

# SNAPSHOT

## TASTE OF MACEDONIA AT FRUIT LOGISTICA 2013



Photo: AgBiz Program's Staff

Attractive Macedonian stand at Fruit Logistica 2013



Beautiful brochures prepared for the Fruit Logistica 2013 on the most competitive Macedonian fresh produce

In cooperation with the Ministry of Agriculture, Forestry and Water Economy, USAID AgBiz Program supported 10 Macedonian companies to participate in Fruit Logistica 2013, the leading international fresh produce trade fair, in Berlin, Germany from February 6 to 8. The companies Turan, GD Tikves, Agrolozar, Permindeks, Ksenos, Eko Oaza Samandov, Agro Kalem, Zito, Fruta Grozd and Badzo exhibited at the joint stand under the name "Taste of Macedonia".

This is the sixth year USAID's AgBiz Program has supported Macedonian fresh produce companies to participate in Fruit Logistica, where they benefited from meeting potential buyers, produce marketers, consolidators and wholesalers. Their presence in these fairs since 2008 has resulted in over 160 new contracts in value of more than \$12.3 million.

Beside the spacious colorful corner stand, this year AgBiz Program supported preparation of beautiful brochures with key information for the most competitive Macedonian fresh produce such as tomato, pepper, cabbage, watermelon, apple, peach, plum and table grapes. In addition, in order to enhance visual identity of Macedonian exhibitors, all visitors of the Macedonian stand got cloth shoulder bags with "Taste of Macedonia" logo filled with companies' promo materials.

The representatives of the exhibiting companies conducted over 120 meetings with their current partners and potential buyers where they renewed the export contracts and made pre-arrangements for the next season. The new export contracts for over \$5 million worth of Macedonian fresh fruits and vegetables included 31 new buyers mostly from Netherlands, Slovakia, Russia, Hungary, Ukraine, Italy and France.

"This fair was the best promotion and presentation of Macedonian fresh produce ever! Excellent organization and good example how we should present the sector in the future", says Mr. Pejco Iliev, partner in Badzo.

Fruit Logistica was not only the place for doing business for the Macedonian fresh fruits and vegetables producers it was also a unique opportunity to learn about the latest novelties in technology, equipment, planting material, pest management, logistics, post harvesting, packing and branding.