



CONFERENCE

Serbian Berry Fruit Industry – a time for change?

Thursday 05 May 2011 | Serbian Chamber of Commerce - Big Hall, II floor -
Terazije 23, Belgrade | 10:00 -14:00

AGENDA

9.30 – 10.00 Registration of participants

Moderator: Saša Marušić, Berry Sector Lead, USAID Agribusiness Project

10.00 – 10.30: Introductory Remarks

- Milan Prostran, President, Association for Agriculture, Serbian Chamber of Commerce
- Louis Faoro, Director, USAID Agribusiness Project
- Kolinda Hrehorović, Advisor for fruit production and processing, Ministry of Agriculture, Trade, Forestry and Water Management
- Slobodan Žunić, President, Coldstores Association of Serbia

10.30 – 11.20: Trade liberalization and new market development: International frozen berry fruit market - overview and future perspectives

- Goran Živkov, Consultant, SEEDEV
- Jovana Dučić-Savić, Marketing and Sales Advisor, USAID Agribusiness Project
- Evica Mihaljević, Executive Secretary, Serbian Coldstores Association

11.20 – 11.40: BREAK

11.40 – 12.00: Russian berry fruit market - current state, changes in progress and opportunities for Serbian exporters

- Andriy Yarmak, Consultant, Fruit Inform - Ukraine

12.00 – 12.30: Local and foreign experience - New requirements and opportunities - needed changes

- Gordana Petrović, Export Manager for Russia, Kazakhstan and Belorussia, ITN
- Slobodan Košutić, Fruit & Vegetables Procurement Director, Delta Agrar

12.30 – 13.00: What needs to be done for Serbian berry industry to adjust as to mitigate negative effects and to be able to take advantage of new opportunities

- Olivera Ćurčin, Export promotion advisor, SIEPA
- Discussion: Representatives of the leading production, processing and exporting companies and support institutions