



Regional Rural Development Standing Working Group (SWG) in SEE region

Agro-business and Regional Cooperation in South Eastern Europe

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SWG activities for the support of agro-business and trade in SEE countries

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- **Networking of Professional Associations and Markets from SEE countries**
 - wholesale markets from the region have established cooperation with each other and a relationship with companies and market institutions from EU-countries and have increased their exports to the EU
- **Organization of Business-to-Business Meetings with Stakeholders**
 - cross-border dialogue platforms and regular business meetings among market players are established that are dealing with food safety and food quality, regional cooperation and EU requirements
- **Discussions on the CEFTA Agreement**
 - thematic approaches on understand the meaning of CEFTA, the objectives of CEFTA, the benefits of membership in CEFTA and the impact, as well as the opportunities for the trade in agriculture and food sector between the counties in the region of South-Eastern Europe.
- **Agro & Food Trade Fair Participation**
 - companies from SEE are being supported for visiting international and regional fairs for establishment of new business relations and business contact with various international companies and exhibitors.

SWG activities for the support of agribusiness and trade in SEE countries

SWG RRD



- **Technical Discussions**

- through the project SWG organizes regional technical expert meetings to discuss issues, present solutions for the challenges and share best practices in agribusiness and trade (*PGO, PGI, TGS; Quality standards, Honey Production, Wine production, Organic production and etc.*)

- **Promotion of Information Exchange and Materials**

- web portal for information exchange among the SEE countries and stakeholders interested in the project activities;
- printing of promotional material for the use of the beneficiary countries on Global GAP, Organic production, European policy on quality agricultural products.

- **EU Integration Process**

- assist with regional best practices in the area of EU Accession within the public and private sector for the implementation of successful EU programs

Importance of Regional Cooperation in SEE

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Regional cooperation is essential for prosperity and economic growth.

Support for regional cooperation can be provided by:

- Emphasizing integration - the size of regional market is increasing and this way the region becomes more attractive for the investments being interested in approaching new markets;
- Supporting promotion of agricultural innovations in the region;
- Capacity building, i.e. building up and strengthening the performance of individuals;
- Supporting institutional development, i.e. building up and improving the institutional and framework conditions that are important in order to ensure that the capacities and capabilities acquired will be efficiently used, maintained and further developed;
- Providing information on new technologies and procedures;
- Providing advice/recommendation on the organization and design of foreign trade;
- Contribute to human and environmental security by reducing cross-border risks and increased regional and cross-border cooperation, with EU integrations as a shared interest.



Thank you for your attention!

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