



CEFTA Week 2014

Central European Free Trade Agreement
CHAIRMANSHIP OF MACEDONIA 2014

AGENDA

SESSION II

Regional Value Chains: Potential, Synergy and Common Challenges
19 November 2014 (Wednesday), 14:00 – 17:00

OBJECTIVE: To discuss the potential for development of regional value chains in CEFTA that will be able to compete on the global market and to detect legal and economic obstacles to the process at a regional and national level. Participants will focus their attention on the two industry sectors that have been identified as having the largest potential for regional development – food processing and tourism.

Moderator: Blerim Zlatku, State Advisor for Industrial Policy and Competitiveness, Ministry of Economy of the Republic of Macedonia

Development and Promotion of Regional Food Processing Value Chains

- 14:00 – 14:10** **Cross-country Value Chains and Quality and Safety Standards in the Food Sector: Potential for Increasing Exports from the Region**
Goran Damovski, President of Macedonia Agbiz / AG Team Leader of the USAID REG Project
- 14:10 – 14:25** **The Challenges Facing Supply Chains Development in the CEFTA Agro-Business Sector**
Antonio Fanelli, Senior Expert, OECD
Edo Omic, Junior Economist, OECD
- 14:25 – 14:40** **Assessing the Implementation of SPS Standards in the CEFTA Agro-Business Sector**
Katarina Djermanovic, Policy Analyst, OECD
Gordana Ristic, SPS Expert, Ristic&Milovic Consulting
- 14:40 – 14:55** **Agricultural Policy in SEE and European Integration**
Boban Ilic, Secretary General, Standing Working Group on Regional Rural Development in SEE
- 14:55 – 15:05** **Eliminating Barriers to Trade in Agriculture: Results of the Work of the CEFTA Sub-Committee on Agriculture and SPS Measures**
Perica Ivanoski, State Advisor, Ministry of Agriculture, Forestry and Water Economy
- 15:05 – 15:15** **The Impact of Origin Cumulation on Business Strategy**
Bernard Touboul, GIZ ORF FT Expert
- 15:15 – 15:30** **Open Floor Discussion**

Topics for Discussion

- Regional potential for development of food processing value chains
- Obstacles to developing regional food processing value chains
- Policy measures for boosting regional cooperation in agriculture



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15:30 – 15:45 **Coffee break**

CEFTA Region as an Integrated Tourism Destination

15:45 – 16:00 **Regional Approach on Developing the Tourism Sector Within the Scope of the SEE 2020 Strategy**
Dragana Djurica, Expert on Integrated Growth, RCC

16:00 – 16:15 **The Western Balkans Geotourism Network: A Roadmap for Inclusive Regional Development**
Jack Delf, President, Western Balkans Geotourism Stewardship Council/Senior Advisor, USAID REG

16:15 – 16:30 **Promoting the Region as an Adventure Tourism Destination**
Kristijan Dzambazovski, Director, Agency for Tourism Promotion of Macedonia (TBC)

16:30 – 16:50 **Open Floor Discussion**

Topics for Discussion

- The Western Balkans Geotourism Map Guide Portal <http://www.balkansgeotourism.travel/>
(developed in cooperation with National Geographic)
- Developing regional tourism products
- Bringing potential buyers to the region

16:50 – 17:00 **Conclusions and Recommendations**