

MARKETS INFORMATION SYSTEM (MIS)

For many Serbian SMEs, access to information regarding international markets and trends remains limited. As a result, many actors in the food processing value chain do not have proper strategies to begin exporting. These strategies include promotion of commodities in a foreign marketplace, identification of potential buyers, satisfying production standards and increasing understanding of market trends.

MIS is a web-based platform, designed to inform Serbian food exporters about international markets and export opportunities. It aims to bridge information gaps between the Serbian food processing sector and regional/global markets. Additionally, MIS presents a two-way platform for improved match-making between Serbian food processing companies and foreign buyers.

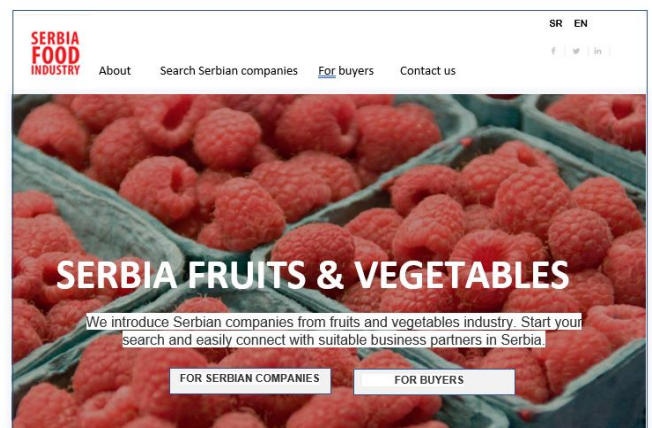
MIS in brief:

MIS is a professional on-line network for the Serbian food industry – companies can create and update their own profile page free or charge.

It presents key market information services in one place, thereby assisting Serbian food companies to prepare to export and expand internationally.

MIS enables both Serbian firms and international buyers and distributors to easily search for business partners, through a specially designed Bids & Offers feature. It also includes valuable features related to industry trends and market opportunities (e.g. Access to Finance, Events, Success Stories).

Landing page:



Roadmap:

