

IOM/EU organized Fair a unique opportunity for a new market linkages and business partnerships.



Training on advertising, branding and packaging for the FAIR participants

The IOM/EU programme “Support for the Stabilisation of Communities (SSC) in June in Gracanica/Graçanicë have organized a Fair with the sole participation of around 110 of the most successful SSC beneficiaries. The fair also included the training on advertising, branding and packaging for the participants. SSC is specifically design income generating intervention for the business people living in the disadvantaged minority areas in Kosovo.

The main purpose of the fair, was to promote economic and community revitalization for all communities in Kosovo through an adherence to the principles of economic opportunity, sustainable development, and community-based partnerships. The fair gave an unique opportunity for the beneficiaries to share their experiences, products, services, among them and the larger community. This event brought together beneficiaries from different sectors that have the wiliness and potential to improve their existing micro-business, encourage market linkages among them. The assumption is that this growth/development process leads to increased levels of general welfare that would reduce the out migration and increase the resettlement of actual displaced persons.

All Fair exhibitors were divided per sector of production/services. On this way, Food, Honey, Wine & Brandy, Cookies, Clothes, Shoes, Carpentry, PVC, Advertising & Engraving, Coffee and Herbs, Feed, Vegetables and Plants, Plastic & Metal,

Construction and Handcrafts producers had opportunity to share a stand with the producer of the same kind of products/services. Each sector –depending on the number of exhibitors had between 5-10 producers in one space. “This is an extraordinary opportunity for us coming from enclave villages to exhibit our products and present to wider population what we can do. Other organisations should follow this great example” said one of the SSC beneficiaries Mr. Predrag Jovic from Crkvena Vodica/Caravodice, Obiliq/Obilic Municipality from Honey production sector.

Since the SSC inception, the isolated and disadvantaged minority ethnic communities in Kosovo have been receiving financial and technical assistance to create income generation activities and provide employment opportunities. Many rural communities lack of freedom of movement, jobs, access to the market, public services and declines in young population.

The IOM-implemented, EU financed Support for the Stabilisation of Communities Programme is a spin over from the Community Stabilization Programme which started in November 2002 and was completed in December 2006. SSC started in April 2007 with the ultimate aim to provide minority communities already living in Kosovo with better living conditions so that they are more willing to remain in Kosovo and those who have left are more encouraged to return.