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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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Hal Lipper, +381-11 306-4919, +381-65 504-6308

E-mail: hlipper@usaid.gov

Mirjana Vuksa, +381-11 306-4841, +381-65 316-4530

E-mail: mvuksa@usaid.gov

WOMEN AWARDED US\$160,000 TO LAUNCH NEW AGRIBUSINESSES

BELGRADE – Eleven Serbian women will receive grants totaling US\$160,000 (11.7 million RSD) to launch their own agribusinesses. The recipients are the winners of a Business Plan Competition sponsored by the USAID Agribusiness Project.

Awards will be presented 11 a.m. Wednesday by USAID Mission Director Susan K. Fritz and Assistant Minister of Agriculture, Trade, Forestry and Water Management Miloš Milovanović. The media is invited to attend the awards ceremony and business plan presentation at Hotel Moscow in Belgrade.

The entrepreneurs will be starting businesses in a variety of pursuits, including milk processing and fruit, vegetable and medicinal herb cultivation and processing. They all have completed an agribusiness training course sponsored by the U.S. Agency for International Development.

The USAID Agribusiness Project launched its Women in Agribusiness Project in 2010 to promote entrepreneurship among women living in rural Serbia. Nearly 300 women completed the project's training course, which included the creation of business plans to start new enterprises.

- WHO:** USAID Mission Director Susan K. Fritz, Assistant Minister of Agriculture, Trade, Forestry and Water Management Miloš Milovanović, USAID Agribusiness Project Chief of Party Louis Faoro
- WHAT:** Award of \$160,000 in grants to 11 Serbian women involved in agribusiness; the presentation of one award-winning agribusiness plan
- WHEN:** 11 a.m. Wednesday, October 26. **Journalists covering the event should arrive no later than 20 minutes ahead of the event.** Please note that speakers will be available for media statements at the conclusion of the event at 12 noon
- WHERE:** Hotel Moscow (1st floor)
- CONTACT:** Ana Martinovic, USAID Agribusiness Project Communication Advisor, +381-11 242-6611 or ana_martinovic@agrobiznis.net

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Since 2002 USAID has invested more than \$662.7 million to stimulate economic growth, strengthen the justice system, and promote good governance in Serbia.

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