

## SNAPSHOT

# NEW MARKET FOR 480 TONES OF SPRING CABBAGE AND ONION



Turan's representative on B2B meetings in Warsaw



Learning about product ranges, prices and packages in METRO



On-field visit of the Green Factory during the Poland Forum

Photo: AgBiz Program's Staff

One of the key components of USAID AgBiz Program is to support the Agency for Foreign Investments and Export Promotion of the Republic of Macedonia (Invest Macedonia) and provide assistance through implementation of export promotion activities and stimulation of policies to enhance Invest Macedonia's internal capacity to achieve its export promotion objectives.

In response to this efforts, AgBiz in cooperation with USAID IDEAS project, in March 2012, supported Invest Macedonia to organize a study tour and B2B meetings in Poland for 14 Macedonian companies from the fresh and processed fruit and vegetables value chains. During the study tour Macedonian companies had an opportunity to meet with representatives of 12 leading Polish importers and wholesalers and to present Macedonian export ready products. In addition to identification of new buyers, the meetings provided better knowledge of Polish market requirements and consumer preferences. As part of the Poland study tour, Macedonian companies' representatives also visited the fresh produce wholesale market Bronisze and METRO, one of the biggest supermarket chains in Poland.

Poland study tour created new opportunities for all participants, and some of them quickly succeeded in promoting and selling their products to the new Polish partners. Soon after the Poland B2B meetings, Turan – a fresh fruits and vegetables exporting company from Bogdanci, reported export of 280 tones of spring cabbage and 200 tones of onion to Poland, or \$120,000 worth of produce exported to Polish buyers.

“During the meetings we learned more about the specifics of the Polish market but also about our advantages. Everybody was asking about the cabbage. Since Macedonian cabbage production is available long before the Polish, we just grabbed the chance and already made the first shipment of spring cabbage to Poland. We negotiated for extended and long cooperation”, said Risto Turanov, the owner of Turan.

Based on the established relations during the March Study Tour, the intensive follow up and considerable export of Macedonian fresh vegetables, primarily spring cabbage, several Macedonian companies from the Fresh Fruits and Vegetables Value Chain were invited to participate on the First Forum of Traders and Producers from Central and East Europe Wholesale Markets in May 2012. The Forum provided new prospects for Macedonian companies on challenges of modern trade and possible forms of cooperation between traders and producers from Central and East European countries including Albania, Belarus, Bosnia and Herzegovina, Croatia, Italy, Moldova, Romania, Russian Federation, Ukraine and Poland.