

## SUCCESS STORY

### MACEDONIAN VEGETABLE PROCESSING COMPANIES RECEIVED NEW ORDERS AT ANUGA 2011



Photo: AgBiz Program's Staff

**6,596 companies from 100 countries exhibited and over 155,000 trade visitors from 180 countries attended Anuga 2011**



**Andreas Arnold, GIZ-CIM Expert (left), Darko Naskov, President of MAP and Owner of Lars (middle) and Trajce Karadakovski, Owner of Dentina (right) at Anuga 2011**

In October 2011 representatives from eight Macedonian vegetable processing companies, members of the Macedonian Association of Processors (MAP), visited food fair - Anuga 2011 in Cologne, Germany. Thanks to USAID support this is the fourth participation in a row at this biennial world fair for the Macedonian vegetable processing industry.

With its unique trade fair concept, bringing supply and demand together, Anuga is not only the largest food and beverage fair in the world but it is also the sector's most important fair for the new markets and first-rate contacts and business deals.

Eight lead actors from the processed vegetables value chain including Bonum Plus – Skopje, Green Product – Tetovo, Lars – Stip, Dentina – Strumica, Univerzal Promet – Kocani, Altra – Gevgelija, Trgoprodukt – Strumica and Rudine – Skopje, had an opportunity to close deals and extend contracts with their current buyers and to arrange meetings with new potential importers and distributors. Most of the newly established business contacts were with buyers from Germany, Switzerland, Belgium, Poland, USA, Italy, Great Britain and Canada.

The participation at Anuga resulted with 24 new orders for over \$1,2 million Dollars worth of Macedonian processed vegetables products. Apart from the significant trade contracts, the processed vegetables value chain lead actors had a possibility to explore the latest trends on the German food market. Namely, as a major food importer in Europe, Germany remains one of the key export destinations for Macedonian processed vegetables products.

“Anuga 2011 was the right decision to visit and promote our products! There are so many opportunities that need to be further explored. Great event with strong business component that helped Lars to gather useful information on key competitors, trends, technology and to conclude several export arrangements”, said Mr. Darko Naskov, General Manager and Owner of Lars and President of MAP.