

Black Sea Basin Programme

~ Our Projects ~

Priority 1 - Supporting cross border partnerships for economic and social development based on combined resources

Measure 1.1: Strengthening accessibility and connectivity for new intra regional information communication, transport and trade links



Facilitate the trade of agro-food products in the Black Sea Basin (FTAP)

Moldova - South-East, Romania - Odessa, Ukraine



About the Project

Duration:

24 Months

Total Budget:

€ 536.430,50

Total Grant:

€ 482.787,45

Start-End Dates:

01/11/2011-
31/10/2013



Launching Conference in Moldova, December 16, 2011

The Action aims to carry out integration activities in the Black Sea Basin, focused on increasing regional trade and boosting economic development in rural areas. Also, the Action aims to improve the quality of information by creating a regional system of information about markets in Galati and Constanta (Romania), Odessa Oblast (Ukraine) and the Republic of Moldova. This will generate an increasing level of regional economic cooperation among countries, an increase in export transactions.

Overall Objective:

Establishing a sustainable partnership in order to encourage the trading of agro & food products in Black Sea Basin

1. Create a joint informational marketing system accessible to all players of agro-business sector
2. Increase the farmers sales by accessing new markets

Specific Objectives:

AGROinform Federation has a Marketing Information System (MIS), created in 2004. According to a study conducted in 2007 by the Centre for Sociological, Political Science and Psychological Analysis and Research CIVIS (at the order of AGROinform) aiming at assessing the impact of MIS, some gaps were highlighted: a) the insufficient information on prices from the neighbouring markets (especially Romania, Ukraine), b) analysis of market trends by product includes little information on neighbouring markets, c) the information provided by the system is not sufficiently operational.

For these reasons, the Action aims to improve the quality of information by creating a regional system of information about markets in the judets of Galati and Constanta, Romania and in Odessa Oblasti, Ukraine, as well as in the Republic of Moldova. All this will contribute to the on-line access to market information, finding business partners, facilitating trade. A series of activities will be carried out (publications, articles, business forums, and international exhibitions). This will generate an increasing level of regional economic cooperation among countries, an increase in export transactions.

Main Activities:

- Introduction of functional marketing information on-line system Agrimarket - Blacksea, accessible to all stakeholders in the sector of agricultural businesses;
- Weekly dissemination of relevant information on wholesale prices for fruits and vegetables from 10 markets of Moldova, Romania and Ukraine through the site www.agrimarket-blacksea.com, as well as printed information bulletins;
- Promotion of commercial offers through online resources Agrimarket - Blacksea as well as printed information bulletins (600 proposals for the period of the project);
- Creating a database of 300 entrepreneurs, traders and exporting companies from the three countries working in the field of plant breeding, cultivation, propagation and processing of horticultural products;
- Organization and carrying out a number of activities in order to establish business relationships, new contracts, the exchange of knowledge and experience among farmers and entrepreneurs (business forums, round tables, trainings, conferences, etc.);
- Holding of 4 comprehensive studies on the export potential of agro-industrial development in Moldova, Romania and Ukraine;
- Organizing the participation of target groups of the project in three specialized exhibitions and fairs held in the participating countries.



Training in the methodology of price collection, Moldova, February 29, 2012



Workshop with project staff, Moldova, December 15, 2011

Partnership

Beneficiary:

National Federation of Agricultural Producers AGROinform, the Republic of Moldova

Partnership:

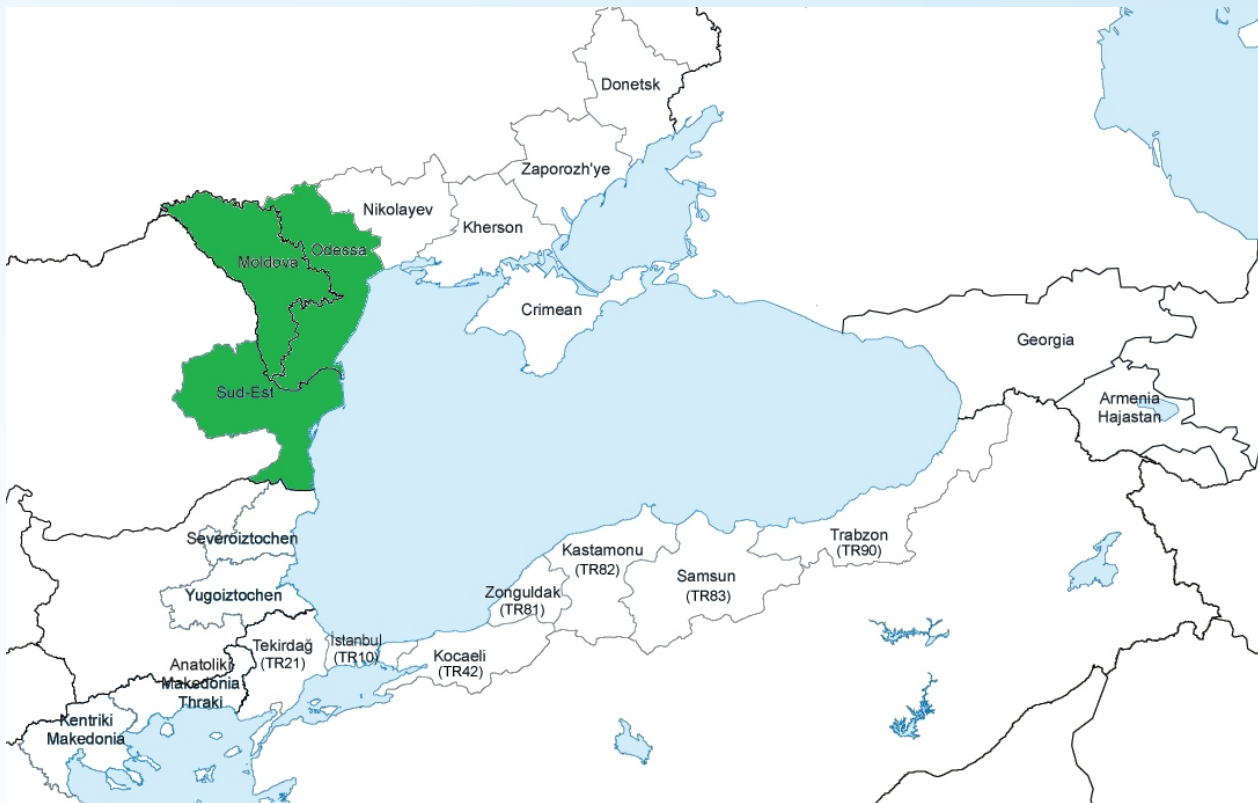
Foundation for the Promotion of Private Small and Medium Enterprises Galati - F.P.S.M.E, South-East, Romania

Regional Fund for Support to Entrepreneurship in Odessa Region, Odessa, Ukraine





Regions of Implementation



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