



*CEI Wholesale Markets Foundation*



*Wholesale Market - Belgrade*

*Workshop for Managers from European Wholesale Markets*

*Wholesale market's influence on  
improvement of competitiveness at  
national production level*



*April 07 – April 11, 2013.*

*Belgrade*

## Sunday, 07<sup>th</sup> April

- Arrival of participants to Belgrade

- Accommodation at hotel “BALKAN”

The Hotel “Balkan” is situated at very center of Belgrade, at Prizrenska Street, number 2.

Hotel-s phone number is + 381 11 363 6000 (dial only 363 6000 for local call).

- 20.00 WELCOME DRINK

The welcome drink is planned after afternoon rest. It will be organized at hotel restaurant, in order to welcome participants and to introduce ourselves to each other.

# Monday, 08<sup>th</sup> April

- 09:00 Departure from hotel  
Transport for the whole group is organized by the bus that will be parked in front of main entrance to Hotel.
- 09:30 Arrival at Belgrade Wholesale Market  
The address of Belgrade WM is Autoput bb (former Kvantaš market)
- 09:30 – 10:30 Site tour
- 11:00 Workshop opening (conference room at Wholesale Market)
- 11:00 – 12:30 Session I - PP presentations and press questions:

1.	Vojislav Lazarević, Belgrade Wholesale Market	Welcome speech on behalf of Belgrade Wholesale Market
2.	Zoran Krsnik, NWMC	Welcome speech on behalf of CEIWMF
3.	Elżbieta Walczyńska, CEI WMF	PP Presentation about CEIWMF
4.	Dario Kobescaj, Zagreb WM	"Zagreb WM"
5.	Roman Fedyshyn, Ukraine	"Shuvar" Wholesale Market - Lviv, Ukraine"
6.	Tibor Kekedi Budapest WM	„Present position and future prospects of Budapest WM“
7.	Robert Pap, Szeged WM	Present position and future prospects of Szeged WM“
8.	Andrzej Kowalczyk, Warsaw BRONISZE WM	"Influence of Warsaw Bronisze Wholesale Market on competitiveness of horticultural production in central Poland"
9.	Endrin Kashari, Lushnje WM	"Presentation of Lushnje Wholesale Market, Albania"
10.	Thierry Randisi, Rijeka WM	"Short presentation of Rijeka Wholesale Market"
11.	Oleksiy Chumak, Kiev, Stolychnyi WM	"WM Stolychnyi. Development dynamics. New perspectives"

- 12:30 – 13:00 Coffee break
- 13:00 – 14:30 Session II
1. Dragan Pusara, managing director at Belgrade Wholesale market  
„Wholesale markets' influence on increase of domestic agricultural products export“
  2. Evica Mihaljevic, Association „Fruits of Serbia“  
“Export of fruit from Serbia – fresh, frozen and dried“
- 14:30 – 15:00 Lunch break
- 15:00 – 16:30 Session III
3. Kolinda Hrehorovic, Head of unit for fruit and vegetables production at Republic Ministry of Agriculture, Forestry and Water Management  
“Implementation of OECD schemes into national legal framework and its influence on market“
  4. Vlade Zaric, Profesor at Faculty of Agriculture, at Belgrade University  
„Trends of trade in agricultural food products in Republic of Serbia“
- 16:30 Workshop closing and departure to hotel
- 20:00 – 22:00 Dinner for all participants  
Meeting in front of hotel and departure to Restaurant IGUANA at Karadjordjeva Street, number 2-4 (Dock Belgrade - Belgrade Port).
- 22:00 Departure to the hotel

## Tuesday, 09<sup>th</sup> April

- 11:00                      **Departure for Čelarevo – “Podunavlje” a.d**  
(Transport for the whole group is organized by the bus that will be parked in front of main entrance to Hotel)  
The holding Podunavlje a.d in the town of Celarevo (about 120 km north-west from Belgrade) has about 2300 ha of land dedicated to crop production. Since last year, it has taken up intensive production of well-known international varieties of apple on a surface area of 100 ha, including Breaburn Marriri Red, Gala Buckfield and Green Challenger, which are grown using Sudtirol’s technology. This is highly dense planting with 3.2 meter spacing between rows and 0.8 meter spacing in rows. This apple growing technology produces a symbolic yield as early as in the first year; the full yield of 60 - 70 t/ha is reached in the 5th year of growing. The orchard is equipped with an antifrost system, an irrigation system and a fertigation system, as well as an anti-hail system.
- 13:00                      **Arrival at Čelarevo**
- 13:00 – 15:00            **Site tour and presentation** by Ms. Julka Toskic, Manager at Agro Service at the Delta Agrar company
- 15:00 – 17:00            **Lunch at Restaurant Čarda, at Danube**
- 17:00                      **Departure to hotel**  
Arrival at Belgrade is expected about 18:30

# Wednesday, 10<sup>th</sup> April

**10:00**                      **Departure from hotel to Belgrade Wholesale Market for ANNUAL MEETING OF THE FOUNDATION MANAGEMENT BOARD**  
Transport for the whole group is organized by the bus that will be parked in front of main entrance to Hotel.

**11:00**                      **Opening the meeting**

**AGENDA OF THE MEETING OF THE PROGRAMME COUNCIL  
of the CEI Wholesale Markets Foundation having its registered office in Bronisze  
held on 10 April 2013**

1. Opening of the Meeting
2. Election of the Chairman and Secretary of the Meeting
3. Determination that the meeting of the Foundation Council is properly convened and is able to adopt resolutions
4. Approval of the proposed agenda
5. Adoption of a resolution on acceptance of a new member to the Foundation – the Belgrade Wholesale Market
6. Adoption of a resolution on suspension of a member of the Foundation Council
7. Adoption of a resolution on changes in composition of the Foundation Council
8. Adoption of a resolution on dismissal of members of the Management Board
9. Adoption of a resolution on appointment of members of the Foundation Management Board for a new term of office
10. Examination of the report of the Management Board on the Foundation activity in 2012 and the financial statements of the Foundation for 2012
11. Adoption of resolutions concerning:
  - a) Approval of the report of the Management Board on the Foundation activity in 2012
  - b) Approval of the financial statements of the Foundation for 2012
12. Approval of increase in the Foundation revenue in 2013
13. Discussion on the actual legal status of registration the Foundation new Statute
14. Adoption of a resolution on a change in the Statute of the Foundation (change in the goal of the Foundation)
15. Discussion on the future activities of the Foundation in 2013 and 2014
16. Miscellaneous issues
17. Closing of the Meeting

**13:00 – 14:00**                      **Lunch and coffee**

**14:00 – 18:00**                      **Belgrade city tour**

**18:30**                                  **Arrival at Hotel**

**21:00 – 24:00**                      **Dinner**  
Dinner will be organized at restaurant “TRI ŠEŠIRA” (“Three hats”) at the most popular bohemian quart in Belgrade – Skadarlija.  
(transport is organized by bus in front of hotel)

## About Belgrade Wholesale Market

*Belgrade Wholesale Market* is the largest open-air market in the country, bound for trade in agricultural products.

There are more than five hundred wholesale traders from all over the county, who merchandise on the Wholesale Market, wherefore the offer of seasonal fruits and vegetables is quite various and high-classed.

Futog's Cabbage, Ivanjica's potato, Leskovac's tomato and pepper, Smederevo's and Topola's grapes, Prokuplje's plum, Bela Crkva's apples, Grocka's peaches – represent only small, but the most famous part of rich supply.

Besides Belgrade night clubs, the Wholesale Market is one of the most visited and the most sprightliest places by night, considering that the most of wholesale trade goes on precisely by night and during early morning.

About 2,500 customers daily visit the Wholesale Market, and monthly turnover is about 9,000 t. The most part of green market sellers and grocery stores owners - is supplied by fruits and vegetables at Belgrade Wholesale Market.

The location of Belgrade Wholesale Market is fairly suitable for merchantry and fully approachable to sellers as well as for buyers, according to highway and airport proximity, and still, it is only a 15 minutes driving from city center.

Trading area spreads on 7 ha and is consisted of 869 parking places for trucks. Furthermore, there is a 3,000 m<sup>2</sup> of office and warehouse space. During this year, Belgrade Wholesale Market will gain a facility of 10,400 m<sup>2</sup>, which will be used for selling, warehousing and exhibition of fruits and vegetables.



## About Belgrade

Belgrade is situated at the place where the Sava joins the Danube. Belgrade is one of the oldest cities in Europe and, beside Athens, the greatest urban whole of the Balkan Peninsula. Belgrade is the capital of Serbia, having around 1,7 million residents. In the field of traffic and transport, it is a city of the highest importance as a road and railway center, as a port for river and air traffic, and as a telecommunication center. It spreads over 3.6% of the territory of Serbia, and 15.8% of Serbian population lives in this city. Also, 31.2% of all employed workers in Serbia work in Belgrade.

Belgrade as Singidunum, “the city of the Sings”, a Dachian tribe succeeded by the Celts in the III century B.C., who were the lords of the settlements where today’s Zvezdara and Visnjica are... As the “White City”, called thus by the Slavs who settled here in the VI and VII century, whilst the first written record about the city named “Belgrade” dates back to the year of 878...

Today’s complex of the Belgrade fortress, as unique museum of turbulent history of the city, comprises of the Upper Town, Lower Town and Kalemegdan park, which up to XIX was void space in front of the wall of the fortress where the anticipated enemy was expected – hence the Turkish name of the park: kale – fortress and megdan – field.

Belgrade as a port, as the quay where the Sava flows into the Danube, claimed by the philosopher Constantine to be the mystic biblical Pison (Genesis 2,11), one of the four Eden rivers. The Danube brings to Belgrade Strauss’ inspiration with the mid-Europe spirit, while the Sava keeps the secrets of the fishermen and bohemians Derocco and Mika Alas, living these new times together with its rafts...

With its bridges Belgrade is not just Balkans, but it steps forward to Central Europe and becomes the city which collects the experience of different cultures. With its bridges, Belgrade acquires Zemun with Srem, Pancevo with Banat...

Belgrade as the monument of nature whose green treasures are Kalemegdan and Tasmajdan parks, Avala, Topcider, Zvezdara, Kosutnjak, Ada Ciganlija... Among the see of buildings, skyscrapers and boulevards there are true natural reservoirs such as the Botnical garden or The Great War Island.

Belgrade as a big family having its feast, its holiday Spasovdan – the day of Christ’s Ascension which, by Christian calendar, is on different date every year, but always on Thursday, forty days after Easter and ten days before Pentecost.

## About Belgrade

Belgrade life means falling in love and adventure, going out, parting and meeting, romance and pathos, passion and youth, and rush through the traffic jam.

Belgrade as the art pavilion where FEST, BELEF, BITEF, Joy of Europe, BEMUS, October Salon and Book Fair take place as the international exhibitions of art which meant life to Belgrade in all kinds of political and social circumstances.

Belgrade as the Christian city where despot Stefan Lazarevic raised the Church of the Mother of God, writing down in his charter: "And having come, I found the most glorious place of all, the great city of Belgrade, which was at the time ruined and deserte. I raised it and dedicated it to the Mother of God."

Through the history of Belgrade, the tracks of building and demolishing were left by the Celts, Roman and Byzantine Empires, medieval Hungary, Ottoman Empire, Habsburg Monarchy, Serbs and the "Yugoslavs." Its "invisible" history is yet to be revealed...

Belgrade as a grid of allies, dark streets and vaults, cobbled and macadam streets, fences and huts – antiquities sometimes not respected enough. They are all over the

place, but unnoticed for many, among buildings and skyscrapers, boulevards and parks... They remind of what Belgrade used

to be, besides fortress, also a small and backwater town...

Belgrade as something old that runs away from oblivion and as something new to which one joyously strives... Twice in a short time the words echo through squares and streets of snow-covered, this time truly, "white city" – the words expressing wishes and hopes for the better future...