**PAGE 3: B. ABOUT YOU**

<table>
<thead>
<tr>
<th>Q1: Respondent details</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Mutoni Karasanyi</td>
</tr>
<tr>
<td>Organization</td>
<td>World Bank Group</td>
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<tr>
<td>Email Address</td>
<td><a href="mailto:kkarasanyi@worldbank.org">kkarasanyi@worldbank.org</a></td>
</tr>
<tr>
<td>Phone Number</td>
<td>202-558-1228</td>
</tr>
</tbody>
</table>

**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 story**

VIDEO 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*