



## 9. POULTRY BUSINESS FORUM

03-05. september 2025

Hotel Izvor, Arandjelovac, Serbia

**EU RECOMMENDATIONS FOR THE EXPORT OF POULTRY MEAT, EGGS, AND LIVE ANIMALS FROM SERBIA TO THE EU, ALONG WITH STRENGTHENING THE CAPACITY AND QUALITY OF POULTRY FARMING IN THE REPUBLIC OF SERBIA.**

- 3 days • 2 panels • 40 presentations • 2 workshops
- EU conference on the export of meat and eggs from Serbia to the EU
- 30+ company stands (LOBBY & SHOWROOM)

Branislav Ivković Spec. dr vet. med., Osnivač & organizator, Poultry Business Forum  
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Dear all,

We would like to inform you that, "POULTRY BUSINESS FORUM" in cooperation with "SERBIAN POULTRY FARMING ASSOCIATION" organizes, 9. POULTRY BUSINESS FORUM

We are sending you notification, agenda and invitation to take part in and support 9. PBF!

Our mission is to work and to develop an annual event and to prepare an accessible congress/forum which is attracting higher and higher number of participants from Serbia, region and European Union!

We have paid special attention to creation of business network of poultry farmers from Serbia and the Balkans. The Programme of Poultry Business Forum includes exhibition (booths) for the companies, 15minute lectures that bring results via innovations, workshops and panel conferences in order to make it highly interactive and interdisciplinary.

The central topic of the business forum will be:

**EU RECOMMENDATIONS FOR THE EXPORT OF POULTRY MEAT, EGGS, AND LIVE ANIMALS FROM SERBIA TO THE EU, ALONG WITH STRENGTHENING THE CAPACITY AND QUALITY OF POULTRY FARMING IN THE REPUBLIC OF SERBIA.**

**At the 9th Poultry Business Forum this year, we present:**

- 3 days • 2 panels • 40 presentations • 2 workshops
- EU conference on the export of meat and eggs from Serbia to the EU
- 30+ company stands (LOBBY & SHOWROOM)

The forum will once again this year be dedicated to the poultry sector, covering farmers and the development of Serbia's poultry industry through a dialogue among key players—from members of the Poultry Community of Serbia, scientific institutions, the Ministry of Agriculture, to the guest country.

As always, the time spent at the forum will be marked by a pleasant atmosphere, positive vibes, socializing, and establishing business contacts.

Without you, there would be no successful Poultry Business Forum of Serbia and the Balkans!

We count on your presence to enrich these three days at the Izvor Hotel, Aranđelovac, Serbia, from September 3–5, 2025!

For more information about PBF 2025, the agenda, and registration, please contact: Branislav Ivković, Specialist Doctor of Veterinary Medicine

Founder & Organizer, Poultry Business Forum

Tel: +381 65 822 5785

Email: [pbfdoo@gmail.com](mailto:pbfdoo@gmail.com); [branislav.ivkovic.bg@gmail.com](mailto:branislav.ivkovic.bg@gmail.com)



#PBF2024 See you in Aranđelovac, Serbia!

THANK YOU FOR MAKING THIS POSSIBLE!

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## AGENDA

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### 9th POULTRY BUSINESS FORUM

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#### DAY ONE

**September 3, 2025 (Wednesday)**

**Hotel Izvor, Mišarska Street 2b, Aranđelovac, Republic of Serbia**

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<b>PARTICIPANT REGISTRATION</b>	<b>from 09:00</b>
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<b>EXPO – BOOTHS – B2B</b>	<b>from 09:00</b>
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#### **PRESENTATIONS / LECTURES (Crystal Hall)**

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<b>REGISTRATION &amp; WELCOME</b>	<b>09:30–10:00</b>
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**Topic: Registration, Welcome, and Informal Networking**

**Company: ADEWB II Project Team**

**Country: Lithuania**

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<b>Opening of EU Seminar – Forum – Workshop</b>	<b>10:00–10:30</b>
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**Topic: Opening Session**

- Opening remarks from the Ministry of Agriculture, Forestry, and Water Management of Serbia
- Keynote from a representative of the European Commission (DG SANTE)
- Welcome speech from the Poultry Business Association of Serbia
- Overview of workshop goals and expectations

**Presenter:**

**Company:** Ministry of Agriculture, Forestry, and Water Management of Serbia

**Country:** Serbia

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<b>SESSION 1:</b>	<b>10:30–11:00</b>
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**Topic: Overview of EU Market Access Requirements**

**Presenter:** Key requirements for third-country exports to the EU Role of national competent authorities in the authorization process (Questions and answers)

**Company:** European Commission Representative (DG SANTE / DG TRADE)

**Country:**

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**SESSION 2:**

**11:00–11:30**

**Topic: Product-Specific EU Requirements**

- Farmers and food business operators responsibilities along the production chain
- Requirements for poultry meat and eggs (Class A and B)
- (Questions and answers)

**Presenter:** Project Expert

**Company:** ADEWB II

**Country:**

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**COFFEE BREAK**

**11:30–12:00**

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**SESSION 3:**

**12:00–12:30**

**Topic: Biosecurity and Control Programs**

- Farm-level and processing biosecurity requirements
- Overview of required surveillance and control programs:
  - - Avian Influenza and Newcastle Disease
  - – Salmonella
  - - Residue Control, etc. (Questions and answers)

**Presenter:** Project Expert

**Company:** ADEWB II

**Country:**

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**SESSION 4:**

**12:30–13:00**

**Topic: Export Readiness – Practical Perspective**

- Preparing farms and businesses for export

- Common challenges and success stories (Questions and answers)

**Presenter:** A representative from an exporting company or poultry industry association

**Company:**

**Country:**

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**SESSION 5:**

**13:00–13:30**

**Topic:** The Authorization Process

**National Steps toward EU Listing Application procedures and documentation.** (Questions and answers)

**Presenter:**

**Company:** Ministry of Agriculture, Forestry and Water Management & Veterinary Directorate

**Country:** Serbia

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**SESSION 6:**

**13:30–13:45**

**Topic:** INSTITUTIONAL SUPPORT MECHANISMS. Support available to farmers and businesses to meet EU standards. (Questions and answers)

**Presenter:**

**Company:** Ministry of Agriculture, Forestry and Water Management & Poultry Business

**Association Representatives**

**Country:** Serbia

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**SESSION 7:**

**13:45–14:00**

**Topic:** Wrap-Up and Next Steps. Key messages and takeaways. Open discussion and Q&A. Participant feedback and recommendations for future actions.

**Presenter:** ADEWB II, Project Expert, Poultry Business Association Representatives

**Company:** ADEWB II

**Country:** Lithuania

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**LUNCH**

**14:00–15:30**

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**LECTURE 8:**

**GENERAL SPONSOR**

**15:30–16:00**

**Topic:**  
**Presenter:**  
**Company:**  
**Country:**

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<b>LECTURE 9:</b>	<b>KEYNOTE SPEAKER</b>	<b>16:00–17:00</b>
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**Topic:**  
**Moderator:**

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<b>COFFEE BREAK</b>	<b>17:00–18:00</b>
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<b>PANEL No. 1:</b>	<b>18:00–19:00</b>
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**TOPIC:**

**EXPORT OF POULTRY MEAT AND EGGS FROM SERBIA TO THE EU – WE ARE READY!!!**

**MODERATOR: Sanja Čelebićanin, DVM Specialist, Poultry Association of Serbia**

**PARTICIPANTS:**

- 1.**
- 2.**
- 3.**
- 4.**

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<b>FORMAL OPENING CEREMONY:</b>	<b>19:00–19:30</b>
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**Opening Speeches by:**

- 1. Ministry of Agriculture, Forestry and Water Management, Republic of Serbia**
- 2. Sanja Čelebićanin, Director, Poultry Association of Serbia**

3. Rajko Miodragović, Chairman, Poultry Association of Serbia, Miodragović Produkt d.o.o.
4. European Commission Representative (DG SANTE / DG TRADE)
5. ADEWB II
6. Vladimir Vana, Agricultural Attaché, Embassy of the Czech Republic
7. Nenad Budimović, Chamber of Commerce and Industry of Serbia
8. Miodrag Mirilović, Dean, Faculty of Veterinary Medicine, University of Belgrade
9. General Sponsor

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**DINNER – Hotel Restaurant**

**19:30–21:00**

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**B2B NIGHT – “B2BEER” (Beers 2 Business) – HOTEL IZVOR TERRACE**

**21:00–00:00**

**Serbian Hospitality!**

**Music: Band "Nesanica"**

**Beers from the  
Flavors of Serbia**

#### **AWARDS & RECOGNITION**

- For Contribution to Heavy Line Poultry Development
  - Winner: , Serbia
  -
- For Contribution to Light Line Poultry Development
  - Winner: , Serbia
  -
- Lifetime Achievement in Poultry Industry Development
  - Winners:
    - 1)
    - 2)

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#### **SECOND DAY**

##### **FARMER’S DAY**

**September 4th, 2025 (Thursday)**

**Hotel Izvor, Mišarska Street 2b, Arandjelovac, Republic of Serbia**

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**PARTICIPANT REGISTRATION**

from **10:00**

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**WORKSHOP**

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**LECTURE SCHEDULE**

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**PROFESSIONAL LECTURES FOR PRIMARY PRODUCTION: "HEAVY LINE"**

**Crystal Hall No. 1**

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**MODERATORS:**

Dr. Sci. Vet. Med. Marko Pajić, Senior Research Associate at the Department of Epizootiology, Clinical Diagnostics, Pathology, and Disinfection, Disinsectio and Deratization, Director, Scientific Veterinary Institute Novi Sad

Dr. Sci. Vet. Med. Slobodan Knežević, Research Associate at the Department of Epizootiology, Clinical Diagnostics, Pathology, and Disinfection, Disinsectio and Deratization, Scientific Veterinary Institute Novi Sad

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**1st LECTURE — 11:00–11:15**

Topic:

Lecturer:

Company:

Country:

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**2nd LECTURE — 11:15–11:30**

Topic:

Lecturer:

Company:

Country:

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**3rd LECTURE — 11:30–11:45**

Topic:

Lecturer:

Company:

Country:

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**4th LECTURE — 11:45–12:00**

Topic:

Lecturer:

Company:

Country:

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**COFFEE BREAK — 12:00–12:30**

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**5th LECTURE — 12:30–12:45**

Topic:

Lecturer:

Company:

Country:

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**6th LECTURE — 12:45–13:00**

Topic:

Lecturer:

Company:

Country:

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**7th LECTURE — 13:00–13:15**

Topic:

Lecturer:

Company:

Country:

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**8th LECTURE — 13:15–13:30**

Topic:

Lecturer:

Company:

Country:

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**9th LECTURE — 13:30–13:45**

Topic:

Lecturer:

Company:

Country:

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**10th LECTURE — 13:45–14:00**

Topic:

Lecturer:

Company:

Country:

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**LUNCH — 14:00–16:00**

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**PROFESSIONAL LECTURES FOR PRIMARY PRODUCTION: “LIGHT LINE”**

**Crystal Hall No. 2**

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**MODERATOR:**

Prof. Dr. Dejan Krnjaić, Full Professor at the Faculty of Veterinary Medicine, Department of Microbiology, University of Belgrade

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**1st to 10th LECTURES** — same format and times as in the “Heavy Line” session, from **11:00–14:00**, followed by lunch

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**PROFESSIONAL LECTURES: “POULTRY EXPERT”**

**Crystal Hall No. 3**

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**MODERATOR:**

(to be announced)

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**1st to 10th LECTURES** — same format and times as above, from **11:00–14:00**, followed by lunch

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**PANEL No. 2 — 16:00–17:30**

**TOPIC:**

**MODERATOR:**

**PARTICIPANTS:**

(to be filled in)

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**WORKSHOP**

**Workshop No. 1 – Topola Hall (1st Floor, Left of the Restaurant)**

Topic:

Lecturer:

Company: **LAZURA doo – EW NUTRITION**

Country: **Serbia**

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**Workshop No. 2 – Belgrade Hall (1st Floor, Right of the Restaurant)**

Topic:

Lecturer:

Company:

Country:

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**GALA COCKTAIL & PHOTO SESSION — in front of Crystal Hall, 19:00–20:00**

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**GALA DINNER – Crystal Hall, Hotel Izvor — 20:00–01:00**

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**DAY THREE**

**September 6, 2024 (Friday)**

**HOTEL IZVOR, MIŠARSKA Street bb, ARANĐELOVAC, REPUBLIC OF SERBIA**

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**Time for business meetings / B2B / rest / spa-wellness... 08:00–12:00**

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**Check-out from hotel rooms from 12:00**

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**EXHIBITORS - FLOOR PLAN 2025**

1. REGISTRATION
2. HOTEL RECEPTION
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- 27.
28. COCKTAIL EVENING - HOTEL IZVOR TERRACE
29. CONGRESS HALL 1,2,3 (KRISTAL HALL

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## FLOOR PLAN

## SPONSORS

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1. GENERAL SPONSOR:

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2. STRATEGIC SPONSOR:

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3. MAJOR SPONSOR – LIGHT LINE:

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**4. MAJOR SPONSOR – HEAVY LINE:**

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**5. GALA DINNER SPONSOR:**

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**6. PLATINUM SPONSOR:**

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**7. DIAMOND SPONSOR:**

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**8. GOLD SPONSOR:**

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**9. SILVER SPONSOR:**

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**10. BRONZE SPONSOR:**

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**11. SUPPORT SPONSOR:**

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**12. FRIEND SPONSOR:**

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**13. PARTNER SPONSOR:**

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**14. MEDIA SPONSOR:**  
**AGRO TV, SERBIA**

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**15. SUPPORT & COLLABORATION:**

- Chamber of Commerce and Industry of Serbia
- Faculty of Agriculture, University of Belgrade
- Faculty of Veterinary Medicine, Belgrade
- Faculty of Agriculture, University of Novi Sad

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**16. PARTNER COUNTRY:**

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**17. GUEST COUNTRY:**

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**19. OFFICIAL WATER PROVIDER:**

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**20. PARTNER CAR DEALERSHIP:**

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**20. DIGITAL VISUAL PARTNER:**

**NEOPRINT GRAPHIC LINE, SERBIA**

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**21. DIGITAL PARTNER: NEXUM ONE, SERBIA**

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**PARTICIPIANS 2024**

**SRBIJA:** AL DAHRA, SUPERIOR FOODS, JAJEPRODUKT, EVROKOKA, OBED INVEST, MIKOFARM, PILJAN KOMERC, MASTER SOLAR, VINDIJA, HARTMANN, BOJEN, PoultryNET, VELELEK, HRANAPRODUKT, DSM Nutritional Products SRB, JOMAPEKS, CENTROKOKA POŽAREVAC, MIVAKA, M-FEED, ISTOKINTERAGRO, DUDAŠ FARM, EGG TRADE, ERKOM LTD, AGRO DJOLE, RT CONSALTING, TENEN, VIN FARM, AGRO TV, ANIMAL COMMERCE, MATIJEVIĆ AGRAR-VET, CMANA, FARMANIMA, OPTIMAX 2000, NATURA VITALIS, ALPEX FEED, TEYONEMA, IRADIA, AP ŠINKOVIĆ, BIG CHICK, SUPERLAB, MEDIPORT, FIRST-VET, VOJVODINA LEK, ROBINS, PERUTNINA PTUJ-TOPIKO, PRO-FEED 2013, DELTA FEED, ELANCO, NUTRIVET, HEALTH SERVING,

NP PANIC, ELIXIR FEED, PERASTRA, PULSIL, STO POSTO, FARMDIZAJN, FAKULTET VETERINARSKE MEDICINE u Beogradu, DEPARTMAN ZA VETERINU POLJOPRIVREDNI FAKULTET u Novom Sadu, PRIVREDNA KOMORA SRBIJE, PU ZAJEDNICA ŽIVINARA SRBIJE, AGROSMEŠA, AGROAS-PROMET, LUCTA, SPASIĆ FARM, NOREL, JOSIF, RAVAGO CHEMICALS, BANKOM GROUP, BRENTAG, DELHAIZE SRBIJA AD, UDRUŽENJA ZA PRAVO ENERGETIKE SRBIJE, VETERINARSKA SLUŽBA VINDIJA VET doo, PALANAČKI KISELJAK-KARAĐORĐE VODA, BMW STEFANOVIĆ, MARLO FARM, ŠMEK KOMERC (77)

**BOSNA I HERCEGOVINA:** PROBI-CO, BINGO, MADI, AGREX, SAVIĆ COMPANY, UDRUŽENJE PERADARA TUZLANSKOG KANTONA, PERUTNINA PTUJ S, FARMOFIT, KO ŽIVINARA/PERADARA BIH, UDRUŽENJE PERADARA FEDERACIJE BIH, UZ ZAJEDNICA ŽIVINARA R-S SRBAC, VETERINARSKI INSTITUT "DR. VASO BUTOZAN (12)

**HRVATSKA:** HARTMANN, PALCONUTRIFIT (2)

**SLOVENIJA:** NOVELIA (1)

**CRNA GORA:** AGROMONT, UDRUŽENJE ŽIVINARA CRNE GORE (2)

**NEMAČKA:** BIG DUTCHMAN, BOEHRINGER-INGELHEIMM, VAXXINOVA autogenous vaccines GmbH, HARTMANN, IFF (5)

**MAKEDONIJA:** SVETSKO UDRUŽENJE ZA NAUKU U ŽIVINARSTVU, GREENAGRO (2)

**ITALIJA:** CHEMIFARMA SPA. (1)

**FRANCUSKA:** MIXSCIENCE (1)

**HOLANDIJA:** AMBASADA KRALJEVINE HOLANDIJE, TROW NUTRITION, HATO LIGHTING, VENCOMATIC, PAS REFORM, SCHIPPERS, AERES TRENING CENTAR, ROYAL GT, DE HEUS (9)

**BELGIJA:** PETERSIME (1)

**BUGARSKA:** BULAGRO 97, BUGARSKA UNIJA ŽIVINARA (2)

**MAĐARSKA:** AMBASADA REPUBLIKE MAĐARSKE, CSIRON, BIRDWATCHER, AVIAGEN KFT, UBM, ALPHA VET, BABOLNA TETRA Kft, HODLER CAPITAL, PLURITON HUNGARY, CEVA, AGROFEED, UNIJA PROIZVOĐAČA ŽIVINARSTVA MAĐARSKE (12)

**CZECH REPUBLIC:** AMBASADA REPUBLIKE ČEŠKE, DOMINANT GENETIKA s.r.o., CYMEDICA, KOVOBEL (4)

**TURSKA:** MYFARM POULTRY EQUIPMENTS (1)

**UKUPNO:** 132