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PRESS RELEASE

USAID HELPED SERBIAN FRUIT PRODUCERS PARTICIPATE AT THE LONDON PRODUCE SHOW

BELGRADE – From June 6-8, eight exhibitors from Serbia, mainly apple producers, participated at the London Produce Show and Conference, an international fair for fresh fruit and vegetables under the joint brand “Serbia Does Fruit”. The UK is recognized as one of the most promising markets for Serbian fruit exporters. The participation of Serbian producers was made possible with support from USAID in collaboration with Agrobrand, a specialized marketing agency that helped prepare companies for the fair.

“The London Produce Show is a leading business oriented fair for fresh fruit and vegetables in the UK. By helping companies to participate, we helped raise awareness about Serbia’s apple production and its quality. Serbia is among the largest apple producers in South-east Europe, and the companies that exhibited at the fair represent more than one third of Serbia’s total apple production. We believe now is the right time to establish a business relationship with the UK. During the fair, numerous contacts with British buyers were established and new opportunities for cooperation emerged. In the future, the UK can expect a wide range of fruit and vegetables from Serbia,” said Julka Toskić, Director of Agrobrand.

The following companies exhibited at the fair: Agroprom Com (Gornji Tavankut), Al Dahra Rudnap (Irig), Atos Fructum (Mala Remeta), Ćirić Agro MĐŽ (Titel), Green Energy (Markovac), PIK Juzni Banat (Bela Crkva), Pollino Agrar (Jazak) and Verda Vivo (Krcedin).

“After the fair in London I am quite sure that we are ready for the UK market. Our biggest advantage is that we can offer high quality products for an affordable price. With our growing orchards, high-end harvesting technologies and cold-storage systems, we can offer fresh products all year round,” stated Jovana Matkovic of Agroprom.

“We believe that the trade show in London will help Serbian fruit producers to better position themselves on the UK market. This fair, but also other trade fairs in targeted international markets are very important channels and connection points for domestic producers with international buyers. It is important to diversify our exports and to enter new international markets,” said Aleksandar Pavlović, Chief of Party of USAID’s Competitive Economy Project.

Since 2001 USAID has invested more than \$773 million to stimulate economic growth, strengthen the justice system and promote good governance in Serbia.

For more information, visit <http://www.usaid.gov/serbia> or www.konkurentno.rs