



MEDIA ADVISORY

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Macedonian Processed Vegetables Exporters Launch a Marketing Mission to Canada

From 14th until 20th of May, 2010 the USAID-funded AgBiz Program and its partner organization MAP (Macedonian Association of Processors) are organizing a **six day sales and marketing mission in Toronto, Canada for seven leading processed vegetables exporters**. The participants are: Bonum Plus; Vipro; Tehnoalat; Altra; Trgoproduct, Best Foods and Lars.

The processed vegetables industry plays an important role in Macedonian agribusiness. The industry is very export oriented as 80-85% of annual sales are exports to EU markets, especially Germany, and regional markets such Serbia, Kosovo and Croatia.

Exports of Macedonian processed vegetable products to Canada are currently small, 180 tons with a value of 342,000 Euros were exported in 2009, but important. Canada ranks very prominently among countries with high processed vegetable imports per capita, two times more than the USA. According to FAO statistics, Canada was amongst the top 10 importers of processed vegetables in 2007. Canada is a wealthy and highly sophisticated market that offers significant opportunities for international exporters. Also, a significant portion of the Macedonian Diaspora lives in Canada, which results in even greater potential for Macedonian vegetable processors to enter and sustain business in th market.

"Macedonian companies will have opportunity to visit Canadian vegetable processing companies and meet their managers, and will present their companies to potential buyers and promote pepper-based products at tasting events that will take place on the 17th of May. Planning and organizing these events is being accomplished in close cooperation with the Macedonian General Consulate in Toronto." said Saso Risteski, Processed Vegetables Value Chain Contractor Representative.

To date, the AgBiz Program has provided support to 180 agribusiness companies, 25 producer organizations and four trade associations; trained over 1,200 individuals; assisted agribusiness companies to sign 10.3 million Euros in export orders and helped 36 agribusinesses to identify financing of over US\$6.9 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>.