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MEDIA ADVISORY

Macedonian Companies Exhibit at the FRUIT LOGISTICA Trade Fair in for the Second Year in a Row

In partnership with the Swiss Import Promotion Program of Osec (Osec/SIPPO) and USAID/Macedonia's AgBiz Program (AgBiz) seven Macedonian companies will again exhibit in a national stand at FRUIT LOGISTICA.



Macedonian National Stand at Fruit Logistica 2009

Exhibiting together in a national stand will enable the companies to establish and strengthen business contacts and improve their prospects for increased exports of Macedonian food products. The seven Macedonian exhibitors this year are Turan, Altra, Vivi Prom, Agrohemija, Badzo, Avtoria and Antares.

This is the second year for Macedonian fresh produce companies to exhibit at FRUIT LOGISTICA. The successful participation of seven Macedonian companies last year resulted in more than €529,000 in immediate sales, and excellent

prospects for new, ongoing customer relationships that were followed up on after the Fair.

This year Macedonian exhibitors expect even more contacts with potential buyers, produce marketers, consolidators and wholesalers that will result in creating new strategic partnerships, experience exchanges about fresh produce marketing and access to the most recent know-how, technologies and management practices that can be adopted for improving the productivity and enhancing competitiveness of their companies.

The seven participating companies are from the AgBiz Fresh Fruits and Vegetables Value Chain that plays a very significant role in Macedonian agribusiness, and has huge export potential. This value chain already plays a very important role in Macedonia's agricultural exports, especially for regional trade. Based on the importance of fresh vegetable exports to the Macedonian economy, AgBiz for more than three years has assisted Macedonian fresh vegetables marketers to increase their market share in existing markets and enter new regional and world markets through adding value of their products and promoting them at important international trade fairs.

To date USAID's AgBiz Program has provided support to 176 agribusinesses to improve their export competitiveness and thereby sustainably expand their exports. AgBiz is supporting 20 large, export focused agribusiness expansion projects that have a total cost of US\$5.9 million and are projected to result in US\$28.7 million in increased exports.