

Swiss-Serbian Trade Cooperation Programme 2009-2012

Project No.2 SUMMARY

Technical Assistance in the field of GLOBALGAP

Project background

According to previous studies, there is now a suitable pre-requested situation in Serbia for companies willing to adopt the GLOBALGAP standards to improve their market access. Nevertheless, only very few companies in Serbia are currently certified or in the process of being certified GLOBALGAP. One of the main problems mentioned by the stakeholders, are the very high yearly certification costs asked by foreign certification bodies.

Besides offering export opportunities, GLOBALGAP has been identified as an opportunity for Serbian producers to introduce good agricultural practices in view of food safety and EU accession. More generally, besides GLOBALGAP, it appears that there is a clear need in Serbia to support the implementation of quality insurance schemes: basic schemes for the primary and secondary transformation steps (HACCP, ISO 22000, ISO 14000) but also schemes which are under public control like organic production or geographical indications.

The project will respond to this need by supporting the implementation of the GLOBALGAP standards in Serbia as well as other quality insurance schemes according to identified requirements of foreign buyers and needs of Serbian producer and companies. Moreover, it will increase the efficiency of the implementation by setting up a training and coaching program for producers, companies and trainers (training for trainers).

Objectives and outcome

Overall goal: Improve competitiveness and market access of producers by ensuring compliance with quality control schemes adopted by retailers on domestic and export markets.

Outcome 1: Enhancement of business environment through capacity building of public and private institutions

Objective 1.1: Private and public entities have a good understanding of quality standard scheme and have the required knowledge and the tools to perform their role related to it

Objective 1.2: Establishment of local certification bodies (at least one) able to certify standards needed by the Serbian producers

Outcome 2: 15 companies enhanced their business and export capacity through certification according to quality standards required by the market

Objective 2.1: Strategic decision and implementation of certification scheme by 15 companies.

Activities clusters

Project management

The Project will first identify institutional partners, as well as the suitable experts to be associated to the project and define cooperation modalities. During the first phase, a detailed work plan will be defined. A steering committee shall take place periodically to review the activities of each projects of the TCP. Report will be prepared by the implementing agencies and sent to SCO.

Analysis and mobilisation tools

In order to stimulate enterprises and the farmers to adopt a standard, the project will develop a strong rationale based on innovative solution to identify bottlenecks, market demand and value chain analysis. These activities shall form a base to fine-tune the assistance activities and reach the project objectives.

Business environment enhancement

The project will improve the general knowledge of the different certification schemes among institutional and business partners. This should help them to define an overall strategy to promote the adoption of quality standards scheme in Serbia. The project will also support the establishment of a domestic certification accredited by the Accreditation Board of Serbia.

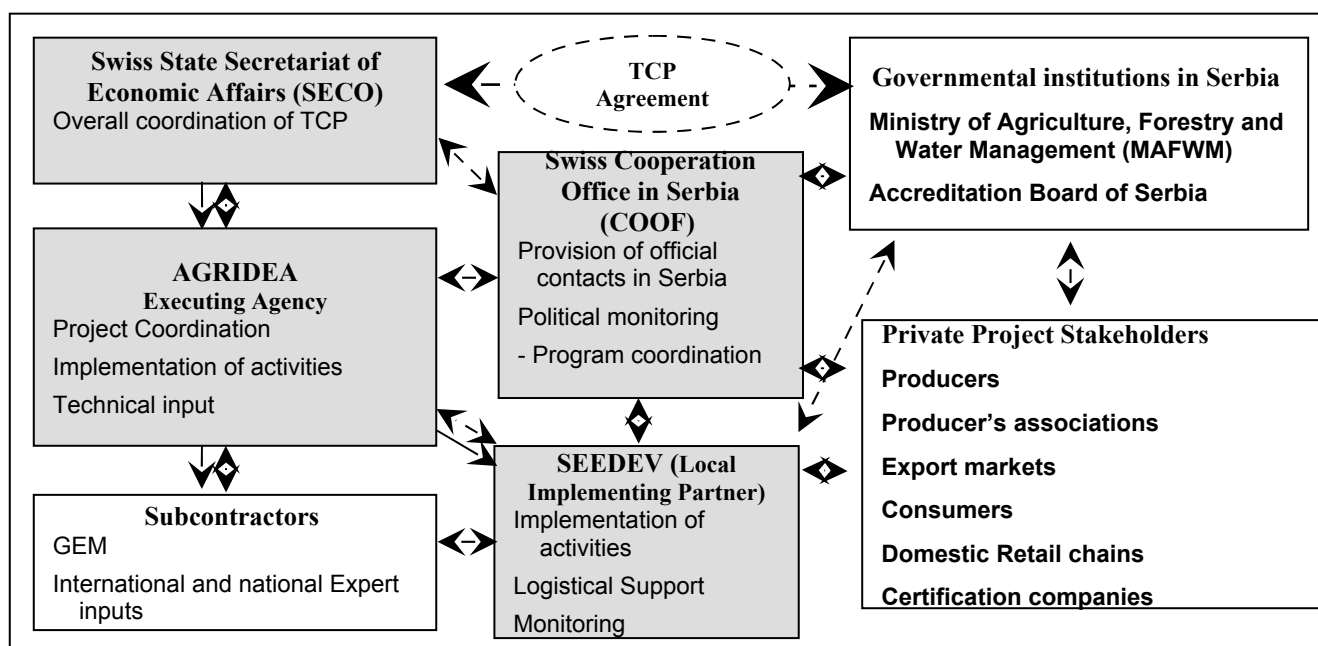
Capacity building to producers and companies

One of the main focuses of the project will be the support to economic entities to be certified and improve their business results. To this end, the project will pay a great importance to the selection of producers and companies associated to project activities. Once the entities are selected, their need in term of certification will be assessed and subsequent assistance tailored on these needs. It is however anticipated that in addition, to few formal trainings for a target audience widen to other stakeholders such as extension services and private consultants, the capacity building of Serbian companies and producers will rely on coaching and mentoring activities.

Communication and visibility

The project will be very proactive in communicate its results and disseminate general information on GLOBALGAP and other standards to the Serbian business community. It will also inform Serbian and Swiss media on the project outcomes in order to give a greater visibility to the effort of the Swiss Government in assisting agricultural business in Serbia.

Organisationnel structure of the project



- ◀-▶ Coordination
- ↔ Supervision