



USAID
FROM THE AMERICAN PEOPLE

SEE Regional Competitiveness Conference

Belgrade, Serbia and Montenegro

November 16-18, 2005

Time	Agenda	Speaker/Panellists
Wednesday 16th November		
18:30 – 20:30	Reception and Hors d'Oeuvres Hosted by RCI	Conference Moderator: Mr. Jeff MacKenzie Agribusiness Specialist
Thursday 17th November		
08:00 – 08:45	Registration & Coffee	
08:45– 09:00	Overview of Conference Program and Objectives & Programs of RCI	Mr. Paul Svab
09:00– 09:50	Understanding the Need and Opportunities of the Market , Requirements of Responding to a Changing Food Distribution System (the growing importance of Super Markets)	Mr. Kostas Gerogiorgakis, Purchasing Department Supervisor, Veropoulos , Belgrade, Serbia
09:50 – 10:30	Defining Food Quality and Marketing Standards - Hotel view point – Market vs. Government Standards	Mr. Ismet Gegic, Purchasing Manager Hyatt Hotels , Belgrade, Serbia
10:30-10:45	Break	
10:45-11:45	Defining Food Quality and Marketing Standards - Hotel view point – Market vs. Government Standards	Rauf Ramadani, General Manager; Erzana supermarket chain, Tetova, Macedonia
11:45 - 1:00	Lunch	
1:00– 1:45	Requirements of A Modern Supply Chain ; the Value Proposition of a Branded Foods Manufacturer and What Producers Must Do to Supply It	Stefan Radulescu, Sales and Marketing Manager: Pan Group (Snack Foods) , Craiova, Romania
1:45-2:30	Requirements of A Modern Supply Chain ; the Value Proposition of a Supermarket and What Producers Must Do to Supply It	Mr.Dessislav Stojanov, Purchasing Manager Fresh Food; Billa Supermarkets Sofia, Bulgaria (500 European outlets)
2:30 – 3:00	Break	
3:00– 6:00	Mock Introduction & Production Sale Producers and Buyers B2B Introduction	Mr.Dessislav Stojanov, Purchasing Manager Fresh Food; Billa Supermarkets Sofia, Bulgaria (500 European outlets)
6:00- 6:15	Closing Remarks for the Day	Mr. Paul Svab
7:00	Dinner Hosted by RCI at Dva Elena Restaurant	

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Friday 18th November		
08:00 – 08:45	Registration & Coffee	
08:45– 09:00	Review of Day 1: "What did we learn yesterday?"	Mr. Jeff MacKenzie
09:00– 09:45	Requirements of A Modern Supply Chain ; the Value Proposition of Wholesalers and What Producers Must Do to Supply It	Ljiljana Stankovic, Director of Marketing; C.B.A. An Association of 35 Wholesalers , Belgrade, Serbia
09:45 – 10:00	Break	
10:00– 10:50	Selecting Local Partners , Requirements of a Preferred Supplier, Dealing with issues of Producer Associations	Valentin Barbu, Mondo Fruit , Bucharest, Romania
10:50– 11:50	Requirements of A Modern Supply Chain ; the Value Proposition of a Supermarket and What Producers Must Do to Supply It	Jeff MacKenzie: US AID Regional Competitiveness Project
11:50 – 1:00	Lunch	
1:00- 3:00	Mock Introduction & Production Sale	Veropoulos, CBA, Billa, Hyatt
3:00 – 3:30	Break	
3:30– 4:30	Q&A with Panellists	Veropoulos, Delta, Eranza, CBA, Billa, Pan Group, Mondo Fruti, Hyatt
4:30 – 4:50	Closing remarks and "What's next?"	Mr.Jeff MacKenzie Mr.Paul Svab