

## SCENARIO AND TALKING POINTS

Event Title:	Launch of “Wines from Macedonia” Promotional Video
Project:	AgBiz Program (AgBiz)
Implementer:	ARD Inc ( Association for Rural Development)
Time and Date:	December 17, 2009; 11:30 – 12:45
Location:	Aleksandar Palace hotel, at the entrance hall
Translation:	AgBiz Program will provide consecutive translation (professional interpretator Irena Kacarski Kimova 071/308-516)
Speaking arrangements:	The speakers will be seated at the table.
Speakers:	USAID Mission Director, Michael Fritz; Director of MTV’s First Program, Eli Tanaskova; and Editor in Chief of MTV’s Good Morning Macedonia, Ms. Eli Josifovska.
Press and Branding:	Media advisory and press release will be distributed. The event will have USAID branding.

11.30	Arrival of the participants at Aleksandar Palace.
11.30	Mission Director Michael Fritz arrives at the main (front) entrance of the Aleksandar Palace. AgBiz Program Outreach, M&E, Market Information and Environment Coordinator Natasha Stankovic (070 293 434) accompanies MD to the venue.
11:32-11:35	Mrs. Natasha Stankovic introduces Mission Director with Ms. Eli Josifovska and Ms. Eli Tanaskova.
11:35-11:40	Director of MTV’s First Program, Eli Tanaskova welcomes the media representatives; introduces the Editor in Chief of MTV’s Good Morning Macedonia Eli Josifovska, USAID AgBiz Program Wine Value Chain Coordinator Goran Damovski and USAID Mission Director Michael Fritz.
11.40 - 11.43	Opening remarks by Eli Tanaskova
11:43-11:46	Opening remarks by Eli Josifovska A slideshow with pictures taken during production will be presented
11:46-11:50	Goran Damovski, AgBiz Wine Value Chain Coordinator deliver his statement and invites USAID Mission Director, Michael Fritz to address the media
11:50 – 11.55	USAID Mission Director, Michael Fritz delivers his speech
11:55-12:10	Opportunity for asking questions to speakers
12:10-12:35	Cocktail and wine presentation inside the restaurant

USAID Mission Director Michael Fritz may stay for the Press Conference only, or may leave after the wine presentation.

## **BACKGROUND**

Since March 2007 USAID's AgBiz Program, implemented by the ARD, Inc. of Burlington, Vermont, and has been providing a range of services to Macedonian agribusinesses to enhance their competitiveness in regional and global markets. The overall mission of AgBiz is to increase 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.

AgBiz has worked with more than 170 agribusiness companies over the past three years. The goal of the Program is to 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; to achieve greater incomes for agricultural producers and processors; and to create new employment opportunities.

### **The Program has achieved the following results:**

- 82 business expansion project proposals were received and evaluated from participants in the bottled wine, table grape, wild gathered food products (primarily wild mushrooms and berries), processed vegetables and fresh vegetables value chains; the best 20 projects are now receiving AgBiz support and will benefit 8,000 Macedonian households with increased income.;
- 170 agribusiness firms have received various kinds of technical assistance;
- 709 males and 197 females have received short-term training;
- EUR \$3.9 million in export orders have been signed; and
- Over US\$6 million worth of customer financing has been identified.

### **Brief Description of "Wines from Macedonia" activity**

As a result of the successful cooperation between USAID/Macedonia and national public TV station (MTV) in promoting USAID activities, another step forward - promoting "***Wines from Macedonia***" - was initiated by MTV officials as being complementary to their interest in promoting wine as a Macedonian strategic export.

The main objectives of this Activity are:

- Develop an effective "**Wines from Macedonia**" promotional video;
- Increase positive awareness of the quality of Macedonian wines;
- Promote individual brands as well as enhance the positive impression of Macedonian wines all over the world;
- Increase the export potential of individual wineries to the region and the world; and
- Initiate the process of creating a joint "Wines from Macedonia" mark.

The Wines from Macedonia video promotes export oriented wineries producing quality wines. The ten selected wineries ( Tikvesh; Bovin; Pivka; Skovin; Popova Kula; Dalvina; Vizba Valandovo; Elenov , Ezimit and Grkov) were contacted by AgBiz staff, who then helps them to organize themselves and present their winery and products in an optimal manner.

The scenario for filming each winery included filming:

- Vineyards;
- Outside the winery;
- Inside the facility and the wine processing process;
- An interview with a technologist and/or oenologist inside the winery;
- Inside the tasting or degustation room;
- An interview with owner or the manager of the winery; and
- Presented awards and wine sampling.

To date, three individual videos have been completed; and the rest are being finalized. After the press conference, MTV will begin broadcasting the individual videos. After all of the winery videos have been developed and broadcasted, MTV will develop a consolidated video containing the “best angles” of all ten wineries, and present it on national television and its satellite program which are watched by millions. The target date for completing all individual videos is February next year, after which they will broadcast the consolidated video.

Developing the “Wines from Macedonia” Promotional Video is the very FIRST attempt of this kind to promote Macedonian wines. The partnership of USAID and MTV to produce these videos is of enormous benefit to developing a high quality end product. The video materials will become very relevant promotional tools for the individual wineries, and will be available for their use at AgBiz supported trade fairs as well as for the wineries’ own promotional events.

Each of the participating wineries will receive a CD (branded “supported by USAID/AgBiz Program) of their winery that can be used in their promotional and marketing activities, but not on another TV station.

<b>PLATFORM GUESTS</b>
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Michael Fritz, USAID Mission Director

Goran Damovski, USAID AgBiz Program Wine Value Chain Coordinator

Eli Tanaskova, Director of First Program of MTV

Eli Josifovska, Editor in Chief of MTV’s Good Morning Macedonia

## TALKING POINTS

- Distinguished representatives of the media; Director of MTV's First Program, Ms. Eli Tanaskova; Editor in Chief of MTV's "Good Morning Macedonia" show, Eli Josifovska, Good Morning!
- I am honored to be here today to launch the "Wines of Macedonia" promotional videos, which have been developed in a partnership between USAID, through our AgBiz Program, and the Macedonian National Television station - MTV.
- USAID has been active in Macedonia since 1993 and has invested nearly \$500 million in projects that have helped create jobs, reduce corruption and prepare Macedonian students for the workforce.
- During this time, you have been able to track the progress of these projects, cover our stories, successes and achievements. We, at the USAID Mission in Macedonia, are happy to have such open and productive cooperation with the media of this country, particularly when we have the common goal of promoting the cultural values and economic potential of Macedonia, as is the case today.
- A significant focus of USAID assistance to Macedonia is to strengthen the competitiveness of Macedonian businesses, improving the business environment and encourage local economic development.
- Through the AgBiz Program, USAID supports environmentally sustainable production and sales of value-added agricultural products by enabling producers and processors to better compete regionally and globally. One of the export products AgBiz supports is Macedonian wine.
- AgBiz has been actively supporting the development of the wine value chain, especially in the shift from bulk to bottled wines and efforts to enhance sustainable export sales. Just last week, AgBiz and the Dutch Centre for Promotion of Imports from Developing Countries organized a roundtable to discuss the need and importance of developing a National Wine Sector Export Marketing Plan.
- Currently, Macedonia wineries are striving to secure export sales and to develop individual sustainable export promotion programs, especially for bottled wines. But wineries' efforts to market their wine are obstructed by very limited recognition of Macedonian wines by international buyers and consumers.
- USAID is proud to be taking an active role in raising international awareness of Macedonian bottled wines through this AgBiz supported marketing activity. We are here today to help launch promotional videos through which ten wineries will present themselves and their quality wines in the best possible way.
- Not only will these videos promote individuals brands of wine, they will enhance the positive impression of Macedonian wines all over the world, and hopefully initiate the process of creating a joint "Wines from Macedonia" mark.

- Today's presentation gives us a "taste" of the videos to come, and we are all looking forward to their broadcasting on television. In addition, we look forward to future collaborations that help Macedonia become widely recognized as a source of high quality wines.

Thank you!