



By Carl Collen

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Economy the focus at Serbian event

Key speakers will deliberate on EU trends in the fresh produce industry and how the global economic crisis is impacting on emerging markets



High-level executives have confirmed their participation at the SerbianFruit Seminar on The Global Financial Crisis and Its Effect on Agribusiness, which meets in Novi Sad on 12 May 2009 at the Novi Sad Exhibition Centre.

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. The SerbianFruit Seminar will provide an analysis of the current international situation, and offer potential solutions to address current export constraints.

Andrew Sharp, technical and development director of the Fresca Group, will provide an analysis of the key trends across the EU fresh produce market. What are retailers and other clients asking for and what do consumers want? How are the major marketers and

suppliers reacting? Andrew will also talk about the new economic reality and how the recession is impacting on European fresh produce markets. What can suppliers do in order to survive in this new economic landscape?

Bert Wilschut, product manager for topfruit at The Greenery, will give an overview of the European apple market during the past 5-10 years and how the varietal range has evolved and what new cultivars have been introduced. Bert will also discuss current trends, looking at emerging markets and future expectations for branded apples and club varieties.

Goran Zivkov, agricultural economist and former Serbian Minister of Agriculture will provide an in-depth analysis of how the economic crisis is affecting Serbian food producers, processors, packers and exporters.

Organised with the support of Eurofruit Magazine and the USAID Agribusiness

Project in Serbia, the SerbianFruit Seminar expects to attract close to 300 delegates. The programme provides delegates 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 Balkan countries. The programme will take place during one of the largest agricultural fairs in southeast Europe, which last year attracted 600,000 visitors.

For further information on how to register, email [Tatjana Mandic](mailto:Tatjana.Mandic@serbianfruit.com) at info@serbianfruit.com or visit www.serbianfruit.com