



Fast Facts

ON USAID'S ENTERPRISE DEVELOPMENT ACTIVITIES

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Winners Selected in the Sitting Green Competition



USAID Mission Director, Michael Harvey, with Jugoslava Kljakić and Nataša Ilinčić, winners of the Sitting Green competition, and Chairman of BDW, Jovan Jelovac

BELGRADE, Serbia – *Winners of the Sitting Green competition were announced at the May 26th opening of "designPark", held for the first time as a part of this year's Belgrade Design Week (BDW).*

In total, 139 designs were submitted, and 10 were selected as finalists, of which three were awarded in specific categories.

USAID Mission Director Michael Harvey and BDW Chairman Jovan Jelovac announced the winners at the opening of "designPark" on May 26th. **"designPark"** is a large exhibition of creative industries which was presented in the former Department Store "Kluz" as part of this year's Belgrade Design Week (BDW). The USAID Serbia Competitiveness Project partnered with BDW to promote Serbia's talent in creative furniture design by jointly organizing the Sitting Green competition which was launched in January. From January to March 2009, 139 designs were submitted to the competition, and 10 were selected as finalists, of which the three best works were awarded in

specific categories, including:

- Overall award for best design - **Jugoslava Kljakić** and **Nataša Ilinčić** from studio **"OD DO arhitekti"**
- Overall award for best use of sustainable materials - **Branko Nikolić** from **"Antipod" studio**
- "Student award for best design - **Miloš Jovanović**.



Overall award for best design - Jugoslava Kljakić and Nataša Ilinčić, "OD DO arhitekti"



Overall award for best use of sustainable materials - Branko Nikolić, "Antipod" studio



Student award for best design - Miloš Jovanović

The Jury was composed of international leaders in the field of design, including: **Tony Chambers**, Editor-in-Chief of the iconic international design, fashion and lifestyle magazine Wallpaper; **Konstantin Grčić**, designer, founder and owner of Konstantin Grčić Industrial Design studio; **Shin Azumi**, award winning designer, whose works have been acquired by the permanent collections of museums, such as the Victoria & Albert Museum (UK); **Branko Lukić**, US-based world known Serbian industrial designer; and **Brigit Loman**, Designboom's Editor-in-Chief (www.designboom.com).

In presenting the awards, USAID Mission Director to Serbia, Michael Harvey, emphasized that by launching this competition, USAID wanted to promote young designers and link them to producers, making Serbian furniture industry more competitive and innovative. "Our goal is to reconnect Serbian manufacturers and creative people with international industries. I believe that this is one of the most exciting projects USAID has supported this year", Harvey said during the ceremony. He also emphasized that Belgrade Design Week is an important event for creating a new and better image of Serbia in the world.

In addition to award certificates, winners will be awarded with production of prototypes of the winning designs up to \$5,000 in value. The prototypes will be manufactured in Serbian furniture production facilities and placed in furniture salons and marketed to international customers to promote direct sales by Serbian furniture designers.

Milivoje Miletić, Director of the Bureau for Regional Cooperation of Serbian Chamber of Commerce, and patron of the "designPark" exhibition, said that design is essential to complete a good quality product. Chairman of the Belgrade Design Week, Jovan Jelovac, during the opening ceremony extended his gratitude to USAID and all the BDW partners for their support.

"Sustainability has to be a way of thinking, it has to be set as standard. For years now, we have been involved in sustainable architecture in different ways. It's great that finally a competition like this confirms this has been a worthwhile effort and a way to move forward", Jugoslava Kljakić and Nataša Ilinčić, winners of the Sitting Green.

Fostering a New Generation of Agro-Entrepreneurs



Michael Harvey, USAID Mission Director, Siniša Anđelković, and Jennifer Brush, U.S. Deputy Chief of Mission

BELGRADE, Serbia – – On April 14th, at the Aero Klub in Belgrade, nine young entrepreneurs received certificates and start-up grants totaling \$100,000 from U.S. Deputy Chief of Mission, Jennifer Brush and USAID Mission Director, Michael Harvey.

The nine young entrepreneurs are the winners of the Youth Business Plan Competition initiated by the USAID Agribusiness Project in 2008. The objective of the Youth Business Plan Competition is to create an opportunity for students to conceive, plan, articulate and initiate new agribusinesses. Through this Competition and other similar activities focused on youth, the USAID Agribusiness Project is determined to support the creation of a new class of young agricultural entrepreneurs, which in turn will lead to new jobs and improve the livelihoods of local communities throughout Serbia.

USAID Agribusiness Project assistance does not end with the award of the start-up funds. The recipients of the funds will further be coached by USAID experts to help them to enter and establish themselves in the market, create links with the private and public sectors, and to further nurture their business ideas.

During this occasion, **Louis Faoro**, USAID Agribusiness Project Chief of Party announced the launch of the 2009 Youth Business Plan Competition and encouraged youth throughout Serbia to become familiar with the details of the competition and start thinking of their own agribusiness plans that they would like turned into reality.

"While agriculture already accounts for a large percentage of Serbia's exports, there is clear potential for Serbia to create even more wealth through agricultural production. This potential needs to be nurtured and helped to grow. The knowledge and skills you have learnt in your respective schools, colleges and universities now needs to be put to good use. The grants you will receive today, as a result of your excellent business plans, will help you to turn those plans into reality. What you will accomplish through your efforts can help to demonstrate to others that strong ideas together with hard work - can and does lead to great results", U.S. Deputy Chief of Mission Jennifer Brush.

For further information on the Business Plan Competition or information pertaining to the Youth Component of the USAID Agribusiness Project, kindly contact Ivana Janićijević at: ivana_janicijevic@agrobiznis.net.

“Film in Serbia” at the Locations Market in Santa Monica and Cannes Producers Network



“Film in Serbia” crew in front of Dan Tana’s restaurant in Santa Monica with HRH Princess of Serbia, Catherine Oxenberg

SANTA MONICA, CANNES – In the past two months, Serbian producers and production services firms worked together to create a unified “Film in Serbia” brand, which served as the umbrella under which they attended two of the most significant international film industry events: Association of Film Commissioners International (AFCI) Locations Trade Show in Santa Monica, California, and Cannes Producers Network, held as a part of the Cannes Film Festival in France. The “Film in Serbia” delegation marketed the country’s advantages as a film location, including an extremely competitive cost structure, diversity of locations, and excellent creative and technical talent. As a result, several scouting visits to Serbia are expected this summer for a range of feature films, commercials and/or television productions.

SANTA MONICA, California – The Serbian film industry, with the support of the USAID Serbia Competitiveness Project and SIEPA, participated for the first time at the American Film Location Market, April 16-

18 in Santa Monica, CA. The delegation under the “Film in Serbia” brand, marketed the country’s advantages as a film location, including an extremely competitive cost structure, diversity of locations, and excellent creative and technical talent. The “Film in Serbia” team organized a brunch held in Dan Tana’s Hollywood restaurant, hosted by the well known actress, HRH Princess of Serbia, Catherine Oxenberg. The event was attended by TV and movie producers from the largest production houses and studios, including Universal, 20th Century Fox, Mandate, Endgame Entertainment, the Film Department, Starz Media, Montana Artists, and Walden Media, and provided an opportunity for Serbian film producers, postproduction companies, and studios to promote their capabilities. Ram Bergman, producer of “Brothers Bloom”, talked about his experience in Serbia, emphasizing the hospitality, professionalism and fun of working in the country. Matt Birch, “Brothers Bloom” Head of Physical Production, focused on the talented crew, including the English speaking capability in the country, and emphasized that it is much easier to work in Serbia than other countries in the region.

The team that came together under a unified “Film in Serbia” brand, included production companies Work in Progress, Gargantua Films, Dream Company, Red Production, Cyber Entertainment, film lab Cinelabs Belgrade, post-production company Cinebox, and visual effects studios Crater and Digitalkraft.

CANNES, France – From May 13-24, the “Film in Serbia” team participated in the Cannes Producers Network and “Marche du Film” where it promoted Serbia’s competitive advantages as an attractive destination for foreign productions and co-productions, and featured Serbian film service providers as partners to international production companies.

The milestone event at Cannes was a luncheon with Ralph Fiennes to promote his Directorial debut “Coriolanus” which is to be filmed in Serbia. The event was organized by USAID Serbia Competitiveness Project, Work in Progress, Magnolia Mae Films, Artemis Films, and Icon Entertainment. Ralph Fiennes opened the luncheon by thanking USAID and Work in Progress for all the support provided to this project in the last year.

During the Cannes Film Festival, the rights to “Coriolanus” were pre-sold to Greece, Portugal and France, and it was revealed that in addition to Ralph Fiennes, Vanessa Redgrave and William Hurt will be acting in the film. “Coriolanus” will be produced by Gabrielle Tana, who recently produced “The Duchess” with Ralph Fiennes and Keira Knightley, and has been an active supporter of the “Film in Serbia” campaign.



The “Film in Serbia” campaign is a joint effort of more than 20 Serbian film and production companies and the USAID Serbia Competitiveness Project to respond to the increasing demand for information on Serbian film service providers and the appeal of filming in Serbia. The campaign includes ongoing promotional and communications activities as well as support to establish the Serbia Film Commission.

South Serbia and Sandžak SMEs Expect Over \$200,000 from the Belgrade Construction Fair

BELGRADE, Serbia – USAID Preparedness Planning and Economic Security (PPES) program supported South Serbia and Sandžak companies to participate at the 35th Annual Construction Fair in Belgrade. In addition to the large number of new contacts made as a result of their participation at the fair, PPES supported businesses signed contracts worth \$30,000 during the fair and are expecting to close shortly on \$180,000 in new sales contracts.



The Belgrade Building Expo Fair is considered to be the largest specialized civil engineering event in southeast Europe. This year, held from April 22 - 26, the fair attracted **over 1,100 exhibitors from over 30 countries** which displayed a range of building related products and design and furnishing services to more than 70,000 fair visitors. The PPES program supported the attendance of eleven small and medium-sized businesses from South Serbia and Sandžak. Ten companies collectively exhibited under one unified brand entitled ‘Contractors from South Serbia,’ and in addition, Tobler-Skele, a successful Bujanovac-based scaffolding business, exhibited in the outside area, as the company required extra aerial space to display their products. Ahead of the Fair, all PPES supported companies completed a training seminar in promotional and marketing techniques to help them get the most out of their fair attendance. In an effort to maximize potential client contact during the fair, PPES hosted a reception at the Hotel Moskva

the evening of the 23rd, where sponsored businesses networked with potential clients in a more informal setting. The venue provided an excellent setting outside of the fair for business owners to discuss the cost-saving benefits that can be realized by working with businesses from South Serbia and Sandžak. In addition to the large number of new contacts made as a result of their participation at the fair, PPES supported businesses signed contracts worth \$30,000 during the fair and are expecting to close shortly on \$180,000 in new sales contracts.

Trade fair support has proven to be an effective tool for helping businesses from the South and Southwest reach new markets. Last year, PPES supported 152 companies' attendance at seven trade fairs, which led to more than \$3.5 million in new sales.

“SerbianFruit” Stand at 76th International Agricultural Fair in Novi Sad

NOVI SAD, Serbia – The Novi Sad Agricultural fair took place for the 76th time this year, May 9 - 16. During this period USAID Agribusiness project was involved in a number of different activities.

On May 12th, a Seminar dealing with the Global Economic Crisis and Its Effects on Agribusiness took place in the Master Conference Hall of the Novi Sad Fair grounds. This event drew a large number of Serbian companies, representatives of various institutions, the academia and the media. This Seminar provided an analysis of the current international market situation, and offered potential solutions to current export constraints faced by Serbian food produce exporters.



“SerbianFruit” booth at the 76th International Agricultural Fair in Novi Sad

The USAID Agribusiness Project, again this year, managed to draw attention of the visitors of the fair, through its effective presentation in the Exhibitor Hall 3 of the Fair. "The Project provided the companies with an effectively designed stand and helped connect them with potential local and regional buyers", says **Nikola Wurzburger**, Marketing Communication Consultant with USAID Agribusiness Project. "In preparation for the Fair, we trained companies on improving their marketing and sales skills and assisted them with packaging and presentation design".

Under the umbrella brand "SerbianFruit", 13 small Serbian enterprises were provided with an opportunity and assisted in co-presenting at the joint USAID stand, including: Delikos, Select Milk, Agrograf, Srpski plodovi, Biotrend donato, Plum King, Lucic-Prigrevica, Turkovic, Pogled Sir Produkt, Adonis, Frutto, Kuc Company and NTIM.

This approach aims to support the growth and export potential of small enterprises with high potential products and services that are not yet in the position to reach wider markets.

In addition, this year at the Fair, the USAID Agribusiness Project launched the Business Linkages Program to better connect international buyers and visitors with the producers, sellers, brokers and service providers at the Fair. "Building upon our large base of international industry contacts, the Project hosted a number of foreign buyers and investors interested in doing business in Serbia", continues Nikola Wurzburger. "We also worked to raise the visibility of Novi Sad Agricultural Fair on the global trade show map, as one of the major regional agriculture and food shows in South East Europe".



US Ambassador, Cameron Munter, at the Novi Sad Fair

On May 12th, **Saša Dragin**, Minister of Agriculture, and Cameron Munter, US Ambassador, visited the "SerbianFruit" stand. They got an opportunity to talk to the exhibitors and try some of the excellent products on display.

The 4th International Agricultural Fair in Bujanovac



Ribbon cutting ceremony: Art Flanagan, Senior Advisor to USAID Mission Director, and Šaip Kamberi, the President of Bujanovac Municipality

BUJANOVAC, Serbia – USAID PPES program supported South Serbia companies at the 4th International Agriculture Fair in Bujanovac.

From April 28-30, over 50 agriculture companies and food processors exhibited at the 4th International Agriculture Fair in Bujanovac. The fair was organized by the municipality of Bujanovac, in cooperation with the Preševo and Bujanovac Development Agency (PBDA) and the Vranje Economic Development Agency (VEDA). A ribbon-cutting ceremony conducted by USAID's **Art Flanagan** and the Mayor of Bujanovac, **Šaip Kamberi**, opened the fair to the public. This still relatively young fair plays an instrumental role in promoting the economic potentials of agricultural products from the region, by creating and fostering new business linkages and by strengthening the cooperation between local, regional and international agricultural producers and sellers. As the region relies heavily on agricultural production, the fair provided an excellent networking opportunity for agricultural businesses to promote their products to larger regional and international markets.

This was the second year in a row that the PPES program supported the fair through the provision of marketing materials and promotional activities, as well as organizational costs and on-site training seminars – organized by USAID Agribusiness Project – for local farmers and agriculture entrepreneurs. The training courses covered a range of topics from effective pesticide use and new best practices in feeding and breeding heifers, to cultivation of fruits and fruit trees and new rules and regulations of the Ministry of Agriculture. The fair attracted roughly the same number of exhibitors as last year; however, there was much greater international and non-South Serbia company representation at this year's fair. Participation by companies from Bulgaria, Macedonia, Kosovo and, even as far away as Slovenia, suggests that the fair is gaining traction as an important event for regional economic development. With a total attendance figure of 7,800, the fair attracted over 30% more visitors than last year and a during-fair confirmed sales figure of \$25,000, the Bujanovac's Agricultural Fair is well on its way to establishing itself as the single most important yearly business event in the region.

JAS 'Youth in Business' Conference and JA Student Company Fair

BELGRADE, Serbia – *Business of Love Takes Top Prize at Junior Achievement (JA) Serbia Finals.*



They will be travelling to Rotterdam – "Cupid", Vlasotince

Twenty student company finalists competed for top honors on Wednesday, May 27th at a 'Youth in Business' conference sponsored by **Junior Achievement in Serbia** and supported by **USAID PPES Program**. The finalists were selected from **over 100 student companies in 93 schools** from throughout Serbia that participated in JA activities during the 2008/2009 school year. Students presented their companies' products and services to a panel of judges that evaluated these businesses based on the completeness of the company report, quality of the business presentation, visual appeal of the fair stand and overall business concept. This year's top prize (a trip to Rotterdam to participate in JA-Europe's annual competition for the best student companies in Europe) went to students from Vlasotince's Technical School. The student company, "Cupid," exhibited a range of hand-knitted cellular phone and mp3 player case-holders tied together by a compelling branding scheme. Second place went to the student company from Rakovica

(Belgrade) "15th Corp.", while third place was split between Preševo's "Junior Skills" company (which won an award at last year's JA end-of-the-year event) and Medveđa's "Colosseum" company.

The conference sought to raise Junior Achievement's visibility among business leaders and promote JA as a valuable avenue for exercising their own corporate social responsibility (CSR) objectives. The keynote speaker for the pre-award lunch was **Branka Minić**, Director of Global Corporate Affairs for Manpower, who discussed the importance of mobilizing public-private partnerships to address youth unemployment. The assembled audience of 80 business and international organization representatives, 16 media outlets and more than 100 students and teachers were also addressed by USAID Deputy Mission Director, **Marilynn Schmidt**, JA-Europe's CEO, **Caroline Jenner**, JA-Serbia's Board Chairman, **Željko Ožegović**, the City of Belgrade Secretary of Education, **Vladimir Todić**, and the Assistant Minister of Education, **Bogoljub Lazarević**. The speakers discussed the various challenges and opportunities facing European Youth in today's economy. As a result of the event, Junior Achievement Serbia made significant strides towards building in-roads into the local business community needed to secure the long-term sustainability of the program. JA-Serbia has already had follow-up meetings with the Minister of Education and Erste Bank, which approached JAS immediately after the event, to discuss support for JAS programs during the next school year.

The Global Financial Crisis and its Effect on Agribusiness

NOVI SAD, Serbia – *On Tuesday, May 12th, during the 76th International Agricultural fair in Novi Sad, Assistant Minister of Agriculture, **Milan Stegić** and USAID Mission Director, **Michael Harvey**, officially opened a seminar dedicated to "The Global Financial Crisis and its Effects on Agribusiness".*

The global financial crisis has placed huge pressure on fresh produce suppliers to Europe, limiting consumer spending power and making it more difficult for emerging export markets such as Serbia to establish a strong foothold in the market. This Seminar provided an analysis of the current international situation, and offered potential solutions to current export constraints faced by Serbian exporters.

"Serbian agriculture IS affected by the crisis. This claim is supported by indicators such as the reduction in demand, lending activity and the reduction in the number of jobs and salaries", Goran Živkov

The key speaker was Goran Živkov, a renowned agricultural economist and former Serbian Minister of Agriculture. He provided an in-depth analysis of the impact of the crisis on Serbian agriculture, with the aim of assisting producers, processors, traders, consumers and the government to create measures which will help reduce the effects of the crises. Among speakers were also **Mr. Frédéric Rosseneu**, Policy Advisor for Freshfel Europe, the European Fresh Produce Association, which represents more than 170 members of the fruit and vegetable industry in Europe; **Mr. Bert**

Wilschut, Product Manager at The Greenery, one of Netherland's largest fresh produce buyers, and **Ms. Elwira Felgueiras**, the Import Director of Berry Gardens, UK's largest fresh berry supplier.

Mr. Živkov's presentation addressed the following key questions: is Serbian agriculture affected by the crisis; is impact of the crisis on agriculture greater than the impact on other sectors of the economy; how long will it last; what are the causes and the effects of the crisis; and what should be done to mitigate the effects of the crisis on agriculture?

The other presentations provided an in-depth insight into how the industry has been affected in Europe by the economic crisis. Serbian exporters were presented with information on newest market trends, changes in packaging demands, changing consumer behavior and new sales strategies for retailers. The program also provided participants with the unique opportunity to network with key European buyers of apples, berries and cherries, as well as key Serbian exporters and international food industry leaders, representatives of the Serbian government, the banking sector and representatives of other Balkans countries. Over 200 people attended the Seminar, including a large number of journalists and editors. Also in attendance was **Dr. Ivana Dulić - Marković**, ex-Minister of Agriculture, as well as a number of officials from the Ministry of Agriculture.

What should be done to mitigate the effects of the crisis?

- Improve public communication on the depth and the impact of the crisis, the effects of the crisis and keep the agricultural sector consistently informed on possible strategies to mitigate negative effects.
- Provide stakeholders with transparent and well articulated future agricultural policy direction and strategy.
- Provide budget support which will in the time of crisis be able to stop the negative trends and enable farmers to generate income - leading to further investments.
- Stimulate lending activities in a way as to provide operational loans to buyers and investment ones for farmers using subsidized interest rates.
- Support farmers who are ready to take loans or invest their own funds in the time of crisis.
- Provide support to those who do not have the capacity or live in regions with difficult business conditions to overcome the crisis without suffering severe consequence.
- Improve collaboration with international donors and make building capacities for using EU funds allocated for agriculture - a PRIORITY.

Czech Airlines in-flight magazine “Review”



Cover page of the “Review” magazine

On May 13th, a reception was held at Czech Embassy to mark the publication of the May-June issue of Czech Airlines in-flight magazine “Review” that features Belgrade as the lead article. Key note speakers at the reception included Ambassador of the Czech Republic to Serbia, **Hana Hubackova**, Deputy Prime Minister in charge of EU Integration, **Božidar Đelić** and Ambassador of the United States to Serbia, **Cameron Munter**. **Sofija Arsić**, coordinator of “Etno mreza” souvenirs production network, won 2 roundtrip plane tickets to Prague, awarded to her by director of Czech Airlines for Serbia, **Katerina Belunkova**.

This high profile event gathered diplomatic representatives from the Danish, Polish, Bulgarian, Croatian and Albanian Embassies, and several Serbian government officials, including representatives of the Ministry of Economy and Regional Development, Serbian Investment and Export Promotion Agency (SIEPA), the EU Integration Office, Tourism Organization of Serbia, Tourism Organization of Belgrade, Belgrade Fair, Nikola Tesla Airport and many others.

The 6-page article highlights that “Belgrade is a fascinating mix of the many nations and ideologies which have passed through it and at the same time there’s a palpable sense of pride and grandeur. It is hardly surprising that many consider this city a new star on the tourist destination map of Europe. Undiscovered and unspoiled it may still be, but it is also definitely chic.” The article features key sites, such as Skadarlija and Kalemegdan, as well as the people and spirit of Belgrade. The author suggests that instead of Paris, Madrid, Venice and Tuscany, travelers can “try something completely new and visit the third oldest capital in Europe-close behind Athens and Rome”.

This article will reach an audience of tens of thousands as it will be distributed on all Czech Airlines worldwide flights (150 flights daily) during May and June, placed in all of their 50 international representative offices, and sent to major clients, including tourist organizations. Publication of this text is a direct result of USAID Serbia Competitiveness Project's cooperation with Tourism Organization of Belgrade (TOB), Tourism Organization of Serbia (TOS), and Serbian Investment and Export Promotion Agency (SIEPA), to promote Serbia and Belgrade as tourist and business destination.



Božidar Đelić, Deputy Prime Minister in charge of EU Integrations; behind from left to right: Czech Ambassador to Serbia, Hana Hubackova, US Ambassador, Cameron Munter; Director of the CSA Serbia, Katerina Belunkova; USAID Mission Director, Michael Harvey

“Film in Serbia” – Senior editors of the Hollywood Reporter and Variety magazines attended the brunch event organized by the “Film in Serbia” in Santa Monica, California, and LA Daily News singled out Serbia from more than 35 countries in an article on the trade show. A Screen Daily article stated that “Belgrade is a hot new cosmopolitan destination for international, feature, documentary and commercial film markets”. International Herald Tribune reported that Ralph Fiennes will shoot in Serbia.

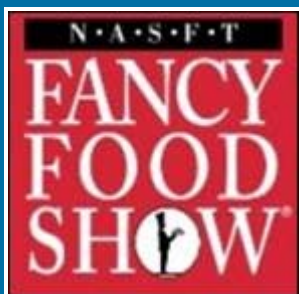
STAY CONNECTED

Fancy Food Show, New York, USA, June 28-30, 2009

Safe Pesticide Use and Environmental Protection Program, June 2009

International Standards Program Implementation Progress

Fancy Food Show New York, USA, June 28-30, 2009



Last year in June, more than \$5,000,000 of sales were contracted by Serbian exporters as a result of their participation at the “Fancy Food Show”, held in New York. This year again, Serbian producers of forest mushrooms, famous raspberries, fruit jams, juices and other top quality products will take part at the Show. The USAID Agribusiness Project will make sure that the companies meet the right buyers during this event. The Fancy Food Show hosts thousands of exhibitors from around the world and regularly attracts approximately 20,000 attendees from specialty food, gift and department stores, supermarkets, restaurants and other related businesses.

Safe Pesticide Use and Environmental Protection Program, June 2009



In the month of March 2009, 24 trainings were held nation-wide in conjunction with the Ministry of Agriculture. The aim of the training was to educate agricultural producers, students and agricultural service providers on the safe use and handling of pesticides and pesticide risk management. In the month of June, the training continues with a series of training which targets future trainers of the Ministry of Agriculture. With the adoption of the Law on Plant Protection Products by the Serbian Parliament in May 2009, this form of training and subsequent certification will become a prerequisite for anyone wishing to obtain or use pesticides.

International Standards Program Implementation Progress

GLOBALG.A.P.

The Program was initiated in January 2009 and is comprised of two stages. During the first stage, GlobalGAP Awareness Seminars took place throughout Serbia and proved to be a great success. The Program is now in its second stage and the USAID Agribusiness Project will start a process through which financial assistance for the implementation and certification of

GlobalGAP, ISO 14001 and ISO 22000 will be provided to interested Serbian food producers and exporters. The primary goal of the Program is to improve the overall quality and competitiveness of Serbian agricultural products by facilitating the implementation of international quality and food safety standards.

PEOPLE

ALEKSANDRA VIDANOVIĆ, Executive Director of Junior Achievement Serbia (JAS)



Aleksandra Vidanović, B.A. Scandinavian languages and literature, born in 1975, is **Executive Director of Junior Achievement Serbia (JAS)** since March 2009. She worked for the Balkan Children and Youth Foundation (BCYF) in Skopje, Macedonia for nearly 7 years, in a number of positions; prior to which she worked for the Serbian Ministry of Education.

She has more than 10 years of experience in managing youth programs and has worked as a consultant for the Council of Europe and the European Commission on various youth and human rights related programs.

LINK TO WEBSITES

USAID Mission to Serbia: serbia-montenegro.usaid.gov

Booz Allen Hamilton: www.boozallen.com

Development Alternatives Inc. (DAI): www.dai.com

Serbia Investment and Export Promotion Agency (SIEPA): www.siepa.gov.rs

USAID Competitiveness Project: www.compete.rs

USAID Agribusiness Project: www.agrobiznis.net

USAID Preparedness, Planning and Economic Security Program: www.scopes-serbia.org

National Alliance for Local Economic Development: www.naled-serbia.org/

FIDIC: www.fidic.rs and www.aces.rs (FIDIC)

BIRN (Balkan Investigative Reporting Network): www.birn.eu.com

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