



HERE TO FOSTER EMPLOYMENT AND GROWTH OPPORTUNITIES

by FEGO Team

As of January 2022, Swisscontact in Kosovo is implementing the Fostering Employment and Growth Opportunities (FEGO) project. The four-year FEGO project is financed by the Swedish International Development Cooperation Agency and its main objective is to generate employment and income amongst the youth, women, and men, presently living in socio-economic marginalization. This will be done through interventions that boost inclusive market systems development in Kosovo by focusing on three main sectors: apparel, furniture, and rural tourism.

1 NO
POVERTY



5 GENDER
EQUALITY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



HOW ARE WE GOING TO DO THAT?

A key goal of FEGO is to support the development of micro, small, and start-up businesses in the apparel, furniture, and rural tourism sectors, as well as to create income opportunities and jobs.

The project supports enterprises and entrepreneurship growth through the following outputs:

IMPROVED ACCESS TO SERVICES AND EQUIPMENT

IMPROVED MARKET LINKAGES, AND ACCESS TO B2B NETWORKS AND SERVICES

IMPROVED BUSINESS KNOWLEDGE

IMPROVED QUALITY AND BRANDING OF TOURISM OFFER

IMPROVED ACCESS TO SALES CHANNELS

Up we go. With apparel.

Fostering Employment and Growth Opportunities.



The apparel industry has experienced high growth rates in the last years in Kosovo, both in terms of turnover and the number of employees. A rise in income and awareness of good fashion, as well as demand for personalized apparel, play a driving role in the growth of the sector. Fashion design and production are mostly carried out by women in Kosovo's apparel sector, which is labor-intensive and largely composed of small and micro businesses.

In order to identify the key opportunities and constraints in this market, the first months of the project were dedicated to an in-depth market assessment. Based on this study, the FEGO project has designed interventions that will ease the access to finance for businesses, to support and stimulate growth by investing in new technology and innovative products. The project will also work towards skills development for exporters, to address the shortage of specialized skilled workers.

The furniture sector has experienced continuous growth in recent years, contributing to import substitution. A further boost in sectors domestic market growth has been driven by the increase in household spending, living standards, and construction of new residential buildings. Similar positive growth trends have also been recorded in terms of export, largely driven by diaspora linkages.

Despite the success of SMEs in the furniture sector, FEGO's early market assessment has revealed several market-related constraints. Among these constraints are the lack of skilled labor, a weak entrepreneurship ecosystem, and a lack of business connections. As part of the efforts to foster entrepreneurship and innovation, the project will be setting up business hubs in cities with a high concentration of businesses. In addition, the team is exploring modalities for introducing short-term trainings throughout existing institutions for the furniture sector.

FEGO is seeking partnership opportunities with enterprises that aim to introduce innovative products and processes in the furniture.

Up we go. With making furniture.

Fostering Employment and Growth Opportunities.



Up we go. With rural tourism.

Fostering Employment and Growth Opportunities.



In Kosovo, the tourism sector is only at the beginning stages of development, with significant improvements taking place over the last five to seven years. While adventure products and businesses are developing in various parts of the country, rural tourism business models have also been established, as local communities have started to develop some basic infrastructure and capacities to participate and increase their income.

FEGO's rural tourism team has assessed the growth potential of various rural tourism destinations and identified key problems and opportunities for the development of rural tourism. To improve SMEs' access to sales channels, FEGO will partner with tourism SMEs, private sector service providers, municipalities, and relevant associations. The project will also facilitate the development and marketing of tourism products, tour packages, branding at an enterprise and destination level, and promotion. FEGO's vision of a fully functional rural tourism destination includes effective cooperation and coordination between multiple actors, destination-level tourism service/product providers, travel service providers, and actors involved in the provision of supporting services such as destination management, promotion, and human resource development.



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