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UNITED NATIONS INDUSTRIAL
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REPORT ON DISCUSSIONS IN YUGOSLAVIA CONCERNING THE PROPOSED "INTERNATIONAL CONSULTATION ON AGRO-INDUSTRIAL DEVELOPMENT"

The International Consultation on Agro-Industrial Development is a part of the activity "Joint UNIDO/Yugoslavia Centre for International Co-operation in Development of Agro-Industries for the Benefit of Developing Countries

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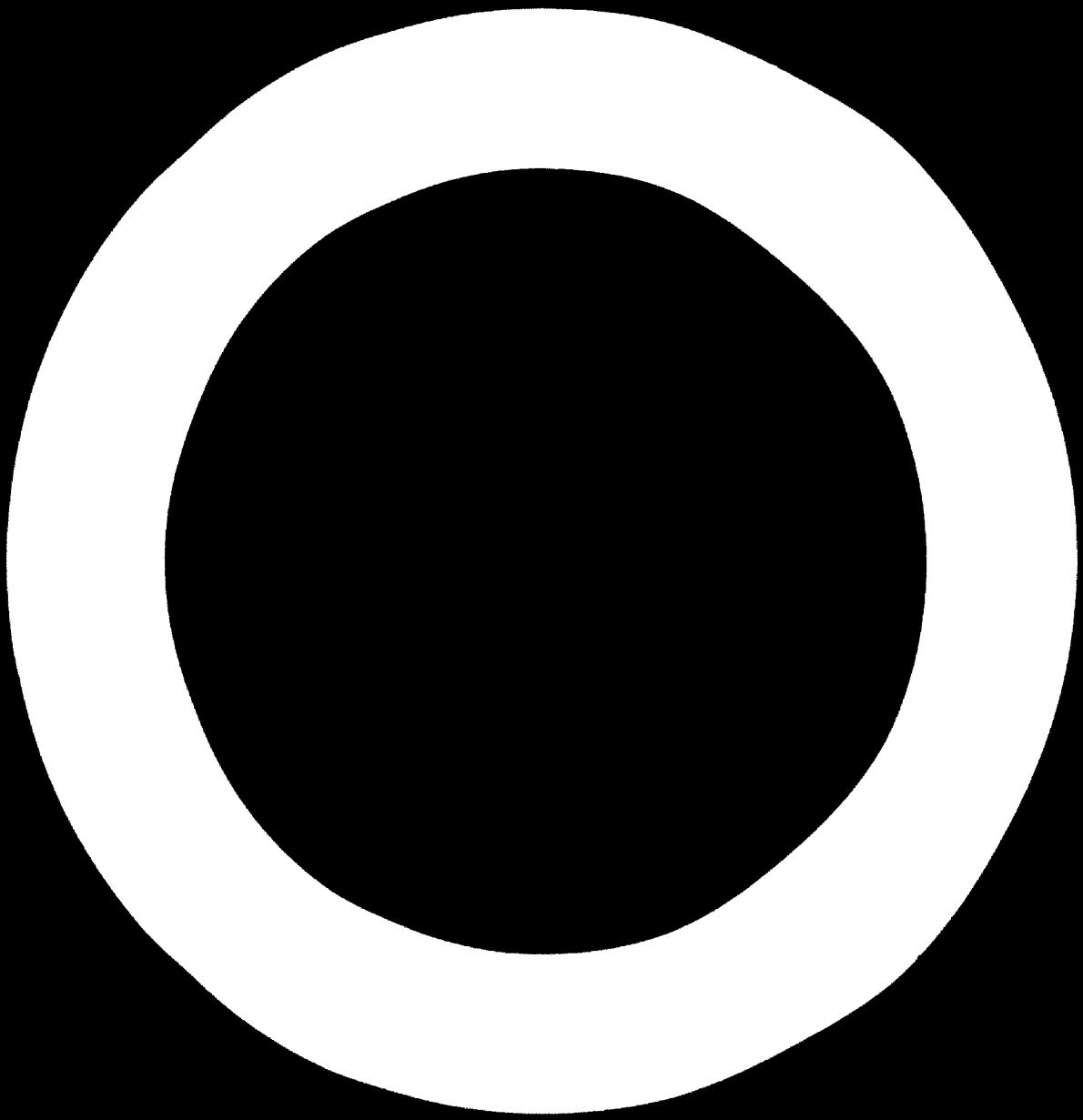

Mr. M. Mautner, Chief of the Light Industries Section, ITD, UNIDO, visited Yugoslavia from 19 to 21 June inclusive for the purpose of preliminary discussions on the subject of the proposed International Consultation on Agro-Industrial Development, to be convened by UNIDO with the collaboration of the Yugoslavian Government, in May 1974.

Mr. Mautner spoke with Mr. B. FILIPOVIC, Undersecretary of the Ministry of Economy of the Federal Government of Yugoslavia, who had previously informed UNIDO in a letter dated 25 May 1973, forwarded through the UNDP Resident Representative, Mr. A.S. Bam, that the Yugoslavian Government had consented to the holding of the Consultation.

The next step was for the Light Industries Section to submit the project proposal for financing by the UNIDO Committee on Voluntary Contributions, since the Yugoslavian Government had made the suggestion that the meeting should be mainly financed from the Yugoslavian contribution to the GVC.

1. Counterparts:

The Chamber of Economy of Yugoslavia (Belgrade) had been appointed by the Government to be responsible for the meeting. From the Chamber of Economy, Mr. (Dr.) B. MILOSAVLJEVIC, Adviser to the Association of Agro-Industrial Combines (SFRJ), had been appointed to act as counterpart to Mr. W. Moreira-Dias, the UNIDO officer in charge of arranging the meeting. UNIDO would next have to write an official letter to Mr. K. MILJKOVIC of the Chamber of Commerce, to obtain the services of Mr. MILOSAVLJEVIC, and to fix the best time for Mr. Moreira-Dias' travel to Yugoslavia in order to settle details of the programme, location, invitations, exhibition, etc.

2. The programme of the meeting:

This was discussed with Mr. Milosavljevic, who has a good picture of the business side of agro-industries. He had needed a full explanation of what UNIDO needed under the term "case studies". Mr. Mautner had

explained to him that, as stated in the Aide-Mémoire prepared for the Consultation, what was needed were actual studies on how the different problems quoted in the Aide-Mémoire can be solved. No theoretical studies would be accepted, only actual case studies showing successful implementation. There will be both invited studies and promotional addresses.

A good example of such a case study as would be needed in the meeting may be obtainable from the agro-industrial combine in Petrinja, near Zagreb, which has established a large meat processing industry in an underdeveloped area, importing raw material from other Yugoslavian regions, and further from Poland, USSR, China and other countries. This agro-industrial enterprise is fully integrated, with a feedstuff factory, feeding lots and all infrastructural facilities, and was based on co-operation established with 5,000 small farmers. By establishing its own vetinary service, breeding facilities, credit terms for farmers' own development, Gavrilovic has become a most successful enterprise. In only five years, the backward area has been transformed by means of an incredible increase in the yield of raw material (more than 100,000 pigs!) This in turn has raised the economy of the area, and of the country in general. A case study should be requested from this enterprise, as an example of agro-industrial rural development, as per Section 4 of the Aide-Mémoire.

Another excellent example of an agro-industrial combine which would be a good case study is the Agro-Industrial Combine "Beograd". Perhaps visits would be possible to this combine in the course of the Consultation. The problem of management in a combine on such a large scale as this would be very interesting to discuss, and a case study on this angle should be requested. This enterprise has achieved record yields, and may be one of the best in the world. It has integrated small farmers throughout the country, industry and processing, distribution networks, and even tourism.

From any enterprise to which visits may be made, studies should be requested, to enable the participants to relate what they see with what they hear. Such subjects as long-range planning and rural development

are of prime importance. Perhaps information leaflets on the various agro-industrial enterprises to be visited can be distributed to the participants as well.

Besides the discussions, an important part of the Consultation will be the visits to the agro-industrial enterprises and to the Novi Sad Agro-Industrial Fair, and the promotion of contacts between developed and developing countries.

The persons to be invited are: consultant firms, processors, bankers and financiers, importers, owners of distribution networks, transport and delivery concerns, packaging equipment manufactuers, producers of all types of equipment for agriculture, food processing, packaging, etc. and management advisers.

3. Date of the Consultation:

The Yugoslavian Government would prefer the meeting to take place in May 1974, and in Belgrade rather than in Novi Sad. The facilities in Belgrade for accommodating so many people are better: there is a large hotel, the "Yugoslavia" which has a Conference Room holding 300 persons, with all necessary facilities, side-rooms for private discussions, and so on. Possible favourable terms may be arranged if the patronage of the Consultation proves large enough. Visits to agro-industrial enterprises can be arranged easier from Belgrade, which is more central than Novi Sad, and at the same time there will be a technical fair held in Belgrade opposite the Yugoslavia Hotel, which participants at the Consultation may care to visit.

4. Language:

In principle, the working language will be English. UNIDO may, if it proves necessary, have to bring in translators for French for the benefit of any French-speaking African countries which may participate. An absolute necessity is English to Serbo-Croat translation and vice-versa, as undoubtedly a great deal of interest will be raised among the Yugoslavian authorities on this subject, and discussions will then arise in Serbo-Croat, a language not generally used at UNIDO-

convened meetings. Two teams will be needed for this, and discussions with the Yugoslavian counterparts and others on arrangements for these teams are essential. Mr. Moreira-Dias, with his counterpart, Mr. Miloslavljevic, will have to arrange this. He would then also check the facilities available in the hotel, arrange for translation, reproduction on the spot, and such auxiliary services.

5. Content of the meeting:

Discussions will be held, based on case studies. There will be two kinds of these: 1) invited contributions from experts on specific subjects; 2) contributions free of charge from consulting firms, equipment producers, etc. Further, from the various Yugoslavian agro-industries we should request "promotional exercises", which should be put at the disposal of the Consultation free of charge, as an incentive to the participants to set up similar activities, take an example from this type of successful enterprise, use similar methods, and so on.

UNIDO must next proceed to obtain a written official agreement to the arrangements for the meeting as laid out above, from the Yugoslavian authorities, and agreements from the various enterprises that they will provide "case studies".

The holding of the next meeting as a sequence to this Consultation will be essentially bound to the establishment of the proposed Joint UNIDO-Yugoslavia Centre for International Co-operation in Development of Agro-Industries for the Benefit of the Developing Countries, since this body will doubtless play a great part in any ensuing meetings on the subject.

The possibility of arranging a course of data processing methods in Novi Sad on the subject of the application of data processing in agro-industry is a promising possibility and should be inquired into.

6. The Yugoslavian Committee:

Mr. Miloslavljevic should be requested to organize a Yugoslavian Committee, to ensure the success of the meeting and help him in his work. This Committee should comprise representatives from Yugoslavian equipment producers, tourism organizations, the Novi Sad Agro-Industrial Fair, and any other relevant Yugoslavian authorities considered necessary. The Committee will be responsible for the organization and implementation as settled by the agreement to be obtained as under item 5. above.

7. Duration of the meeting:

There should be four complete working days for the presentation of papers and case studies, at an approximate rate of half an hour per paper. This would make possible the presentation of circa 10 papers per day, a maximum of 16, which would make long working hours. The total from this would be an acceptable reality of thirty to forty papers. Half of this number should be from countries outside Yugoslavia, and half from Yugoslavian agro-industrial concerns, any fee involved for these last to be paid in Dinars.

8. Financing:

Financing of the meeting was discussed, but this must be finalized after agreement to the project by the UNIDO Committee on Voluntary Contributions. The major part of the expenses to be covered by the Yugoslavian authorities must be made in Dinars. This will include all local expenses such as accommodation, Conference facilities and plant visits (transport, etc.).

9. Publications:

A report on the Consultation will be produced as soon as possible. An international committee must be appointed to ensure the objectivity of it. Mr. Moreira-Dias and Mr. Miloslavljevic must discuss this. The report will be in various languages, but will not contain a reproduction of all the papers given at the meeting. The best studies of each group subject will be collated to form a manual which will eventually be printed.

10. Participants:

Apart from the consultants and representatives who will present studies, local representatives, and UNIDO staff, further invitations will be issued to other United Nations agencies, bilateral aid agencies, the European Common Market, the Andean Common Market, the United Nations regional commissions, the World Bank, the Inter-American Bank, and such like. Also, representatives of large equipment producing companies for agriculture and food processing; associations of food processors from all over the world; importers of processed foods; agro-industrial consultants and advisers in agro-industry; international magazines on the subject, etc. The list of invitees from developing countries should be particularly well chosen, and if possible referred back against established needs and official requests previously put to UNIDO.

Mr. Miloslavljevic should also give an indication of which participants would be welcome in Yugoslavia, which he would suggest as relevant, any who would not be acceptable, etc. This he can discuss with Mr. Moreira-Dias.

11. Promotional nature of the meeting:

The promotional character of the meeting is very important, and must be emphasized at every occasion. Co-operation and advice will be brought in from numerous offices within UNIDO, including IPPD, TEPCO, and ISID. Particular co-operation will be sought from the Financial Investment Section of IPPD.

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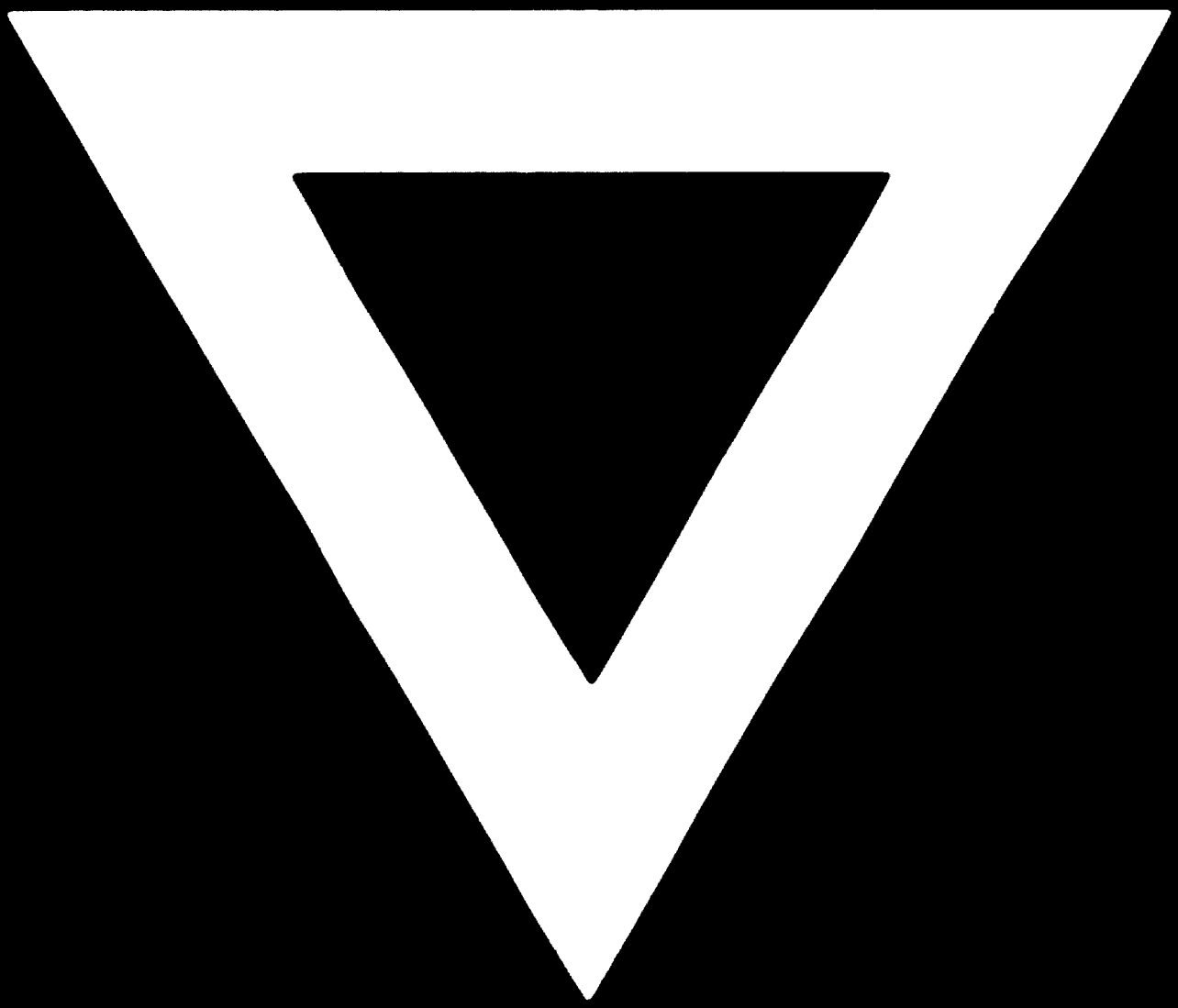

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