

## SUCCESS STORY

### EU Market Demands Macedonian Fresh Fruits and Vegetables

**The AgBiz Program (AgBiz) helps Macedonian agribusinesses improve their export capacity and competition.**



Photo: AgBiz Program Staff

Owner of Badzo next to their booth on the Macedonian National Stand at "Fruit Logistica"

**"Fruit Logistica is the leading international meeting place of the fresh produce trade. This high-quality trade fair offer the sectors connected with the fresh fruit and vegetable business an ideal opportunity to present our products across the entire added-value chain, from growing to the point-of-sale."**

**-Risto Tembelevski, owner of Avto Ria, vegetables trading company**

U.S. Agency for International Development  
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In partnership with the Swiss Import Promotion Program of Osec (Osec/SIPPO) and USAID/Macedonia's AgBiz Program in February, seven Macedonian companies exhibited again in a national stand at Fruit Logistica, in Germany.

Exhibiting together in a national stand enabled the companies to establish and strength business contacts and improved their prospects for increasing the exports of Macedonian food products. The seven Macedonian exhibitors this year were Turan, Altra, Vivi Prom, Agrohemija, Badzo, Avtoria and Antares. The three day event provided exhibitors an excellent platform for initiating business deals; direct opportunities for making worldwide business contacts and a unique opportunity to gain a complete overview of the latest trends in the fresh produce business.

This is the second year for Macedonian fresh produce companies to exhibit at Fruit Logistica. The successful participation of seven Macedonian companies last year resulted in more than €529,000 in immediate sales, and excellent prospects for new, ongoing customer relationships.

This year AgBiz customers achieved even bigger successes than last year! The exceptional stand construction, very good position and high quality of produces displayed, were the key factors for outstanding presentation of Macedonian products and results achieved later.

The range of products featured at Fruit Logistica included fresh fruit and vegetables, dried fruits, nuts, spices, organic produce, flowers and plants for self-service outlets. Besides exhibiting, AgBiz customers were able to participate in few trade forums organized during the fair, related to fruit and vegetable marketing. These learning sessions were ideal opportunity for Macedonian exhibitors to exchange experiences with their potential clients, upgrade relevant business knowledge and improve marketing skills.

As a result of the successful presentation, 420 new contacts were established with potential buyers, produce marketers, consolidators and wholesalers and later signed €4,4mil., in orders for exporting Macedonian fresh produces with 98 buyers from all over the Europe.

No less important are the learning experiences gained during the fair, such as the most recent know-how, technologies and management practices about packing, sorting, post-harvest handling of fresh produces, that if adopted will ultimately improve the productivity of agribusinesses.