



## SCHEDULE OF BUSINESS AND EXPERT ACTIVITIES

Tuesday, 19<sup>th</sup> May

### "MASTER" CONGRESS CENTRE

9.00 – 17.00	<p><b>Korea Smart Farm Delegation - B2B Meetings</b>  <b>Connecting Domestic Companies with Korean Partners in Smart Agriculture</b>  A Korean delegation brings together nine companies developing advanced solutions based on digitalization, automation, and the application of IT and AI technologies in agriculture. During pre-arranged meetings, participants will have the opportunity to directly explore innovative technologies for farm management, production optimization, and efficiency improvement through digital monitoring and data analysis. The event offers insights into contemporary global trends in the smart farming sector, with a particular focus on concrete opportunities for business collaboration and the implementation of these solutions in the local market.  Organizer: Kotra Beograd (Korea Trade-Investment Promotion Agency)  Halls 5 and 6</p>
9.30 – 11.30	<p>Lectures  <b>Current Epizootiological Situation in the Republic of Serbia in 2025 and 2026</b>  Tatjana Labus, Department for Animal Health  <b>Safety and Quality of Food of Animal and Mixed Origin – The Role of Veterinary Inspection in Food Control and Supervision – The Role of Food Business Operators – Law on Official Controls</b>  Ljiljana Ivanjac, Department of Veterinary Inspection  <b>Inspection Oversight of Food of Plant and Mixed Origin – Analysis of Results and Proposals for Further Activities. Implementation of Supervision in Bakeries under the Regulation on Additional Requirements for Placing on the Market Products Containing Palm Oil, Palm Fat, or Other Vegetable Oils and Fats – Law on Official Controls</b>  Nenad Vujović, Department of Agricultural Inspection for Food Safety of Plant Origin  <b>Raw Milk Quality - Cost, Liability or Investment?</b>  Slavoljub Stanojević, Laboratory for Quality, Safety, and Microbiology of Milk and Animal Feed  Organizer: Ministry of Agriculture, Forestry and Water Management of the Republic of Serbia – Veterinary Administration, Agricultural Inspection Sector, and DNRL  Hall 3</p>
10.00 – 16.00	<p><b>B2B Meetings with Turkish Business Representatives to Strengthen Cooperation between Turkish, Serbian, and International Companies</b>  A delegation of 14 Turkish companies will attend the Fair with the aim of organizing structured bilateral meetings. The main objectives of the planned B2B sessions are: strengthening trade relations between Turkish and Serbian companies; developing new partnerships in the sectors of agriculture, food, agricultural machinery, and related industries. Participation in the B2B meetings is free of charge, but prior registration is required.</p>

	Organizer: Hayrabolu Chamber of Commerce and Industry, with the support of the Ministry of Trade of the Republic of Türkiye VIP triangle
<b>10.30 – 13.00</b>	<b>Meeting</b> <b>EURASCO – European Federation of Agricultural Exhibitions and Show Organisers</b> Hall 2
<b>11.00 – 13.00</b>	<b>German - Southeast European Agribusiness Partnerships: Exploring Innovation, Investment and Market Opportunities</b> Organizer: Agricultural Policy Dialogue Germany - Southeast Europe (with support of the German Federal Ministry for Agriculture, Food and Regional Identity) Hall 1
<b>11.00 – 13.00</b>	<b>Agrarian Spring 2026</b> <b>Minister of Agriculture, Forestry and Water Management Dragan Glamočić will speak at the "Agrarian Spring" conference, where he will talk about the future of the Serbian countryside and the role of women in the development of agribusiness. In addition to the official address, the minister will also make statements to the media.</b> Organizer: Association of Agricultural Journalists "Agropress", Belgrade Hall 4
<b>12.00 – 14.00</b>	<b>Sharing Innovations: The Changing Role of Cooperatives in Agriculture</b> Organizer: ITA / ICE – Italian Trade Agency, Belgrade Hall 3
<b>13.30 – 14.30</b>	<b>Conference</b> Organizaer: Ministry of Environmental Protection of the Republic of Serbia Hall 1

### **"MASTER" HALL · STAND OF MINISTRY OF AGRICULTURE, FORESTRY AND WATER MANAGEMENT**

<b>10.15</b>	<b>Minister of Agriculture, Forestry and Water Management Dragan Glamočić will hold a meeting with the Ambassador and Head of the Delegation of the European Union in the Republic of Serbia, Andreas von Beckerat.</b> At the end of the meeting, statements to the media of the minister and the ambassador are planned. After the statements to the media, the minister and the ambassador will go on a joint protocol walk from the Ministry stand to the EU stand in Hall 1 of the Novi Sad Fair.
--------------	--

### **HALL 1 · STAND OF DELEGATION OF THE EUROPEAN UNION IN SERBIA · EU DAY**

	<b>TOPIC OF THE DAY - STANDARDS AND ACCESS TO MARKETS</b>
<b>10.00 – 11.00</b>	<b>EU Kitchen / Breakfast at EU – Slovakia</b> Speaker/s: Michal Pavúk, Slovak Ambassador · Moderator: Nevena Tasic; EH NS
<b>11.30 – 12.30</b>	<b>Kids' Corner - Nature Is Nurture</b> <b>Interactive nature-themed educational activity for children</b> Speaker/s: Children's Ecological Academy (Novi Sad)
<b>13.00 – 14.00</b>	<b>Conversations That Matter - "Standards and access to markets"</b> Speaker/s: - Andreas von Beckerath, EU Ambassador - Mr. Olaf Schäfer DEPUTY Director General for Agricultural Trade, EU Affairs and International Cooperation of the Federal Ministry of Agriculture, Food and Regional Identity, Germany - Minister of Agriculture, Forestry and Water Management Dragan Glamočić - Miodrag Bjelica, Bjelica Winery Moderator: Mirela Vasin, RTV
<b>14.30 – 15.30</b>	<b>EU Kitchen / Good EU Lunch – EU delegation in Serbia</b> <b>Live cooking session</b> Speaker/s: Andreas von Beckerath, EU Ambassador - Moderator: Srdjan Staletovic, EH

10.00 – 17.00	<b>ALL-DAY ACTIVITIES</b> <b>Innovation &amp; Interactive Experience</b> Showcase - DJI Agras T50 agricultural drone, Agro Drone d.do.o, Mladenovac (all day) - Einstein Institute <b>Ask an expert - Sharing solutions for a healthier future</b> - LoginEko – organic farm <b>Storytelling Session · Media newsroom and interviews</b>
<b>HALL 1 · STAND OF EMBASSY OF THE KINGDOM OF THE NETHERLANDS</b>	
12.30 – 14.30	<b>Meet the Dutch at the Orange Pavilion</b>
<b>HALL 1 · PAVILION OF THE KINGDOM OF SPAIN</b>	
11.00 – 12.00	Panel <b>Irrigation: A problem from the user's point of view or how to determine the most cost-effective solution for your crop?</b> Panelists: Željko Mardešić, Aquaduct Miloš Vukićević, Tradeagro (from the producer's point of view) Representative of the Ingel Agro company Slavko Nikolić, PG Nikolić Moderator: Miloš Stojanović, Agrocast
12.00 – 12.30	Presentation <b>Smart Water: Turning Data Into Real Control Hydroconta</b> Víctor Gil, International sales
13.30 – 14.00	Presentation <b>Keys to Sustainable and Profitable Agriculture</b> AGQ Labs Ignacio Sainz de la Maza Herraiz, Product manager Agrofood
<b>"MASTER" HALL · STAND OF PWMC "VODE VOJVODINE"</b>	
12.00 – 13.30	<b>Promotion of the ADAPTisa project - Flood prevention on the Tisza River</b> The project is represented by Slobodan Kolaković, project manager
10.00 – 17.00	<b>Open office for working with drainage fee payers</b> Representatives of the Compensation Service of JVP "Vode Vojvodina" will answer farmers' questions about all doubts regarding drainage compensation.
<b>"MASTER" HALL · STAND OF CHAMBER OF COMMERCE AND INDUSTRY OF VOJVODINA</b>	
11.00 – 12.00	Panel discussion <b>Promotion of the Danube Farm trademark and concept</b> <b>A new model for quality, trust and sustainable production from AP Vojvodina</b> Panel topics: Presentation of the Feasibility Study; "Danube Farm" functioning model; Activity plan 2026-2027; Involvement of producers
<b>HALL 1 · STAND OF OFFICE FOR KOSOVO AND METOHİJA</b>	
	<b>Presentation of the agricultural potential of municipalities in Kosovo and Metohija</b> <b>Presentation of the Municipality of Gnjilane</b> <b>Presentation of the Municipality of Orahovac</b> <b>Wine tasting from Kosovo and Metohija</b>

## OUTDOOR AREA · AVENUE OF NATIONS (NEAR HALL 4) · STAND OF AGRODRON

	Program of Lectures and Activities
<b>11.00</b>	<b>Sunflower Free of Diseases</b> – Practical Experiences that Safeguard Yield
<b>12.00</b>	<b>Peach Without Aphids</b> – Can Drones Replace Conventional Spraying?
<b>14.00</b>	<b>Cereal Crop Protection by Drone</b> – Complete Program Without Crop Damage
<b>15.00</b>	<b>How Much Can Be Done in a Single Day?</b> Work Organization and Real Drone Efficiency
<b>16.00</b>	<b>Corn Borer</b> – The Right Moment for Protection

## NOVI SAD FAIR MANÈGE

<b>9.00 – 12.00</b>	<b>Public presentation of show jumping training in which competitors of all age categories will participate</b>
<b>12.00 – 16.00</b>	<b>Children's riding workshop (age 4 - 10 years)</b>
<b>16.00 – 19.00</b>	<b>Public presentation of show jumping training in which competitors of all age categories will participate</b> Organizers: Equestrian Center "Novi Sad Fair" and Novi Sad Fair

## Wednesday, 20<sup>th</sup> May

### "MASTER" CONGRESS CENTRE

<b>10.00 – 13.00</b>	<p>Lectures</p> <p><b>Incentives as a Driver of Agricultural Development – National and IPARD Program (overview of implemented measures, upcoming incentives, emphasis on measures not supported in recent years, promotion of the use of Artificial Intelligence in agriculture)</b> Nemanja Lečić, Acting Director of the Agricultural Payments Administration, and Nataša Pantić, Acting Assistant Director in the Project Approval Sector</p> <p><b>Digitalization and Artificial Intelligence in Agriculture</b> Aleksandar Bogičević, Acting Assistant Minister</p> <p><b>Leasing and Use of State-Owned Agricultural Land</b> Marija Mitrović, Head of the Department for Planning the Use and Leasing of Agricultural Land Organizer: Ministry of Agriculture, Forestry and Water Management of the Republic of Serbia – Agricultural Payments Administration, Rural Development Sector, and Agricultural Land Administration Hall 4</p>
<b>11.00 – 13.00</b>	<p><b>Protecting pollinators in the digital age: results of the ProTechBee project and smart agricultural technologies</b> Organizer: Faculty of Agriculture, University of Novi Sad Hall 3</p>
<b>12.00 – 14.00</b>	<p><b>How to increase the export of processed fruits and vegetables to the EU?</b> <b>New PKS tool for exporters of frozen, dried fruits and vegetables and hot processing</b></p>
<b>12.00 – 12.10</b>	<p>Introductory address</p> <p><b>The role of the Serbian Chamber of Commerce in supporting the development of a sustainable and competitive food industry sector with a focus on fruit and vegetables</b> Veljko Jovanović, advisor to the president, Serbian Chamber of Commerce (PKS)</p>
<b>12.10 – 12.55</b>	<p>Presentation</p> <p><b>From data to export: Where are we currently exporting, and where are the greatest chances for export growth in the EU market of processed fruits and vegetables</b> Valentina Čolić Mihajlović, SIPPO consultant</p>

12.55 – 13.15	Presentation and practical application of tools <b>The new PKS tool for analyzing the EU market for frozen, dried fruits and vegetables, and hot processing: How to use data to increase exports on European markets?</b> Pavle Medić, SIPPO consultant
13.15 – 14.00	<b>Questions and answers (possibility of data analysis according to the HS code of the product)</b> Organizer: Chamber of Commerce and Industry of Serbia Hall 5
12.00 – 14.00	<b>7<sup>th</sup> Day of Fruit and Wine Growers</b> Organizer: Chamber of Commerce and Industry of Vojvodina Hall 6

## HALL 1 · STAND OF DELEGATION OF THE EUROPEAN UNION IN SERBIA

### TOPIC OF THE DAY – FOOD AND RESPONSIBLE FOOD PRODUCTION

10.00 – 11.00	<b>EU Kitchen / Breakfast at EU – Poland</b> <b>Pierogi, the Polish national dish</b> Speaker/s: - Embassy of the Republic of Poland in Belgrade, head of affairs - Mrs. Kamilla Duda Kavecka - Chef Pjotr Popadić Moderator: EH team
11.00 – 11.30	<b>Bee Smart Challenge – FAO</b> <b>Activation – “Sustainability and bees”</b> Moderator: Sara Sladoje, EH NS
11.30 – 12.00	<b>Kids' Corner - Nature Is Nurture</b> <b>Interactive nature-themed educational activity for children</b> Speaker/s: Children's Ecological Academy (Novi Sad)
12.30 – 13.30	<b>Conversations That Matter - “Food, responsible food production – from farm to fork”</b> Speaker/s: - EU4GREEN / Young Farmers Association of Serbia, contact point for the EU Resource Center for Agriculture and Rural Development in the entire territory of Serbia - NELT - Aleksandar Mančić, Dairy School with Dormitory "Dr Obren Pejić" - Prof. Dr. Zoran Keserović – expert in fruit growing (tbc) - Mateuš Časnohi (translate) Moderator: Sonja Balaban, RTV
14.00 – 15.00	<b>Bee Smart Challenge – FAO</b> <b>Activation – “Sustainability and bees” - final event</b> Moderator: Sara Sladoje, EH NS
15.00 – 16.00	<b>EU Kitchen / Good EU Lunch – FRANCE</b> <b>Tour de France of cheeses, bread and wine</b> <b>Live cooking session</b> Speaker/s: - H.E. Florence Ferrari, Ambassador of France - Chefe - Kalenić pijaca Moderator: Alexandre MARTINEZ
15.30 – 16.30	<b>Storytelling Talk / Climatic wine-growing zones in Serbia” – PLAC IV project</b> <b>Interview format</b> Speaker/s: - PLAC 4 + winery Moderator: Sara Sladoje, EN HS

10.00 – 17.00	<b>ALL-DAY ACTIVITIES</b> <b>Innovation &amp; Interactive Experience</b> Showcase - DJI Agras T50 agricultural drone, Agro Drone d.do.o, Mladenovac (all day) - Einstein Institute <b>Ask an expert - How to respond to climate change?</b> - Ana Vemić – Climatologist (tbc)
10.00 – 11.00	Presentation <b>Cattle tracking system via GPS</b> Carlos Callejero Andrés DigitAnimal Embassy of the Kingdom of Spain <b>Storytelling Session · Media newsroom and interviews</b>
<b>HALL 1 · STAND OF EMBASSY OF THE KINGDOM OF THE NETHERLANDS</b>	
10.30 – 12.00	<b>Seminar on Climate Change and Covered Production with the Chamber of Commerce of Vojvodina</b>
<b>"MASTER" HALL · STAND OF CHAMBER OF COMMERCE AND INDUSTRY OF VOJVODINA</b>	
10.30 – 11.00	<b>Day of Fruit and Wine Growers</b> Organizaers: Chamber of Commerce and Industry of Vojvodina and the Embassy of the Kingdom of the Netherlands in the Republic of Serbia <b>Lecture for fruit and vegetable producers</b> <b>Climate reality – from risk to resilience</b> Prof. Ana Vuković Vimić, Faculty of Agriculture, Zemun
11.00 – 11.20	<b>Production in protected areas and advantages due to the new climate reality</b> Michail van Erkel, Agricultural Attaché for the Western Balkans region
11.20 – 11.40	<b>Brief presentation of Dutch companies in the field of protected-area production</b>
<b>"MASTER" HALL · STAND OF PWMC "VODE VOJVODINE"</b>	
10.00 – 17.00	<b>Open office for working with drainage fee payers</b> Representatives of the Compensation Service of JVP "Vode Vojvodina" will answer farmers' questions about all doubts regarding drainage compensation.
<b>HALL 1 · STAND OF OFFICE FOR KOSOVO AND METOHIIJA</b>	
	<b>Presentation of the agricultural potential of municipalities in Kosovo and Metohija</b> <b>Presentation of the Municipality of Kosovska Kamenica</b> <b>Presentation of the Municipality of Orahovac</b> <b>Wine tasting from Kosovo and Metohija</b>
<b>OUTDOOR AREA · AVENUE OF NATIONS (NEAR HALL 4) · STAND OF AGRODRON</b>	
11.00	Program of Lectures and Activities <b>How to Choose the Right Moment for Treatment</b> – Practical Experiences
12.00	<b>Soybeans Without Mites</b> – Preventing Invisible Yield Losses
14.00	<b>Oilseed Rape</b> – Drone Protection for Loss-Free Production
15.00	<b>Peach Without Aphids</b> – Can Drones Replace Conventional Spraying?
16.00	<b>Vineyard Protection by Drone</b> – Greater Efficiency
<b>NOVI SAD FAIR MANÈGE</b>	
11.00 – 17.00	<b>Exhibition competition for the Cup of the Novi Sad Fair</b> Organizers: Equestrian Center "Novi Sad Fair" and Novi Sad Fair

## Thursday, 21<sup>st</sup> May

### "MASTER" CONGRESS CENTRE

<b>10.00 – 12.00</b>	<b>Cattle Breeders' Day</b> Hall 3
<b>10.00 – 13.00</b>	Lectures <b>Winemaking and viticulture - round table on the Draft Law on wine and other grape and wine products</b> Jelena Kuzmanović <b>Climate Change and Good Agricultural Practices</b> Dragana Drobnjak, Ljilja Duduković <b>Livestock Farming and Export</b> Tamara Đuričanin, Tomislav Topalović Organizer: Ministry of Agriculture, Forestry and Water Management of the Republic of Serbia – Agricultural Policy Sector (+KOTRA) Hall 4
<b>11.00 – 13.00</b>	<b>Cooperatives in Serbia</b> Organizer: Association of Agricultural Journalists "Agropress", Belgrade Hall 5

### HALL 1 · STAND OF DELEGATION OF THE EUROPEAN UNION IN SERBIA

<b>TOPIC OF THE DAY - WOMEN IN AGRICULTURE</b>	
<b>10.00 – 11.00</b>	<b>EU Kitchen / Breakfast at EU – Croissants with EU HOUSE</b> <b>Live cooking session</b> Guests: Agrojournalists, volunteers Moderator: EH
<b>11.00 – 12.00</b>	<b>Conversations That Matter - "Women in Agriculture - International Year of the Woman Farmer"</b> Speaker/s: - UNDP (tbc) - Dragana Tar, FAO (tbc) - Association of Agricultural Entrepreneurs of Serbia - Milena Vulić Young Farmers Association of Serbia, contact point for the EU Resource Center for Agriculture and Rural Development in the entire territory of Serbia - NELT - The Academy of Women's Entrepreneurship, the official EIT Food Antenna for Serbia Moderator: Dobrila Marković, EH NS
<b>12.30 – 13.00</b>	<b>Storytelling Talk</b> Speaker/s: Ljubiša Stevanović, director, Agro Drone d.o.o, Mladenovac. Moderator: EH
<b>14.00 – 15.00</b>	<b>Storytelling Talk</b> Speaker/s: - FRA Manager of Agri Fair (tbc) - Novi Sad Agri fair Manager (tbc) Moderator: Mirela Vasin, RTV
<b>10.00 – 15.00</b>	<b>ALL-DAY ACTIVITIES</b> <b>Innovation &amp; Interactive Experience</b> Showcase - DJI Agras T50 agricultural drone, Agro Drone d.o.o, Mladenovac (all day) - Einstein Institute <b>Storytelling Session · Media newsroom and interviews</b>

<b>HALL 1 · STAND OF EMBASSY OF THE KINGDOM OF THE NETHERLANDS</b>	
<b>12.30 – 13.20</b>	<b>EU stand “Conversations That Matter” session featuring Michiel van Erkel</b>
<b>HALL 1 · STAND OF OFFICE FOR KOSOVO AND METOHIJA</b>	
	<b>Presentation of the agricultural potential of municipalities in Kosovo and Metohija</b> <b>Presentation of the Municipality of Zubin Potok</b> <b>Presentation of the Municipality of Orahovac</b> <b>Wine tasting from Kosovo and Metohija</b>
<b>OUTDOOR AREA · AVENUE OF NATIONS (NEAR HALL 4) · STAND OF AGRODRON</b>	
	Program of Lectures and Activities
<b>11.00</b>	<b>Cereal Crop Protection by Drone</b> – Complete Program Without Crop Damage
<b>12.00</b>	<b>Drone vs. Conventional Sprayer</b> – Comparative Results
<b>14.00</b>	<b>Is a Drone Worth It?</b> Real-Life Cost-Benefit Examples
<b>15.00</b>	<b>How to Accurately Perform Sunflower Protection and Desiccation</b>
<b>16.00</b>	<b>Corn Borer</b> – The Right Moment for Protection
<b>NOVI SAD FAIR MANÈGE</b>	
<b>14.00</b>	<b>Cattle Breeders' Day - Ceremonial procession of prize cattle and award ceremony for cattle breeders</b> Organizer: Novi Sad Fair
<b>PLATEAU IN FRONT OF THE FAIR FOUNTAIN</b>	
<b>17.00</b>	<b>Winners' names draw for the Prize Game for visitors of Novi Sad Fair</b> Organizers: Novi Sad Fair, „KITE DOO” Novi Sad

**Hall 1a · EXHIBITION OF ORGANIC PRODUCTS, PRODUCTS WITH GEOGRAPHICAL INDICATION AND CRAFT BEER**

**Hall 6 · EXHIBITION OF SMALL PRODUCERS 'GIFTS OF VOJVODINA'**

**Hall 23 · ŽERAVICA MUSEUM INTERACTIVE TIMELINE**

**NOVI SAD FAIR**

www.sajam.net