



By Fruitnet.com Staff

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## Produce expert joins FFSEE programme

Piet Schotel of Fruit Consultancy Europe to deliver fresh insight and ideas at Fruitnet Forum South-East Europe



Piet Schotel has worked with producers and exporters around the world to help them boost their market potential

One of the world's leading fresh produce trade experts has joined the programme for this year's [Fruitnet Forum South-East Europe](#), which returns to Belgrade on 21-22 November 2017.

**Piet Schotel**, owner and director of Fruit Consultancy Europe, knows more than most about how Europe's fruit and vegetable business works.

With a background in retail, import-export, marketing, sales and management across different parts of the produce supply chain, he has spent the past decade and a half helping overseas producers and exporters establish themselves in Europe, advising them on how to boost the value of their products, how to improve their supply chains and how to access new markets.

"For producers and exporters in South-East Europe, Piet's participation in this year's Fruitnet Forum South-East Europe represents a golden opportunity to learn

from the best," commented Mike Knowles, managing editor of event organiser Eurofruit.

"And with direct experience of working in places such as Macedonia, Armenia and Moldavia, his knowledge of things like post-harvest checks, commercial strategy and building long-term links with customers is precisely the kind of insight we want the event to offer our delegates."

[Fruitnet Forum South-East Europe](#) is the best place for the region's fruit and vegetable suppliers to learn about developing their exports. Plus, it's a valuable opportunity for international suppliers to discover new commercial opportunities in the region itself.

Also confirmed so far on this year's programme are:

- **Andriy Yarmak**, Food & Agriculture Organization (Italy)
- **Maja Jojovic**, Delhaize (Serbia)
- **Mihai Ciobanu**, Fresh4cast (UK)
- **Julka Tosic**, Freelance consultant

(Serbia)

- **Karin Gorree**, Innovative Fresh (Netherlands)
- **David Psomiadis**, Imprint Analytics (Austria)

[Click here to view the programme for Fruitnet Forum South-East Europe 2017](#)

To register for this year's [Fruitnet Forum South-East Europe](#), visit the official website at [www.fruitnetforumsee.com](http://www.fruitnetforumsee.com)