



**USAID | MACEDONIA**  
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## MEDIA ADVISORY

From **10 – 19 March**, USAID AgBiz Program is supporting Australia study tour and business to business (B2B) meetings of 5 processed vegetables leading companies, including Trgoproduct, Altra, Bonum Plus, Univerzal Promet and Lars.

Overseas markets, particularly Australian that is consisted of large communities of Balkans origin consumers, became very important for the export oriented processed vegetables industry. The objective of the Australian study tour is to improve export of the Macedonian processed vegetables products mainly through the scheduled B2B meetings and presentations of the Macedonian products. In addition, the representatives from the Macedonian processed vegetable companies are having opportunity to learn about the latest market trends and specifications of the competing products available at the Australian market.

USAID AgBiz Program supports economic growth in Macedonia through activities that strengthen and improve competitiveness of Macedonian agribusiness. The aim is to increase incomes for all participants in selected agricultural value chains in Macedonia by increasing exports and enhancing the agricultural business environment.

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