



PRESS RELEASE

Agro Belgrade 2023, fourth annual international fruit, vegetable, and viticulture fair, opens in Serbian capital

Belgrade, January 26th – Belgrade Fair today saw the opening of Agro Belgrade 2023, the fourth annual international fruit, vegetable, and viticulture fair, long recognized as the venue to meet business partners, gain new knowledge, and network with peers from the fruit, vegetable, and wine industry. Agro Belgrade 2023 is supported by the USAID-funded Big Small Businesses Project, Serbian Ministry of Agriculture, Forestry and Water Management, City of Belgrade Secretariat for Agriculture, and the National Alliance for Local Economic Development (NALED). This year's partner country is the Netherlands.

Agro Belgrade 2023 was formally opened by Jelena Tanasković, Serbian Minister of Agriculture, Forestry and Water Management, who said: "I am proud and delighted to be able to welcome you here and that an event such as this has brought so many people together. This fair shows Serbia in its best light as a land of agriculture. I wish every success to our producers: let them close many contracts beyond our borders and find new foreign markets, where they belong. The Ministry of Agriculture stands ready to support our farmers, both with financial assistance and all other forms of support they need to be able to supply Serbian produce to Europe and across the world."

"For the next three days, Belgrade will be the regional center for fruit, vegetable, and wine growers", said Belgrade Mayor Aleksandar Šapić at the opening ceremony for Agro Belgrade 2023. "Belgrade has more than 153,000 hectares of farmland and more than 30,000 farms. Our Secretariat for Agriculture has invested much to develop the food sector and make it stronger, more competitive and more up-to-date", Šapić added.

Christopher Hill, the US Ambassador to Serbia, said: "We constantly hear about hi tech and energy, but we should really speak more about agriculture as it is the future of Serbia. Serbia is in the good position to use the fact that it is surrounded by the European market of 300 million consumers and it should not only continue to develop its agriculture but it should develop regional cooperation and make a greater impact in exports. The United States is very proud of its agricultural tradition. We are also proud of the support we have provided to Serbia in this sector, especially through the US Agency for International Development (USAID), so that Serbia can progress on its path towards the EU. We will continue not only to support Serbia on this path, but we will support it even after it becomes an EU member."

As in 2022, the opening ceremony and tour of the exhibition was attended by regional agriculture ministers, Savo Minić, Minister of Agriculture, Forestry and Water Management of Republika Srpska, and Ljupčo Nikolovski, Minister of Agriculture, Forestry and Water Management of the Republic of North Macedonia. This year's keynote speakers also included Vladimir Joković, Minister of Agriculture, Forestry and Water Management of the Republic of Montenegro, and Joost Reintjes, Ambassador of the Kingdom of the Netherlands to Serbia.

Since 2001, USAID has invested more than \$885 million to stimulate economic growth, strengthen the justice system and promote good governance in Serbia. For more information, visit <http://serbia.usaid.gov>.



The fair is attended by more than 500 exhibitors from Serbia and the region, including producers of fresh, frozen, and processed fruit, vegetables, and grapes, manufacturers of agricultural machinery and equipment, plant nurseries, seed and chemicals producers, and other companies operating in the sector.

Agro Belgrade 2023 will be open for visitors until January 28th, with Exhibition Hall 1a of the Belgrade Fair hosting many panel discussions devoted to major issues facing the

industry, including market perspectives in 2023, climate adaptation, workforce development, digitalization in agriculture, access to finance, and transport. This conference has brought together more than 20 experts and officers of Serbian and foreign companies, institutions, and organizations relevant for the fruit, vegetable, and wine sector. The conference agenda is available at [AGENDA 2023 - Agro Belgrade](#) .

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