



FOR IMMEDIATE RELEASE

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Office: +389 (0)2 321 7060

Cell phone: +389 (0)70 29 34 34

Email:

nstankovic@agbiz.com.mk

PRESS RELEASE

Developing a National Wine Sector Export Marketing Plan

In a joint effort to become more competitive in export sales, Macedonian wineries are developing a National Wine Sector Export Marketing Plan, with support from the USAID AgBiz Program and the Dutch Center for Promotion of Imports from Developing Countries (CBI). On December 11th, a roundtable was held in Skopje to determine how to develop this Marketing Plan, and to secure commitments from all relevant stakeholders, including representatives of wineries, relevant ministries and agencies, to actively contribute to the development of the Plan.

“Through this cooperative effort, the wineries will be actively engaged in developing the plan that will directly benefit them” said Tim Donnay, USAID Supervisory Program Officer. “This plan will define specific national export marketing efforts, establish the optimal positioning of Macedonian wines in selected regional and international markets. It will also outline promotional activities designed to create wider and more positive origin and wine quality recognition on the part of European buyers and consumers.”

AgBiz is supporting four export-focused wine business expansion projects that will have sales growth of 7.4 million Euros, of which 5.5 million will be from increased exports. Also, through support of activities such as international trade fairs and business to business meetings, wineries have already received new export orders worth more than 600,000 Euros.

NOTE TO EDITORS:

Overall, AgBiz is supporting 20 large export-focused business expansion projects that have a total cost of US\$5.4 million and are projected to result in US\$25 million in increased exports. 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>.