



USAID | MACEDONIA
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AgBiz Program

FOR IMMEDIATE RELEASE

September 13th, 2010

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MEDIA ADVISORY

Macedonian Fresh Produce Available in Russia

USAID, a part of the U.S. Mission in Macedonia, is investing in economic growth in the country by assisting individual agribusinesses to increase their competitiveness and productivity, and successfully and sustainably enter new markets for value added agriculture-based products. Through its AgBiz Program, USAID is supporting three Macedonian fresh produce exporters - Agohemija, Vardar Gradsko and Badzo- to exhibit their products at World Food Moscow being held between the 13th and 18th of September 2010.

This is the second year for Macedonian fresh produce export companies to exhibit at this important trade show in the area of fruits and vegetables. With a population of 150 million people, Russia is a very large market for fresh produce. In order to better understand the market AgBiz in 2009 organized a study tour to Moscow trade fair where Macedonian companies had a chance to meet and discuss with number of companies, importers of fresh produce. Based on the companies' results achieved during the study tour and the exhibition in 2009 including several contracts worth Euro 958,000 this year participants expect to: promote Macedonian fresh products at the Russian market; establish new contacts that can be transferred into contracts and a future new sustainable export sales; and exchange experiences in fresh produce marketing with more skilled companies from EU.

"Macedonian producers have the ability to deliver fresh produce to Russian buyers earlier in the season than many of their competitors. AgBiz is helping its customers to capitalize on that opportunity by supporting them to exhibit and find buyers at the World Food Moscow, and sustain on Russian market"; said Lovre Ristevski, AgBiz's Fresh Fruit and Vegetables Value Chain Manager.

To date, the Program provided support to 26 producer organizations and five trade associations; delivered short-term training to 1,307 individuals; facilitated AgBiz customers to sign over EUR 10.8 million in export orders and identified over US\$ 7 million worth of financing for 39 customers. For more information please visit: www.agbiz.com.mk.

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>.