



PAGE 3: B. ABOUT YOU

Q1: Respondent details

Name	Mutoni Karasanyi
Organization	World Bank Group
Email Address	kkarasanyi@worldbank.org
Phone Number	202-558-1228

Q2: Country or Customs territory

SERBIA

Q3: Organization

NGO

PAGE 4: C. ABOUT YOUR CASE STORY

Q4: Title of case story

Farmia connects local Farmers to Regional Markets

Q5: Case story focus

E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract

Farmia helps farmers in Serbia and surrounding countries to enlarge the network of potential animal buyers. The hardest challenge for Farmia is to make the farmers recognize the advantages that mobile technology can provide to their business. Farmia travelled to World Bank Group HQ for a conference on digital trade, where our team connected them with WB experts and other start-ups in the e-commerce space.

Q7: Who provided funding?

Multilateral organization

Q8: Project/Programme type

Multi-country

Q9: Your text case storyVIDEO LINK: <https://www.youtube.com/watch?v=LBxeJBJaRt4>ARTICLE: <http://www.infodev.org/articles/digitizing-livestock-trading-interview-milos-milic>**Q10: Lessons learnt***Respondent skipped this question*