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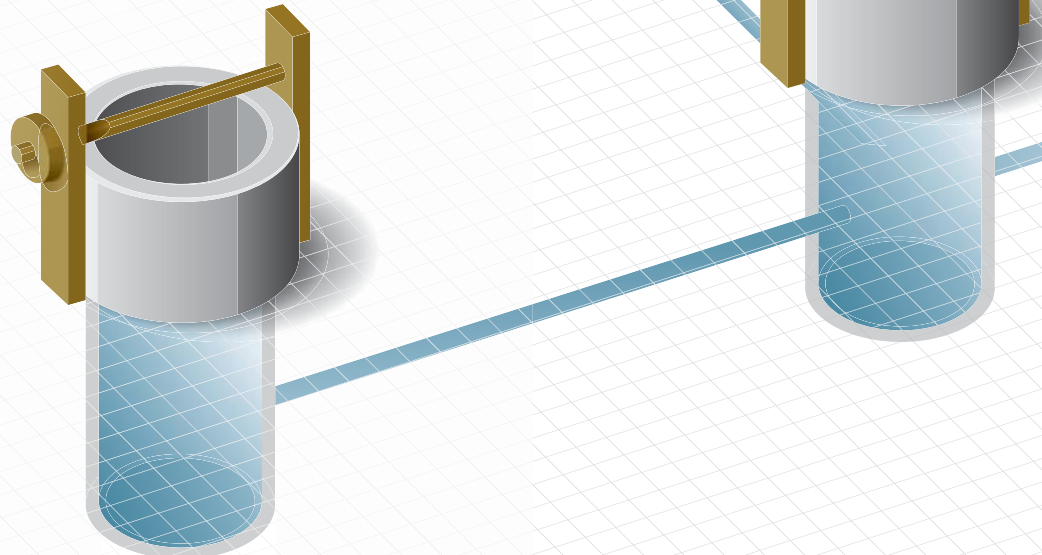
TheHorizon



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Let's Outsource in Kosovo

Building Kosovo's economy is every Kosovar's job, from the kinder-garden teacher to the policy makers who must dare to challenge the status quo.





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Address: Ilir Konushevcı, No.69, Prishtina, Kosova. Tel: + 381 (0) 38 222 885, Fax: + 381 (0) 38 222 886
E-mail: info@ecotrade-co.net, Web: www.ecotrade-co.net

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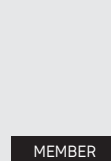
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Editor-in-Chief: Ms. Zana Haxha
Assistant: Besianë Musmurati

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editorial



► By Zana Haxha

Dear members and friends,

As in every issue of The Horizon, on this issue we focus on a specific theme which contains more in depth focus on a specific topic relating to the domestic economy. This time around we will guide you through Business Process Outsourcing (BPO) in Kosovo. And, the selection of this theme is no coincidence.

THOUGH THE CONSTANT reminder that Kosovo has the youngest population has become quite repetitive, there is no way to avoid it when considering the advantages of BPO within our territorial boundaries. In order to provide an illustration of just how successful BPO can be in Kosovo, we thought it would be best if we visited a few companies, see exactly how they function, and then share the story with you, our distinguished readers. As soon as we ended the visit at 3CIS, a leading business in BPO operating in Pristina, we knew that their story had to be shared.

THE WORK BEING conducted at 3CIS is quite unique, in that it is the only company in the region which provides specialized services to major communication carriers around the globe. The company has a total of one hundred and seventy employees, and it is very impressive that the average age of the employees is twenty six, out of which eighty-four of them are below the age of twenty-four! We find this to be a

great illustration of exactly what we mean when we over use the slogan Kosovo has the youngest population in Europe.

WE BELIEVE, and hope, that the story of 3CIS, only one among many in Kosovo, should serve as an encouragement for foreign investors to consider BPO in Kosovo. We have a strategic location between Western Europe the Middle East and Africa, there are low price labor opportunities, and what is more important, we have a multilingual young population, waiting to explore colorful job opportunities.

IN THIS ISSUE we also bring you a note from Deputy Assistant Secretary for Europe and Eurasia in the United States Department of Commerce; a note from our Deputy Prime Minister and Minister of Trade and Industry, the 2011 Business Agenda, and a number of other activities that AmCham is currently engaged in.

OUR SINCERE THANKS to all the contributing authors and especially to the representatives and employees of 3CIS for sharing their story with our readers!

Sincerely,

Zana Haxha
Editor in Chief

The Department of Commerce is here to help you

Greetings from the United States Department of Commerce in Washington, D.C. As the Department of Commerce's Deputy Assistant Secretary for Europe and Eurasia, I spend a lot of time speaking with entrepreneurs, government and industry leaders across the United States and Europe Eurasia about the trade issues they face. To my dismay, I have found time and time again that a lot of business leaders—especially those at the helm of small and medium enterprises—are still not fully aware of all the services the Department provides to companies looking to grow or even start their export operations. With this editorial, I would like to give an introduction to the export assistance services we offer companies to help them find new markets for their products so their businesses and our economy can grow.

If there is one thing that I hope you will remember, it is that we are here to help you—whether you are a small American company considering exporting for the first time, or a larger one that wants to export more of its goods and services.

The Department of Commerce's central mission is to create and expand economic opportunities for American businesses and workers. As President Barack Obama has said, "Making it possible for businesses to succeed is how we ensure that our economy succeeds and all our people succeed". The Department of Commerce's International Trade Administration or ITA, is divided into four units—the Office of Manufacturing and Services; the

Foreign Commercial Service; the Import Administration; and my office, Market Access and Compliance.

The Office of Manufacturing and Services or MAS conducts industry analyses that they use to give advice to companies looking for new markets or even trying to find their first export markets. MAS has scores of international trade specialists analyzing worldwide data from every economic sector to help a company in matching their product with the markets with the most demand for that product.

The next component of ITA is the Foreign Commercial Service. As its name implies, FCS places its commercial experts in our embassies abroad. Every major embassy throughout the world has a Commercial Service office. Commercial Service Officers are our eyes and ears on the ground. Once a company has decided which markets it would like to target, with the help of MAS or on their own, they would next go to FCS for advice on how to enter that market.

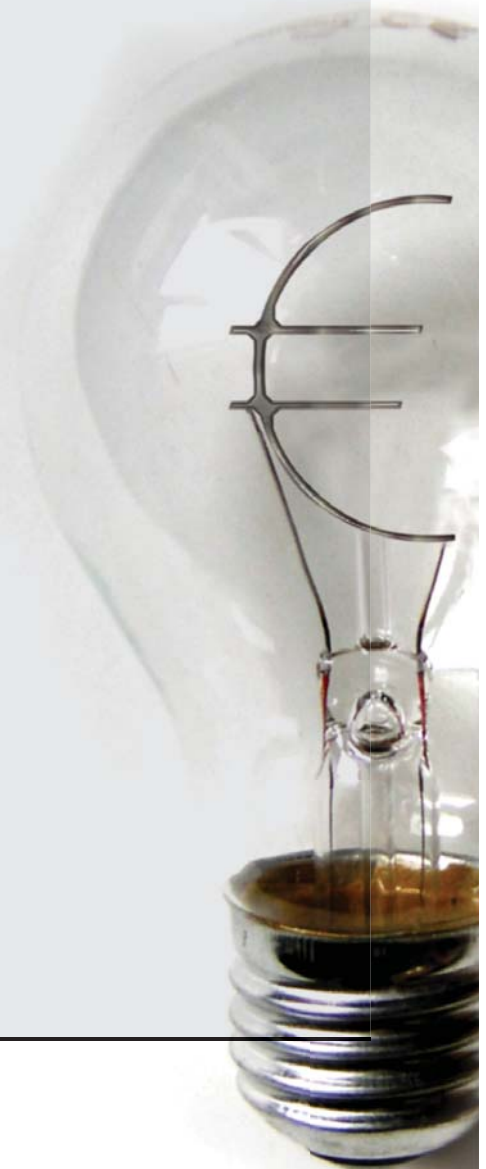
My unit—Market Access and Compliance (MAC)—works to remove barriers that U.S. companies face within a foreign market. We help U.S. companies to navigate foreign markets, thereby creating jobs here in America by increasing their exports and investments abroad. MAC opens global markets for expanding U.S. businesses and jobs.

The MAC Europe team identifies trade and market access barriers through our close relationships with industries and companies on the



By **Juan Verde**

Deputy Assistant Secretary for Europe and Eurasia, United States Department of Commerce





ground in European markets. We then strategically work with our trading partners to encourage them to fully honor their obligations under international trade rules and agreements. We also encourage them to more fully open their markets to innovative U.S. goods and investment. We coordinate these efforts with ITA's Commercial Service staff and industry sector experts, as well as other U.S. trade agencies to work toward fulfilling President

Obama's vision of a barrier-free global trading system. Not surprisingly, domestic companies within a market also benefit from the market liberalization that we help to foster.

Here in Washington, MAC's Europe country desk officers are seasoned experts on the commercial, economic, and political climates in their assigned countries. They focus on resolving trade complaints and market access issues, and act as advocates for U.S. businesses. Our desk officers also help to educate U.S. companies about how to tailor their activities to specific market. Even though the United States exports more than any other country on the planet, it can still be daunting for a small or medium-sized American business to export its goods and services abroad. But we are here to help. We equip those businesses with the knowledge and tools that they need to take that first giant step to becoming an exporter.

I believe that exporting to Europe is the safest and most promising bet for the first time exporter, given the maturity of Europe's markets and its vast consumer base. Europe is the world's largest common market, which means that a company exporting to a country in Europe has access to all the countries in the European Union. Countries in the European Union also have mature, transparent legal systems. This is a tremendous benefit to small and medium enterprises which do not have the resources to fight costly permitting or licensing battles in markets with lower ease of doing business indexes.

MAC also champions American businesses and workers by tracking specific cases where U.S. firms are being denied the full, fair access to foreign markets that was guaranteed under a multilateral or bilateral trade agreement. Last year, for example, MAC staff helped a major manufacturer of locomotives to resolve an issue involving government procurement in Germany. In Russia, we recently helped to persuade the government in Moscow to not raise barriers to U.S. trucks and machinery exports there.

The Market Access and Compliance team wants to ensure full access to world markets for American companies and our workers so they can compete on a level playing field and to succeed abroad as they do here—with the best and most affordable goods and services. I urge you to reach out to our desk officers when you have questions or concerns regarding trade practices. You can find more information about MAC, including contact information at <http://trade.gov/mac/>.

Lastly, don't be afraid to communicate with your local American Chamber of Commerce for guidance. All of these resources are available to you as a member of the Chamber and we encourage all businesses and workers to take full advantage of the services that we offer.

We look forward to assisting you.

Juan Verde serves as the Deputy Assistant Secretary for Europe and Eurasia at the United States Department of Commerce.

Deputy Prime Minister Kusari-Lila addresses the business community

Dear AmCham members,

Having served as former Executive Director of the American Chamber of Commerce in Kosovo, I am very familiar with the difficulties and obstacles which businesses, domestic and foreign, face in their daily doing business routine here in Kosovo. I assure you all that from the beginning of my mandate with the Government of the Republic of Kosovo as Deputy Minister for economic issues and Minister for Trade and Industry (MTI), I have undertaken serious steps towards the improvement of the Kosovo economy.

In 2009 Kosovo was ranked 118th in the World Bank publication of Doing Business, while one year later fell one rank lower. The goal of MTI is to stop this negative trend and improve Kosovo's overall ranking. The Kosovo Government has pledged that by 2014 Kosovo will be one of the top reformed countries in doing business; hence, becoming part of the forty most reformed countries in the world. The reforms include the elimination of a considerable number of procedures, the time and expenditures for construction licenses, registration of property, investors protection, tax payment, cross border trade, contract enforcement, and the closing of business. In this direction, by 2014, we will eliminate at least 50% of licenses and permits that businesses are hassled with.

In order for Kosovo to be transformed into an attractive environment for investment, numerous laws need to be amended. We have presented a legislative agenda of twelve laws that are necessary to

improve the business environment in Kosovo. Three MTI laws, which have to do with the internal trade, trading companies, and accreditation, have undergone the first hearing in the Kosovo Assembly. Other ministries within the economy sector including the Ministry of Finance, the MD, MPB and MMPH are also preparing necessary draft laws for these reforms. In the meantime, MTI has continued with the opening of another fourteen "one stop shops" for the

facilitation of easier business opening procedures, which would cover the majority of Kosovo.

As with my prior work at AmCham, the attraction of foreign investments remains on the top of my agenda. We strongly encourage foreign investors to consider investing in Kosovo. I would say that our strongest comparative advantage when it comes to foreign investments is that we, the Young Europeans, have a young workforce, willing to invest their knowledge in different fields. I and my cabinet members are all below the age of thirty six, and our mission is to expand the Kosovo economy and

create new jobs and opportunities for our youth and the greater population. In addition to all business enabling reforms, we are also working intensively to normalize trade relations of Kosovo with all neighboring countries, which will increase competitive advantages of Kosovo producers and make Kosovo more attractive to foreign investors. We are here, and our doors will always remain wide open to foreign investors considering investment opportunities in Kosovo.



Mimoza Kusari-Lila

Deputy Prime Minister and
Minister of Trade and
Industry

Banka Ekonomike

me produktin **SMS-Banking**, ju mundëson pagesën e të gjitha shërbimeve të **IPKO-s**



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VETËM ME NJË SMS



Mendon për ty!

Let's Outsource Kosovo

Building Kosovo's economy is every Kosovar's job, from the kinder-garden teacher to the policy makers who must dare to challenge the status quo.



Written by:
Luan Dalipi

Managing Partner
Management & Develop-
ment Associates
Prishtina, Kosovo
www.seemda.com

Imagine for a moment how Kosovo will look in the year 2020. Now, try to imagine that we have close to 100% employment and one of the best socio-economic environments in South East Europe (SEE). How do you think we/Kosovars will be able to achieve this? Believers and skeptics alike, please continue to read on.

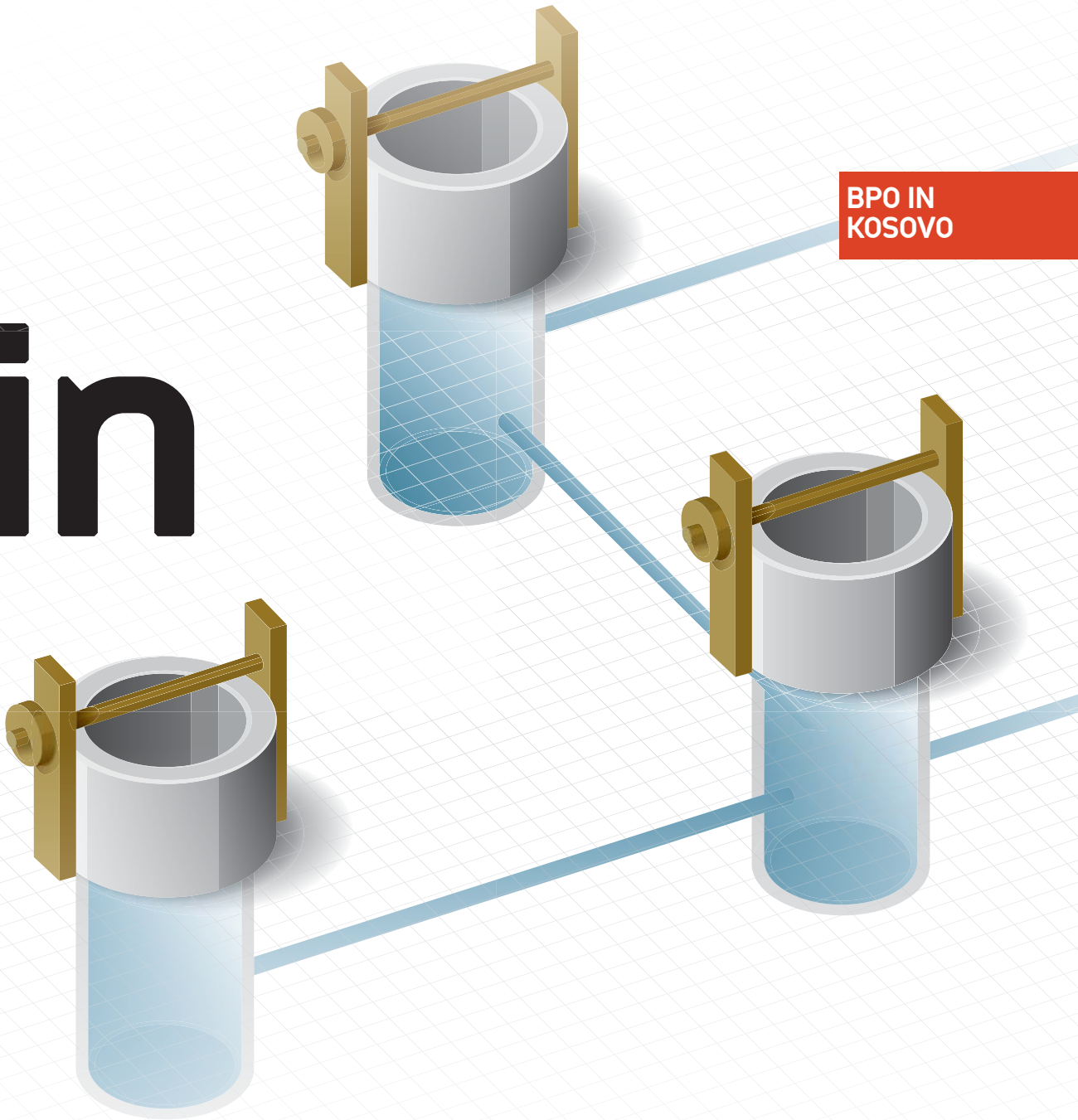
In relative terms, given our small population, Kosovo has a large, youthful workforce. We also enjoy a unique strategic location in South Eastern Europe, geographically as well

as culturally. That and our nexus of relationships with European, Middle Eastern and African (EMEA) markets, as well as our close ties to the US can make Kosovo – by 2020 – the top destination for Business Process Outsourcing (BPO) activities.

Building Kosovo's economy is every Kosovar's job, from the kinder-garden teacher who must inspire creativity in the minds of three-year-olds, to the policy makers who must dare to challenge the status quo and pave the way for needed investment and eco-

e in

BPO IN KOSOVO



conomic development policies. There are, of course, many more pieces to this chain. The final link is the foreign company with no ties to Kosovo, other than business, which decides to outsource one or more of its business activities here. The link before that is the very important Kosovar business Diaspora – whom we could call the real Ambassadors of economic development. There are already many examples of Kosovar Diaspora, foreign businesses and Non-Governmental Offices, which have been successful in

convincing their international partners to invest and outsource to Kosovo. The Dutch-based Zinkunie B.V.® outsources parts of its production of zinc, copper, stainless steel and lead products to a private industrial park in Prizren (south Kosovo). Another example is the IT-enabled BPO company 3CIS J.S.C., based in Pristina, which is contracted by Tellabs®, a US based globally renowned corporation that supplies wireless providers worldwide with reliable and scalable mobile internet solutions. Also, there

are NGOs, such as the Kosovo American Education Fund, which has been instrumental in investing and making US graduate level education available to many talented Kosovar students who, upon graduation, are bringing their learned expertise back to Kosovo. There are other Kosovo-based companies who are selling insurance products, performing market research, and/or developing web applications on behalf of international clients.

The missing element, which would further empower development of the ►

BPO IN KOSOVO



All existing Kosovar BPO companies have a few things in common:

- 1 Good IT infrastructure, especially with regard to the quality of internet connectivity;
- 2 Competitively-priced skilled labour;
- 3 Well educated and multi-lingual population, with a growing number in English fluency;
- 4 Exactly the right location.



BPO sector in Kosovo, is investment incentives, which the Kosovar government should develop as soon as possible. These incentives should be based on policies that envision Kosovo becoming the leading manufacturing, trade and services hub serving international markets by 2020.

We can “sell” or promote Kosovo as a place where foreign companies can produce their products or supply their services at lower costs in the short-term, but BPO ventures should also be an important part of Kosovo’s long-term economic development strategy. This will mean creating an environment that can deliver real, sustained value for these companies, by enhancing their current “in-house” production capabilities or even introducing new opportunities through innovation and cost savings, in order to incentivize continued and long-term

investment in Kosovo. Ultimately, although in the short-term we have to attract some companies that are only interested in cutting their production/service costs, in the long-run we should strive to attract companies that are interested in going beyond mere cost-cutting and are looking for real strategic growth. Those companies will want to see that our government is continually and progressively investing in education, so creating an army of educated young people who will be able to engage in the so-called high-skilled BPO activities.

Again, building Kosovo’s economy is everybody’s business. Investment promotion and support are activities that require a high degree of communication, cooperation and coordination among and between all stakeholders, both public and private throughout our country and abroad and we have to learn to pitch to possible partners in a highly competitive business environment. This looks like a tough call for Kosovo in 2012, as we rebuild our country in an era of global financial and economic turbulence – but as we have shown throughout our history, we are a resourceful and resilient people and when we set our minds to something we can achieve it.

Luan is the Managing Partner of Management & Development Associates (www.seemda.com). Currently, he is also engaged as the SME Development Advisor within the EU-funded “SME Support through Ministry of Trade and Industry” Project (www.smesupport.biz), Alumni and Contributor to the Kosovo American Education Fund (www.kaef-online.org). Luan is one of the founders and a former two-time President of AmCham Kosovo (www.amchamksv.org).



THE STORY OF 3CIS

The first question that people ask is what 3CIS is and what do they do? In Kosovo, with the abundance of call centers and other similar services it is easy to assume and bundle 3CIS with the aforementioned centers, however the reality is quite different.

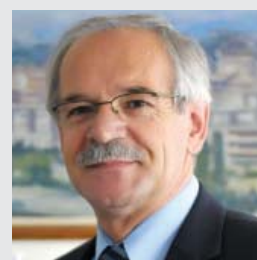
3CIS provides highly specialized services to major telecommunication carriers across the globe. This includes network architecture design, planning, consulting, implementation, integration and testing with a strong expertise on mobile backhauling. 3CIS also provides on-site consulting services as well as manages and coordinates the activities in a multi-vendor environment during the life-cycle of

the complete project. On top of this, 3CIS also offers Project management services that are tailored to suit client needs from initial planning to project completions.

Naturally, the second most asked question about 3CIS is how did the company come about and why exactly in Kosovo?

It all started when a major Telecommunications equipment manufacturer had to expand their business in a rapid and scalable fashion.

One of the lead telecommunication architects in that company, who is also a native of this country, came up with the idea of bringing that expansion here in Kosovo. He based that on the



Written by:
Gëzim Pula

Gëzim Pula is the Executive
Director of 3CIS



BPO IN KOSOVO

experience and competency already proven by several engineers from Kosovo who were employed by the manufacturer.

Established as a Kosovar company, 3CIS L.L.C. started operating on November 3rd 2008 with five resources led by myself and Artir Geci. The first couple of months the team worked diligently to establish the quality services that the clients craved and they proved that the idea of engaging 3CIS was a great business model. As the work volume increased so did the resource numbers. Soon enough, in a couple of months besides the local resources, there were already professionals joining 3CIS that were residents as well as students that graduated in USA, Canada and Europe lured by the opportunity and success story of 3CIS.

Sometime in the beginning of 2010, 3CIS decided to build something unique in the region. It decided that it will grant options of the company to every employee of 3CIS and made all the employees part of the 3CIS success. To be able to do that, 3CIS was transformed from a Limited Liability Company to a Joint Stock Company and divided the shares among its employees. This is on top of health care, life insurance and profit sharing, which were already provided to all contracted employees.

Today, two and a half years afterwards 3CIS employs 172 professionals from various backgrounds and provides support to clients ranging from ATT, Clearwire, Vodafone, BT, Orange

etc. Our engineers are specialized in a wide range of telecom equipment manufacturers such as Cisco, Tellabs, Alcatel-Lucent, Motorola, Ericsson, etc.

Revenues for 2009, first full year, were at 970. 000 Euros. In 2010 revenues were at 4 million Euros. For year 2011 a 25% growth is projected, which will bring revenues up to 5 million Euros. Five year plans call for double digit growth year after year and revenues will exceed 10 million Euros. The company is cash flow positive

REVENUES 2009-2011



 **25%**

For year 2011 a 25% growth is projected, which will bring revenues up to 5 million Euros.

with a very strong balance sheet.

Currently our experts are engaged in projects in North America and EMEA (Europe, Middle East and Africa) and they are also providing resident support in different European countries. Our clients are served by different departments within 3CIS depending on the projects and scope. Currently these are the active departments in 3CIS:

- The 3G Team – primary engagement is to provide expert support in the execution of clients 3G network activities including: architecture, integrations, migrations and expansion/reduction.

- The End-To-End Backhaul Team – specializes in supporting some of our clients 3G and 4G end-to-end mobile backhaul transport activities to help them modify their Node B capacities.

- The Design Team – provides telecom operators creative and cost-effective network architecture solutions, helping them transition into more advanced and efficient networks.

- EMEA Consultancy and Integration – the EMEA Team, as the name implies, is focused on serving client needs in Europe, the Middle East and Africa by providing high quality consultancy and integrations services related to their networks. This team includes numerous Resident engineers on-site to help the clients effectively and efficiently implement their network plans.

- The Nextgen Team (4G) – this team is focused around the IP traf-

fic, enabling large carriers to provide their users quality services using the 4G Technologies.

- The OSS Team – the Operational Support Systems team aids large carriers around the globe in building a detailed network database to provide them with fast access to crucial data needed for making informed strategic and tactical decisions.



- The Research & Development Team –the primary purpose of this innovative team of experts is to improve customer experience, satisfaction and loyalty by researching and developing solutions to improve telecom products and systems

- The Software Engineering Team – works closely with large carriers to help them plan and design Network Capacity Management Programs tailored to their specific needs. This team also works with all the 3CIS departments to create beneficial tools and interfaces for internal company use.

The 3CIS lab, with access to all the internal resources and customers, has been established to offer different testing procedures and live traffic simulations. This ensures that all engineers are up to date with the trending technologies in the Telecommunications field. For this purpose, 3CIS also provides various in-house training classes to its employees to ensure that the company stays up to date and in step with the latest technologies such as 4G (LTE, WiMax etc).

In this fast-paced industry, it is difficult to pinpoint where 3CIS will be in the future. Nevertheless, some things

are certain: we will continue to evolve together with our clients, helping them pave the way towards more advanced technologies and better services. We will continue to provide top quality services, and not shy away from global competition. We will invest more in the education of our staff to ensure we stay on the cutting edge of technology.

3CIS understands the value of skilled and satisfied employees and has gone above and beyond to offer its employees the highest

benefits among the companies in the region. Our employees, with an average age of twenty-five are an integral part of the company and they actively participate in the growth of 3CIS. They are our greatest resource and one of the main reasons why 3CIS has managed to prosper this far and be a success story.

We also believe that this is the greatest resource of the country and as such it should receive the greatest attention from our policy-makers. This

“renewable” resource is the greatest potential for development for all businesses in Kosovo, if properly treated and stimulated. We think that they need to be given an uncompromising support through Training and educational programs in IT and Telecom that are in step with global industry needs. We believe that a tremendous help would come from an updated Curricula in Universities to stay relevant with all the latest technologies, with a special focus on internships and hands-on approach on professional labs. This is easily achieved by offering Tax relief on the Import of equipment to stimulate training, national education programs and R&D. We also firmly believe that a proactive stimulation of service exporting companies that

The main arguments presented to start operating in Kosovo were:

- 1 Operating hours benefits (6-9 hours ahead of US time zones, work being performed in the regular AM shift)
- 2 Guaranteed Quality based on the experience with the experts from these areas
- 3 Well educated work force with high English literacy
- 4 Very attractive price point and value

directly influence our GDP would offer a lot of motivation to domestic and foreign companies to invest in Kosovo. 3CIS has proved so far that this is easily achievable with proper planning, motivation and dedication to make things happen. We are looking forward to keep sharing our success with the community, engage in promoting a strong work ethics and making Kosovo attractive to investors around the globe.

Interview 3CIS EMPLOYEES SHARE THEIR STORY

HANA BAJRAMI

At 3CIS, I work as a Project Manager where I manage a project in designing a network with two cellphone companies in Russia. In the design team, I am in charge of creating connections between 3CIS and clients in Russia. I contact clients in Moscow daily and my team assigns tasks depending on the clients' requests. While communicating with our clients in Moscow, we continuously discuss the problems and challenges we face. Our team is responsible for designing a cellphone network solely based on customer's requests. Overall it is a very challenging job because we do not meet with our clients face to face; however, we have managed to create a good partnership with them.



Hana Bajrami
Project Manager

I completed my bachelor's degree in Prishtina with a major in Political Science. I received my master's degree in Management and Environment from Lancaster University in the United Kingdom. My academic accomplishments have helped me adopt easily with the 3CIS company, making it easier for me to understand my duties and be able to successfully accomplish them. All the communication and job skills I have acquired at the University of Lancaster, I have been able to use them here at the company to implement teamwork. All the skills I have acquired in college have aided me in communicating more easily with colleagues from other countries. The organizational culture might vary in different companies, but the vision and mission are the same, and they keep our team connected with the one in Russia.

Working for 3CIS is a challenge and an opportunity. It's a challenge because client and management demands and their expectations are high and I must always try to find the best solution for the problems that arise. At the same time, I consider working for 3CIS Company as an opportunity to further develop my knowledge in management, be able to apply my knowledge in a work setting, make new contacts, new friends, and above all be part of the development and growth of the company. At 3CIS, equality, non discrimination laws, and the growth of efficiency of the company are vital values that are respected by the staff. In conclusion, through my work at 3CIS I have fulfilled my quest for challenges and professional satisfaction.

FATON MULLAFAZLIU

My responsibility at 3CIS as an expert in communication networking is to manage a group of senior engineers highly experienced in telecommunication. A big part of their job is to provide consulting to clients from different countries in Europe. It is very important that 3CIS uses its resources to provide our clients with the best standards in communication and my responsibility is to make sure we are always up to date with this standard. I spend most of my day synchronizing our resources and coordinating the different responsibilities with my clients through different meetings, phone calls, and emails.



Faton Mullafazliu
Senior Network Engineer

BPO IN KOSOVO

I have always been drawn to Information Technology. I graduated with a Computer Science degree from Prishtina University. However, not many classes were provided on modern computer networking at my university, so I attended many professional courses and got certified in this field, so that I could be up to date with the newest trends in the field.

There are many aspects I like at 3CIS. 3CIS enriches Kosovo's image as a country where there is a great potential for the development of many businesses with western standards. Other advantages at 3CIS are the following: working in teams, individual and collective responsibilities we hold, as well as the overall dynamics of the company. One of the greatest values at 3CIS is the fairness towards the employees. As employees of 3CIS we have access to all of the information related to the strategy and development of the company.

The KITE KAEF Challenge

GEORGE SOROS AWARDS CHALLENGE GRANT TO INCREASE EDUCATION, EMPLOYMENT IN KOSOVA

—Noted philanthropist will match donations dollar for dollar—

Philanthropist George Soros has declared a \$250,000.00 Challenge Grant to provide short- and medium-term training to businesses in Kosovo, with the goal of increasing employment opportunities for Kosovars. The grant, made to the Kosova American Education Fund (KAEF), requires KAEF to raise an equal amount through donations from individuals and businesses in Kosovo and the United States. The grant was made through Mr. Soros' Emergency Fund, a \$100 million source of funds he established in the wake of the global financial crisis to help shield the countries of Eastern and Central Europe from the impact of the unfolding economic downturn. Mr. Soros' funds will create a new program – the Kosovo Improvement Through Education (KITE) Program – to provide specific, individualized training to key employees at small and medium-sized businesses throughout Kosovo. The training provided through the grant will allow those businesses to increase or diversify their operations, thereby creating additional revenue and job growth. The project will be administered by the Kosova American Education Fund (KAEF), which since 2004 has provided graduate fellowships to talented young Kosovars with a devotion to improving their newborn country.

“This grant from Mr. Soros allows us to build on the work of KAEF,” said Saroj Siegler, the Program Manager for the new project. “KAEF is about preparing top-level managers for Kosovo’s companies and institutions. KITE focuses on employees who are involved in the day-to-day operations of companies, and who

need a specific skill or information in order to do their jobs better. By helping Kosovar companies increase their productivity, KITE will enable companies to expand and create new jobs.”

In order to receive the full grant from Mr. Soros, however, KAEF must first raise \$250,000.00 to match Mr. Soros' generous gift. “Mr. Soros intended this as a challenge,” said Eranda Aliu, the Office Director for KAEF in Prishtina. “He is willing to invest in this important training project, but only if Albanians around the world join him. If we as Kosovars don't contribute to our own education, why should he?”

The challenge runs through December 31, 2011. So far, businesses and individuals in the U.S. and Kosovo had given or pledged almost \$100,000.00 to meeting the challenge. “We still have a ways to go,” said Aliu, “But the initial response has been very positive.”

Mr. Soros has long supported the development of Kosovo through numerous donations, and through the establishment of the Kosovo Foundation for Open Society (KFOS). KFOS works to strengthen government institutions and to further develop an open society within Kosovo. Its programs focus on the rights of minorities, civic participation, European integration, governance, and education.

If you would like to contribute to the Matching Challenge, please wire your generous donation to the following local bank account no: 150 115 0000 071 656 Raiffeisen Bank Kosova. You can also give online at www.support-kaef.org.

Focus on Patron Member

New Co Ferronikeli

Part of Cunico Resources

New Co Ferronikeli is a part of Cunico Resources N.V, a multinational mining and metals company. Cunico Resources N.V is the largest manufacturer of ferronickel in Europe with production plants in FYR Macedonia and Kosovo.

The total investment in Kosovo plant exceeds EUR 100 million. NewCo Ferronikeli is the most successful story of privatization in Kosovo and plays a crucial role in Kosovo's economy. With the installation of the Venturi System – the most advanced system for the gas cleaning of Electrical Furnaces – NewCo Ferronikeli is setting a benchmark for all other companies in this field.

New Co Ferronikeli represents more than 50% of Kosovo's export. The product is exported to the European Union and Asia.

Focus on Patron Member



Who we are

CUNICO Resources N.V. is a multinational mining and metals company headquartered in Amsterdam, the Netherlands. The company is a joint venture of Beny Steinmetz Group Resources (BSGR) and International Mineral Resources AG (IMR), both of them internationally acknowledged and well established companies in the mining and metals industry.

Covering nearly 10% of the entire ferronickel production in the world, CUNICO Resources N.V. is the largest manufacturer of ferronickel in Europe and fourth manufacturer of ferronickel in the world, with production plants in the Balkans, namely Feni Industries in FYR Macedonia and NewCo Feronikeli in Kosovo.

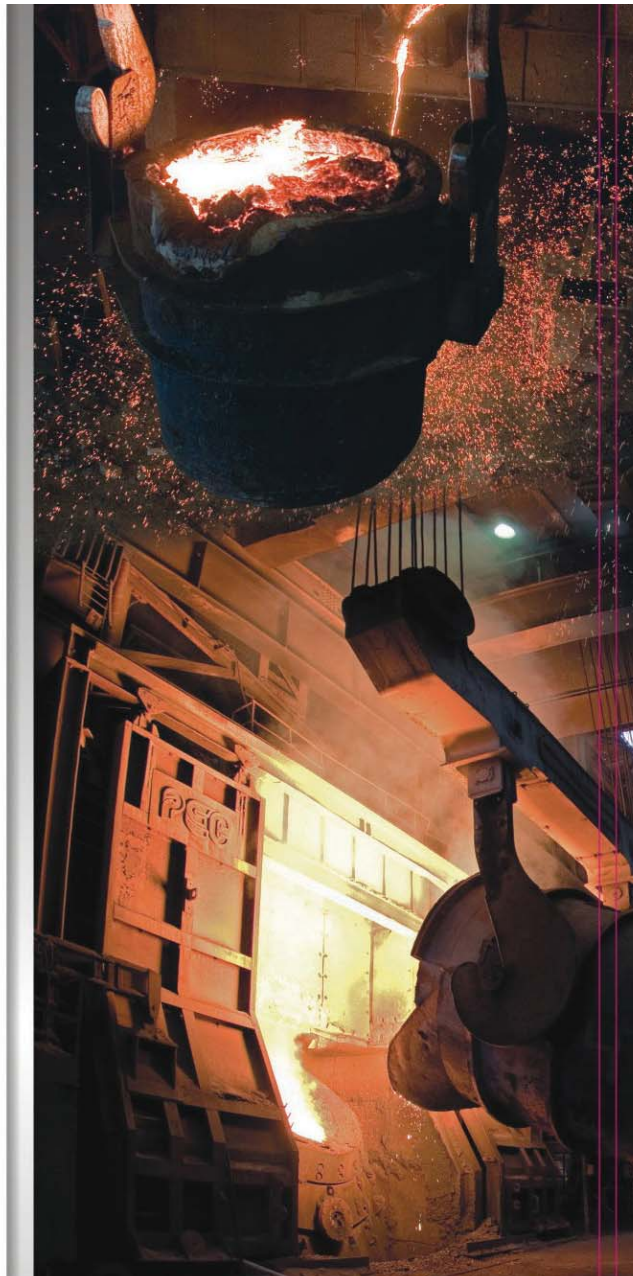
In 2010, the group has more than 2.350 employees in the Balkans, in the headquarters in the Netherlands and in its marketing branch in the United Arab Emirates.

Our products

Low nickel content - carbon free ferronickel is the utmost advantage that distinguishes our product from the rest of its kind.

Feni Industries produces ferronickel in the form of **granules**, although the facility is equipped with casting system for production of ingots as well. The whole production of NewCo Feronikeli is in **ingots**. Because of its specific chemical characteristics, that is the low carbon content and nickel content in the range of 19-23%, our ferronickel ranks among the best in the world. Additionally, the possibility for the clients to choose the preferred shape (granules or ingots) makes our product even more attractive.

The slag is a by-product that appears as a result of the ore smelting process. There are two kinds of slag: with low and high iron content. From 2010, CUNICO Resources N.V. started marketing this material, which depending on the type, finds various application. Thus it is used as insulation material, as an abrasive, for construction of roads, in the cement industry, etc.



Marketing

The Group markets and sells its products through its subsidiary CUNICO Marketing FZE, based in Dubai, which aside from its basic sales role, it also supports the supply of raw materials and provides logistic services to the whole group. This sector is particularly founded for effective marketing and sales of ferronickel in Europe and the Far East.

Clients

Numerous clients throughout many countries are purchasing our ferronickel on continuous basis. The European countries, among others, include Spain, Germany, the United Kingdom, Sweden, Italy and Belgium, and the ones from Asia - China, India, Korea and Taiwan.

Investments

CUNICO Resources N.V. continuously invests in both its facilities in the Balkans. In the past, neither one of them has used its full potential, but after becoming part of CUNICO Resources N.V. Both plants use their manufacturing capacities to the maximum: all the rotary kilns and electric-arc furnaces are in operation. Following the numerous investments in equipment as well as changes in the production technology, they have both exceeded their projected frames. Moreover, the Group is strategically oriented towards further technical and technological development, aimed at constant improvement and modernization of the production process as a whole. As a result of these strategic goals, CUNICO Resources N.V. expects the production rate of both plants to reach 35.000 tons of nickel per annum until 2012.



Focus on Patron Member



● The Production Process

The production process is very similar in both facilities, since basically the ore is processed and ferronickel is produced through application of a pyro metallurgical process. Generally, the process consists of ore preparation, reduction in the rotary kilns, smelting in the electro-furnaces, tapping, refining, and finally casting, either as granules or ingots.

● Social responsibility

The social responsibility of CUNICO Resources N.V. is demonstrated through numerous activities the Group takes in that direction. Aside from the strong support, both Feni Industries and NewCo Feronikell contribute to the communities in which they operate, especially through donation programs aimed at infrastructural improvements of Kavadarci and Drenas, respectively. The Group has an integrated approach aimed at educating and protecting the young population from the contemporary vices and promoting health through involvement in sports. Thus in Kavadarci, the Group sponsors the local basketball team Feni, the State champion of the first male league three years in a row, while in Drenas the Group founded a football team that is now starting to mark its first significant achievements. At the same time, CUNICO invests in educational programmes and provides scholarships to students expected to be the bright future of the companies the Group consists of.

● Environmental protection and concern

Both plants are leaders in the environmental protection in the countries in which they operate. Feni Industries is the first company in the country that has acquired an IPPC (Integrated Pollution Prevention and Control) permit and that has been assessed and certified as meeting the requirements of ISO standards 14001:2004 and 9001:2008, both being fully and successfully implemented. Furthermore, their efforts are currently aimed at implementing the REACH standard, which will additionally confirm the European quality that the Group promotes. In the recent years, CUNICO Resources N.V. continually invests in acquiring modern and sophisticated equipment for improving the quality of the environment. The Group, through numerous educational trainings and various informational programs, is constantly working on expanding the environmental concern internally, among its own employees, as well as externally, towards the broader public.



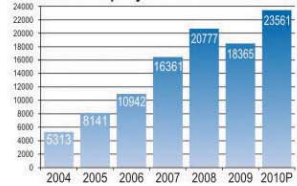
● Human resources

Human Resources represent an essential segment that contributes to the achievements of CUNICO. The Group is managed by internationally affirmed and acknowledged professionals in the mining and the metals business, who supported by the shareholders and the numerous employees in its subsidiaries that have demonstrated proficient level of industrial knowledge and culture, provide the foundations for the overall and ongoing success of CUNICO Resources N.V.

Focus on Patron Member



Increasing of production (Cunico Rcs.)
Tons of Ni per year



Sustainable development

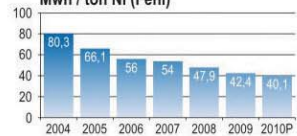
If development is the driving force of CUNICO Resources N.V., sustainable development represents its main strategic goal.

As a result of this determination, though the ferronickel production marks a constant progression, yet the raw material consumption norms per ton of nickel mark a significant cut-back.

This strategy once again proves the Groups' strong commitment in maintaining and constantly improving both social and environmental responsibility.

Achievements of Feni
from technological aspect

Mwh / ton Ni (Feni)



Achievements of Feronikeli
from technological aspect

Mwh / ton Ni (Feronikeli)



Cunico Resources N.V.
Haaksbergweg 59,
1101 BR Amsterdam
The Netherlands
T: +31 (0) 20 564 04 93
F: +31 (0) 20 564 04 94
e-mail: info@cunicoresources.com

Cunico Marketing FZE
LOB 02, Office 25 Ground Floor,
Jebel Ali Free Zone,
Dubai, United Arab Emirates
P.O. Box 262635
T: +971 (0) 4 881 04 39
F: +971 (0) 4 887 20 44
e-mail: info@cunicomarketing.com

www.cunicoresources.com



AmCham establishes the Kosovo Corporate Social Responsibility Network

The concept of Corporate Social Responsibility (CSR) is a relatively new concept in Kosovo. Since June of last year, AmCham initiated a campaign to increase awareness about CSR in general. The campaign started with the organization of a conference on CSR and Corporate Governance, which was co-organized with the United Nations Development Programme (UNDP) in Kosovo and the International Finance Corporation (IFC). The conference brought together AmCham members and some of them shared their experience in CSR with the audience. We also brought an expert on CSR, Ms. Maria Alexiou, who heads the CSR Department at Titan Group, a large cement producing factory which operates in a number of countries around the world, to share her companies' experience in CSR with our members.

In continuation of raising awareness about CSR AmCham undertook another initiative; this time around, in cooperation with the UNDP and the International Labor Organization (ILO), we led a two week campaign on raising awareness on CSR and the ten principles of the United Nations Global Compact, with specific focus on principle 5, the elimination of child labor. The Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. Large billboards were posted around the country with posters containing messages on the importance of these principles. The

two week awareness campaign was ended with the organization of a conference on CSR principles and the Labor Dimension of CSR. Speakers at this conference were experts in CSR Macedonia, ILO specialists on CSR, and AmCham member companies who shared their work in CSR with the conference participants.

Next in AmCham efforts towards making CSR part of the agenda of business operations in Kosovo, came another initiative in cooperation with the UNDP Private Sector Project. This time around, we launched a call for applications for the Best Business Award, which was meant to award the business with some of the best projects in CSR, projects which had a multiplicative impact on the community and the environment as a whole. Additionally, the aim of this Award was to bring together companies who have already recognized the importance of CSR and have incorporated it into their operations. AmCham formed an application review panel which was comprised of professionals from different domestic and international organizations in Kosovo. There were a total of eight applications with some very impressive projects in education, the environment, the arts etc. The award was delivered to Raiffeisen Bank. Raiffeisen Bank Kosovo has continuously contributed to the society in various forms. Some of its most important contributions are: building of Public Kitchens throughout Kosovo, Raiffeisen Supper League of Football, support to the Pediatric Clinic, and continuous support to the orphaned





and abandoned children's village. Raiffeisen Bank Kosovo has also contributed to projects regarding the environment, youth, journalism and other important fields. Raiffeisen Bank is also known as one of the best employers in Kosovo, with high standards of work and generous fringe benefits.

In April of this year, with the support of Sharrcem-Titan Group, AmCham organized the Kosovo CSR Day. This was a conference where AmCham member businesses once again came

together to share their experience in CSR and continue their commitment to CSR in a more formal way by creating a network of businesses committed specifically to CSR.

We are very proud to announce that our efforts to make CSR an important segment of business operations in Kosovo were culminated by the creation of the Kosovo CSR Network. The founding members of this Network are: AmCham, the American University in Kosovo, AVC Group, the Center for Entrepreneurship and Executive Development, Coca Cola Hellenic, the Kosovo American Education Fund (KAEF), Marigona Residence, Meridian Corporation, ProCredit Bank, Raiffeisen Bank, the Slovenian-Kosovo Pension Fund, Sharrcem-Titan Group, and PR Solutions. In the beginning of June, the Network held its first General Assembly, where it elected its Board of Directors. Mr. Emmanuel Mitsou, the Managing director of Sharrcem was elected Chairman; Ms. Eranda Aliu, Executive Director of KAEF was elected Vice-Chairwoman; Ms. Zana Bajrami from KOSST was elected Secretary General; and Mr. Agon Gashi, Director of Development at Meridian Corporation, was elected Treasury of the Board. Mr. Robert Wright, Chief Executive Officer of Raiffeisen Bank, was elected a regular Board member. Apart from the individual work in CSR that the member companies will conduct, the Network will identify specific projects where it will invest as a group. On the right is a note from our newly elected Chairman of the Board to the members of the Network.

Note from the Chairman



Emmanuel Mitsou

Chairman of the CSR Network

Dear Members of the Kosovo CSR Network,

I would like to thank you for entrusting me with the Chair of the Board of the Network which is a great honor to me. We have all committed to a very demanding task and there is a lot to do, but I am convinced that with the warmth and determination already displayed by this wonderful team of people, we will definitely succeed in creating a – small in the beginning, yet steadily expanding – realm of Corporate Social Responsibility in Kosovo. There is an exciting challenge in front of us, one that serves a noble cause; and a journey that will undoubtedly become a rewarding experience for us all, persons and corporations alike. Let's go for it.

Kosovo Business Agenda 2011

AmCham supported by the USAID Business Enabling Environment Program (BEEP) is implementing a project titled Kosovo Business Agenda 2011. The project aims to identify issues that Kosovo businesses face in the local and central level, analyzing them and providing a set of recommendations for improving the overall business doing environment.

AmCham organized two series of focus group meetings and roundtable discussions with representatives of the private sector companies and business associations in eight largest municipalities of Kosovo, including one minority-inhabited municipality. In total, AmCham met with around 140 business community representatives.

The first series of focus group meetings were of general nature, meaning that the businesses were invited to address all the issues they face in doing business. The meetings enabled AmCham to establish a good overview of the daily issues that businesses confront. Some of the key issues that businesses confront include: valuation of imported goods by Customs, lengthy appeal procedures at Customs, bureaucratic VAT reimbursement procedures, necessity of creating incentives for all the businesses to join the formal economy, unclear public procurement technical specifications, unstable power supply, lack of communication between private sector and energy utility, costly and lengthy municipal permitting procedures, and finally maternity leave and working hours provisions of the Labor Law.

All the aforementioned issues and other issues were grouped into specific groups pursuant to their nature, such as customs, tax, manufacturing, public procurement, municipal permits and licenses, late payment, and labor law issues for further discussions and analysis in six roundtable discussions that took place in Prishtina. In the second round of meetings, businesses referred to what they believed were the roots of the problems they were faced with, i.e. municipal regulations, central legislation, or simply improper practices of the officials in both levels. The

identified issues together with a detailed analysis are included in the document Kosovo Business Agenda 2011.

The uniqueness of the document lays in the fact that it also contains specific recommendations which are provided directly from the private sector companies. Some of the key recommendations of the business community include:

- Customs should accept value of the import invoices, but should strengthen its mechanisms for checking their genuineness
- Customs should respect the Customs Code and complete the reviewing of appeals within the legal deadlines
- Tender technical specifications should be written by relevant experts as to avoid unclarities and dual interpretations
 - Procuring bodies should shift from the lowest price criteria to the most economically advantageous responsive criteria
 - Removal of custom dues for import of raw materials, etc.
 - Amendment of the maternity leave provisions in the Labor law



Written by:
Arian Zeka

Policy Manager at AmCham

Finally, the document also contains a detailed action plan, with a summary of identified issues, nature of issues, laws/regulations/practices that need to be changed and stakeholders that should be addressing the required changes.

The Kosovo Business Agenda 2011 is a document that aims to help of the Government institutions establish a clear overview of the issues that Kosovo businesses are faced with within doing business; and share the ownership of improving the current doing business environment with the business community, by taking into consideration the recommendations provided directly by them.

The Kosovo Business Agenda 2011 project is part of AmCham's continuous efforts for representing and serving the business community and enforcing its slogan of being a Business Voice for Growth.



ALBANIAN AMERICAN CHAMBER OF COMMERCE

450 W 33rd Street, Suite 101 • New York, NY 10001
Tel. 646-473-0100 Fax: 646-473-0400 • e-mail: info@albamchamber.org
www.albamchamber.org

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*Representing business interests of
Albanians in the Balkans.*

Our Mission

AACC will strive to foster, promote and develop business contacts and relations between the United States and Albania, Kosova and the region and to encourage the development of commercial enterprises between their residents.

The Chamber of Commerce will endeavor to bring about in the United States a greater knowledge and understanding of current commercial and investment opportunities in Albania, Kosova, and the region.

The organization aspires to bring together members who share a common interest in the development of business activities and relations between the United States and Albanians of the Balkans.

*AACC enthusiastically encourages all
individuals and businesses that share these
interests to join the Chamber by contacting
(646) 473-0100 or by e-mail:
info@albamchamber.org*

*A group of prominent Albanian-American business executives announced the re-activation of The Albanian-American Chamber of Commerce, Inc. (AACC) which was established on March 13, 1995 under Section 402 of the Not-for-Profit Corporation Law of the State of New York. This is the first such Chamber of Commerce in the history of United States-Albania relations.

Events

Best Business Award

AmCham in cooperation with the United Nations Development Program (UNDP) organized the Best Business Award Ceremony.

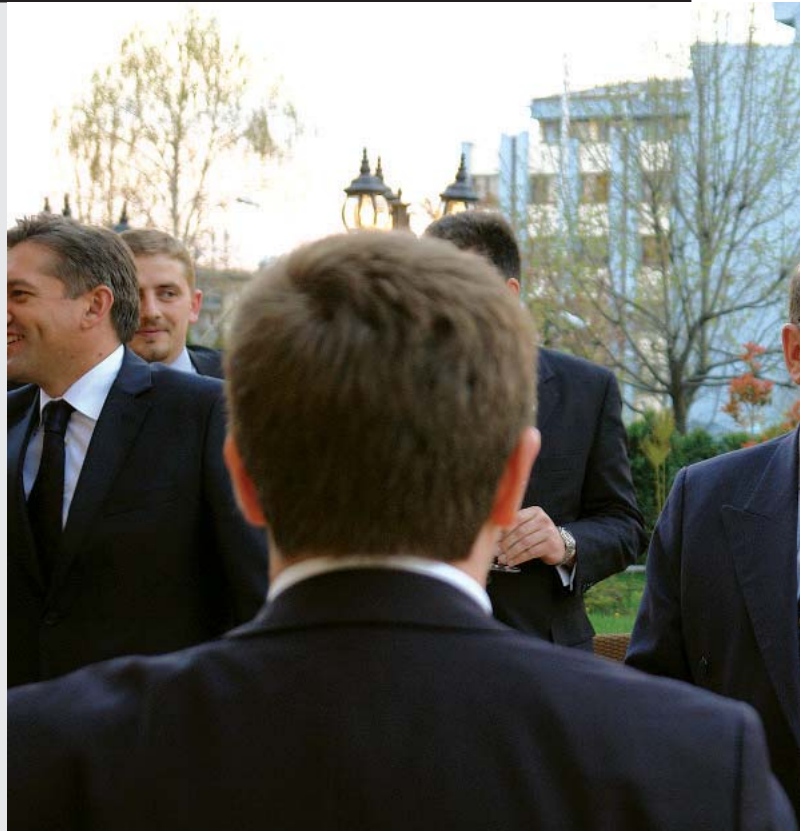
The Best Business Award is a recognition given to businesses which contribute to society through Corporate Social Responsibility (CSR). CSR is the commitment of businesses to behave ethically and to contribute to sustainable economic development for the wellbeing of the business and the society at large.

Present at the event were a large number of Kosovo businesses, as well as representatives of Government and other institutions. Honorary Deputy Prime Minister and Minister of Trade and Industry, Ms. Mimoza Kusari-Lila, assured participants that she will continue to support AmCham, adding that as of next year the Ministry will become a partner in organizing this event, which will hopefully become a traditional award. Together with the UN Development Coordinator and UNDP Resident Representative, Ms. Osnat Lubrani, Ms. Kusari-Lila handed out Certificates of Appreciation to all businesses who applied for the Best Business Award.

The selection of the business was conducted by a professional panel, comprised of representatives from different institutions.

Raiffeisen Bank Kosovo received the Best Business Award. The award was delivered by His Excellency Mr. Christopher Dell, Ambassador of the United States in Kosovo, who praised Raiffeisen Bank Kosovo for its continuous contribution to the society and urged other Kosovar companies to follow their example. The Ambassador expressed his expectation that next year the award will go to an entirely Kosovar business and challenged businesses in Kosovo to work towards this goal.

Recognitions for contribution to the society were also handed to the following companies: AVC Group, Buçaj, Coca Cola HBC, KOSTT, Meridian, Pro-Credit Bank and Sharrcem.



Luncheon with the Director of Tax Administration

In February the AmCham Tax Committee held a working lunch with the director of the Tax Administration of Kosovo (TAK), Mr. Behxhet Haliti, with the purpose of continuing communication, analyzing issues and possible obstacles that businesses may face during their operation.

Mr. Haliti voiced his appreciation to AmCham for organizing the lunch, adding that meetings of this kind help the tax officers improve their weaknesses and identify potential legislation areas that require further improvement.

Mr. Haliti also stated that TAK has undertaken a series of reforms with the purpose of improving legislation, tax procedures and communication with business taxpayers. Speaking about the reforms, Haliti emphasized the new IT system for payment processing, which will very soon enable an online tax declaration.

Present in the meeting were also the Vice-President of the AmCham Board of Directors, Mr. Erolld Belegu, several AmCham member businesses, as well as TAK experts who are currently working in the program for supporting TAK, a project financed by USAID.

Meeting
with the
Government
Cabinet



AmCham creates a Taskforce on the Public Procurement Law

On February 1st AmCham organized the first meeting of the Public Procurement Law Task Force. Present at the meeting were fourteen Task Force members, representatives of AmCham member companies and experts in the field. During this meeting, the members appointed Mr. Nexhmedin Ahmeti, from Rima Engineering as the Chairperson of the Task Force, and Mr. Phil Smith, from International Real Estate Appraisal Service, as the Deputy Chairperson. The Task Force will meet on monthly basis and its main aim will be to come up with suggestions that would improve the Public Procurement Law in Kosovo.

AmCham meets with Deputy Prime Minister Kusari-Lila

A meeting between Honorary Deputy Prime Minister and Minister of Trade and Industry, Ms. Mimoza Kusari-Lila and AmCham Board members and Patron members was held in March.

Ms. Kusari-Lila informed participants about the Government plan to reform the business environment in Kosovo. She listed a number of reforms, such as the elimination of unnecessary procedures

when registering a business, coordination of relevant ministries to facilitate the process of registration, removal of other bureaucratic procedures that hinder businesses, as well as a number of other reforms identified by the World Bank Doing Business Report 2011.

Members of AmCham mentioned the creation of a formal effective mechanism of the private and government sector for issues of mutual economic interest, as one of the main priorities. Other issues discussed were the law on obligations, the law on financial reporting, issues related to the labor law, expropriation law, customs and other tariffs on fuel, intellectual property issues, and stimulating measures for subcontracting business processes.

Ms. Kusari-Lila ensured participants that the dialogue will continue and that they will have the support of the Ministry she heads in improving the business environment in Kosovo.

Kosovo Corporate Social Responsibility Day

AmCham with the support of Sharrcem-Titan Group organized the Kosovo Corporate Social Responsibility (CSR) Day. Present at the conference were representatives of the business community,

Top:
Luncheon with the Director of Tax Administration

Bottom:
Kosovo Corporate Social Responsibility Day

Events



government representatives and representatives of NGO-s.

The aim of the conference was the exchange of experiences in CSR and the creation of a Kosovo Network on CSR. The special guest at the conference was Ms. Maria Alexiou, who held a presentation regarding CSR and its need in business operations. She stressed that businesses should contribute to the society through CSR and that in the future they will benefit from it.

To demonstrate better what CSR really is, two companies that operate in Kosovo, Coca-Cola Hellenic and Raiffeisen Bank, presented their experience with CSR and stressed their commitment to continue to contribute to the society.

As a result of this conference, a working group comprised of AmCham businesses was created with the purpose of establishing the Kosovo CSR Network. Companies that are part of this group will jointly work in raising awareness about the importance of CSR and the creation of a coordinated platform for CSR activities in Kosovo.

AmCham - AUK Job Fair

This year AmCham organized its seventh annual Career Fair. This time around the Career Fair was organized in cooperation with the American University in Kosovo (AUK) and it was dedicated especially to

AUK students. The aim of this Fair was to facilitate member companies in finding candidates that best meet their needs and to help jobseekers in finding employment opportunities. Present at the Fair were eighteen member companies and a total of two hundred AUK students visited it.

The Fair was supported by Coca Cola Hellenic. A private room was available to companies who wanted to interview students at the spot. The Fair was officially opened by Dr. Christopher Hall, President of AUK and President of AmCham

Board of Directors, and Mr. Lekë Musa, AmCham Executive Director. Dr. Hall thanked AmCham and AmCham member companies for the great cooperation and stressed that this must turn into a traditional event. Mr. Musa assured companies that AUK students have the right preparation to meet the

needs of employees and thanked them for their participation. The Career Fair was followed by a Barbecue, which was organized by AUK as a sign of gratitude to all companies and co-organizers. Coca Cola Hellenic and Meridian Corporation provided free refreshments to all participants.



Top and Bottom: Best Business Award Ceremony

Following are the names of the companies present at the Fair:

- AltaVia Travel,
- Assecco SEE,
- AVC Group,
- Banka Ekonomike,
- Buçaj,
- Cacttus,
- Coca Cola Hellenic,
- EBC Company,
- INKUS – Music Video Fest,
- IPKO Telecommunications,
- KPMG,
- Meridian Corporation,
- ProCredit Bank,
- PR Solutions,
- PricewaterhouseCoopers,
- Recura Financials,
- SIGAL Uniqa,
- Group Austria,
- Trokit



Meeting with the Government Cabinet

On April 20 AmCham hosted a dinner for the Government Cabinet of the Republic of Kosovo and His Excellency Christopher Dell, Ambassador of the United States. Present at the dinner were Honorary Deputy Prime Minister, Ms. Mimoza Kusari-Lita, the Minister of Economic Development, Mr. Besim Beqaj, the Minister of Foreign Affairs, Mr. Enver Hoxhaj, the Minister of Agriculture, Mr. Blerand Stavileci, the Principle Adviser to the President of the Republic, Mr. Ilir Deda, and the Economic Advisor to the Prime Minister, Ms. Mrika Kotorri.

The dinner was organized with the aim of presenting the Ministers with a Document on Business Related Issues, which contains studies of some of the most important issues AmCham has worked on over the last two years, and proposals on how the specific issues can be improved.

The dinner was a great opportunity for the leaders of the private sector in Kosovo to present the problems and obstacles, faced by businesses operating in Kosovo, directly to the key decision makers. The Cabinet members were very receptive of

the ideas that businesses had on improving the doing business climate, and stated that some of their proposals are already part of the economic reforms, but that other proposals would also be taken into consideration.

AmCham meeting with Minister of Economic Development

Members of the Board of Directors, Competitiveness Committee and the Anti-Corruption Task Force of AmCham met with the newly appointed Minister of Economic Development, Mr. Besim Beqaj.

The meeting took place at the request of the Minister who presented the content of Priorities of Economic Development of Kosovo. Given the importance of such a document for the economic development of Kosovo and the establishment of a better doing business environment, AmCham member companies gave their support to this plan.

“It was my pleasure to receive the extraordinary support from the representatives of the American Chamber of Commerce in Kosovo about the program, about the priorities and continuous discussions that we will have in the future” said Minister Beqaj.

During the meeting with the Government Cabinet

Events

Public Private Partnership Projects

AmCham in cooperation with the USAID Growth and Fiscal Stability Initiative (GFSI) project organized a Public Private Partnership (PPP) focused event, in which representatives of PPP presented potential project opportunities in the future.

At this meeting PPP representatives presented various sectors in which the central and municipal governments are considering possibly entering into PPP projects. After the presentations, businesses had the opportunity to discuss these projects in more detail, and through a Questions and Answers session they were able to become more familiar with the PPP projects.

Visit at the national highway construction site

The AmCham Board of Directors visited the construction site of the national highway, which is being constructed by Bechtel and Enka.

Bechtel representatives provided information on the current construction process and upcoming work and also gave the group a detailed tour of some of the most important segments in the construction site. The visit was ended with lunch at a restaurant with a picturesque view of the Albania-Kosovo border.

The Alternative Dispute Resolution Center

AmCham is about to functionalize its Alternative Dispute Resolution Center (ADR Center) which is expected to provide a great contribution to the resolution of commercial disputes between businesses, as well as a solid assistance to decreasing the business-related backlogs in Kosovo courts.

This initiative is being implemented with the assistance of the USAID Systems for Enforcing Agreements and Decisions (SEAD) Program in Kosovo, which is supporting AmCham and the Kosovo



Chamber of Commerce in establishing the arbitration centers, and in training the arbitrators.

The process was strongly supported by the AmCham Board of Directors which also decided to establish an ADR Center Board, comprised of four members, under the chairmanship of Mr. Dastid Pallaska. The ADR Center Board is responsible for supervising and leading the efforts for establishing the ADR Center, including the process of selection of its arbitrators and staff, as well as adopting arbitration rules. Two series of trainings were organized by USAID SEAD, with the aim of helping the selected arbitrators to further enhance their arbitration skills.

**During
AUK Job
Fair**

M2M MEMBER TO MEMBER DISCOUNT PROGRAM



Pr Solutions

40 % discount for PUBLIC RELATIONS
30 % discount for MARKETING
20 % discount for MEDIA BUYING
40 % discount for EVENT ORGANIZING
40 % discount for TRAINING/COACHING



Walkers/ SA&MA

Walker's/ SA&MA offers discounts in catering services and cocktail receptions. SA & MA offers fast food, traditional food, and finger food.



Asgeto

5% discounts on all pharmaceutical products from Phyto Pharm pharmacy.



CEED Kosovo

CEED Kosovo provides a special offer to AmCham members for an enrollment to its programs, including a 10% discount. CEED Kosovo will gladly provide an additional offer, if there is more than a single candidate from one company. CEED Kosovo is open to collaborate with all AmCham members, in order to jointly organize business-driven activities.



American University Of Kosova

Master Programs Tuition Group Deductions:

1. Three candidates from a same financial source 10 % discount
2. Five candidates from a same financial source 15 % discount
3. Seven candidates or more from a same financial source 20% discount

How to join this Program: Members interested to join the M2M Program and offer their products/services at a special discount to AmCham Members have to inform the AmCham office in writing. A discount provider had to indicate the product or service discount rate. **How to obtain discounts:** All members regardless of whether they provide discounts as part of the Program can obtain discounts. Members will soon be able to find information about discounts in the M2M section of our website. **How is M2M advertised?** The Program will only be advertised internally through AmCham communication channels: a M2M event, AmCham website, and the AmCham magazine. **Note:** AmCham members will be distributed M2M ID Cards, through which they will be able to obtain discounts.

Company Profiles (New members)



RTV 21

Patron Member

Media Company 21 was established in 1998 as the first Radio station on the Internet and later as a video production, always using the most

advanced technology to reach its viewers.

Company 21 contains TV channels such as RTV 21, 21 Plus, 21 Junior, 21 Mix; the AlbanicaSat satellite packet; 21WorldTV IPTV packet, and is also the owner of Sheshi 21.

Initially RTV 21 used the Internet for broadcasting, but later it switched to satellite and terrestrial network. Now it uses the internet again, but this time the more sophisticated kind: Internet Protocol TV, through its 21WorldTV packet.

The 21 World TV packet contains twenty-four Albanian and six foreign TV channels. The twenty-four Albanian TV Stations and nine Albanian radio stations are broadcasted from Kosovo, Albania, Macedonia and Montenegro. You can access these channels through your iPhone, iPad, and iTouch, and from September 2011 you will be able to access them through Android, Samsung, Nokia and Blackberry.



ASHA

Small Business

ASHA is a creative studio with more than seven years experience in the marketing and design field in Kosovo. With experienced designers that are proven in this field and by adding here the new technology, we offer printing services with quality and better trend in the market. Although in its beginnings our company has offered a limited number of services and products, now it has already expanded the line of products and services offering multiple choice and very creative solutions.

Our services are characterized by a large number of qualities including high efficiency in the execution and delivery of services, ongoing consulting, project management of campaigns, and modern design and conduct of your entire promotional plan. In our studio you are offered a range of services and products of the known world. Services and products of our company are divided into several categories as follows: Design, Print, Advertising, General printing, Web Design, and Production.

Convinced that mental capital and efficient technology and modern machinery are two of the main pillars of being successful, ASHA has a wide variety of machines and technological equipment by means of which we manage to perform and provide quality and professional services.

Doctor Exterminator

Small Business

Doctor Exterminator is lead by Dr. Lulzim Katanolli, an epidemiologist, and the owner of Doctor Exterminator. Doctor Exterminator started operating in the United States from 1996, while in Kosovo it was established in 2000. Dr. Katanolli is trained and certified in the United States for Integrated Pest Management (IPM) and has fifteen years of experience in these fields: Fundamentals of Pest Control technology, Industrial, Institutional and Structural – Category 7, Structural and Rodent Control – Category 7a, Termites – Category 7c, Food and Processing – Category 7f, Fumigation – Accredited – Category 7b, Public Health – Accredited – Category 8, Demonstration and Research – Accredited – Category 10, Licensed also in Republic of Kosovo as a Professional Pesticide Applicator.

Doctor Exterminator uses the most sophisticated and world known non-toxic and ecological products licensed by the Food and Drug Administration (FDA) and EPA – USA, is registered with the European Environment Agency (EEA), and it is approved by the World Health Organization (WHO) and Center for Disease Control (CDC).

The services that Doctor Exterminator provides

are: Diratisation (Rodent Control), Disinfection, Disinsection, Bird Control, Snake Control, and Spatial Disinsection. Doctor Exterminator is a Contracted Pest Control Company by many international and local organizations such as: the OSCE, diplomatic representations, KFOR, Prishtina Municipality, restaurants, bakeries, and factories.

Kenny's Goat Ranch

Small Business

Kenny's Goat Ranch is a new company established in Gadime, Lipjan. Kenny's goat ranch is devoted to further improve the national farming in Kosovo by offering the most qualitative biological products that only the Alp goats can provide. With the help of the municipality and other friends of the company, Kenny's Goat Ranch is expected to start operating soon.



Kosovo Water and Energy (KWE)

Small Business

Kosovo Water and Energy (KWE) offers Water, Wastewater, Energy and Mines solutions which aim to improve the life of our clients. By offering innovative solutions we guarantee a great quality and durability of products and services. Our qualified staff is equipped with the required experience and professionalism which enables the realization of projects from the beginning to their completion. We are a well known team for solving problems in the aforementioned sectors.



SA & MA

Small Business

SA & MA was established in 2003, initially as a small family business. SA & MA offers services in the region of Prishtina in gastronomy. Our rich menu and low prices are what differentiate us from the others in the same market.

SA & MA operates at the American University since 2006, under the name Walker's, where it offers qualitative food for the students and staff. Walker's also operates in Albi Mall.

Except for the preparation of food in business premises of SA & MA, this company also offers its services in organizing events and cocktails for various organizations. SA & MA offers fast food, traditional food, and finger food. SA & MA's mission is to expand its business in other cities of Kosovo and create more jobs.



PR Solutions

Small Business

PR Solutions is a Media and Communications Company, located in Prishtina that fully covers all PR & Marketing related issues. PR Solutions are specialists with in-depth knowledge of media and the issues related to it.

PR Solutions offer services in the field of Public Relations, Marketing, Media Buying and Event Organizing. Its experts establish PR aims, develop strate-

Company Profiles (New members)

gies and implement programs to achieve success with ongoing evaluation of the results.

PR Solutions also has extensive experience with a diverse array of PR and Marketing services, including Advertising Campaigns, Media Relations, Media Monitoring, Trainings, Promotions, Collateral Materials, Strategic Counseling, Editorial Services, and organizing Special Events (Consumer involvement events, Trade shows, Grand openings, and new product/service launches).

PR Solutions is a comprehensive one-stop solution provider. Any outsourcing is carefully managed and thoroughly coordinated to make the entire process seamless for a client. PR Solutions is part of the international consortium that created and implemented the Nation branding campaign for Kosovo; The Young Europeans, which was chosen the best campaign in the world for 2010.



Trokit

Small Business

Trokit is a Creative Agency. Founded by Alban Gerguri and Kushtrim Sogojeva

in Prishtina, Trokit provides a wide range

of creative services to companies and agencies worldwide. Trokit Creative Agency is a full-service strategic design and branding firm that specializes in delivering a cohesive message and a memorable brand for its clients. TROKIT utilizes website development solutions, identity development and branding services and strategic design to further its client's business goals.

Our ideal clients are small to medium size businesses that see the value of entering into mutually beneficial relationships with a creative approach that result in connecting their brands with potential customers. Together, with our clients we focus on strategic goals, growth objectives and marketing budgets to evolve design and increase the value of

their business. Reaching new heights with innovative advertising and design solutions with Trokit Creative Agency is the success story we want to hear from every client.



USAID Systems for Enforcing Decisions and Agreements (SEAD) Program

Small Business

The Systems for Enforcing Decisions and Agreements seeks to support the development of an improved commercial law environment, support the development of Alternative Dispute Resolution (ADR), and improve systems for the enforcement of court judgments, with an overarching goal to foster greater Rule of Law in Kosovo.

The SEAD Program directly supports the Kosovo Judicial Council and Kosovo Courts, the Ministry of Justice, the University of Pristina Law Faculty, the American Chamber of Commerce in Kosovo (Am-Cham) and the Kosovo Chamber of Commerce (KCC). This project will facilitate the improvement of laws governing contracts and transactions, seek improvements in the use of contracts by businesses, the use of Commercial Arbitration and Mediation as alternative mechanisms to resolve commercial disputes, and improvements in systems for the enforcement of Court judgments.

The SEAD Program is a three year activity with three main assistance "components" – Contract Law, ADR, and Enforcement of Judgments.



The qualifications made herein have been made by the Companies themselves and they do not represent the opinions and position of the American Chamber of Commerce in Kosovo.



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