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## MEDIA ADVISORY

**FOR IMMEDIATE RELEASE**

November 18, 2011

Hal Lipper, +381-11 306-4919, +381-65 504-6308

E-mail: [hlipper@usaid.gov](mailto:hlipper@usaid.gov)

Mirjana Vuksa, +381-11 306-4841, +381-65 316-4530

E-mail: [mvuksa@usaid.gov](mailto:mvuksa@usaid.gov)

### **LAUNCH OF THE AGRIBUSINESS TRAINING PROGRAM FOR WOMEN IN NOVI PAZAR**

**NOVI PAZAR** – The USAID Agribusiness Project and the Office for Sustainable Development of Underdeveloped Areas will hold an entrepreneurship training program for women in Novi Pazar, Sjenica and Tutin. The training sessions are part of the Women in Agribusiness program.

The media is invited to attend the presentation of the training program on Monday, November 21, in the "Taj Hotel" in Novi Pazar from 11 a.m. to 12 p.m.

Entrepreneurship training for Novi Pazar women will take place between November 2011 and February 2012. It will present the basics of entrepreneurship and business plan writing and will encourage them to launch their agribusinesses. Following the training, the women can apply for start-up grants through the Office for Sustainable Development of Underdeveloped Areas which has allocated funds for 30 grants.

The USAID Agribusiness Project and the Office for Sustainable Development of Underdeveloped Areas have been jointly promoting entrepreneurship among women in rural Serbia since July.

The USAID Agribusiness Project is financing the training program for women in Novi Pazar, Tutin and Sjenica, and the Office for Sustainable Development of Underdeveloped Areas is providing start-up funds which will enable the women with the best business plans to launch their agribusinesses. Each start-up grant will be up to \$15,000 (RSD 1.1 million).

During 2010, the USAID Agribusiness Project introduced the Women in Agribusiness program so that women could have equal participation in the agribusiness sector, thus increasing the competitiveness of Serbian agribusiness. To date, 300 women have been trained in the basics of entrepreneurship. Eleven women have received in total \$160,000 in start up grants from USAID, while the Office for Sustainable Development of Underdeveloped Areas has funded start up grants for three women, in the amount of \$40,000.

The USAID Agribusiness Project is a part of a wider portfolio of activities being carried out with the intention of providing a faster, more sustainable economic development in Serbia. The project is focused on stimulating exports of Serbian agricultural goods, increasing efficiency and competitiveness, improving the enabling environment for Serbian agribusinesses, and creating new employment in this sector of the economy.

The Office for Sustainable Development of Under-developed Areas, through various projects and activities works to present the potentials and to create a favorable investment and business enabling environment in all of the 48 underdeveloped municipalities within its portfolio.



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- WHO:** Representatives of the USAID Agribusiness Project and the Office for Sustainable Development of Underdeveloped Areas
- WHAT:** Presentation of the Entrepreneurship Training Program for women in Novi Pazar
- WHEN:** Monday, November 21, 2011 at 11 a.m.
- WHERE:** Hotel Taj, Novi Pazar
- CONTACT:** Ana Martinovic, USAID Agribusiness Project Communication Advisor, +381-11 242-6611 or [ana\\_martinovic@agrobiznis.net](mailto:ana_martinovic@agrobiznis.net)

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*Since 2002 USAID has invested more than \$662.7 million to stimulate economic growth, strengthen the justice system, and promote good governance in Serbia.*

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