



Background, scope and objectives

Promoting and diversifying agricultural exports is one of the key priorities for the agricultural sector in the Europe and Central Asia region. However, the experience of the region with developing institutions and implementing programs to address the challenges associated with diversifying the export base or entering new markets is relatively limited. In this context, FAO is supporting the countries in the region with knowledge sharing and analysis on the experience with food export promotion at the global level. For example, FAO is supporting the Government of Moldova with developing country case studies on experiences with food export promotion in Chile, Poland, Austria, Estonia, China and Brazil. These are intended to help start a discussion on strategic prioritizing for a market promotion policy in Moldova. Several other countries in the region expressed interest in receiving information and FAO assistance for accessing export markets and diversifying exports.

The objective of the two day *Expert Round Table “Best practices in export promotion: Experiences in Latin America, Europe and Central Asia”*, organized jointly by FAO and IAMO, is to bring together the existing evidence and best practices that would contribute to the development of export promotion strategies and plans in Eastern Europe and Central Asia. Case studies prepared as part of the FAO project in Moldova will serve as base materials for presentations and discussions during the Round Table.

This expert meeting is intended to explore the following key questions:

- What policies and programs have been put in place to promote exports in different countries?
- What are the resources needed and what have been the constraints to policy implementation?
- What are the roles and responsibilities of the different government agencies in export promotion? How is work organized within the key institutions?
- How is the interaction with the private sector organized, and what is the mode of coordinating public and private sector efforts to enter new markets or expand the existing ones?
- How effective are the different export promotion instruments (for example, market intelligence, selecting target markets, building export readiness/support to meeting market requirements, identifying opportunities for marketable commodities/food, marketing/promotion actions, building partnerships with importers, closing export deals)
- What have been the impacts of targeted export promotion programs and what are the lessons learned?



Expected outcomes

The Expert Round Table will serve to clarify some of the key issues related to the design and implementation of export promotion policies and programs and outline lessons learned and recommendations for the countries in Europe and Central Asia.

Participants

Researchers and experts with experience in designing, implementing or analysing export promotion policies and programs are invited to participate. Limited resources are available to cover travel expenses of the presenters.

Additional information

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