



Our Mission

The AgBiz Program is funded by the American people through the United States Agency for International Development (USAID) and implemented by ARD, Inc. It is a \$5.5 million four-year program with the overall objective of increasing economic growth in Macedonia through expanded, sustainable production and sales of value-added agricultural products, achieved by enhancing the ability of producers and processors to compete regionally and globally.

Our Goals

- Enable agribusinesses to identify, understand and sustainably enter export markets for value-added products
- Enhance market linkages between producers, processors and traders
- Improve business management, operations and competitiveness throughout the agribusiness value chains
- Produce greater incomes for agricultural producers and processors, and create new employment opportunities

Primary Objective

The sustainably and significantly increased growth of Macedonian agribusinesses in value chains with strong potential to export value-added products, and where there is an opportunity for a broad-based positive impact.

Our Work

AgBiz Program is supporting the following Macedonian value chains:

- Bottled wine
- Non-timber forest products (primarily wild mushrooms and berries)
- Table grapes
- Processed and fresh vegetables

Types of Support

AgBiz provides a range of services to enhance the competitiveness of its customers in target markets:

- **Technical Assistance** supplied directly by AgBiz staff or consultants or cost-shared with customers;
- **Training** on competitiveness enhancement, by local or international trainers depending on the type of training needed;
- **Marketing Activities** to develop marketing skills and/or materials that improve the competitiveness of a firm or group of firms, including support for B2B meetings, marketing focused international study tours and trade fairs, enhanced marketing approaches, and programs for creating better brand and/or company recognition;
- **Workshops and Conferences** when a need is identified to bring together current or potential AgBiz customers to discuss and/or learn about a competitiveness enhancement subject, or discuss an opportunity or constraint to a selected value chain;
- **Policy and/or Institutional Reforms** - AgBiz will work with customers, through relevant associations, to reform policies or institutions that constrain the competitiveness of participants in the selected value chains;
- **Linkages Assistance to Producers, Processors, Marketers and Trade Organizations Associations** to increase the level of vertical and horizontal cooperation among participants in the supported value chains, and achieve a more coordinated approach to capitalizing on the opportunities and overcoming the challenges of competitiveness enhancement;
- **Access to Finance** - AgBiz will help customers in the selected value chains to secure cost and terms effective financing for their business expansion projects.





Note: All AgBiz support is provided on a cost-sharing basis.

Project Selection Criteria

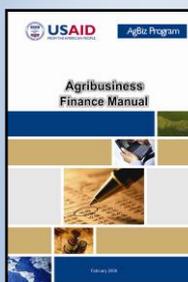
In selecting potential projects, AgBiz determines whether the proposed project will:

- Belong to one of the AgBiz-supported value chains?
- Involve a registered private sector company?
- Involve a company with at least 200,000 Euros in current sales?
- Be consistent with GoM objectives and EU integration?
- Be implemented within the next three years?
- Be very unlikely to have a negative environmental impact?
- Increase exports or substitute imports, i.e., increase the Macedonian-origin market share (local or export) of agriculture-based products?
- Increase employment?
- Benefit a large number of people?
- Be sustainable (managerially, economically, environmentally and socially)?
- Achieve a comparative and/or competitive advantage in a well-identified market?
- Stimulate a shift from lower to higher value-added products?
- Have proponents that provide a significant proportion of the total cost?
- Have proponents with the managerial capacity to successfully develop and implement it?
- Have proponents with a good understanding of, and viable plans to address potential challenges and constraints?



AgBiz Achievements Summary

- 42 business expansion project proposals received as of February 2008 (5 in screening, 19 in assessment, 3 on hold, 6 rejected, 4 in development)
- Three projects are in progress and two are completed
- Achieved \$600,000 in additional export sales and \$200,000 in increased purchases from producers 520 households benefited, 8 technologies or management practices transferred and 34 individuals received short-term training
- 12 agribusinesses received direct assistance and 8 new/improved technologies and/or management practices made available for transfer
- The USAID AgBiz Alternative Source of Agribusiness Financial Manual published
- Five trade fairs and study tours organized in Germany (“Anuga” in Cologne and “Fruitlogistica” in Berlin), Turkey (FOOD-TECH in Istanbul), Croatia (International Food Fair in Zagreb) and South Africa (table grape study tour in Cape Town) with over 40 AgBiz customers participating
- Online sale of Macedonian wines investigated and a project to move a wild mushroom marketer from bulk to value-added retail packs successfully completed
- An assessment of the role of producer organizations in agribusiness economic growth completed
- An Agribusiness Annotated Bibliography development and placed on the AgBiz website
- Support provided to increase the marketing focus of the Regional Fresh Fruits and Vegetables Workshop in Ohrid



For more information about AgBiz activities please contact:

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