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FROM THE AMERICAN PEOPLE

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MEDIA ADVISORY

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UNITED STATES ASSISTS AZERBAIJANI ENTREPRENEURS IN EXPORT EFFORTS

A Rural Enterprise Competitiveness Program workshop examining how to take advantage of growing agribusiness foreign trade opportunities will take place **at the Izmir Restaurant on Friday, September 15, 2006 at 9:00 a.m.** The workshop will be hosted by the Azerbaijan Agribusiness Center and supported by the U.S. Agency for International Development (USAID). **All media representatives are invited to this event.**

The USAID-supported workshop will be attended by Azerbaijani agribusiness entrepreneurs, international buyers, and representatives of international banks, transportation experts, and certification specialists. Among the topics to be discussed will be an overview of opportunities in the agribusiness export market, the expectations of international buyers, rules and regulations, the role of commercial banks and financial intermediaries in promoting trade finance, and effective methods of transportation.

The workshop will conclude with a roundtable discussion of Azerbaijani agribusiness entrepreneurs at which they will present success stories, obstacles they've experienced, and lessons learned.

For more information about this event, please contact Mr. William Mays, Business Development Specialist, at (012) 492-8881.

For more information about the Azerbaijan Agribusiness Center and USAID, please visit their websites at www.aac.az and www.usaid.gov.

The USAID's Rural Enterprise Competitiveness Program is intended to improve rural incomes by stimulating agricultural development and production. Competitiveness is enhanced by strengthening free market orientation and market institutions, improving business skills and domestic capacity to identify competitive products, and stimulating greater efficiency, innovation, and customer orientation among participating enterprises.