Invitation letter

Ariljska Malina: benefits of label and EU perspective and potentials

Arilje, 6th November 2019

Dear Sir/Madame,

It is our great pleasure to invite you to the “Arilje raspberry: benefits of label and EU perspective and potentials” seminar that will take place on 6th of November 2019 at the premises of Arilje Entrepreneurs Association, located in Masarikova 1, Arilje.

Within the project “Strengthening Quality Standards in Serbia’s Agrifood Sector”, the Food and Agriculture Organization of the United Nations (FAO) and the European Bank for Reconstruction and Development (EBRD) are jointly organizing the seminar, with the support of the Ministry of Agriculture, Forestry and Water Management (Ministry) and the Arilje Raspberry Association.

FAO and EBRD have been working together across the region to enhance the competitiveness of agrifood sectors by strengthening local food production, processing and marketing, and particularly by engaging smallholders in the preservation and promotion of their origin-linked quality products. One way to achieve this is to provide technical support to policy makers and associations of food producers engaged in the protection of origin-linked labels (Geographical Indications or GIs).

Arilje raspberry has been registered for almost a decade at national level but was never used. Revision of the specifications, the certification systems and the GI management association have been established in last 4 years, with the support of the FAO and the EBRD and dedicated activities of the Ministry. The two organizations have been providing further support to the Ariljska Malina positioning in the national and the international markets, and contributing to the European Union (EU) application in cooperation with the EU funded Twining project „Strengthening capacities for implementation and further development of the legislative framework in the field of organic production and food quality policy”.

The EU protection of the GI products brings additional possibilities for all stakeholders engaged in the value chain. This recognition at EU level would increase Ariljska Malina competitiveness both in the EU and other foreign markets, and at the same time enhancing producers and processors positioning and recognition, thus improving the whole value chain through increased demand for the protected Ariljska Malina.

This seminar will enable participants to:

- Learn the benefits of on quality labels and GI products
- Share the best practices on quality labels and GI products from Europe, especially the experience of successful implementation in France
- Discuss the EU perspectives for Arilje raspberry

The panelists will highlight the importance of Ariljska Malina to be registered at EU level, and what are the opportunities and current challenges in this process.

Enclosed to this Invitation letter is draft Agenda of the seminar.

Please confirm your participation by sending RSVP to the following e-mail: _______________________ by 1 November 2019. Registration for the seminar is free of charge.

We look forward to your participation.
### AGENDA

**Seminar on PDO Arilje raspberry: EU perspective and potentials**

**6th November 2019**

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<thead>
<tr>
<th>TIME</th>
<th>TOPIC</th>
<th>SPEAKER</th>
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<tbody>
<tr>
<td>9.30</td>
<td>coffee</td>
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<tr>
<td>10:00-10:10</td>
<td>Opening and into on GIS</td>
<td>Lisa Paglietti, Economist, FAO and EBRD</td>
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<td>10:10-10:25</td>
<td>Arilje raspberry – we achieved heights, and we want to go further</td>
<td>Slobodan Obradovic, President of Arilje raspberry Association</td>
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<td>10:25-10:35</td>
<td>Serbian story – working together – Nectar juices</td>
<td>Mina Tadic, Director of Corporate Affairs and Communications at Nectar Group</td>
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<td>10:40-12.00</td>
<td>PANEL How we made it work for all in the value chain Good practices / GI products in France Serbian quality schemes (GI products) and their EU perspective</td>
<td>Nathalie Vucher, Institute of Origin and Quality (INAO) member and President of the superior Quality Commission and President of the Approval and control Board Branislav Raketic, Head of Group of Quality and Label, Ministry of Agriculture, Forestry and Water Management, TAMARA, MINA NC+ECTA ASSOCIATION</td>
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<td>12.15</td>
<td>Light Lunch</td>
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