



USAID | MACEDONIA
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AgBiz Program

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MEDIA ADVISORY

USAID Supports Macedonian Wine Exports to Russia

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 supporting four Macedonian Wineries- Tikvesh, Skovin, Dalvina and Imako Vino to build a contemporary stand and exhibit their wines at "Drinks Industry/Russian Wine Fair 2009" being held between the 26th till 28th of November 2009.

"Russia is the fourth largest wine importer in the world after the UK, Germany and the US. Imported wines account for about 30% of total Russian wine consumption. The expectations are that by 2012 Russian consumption of imported wines will increase by 53%. This represents an excellent opportunity for Macedonian export-focused wineries to enter and then achieve a larger volume of export sales. Some Macedonian wineries have already established relations with buyers in Russia, and few have a small presence in Russian Federation markets. Being able to exhibit at this Fair will definitely open new opportunities to increase visibility of Macedonian quality bottled wines in this immense market"; said Goran Damovski, AgBiz's Senior Value Chain and Marketing Development Coordinator.

The goal of exhibiting at this trade show is to present Macedonian wines and capture the attention of the target audience, establish direct contact with buyers and gain a better understanding of the wine market in Russia, including key competitors and the structure of sales channels.

To date USAID's AgBiz Program has provided support to 168 agribusinesses to improve their export competitiveness and thereby sustainably expand their exports. 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.

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>.