

PROMOTION OF SERBIAN FOOD INDUSTRY AT INTERNATIONAL TRADE FAIRS AND B2B EVENTS

Serbian food products – fresh or processed – have excellent potential to enter high value export markets. USAID Competitive Economy Project systemically supports Serbian national level business organizations/associations to organize Serbian export-oriented companies to actively participate in world-leading food trade fairs. The Project supports improvements to the visual identity of Serbia’s stand and overall visibility and attractiveness of Serbian companies participating at the fairs. The Project helps Serbian partners to effectively organize B2B meetings between Serbian companies and international buyers and distributors, as well as other stakeholders. In partnership with Serbian business support organizations and associations, the Project helps facilitate trainings and prep meetings with firms attending the fair.

Trade Fairs and B2B Events

In 2018, the Project plans to assist over 40 Serbian firms, mostly from the fruit and vegetables sector, to exhibit and promote their products at four renowned international trade shows:

- Biofach, Nuremberg, Feb 16-19, 2018 – the world’s leading trade fair for organic food.
- PLMA, Amsterdam, May 29-30, 2018 – the best opportunity to build a private label business in the food industry.
- Summer Fancy Food Show, New York, June 30 – July 2, 2018 – one of the world’s largest specialty food industry trade events, and the premier showcase for industry innovation.
- The London Produce Show and Conference June 6-8, 2018 – B2B event for UK buyers and Serbian fruit and vegetables producers.



Roadmap

