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## PRESS RELEASE

### **USAID Agribusiness Project and AGROPRESS – Association of Agricultural Journalists launch the *Women Entrepreneurs in Agribusiness Project***

Women in rural parts of Serbia are very important for agricultural development and sustainability, but despite that fact, they have very little knowledge about the possibilities and benefits offered nowadays by agribusiness. The project entitled ***Women Entrepreneurs in Agribusiness*** will last six months and will be implemented in the period from February to July 2009. The main goal of this Project is to promote entrepreneurship among women living in rural parts of Serbia, encouraging them to take active participation in the improvement of their economic position and self-employment.

The Project will be implemented in the form of workshops with the purpose of enabling women to get acquainted with different fields of entrepreneurship. Distinguished experts in the fields of agriculture, economy and social sciences, will work with unemployed women providing them with knowledge, skills and self-confidence needed to venture into agribusiness. Thus, the women will be acquainted with the basic rules of entrepreneurship, such as: designing their own business, preparing a business plan, registering company activity, etc. The workshops will also provide them with the information about the latest developments in different agricultural branches, such as cattle breeding, vegetable growing, fruit growing and so forth.

The workshops will take place in six municipalities throughout Serbia. The first workshop will be held in Valjevo and followed by the workshops in Bela Crkva, Kruševac, Novi Sad, Leskovac and Kopaonik.

One of the trainers will be Snezana Djordjevic, Ph. D, owner of AGROUNIK Company awarded the entrepreneur of the year prize. The Project Manager is Jasmina Nikitovic Stojicic, the editor of TV programme on agriculture *Znanje imanje* and certified FAO rural women trainer.

AGROPRESS - Association of Agricultural Journalists was founded with the aim to revive and promote life in rural areas and to promote the work of the journalists reporting on agriculture and food industry.

USAID Agribusiness Project is an economic project focused on the promotion of agricultural production and 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.

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