

# Newsletter.

CREATING JOBS  
AND MARKET  
OPPORTUNITIES



## The Making of an Urban Destination!

Did you know that on average, some 200,000 tourists visit Prishtina in one year? How they arrive here and why, the experiences they are after and what the city offers to them are all questions that the Municipality of Prishtina, Kosovo's capital, considers as top priority within its proactive efforts to making Prishtina an attractive urban destination, suitable for all-year tourism. The city has character, and offers many services and products for tourists.

“There is a 30% increase of the number of visitors every year. The Municipality of Prishtina aims to seize the momentum by better facilitating the flow of tourists by enabling better experiences and better products, to make sure tourists return. We want to promote our city properly”, says Yll Rugova, Director of Youth and Culture at the Municipality of Prishtina.

To this end, in March 2018 the Municipality of Prishtina and the Promoting Private

Sector Employment (PPSE) signed a Memorandum of Understanding to develop Prishtina's tourism strategy. The strategy includes also the creation of an efficient model for the management of cultural monuments, the development of new tourism products, the restoration of cultural heritage, and training of guides. Apart from that, two new museums will be established to promote Kosovo's contemporary art: the “Ibrahim Kodra” museum and the Museum of Contemporary and Modern Art.

The scope of collaboration between the Municipality of Prishtina and PPSE contributes to the sustainable tourism practices. This impacts the intensification of the city's promotion as a destination, the increase of the number of visitors and tourists, their stay duration in Prishtina and spending. In turn, this directly contributes to the growth of Kosovo's tourism and local economy by creating new jobs, increasing income and well-being in general.

### **Ibrahim Kodra Museum**

■ A collection of some 100 works from Ibrahim Kodra will be on display at the newest museum that is being established in Prishtina, dedicated to the famed painter, who exhibited his paintings in Kosovo in 1967.

### **Mapping a Destination**

■ Tourism actors from the private and public sectors got together in a destination analysis workshop facilitated by PPSE to think cohesively on how to map Prishtina as a tourism destination.

### **New Favorite Travel Destination: Prishtina, Kosovo**

■ Check out the video by Top Channel, Albania <https://bit.ly/2vbGeqL>

# HIGHLIGHTS FROM OUR WORK

## Promoting Private Sector Employment Phase II: November 2017 – November 2021

■ “Swiss Government is committed to support Kosovo achieve sustainable economic growth and well-being for all” stated Jean-Hubert Lebet, the Swiss Ambassador to Kosovo at the launching ceremony of Promoting Private Sector Employment project Phase II. In this phase, PPSE will be supporting the economic growth of Kosovo through creation of employment and promotion of competitiveness of small and medium enterprises, with an investment of over 7 million Swiss francs. You can watch the video summarizing Phase I results here <https://bit.ly/2Ol6VCg>.



## Information about Kosovo as Tourism Destination Reaches Broader Asian Market



■ “Kosovo is different from what I expected. But it is a nice country, with beautiful nature, and a lot of history. Kosovo is very nice and peaceful,” says Lauren Kim, a travel journalist for Newspim.com in South Korea. She says Kosovo is worth visiting. Lauren was one of the journalists from South Korea who traveled to Kosovo in May this year, to explore the country as a destination. The intense Kosovo experience of the South Korean journalists included the Zip-Line in Pejë/Peć, religious and historical objects in Pristina, Pejë/Peć, Gjakovë/Djakovica and Prizren, landscapes, traditional stone houses in Junik. The group tasted locally made dishes, and even participated in the making of flija! Check this video <https://bit.ly/2JZLa7J>

The four-day visit of the South Korean journalists organized by Fibula, was made possible by the Embassy of the Republic of Kosovo in Japan, in cooperation with Turkish Airlines, and supported by PPSE.

Earlier in 2018, another group of 55 international tour operators, primarily from Asian countries, visited Kosovo on a two-day familiarization trip as part of an eight-day Balkans workshop organized by “Travel Shop Turkey”. The visit in Kosovo was organized by local tour operator “Veneta Travel”.

The purpose of such familiarization and press trips is to promote Kosovo internationally as an attractive tourism destination.

## New Partnerships That Drive Success

■ In the first six months of 2018, PPSE has signed several new agreements with local partners to support activities ranging from introduction of specialized seedling production, to pumpkin seed production, organic certification, cultivation of medicinal and aromatic plants (MAPs), or introduction of organic input for essential oil production. All these partnership agreements aim to bring innovation, enhance processes, and increase employment opportunities. Agrobora will establish a 2,000m<sup>2</sup> specialized seedling production

greenhouse, to grow production, and meet the needs of processors through collaboration with 800 farmers. Peppermint International will establish the first seedling production, semi-processing and processing of MAPs in North Kosovo. Produktet Natyrale të Kosovës will establish the first pumpkin seed production line in Kosovo using enhanced technology. 99 LULE will contract 10 women farmers and increase the land surface to cultivate four new MAP crops. The Association ORGANIKA will support companies dealing with MAPs and



non-wood forest products to access new markets and increase quality of products. Stay tuned for more activities!

# Youth Acquire Skills for Jobs in the Hospitality Industry

■ As a successful graduate of a training for waiters organized by Tourism Organization Gračanica (TOG), Teodora Đokić has now more than one option for her professional future. Says Teodora after completing the theoretical and practical parts of the training “There is a lot I can do. I can get a part-time job as a waitress, or open my own business and use the knowledge to train my employees.” Teodora is one of some forty youth from Gračanica/Gračanica who have acquired new skills to help them find work in the hospitality industry, mainly as waiters, or be better at their job. Boban Petrović from TOG, that organized the training with PPSE support, highlights that apart from equipping youth with skills, the training helps restaurants and hotels in the area improve the quality of the service, and thus attract more tourists. Teodora sees other benefits from the training “Actually, the skills we



learned are useful in any kind of job which involves communicating with people.” Also, Teodora can now give excellent advice on how to pair food with the right wine, and that is very important too. Check the video <https://bit.ly/2O1954M>

## Made in Kosovo Offer Reaches International Markets

■ Sector-defined trade fairs represent an important opportunity and marketing channel for Kosovo businesses to exhibit and promote products, services, the country as a destination, also to enable companies keep up with world developments. This year, PPSE has supported Kosovo companies to participate at several international trade fairs. In February, four organic non-wood forest products processors and exporters, Agroproduct, Hit-Flores, Eurofruti and Fungo LLC exhibited at the BIOFACH in Germany, the world’s leading trade fair on organic food. Their participation was coordinated through the Association ORGANIKA. “The BIOFACH fair in Germany was the most successful fair that Agroproduct has exhibited its organic products so far. The support of the PPSE was crucial,” said Hal-

it Avdiaj, owner. In March, Outdoor Kosovo, Altavia Travel, Eurokoha, Albtour and Kosova Holidays exhibited Kosovo’s tourism offer at the world’s leading travel trade show ITB Berlin. This year, PPSE partnered with the Association of Wood Processors of Kosovo and USAID’s EMPOWER Private Sector to support and promote participation of seven Kosovo wood processing companies – Elnor, Shehu, Binni, Greenhouse, Koba, Graniti, and Lesna – at the biannual Swissbau Fair in Switzerland. The Kosovo Investment and Enterprise Support Agency was a partner for the international fair, and in working closely with exhibitors on how to navigate the industry trade fairs to maximize the opportunities for doing business, exhibiting the offer, networking and cultivating the country image.

In February, four organic non-wood forest products processors and exporters, Agroproduct, Hit-Flores, Eurofruti and Fungo LLC exhibited at the BIOFACH in Germany



## DID YOU KNOW...?

A

Rollercoaster zip line, canopy tours, captive flights and alternative accommodation are some of the new tourism products that can be developed in Kosovo, thus increasing the value of the country as a destination. The recommendations for some 25 new tourism products are included in a report from MDP Consulting and Engineering, a France-based firm, commissioned by the PPSE as part of its activities to support tourism development in Kosovo. These recommendations include mountain, cultural, urban and adventure products, which can transform Kosovo’s tourism offer. Get the report here <https://bit.ly/2M5u2ii>

B

Grow your business through new and improved products! The “Coaching for Growth” program by CEED Kosova is tailored for executive directors and senior managers of food processing and confectionary companies in Kosovo, to achieve their business vision. The sessions organized so far through the program are designed to equip companies with the latest models of product development and improvement to help increase the overall company capacities. Read more on the program <https://bit.ly/2OkqyKN>

C

Meet Switzerland’s Senior Expert Corps The retired professionals of the Senior Expert Corps (SEC) volunteer their knowledge and experience to small and medium-sized businesses in need of such consultancy but who cannot afford consultants. The aim of the SEC services provided by volunteer retired experts is to increase the competitiveness of these SMEs, to improve the skill level of their staff members, to support their sustainable development and generate employment. Here is a story on their work <https://bit.ly/2Korsc6> and for more practical information here you can find the brochure <https://bit.ly/2uSLjVT>

D

Ananas Impex: from 4 to 24 tons of peppers processes in 24 hours. From 70 to 120 farmers in the network. Almost doubling of hectares of land planted locally. Some 12 new jobs added. More products added to the shelf, with others in line. Switzerland added in the export destinations. Extra Fruit Filling: sales increased by 500%, more than 60 farmers added to the network of collaborators, and more than 15 new full-time jobs created so far. These two examples sum up some of the results to date of PPSE Phase I partners through the Opportunity Fund, which show that support at the right moment is crucial to businesses.

# BLUEPRINT FOR CHANGE



## The Contract-Based Future of Farming in Kosovo

■ How can the concerns of the farmer, seedling producer and collection center be addressed in one stroke? Enter “contract farming”. In short, contract farming is when a farmer grows vegetables for a buyer in accordance with an agreement made beforehand – The Contract.

One example how PPSE is promoting vegetable contract farming in Kosovo, as one of its core activities. A vegetable processing company signs a contract with Agro Celina for specified quantities and quality class of specific hybrid varieties. Agro Celina establishes the network of farmers who are capable and willing to produce the specified crops. Agro Celina connects the specialized seedling producer with the farmers. The latter buy

the seedlings from the former instead of cultivating themselves by using traditional methods. Agro Celina collects the produce and ships it to the processor.

The benefits of contract farming are many. Farmers gain access to specialized seedling producers who supply the seedlings and the techniques to ensure the quality of the produce and the specialized seedling producer takes an informed decision on what varieties of seedlings to produce, while securing the market. Farmers gain access to larger local and foreign buyers through the collection center, which has signed contracts with those buyers, thus securing the market for their entire produce. The collection center secures consistent and sustainable supply of

vegetables to its buyers. And, farmers become more self-dependent.

“In our present context, this contract farming activity is innovation,” says Fehim Rexhepi. “The support of Swisscontact through the Promoting Private Sector Employment project was the catalyst for initiating the change. Signing a contract is not the change itself. The real change is that we have challenged the traditional mentality and we are shaping a new way for farmers. This will have far-reaching effects.”

Through this activity, farmers are observing in practice how planning is important for the future. It not only reduces cost but also it helps eliminate uncertainty and provide a better life for the families and the community.

Read the full story here <https://bit.ly/2uDXRiJ>

Rr. Sylejman Vokshi Nr.42 |10000 Prishtinë, Kosovo  
Tel: +383(0)38220403  
email: [ppseinfo@swisscontact.org](mailto:ppseinfo@swisscontact.org)  
website: [www.ppse-kosovo.org](http://www.ppse-kosovo.org) and  
[www.swisscontact.org/kosovo](http://www.swisscontact.org/kosovo)  
[www.facebook.com/ppse.kosovo](https://www.facebook.com/ppse.kosovo)

### Promoting Private Sector Employment

The Swiss Agency for Development and Cooperation project Promoting Private Sector Employment is implemented by Swisscontact and Riinvest Institute.