



USAID | MACEDONIA
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AgBiz Program

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MEDIA ADVISORY

High Quality Wines are Promoted in the Macedonian Pavilion at the ProWein 2010 Trade Fair in Dusseldorf

USAID, a part of the U.S. Mission in Macedonia, is investing in economic growth in the country by assisting individual agribusinesses to increase their competitiveness and productivity, and successfully and sustainably enter new markets for value added agriculture-based products. Through its AgBiz Program, USAID is coordinating eleven Macedonian Wineries- Tikvesh, Skovin, Dalvina, Ezimit, Imako Vino, File Winery, Vardar Valley, Stobi, Popova Kula, Lozar and Bovin to successfully exhibit at the "ProWein 2010 Trade Fair" being held between the 21st and the 23rd of March 2010 in Düsseldorf, Germany. Jointly with CBI, the Dutch Center for Promoting Imports from Developing Countries and the Ministry of Economy of the Republic of Macedonia, USAID's AgBiz Program helped the wineries to develop a contemporary 120m2 national pavilion where they will exhibit their wines and meet potential international buyers.

"ProWein is definitely the most relevant wine and spirits trade show in the EU, and the only fair of its kind worldwide where trade visitors from around the globe convene to sample established products, investigate novelties, discover new trends, renew business relationships and agreements and create new business," said Goran Damovski, AgBiz's Senior Value Chain and Marketing Development Coordinator.

Last year four Macedonian wineries supported by AgBiz and the Ministry of Economy successfully exhibited at ProWein 2009. The wineries established numerous contacts with potential buyers. During the next eight months the wineries succeeded in converting some of those contacts into serious customers, and as a result shipped pallets of wine in Belgium, Poland, Germany and Holland.

Considering these impressive results, this year AgBiz agreed to support eleven Macedonian producers of high quality bottled wine to promote their individual brands as well create a wider awareness for Macedonian wines on international markets. This will be accomplished by attractive offerings to the target audience, doing professional tastings of Macedonian wines and having wines evaluated by relevant international wine critics.

To date USAID's AgBiz Program has provided support to 179 agribusinesses to improve their export competitiveness and thereby sustainably expand their exports.

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>.