

“Competent student – experienced graduate: international workshops on key competencies for the labour market”

The project is financed by the National Agency for Academic Exchange within the International Academic Partnerships Programme
Agreement No. PPI/APM/2019/1/00014/U/00001

Workshop
„Tell me about your culture - comprehensively”
20-24 September 2021
Peja, Kosovo

Local manufacturing and service businesses

Goal:

- to get informed the students about the state of businesses, development and difficulties they have, but also their impact on the economy of Kosovo.

Agenda:

- having a short meeting to get introduced with the trainer
- starting the workshop with the trainer representing all four businesses and interviewing the responsible people of those businesses
- sightseeing the buildings together with the responsible people of those businesses
- getting informed how the organizational structures of those businesses are based on
- getting to know difficulties of doing business in Kosovo
- getting to know how companies can be more engaged in order to be more socially responsible, especially in respecting workers' rights

Activities and tasks:

- starting the day with the individual presentation and getting acquainted with the trainer of this workshop
- starting the field visits and having the chance of asking direct questions to the experts or the responsible people of those businesses and getting to know more about the impact of those businesses in Kosovo by the information we get from the businesses' hosts.
- discussing the history of evolvement of those businesses in Kosovo and the challenges they had and also have now, as well as what those businesses need to get better.
- discussing how those businesses impact on Kosovo's development.

Outcome:

- students gain the knowledge about the organizational structure of the businesses, the obstacles those businesses had and have due to different factors and also how those businesses need to improve and have a great impact on Kosovo's development.

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Group introduction: The workshop about the local manufacturing and service business started with a short meeting and getting to know students and the trainer as well. Also we’ve got informed which businesses we were going to visit, the importance and values they carry for Kosovo’s development. There were four field visits, two of them local manufacturing businesses and the other two were local service businesses.

Field Visits: Two visits were in the manufacturing businesses, in Peja Brewery and in Agroproduct Company and two others were in the service businesses, in Freskia Restaurant and in Horizont Restaurant. While going to those field visits, we were chatting all the time in the bus with each-other, it was really fun and great being in a multicultural group of people, hereby building a great friendship together.

1. Peja Brewery

The very first stop was in Peja Brewery, where we were welcomed by two female brewery experts, they told us about the building first and then got inside of it. They have explained the whole process of beer production and showed us how it is produced from the beginning until the final part of it. They were not only producing beers, but also water, juice, energy drinks and non-alcoholic beers too. They also gave us information about their product portfolio, about their market, about the organizational structure, the organizational culture of the factory and the treatment of employees how they care about them, the impact of this factory on the economy and culture of the country. At the end we were served with fresh beers and really enjoyed it before leaving to the next field visit.



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2. Freskia Restaurant

The next field visit was Freskia Restaurant, but right before going there close by we visited the touristic part of the water spring in Istog the surrounding area, after that we went to the restaurant where it was really comfortable and also had the chance to talk to the owner of the restaurant who provided us with information about tourism and that this part of the city is known for the fish farming that they serve in their restaurant, hereby having a really good impact on Kosovo's economy.

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3. Agroproduct Company

Further on, we continued to our next stop and visited the company of aromatic and medicinal plants called Agroproduct. We saw the whole factory and learned in detail about the whole production process. The manager of the production process has provided detailed information on where and how the raw material is collected, processed, packaged, stored and how it is transported to the market. We also received information about the partners of the factory, how those contacts were achieved, the difficulties they have and also had before, as well as how they export those packaged plants to other foreign partners they have agreement with. Thus, got to know how the market is expanding and how much the annual turnover of this company is. At the end, as a part of the company there was a small new business of selling tea and medicinal products, therefore we saw how this business is flourishing and its characteristic was that the entrepreneur and the employees were all females.

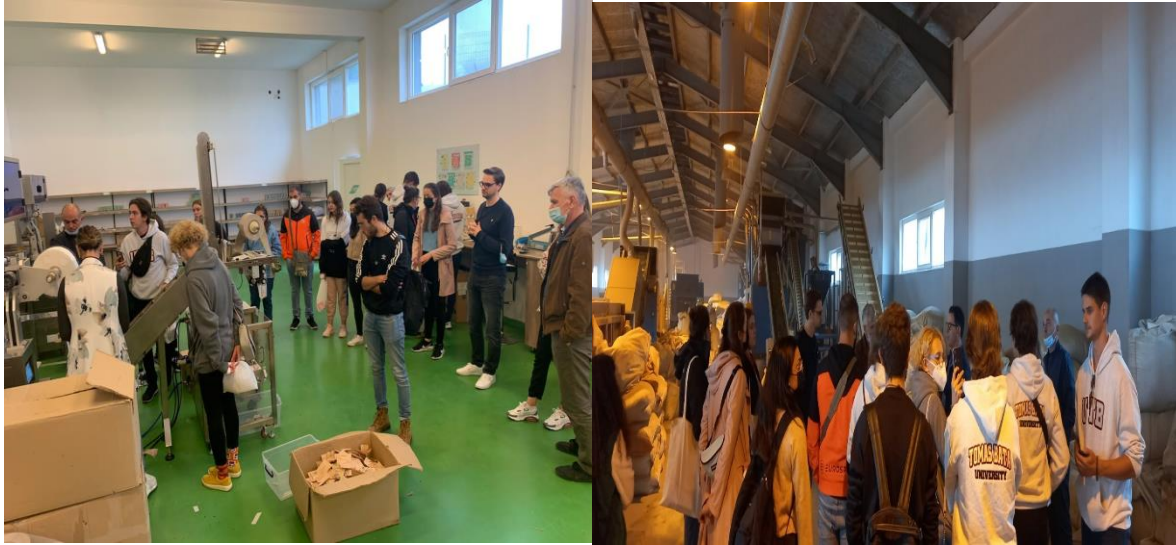
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4. Horizont Restaurant

The last stop of the field visits was at the Horizont Restaurant, it was more or less the evaluation of the day and listening to the opinions, impressions and the comments of the students but also discussing the importance of the geographic position of Peja that many restaurants including Horizont Restaurant of having such panoramic views of the city in each season, therefore being attracting more tourists from in and out Kosovo.