

Promoting the Fruit Sector in Serbia

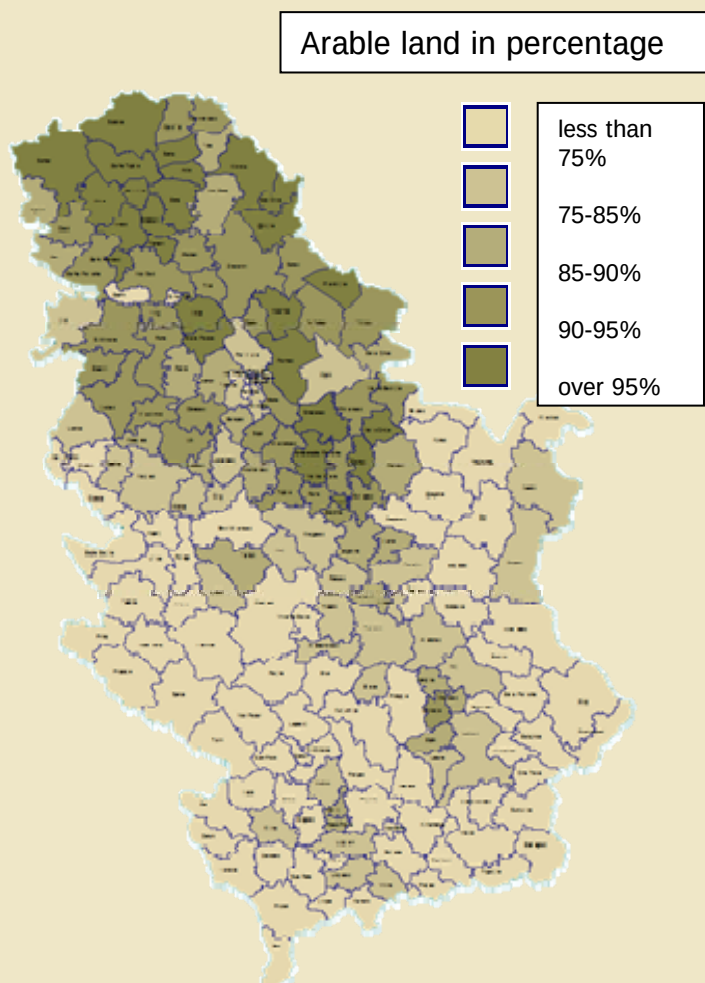


GTZ/WBF Project- Serbian Experience

Dresden, 17th November 2007

- GTZ-Project of German Federal Ministry for Economic Co-operation and Development (**BMZ**)
- Economic Development and Employment Promotion Program in Serbia (WBF)
The aim of the Program (GTZ/WBF) is to support of economical integration process of Republic Serbia to European Union.
Program contends several activities which are separated in two main parts:
- Regional and Local Development
- Support of chosen economic sectors

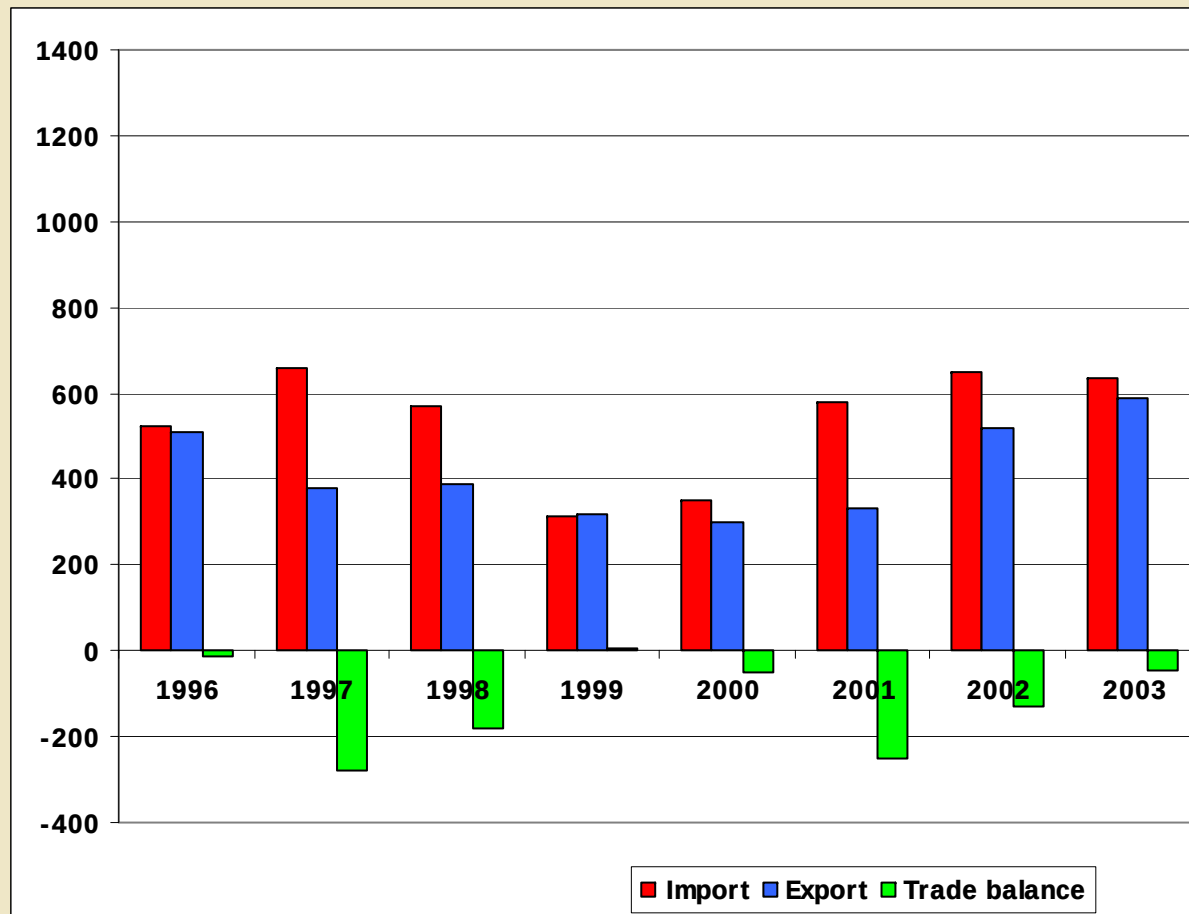
Project Background: Why Food Sector?



- Agricultural land: 5,7 mil ha
- Arable land: 4,2 mil ha
- About 300.000 registered farmer households
- Average farm size : 3 ha, 4 parcels/ farm
- 40 % rural inhabitants
- 14% of GDP

Project Starts in 2003

Foreign trade of agricultural and food products (million €)



Facts:

- ✓ Very important economic sector, but:
- ✓ Negative trade balance
- ✓ No organized production
- ✓ Privatization in process
- ✓ No standards in production
- ✓ No implementation of modern technologies
- ✓ Low productivity
- ✓ No clear development strategy

Developments

Different Stakeholders, started supporting Serbian Agriculture/ Food Sector

1. Ministry of Agriculture, Forestry and Water Management of Republic of Serbia
2. Donor/ Technical Assistance Agencies and Organizations (World Bank, EBR, USAID, Dutch Government, Swiss Government, German Government (GTZ), etc.)



GTZ Approach

- **Macro level:** cooperation with the Ministry of Agriculture, Forestry and Water Management
- **Meso Level:** cooperation with Serbian Investment and Export Promotion Agency and Branch Associations
- **Micro Level:** collaboration with companies and cooperatives
- **Cooperation and networking** with all Donor/ Technical Assistance Agencies and Organizations



GTZ Main Focus

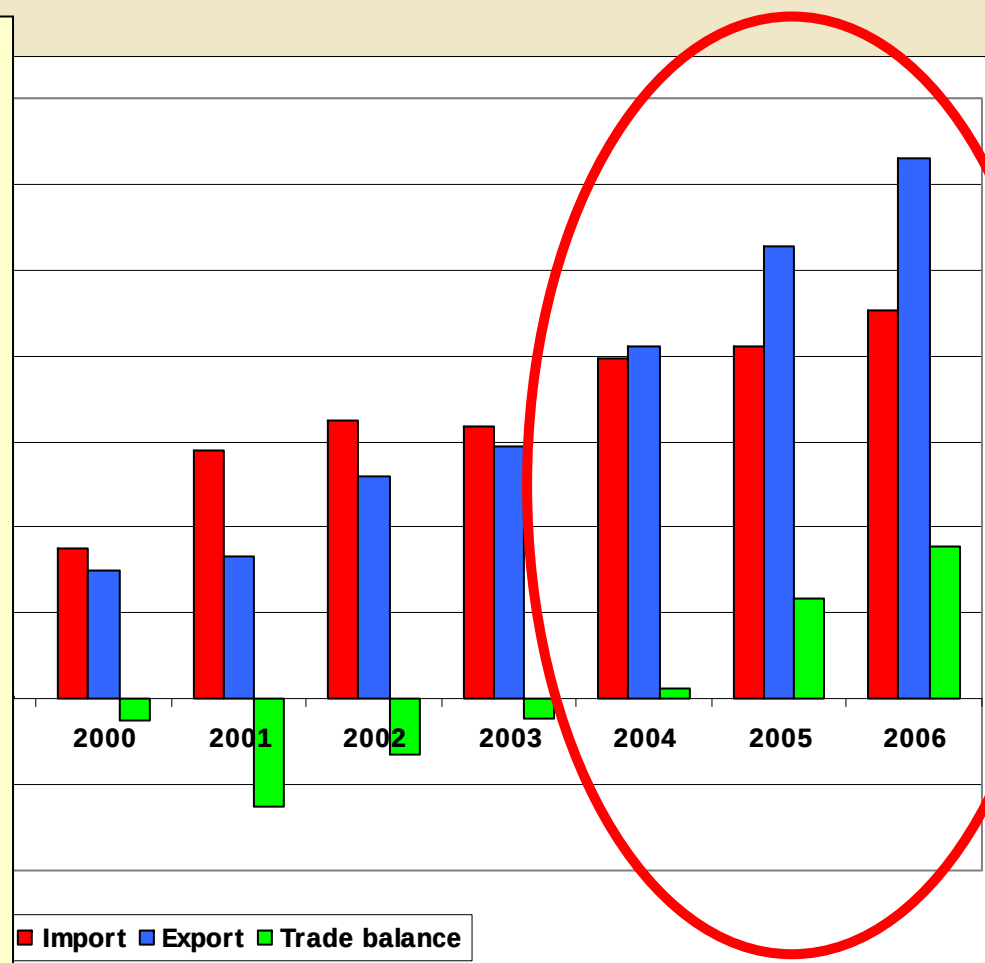
FRUIT SECTOR

- **Improvement of competitiveness** through direct support to companies in reaching international requirements and standards (ISO/ HACCP, EUREP/GLOBAL GAP)
- **Improvement of sales and trade balance** through support in export promotion (trade fair participation, establishment of direct contacts with buyers, product diversification and marketing improvement)

Foreign trade of agricultural and food products (million Euros)

Facts:

- ✓ Very important economic sector, and:
- ✓ Positive trade balance
- ✓ Partly organized production
- ✓ Privatization almost finished
- ✓ Standards are partly introduced in production
- ✓ Implementation of modern technologies started
- ✓ Strategic framework for development of the fruit sector



Conclusions

- Not only **FINANCIAL SUPPORT** is enough- without **TECHNICAL ASSISTANCE** and **KNOW HOW TRANSFER** there are no success stories!
- **NETWORKING AND COOPERATION** between different Donor/TA support institution is crucial!
- **COORDINATION AND MANAGEMENT** of Donor/TA support is needed! **RESPONSIBILITY TRANSFER** must be improved!
- Working at the same time **ON ALL LEVELS** is very important for successful development!
- Sometimes there are external factors which might intensively influence development success!





GTZ/WBF SERBIA



Wolfgang Limbert
Program Coordinator

Office Belgrade
Decanska 8 / 3
11000 Belgrade
Tel: +381113239051
Fax: +381113243535
E-Mail: wolfgang.limbert@gtz.de

Emilija Pavlović
Project Manager

Office Novi Sad
Zmaj Jovina 4/1
21000 Novi Sad
Tel: +381214721920
Fax: +381214721921
E-Mail: e.pavlovic@gtzwbfbf.org

www.gtzwbfbf.org

Thank you for your attention!

Emilija Pavlovic
Dresden 2007