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AgBiz Program

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MEDIA ADVISORY

Macedonian Fresh Produce Exporters Go on Business Mission to Israel

The USAID-funded AgBiz Program has organized a four day study tour and business-to-business mission in Israel for modern, post-harvest handling of fresh produce capacity building and establishing linkages with Israeli companies. AgBiz is supporting four Macedonian fresh produce exporters – Vivi Prom, GD Tikvesh, Peca Komerc and Dushan Chirich, all members of the Macedonian Agro Exporters Association, to visit modern post-harvest facilities and meet their Israeli counterparts. The visit is taking place between the 13th and 16th of December 2010.

“Few months ago, we were pleased to host the MASHAV delegation and Israeli Ambassador in Macedonia, and organized trip to visit a few of the Macedonian leaders in fresh produce exports. The visitors had a chance to see that most of the visited companies utilize equipment and technology originating from Israel”. said Vasko Hadzievski, the AgBiz Chief of Party.

The goal of this business mission, organized by the Israeli Agency for International Cooperation- MASHAV and USAID’s AgBiz Program, is to enhance participants understanding of the latest trends and know-how in pre- and post-harvest handling techniques of fresh produce including cooling, storing, grading, packing and shipping to meet market demands, as well to identify possible cooperation for establishing a planting materials nursery in Macedonia.

Extending cooperation between USAID’s AgBiz Program and MASHAV and the readiness of the companies to further improve and expand their post-harvest handling technology, were the driving forces behind AgBiz work to organize a study tour to Israel where customers can learn more about the newest post harvest handling trends in Israel and investigate opportunities for joint investments.

To date, AgBiz has provided support to 221 agribusinesses, 26 producer organizations and four trade associations; trained over 1,500 individuals; assisted agribusinesses to sign 12.4 million Euros in export orders and helped 40 agribusinesses to identify financing of over US\$7 million. 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>.