



USAID
OD AMERIČKOG NARODA

MEDIA ADVISORY

USAID PARTNERS WITH LAGERMAX AED TO LAUNCH NEW, AFFORDABLE SHIPPING SERVICE TO HELP SMALL SERBIAN EXPORTERS

On Friday, 10 July 2009 at 11:00 am at the LAGERMAX AED d.o.o. facility in Šimanovci, the company's management and USAID representatives will officially present the Consolidated Shipment services aimed at helping small Serbian exporters reach international markets.

LAGERMAX AED and USAID Agribusiness Project have joined efforts to develop consolidated shipment services with the aim of providing Serbian exporters with an affordable and reliable mode of transporting goods to international markets.

Experience has shown that often despite clearly expressed interest from international buyers for Serbian products companies were not able to deliver goods and truly establish themselves on the international market. Further research showed that a primary reason for this is high cost of shipping 'less than container load' (LTL) shipments. This rendered goods noncompetitive on the international market. It is often the case that small producers (ie. Gourmet food producers) need only a small portion of a standard shipping container in order to meet the demands of their buyer. Additionally, the inadequate handling of controlled regime goods such as dairy and fresh produce affected the quality and value of goods. As such, international buyers have been hesitant to purchase Serbian produce.

In order to address this export constraint, USAID Agribusiness Project partnered with Lagermax AED in an attempt to establish a consolidated export service which will transport regular and controlled regime goods from Serbia to the rest of the world at competitive costs, regardless of the size of the amount to be shipped.

Lagermax AED is now a unique company in the Serbian market, offering refrigerated regime consolidated shipment services which is crucial for expanding the export of fresh produce from Serbia. It is estimated that in the first year alone, and additional USD 16 million of Serbian exports will be achieved through the introduction of this service.

One of the principal components of the USAID Agribusiness Project is improving Agribusiness Development Services (ABDS). Agribusiness enterprise access to timely and effective ABDS is critical to improving decision-making, management, efficiency and competitiveness.

USAID has invested \$24 million through its Agribusiness Project which focuses on improving agricultural productivity, expanding value-added agricultural processing, opening new markets for export, and building the capacity of producer organizations and service providers which support Serbia's agribusiness sector. The USAID 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.

Lagermax AED d.o.o. is one the leading companies in the fields of international forwarding and logistics on the Serbian market. The company, aside from head office in Belgrade-Simanovci, also has branches in all regional centers: Novi Sad, Nis, Cacak and Paracin with distributional-logistical warehouses.

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