



## AGENDA

### SECOND SERBIAN DAIRY CONGRESS

Belgrade

24<sup>TH</sup> October 2016

Hotel Holiday Inn, Španskih boraca 74, Belgrade

Proposed Agenda:

Time	Theme	Potential Speakers
9:00-9:30	Registration of participants	
9:30-10:00	<ul style="list-style-type: none"> <li><b>Opening:</b></li> </ul> <p>Welcome remarks</p>	<ul style="list-style-type: none"> <li>Mr Ljubiša Jovanović, president of the Board of directors of Serbian Association of Milk Producers</li> <li>Mr Branislav Nedimović, Minister of Agriculture and Environmental Protection (TBC)</li> <li>Mr. Miljan Ždrle, Head of Agribusiness for South-East Europe, EBRD</li> <li>Dmitry Prikhodko, Economist, Investment Centre Division, FAO</li> </ul>
10:00-10:15	Media statements	
10:15-11:15	<p><b>PANEL 1:</b></p> <p><b>Policy discussions:</b></p> <p>State support for development of the sector:</p> <ol style="list-style-type: none"> <li>The system of premiums and subsidies aimed at raising the quality of raw milk in Serbia</li> <li>The implementation of the new Law on the State Agricultural Land</li> <li>Analysis of the current situation and organization of veterinary services in practice, animal welfare and safety of animal feed, milk quality</li> </ol>	<ul style="list-style-type: none"> <li>Moderator: Mr Ljubiša Jovanović, president of the BoD of Serbian Association of Milk Producers</li> <li>Mr Nenad Katanić, Assistant Minister in the Ministry of Agriculture and environmental protection</li> <li>Mrs Dragana Gođevac Obradović, Director of Agricultural land department</li> <li>Mr Strahinja Sekulić, Director of Restitution Agency (TBC)</li> <li>Mr Nenad Petrović, Director of Veterinary Department</li> <li>Mr Dmitry Prikhodko and</li> </ul>

11:15-11:30	<p>4. Research: "Serbia: Dairy Sector Review"</p> <ul style="list-style-type: none"> <li>• Discussion and reviewing of proposals for improvement, formulated by Serbian Association of Milk Producers</li> </ul>	Mr Boris Sterk, economists, Investment Centre Division, FAO
11:30-12:00	<b>Coffee break</b>	
12:00-13:00	<ul style="list-style-type: none"> <li>• <b>PANEL 2:</b></li> </ul> <p><b>Processing industry:</b></p> <ol style="list-style-type: none"> <li>1. Aspects of cooperation between sector for raw material and processing industry</li> <li>2. Analysis of the current situation and proposal of measures for improvement</li> <li>3. Opening of new sales channels (export), structural barriers, producer's motivation issue</li> <li>4. Branding of quality – good practice example: Serbian slaughter industry</li> </ol>	<ul style="list-style-type: none"> <li>• Mr Darko Samardžija, CSO of Imlek company</li> <li>• Mr Milan Maksimović, Director of procurement of raw materials, Somboled, Lactalis group</li> <li>• Mr Goran Živkov, consultant</li> </ul>
13:00-14:00	<ul style="list-style-type: none"> <li>• Discussion</li> </ul>	
14:00-15:00	<b>Lunch</b>	
15:00-16:00	<ul style="list-style-type: none"> <li>• <b>PANEL 3:</b></li> </ul> <p><b>Retail industry</b></p> <p>Sale of milk and milk products: market analysis, prospects and suggestions for improving sales</p>	<ul style="list-style-type: none"> <li>• Mr Nikola Spasojevic, Category Manager for dairy products, Delhaize</li> <li>• Mr Nenad Budimović, General Seretary, Association for livestock production of Serbian Chamber of Commerce</li> <li>• Mr Goran Papović, President</li> </ul>

16:00-16:30	<p>Research: "Trends in consumption of milk and dairy products in Serbia"</p> <ul style="list-style-type: none"> <li>• Discussion</li> </ul>	<p>of the Board of Directors in Serbian National Consumers Organization</p> <ul style="list-style-type: none"> <li>• Mr Dalibor Minić, GFK</li> </ul>
16:30-17:00	<ul style="list-style-type: none"> <li>• <b>Concluding remarks</b></li> </ul> <p>Adoption of the conclusions and design of recommendations for the development of strategy for the production and processing milk industry in Serbia</p>	<p>Moderator: Mr Ljubiša Jovanović</p>