

PROMOTING PRIVATE SECTOR
EMPLOYMENT (PPSE)

12 Years of Impact

2013-2025



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC


swisscontact



Introduction

Project Goal

SMEs in the FNI and Tourism sectors operate in an improved market system and grow to generate more inclusive and decent work opportunities, where women and men in Kosovo enjoy better income.

This happens because SMEs and farms invest in product development for quality and diversification of their offer and expand their production.

At the same time, SMEs use professional and sustainable business support services, coordinate better among all stakeholders, and consolidate the relevant sector organizations, hence improving their market presence and increasing sales.

The Project

Spanning three phases (2013–2025), the project advanced innovation, consolidation, and sustainability in the Food and Natural Ingredients and Tourism sectors, addressing market gaps, strengthening private sector growth, and creating jobs for youth, women, and non-majority communities.

Through the **Food and Natural Ingredients sector**, PPSE facilitated the lack of product development services to stimulate innovation and product diversification. By supporting the further growth of the contract farming model for both medicinal and aromatic plants and fruit and vegetable sub-sectors, the project expanded outreach and strengthened the sustainability of this model. In terms of support services such as organic certification, marketing, digitalization, and e-commerce, PPSE enabled models of affordable services tailored to the needs of sector SMEs.

Through the **Tourism sector**, PPSE facilitated the development of a tourism offer through public-private partnerships, leading to improved destination management, enhanced tourism products, promotion, and the revival of sector growth trends. This was achieved through close collaboration with private stakeholders, fostering synergies among tourism businesses, tour operators, product owners, guides, and sector associations. The project built upon adaptations that had emerged as a pandemic response, including the reorientation of the tourism offer to meet the demands of local, regional, and Diaspora tourists, in cooperation with municipalities.

Through its **cross-cutting themes** of governance, gender equality, and social inclusion, the project facilitated dialogue and advisory services for value chain actors, while exploring opportunities to engage women and minorities through approaches tailored to their needs.

FNI Direct Results

Net additional
employment FTEs

2,096



Number of women
and men decently
employed

6,633



~35% women

~10% non-majority
communities

Additional net
income of
individuals and
self-employed
CHF7.5M



New farmers
included

1,072



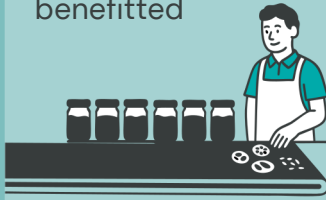
Additional
hectares under
contracted
production

1,805



915

Small and
medium-sized
enterprises (SMEs)
benefitted



Additional net
income of SMEs
CHF 4M



Additional
investments by
SMEs
CHF6.2M



New and
improved
products and
services by SMEs

463



PPSE's interventions in **Food and Natural Ingredients (FNI) sector** achieved transformative results over the project's 12-year journey. A total of 2,096 full-time equivalent jobs were created, while 6,633 individuals—of whom 35% were women and 10% from non-majority communities—secured decent employment. The expansion of contracted production reached 1,805 hectares, engaging 1,072 new farmers and strengthening rural value chains across Kosovo. These figures reflect how PPSE's facilitation approach enabled processors and collection centers to embed services such as seedling supply, extension, and market access—making contracted production both profitable and sustainable.

In parallel, 915 small and medium-sized enterprises (SMEs) benefitted from improved access to finance, advisory, and innovation services, generating an additional CHF 4 million in net income. SMEs also invested CHF 6.2 million in new products and services, resulting in 463 innovations introduced to the market—from organic herbs and essential oils to value-added food products. The cumulative CHF 7.5 million increase in income among individuals and self-employed demonstrates how systemic changes in production, certification, and market linkages translated into tangible economic gains. Together, these outcomes illustrate how PPSE's FNI interventions turned innovation and inclusivity into drivers of sustainable rural growth.

Tourism Direct Results

Net additional
employment FTEs

1,608



Number of women
and men decently
employed

4,189



~40% women
~15% non-majority
communities

Additional net
income of individuals
and self-employed

CHF5M



611

Small and medium-
sized enterprises
(SMEs) benefitted



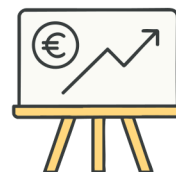
Additional net
income of SMEs

CHF 3.5M



Additional
investments by
SMEs

CHF4.21M



New and improved
products and
services by SMEs

310



PPSE's interventions in **Tourism sector** over the years, 1,608 new full-time equivalent jobs were created, while 4,189 individuals—including 40% women and 15% from non-majority communities—secured decent employment. The sector's evolution was guided by partnerships between local businesses, municipalities, and national institutions, which helped kickstart and diversify tourism offers. From mountain adventures to rural guesthouse experiences, tourism became a vibrant source of livelihood for communities, reinforcing Kosovo's reputation as a year-round destination.

A total of 611 small and medium-sized enterprises (SMEs) benefitted from improved coordination, training, and promotional efforts, generating an additional CHF 3.5 million in net income. These enterprises invested CHF 4.21 million in product and service innovation, resulting in 310 new or improved tourism offers—ranging from guided outdoor experiences and cultural tours to gastronomic products that blend local heritage with modern appeal. The CHF 5 million in additional income earned by individuals and self-employed entrepreneurs reflects how the sector's inclusive and collaborative approach revitalized local economies, making tourism one of Kosovo's most dynamic and sustainable growth engines.

Highlighted FNI Sector Changes PPSE Contributed to

Farmers



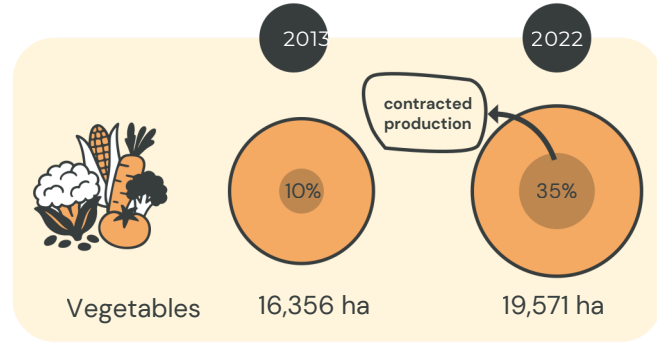
2013

90%

of locally produced fruits and vegetables were sold in local fresh markets, while only about 10% were sold for processing.



Although the total production area remained relatively stable, the percentage of production under contract increased significantly (up to 25–30%).



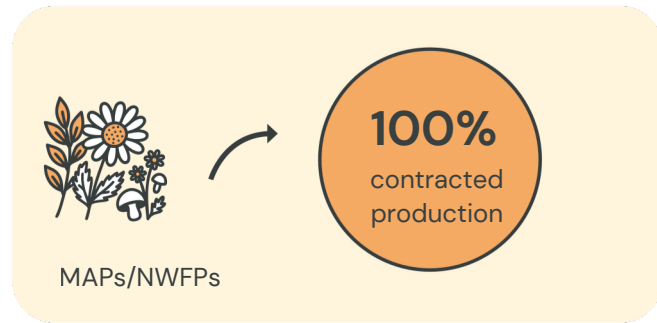
2025

35%

of production is now being sold to further stages of the value chain.



New cooperation agreements between processors and producers on issues of quality and quantity.



Processing

70%

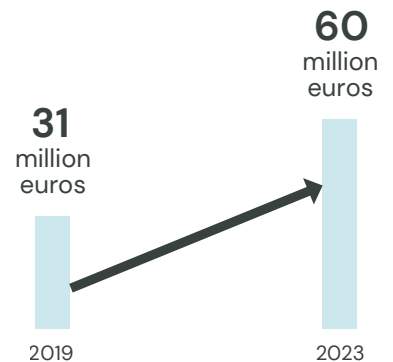
of processed food products were imported



The share of domestically processed products has increased, now covering almost

50%↑

TOTAL SALES THAT HAVE INCREASED



80%

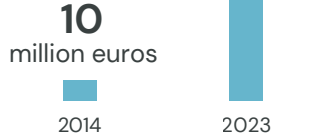
of jobs in food processing sector held by women

Exports

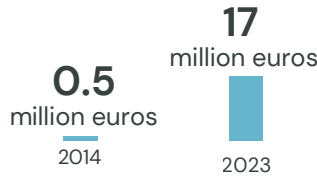
Kosovo's exports of processed food products and MAPs/NWFPs.

Kosovo is the 4th country in the Balkans in terms of exports of MAPs and NWFPs to the EU.

Final products



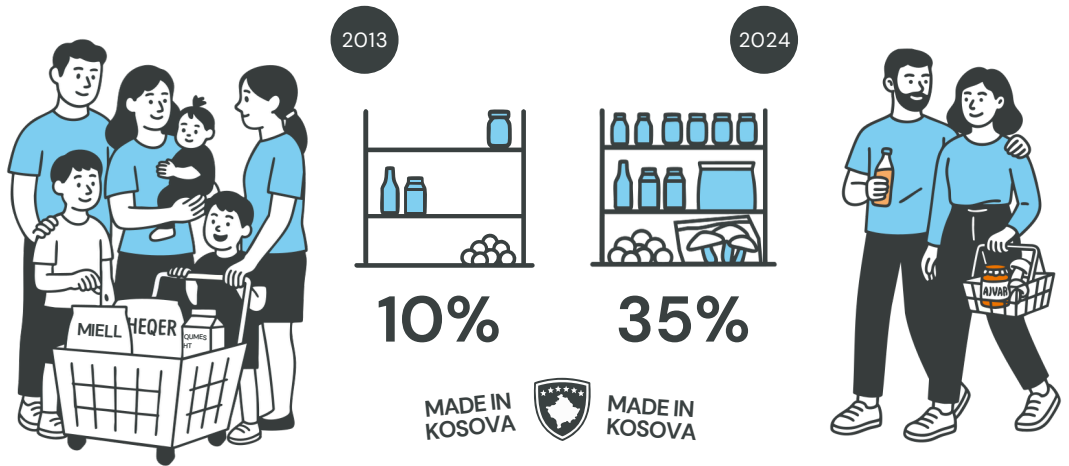
Raw material



Kosovo is increasingly recognized as a high-quality producer.

Retail Sales and Domestic Consumption

A decade ago, processed and ready-to-eat products had a minimal presence. In 2013, the share of local products in retail chains was only around 10%. By 2024, the share of local products in these chains had increased significantly to around 35%.



Highlighted Tourism Sector Changes PPSE Contributed to

1 More international tourists

2013 50,000

2022 300,000 ▲ 740%

2024 420,000

2 Tourists are staying longer



3 Tourism revenues have increased significantly

2017 140 million euros

2023 425 ▲ 300% million euros

 150 Certified guides



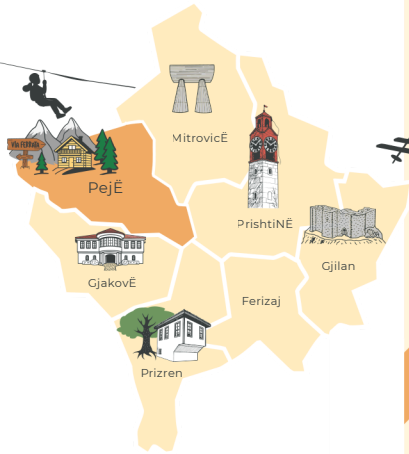
4 The number of tour operators has increased

2013 • 1

2024  35



Product Development



- Over the course of a decade, over

120

tourist products throughout the country



DOKU FEST



Promotion

- Kosovo, once influenced by negative perceptions in the global media, today attracts tourists thanks to promotion at fairs and social networks.

- Deepened international promotion with more ownership from KIESA and KTU. KIESA now supports around five tourism fairs internationally.

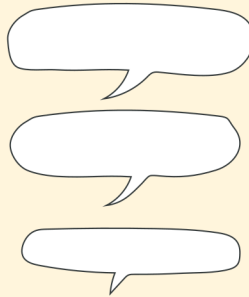
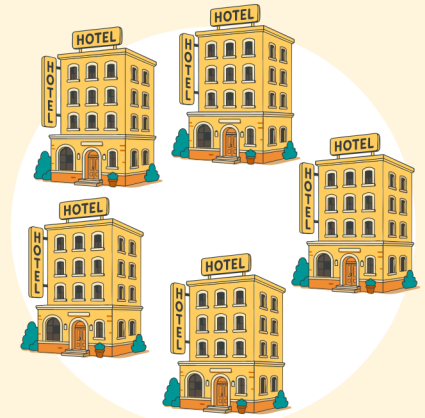
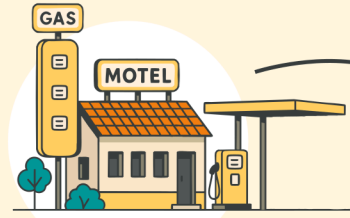
The Google logo in its multi-colored font.



Data

Today

The Kosovo Agency of Statistics (KAS) now publishes tourism data every month.



Skills

- The sector has begun to formalize and professionalize at a rapid pace.

- Over **150** Certified guides for cultural and mountain tourism.



We thank you for your
ongoing support of
our programme



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC


swisscontact

