



USAID | MACEDONIA
FROM THE AMERICAN PEOPLE



FOR IMMEDIATE RELEASE

April 14th 2009

Press office: +389 (0)2 308-0446

Cell phone: +389 (0)70 367 547

Email: bvelickovska@usaid.gov

PRESS RELEASE

USAID helps a Macedonian winery shift from bulk to premium bottled wine exports

On April 14th USAID's AgBiz Program signed its twentieth grant agreement to help Macedonian agribusinesses enhance their export competitiveness. The grant to Agrolozar/Dalvina is to support winery's extensive business expansion project that has the objective of shifting from bulk into bottled wine, creating greater visibility for the "Dalvina" brand and entering new export markets.

USAID through its AgBiz Program provided a Grant of \$20,000 to support Agrolozar/Dalvina in introducing and then enhancing the positive awareness of their new brand. This includes support for designing and developing appropriate promotional materials, initiating a comprehensive sustainable marketing program for export markets, hiring a Wine Representative to identify and develop the most appropriate sales channels in Germany, Dalvina's primary target market, and exhibiting at international wine trade fairs to present their premium wines and meet importers, buyers, and wine journalists. The total value of the project is \$371,000.

"Assisting individual agribusinesses such as wineries to increase their competitiveness and productivity is an important way to open new markets, expand market share and create new jobs for Macedonian citizens," said USAID Mission Director Michael Fritz.

In its first two years of operation AgBiz has awarded 20 export business expansion projects, provided capacity engagement activities to 197 companies, organized 13 workshops, round tables and technical assistance activities and supported ten study tours. More than 400 individuals have been able to learn about modern technologies and management practices and transfer this new knowledge to their operations, resulting in enhanced competitiveness and increased exports.

NOTE TO EDITORS:

The American people, through USAID, have invested nearly \$500 million in Macedonia since 1993. USAID is implementing projects that create jobs, reduce corruption, and prepare Macedonian students for the workforce. These initiatives improve the quality of life and support Macedonia's transition to a stable and prosperous democracy. USAID provides economic and humanitarian assistance in more than 100 countries. For more information please visit <http://macedonia.usaid.gov>.