

# FOCUS-BALKANS

Plan of network activities in Serbia

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# FOCUS-BALKANS – Networking in Serbia

	Target audience	Topic	Meeting Objective	Expected output	Location	Date	Comments
M3	Ministry of Trade, Ministry of Agriculture, Ministry of Health, Public Health Institutions, Producers, Consumer Protection Associations, Media...	<b>Food with H&amp;N claim in WBC region: trends and perspectives</b>	1. Share the results and receive feed back on the N&H claim products study for WBCs; 2. Raise public awareness on the H&N claim products; 3. Initiate legal regulation H&N claims in Serbia; 4. Animate coordinated action for consumer protection.		Belgrade	June 2010 - end of the month or beginning of July 2010	Meeting to be co hosted with the Ministry of Trade Republic of Serbia
M4	Fruit growing associations, fruit processors and traders, Ministries for agriculture, consumer associations, regional development agencies, media...	<b>Fruit and organic- tools for development of fruit and organic sectors</b>	1. Share the results and receive feed back on the fruit consumer study and fruit and organic market overview in the Serbia and WBCs 2. Research and private sector discussion and formulation of strategic directions for increasing fruit and organic production and consumption in Serbia		Novi Sad	Nov - 2010 End of month	Meeting to be co hosted with the Ministry of Agriculture, Watermanagement and Forestry of Republic of Serbia
M5	Unstitutions in charge of promotion and regulation of raditional food products in Serbia, enterprises and traders, consumer associations, farmers and their associations, media...	<b>Traditional products - following consumer demand toward stronger agricultural sector in Serbia</b>	1. Identify linkages and initiatives to be used for promotion of value adding qualities in food products: 2. address issues of consumer trust and confidence - quality guaranteed through control and certification		Nis	Feb-2011 - end of month	Meeting to be co hosted with the Ministry of Agriculture, Watermanagement and Forestry of Republic of Serbia
M6	All stakeholders	<b>WBCs food consumers bying behaviour</b>	1. Identify further research activities within consumer studies and/or 2. Initiatives and responses for improving consumer protection		Belgrade	June 2011 - mid of month	Meeting to be co hosted with the Ministry of Science of Republic of Serbia