

## BEEKEEPING CONTRACTING FAIR

The first Beekeeping Contracting Fair was organized in Bucharest on the 3rd of April 2009 by the initiative of FIITEA, ROMAPIS-The Romanian Federation of the Beekeeping Associations and the company Eurohonig BeeVital. Taking into consideration the present state of the beekeeping industry in Romania the purpose of creating this event was the need to bring together producers, importers or national distributors of goods used as input in beekeeping, on one hand, and beekeepers organizations and retailers of such items on the other hand in order to facilitate their collaboration.

The organizers consider that such meetings could lead to better contacts and commercial exchange between the two sides taken into consideration with benefic effects on the emerging Romanian market of products for beekeeping. Unlike the general beekeeping trade fairs, having as visitors mainly beekeepers, this sort of action is dedicated to beekeepers organizations like associations and cooperatives. In this way a better planning of supplying the beekeepers with what they need might be achieved, in fact a very important aspect in Romania taking into consideration the new opportunities offered by the National Beekeeping Plan and the financial aid provided by the European Agricultural Fund for Rural Development. The experience of last year showed that the demand of beekeeping equipments and other supplies is very high at certain moments of the year. This situation occurs mostly in the period preceding the deadline of submitting the applications for these financial aids, which sometimes make the supply very difficult and might even have as final effect the loss of such important opportunities. By bringing together suppliers and beekeepers representatives, at least once a year, would definitely lead to a faster and more efficient circulation of goods in this market.



At present only a small part of those 75,000 beekeepers in Romania have access to such trade through local good shops and supermarkets using telephone or internet orders. The greatest part of them are not informed on what is available at a certain time on the market and have no possibility to purchase comfortably and to their advantage equipments, tools, consumables, biological material, etc.



A number of seven companies took part as suppliers and about 10 beekeepers organizations visited the stands provided by FIITEA in Bucharest on the 3rd of April 2009. Although modest from the point of view of the contracts signed by this occasion, the first Beekeeping Contracting Fair had a positive good resonance among the beekeepers organizations. The main target of the entities involved in organizing this event was thus achieved and there are good prospects for repeating such events

with higher benefic effects for the development of the Romanian beekeeping during the next years.

It is well known that „it is cheaper to purchase by dozen than by piece”. This is more advantageous both for the one that sells products and for the buyer. Particularly for associative forms, Contracting Fairs represent a good opportunity to offer its members high quality products at a good price. The only thing they have to do is to get in touch with its members and find out which are their needs for the season.



Conclusion of Contracts for the new seasons represent a good way to satisfy all needs of beekeepers from the very beginning avoiding activity stops and problems during beekeeping year. Thus a good planning can be obtained accompanied by a better and intense circulation of goods with better profits for some and advantageous purchase for the others.

Being the first fair of this kind in Romania it gave the possibility for participants to exchange views on how better organize and cope for the success of such events in the future. FIITEA hopes to continue playing a central role and host such events each year at the beginning of new season.