



INVITATION FOR AGRICULTURAL AND AGRI-FOOD PRODUCERS
(WITH FOCUS ON ORGANIC PRODUCTION AND CIRCULAR ECONOMY)
TO PARTICIPATE IN THE JOINT WESTERN BALKANS (WB6) DELEGATION AT THE
23RD INTERNATIONAL ECONOMY FAIR IN MOSTAR

Western Balkans 6 Chamber Investment forum (WB6 CIF) **invites small and medium enterprises (SME)** to be a part of **joint delegation of 30 selected Western Balkan companies** to participate in 23rd International Economy Fair in Mostar in the period from 5th to 7th April 2022.

The Mostar Fair that will be held from 5th to 9th April 2022, is certainly the most important fair exhibition in Bosnia and Herzegovina, by the number of its exhibitors and visitors. The International Economy Fair will be enriched with very important conferences regionally and internationally, thus offering exhibitors a unique offer and a combination of fair and conference events in one place.

This year's event, as in previous years, will be attended by a large number of exhibitors from all over the world. The fair brings a very rich accompanying program with many conferences, B2B meetings, and educations. Thematic days are planned, and each of them brings accompanying content related to a particular sector of the economy, which will provide entrepreneurs with an even greater opportunity to realize specific business meetings and improve business.

At the 23rd International Economy Fair Mostar 2022, the partner country - Hungary will present its economic potentials.

The Economy Fair in Mostar is a good opportunity for companies from Bosnia and Herzegovina to present their products, explore new export opportunities, strengthen existing and establish new business relations with partners from Albania, Kosovo, Montenegro, North Macedonia, Serbia, namely the Western Balkans, as well as partners from other countries.

The Western Balkans 6 Chamber Investment Forum (WB6 CIF), being focused on supporting the establishment of the Common Regional Market in the Western Balkans, has developed the WB6 CIF Supplier Development Program to ensure participation of SMEs in the regional and multinational supply chains and establishing new regional partnerships between WB6 companies.

Within the project „EU support to the WB6 CIF“, participation in the Mostar Economy Fair will be organized for 30 selected SMEs from the Western Balkans (5 companies per economy) from the agricultural and agri-food sector. The companies will have the opportunity to participate in a joint regional delegation, accompanied by 6 large retail chains/distributors that are



interested in finding potential suppliers from this agri-food sector. Since this is international fair, working language is local and official business language (English).

What do selected companies get from this program free of charge?

- Joint visit and participation at the International Economy Fair in Mostar from April 4th until 9th 2022
- Possibility to present your paper promotional materials at the joint WB6 CIF stand during the Fair (small paper promotional materials i.e. leaflets and brochures and limited number of products are allowed.)
- Possibility to meet with 6 big retail chains/distributors (1 from each WB6 economy) that will participate in this program
- Participation in B2B meetings with potential partners
- Participation in the tailor made training on sustainable food production and consumption in line with the EU strategies and standards
- Hotel accommodation for 1 person from your company for 3 nights (check-in on April 4th 2021, check-out on April 7th 2022)
- Organized transport for companies out of Bosnia and Herzegovina
- Visa Application Fee will be reimbursed (for companies from Kosovo)
- Participation in the joint networking event for all companies and additional potential business partners from WB6 and abroad organized by WB6 CIF
- Media coverage:
 - preparation of joint digital catalogue of all companies/products, based on the materials received from companies
 - promotion of the event and companies/products through the tailor made promotional campaign

Are you eligible?

- You are registered in one of 6 Western Balkans economies: Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia and Serbia
- You are a small or medium sized company registered for agriculture or agri-food

*Priority in the selection process will be given to companies that are dealing with organic food production and circular economy in the agricultural sector and that have completed their profile in the **WB6 CIF Market Access Database** <https://www.market-access.wb6cif.eu/>. Also, one of the priorities is to have included promotional materials (pdf catalog, leaflet, and/or video presentation) in their application form.*

The deadline for submitting your applications and supporting documents is March 4th 2022 at 12h. The list of selected companies will be published on the [WB6 CIF website](#) by March 7th 2022.

In case of any additional questions please contact Ms. Anđela Rajič via e-mail: andela.rajic@komorabih.ba and Ms. Stanislava Perišić via e-mail stanislava.perisic@komorabih.ba.

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