

# International Agricultural Fair Novi Sad

18 – 23 May 2024



## Programme



Saturday

18 May – EU opportunity day

11.00 – 11.45



Aula (entrance hall  
of the Fair)

Opening ceremony

12.30 – 13.30



EU Pavilion (Hall 1)

VIP talk – Benefits of applying the EU standards in Serbia

Agricultural policies of EU – standards; comparisons and benefits of applying the standards. Direct value and importance of the EU agricultural policies for Serbia as a candidate country, and later as an EU member.

**Speakers:**

EU Commissioner for Agriculture, **Janusz Wojciechowski**

Minister of Agriculture, Forestry and Water Management, **Aleksandar Martinović**

BioSense Institute, director, **prof. PhD Vladimir Crnojević**

Moderation: Mirela Mitrić, RTV Vojvodina Agricultural desk editor

Serbian translation will be available.

PANEL

13.30 – 15.00



Fair's Congress center  
1st Floor

Sustainable Agriculture – organizer NS Fair

13:30 - 14:30 Panel 1

Topic: Programs supporting sustainable agriculture

**Speakers:**

Ministry of Agriculture, forestry and water management

GIZ, **Tomislav Knežević**, TBC

FAO, **Dragan Terzić**, consultant

UNDP, **Vladimir Jovanović**, project coordinator

Moderation: Marija Čeklić, journalist

CONFERENCE

**Saturday**  
**18 May – Opportunity day**

**13.45 – 15.15**

  
EU Pavilion

**INFO SESSION**

### **IPARD III Measures presentation - (M1), (M3), (M4), (M7)**

The type of investments that can be supported under different measures; the criteria of eligibility for the support; information concerning the maximum amount that can be granted for a given investment and how much funding must be derive from applicant's own resources; the timetable of open calls.

#### **Speakers:**

- Independent consultant for programming measures of the IPARD program for enhancing competitiveness (M1) i (M3), **Rastko Cenić**
- Senior Advisor for Programming Agro-Ecological Climate Measures (M4), **Marina Vujović**
- Independent Advisor for Programming IPARD Measure for Diversification of Rural Economy (M7), **Katarina Đurić**
- Assistant Director of the Legal and General Affairs Sector, **Lazar Popović**

Moderation: Sonja Balaban, RTV Vojvodina

**15.30 – 16.30**

  
EU Pavilion

**INFO SESSION  
AND  
PROJECTS  
PRESENTATION**

### **Presentation of the EU Green Agenda project call and co-funded agricultural innovations in Serbia**

Presentation of a public call for agriculture within the EU project for the Green Agenda, with the overview of the project itself and the role of the agriculture sector in the implementation of the Green Agenda. After the presentation, four companies will present their solutions for sustainable agriculture for which they received support.

#### **Speakers:**

- UNDP, **Katarina Sajc**
- UNDP, **Radovan Nikčević**
- Global Seeds, **Ina Radanović**
- Atfield Technologies, **Vukašin Pejović**
- EkoAgrar, **Marko Marić**
- RRA Srem, **Milan Mirić**

**Sunday**  
**19 May**

**10.00 – 11.00**

  
EU Pavilion (Hall 1)

**PRESENTATION**

### **Sensors and Robots in Contemporary Agriculture**

Presentation about sensors developed at the BioSense Institute, their application in various fields, with a special focus on agriculture, and presentation of the robots where these sensors have found concrete application, enabling farmers to easily collect data on the soil conditions on their plots, as well as on the overall health status of crops.

#### **Speaker:**

- BioSense Institute, **Goran Kitić**

Sunday  
19 May

11.30 – 12.30



EU Pavilion

PANEL

Embassy of the Federal Republic of Germany presents

### Regional Agricultural Policy Cooperation – key tool for EU integration

Development of Agricultural Policies in the Western Balkans; examples of regional cooperation within the Agricultural Policy Dialogue Germany-South East Europe.

#### Speakers:

- Secretary General of the Regional and Rural Development Standing Working Group for South East Europe (SWG), **Boban Ilić**
- Regional Agricultural Counsellor – German Embassy, **Frank Müller**
- Regional Expert on Organic Agriculture - Ministry of Agriculture, Forestry, Water Management, Republic of Serbia, **Branislav Raketić**
- SWG Regional Expert on Impact of Climate Change in Agriculture – University of Skopje, **Ordan Chukaliev**
- SWG Expert on Monitoring and Development of Agricultural Policy - Director of Agricultural Stock Exchange Novi-Sad, **Vlado Kovačević**

Moderation: Mirela Vasin, RTV Vojvodina

Serbian translation will be available.

13.00 – 14.00



EU Pavilion

INFO SESSION

### Towards IPARD III incentives

IPARD III program functioning; application process for the IPARD 2021-2027; payments to the beneficiaries; good practices and benefits.

#### Speakers:

- Independent consultant for programming measures of the IPARD program for enhancing competitiveness, **Rastko Cenić**
- Project Approval Sector, **Nataša Pantić**
- On-site Control Sector, **Dejan Cerovina**
- Payment Incentive Approval Sector, **Aleksandra Milić**

Moderation: Goran Eror, RTV Vojvodina

14.00 – 14.45



EU Pavilion

PANEL

Ministry of European integration presents

### IPARD from another angle

Perception of IPARD from the point of view of users and agencies that guide clients through the entire process.

#### Speakers:

- „Voćar Slankamen”, **Nikola Kotarac**
- „Deus grupa”, **Mitar Deurić**
- „Agro Solutions Group” consultant for IPARD, **Đorđe Mirković**
- Ministry of Agriculture, forestry and water management, **Jasmina Miljković**

Moderation: Danilo Golubović, advisor to the Minister of European integration

Sunday  
19 May

15.00 – 16.00



EU Pavilion

### AgAR – Universal Robotic Platform

Presentation of the universal robotic platform in agriculture, where universality means the possibility to integrate various functionalities (picking, mowing, sowing, etc.) within a single platform.

#### Speakers:

- Coming Computer Engineering Niš, **Nikola Velčev, lead software engineer**
- Coming Computer Engineering Niš, **Marko Tamburić, business development manager**

PRESENTATION

16.10 - 17.10

WORKSHOP FOR  
CHILDREN  
AND YOUTH



EU Kitchen  
(EU pavilion, Hall 1)

### Cellular agriculture - lab-grown meat

Workshop participants will learn how burgers and steaks are made in the laboratory, what sets them apart from regular meat, why lab-grown meat will be important in the future, and many other interesting aspects of the so-called cellular agriculture. Come join us as we make 3D burgers together and share fascinating stories about science!

Workshop leader: Ivana Gađanski, BioSense Institute

12.45 – 13.30

Representatives of European Union member states embassies prepare favourite dishes from their national cuisines.

### Lunchtime with the Ambassador of Federal Republic of Germany to Serbia

Menu of the day: TBC

### Lunchtime with Poland

Menu of the day: meat, sauerkraut, and mushroom pierogi (dumplings)

### Lunchtime with the Deputy Ambassador of the EU to Serbia

Menu of the day: TBC

13.45 – 14.30

14.45 – 15.30

Monday  
20 May

10.00 – 11.00



EU Pavilion

### VIP talk – The quality of food in Serbia and the European Union

Promoting product quality, promoting European Union quality schemes; supporting farmers in accessing new markets for their products.

#### Speakers:

- EU Delegation to Serbia, **Andrej Papić, project manager**
- **Representative of the Ministry of agriculture, forestry and water management – TBC**
- LIDL Serbia KD, **Bojana Stojanović – head of quality assurance**
- Ministry of Agriculture, Forestry and Water Management, **Branislav Raketić**

Moderation: Goran Eror, RTV Vojvodina

PANEL

Monday  
20 May

11.30 – 12.15



EU Pavilion

PRESENTATION

Embassy of the Kingdom of the Netherlands presents

### Advanced integrated and biological protection in modern fruit and vegetable production

The future of the premium fruit and vegetable market; imperatives in advanced fruit and vegetable production; biostimulants for plant metabolic balance; tolerance to climate change; precise mineral nutrition; induced systemic resistance; application of biopesticides and other bioactive substances; the concept of Zero waste, zero residues, zero kilometres, and examples.

#### Speakers:

Zeleni hit d.o.o. Belgrade, **PhD Nebojša Momirović**  
Zeleni hit d.o.o. Belgrade, **MSc Nevena Momirović**

12.45 – 13.45



EU Pavilion

PANEL

Embassy of the Kingdom of the Netherlands presents

### The Future of Biogas – Addressing Environmental Imperatives

#### Speakers:

- President of the Biogas Association of Serbia **Goran Knežević**
- Department of Environmental Protection, Faculty of Technical Sciences, Novi Sad, **PhD Đorđe Đatkov, head of the Department for Biological Systems Engineering**
- Director of the Biogas Company Almex, **Dušan Dobriković**

Moderation: Lidija Zelić - Executive Director of the Biogas Association of Serbia

14.00 – 14.45



EU Pavilion

PRESENTATION

Embassy of Austria presents

### Good Environmental Monitoring (EM) is the Basis for Safe Food

#### Speaker:

- Biomedica MP d.o.o. (as full subsidiary of Biomedica Medizinprodukte GmbH), **Petar Puškić, sales and application specialist**

15.00– 15.30



EU Pavilion

INFO SESSION

### Financing products and Advisory support to SMEs in Serbia

#### Speakers:

- European Bank for Reconstruction and Development (EBRD), **Mirko Graovac**
- European Bank for Reconstruction and Development (EBRD), **Miloš Lukić**

Monday  
20 May

15.40 – 17.10



EU Pavilion

### IPARD - new Measures M1 + M3 + M7 presentation

#### Speakers:

- Advisor for programming LEADER measures of the IPARD program (M1 and M3), **Aleksandra Bogić**
- Independent consultant for programming IPARD measures for diversification of rural economy (M7), **Katarina Đurić**
- Project Approval Sector, **Ivan Egerić**

Moderation: Maša Milojković, EU Info Center Belgrade

INFO SESSION

17.15 – 18.00



EU Pavilion

The Ministry of European Integration presents

### Programmes of European Territorial Cooperation between the Republic of Serbia with European Union Member States

#### Speakers:

- Faculty of Agriculture Novi Sad, projects "Cross Tree," "Sasfru," **PhD Nenad Magazin**
- Faculty of Agriculture Novi Sad, strategic project "AdaptiVitis," **PhD Dragoslav Ivanišević**

Moderation: Ivana Davidović, Ministry for European Integration

PANEL



EU Kitchen  
(EU pavilion, Hall 1)

12.30 - 13.15

Representatives of European Union member states embassies prepare favourite dishes from their national cuisines.

### Lunchtime with the Ambassador of the EU to Serbia

Menu of the day: TBC

13.30 – 14.15

### Lunchtime with the Ambassador of Czech Republic to Serbia

Menu of the day: TBC

Tuesday  
21 May

10.00 – 11.00



EU Pavilion

### Results of agricultural census

The importance and objectives of the 2023 census of agriculture; results of the 2023 Census of Agriculture

#### Speakers:

- EU Delegation to Serbia, **Andrej Papić, project manager**
- Head of the Department for Agriculture and Forestry Statistics, **Jelena Perać**
- Head of the Group for Structural Research and Register of Agricultural Holdings, **Gordana Veljković**

INFO SESSION

Tuesday  
21 May

11.15 – 12.00



EU Pavilion

PRESENTATIONS

Embassy of Austria and EU4Green present

**Sustainable agriculture – the Austrian approach**

**Speakers:**

- PIG Austria, **PhD Peter Knapp - managing director**  
Topic: Breeding goals for sustainable pig production
- Schaumann Agri Austria GmbH & Co. KG, **PhD Dragomir Jeremić, regional manager**  
Topic: Appropriate support for modern genetics through an adapted feeding concept
- Genostar Rinderbesamung GmbH, **PhD Friedrich Führer – general director**  
Topic: TBC
- EU4Green, **Žarko Vukomanović - environmental protection expert**

Serbian translation will be available.

12.10 – 13.40



EU Pavilion

PRESENTATIONS

Embassy of Denmark presents

**Together towards the solutions of tomorrow**

Innovative Technology in Danish Agriculture (from the usage of data, to feed, genetics, animal farm solutions, and sustainability approach). Seven companies will each deliver key messages about their work and a presentation showcasing their solutions.

**Speakers:**

- DanBred company, **Meroujan Ogannisian, area sales manager**
- DanVit company, **Dragan Prokić, director**
- CF Nielsen company, **Mikkel True Torsti Larsen, regional sales manager**
- CF Nielsen company, **Željko Cumbo, briquetting expert**
- Datalogisk company, **Birger Hartmann CEO**
- Unitron company, **Alex Shein, area export manager**

Moderation: Jovana Božičković, EU INFO CENTRE Belgrade

Serbian translation will be available.

13.45 – 14.45



EU Pavilion

PANEL

Embassy of Italy presents

**Aggregation: enhancing quality and profitability in hazelnut supply chains**

**Speakers:**

- Ferrero, **Luigi Ramoni, head agronomist**
- Ferrero, **Aleksandar Petrović, manager outgrowing development**

Serbian translation will be available.

Tuesday  
21 May

15.00 – 16.00



EU Pavilion

PANEL

Embassy of France presents

### How can certified seed meet Serbia's current agronomic challenges - the French experience

Talks on plant reproductive material with the participation, of French companies (Axereal, Lidea seeds) and an expert of French interbranch organization on seeds (SEMAE).

Introduction by the French Ambassador of France, **HE Mr. Pierre Cochard**

#### Speakers:

- Representative of Serbian certification authority, **Nebojša Milosavljević**
- AXERREAL, **Siniša Đurić, country manager Serbia**
- LIDEA seeds, **Branislav Savić, country manager Serbia**
- French seeds interbranch organisation (SEMAE), **Christophe Lancelot**
- French maize & sorghum seed producers federation (FNPSMS), **Pierre Guillaumin**

Moderation: **PhD Svetlana Balešević – Tubić, general secretary of Serbian seed association**

Serbian translation will be available.

16.15 – 17.15



EU Pavilion

INFO SESSION

### IPARD – what do the Measure 4 and Measure 5 bring

#### Speakers:

- Senior Advisor for programming agro-ecological climate measures (M4), **Marina Vujović**
- Advisor for programming LEADER measures of the IPARD program (M5), **Aleksandra Bogić**

Moderation: Danijela Vučić, EU Info Point Niš

17.25 – 18.10



EU Pavilion

PANEL

### The Ministry of European Integration presents

Cross-border cooperation programs of the Republic of Serbia with EU candidate countries (Montenegro, Bosnia and Herzegovina, and North Macedonia).

#### Speakers:

- Agricultural Development Corporation „Zlatiborski Eko Agrar“, **Marko Marić, director**
- Presentation of the project „Od mleka sa naših planina“, **milk factory Naša Zlatka**

Moderation: Sanda Šimić, Acting Assistant to the Minister for European Integration



Tuesday  
21 May



EU Kitchen  
(EU pavilion, Hall 1)

14.00 – 14.45

### Lunchtime with the Ambassador of French Republic to Serbia

Menu of the day: Duck breast with puree. Dessert: caramelized apple and chocolate mousse.

15.00 – 15.45

### Lunchtime with Netherlands

Menu of the day: Small Dutch pancakes (poffertjes)

Wednesday  
22 May

10.00 – 11.30



EU Pavilion

#### PANEL

Embassy of the Czech Republic presents

### Breeding of cattle for fattening, situation after EU membership and further perspectives

#### Speakers:

- Embassy of the Czech Republic in Belgrade, **Vladimír Váňa**, agro-economic attaché
- Other speakers: TBC

10.00



EU Pavilion  
(Chill zone  
of the Pavilion)

### Presentation of the EU project Strengthening the Resilience of the Agriculture Sector to Natural Disasters

Start of the Treasure Hunt game. Students from Agricultural Schools in Serbia are participating.

11.45 – 12.30



EU Pavilion

#### PRESENTATION

### AgroSens - a necessity for every modern farmer

Introduction to the basics as well as enhancements of a free platform that helps farmers monitor crop conditions in real-time on their plots.

#### Speaker:

- BioSense Institute, **Miloš Pandžić**, researcher

13.00 – 13.45



EU Pavilion

#### PRESENTATION

### Climate Quest

Presentation of the project 'Enhancing the Resilience of the Agricultural Sector to Natural Disasters' and presentation of the results of the elective subject 'Climate Change in Agriculture', which was implemented for the first time in agricultural schools across Serbia during the 2023/2024 school year.

Wednesday  
22 May

14.00 – 14.45



EU Pavilion

PRESENTATION

Embassy of Austria presents

### Agricultural innovation – insights from Austria

#### Speakers:

– Austrian Agricultural Cluster, **Hermann Wieser, director**

**Title:** Agri-Innovation „Made in Austria“ in context with EU-Green Deal & Farm-to-Fork Strategy

– Pessl Instruments GmbH, **Ivan Marković, sales manager**

**Title:** How to get more advanced use of pesticides

– Smaxtec animal care GmbH, **Chris Horwath, chief sales officer/global sales director**

**Title:** TBC

Serbian translation will be available.

15.00 – 15.45



EU Pavilion

PANEL

Embassy of Hungary presents

### No leftovers - stop wasting food!

#### Speakers:

– Program coordinator of Waste less Campaign, Hungarian Food Chain Safety Agency, **PhD Dávid Szakos**

– Serbian Ministry of Agriculture, Forestry and Water management, **Snežana Savčić Petrić**

– Expedit Nodum R&D Agency, **PhD Erzsébet Némedi, owner, managing director**

– University of Novi Sad, Faculty of Technology, **PhD Zita Seres, deputy dean for science**

Moderation: Jovana Božičković, EU INFO CENTRE Belgrade

Serbian translation will be available.

16.00 – 16.45



EU Pavilion

PANEL

Ministry of European Integration - program

### Joint appearance at the market as a factor of the competitiveness of small food producers

#### Speakers:

– LAG Čačak – Gornji Milanovac - project „Podrška lokalnom malom biznisu“ as part of the EU PRO Plus program, **Nedeljko Radulović, manager**

– Project „Od lokalne pijace do lokalne večere“ as part of the EU PRO Plus program and project „Najbolje od BP - podrška preduzećima koja proizvode mlečne proizvode u Braničevsko-podunavskom regionu“ part of EU PRO program, **Ivana Antonijević, director of Regional Development Agency Braničevo - Podunavlje**

Moderator: Milivoje Jovanović, director of the NGO ENECA, project „Fabrika dobre hrane“ part of EU PRO program

Wednesday  
22 May

17.00 – 17.45



EU Pavilion

Embassy of the Slovak Republic presents

### Potential for self-sufficiency in organic fertilizer production using animal waste processing in Serbia

Presentation of the company ROKOSAN, Slovak producer of organic fertilizers.

Serbian translation will be available.

PRESENTATION



EU Kitchen  
(EU pavilion, Hall 1)

Representatives of European Union member states embassies prepare favourite dishes from their national cuisines.

### Lunchtime with the Ambassador of the Republic of Austria to Serbia

Menu of the day: Tyrolean Gröstl

### Lunchtime with the Deputy Head of Mission of Slovak Republic to Serbia

Menu of the day: TBC

13.00 – 13.45

14.30 – 15.15

Thursday  
23 May

10.00 – 11.00



EU Pavilion  
(Hall 1)

Embassy of Spain presents

### Organic food production – comparison Serbia vs Spain

#### Speakers:

- INA group, **Belén Navarro Cuenca**
- MAFA group, **Pablo Rodríguez Nuñez**
- Tradeagro, **Miloš Vukićević**
- Faculty of ecological agriculture at Educons University, Sremska Kamenica, **PhD Slobodan Mihajlović**, professor of ecological horticulture and general plant protection in ecological agriculture

Moderation: Mirela Mitrić, RTV Vojvodina

PANEL

11.00 – 13.00



Master Hall

### Kick off meeting of the EU twinning light project for the poultry sector

Organization of the event: Ministry of Agriculture.

Thursday  
23 May

11.30 – 12.30



EU Pavilion

PANEL

### Youth programme opportunities

Generation gap in agriculture, modern way of farming VS experience. Exchange of the different approaches to agriculture practices, environment, and motivation to take on agricultural work in general.

#### Speakers:

- Career Development Center, Faculty of Agriculture, Novi Sad, **Mladena Mikan**
- Association of New Generation Farmers, **Stefan Gligorić**
- GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit), **Marija Radovanovic**

Moderation: Mirela Mitrić, RTV Vojvodina

13.00 – 14.00



EU Pavilion

PANEL

### Artificial intelligence in agriculture – what does the future hold?

Discussion on the key points where technology adoption creates great value for the sector. Better compliance with irrigation and fertilization; early detection and control of pests and diseases; reduction and optimization of work in process optimization; state-of-the-art crop forecasting

#### Speakers:

- CTO of Coming Soft, **Miloš Bogdanović**, associate professor at the Faculty of **Electronic Engineering, Niš**
- CERES project, **Milan Kilibarda**
- Institute BioSense – TBC

Moderation: Mirela Vasin, RTV Vojvodina

14.30 – 15.30



EU Pavilion

PRESENTATION

### Animal health, EU project presentation

Detail: TBC

#### Speakers:

- Representative of the Veterinary Directorate - TBC
- Veterinary Directorate Subotica - TBC



Programme is susceptible to minor changes.