to establish multiple business contacts and improve their prospects for increasing the exports of Macedonian fresh fruit and vegetables. The four Macedonian exporters Turan, Altra, Vivi Prom, Badzo and Agrohemija had an excellent presentation platform and wide product range for initiating number of business deals. The three day event also provided a unique opportunity for them to gain complete overview of the latest trends and interest in the produce worldwide.

AgBiz helped the participating companies to build an exceptional construction of the Macedonian National Stand and have excellent visibility. The outstanding presentation of Macedonian producers is a result of the knowledge gained from previous years. AgBiz customers, all members of Macedonian Agro Exporters Association (MAEA) achieved excellent results! They managed to sign €1,9mil., worth of new orders for exporting fresh fruit and vegetables to Germany. These orders were signed with 26 buyers that committed to purchase various products from Macedonia starting from spring cabbage, early vegetables, large quantities of open field tomatoes and cucumbers as well as peaches and watermelons throughout the season.

“The trade fair went very well. We had very good visitors traffic, interesting contacts, and meetings and managed to capture the attention of many potential buyers. New orders and open market means continuous work and job security for many employees and seasonal workers: - said Dragan Kostadinov, from Vivi Prom, member of MAEA.

Germany remains the most important market in Europe for Macedonia’s fresh fruit and vegetables”; AgBiz will continue to encourage Macedonian fresh fruit and vegetables exporters to identify opportunities to work together when developing sales strategies for the large and more competitive EU markets.