



**USAID**  
FROM THE AMERICAN PEOPLE

**SERBIA**

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

November 28, 2011

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

E-mail: [hlipper@usaid.gov](mailto:hlipper@usaid.gov)

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

E-mail: [mvuksa@usaid.gov](mailto:mvuksa@usaid.gov)

### **SERBIAN COMPANIES AT ANUGA CONTRACT SALES WORLD WIDE**

**BELGRADE (November 28)** – Thirteen Serbian companies attended Anuga 2011, the largest food-and-beverage fair in the world and the most important for new products, on October 8-12 in Cologne, Germany.

Six Serbian companies were represented in Serbia's national pavilion: Master Frigo, Pionir, Healthy Fruit (Agrograf), Frigonais, Foodland and Agranela. Seven other companies featured their products at their own stands.

The companies reported US\$2 million in sales and another US\$3.2 million still in negotiation. Fruit and fruit products were primarily sold to buyers in European Union countries while Serbian confectionary products will be making their debut in Mongolia, Taiwan, Lebanon, South Africa and Israel.

Products featured at this year's event included a wide selection of fresh, frozen and dried fruit, purees, jams, juices and confectionaries.

The USAID Agribusiness Project, in cooperation with the Serbian Chamber of Commerce, supported the participation of Serbian companies at this bi-annual event.

Every two years, suppliers from all over the world fly to Anuga in Cologne to present their products for representatives from the food service and catering market. Anuga 2011 featured exhibitions by 6,596 companies from 100 countries. Over 155,000 people from 180 countries attended this year's event.

For additional information about the USAID Agribusiness Project, contact Ana Martinovic, Communication Advisor, at +381 11 242 6611 or [ana\\_martinovic@agrobiznis.net](mailto:ana_martinovic@agrobiznis.net).

###

***Since 2002 USAID has invested more than \$662.5 million to stimulate economic growth, strengthen the justice system, and promote good governance in Serbia.***

For more information about USAID, visit <http://serbia.usaid.gov>.