

Ost-Ausschuss der Deutschen Wirtschaft - 11053 Berlin

Vorstand + Präsidium
Mitgliederversammlung
Länderverteiler Südosteuropa
Agrarverteiler
Sonderverteiler Aussteller FRUIT LOGISTICA

Geschäftsführung

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**„Serbia – Potential and Prospects of the EU Fresh Fruit Business”
8 February 2012, 2.30 pm -4.30 pm, Supporting event as part of
FRUIT LOGISTICA 2012**

Dear Sir or Madam,

in recent years both the interest in and importance of FRUIT LOGISTICA for Eastern, Central Eastern and South-Eastern European companies has grown rapidly. We would like to invite you to take part in the following event:

**“Serbia – Potential and Prospects of the EU Fresh Fruit Business”
8 February 2012, 2.30 pm – 4.30 pm
Trade Fair Grounds Berlin, Großer Stern, Madrid Room.**

The Committee on Eastern European Economic Relations (OA) is organising this event in cooperation with Messe Berlin as part of the world's leading trade fair for the fresh fruit business - FRUIT LOGISTICA in Berlin. The conference will be supported by GFA Consulting Group GmbH from funds of the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) and sponsored by the DEG.

The event's objective is to address current issues related to agricultural policy with a focus on the opportunities and challenges presented by Serbian fruit and vegetable cultivation, as well as underlining the opportunities for enhanced cooperation between our two countries. We expect Dusan Petrovic, Minister of Agriculture, Trade, Forestry and Water Management of the Republic of Serbia to take part in the event and make a speech.

Bearing the European integration process in mind, issues related to quality control oriented to EU standards are of key importance. In view of the enormous interest in organic products in Germany and the EU, local organically oriented production and the corresponding sales potential will also be subjects of discussion during the event.

Träger:

Bundesverband der Deutschen Industrie e.V.

Bundesverband deutscher Banken e.V.

Gesamtverband der Deutschen Versicherungswirtschaft e.V.

Zentralverband des Deutschen Handwerks e.V.

Außenhandelsvereinigung des Deutschen Einzelhandels e.V.

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Enclosed you will find the programme as well as the registration form for the above mentioned conference. We would be glad to welcome you in Berlin on 8.2.2012.

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The participation is free of charge. But you need an entry ticket for the trade fair grounds. Tickets are online available in advance at www.fruitlogistica.de or directly at the pay desk.

With kind regards,



Prof. Dr. Rainer Lindner
Executive Director



Antje Müller
Project Manager

Enclosure