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AgBiz Program

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MEDIA ADVISORY

Macedonian Winery Managers Develop Export Promotion Plans in Rotterdam

USAID, a part of the U.S. Mission to Macedonia, is investing in economic growth in the country by assisting 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 facilitating export managers from eight Macedonian wineries, including Dalvina, Skovin, Ezimit, File, Tikvesh, Vardarska Dolina, Skovin and Bovin, to participate in a multi-year, multi-country program for Export Promotion organized by the Dutch Centre for Promotion of Imports from Developing Countries (CBI). AgBiz support is primarily in the form of the AgBiz Wine Value Chain Coordinator participating in the course, assisting the managers to develop their export plans and then helping them implement their plans after returning to Macedonia. The highly relevant course will be held from October 26 through the 31, 2009 in the Netherlands.

"This Export Promotion Training will help the participating export managers to become more familiar with EU wine markets, and export marketing, management and promotion techniques relevant to these markets. It will also help the managers develop new and/or upgraded EU market entry and market share expansion plans." said Goran Damovski, the AgBiz Senior Value Chain and Marketing Development Coordinator.

This training is expected to make export managers more familiar with EU wine markets and the business practices existing in those markets, enable them to design and develop highly viable Export Marketing Plans and to establish a network of relationships with fellow participants from other developing countries.

To date USAID's AgBiz Program has provided support to 170 agribusinesses to improve their export competitiveness and thereby sustainably expand their exports. AgBiz is supporting 20 large export focused agribusiness expansion projects, has completed 114 activities such as trade fairs, study tours and workshops and has developed technical materials and disseminated market information that helps Macedonian agribusinesses to become more competitive in regional and global markets.

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>.