

The international marketing magazine for fresh produce buyers in Europe



By Mike Knowles

Thursday 15th June 2017, 13:38 GMT

## Opportunities abound in SE Europe



Fruitnet Forum South-East Europe returns to Belgrade, offering expert analysis of potential growth areas for the trade

**T**he importance of south-east Europe as a source of fresh fruit and vegetables for some of the world's key import markets continues to grow, according to new analysis conducted by Fruitnet Media International ahead of its second annual Fruitnet Forum South-East Europe meeting in Belgrade on 21-22 November 2017.

**Join us at Fruitnet Forum South-East Europe in Belgrade and see where your business can grow...**

Over the past five years, there has been a notable increase in the value of exports of several different fresh fruit and vegetable categories out of countries in south-east Europe, including apples, berries, stonefruit, tomatoes and cucumbers. With countries such as Serbia, Croatia and Slovenia particularly strong performers, some

of that demand has been driven by Russia's need to find alternative sources following its blockade of the European Union; at the same time, however, other markets in the EU itself as well as further afield in the Middle East are now taking more product from the region.

The question is, can this growth be sustained in the coming years? Established in 2016 as a place for buyers and importers to connect with producers and exporters, Fruitnet Forum South-East Europe represents a valuable opportunity for the region's fruit and vegetable suppliers to learn more about how to develop, diversify and increase their exports. What's more, it's a valuable opportunity for international suppliers to discover new commercial opportunities in the region itself.

Returning to Belgrade on 21-22 November 2017, the

annual event will investigate the strong potential that exists for south-east Europe's fresh produce business to grow. Leading industry experts will offer information and insight, highlighting international trends, identifying areas where demand is increasing and offering fresh ideas that might boost sales at home and abroad.

Fruitnet Forum South-East Europe is organised by leading industry publication Eurofruit, part of the Fruitnet International Media group.

**Register today for an opportunity to connect with professionals from along the entire fresh produce supply chain and discover new ways to expand your business in the region.**