

Agenda for Roundtables

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Roundtable 1

Expansion to new markets through quality enhancement: what does it take?

Moderator

Dmitry Prikhodko, *Economist, FAO*

Speakers

Jaroslav Stupavski, *Advisor to the President, MK Group*

Dragan Miladinović, *CEO Delta Food Processing, Delta Agrar*

Ljerka Puljić, *Senior Executive Vice President, Strategic Business Group, Agrokor d.d.*

Angelo Horatiu Nicolae, *General Manager, Agribusiness, Brise Group*

Diana Cowland, *Senior Analyst, Global Health and Wellness Industry, Euromonitor*

Drawing from a variety of food chains, this roundtable will focus on different ways for producers and agrifood companies to enhance the quality of their products to meet the evolving demand of local consumers and export markets. Agricultural producers and food processors in the region need to adapt to changing consumer preferences in order to stay competitive, grow their business and enter new markets. This means that food safety and quality considerations become increasingly important.

Discussions at the roundtable will revolve around meeting public quality standards as well as voluntary requirements associated with private quality labels, including geographical indications. Lessons learned and best practices will be discussed by companies that have expanded their markets through quality enhancements. This session will also address the investment implications, policy caveats, and potential avenues of support from international financial institutions.

EastAgri Annual Meeting 2014
Belgrade, Serbia - 19 June

BEST FOOD:
HOW TO PRODUCE BOTH
QUALITY AND QUANTITY IN
EUROPE AND CENTRAL ASIA

organized by



European Bank
for Reconstruction and Development



Food and Agriculture Organization
of the United Nations

funded by the EBRD, World Bank and FAO