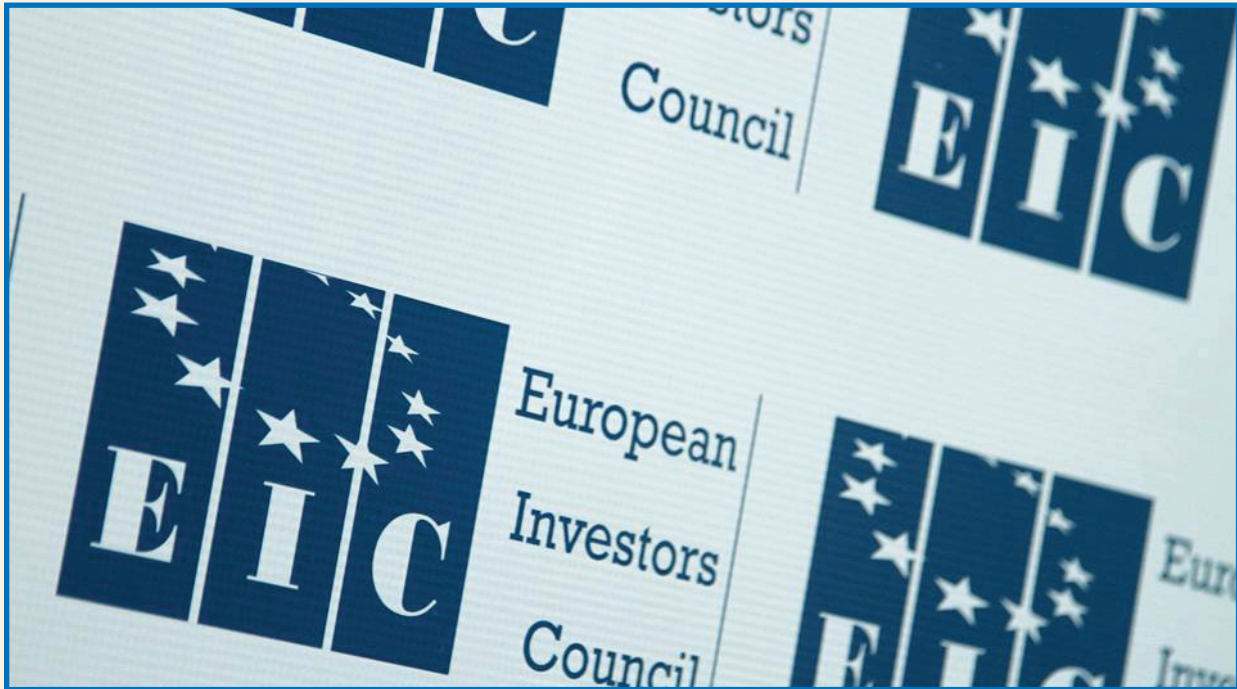


European Investors Council

Monthly Newsletter



The European Investors Council – EIC is a not-for-profit association, established in accordance with the laws of the Republic of Kosovo.

Investors from European Union member states and EFTA countries have founded The European Investors Council (EIC) to foster investment plans in Kosovo and responsibly contribute to the development of an efficient business environment which is the corner stone for a sustainable growth of the economy and the improvement of social indicators. The EIC is created to give a voice to the European Investors with the aim of lifting the systemic deficiencies of the business environment and increase the foreign direct investments which in turn would realize Kosovo's potential by building competitiveness and capacity for citizens and businesses alike

Why Is EIC needed?

Foreign investors that are today operating in Kosovo are experiencing several significant deficiencies in the business environment which call for administrative rectifications and repairs in the following areas of capital importance:

- Equal treatment/ Fiscal Compliance/ Customs practices,
- Law enforcement/ Lack of sub-legal acts/ Efficiency of the Judiciary,
- Licensing and efficiency of administrative produces,
- Energy, manufacturing and employment policies,
- Informal economy.

The EIC members are facing such severe drawbacks which on one hand impede the implementation of their business plans- hampering any investment included therein- and make the country unattractive for new Foreign Direct Investment on the other.

Meeting with the Minister of Trade and Industry, September 28th

- **EIC pledged to play an advocacy role in building a legal framework for internal trade and strategic investments**

The executive director of EIC, Mr. Emrush Ujkani, met with the minister of Trade and Industry Mr. Vesel Krasniqi, with whom he discussed business opportunities in Kosovo and how businesses could benefit from the EU financial support designed for the business sector. EIC will work closely with KIESA to support business initiatives, and creating a convenient environment in Kosovo for the FDI's, said Mr. Ujkani. Establishing a more favorable legal framework for businesses was the heart of the conversation with the trade minister. Mr. Ujkani showed the readiness of the EIC to continue their engagement to enhance the institutional dialogue and make legal reforms for a better business environment. Having said this, the changes in "the internal trade law" and "strategic investments law" are of high interest for businesses; hence EIC will play an advocacy role during the drafting and implementation process.



The Board Meeting, September 29th 2020

The board of the European Investors Council, gathered on a virtual meeting on September 29th marking the 1st year of consolidation of the new board. During this meeting, the board evaluated the EIC annual report from September 2019 to August 2020; elected the Vice Chairman of the Board, Secretary, Treasury, and the EU Relation Director. The board also decided on the status of the White Book 2020. They also proposed to initiate drafting a new statute of the EIC and a communication guideline within three months. The board also agreed to appoint a new person for the communication and PR activities of the EIC.

The chairman of the board, Mr. Visar Ramajli, who opened the meeting acknowledged the willingness and commitment of EIC members to help the economic growth of Kosovo in the hard times of Covid19. EIC played an important role in drafting the National Aid Plan by participating in government meetings during the emergency phase. We aim to be as much as possible involved in the disbursement process of the economic recovery package, said Mr. Ramajli. He considers this situation, despite all the difficulties a momentum for EIC, and a time for proactive involvement of all the members.



The director of the EIC, Mr. Emrush Ujkani appreciated the support received from the board during this period. He updated the board with negotiations EIC is having with 15 more European investors operating in Kosovo, potential council's members. He also stressed the difficulties the council faced due to Covid19.

Annual activities of EIC were focused on building strong relations with international partners and relevant stakeholders. Several meetings were held with EUOK, Diplomatic Missions, and the Business Community. EIC was part of the United Chambers of Commerce and is actively participating in National Economic Council (under the Prime Minister's Office).

Emrush Ujkani / CEO at EIC

Mr. Emrush Ujkani, who obtained his Master degree on European Studies and the University of Leuven, took over the European Investors Council a year ago, and for him this position was a great responsibility, in particular in the hard times for the economy, caused by coronavirus pandemic.

Questioned how did the EIC members handled this economic shock, Ujkani agreed that COVID 19 somehow has affected every company or business in our country including also our EIC members.

"I think their entrepreneurial experience has helped them cope with such a situation more easily, at least until this moment." –Emrush Ujkani, CEO at EIC.

For the worst, the crisis which is causing economic recession, contrary from other countries in Kosovo is accompanied with political backlashes and confrontation, leaving the country without an economic recovery plan. In this process EIC didn't stay away, Ujkani says that together with the board on EIC and in cooperation with other Economic Chambers in Kosovo they were quit involved to help institutions to give the right answer to this crisis. ***"We as EIC have given our contribution from the beginning of the declaration of the pandemic and even at the moment we are talking we are negotiating with the relevant stakeholders so that the whole process of economic recovery takes a proper direction."***

Despite the difficult times for the economy, EIC is planning to get engaged in processes and help its members when facing obstacles. ***"We will work closely with the Government of Kosovo, the European Union Office and the EBRD as two of our honorary members to jointly address the needs for sustainable economic development and for more foreign investors in our country,"*** says the CEO of EIC.

The pandemic has forced companies and organizations to either postpone modify or in worst cases to cancel the activities that include huge gatherings, inevitably it affected EIC's plans and agenda.

"It is very true that we as EIC had approved a dynamic plan through which first we aimed to increase our representative activities in protecting the interests of foreign investors in our country and secondly to contribute to improving the business environment in our country which would be an additional reason to target other potential investors in our country. Unfortunately, many of these activities we had to modify and partly cancel due to the circumstances that were created," says Mr Ujkani.

At the end, here's the message of the CEO of EIC for the readers of this jubilee edition:

"Foreign investors in Kosovo are integral part of Kosovo economy, being so then they should enjoy adequate protection from our intuitions and the whole society". I hope through this newsletter we will have one more opportunity to inform all our audience about every success story of our members and also to address their concerns whenever is needed," -Emrush Ujkani, CEO of EIC.



News from our members

Roche fosters healthcare transformation in Kosovo, launching First Ventana Benchmark

As the pandemic has driven forward the digital transformation process, healthcare system is benefiting too. Our valuable member Roche, this month accomplished an important milestone with the installation of First Ventana Benchmark at the Pathology Institute in Pristina. ***“We value co-creation through partnership and this first milestone would have been impossible without the involvement of Pathology Institute, Patient Organizations, Roche Dia and Swissmed,”*** is said in a press release. Furthermore, the company confirms its commitments to support the healthcare ecosystem in Kosovo. ***“We have already contributed to improvements for a faster and more accurate diagnosis, and we have undertaken our first steps in making personalized healthcare a reality in Kosovo,”*** says the statement.

Roche is one of the first biotech companies that have established a presence in Kosovo. The company is the world's number one in biotech with 17 biopharmaceuticals on the market. Roche creates innovative medicines and diagnostic tests that help millions of patients globally. Roche was one of the first companies to bring targeted treatments to patients. ***“With our combined strength in pharmaceuticals and diagnostics, we are better equipped than any other company to further drive personalized healthcare,”*** –Roche.



Profile of our member

Powerpack LLC

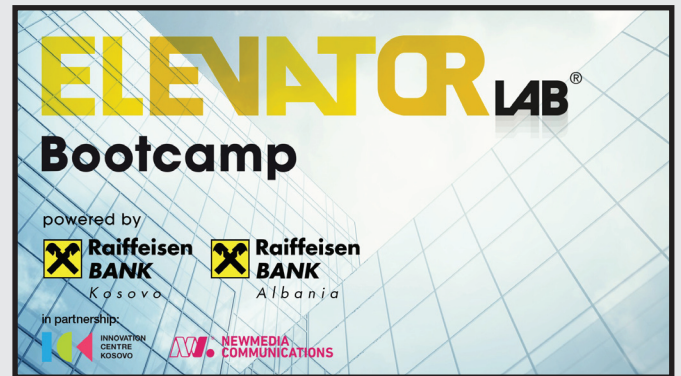
In this first edition, we'd like to introduce you to the work of our newest member "Powerpack LLC," which produces waste bags of high quality from Polyethylene (PE) that are exported in the European Union market. Their factory operates 24/7 with all local employees. The company is a model for the market by promoting gender equality in its business, 51% of its employees are women. The production process starts with plastic waste, where the sorting and recycling is done carefully by transforming them to PE pellets. From the recycled granulate, the plastic foil is



“Elevator Lab 2020” Raiffeisen Bank’s innovative program in Kosovo and Albania

For the second time, one of the leading banks in the country, Raiffeisen Bank is implementing the project “Elevator Lab Bootcamp Kosovo & Albania 2020.” This program aims to give more possibilities to Fintech and startup communities in both countries (Kosovo and Albania) to present their ideas and solution as a part of this competition in the following three fields:


Retail Banking, Corporate Banking, Capital Markets and other innovative banking solutions.



The application process started on September 30 and will remain open until October 26, 2020, the finalists will deliver their presentation of a professional jury, in a virtual activity. The winners will receive awards and advising and incubation services from Innovation Center Kosovo and Innovate Albania. The “Elevator Lab” as an innovative program firstly was presented in June 2017, from Raiffeisen Bank International (RBI) in Vjena, and now it has become the biggest corporate fintech accelerator in the Central and Eastern Europe. This is a unique opportunity for the fintechs and startups in Kosovo and Albania to benefit by cooperating with various professionals of different banking areas. For more information related to this program, you can visit the following internet page: <https://elevator-lab.com/challenges/regional-2/>

produced according to the required dimension and thickness, which is then printed and turns to rolls. These rolls then pass to the converting phase, where the Final Product “Waste Bag” is produced and then packaged, stored and transported to the final buyer. In a short period of over a year since Powerpack LLC started its production, the company has built a production capacity of over 2,000 tons per year, and all destined for the EU market.

 European Investors Council
Tringë Smajli, nr. 23

 +383 49 632 777
+383 49 398 600

 www.eic-kos.eu

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