Republic of North Macedonia
Ministry of agriculture, forestry and water economy

South Eastern Europe
SWG RRD
Regional Rural Development Standing Working Group

9th – 10th OCTOBER 2019

Agricultural Policy Forum

Ohrid, North Macedonia

Contribution of Diversification of Economic Activities to Sustainable Rural Development in SEE

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Welcome to the Agricultural Policy Forum 2019!

Agricultural Policy Forum (APF) is a two-day event on regional agricultural policy in SEE organized by SWG, involving relevant regional and international stakeholders, resulting in regional policy recommendations. It has been organized on an annual basis since 2001 to serve as a wide platform for discussions and recommendations on regional policy issues in agriculture and rural development in SEE.

APF 2019, "Contribution of Diversification of Economic Activities to Sustainable Rural Development in SEE", will be held in Ohrid, North Macedonia on 9 – 10 October 2019. It is organized by the Regional Rural Development Standing Working Group (SWG) in SEE in cooperation with the Ministry of Agriculture, Forestry and Water Economy of North Macedonia.

The Agricultural Policy Forum will once more serve as a platform for international dialogue on policy settings and perspectives of common interest to agricultural policy makers and stakeholders. It will address the achievements of IPARD in the Western Balkans, the role of rural tourism and quality policy in diversification of economic activities in the rural areas, harmonization of wine regulations in the Western Balkans, community-led local development and the importance of the research capacity for sustainable agricultural and rural development in the Western Balkans.

SWG and the Ministry of Agriculture, Forestry and Water Economy of North Macedonia have the immense pleasure to welcome you at the Agricultural Policy Forum 2019!

Topics

- IPARD II in the Western Balkans
- Diversification of economic activities in rural areas in SEE through rural tourism
- Harmonization of wine regulations in the Western Balkans
- Quality policy and schemes of geographical indications and traditional specialties in SEE
- Research capacities - factor of sustainable development in rural areas
- Community-led local development

PROGRAM

Tuesday, 8 October 2019

17:00	On-site registration begins
20:00	Welcoming reception and regional wine exhibition

Wednesday, 9 October 2019

09:00 – 09:10	Official address, Ministry of Agriculture, Forestry and Water Economy (MAFWE) of North Macedonia – **Mr. Trajan Dimkovski**, Minister
09:10 – 09:20	Official address, Regional Rural Development Standing Working Group in SEE (SWG) – **Mr. Boban Ilic,** Secretary General
09:20 – 09:30	Official address, Regional Rural Development Standing Working Group in SEE (SWG) – **Mr. Tome Mojsovski,** Chairman of SWG Assembly
09:30 – 09:40	Introduction to the APF 2019 objectives and the program
09:40 – 10:00	IPARD II underway in Western Balkans – what's it achieving? – **Mr. Liam Breslin**, Head of Pre-Accession Assistance Unit, European Commission, DG AGRI
10:00 – 10:20	Diversification of economic activities in rural areas in SEE through rural tourism – **Ms. Kirsi Hyvaerinen**, Founder and Managing Director, PRATTO Consulting d.o.o, Montenegro
10:20 – 10:40	Harmonization of wine regulations in the Western Balkans – **Mr. Rudi Van Der Stappen,** Senior Expert**,** European Commission, DG AGRI

10:40 – 11:15	***Coffee break and family photo***
11:15 – 11:35	Quality policy and schemes of geographical indications and traditional specialties in SEE – **Ms. Sonja Srbinovska, PhD,** Professor, Faculty of Agricultural Sciences and Food, University St. Cyril and Methodius, Skopje, North Macedonia
11:35 – 11:55	Research capacities - factor of sustainable development in rural areas – **Mr. Antanas Maziliauskas, PhD**, Chancellor, Agricultural Academy of Vytautas Magnus University, Lithuania
11:55 – 12:15	Community-led local development – **Mr. Hannes Lorenzen**, PREPARE Network
12:15 – 12:30	Introduction to the working groups topics
12:30 – 14:00	***Lunch***
14:00 – 18:00	Working groups (Coffee break 15:30 – 16:00)
WG 1	*Diversification of economic activities in rural areas in SEE*
WG 2	*Harmonization of regulation in SEE for enhanced competitiveness of the wine sector*
WG 3	*Research capacities - factor of sustainable development in rural areas in SEE*
19:00	***Dinner***

Thursday, 10 October 2018

09:00 – 10:00	Perspectives of the regional cooperation in SEE – the role of the regional dialogue platform
10:00 – 10:30	Presentation of working group results WG 1
10:30 – 11:00	Presentation of working group results WG 2
11:00 – 11:30	***Coffee Break***
11:30 – 12:00	Presentation of working group results WG 3
12:00 – 12:30	Formulation of the Ohrid Agenda 2019
12:30 – 13:00	Official closing of the Forum
13:00 – 14:30	***Lunch***
14:30 – 19:00	Field trip
19:00	***Dinner***

Plenary Session Speakers

Mr. Liam Breslin,

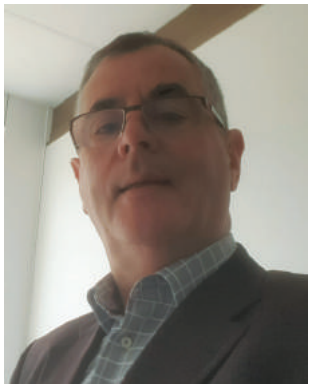
Head of Pre-Accession Assistance Unit, European Commission

Liam Breslin is from Co-Westmeath in Ireland and studied Agricultural Sciences at University College Dublin. He has worked in the Irish Department of Agriculture and Food and the National Farm Advisory Service. He joined the European Commission in 1984 and from 1984-1990 he worked in FEOGA Guidance Fund – dealing with Structural Funds and support for Marketing and Processing of Agricultural and Fishery products. He was responsible for grant aid to the Irish Food Industry. In 1990 he joined DG Research and worked as a scientific officer on food and agricultural research programmes in the 2nd, 3rd and 4th Framework Programmes. In 1999 he became Head of Unit with responsibility for key actions "Food, Nutrition and Health" and "Environment and Health" in the 5th Framework Programme; and for "Food Quality" in the 6th Framework Programme. In 2004 he moved to the Transport Directorate of DG Research – responsible for Aeronautics Research. During 2008-2009 he was interim Director – responsible for the interim phase and launch of the "Clean Sky" Joint Technology Initiative. Since 2011 he has been responsible for "Surface Transport" in FP7 and Horizon 2020, within DG Research and Innovation- responsible to the research programmes on automotive, waterborne and rail transport. In January 2017- he moved to DG Agriculture and Rural Development—where he is Head of Unit for Pre-Accession assistance.

Ms. Kirsi Hyvaerinen,

Founder, PRÁTTO Consulting, Montenegro

Kirsi Hyvaerinen has worked in the intersection of destinations, associations, NGOs, small and medium-sized businesses, international development agencies, local and national governments since the mid-90s, supporting their joint development from master planning to operational excellence, as well as market access of new nature-based tourism products (e.g. "Wilderness Hiking and Biking Montenegro", "Peaks of the Balkans", "Via Dinarica", wildlife conservation tourism, community-based tourism). Prior to founding PRÁTTO Consulting in Montenegro 2013, Kirsi worked as B2B marketer for Latin American destinations and SME (1995-1998), further as a regional DMO director in the Black Forest, supporting new rural, active and cultural tourism development. In her role as senior advisor (2006 – 2013) to the National Tourism Organisation of Montenegro, she worked closely with the ministry, NTO management and team, linking with hundreds of national and international stakeholders and partners. In her former position as a specialist of Travel, Leisure and Tourism at KPMG Consulting (later BearingPoint) Kirsi worked 2001-2008 with a diverse range of clients, from leading travel technology providers to emerging destinations. Today, she is co-founder and partner of ITB Advisory, as well as chapter leader of the Travel Massive Montenegro network. Since 2018, she serves in the Management Board of the Global Ecotourism Network. In education and research, Kirsi is a regular guest lecturer at European universities specializing on sustainable development, tourism management and marketing. Under her project management since 2003, the VDR Business Travel Report Germany delivers representative facts and trends on occupational mobility. Of Finnish origin, Kirsi loves the great outdoors and its protection is close to her heart. She holds a degree in Business Administration (Tourism Management and Marketing) from Heilbronn University, Germany. Since 2006, her "basecamp" is in the mountains of Montenegro.



Mr. Rudi Van Der Stappen,

Senior Expert, European Commission, DG AGRI

Rudy Van der Stappen studied Law at Leuven University (Belgium) and specialised in European, Administrative and Penal Law.

He joined the European Commission's Directorate-General for Agriculture (DG AGRI) in January 1989. He worked first on the EU wine regime, the management of the wine market and restructuring of the sector. He took part in the successive wine reforms. From 1998 to 2007, he worked on the enlargement of the European Union, the agricultural chapter, and was involved in the major wine and spirit drinks dossiers of the accession negotiations.

At present, he is nominated Senior Expert in the market unit for 'wine, spirits, fruit and vegetables and other specialised crops', where he manages in particular the wine agreements concluded with several wine producing third countries.

Ms. Sonja Srbinovska

PhD, Professor, Faculty of Agricultural Sciences and Food, University St. Cyril and Methodius, Skopje, North Macedonia

Sonja Srbinovska is working as full professor in Faculty of Agricultural Sciences and Food at Ss. Cyril and Methodius University, Skopje, North Macedonia, since 1988. Her main duties are teaching Dairy Science, Food Control Systems and Food quality and safety legislation to the students, but also provision of advice and support to Ministry of Agriculture, Food Agency, and Standardization Institute of North Macedonia, farmers and dairy associations and other stakeholders.

Prof. Srbinovska has a PhD degree in dairy processing in the field of Goat cheese. She has 27 years of professional experience in the area of milk and milk processing, but also working as project manager, consultant and trainer for many projects on national and regional level. She provides consultation services in field of technology, utilization of milk and dairy equipment intended to private farmers and dairy processing plants. She was involved in organization and participation on a lot of projects, workshops and training courses regarding milk hygiene, milk quality, small skill cheese processing, traditional production, quality schemes, etc. She was giving lecturers on different workshops and training courses abroad according food safety, functional food, traditional cheese production, procedures of products registration with PDO, PGI and TSG and so on. In 2004 she was nominated to establish Food Directorate in North Macedonia and in a period of 3 years she was working as a general manager. She was member of the Certification Board for the Seal of Quality to recommend eligibility of processors applying for the Seal. As a Expert she was involved in preparation of IPARD guidelines for dairy sector, Food Safety Strategy (2005-2010), Dairy Improvement Strategy (2013-2018), Agriculture and Rural Development Strategy (2014-2020), and now she is a member of Dairy Board in a country.

Prof. Srbinovska is also author and co-author of more than 80 publications and articles in the field of dairy science and food quality and safety.

Mr. Antanas Maziliauskas,

PhD, Chancellor, Agricultural Academy of Vytautas Magnus University, Lithuania

Professor dr. Antanas MAZILIAUSKAS (Lithuania) has doctor's degree in environmental engineering. He is currently (since 2019) Chancellor of Vytautas Magnus University, former rector of Aleksandras Stulginskis University. From 1998 to 2001 he served as Director of Agriculture and Food Department of the Lithuanian Ministry of Agriculture where had led multiple working groups in multilateral and bilateral screening meetings with the EU Commission for the accession of Lithuania to the EU. He has been co-author of the first Single Programming Document of Lithuania for the budgetary period 2004-2006, just after the accession of Lithuania to the EU. A.Maziliauskas has extensive experience in education and research management. He has been President of Lithuanian Agriculture Research Council, Board Member of the Association of European Universities of Life Sciences, Member of Royal Swedish Academy of Agriculture and Forestry, Vice-President (former President) of Board of the Nemunas Valley. A. Maziliauskas has also particular experience in development cooperation projects. During last 3 years has led three Lthuanian development cooperation projects to Republic of Mali and Algeria. Earlier he took part as a team member or leader in multiple consultancy and project evaluation missions for the World Bank and UN FAO in Nigeria, Ivory Cost, Kazakhstan, Uganda, Mali, Algeria and Yemen, as a team member in global review of the FAO Special Programme for Food Security in Latin America and Caribbean (Bolivia, Ecuador, Haiti) and West Africa (Niger, Senegal, Mauritania). During last years took part as Senior research expert for UNDP in Turkmenistan with 3 missions related to climate change impact topic. For these activities in 2015 was nominated as Good Will Ambassador of the European Year for Development.

Working Groups

Objectives:

Working Group 1 - *Diversification of economic activities in rural areas in SEE*

- To elaborate on the (preliminary) findings of the assessments conducted by the REAWGs on economic diversification through rural tourism and quality policy;
- To determine the implications of the current and future economic diversification policy on small farmers and rural businesses;
- To explore the possibilities for enhancing economic diversification in the light of the new orientation of the EU pre-accession policy under IPA III;
- To formulate regional recommendations for evidence-based and EU compliant policy on economic diversification in rural areas aiming at improving the economic performance of small rural businesses and releasing the potential for economic growth and improving the livelihood in rural areas.

Working group 2 - *Harmonization of wine regulation in SEE for enhanced competitiveness of the wine sector*

- To elaborate on the competitiveness of the Western Balkan wine market and development of wine tourism;
- To propose approach/es towards more coherent regulations and alignment with EU standards;
- To recommend solutions for establishment of a regular and visible exchange mechanism on wine regulations, and their implementation.

Working Group 3 - *Research capacities - factor of sustainable development in rural areas in SEE*

- To discuss the current status and identify challenges in the research capacities development;
- To elaborate the link between research and agri-food sector and extent to which research findings are transferred onto practice;
- To assess the capacity of small agri-food firms and the role of cooperation (associations, cooperatives, business networks/clusters) in prompting technological and knowledge transfer and adoption;
- To provide respective policy recommendations for research capacity building for sustainable rural development.

WORKING GROUP 1:
Diversification of economic activities in rural areas in SEE

Moderator: Mr. Boban Ilic

Minute taker: Ms. Maja Kostovska

WG1 PROGRAM

Wednesday, 9 October 2019

14:00 – 14:30	Introduction of the objectives of the working group, presentation of participants (tour-de-table), appointing rapporteur for the group – **Moderator**
14:30 – 15:00	Importance of diversification of economic activities in rural areas – **Ms. Paola Corsinovi,** International Consultant
15:00 – 15:30	Case study: organic and social orientated start-up – **Mr. Christopher Opancar**, Bio Balkan
15:30 – 16:00	***Coffee break***
16:00 – 16:30	Discussion
16:30 – 17:00	Identifying key barriers for diversification of economic activities in rural areas in SEE – group discussion
17:00 – 17:30	Identifying key drivers/stakeholders for diversification of economic activities in rural areas in SEE – group discussion
17:30 – 18:00	Formulating policy recommendations to be presented to the wide forum – group discussion
19:00	***Dinner***

WORKING GROUP 2:
Harmonization of wine regulation in SEE for enhanced competitiveness of the wine sector

Moderator: Ms. Bogdanka Gjorsoska - Leveska

Minute taker: Ms. Danica Nesevic

WG2 PROGRAM

Wednesday, 9 October 2019

14:00 – 14:30	Introduction of the objectives of the working group, presentation of participants (tour-de-table), appointing rapporteur for the group – **Moderator**
14:30 – 15:00	Current situation on the global wine market and the resulting challenges with a focus on the EU market demand – **Mr. Jon Hanf, PhD,** Professor, Hochschule Geisenheim University, Germany
15:00 – 15:30	IPARD in the wine sector – case study of Movino Winery – **Mr. Pero Mocan**, PhD, Managing Director, Movino Winery, North Macedonia
15:30 – 16:00	***Coffee break***
16:00 – 16:30	Competitiveness of the Western Balkan market on wine and improvement of the market access and wine tourism *Discussion*
16:30 – 17:00	Identifying key barriers for harmonization of wine regulation in SEE – group discussion
17:00 – 17:30	Identifying key drivers/stakeholders for harmonization of wine regulation in SEE – group discussion
17:30 – 18:00	Formulating policy recommendations to be presented to the wide forum – group discussion
19:00	***Dinner***

WORKING GROUP 3:
Research capacities – factor of sustainable development in rural areas in SEE

Moderator: Ms. Dori Pavloska Gjorgjieska

Minute taker: Mr. Aleksandar Damnjanovic

WG3 PROGRAM

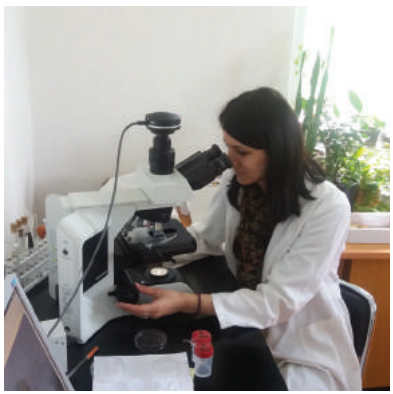
Wednesday, 9 October 2019

14:00 – 14:30	Introduction of the objectives of the working group, presentation of participants (tour-de-table), appointing rapporteur for the group – **Moderator**
14:30 – 15:00	Agricultural policy, innovation and technology transfer in the agri-food sector – **Mr. Charalampos Kasimis, PhD,** Agricultural University of Athens, Greece
15:00 – 15:30	Overview of the agri-food research capacities in the Western Balkans – **Ms. Ankica Kondic - Spika, PhD,** Institute of Field and Vegetable Crops, Novi Sad, Serbia
15:30 – 16:00	***Coffee break***
16:00 – 16:30	Discussion
16:30 – 17:00	Identifying key barriers for research, innovation and technology transfer capacities in the agri-food sector in SEE – group discussion
17:00 – 17:30	Identifying key drivers/stakeholders for research, innovation and technology transfer capacities in the agri-food sector in SEE – group discussion
17:30 – 18:00	Formulating policy recommendations to be presented to the wide forum – group discussion
19:00	***Dinner***

FIELD TRIP

10 October, 14:30 – 19:00

Hydrobiological institute, established in 1935, is a public governmental higher education and scientific research institution of national interest, which focuses on limnology, covering the natural and artificial lakes, as well as rivers. Its main subject of research is limnology of the natural lakes of North Macedonia (Ohrid, Prespa and Dojran), with special emphasis on the Ohrid lake – the oldest lake in Europe and the biggest and deepest in North Macedonia. In addition to the highly sophisticated laboratory equipment the Institute possesses boat for field work in the Ohrid lake.



The city of Ohrid with its natural, cultural, spiritual and historical features, is the most developed tourist and cultural center in North Macedonia. Its values have been recognized in the world, thus Ohrid and Ohrid Lake are inscribed on the UNESCO list as a rare cultural and natural heritage. Due to the large number of churches and monasteries, the city of Ohrid is known as Balkan and European Jerusalem. It is also known as the "*City of Light*", a literal translation of its old name, Lychnidos. The city was first mentioned 2,400 B.C. The old road Via Egnatia, linking the Adriatic and the White Sea, passed in its vicinity, which was an important circumstance for the development of Ohrid in the past. Ohrid trout, freshwater fish is an endemic species that lives in the Ohrid lake and is the closest ancestor of the species that lived in this area since the Tertiary. As one of the trademarks of North Macedonia, it is found on Macedonian coins.