



## Press Release

### **TWENTY FIVE SERBIAN FOOD EXPORTERS AND TWO INDUSTRY ASSOCIATIONS AT THE ANUGA FAIR IN COLOGNE**

**COLOGNE, 2009** - Twenty-five Serbian food producers will present their products to international buyers at the ANUGA Fair in Cologne from the 10th to the 14th of October.

In 2007, this bi-annual event draw close to 6,800 exhibitors from 95 countries while 163,000 people from 174 countries visited the fair.

Showcased under the joint slogan Serbia Naturally, Serbian companies will present their products both at the Fine Foods Pavilion and the Frozen Foods Pavilion.

The wide selection of fine Serbian produce that will be showcased at the event include superior quality frozen fruits and vegetables, famous Serbian wild mushrooms, award winning organic fruit juices and preserves as well as confectionary, spices and powdered products.

The export of Serbian food products has experienced exponential growth in the last few years and there are no signs of slowing. The quick adoption and rapid implementation of international standards and the introduction of new value-added products has ensured that Serbia is establishing itself as one of the most trusted exporters from South Eastern Europe. The recent global financial crisis has not deterred Serbian exporters in trying to establish a strong foothold in the international market. Serbian exporters continue to expand their client base fuelled by a consistent international sales and marketing campaign.

Serbia's exhibit at ANUGA is sponsored by the USAID Agribusiness Project in Serbia and supported by the Serbia Ministry of Agriculture, Forestry and Water Management and by the Serbia Investment and Export Promotion Agency (SIEPA).

USAID's Agribusiness Project works with Serbian agricultural producers at all stages of the production cycle "from field to fork" to increase the value of Serbian agricultural products sales and agricultural employment.

Serbia's delicacies will be waiting for buyers at the **Fine Food Section** - Hall 11.1 - Stand C059-C051 and at the **Frozen Food Section** - Hall 04.1 - Stand E07-E070.

**For more information kindly visit [www.serbianfruit.com](http://www.serbianfruit.com) or contact Ms. Tatjana Mrvaljevic, USAID Sales and Marketing Advisor at the *Serbia Naturally Stands* at: +381 63 386 874.**



SERBIA

*Naturally*