



Background

The FAO Regional Initiative on Agrifood Trade and Market Integration focuses on strengthening national and regional capacities in Europe and Central Asia to deal effectively with the challenges posed by greater trade integration. It does this by developing better evidence on trade implications, improving the capacity of the countries to use this evidence, facilitating neutral forums and dialogues on trade agreements, and supporting design and implementation of appropriate trade policy at country level. As part of the initiative, FAO has launched a project, supported by the Multi-Partner Programme Support Mechanism (FMM), on Trade-related Capacity Development in Eastern Europe and Central Asia ultimately aimed at improving market access and diversifying export markets for agricultural and food products from countries in the region through capacity development.

Opening domestic markets to international trade provides huge market opportunities for domestic producers who will, however, also have to face greater competition. Since the increasing levels of exports may become a major source of economic growth, it would benefit governments to assign higher priority to this endeavor. Export promotion schemes can play an important part in the development strategies of countries, especially of developing countries that seek to make exports an engine for economic growth. The Europe and Central Asian region has a strong agrifood export potential. Thus, promoting and diversifying agricultural exports should be one of the key priorities for the agricultural sector.

However, in the region, export promotion policies that would benefit agriculture and food industry are still in the process of taking shape. The evidence shows that there is very limited experience with developing institutions and implementing programs to address the challenges associated with diversifying the export base or entering new markets. The main challenges for agricultural exports development in the region are those related to competitiveness of agrifood products for export, sanitary and phytosanitary systems and certification as well as limited knowledge and skills to deal with exports.

Therefore, it is necessary to design successful export development strategies. To this end, it is fundamental that governments and private exporters have a clear understanding of the challenges faced by greater trade liberalization as well as their own capacities for export development. The main role of a government in promoting exports lies in creating an enabling environment and establishing an export promotion policy framework in close collaboration with the private sector. A number of countries from the region, for example Kyrgyzstan, Moldova and Russia have undertaken a prioritization exercise to identify products and markets where promotional efforts should be focused. Measures for successful export promotion in the new market could be, for example, establishing international business relationships and government support to exporters' participation in various trade fairs, which would allow the development of a positive image of the country as well as establish new trade connections. Greater attention to trade facilitation, in particular simplification of customs procedures and border crossing, is another key area for action.

In this context, FAO is supporting countries in the region with knowledge sharing and analysis of the experience with agrifood export promotion at the global level. Some countries of the



region expressed interest in receiving information and FAO assistance for accessing export markets and diversifying exports.

Expected outcomes

The workshop will discuss the existing evidence of best practices and challenges met in agrifood export promotion by some countries from Europe and Central Asia as well as learn the best practices in export promotion from Latin America. The workshop will also contribute to further development of export promotion strategies and plans in Eastern Europe and Central Asia through an analysis of experience in the region.

During the workshop, the best experiences from selected countries of the region will be presented, including:

- Policies and programs in place to promote agrifood exports
- Roles and responsibilities of the different government agencies in agrifood export promotion

The work in groups will be organized to discuss the steps towards developing or improving the export promotion policies in the countries of the region.

Participants

National experts and representatives of ministries with experience in designing, implementing or analysing export promotion policies and programs from 12 post-Soviet countries¹ will be invited to participate.

¹ Azerbaijan, Armenia, Belarus, Georgia, Moldova, Kazakhstan, Kyrgyzstan, the Russian Federation, Tajikistan, Turkmenistan, Ukraine and Uzbekistan



AGENDA

September 5, 2017 Moscow, Russia	
9:00	Registration
9:30	Opening and welcome address Eugenia Serova , Director of the Liaison Office with the Russian Federation (FAO) Iryna Kobuta (FAO), Regional office for Europe and Central Asia Dmitry Bulatov , President (National Union of Food Exporters, Russia)
10:00	Session 1 Agrifood export promotion policy Moderator: Alfinura Sharafeeva , FAO Iryna Kobuta : <i>FAO studies on export promotion</i> (15 min) Goran Živkov , Director (consulting firm SEEDEV, Serbia): <i>Export driven competitiveness in Europe and Central Asia (based on the analysis of the competitiveness done in Georgia and Tajikistan) and Serbian experience with food promotion policy</i> (15 min) Dariusz Goszczyński , Agribusiness manager (Alior Bank, Poland): <i>Export promotion policies and programmes in Poland and experience of EU</i> (15 min) Q&A (15 min)
11:00	Coffee break
11:30	Session 2 Countries experience in the area of agrifood export promotion Moderator: Eugenia Serova , FAO Stanislav Buben , Eurasian Economic Commission: <i>EAEU strategies on export promotion</i> (15 min) Eugeny Shago , Eurasian Bank of Development : <i>TBC</i> (15 min) Dmitry Bulatov : <i>The main findings from the Review of the national programmes and strategies for agrifood export promotion in the 12 post-Soviet countries</i> (15 min) Q&A (15 min)
12:30-14:00	Lunch



<p>14:00</p>	<p>Session 3 Countries experience in the area of agrifood export promotion</p> <p>Moderator: Iryna Kobuta, FAO</p> <p>Azerbaijan: Nadir Imanov, Azerbaijan Export and Investments Promotion Foundation (AZPROMO) (10 min)</p> <p>Armenia: Narek Aleksanyan, Development Foundation of Armenia (10 min)</p> <p>Belarus: Vasilina Akhramovich, The Institute of System Researches in AIC of NAS of Belarus (10 min)</p> <p>Georgia: Shalva Pipia, Rural and Agricultural Policy and Development Institute (10 min)</p> <p>Kazakhstan: Askar Arynov, JSC “National Company “KAZAKH INVEST” (10 min)</p> <p>Kyrgyzstan: Nurlan Aripov, State Agency for the Promotion of Investments and Export under the Ministry of Economy (10 min)</p>
<p>15:00-15:15</p>	<p>Coffee break</p>
	<p>Moldova: Anatolie Ignat, National Institute for Economic Research (10 min)</p> <p>Russia: Alexey Alekseenko, Federal Service for Veterinary and Phytosanitary Surveillance (10 min)</p> <p>Tajikistan: Malika Kurbonova, Ministry of Economic Development and Trade (10 min)</p> <p>Turkmenistan: Yury Aronskiy, Union of Economists of Turkmenistan (10 min)</p> <p>Uzbekistan: Mirsaid Mirxodjayeov, Ministry of Foreign Trade, JSC “Uztrade” (10 min)</p> <p>Ukraine: Taras Vysotskiy, Ukrainian Agribusiness Club (10 min)</p>
<p>16:15-16:30</p>	<p>Coffee break</p>
<p>16:30</p>	<p>Session 4 Work in Groups</p> <p>Moderator: Dmitry Bulatov, National Union of Food Exporters (Russia)</p>
<p>17:30</p>	<p>Session 5 Discussion of the outcomes from the Work in Groups</p>
<p>18:00</p>	<p>Workshop wrap-up</p>
<p>19:00</p>	<p>Reception</p>