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AgBiz Program

PRESS RELEASE

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Planned and Coordinated Export for the Fresh Fruits and Vegetables and Processed Vegetables Sectors

Today, USAID AgBiz Program, in cooperation with the Agency for Foreign Direct Investment and Export Promotion of Republic of Macedonia (Invest Macedonia) and the Dutch center for Promotion of Import from Developing Countries (CBI), organized a Kick-Off Meeting to Initiate the Developing of Sector Export Marketing Plans for the Fresh Fruits and Vegetables and Processed Fruit and Vegetables Value Chains.

The main objective is to establish a working process and deliver export marketing plans that will enable more coordinated approach to export promotion and will enhance the capacity of Invest Macedonia. The export marketing plans will include comprehensive analysis of market opportunities on the targeted markets and will provide clear vision and strategy for utilizing prospects and expanding export sales on those markets

Representatives of the two value chains - Fresh Fruits and Vegetables and Processed Fruits and Vegetables, Federation of Farmers of Republic of Macedonia (FFRM), all relevant Governmental institutions, including the Ministry of Agriculture, Forestry and Water Economy, Ministry of Economy, Economic Chamber of Macedonia, Union of Chambers of Commerce, as well the representatives from the USAID Mission in Macedonia, the Dutch Embassy, the EU Delegation and the Sector for European Integration were present to support and actively participate in the development process of the Sector Export Marketing Plans for the Fresh Fruits and Vegetables and Processed Fruits and Vegetables Value Chains.

"We believe that only thoroughly planned and participatory approach of the private sector, relevant Ministries, Invest Macedonia, chambers of commerce and other related bodies will assure full coordination among all involved stakeholders, thus allow successful export promotion of Macedonian products" said Goran Damovski, USAID AgBiz Program Chief of Party.

One of the key components of USAID AgBiz Program is to support Invest Macedonia and provide assistance through implementation of export promotion activities and stimulation of policies to enhance Invest Macedonia's internal capacity to achieve its export promotion objectives.

NOTE TO EDITORS:

The American people, through USAID, have invested over \$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>.