

- Macedonian wines –strategy for UK Market Entry;
- An Assessment of Association Development in Selected Macedonian Agribusiness Value Chains;
- Assessing the Post-harvest Handling Needs of Participants in Fresh Vegetables and Table Grapes;
- Macedonia's Recent Trade Agreements Opportunities and Threats; and
- Capacity Enhancement Needs Assessment in the Five Value Chains.

As a result of the recommendations in these reports, AgBiz completed the following activities based on our customer's stated needs:

- Seven trade fairs and Business to Business meetings including “Anuga” for international food industry and “ProWein” for the international wine and spirits, both in Germany; “Fancy Foods” in US; the “International Agricultural Fair” and the “Interfest Wine Festival” both in Novi Sad, Serbia; “PMLA's World Private Label” in the Netherlands; and B2B at the “AKA” Trade Fair in Kosovo.
- Four study tours including to the “Food Technology” fair in Istanbul, Turkey; to the “Fruit Logistica” international trade fair for fruit and vegetable marketing in Berlin, Germany; a “South Africa Table Grapes Study Tour” to Cape Town, South Africa, and an “Agriculture Trade Fair Study Tour” for producers in Novi Sad, Serbia.
- Two workshops related to “Standards for Fair Wild Collection and Production of Medicinal, Aromatic and other Wild Crafted Plants” in Mavrovo and an “Agribusiness Finance Workshop” that promoted alternative sources of finance for Macedonian agribusinesses and featured AgBiz's new “Agribusiness Finance Manual”.
- We identified the human resource capacity enhancement needs for our customers and organized two capacity enhancement training sessions related to “HACCP Systems in the Wine Industry” held in Kavadarci, and a Round Table “Regional SAPARD Best Practices - A Guide For The Future IPARD Usage” held in Skopje.

Celebrating partnerships with Macedonian agribusiness firms

On July 3rd, 2008 USAID's AgBiz Program held a Grant Agreement Signing Ceremony that initiated export development projects for nine Macedonian agribusiness working in the bottled wine, fresh vegetables, processed vegetables and wild geathred products businesses. The companies that signed grant agreements for AgBiz to support their competitiveness improvement and business expansion projects included “Badzo”, “Lars”, “Vipro”, “Agros 2004”, “Dentina”, “Avtoria”, “Bonum Plus”, “Kokolanski” and “Popova Kula”. The export-focused projects that will be implemented by these companies will require a total investment of over US\$3.2 million and are projected to result in increased export sales of over US\$28 million by the end of 2010.

“With the implementation of these business expansion projects we are going to accomplish greater sales, which will result in more employment! Implementing new standards in production processes that will provide added value of our products is one of the key objectives of our projects! Through implementation of effective marketing strategies we are expecting better exports!” said Mr. Viktor Petkov, owner of “Vipro” processing company.

For more information about AgBiz Program activities please contact:

James L. Maxwell AgBiz Program
Chief of Party jmaxwell@agbiz.com.mk

Natasha Stankovic Training, Environment, Monitoring & Evaluation and Information Officer:
070/29 34 34 nstankovic@agbiz.com.mk

Ivo Lola Ribar 57/3 1000 Skopje, Macedonia Phone: +389 2 321 7060
Fax: +389 2 321 7060, Ext.111 www.agbiz.com.mk



US consumers enjoy Macedonian “Ajvar” at the 2008 Chicago Global Food & Style Expo



A Serbian consumer enjoys Macedonian pepper products at the 75th International Agricultural Fair in Novi Sad



The Macedonian stand at the ProWein International Wine Trade Fair in Dusseldorf, Germany



HACCP systems workshop in Kavadarci on wine industry implementation, verification and maintenance



First Grant Agreements Signing Ceremony in Skopje