

## AID FOR TRADE: SUPPORT TO PRODUCTIVE CAPACITIES IN THE AGRO-INDUSTRIAL SECTOR IN SERBIA

Empowered lives.  
Resilient nations.

### PROFILE

Duration: 2016-2019

Budget: \$1.5 mil. UNDP-Russia Trust Fund

Main Partners: General Secretariat of the Government of Serbia, Ministry of Agriculture, Forestry and Water Management

### GOAL

To strengthen production capacities and improve competitiveness, increase trade and income generation of agricultural producers, particularly the ones located in rural areas of Serbia.

### CONTEXT

The agro-industrial sector is one of the most important economic sectors in Serbia, contributing with 11.9% to the creation of the gross domestic product GDP and currently employing 0.5 million people. Serbia could significantly increase its agribusiness exports by expanding the existing and accessing new markets.

The Project is part of the Aid for Trade global initiative that helps countries to build the capacity and infrastructure needed to maximize benefits from international trade.

### FOCUS

- To help Serbian producers conclude contracts worth at least 10 million USD during trade fairs;
- To establish One-Stop-Shop e-platform with export-related information for the private sector;
- To engage 10,000 producers and exporters to use the One-Stop-Shop e-platform;
- To improve knowledge and skills of representatives of 10 professional cooperatives, to better represent their 1,000 members;
- To provide expert support to the Government of Serbia and improve at least four regulations, that will reduce barriers to existing, new or emerging markets for at least 100,000 producers;
- To train 400 agribusiness company representatives on how to increase productivity and compliance with international standards;
- To ensure that eight agribusiness companies receive international standard certification;



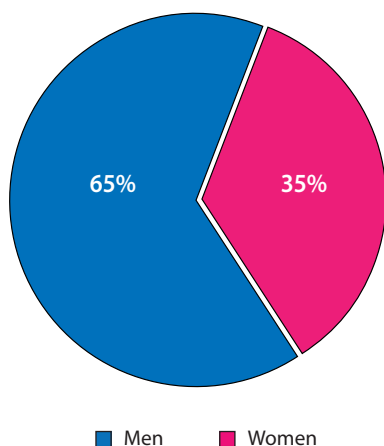
UNDP SERBIA - Vojvodina, Serbia, photo by Marko Risovic

## RESULTS TO DATE

- Total value of new exports deals agreed: 29 million EUR: 15 Serbian companies promoted at the World Food Moscow Fair in September 2017 and PRODEXPO Moscow 2018, in cooperation with the Serbian Chamber of Commerce and Industry;
- The first Farmers Club established within the Ministry of Agriculture, Forestry and Water Management, to enable and strengthen dialogue between producers, processors and the Government;
- Ministry of Agriculture, Forestry and Water Management adopted five regulatory framework interventions aligning the domestic regulations with the regulations of EU and other countries key for Serbia's foreign trade, to enable easier access to these markets and ensure that Serbian products are competitive;
- Developed methodology on advancing milk value chain in cooperation with UNDP-Czech Trust Fund;
- 200 representatives of cooperatives and farmers associations improved their management skills;
- 251 agricultural producers and processors improved their knowledge and skills on how to increase exports;



Participants of trainings for increasing agribusiness export (by gender)



Contributing to Sustainable Development Goal:



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