

# Competitive Fund for Innovation

## - Launching Ceremony -

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Grand Hotel – Prishtina

January 16<sup>th</sup> 2009



**Welcome  
to participants**



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**Mr. Neil Parker**  
**Horticultural Promotion in Kosovo (HPK)**  
**Project Manager**

# Ministry of Agriculture, Forestry & Rural Development (MAFRD)

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**Mr. Idriz Vehapi**  
**Minister**

# Kosovo Chamber of Commerce (KCC)



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**Mr. Besim Beqaj**  
**President of KCC**

# Swiss government's support to the horticulture sector



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**Mr. Samuel Waelty**  
**Head of Swiss Cooperation Office in  
Kosovo**

# Danish government's support to the horticulture sector



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**Mr. Jakob Thomsen**  
**Representative of Denmark in Kosovo**

# Presentation of Competitive Fund for Innovation (CFI)



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**Ms. Nora Gola**

**Horticultural Promotion in Kosovo (HPK)**

**Agribusiness Officer**

# Why are we launching the CFI?



To encourage actors to initiate new ideas/concepts permitting an increase in the competitiveness of the horticultural sector

- More competitive in the local market vis-à-vis importation
- More competitive in the export market – packaging, quality, marketing, regular supplies, etc
- More competitive in terms of productivity – yield, processing productivity, farmers’ common marketing strategy
- More competitive in terms of new products – fresh, processed

# Example of horticultural products/crops supported by HPK?



- Fresh/processed fruits - Apples, plums, strawberries, etc.
- Fresh/processed vegetables - Tomatoes, onions, peppers, etc.
- Fresh/processed wild medicinal and aromatic plants – Cowslip, etc.
- Ornamentals – Flowers, trees, landscaping, etc.

But, all of them exclusively cultivated or collected in Kosovo

# What could be financed?

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- New products - crops, processed products
- New technologies – cultivation methods, new processes for added value
- New markets – domestic, export, methods for accessing the markets
- New associations – farmers associations, horticultural associations
- New strategic partnerships – joint ventures among producers & traders
- New marketing approaches – promotion campaigns, labels, packages
- New financial schemes – financial products

# What could not be financed?

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- Purchase of tractors or agricultural equipment already largely used in Kosovo
- Organization of seminars, symposiums, workshops
- Consultancies unless they are part of a larger project
- All projects whose impact would be essentially/principally be to the benefit of the applicant (s)

# How does it work?

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- **Step 1:** Unsolicited Concept Note (1-2 pages) submitted before the deadline
- **Step 2:** Discussion about Concept Note
- **Step 3:** Invitation to apply through a full application form
- **Step 4:** Analysis of applications & recommendations by a technical committee
- **Step 5:** CFI board makes the final decisions

# Who can apply?



**Which horticultural actors can apply?**

**Individual producers**

**Producer groups**

**Private enterprises**

**Associations linked to the horticulture sector**

# Three major deadlines for Concept Note

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Three rounds:

**February 16, 2009**

**May 11, 2009**

**September 21, 2009**



# CFI criteria



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CFI goals	Prerequisite
Innovation	25 %
Economic impact	40 %
Sustainability	15 %
Technical ability	10 %
Environment, women, minorities	10 %

# CFI contact information

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# Questions by the media and invitees



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**Mr. Sylvain Roy**

**Horticultural Promotion in Kosovo (HPK)**

**Agribusiness Advisor**

Thank you for  
your attention

