

**“PROMOTION OF REGIONAL COOPERATION FOR IMPROVING MARKET  
COMPETITIVENESS OF CEI AGRICULTURAL AND FOOD BUSINESS”**

**THE CEI BUSINESS FORUM**

**TENTATIVE PROGRAM**

25 November 2015

\_\_:\_\_ Arrival of participants

18.00-19.00-Cocktail

26 November 2015

**08:30-09:00 Registration**

**09:00-10:00 Official opening**

- Welcoming address of H.E. Mr. Vladimir Peshevski, Deputy Prime Minister in charge of Economic Affairs
- H.E. Mr. Mihail Cvetkov, Minister of Agriculture, Forestry and Water Economy of the Republic of Macedonia
- H.E. Ambassador Giovanni Caracciolo di Vietri, Secretary General of the Central European Initiative
- High Official from DG NEAR and/or from DG AGRI
- Mr. Gian Carlo Damir Murkovic, President of ACCOA - Chamber of Commerce for Central Europe

10:00-10:15 Coffee Break

**THEME 1: HOW TO PERFORM BETTER ON THE SINGLE EUROPEAN MARKET – TAKING REAL ADVANTAGE OF THE TARIFFS-FREE ACCESS**

**10:15-10:40 1. EU Market chains requirements - the challenges for non-EU CEI agro-food exporters** (food safety standards, market standards, provision of sufficient quantity and consistency in supply, crediting of trade, marketing skills etc), presented by Mrs. Sarah Cruikshank Ockman, Program Manager for IFC Agribusiness Standards Advisory. The presentation should outline the market requirements to be fulfilled by exporters, particular experiences from the cooperation with companies coming from non-EU MS countries and suggestions on the critical areas where attention should be paid to

**10:40-11:00 2. Transition from pre-accession business to successful EU company** – a case study of experiences in doing business in rapidly changing market environment and competitiveness building actions taken, presented by Polish/Hungarian/Czech or other CEI EU new MS company

**11:00-11:25 3. The stage for agro-food businesses till 2020** – presentation on the new EU Common Agriculture and other competitiveness related policies (innovations, promotion)

including the recent geo-political developments with impact on agro-food markets, presented by the representative from the EC

**11:25-11:50 Questions and discussion**

## **THEME 2: SUSTAINABLE FORMS OF COOPERATION OF CEI AGRI-FOOD BUSINESSES FOR INCREASING THEIR SHARE ON THE MARKETS**

**11:50-11:15 4. Main obstacles in cooperation among CEFTA 2006 agro-food businesses and ways toward fostering of regional cumulation of origin and integrating supply chains**, presented by Mr. A. Umut Ergezer, representative from CEFTA 2006 Secretariat

**11:15-11:40 5. Regional initiatives of national Chamber of Commerce**, presented by representative from the Chamber of Commerce for Central Europe (ACCOA)

**11:40-12:00 6. Regional supply value chains – findings and recommendations** from the USAID Regional Economic Growth (REG) Project, presented by the team leader Mr. Goran Damoski

**12:00-12:30 7. Case study on wine industry – Balkan wines association, feasible or impossible idea?**, co-presented by Mr. Georgi Petrusev, President of the Macedonian wine exporters association “Wines of Macedonia” and Mrs. Galina Niforou, Managing Director of Balkan International Wine Competition (BIWC) EU funded initiative of Balkan wines (15 minutes per each)

**12:30-12:50 Questions and discussion**

**12:50- 14:05 – Lunch**

## **THEME 3: PUBLIC SUPPORT IN IMPROVING AGRO-FOOD COMPETITIVENESS**

**14:10-14:35 8. Improved utilization of the Rural Development pre-accession funds (SAPARD/IPARD) - a tool for advancing competitiveness (lessons learned for governments and businesses)**, presented by participant in implementation of EU pre-accession rural development funds

**14:35-15:00 9. Positive experience in using EU pre-accession funds in increasing agro-food competitiveness**, a case study presented by representative from Hungarian/Polish/Czech or other CEI EU new MS company or Italian apple cooperative which besides using the EU funds will tackle the issue of overcoming the deficiencies of the small production structure (Suggested title: From small to important player – case of apple cooperative in Italy)

**15:15-15:40 10. Innovative IT solutions in Agribusiness** – advance IT approaches for improving the companies efficiencies possibly to be implemented by support of EU innovation funds, presented by Anita Nikova, Executive Director, MASIT - Macedonian ICT Chamber of commerce

**15:40-16:00 11. Czech Trade Promotion Agency – state market intervention worthwhile for consideration**, presented by Mr Izudin Gusmirovic, Head of the CzechTrade office in Podgorica

**16:00-16:30 Questions and discussion**

**Completion of the thematic session**

**16:30 - 18:00 Parallel sessions of:**

- **B2B MEETINGS** coupled with brief presentation of the agriculture and food processing companies and aside bilateral meetings (upon companies' interest)

- **DISCUSSION AND DRAFTING OF DRAFT FORUM CONCLUSIONS**, by the Forum Task Force

**18:30 / 19.00 - MACEDONIAN WINE PRESENTATION AND TASTING**, organized by the Ministry of Agriculture, Forestry and Water Economy of the Republic of Macedonia and “Wines of Macedonia”