



ANNUNCIATION FOR THE MEDIA
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"Fair of Rural Development and Women Entrepreneurs in Agribusiness" in Kragujevac in Sumadija sajam

A unique three-day manifestation, which has a goal to promote rural development and participation of women in agriculture, is being organized from 29th to 31st of January on "Sumadija sajam" site by the Association for Agricultural Journalists AGROPRESS, in cooperation with USAID Agribusiness Project, Ministry of Agriculture, Forestry and Water Management, GTZ and the host city. About one hundred exhibitors will participate in the Fair, and professional lectures, seminars and conferences which will take important topics on the floor, such as conditions of women in country regions, rural development issues and agricultural mechanization improvement, will be organized.

Main goal of the "Fair of Rural Development and Women Entrepreneurs in Agribusiness" is promotion of rural entrepreneurship and women in agriculture. It is organizer's intention to use these three days of the Fair to promote potentials of Serbian rural regions, to specify the role of the State and local bodies in agricultural development and to stress the importance of women in rural entrepreneurship, urged the President of the Board of Directors of AGROPRESS, Mr. Goran Djakovic. This is why a significant attention, in exhibition but also in lecture parts, will be given to rural tourism, development of craftwork and old handiwork in which women take an active part. Conferences on which one will have the opportunity to learn about education and role of women in agriculture are dedicated to these women, added Mr. Djakovic.

„Ministry of Agriculture supports and gladly involves into all the activity that impels rural development. We are, in particular, satisfied to see this Fair dedicated to women in agribusiness, because we ourselves on an institutional level strive to support all the development projects which favor women“ – said Zeljko Radošević, State Secretary in the Ministry of Agriculture, and Dr. Snezana Zivanovic Katic, Assistant Mayor for Agriculture of Kragujevac, urged that Kragujevac with its developmental agrarian budget should be understood as an example of how a local municipality should treat rural regions.

The Fair represents an opportunity for promotion of organic food and provincial cuisine, and there will be organized workshops for women, as well as an interesting cultural program with participation of traditional string orchestras and choirs.

"We intend to convince women to come back to countryside and explain to them that it is better to be a headmistress in your own house rather than a cleaning lady in a city" – stressed Jasmina Nikitovic Stojicic, editress of the show "Znanje – imanje" and manager of project "Women in Agribusiness".

Understanding the relevance of rural regions' activity and development of agribusiness, the Fair is supported by the Ministry of Agriculture, Forestry and Water Management and the City of Kragujevac, and in the organization of the event is also involved American Governmental Organization USAID with its Agribusiness Project for Serbia directed toward economic rural development, creation of new job positions and growing of agribusiness competitiveness. Sponsor of the conferences is Opportunity Bank.

The opening ceremony of the "Fair of Rural Development and Women in Agribusiness" will take place on Friday, 29th of January, 2010 at 10h, and Dr. Sasa Dragin, Minister of Agriculture, Forestry and Water

Management, will make the opening speech. Word will be given to Veroljub Stevanovic, Mayor of Kragujevac, Marilyn A. Schmidt, Deputy Director of USAID Mission and representatives of AGROPRESS. Organizers expect numerous assistants from Serbian and foreign diplomatic corps. More than 100 exhibitors from Serbia and Republika Srpska will participate in the Fair.

Entrance is free, and the Fair is open all three days 10-18h.

For more information follow the link:

http://www.agropress.org.rs/eng_fair_of_rural_development.html