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The USAID Economic Development, Governance, and Enterprise Growth (EDGE) Project and Increasing Market Employability Programme (IME), in collaboration with Swiss Import Promotion Programme (SIPPO) invite you to:

"Regional Conference on Organic Agriculture"

July 14, 2021 09:20 CET

About the event: The latest developments in the area of organic production are focused on recently adopted EU Action plan that streamlines the support in expansion of organic production in EU member and candidate countries. Consequently, each country should approximate its national legislation to this document as well as to develop a National Action Plan for organic production support. The purpose of this conference is: 1) to share the progress of each country represented at the conference as well as to discuss and share specific national experiences in addressing constraints; 2) to present and discuss the latest market trends and requirements, especially in EU markets and possibilities for digital presentation of organic products; and 3) to explore possibilities for closer regional cooperation.

The Regional Conference will be organized as a one-day event (on-line), aiming to serve as a podium for information gathering and experience exchange on latest development in organic production in the EU and in the region. It is designed to attract the Ministries of agriculture and other relevant national institutions; Business and farmers associations and chambers of commerce active in organic agriculture; Regional businesses; and Donor projects and organizations active in the region.

The Regional Conference will have two thematic sessions. The first session will focus on the latest EU Action Plan and will include presentations on the EU organic action plan and regional progress made by WB6 countries in this regard. The main presenters will be EU representatives and representatives of national institutions (ministries) from WB6 countries. The second session will cover two main themes and will include presentation(s) on organic production and market trends, virtual (digital) presentation cases for promotion of organic products and will explore possibilities for stronger regional cooperation.

Language: English and local languages from WB6 region (with simultaneous translation)

Starting time: Participants are expected to enter the event between 09:20 and 09:30 CET.

How to attend: To attend the conference, please use the following [link](#):

<https://us02web.zoom.us/j/88456317235?pwd=YndxQTdYZUxDWHlOdWdPMHUwV0dXQT09>

For more information, feel free to contact Sasho Risteski, EDGE Senior Technical Expert in Fruits and vegetables, at sristeski@internationaldevelopmentgroup.com

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| AGENDA | |
|---|---|
| 09:20 - 09:25 | Registration of participants on the online platform |
| 09:25 - 09:30 | Introduction by event moderator |
| Session 1 | |
| 09:30 – 09:40 09:40 – 10:00 | Requirements in the enlargement context and potential EU support The Action Plan for the Development of Organic Production Presenters: Ms. Frances Brady; Mr. Henri Delanghe |
| 10:00 - 11:10 | National development and approximation with EU directive Presenters: Mr. Branislav Raketić; Ms. Dragana Zec; Mr. Mario Beus; Ms. Valdete Avdiu; Ms. Andrijana Rakočević; Ms. Rudina Cakraj and Ms. Elizabeta Krstevska |
| 11:10 – 11:20 | Q&A |
| 11:20 – 11:40 | Break |
| Session 2 | |
| 11:40 – 12:10 12:10 – 12:25 12:25 – 12:40 | Organic production and markets, trends and challenges Digitalization in sales of organic products Successful virtual presentation on BIOFACH Presenters: Mr. Toralf Richter; Ms. Liljana Ršumović and Mr. Ivan Lazić |
| 12:40 – 13:20 | Supporting activities and interventions of projects active in the region Presenters: Ms. Andrea Bischof; Ms. Gabriela Micevska, Mr. Sasho Risteski and Ms. Natalija Puntevska |
| 13:20 – 13:30 | Q&A |
| 13:30 – 13:40 | Discussion, conclusions and closing remarks |