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AgBiz Program

Success Story

Successful Presentation of Macedonian Products at the Novi Sad International Agricultural Fair

USAID's AgBiz Program, in partnership with the Macedonian Ministry of Economy, the German Technical Assistance program and the Macedonian Association of Processors, helped leading Macedonian exporters of agriculture based products to enhance their regional presence by enabling them to participate in the "International Agricultural Fair in Novi Sad" Serbia.

The **International Agricultural Fair in Novi Sad** is the largest agricultural fair in Southeast Europe. This year at the 75th International Agricultural Fair more than 2,000 exhibitors presented state-of-the-art agricultural mechanization and equipment, the best food products from the Balkan region and top-quality livestock. Around 600,000 visitors attended the 8-day event. The main benefits of this vast event for the participants were the numerous successful business meetings they conducted, and the record number of contracts they made that will yield results in at least the year following the Fair.



A Hina Representative (left) Initiating Business with a Serbian Importer (right)

Eleven companies including Best Foods - Radovish; Agro Komerc 92 - Strumica; KIM Quality - Kavadarci; Koro, Tea - Skopje; Tehnoalat- Gevgelija ; Bonum Plus - Skopje; Vitalia - Skopje; Dim Komerc – Valandovo; Makprogres from Vinica; Gema plas – Gevelija and Nimeks SA- Shtip exhibited in the jointly supported stand of the Macedonian Ministry of Economy, the Ministry of Agriculture, Forestry and Water Economy (MAFWE) and USAID's AgBiz Program.

AgBiz played an important role in facilitating coordination between the companies exhibiting and the vendor designing and constructing the stand. The GTZ MAFP program provided logistic support for Fair participants, helped participants prepare for the Fair and was be responsible for PR before and during the Fair.

These AgBiz supported customers established new trade links, strengthened existing ones, and gained first-hand knowledge on the packaging, labeling, value adding and technology upgrades that will lead to their further economic success.

AgBiz also supported 45 farmers from all over the country, representing the "Association of Agricultural Techniques of the Republic of Macedonia" to participate in the Fair with the objective of what they learn making a valuable contribution to the competitiveness and profitability of their businesses.



Serbian Consumer Enjoys Macedonian Ajvar

Ajvar" and "lutenica" were the most popular products at the Macedonian booth. Taste tasting was organized during the fair days for visitors to sample these products. And Serbian consumers once again confirmed how positively they feel about Macedonian's most recognized specialties.

"This fair is outstanding; the right place for each farmer to be! Farmers from Kumanovo in the north to Kavadarci in the south were surprised at what they saw. The latest trends in tractors, equipment attachments and types of irrigations systems were presented by the very best manufacturing companies in the US and EU" said Mr. Zivko Davcev, President of the Association of Agriculture

Techniques of the Republic of Macedonia.

Three AgBiz' staff members participated in the Fair and supported AgBiz customers to identify new sales opportunities in the region, assess markets and enhance their trading positions. They also helped customers make new contacts with both buyers as well as suppliers of inputs, and identified potential competitiveness enhancement activities for the Program. AgBiz will provide follow-up assistance to the food processing and/or marketing participants to utilize the experience they gained at the Novi Sad Fair to develop the business contacts initiated into sustainable business.