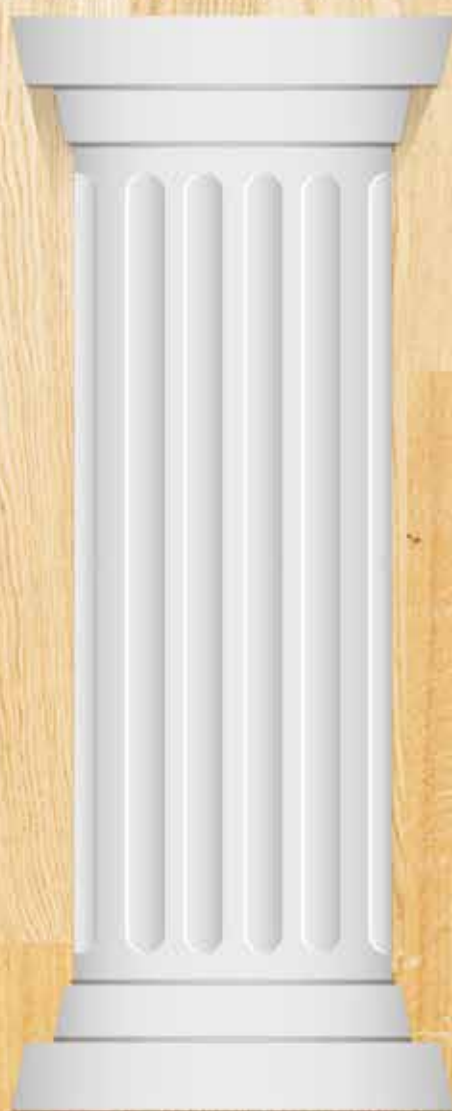


## Factsheet: Private Sector Development

**3.000.000€**  
INVESTED BY LEAD FIRMS  
IN AFTERMATH OF EYE INTERVENTIONS



Implemented by:



**HELVETAS**  
Swiss Intercooperation

KOSOVO

Management  
Development  
Associates

**MDA**

Financed by:



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Cooperation Office Kosovo

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## Private Sector Development

The Private Sector Development (PSD) component facilitates systematic change by supporting entrepreneurs to invest into business opportunities that lead to job creation for young women and men in selected sectors.

EYE will undertake the following facilitative role for market system development:

- Co-financing feasibility studies
- Linking lead firms and young entrepreneurs to specific and tailored support services
- Supporting human capital improvements within the companies
- Providing assistance in developing products and services that are in compliance with quality standards

**Indicator 1:** 3 Million Euros invested by private sector as a result of EYE's interventions

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**Indicator 2:** 200 young growing companies (start-ups older than 2 years) using advanced business services for development

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## Main Areas of Interventions

### Human capital management and development support for lead companies

EYE facilitates the launch of the Human Capital Development Initiative (HCDI) which brings together lead firms' business support services. The aim of this initiative is to promote professional planning, management and development of human capital. EYE's assessment reveals that the lead firms in Kosovo have limited knowledge in planning their business growth with human capital development and investment. Therefore, business support services in Kosovo providing human capital related services are weak, and not trusted by the lead firms. The HCDI deals with the problem of inadequate supply of services and weak demand for human capital development. This initiative will serve as the entry point for EYE to effectively facilitate demand and supply for human resources related services by working with both business support services and the lead firms. The "Human Capital Development Initiative" is the theme under which EYE interventions for capacitating the BSS and the lead firms in planning adequate human resources are executed.

### Affordable and accessible services for young growing companies

EYE plans to intervene in the business services market for creating greater demand for these services and making them affordable and accessible for the young growing companies which have a great potential to hire young professionals in Kosovo. EYE's strategy is to enable the business providers to recognize the growing number of these young businesses and see a business potential at tailoring their services based on their needs and purchasing power.

## Market Niche

EYE's interventions under PSD focus on increasing sector wide investments in human capital for sector competitiveness and economic growth. The actions planned are envisaged to stimulate demand, as laid down in the strategic orientation and project rationale.

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## Feature story

Kaltrina Luzha works at the Center for Enterprise Excellence and Development (CEED) in Kosovo. CEED is a non-profit organization which assists the private sector in Kosovo through facilitating peer-to-peer exchange between international and Kosovar business. It provides advice on access to affordable finance, mentorships for the lead firms in Kosovo. Kaltrina graduated in Business Administration from a renowned university in the United States and came back to Kosovo five years ago.

When she first engaged with CEED, the challenges of assisting the private sector seemed to be huge. "Since three months ago, I am working with EYE as a co-facilitator to make the human resource services market work for the benefit of the lead firms. This is a new approach for me, but I like it since it concerns the core issue of sustainability. I am working with the lead firms and the business support service providers to specifically enhance the demand and the supply of the human resource services.

# HCDI

Human Capital Development Initiative-HCDI 2014  
Better Leaders, Better People, Better Business

Quality HR service is one of the key missing services needed by the Lead companies. We have launched the Human Capital Development Initiative and the response of the lead firms and service providers to participate is surprisingly high. Through EYE's facilitation, we can reach out to valuable seasoned advice and training of international and regional experts and I am certain that we will make a difference for the private lead firms in Kosovo."

**EYE** Enhancing Youth  
Employment

Enhancing Youth Employment (EYE) Program  
Financed by the Swiss Cooperation Office in Kosovo  
Implemented by consortium of  
HELVETAS-Swiss Intercooperation & MDA

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