



Networking meeting strategy

Focus – Balkans MT6

Trieste, Italy, 23rd June 2010

General overview

- 3 networking meetings already executed in Macedonia
- Plan for the upcoming 3 meetings established
- Previous meetings:
 - 1st (May 2009), wide audience, academic and business sector, regulatory bodies, introducing of the project
 - 2nd (December 2009), public health specialists, introducing and development of the project

Networking meeting 3

- 2nd June 2010)
- WP5, fruit
- Low response from the industry
- Expected response from academic sector, public health specialists and regulatory bodies
- Even small audience, very fruitful discussions which lead to conclusions towards approach to the consumers complaining about the safety and nutritional quality of the food and fruit in particular
- Participants interested about the development of the project and its first outcomes

Plan

- Networking meeting 4, (planned for December 2010)
- Topic: Food with H&N claim in Macedonia - consumer benefits and risks
- Target audience: Public health institutions, academic sector, ministry of health and agriculture, representatives of importers of goods with H&N claim, producers, retailers and importers of products with N&H claims and institutions that control the quality of those products (Drugs Bureau), consumer associations, media...
- Objectives:
 1. Share the results of N&H study of the project
 2. Raise public awareness on the H&N claim products on Macedonian market
 3. Situation with legal regulation H&N claims in Macedonia
 4. Animate coordinated action for consumer protection
- In Skopje

Plan

- Networking meeting 5 (planned March-May 2011, depending of the outcome of the results from the project), in Skopje
- Topic: Building consumer interest and knowledge - tools for development of organic and traditional food sectors
- Target audience: Institutions in charge of promotion and regulation of organic agriculture and traditional food products, private enterprises and traders, consumer associations, farmers associations, public health professionals, media...
- Objectives:
 1. Identify linkages and initiatives to be used for promotion of value adding qualities in food products, the importance and possibilities of production of traditional and organic food in Macedonia, current situation.
 2. Address issues of consumer trust and confidence - quality guaranteed through control and certification
 3. Sharing findings of the project

Plan

- Networking meeting 6 (planned for September 2011)
- Topic: Food consumers in the Balkans - main drivers and trends
- Target audience: All stakeholders
- Objectives:
 1. Identify further research activities within consumer studies and/or
 2. Initiatives and responses for improving consumer protection

Until now and from here

- Industry not interested in these types of activities (previous experience, benefits not clear?)
 - Academic people more interested
 - Key actor in the process – IPH and its network of regional institutes throughout the country which deal with food and nutrition (fruit)
 - Consumer's association in the country – not contributing in any way
 - Consumers Department in the Food Directorate (Ministry of Health) – great cooperation
 - Ministry of Agriculture – policies, organic food
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- NW meetings too frequent?