

*This assistance is from the American and Swedish people*

**Business-to-Business meeting with buyers of fruit and vegetables in Scandinavia  
Gothenburg (Göteborg), Sweden, April 8-10, 2014**

**PRELIMINARY ITINERARY**

**Background:**

The purpose of this activity is to connect the major BiH exporters of fruit and vegetables with the new buyers / importers from Sweden, resulting in new / increased exports. The primary goal is to open the exports of fresh fruit and vegetables to Sweden, but also to explore the possibility for increased sales of processed products (frozen and pickled).

The host of this visit will be a Swedish company KIB Scandinavia AB, based in Gothenburg. As a relatively small retailer, this company has contacts with major F&V distributors in the region. Based on preliminary contacts, the interest is expressed in early fresh vegetables (e.g. cabbage, etc.), fresh berries (strawberry, raspberry, blueberry), apples and plums, as well as for frozen and pickled products.

**Preliminary itinerary:**

April 7, 2014		Travel to Gothenburg
April 8, 2014	09:00	Meeting with KIB Scandinavia AB (finalizing the plans)
	13:00	Meeting with HEBE Frukt & Grönt AB (the largest potential buyer)
April 9, 2014	09:00	Meeting with Simmo World Food AB
	13:00	Meeting with Glädje Grön i hallarna AB
	15:00	Meeting with Aroma Frukt & Grönt AB
April 10, 2014		Other meetings and/or visits to selected distributors, to be confirmed. Companies being considered are Everfresh Group AB Sweden, Gustaf Edling AB, KA Lundbladh AB, Norderstad Frukt AB and Rune Rydberg AB, all based in Gothenburg. Contact will also be established with Skogsmat i Uddeholm AB, importer of berries and mushrooms, based in Karlstad (250km north-east from Gothenburg).
April 11, 2014		Travel back to Bosnia

Note: In addition to B2B meetings, a visit to major distributors is planned in order to get more information about the F&V market in Sweden (seasonality, grading, packaging, prices, varieties and products in demand).

**Participating organizations:**

Six major F&V exporters from BiH will participate in this activity. Their product range includes fresh fruit and vegetables (cherries, strawberries, raspberries, apples, potato, cabbage, onions, etc.), frozen fruit (berries), frozen or dried wild mushrooms, and other products. These are:

1. Agroimpex, Gradiska (fresh apples)
2. Bios, Visoko (fresh vegetables)
3. Heko, Bugojno (fresh and frozen berries, dried and frozen wild mushrooms)
4. Jaffa Komerc, Mostar (fresh fruit and vegetables)
5. Maocanka Commerce, Brcko District (fresh plums)
6. VIP Krajina, Laktasi (fresh vegetables, some fruit)