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## MEDIA ADVISORY

**FOR IMMEDIATE RELEASE**

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### U.S. EXPERT TO HIGHLIGHT MARKETING STRATEGIES FOR SERBIA

**BELGRADE** – U.S. marketing expert Jeffrey Spear will highlight strategies and methodologies to build brands and improve packaging at a workshop for agribusinesses sponsored by the USAID Agribusiness Project and the Serbian Chamber of Commerce. The media is invited to attend the workshop on Tuesday, November 29, at the Serbian Chamber of Commerce.

Spear, in collaboration with the USAID Agribusiness Project, has been helping Serbian food and beverage companies develop marketing strategies, build brands and design packaging that appeals to domestic and foreign markets for the past five years.

The November 29 workshop will foster an exchange of ideas between agribusinesses and marketing professionals to exploit untapped opportunities in Serbia and the region.

Since 2007 the USAID Agribusiness Project has provided \$840,000 in grants to 49 Serbian companies to develop marketing strategies, build brands, redesign packaging, and develop visual identities and product branding for foreign markets.

The USAID Agribusiness Project works to promote the export of Serbian agricultural goods, increase the competitiveness and efficiency of Serbian agribusinesses, and create new employment opportunities in agribusiness.

- WHO:** Marketing expert Jeffrey Spear; Serbian marketing firms and agribusinesses
- WHAT:** “Brand Building and Enterprise Growth” Workshop
- WHEN:** Tuesday, November 29, 2011 at 1 p.m.
- WHERE:** Serbian Chamber of Commerce, Resavska St. 13-15, Belgrade
- CONTACT:** Ana Martinovic, USAID Agribusiness Project Communication Advisor, +381-11 242-6611 or [ana\\_martinovic@agrobiznis.net](mailto:ana_martinovic@agrobiznis.net)

***Since 2002 USAID has invested more than \$662.5 million to stimulate economic growth, strengthen the justice system, and promote good governance in Serbia.***

***For more information about USAID, visit <http://serbia.usaid.gov>.***