



**The -WB- CEI -FAO Workshop on
Agriculture, Agri-Business and the Retail
Sector in South-East Europe Sarajevo,
24-27th May 2004**

Agenda

Time	Session		Proposed Speakers
Day One – May 24 – Arrival of Workshop Participants			
Day Two – May 25			
Each session will comprise the speakers' presentation and about 15 minutes open to discussion.			
07:30 hrs	Breakfast	30mins	Restaurant
08:00 hrs	Housekeeping.	30 mins	Vesna Francic, Resident Mission, WB Koshie Michel, WB
08:30 hrs	Introduction and Welcome	15 mins	Resident Mission Chief/ World Bank Manager , Dirk Reinermann
08:45 hrs	Opening Remarks	15 mins	H.E. Marinko Bozic, Minister of Agriculture, Fed. of Bosnia & Herzegovina H. E. Rodoljub Trkulja , Minister of Agriculture, Forestry and Water, Republic of Sprska
09:00 hrs	The Banks rationale for this workshop	15 mins	Rapeepun Jaisaard, WB Task Team Leader; Garry Smith, WB Consultant - Moderator
09:15 hrs	EBRDs / CEIs rationale for the workshop	15 mins	Mr Gilles Mettetal, Deputy Director of Agribusiness Team
09:30 hrs	Session-1. Regional Integration and trade liberalization and the need for competitive agriculture – Reform agenda.	45 mins	Garry Christensen, Economist, The World Bank
10:15 hrs	Session– 2. International Food safety, Sanitary and Pytosanitary standards, and regulatory frameworks become more and more an impediment for export in Western markets.	45 mins	Garry Smith, Institutional Specialist, The World Bank

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Coffee break around 11:00		15 mins	
11:15 hrs	Session-3. Demand-driven agriculture development . Changes in consumer preferences and retail markets require adjustments in production and the organization of supply. The ability to compete in these markets will depend increasingly on the capacity of farmers and agro-processors to match their output to changing market requirements in terms of food safety, quality, logistics and consumer preferences.	45 mins	Kess van Der Meer, Senior Advisor, ARD, The World Bank
Lunch break 12:00		60 mins	
13:00 hrs	Session-4. The Food Retailing Revaluation.	45 mins	Rapeepun Jaisaard, Task Team Leader, Europe and Central Asia, The World Bank
13:45 hrs	Session-5. Economic and Transitional Impact of Food Retail Investments. The example of Czech Republic and Russia. EBRD/FAO Case Study presenting the rise of supermarket chains.	45 mins	Liesbeth Dries, International Consultant Vlaho Kojakovic, Investment Officer, FAO
14:30 hrs	Session-6. The experience of new supermarkets in the Balkans. The example of local supermarket chains.	60 mins 15 mins . 15 mins 15 mins Followed by discussion	Panel Speakers: Representatives from supermarket chains: - Metro: ? - Agrokor: Ms. Ljerka Puljic - Delta: Mr. Dragan Filipovic
Coffee break 15:30		15 mins	
15:45 hrs	Session -7. The efficient linkage of supply chains. Examples from various case studies in Eastern Europe	45 mins	Johann Swinnen, Lead Economist, The World Bank
16:30 hrs	Session-8. Group discussions with above speakers to share experiences and concerns. Handing out of worksheet for next afternoon breakout session. Grouping of participants for break out sessions. Worksheet will be provided	45 mins	
17:15 hrs	Departure to the City. Participants will have the opportunity to enjoy the town of Sarajevo. Following that the group will meet for a Reception Dinner.		Restaurant

Time	Session		Proposed Speakers
Day Three – May 26			
09:00 hrs	Session-9. Panel Discussion: Supply chain- and Rural Financing. The experience of EBRD in the sector. The experience of Raiffeissen Bank in the Balkans in the sector.	45 mins 15 mins 15 mins	Hendrik , Principle Banker, EBRD Representative of Raiffeissen Bank, Bosnia Herzegovina
09:45 hrs	Session-10. Beating the competition of imports. The experience of dairy processors in Poland supplying the supermarkets.	45 mins	Piotr Maj, Purchasing Manager, Mlekpól, Ostrowia, Poland
10:30	Session-11. Farmers groups: The experience of Cooperations in Bosnia, Serbia and Macedonia.	60 mins 15 mins 15 mins 15 mins	Dragi Zujo, Jaren Produktutvikling in Mostar, Bosnia and Herzegovina Representatives from FAO Project Macedonia (to be confirmed) Mila Mirkovic, Serbia and Montenegro
Coffee break 11:30		15 mins	
11:45	Session-12. Traders: Agro Herzegovina (Herzegovina Product) experience in forming a trading company, and their plans for commercial operation	45 mins	Franjo Trescec Director of Agro Herzegovina, Bosnia and Herzegovina
Lunch break 12:30		60 mins	
13:30	Session-13. Market development: Market access is the main challenge for traders and processors. The speakers will share experience on how to find buyers and what changes need to be made in complying the requirements of buyers.	60 mins 20 mins 20 mins	MCG, Macedonia Representative - Natasa Ljubecki Muharem Salibasic, Vega Fruit, Bosnia Herzegovina
Coffee Break 14: 30		15 mins	
14:45	Session-14. Panel Discussion: The Processing Sector: Rebuilding the meat processing industry in Croatia, and meeting the challenge of the supermarkets. Development of the Wine Industry for export markets.	45 mins 15 mins 15 mins	Representative of Gavrilovic Meat Plant, Croatia – Ms. Daska Domljan. Kiril Bogeovski, General Manager Bovin Wine Company Macedonia

Time	Session		Proposed Speakers
15:30	Session-15. Group discussion and presentation by country	45 mins	Garry Christensen, Garry Smith, Rapee Jaisarrd, Juergen Venema, Kees van der Meer.
Coffee break 16:15		15 mins	
16:30	Session-16. Summary of action needed by producers, traders, and processors to meet the challenge of supermarket retailing.	45 mins	Garry Smith and Juergen Venema
Dinner in the Hotel 19:00			
	Closing Remarks	15 mins	Cornelis van der Meer, Senior Advisor, The World Bank
Day four – May 27 Departure after Breakfast			