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[AgroB2B@NSFair 2015](#)

INTERNATIONAL BROKERAGE EVENT IN FOOD SECTOR **NOVI SAD FAIR, SERBIA** **MAY 11, 2015**

Enterprise Europe Network Serbia – University of Novi Sad and Chamber of Commerce and Industry of Serbia in cooperation with Novi Sad Fair cordially invite you to take part in International Brokerage Event **AgroB2B@NSFair 2015** which will take place during the **82nd International Agriculture Fair in Novi Sad, on May 11, 2015 at the fairground (10am - 2pm)**.

International Brokerage Events provide additional support to the companies to find international partners at the fair. The participants are offered to choose their potential partners according to their own needs and information about partner's business and interests. This is then turned into list of meetings taking place at certain place and exact time. Each participant get his/her own customized list at least a day before the event.

The main target group is producers and traders of food, though the event is open to companies and other interested parties from all relevant sectors such as: agricultural mechanization, fertilizers and plant protection, packaging, renewables in agriculture, food production equipment, innovative technologies in agriculture, etc. AgroB2B@NSFair promotes business cooperation across borders, including trade and production agreements, joint ventures and joint access to third markets, as well as exchange of technology and know-how and cooperation on projects with a view of rising competitiveness and innovation, financed by the EU and other donors.

Agricultural Fair in Novi Sad (from 9th until 15th of May 2015) is the leading trade fair in the field of agribusiness in the Western Balkans and South Eastern Europe. By introducing the new fair

contents and topics of interest for various stakeholders the Agricultural Fair in Novi Sad remains its top position among the international exhibitions within this field. The exhibitors of agricultural machinery will be showing their products within the open space area that is 40,000 square meters big, while indoor 9,000 square meters will offer its capacities to the exhibitors coming from the various agricultural connected fields and value chain. The important aspect of the Fair is definitely the national exhibition of livestock in open space of 5,000 square meters. For 2015 edition the Friends of the Fair title is reserved for Italy and United Arab Emirates.

In cooperation with the FP7 project FRACTALS, the organizers will present FRACTALS acceleration program aiming to support and stimulate IT companies to deliver value added solutions for agriculture. The main goal of FRACTALS project is to distribute equity-free grants to a certain number European ICT SMEs and Web entrepreneurs, so they could develop internet based applications for agriculture. Overall fund of the project reaches 5,52 million and FRACTALS Open Call accepted applications from all over Europe between November 31st 2014 and February 28th 2015. Before the B2B meetings start, project team members and some winning companies from Serbia will present solutions that will be developed in the upcoming months.

Participation in the AgroB2B@NSFair is **free of charge** and participants only need to acquire the ticket to enter the fairground and to cover their own transport and accommodation costs, if any.

You can apply to the International Brokerage Event

AgroB2B@NSFair 2015

by clicking to the link below

<http://agrob2b-nsfair2015.talkb2b.net/>

Contact persons:

University of Novi Sad: Mladen Radišić, Marija Stanču Miroslavljev

E-mail: een-srbija@uns.ac.rs

Chamber of Commerce and Industry of Serbia: Marko Kovačević

E-mail: een@pks.rs

Novi Sad Fair: Andrea Knezy

E-mail: andrea.knezy@sajam.net