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**ALBANIA**

## ACTIVITY BRIEF

### COMPETITIVE ENTERPRISE DEVELOPMENT PROGRAM



*USAID provides training, mentoring, and technical assistance to current and future entrepreneurs, including in Albania's large textile and garment industries.*

#### Partners:

- Chemonics
- Ministry of Tourism, Culture, Youth and Sports
- Ministry of Economy, Trade, and Energy
- Ministry of Innovation and ICT
- National Tourism Agency
- Albanian Tourism Association
- National Agency for Information Society
- Albanian IT Association
- Albanian Software Cluster
- Albanian Tour Operators Union
- National Chamber of Garment and Footwear Manufacturers
- Chamber of Fassion of Albania
- Chambers of Commerce and Industry, companies, donors and projects

**Project Duration:** 2009-2014

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#### PROGRAM DESCRIPTION

Although Albania's economy lags behind the rest of Europe and private sector competitiveness is constrained by a number of factors, future growth needs to be based on improved productivity and increased competitiveness within key sectors. USAID's Competitive Enterprise Development Program (Rritje Albania) seeks to advance sustained, broad-based economic growth in Albania by expanding trade and investment, increasing enterprise productivity, and improving Albania's workforce. Working at the macro and meso-level of industries, as well firm-level assistance in target sectors, the project assists non-agricultural enterprises to become more competitive, increase sales, and create new jobs. Project activities focus on five main industries: tourism, garment and footwear manufacturing, ICT and recycling.

#### PROGRAM FOCUS

- Strengthen trade and investment capacity;
- Enhance private sector productivity;
- Improve workforce development.

#### RESULTS TO BE ACHIEVED

- Increased knowledge of market demand and what is needed to access it;
- Improved quality performance and compliance with international standards;
- Increased use of ICT for trade activities;
- Improved management practices;
- Reduced gap between workforce supply and demand and promoting competency-based training of employees

#### KEY RESULTS TO DAY

- Developed and launched the Authentic Albania Quality Mark program, issuing Gold, Silver or Bronze Awards to 20 Accommodations;
- Introduced new productivity management systems through 14 workshops series to more than 70 garment and footwear companies as part of the Productivity Enhancement Program (PEP) which trained over 250 people;
- Supported more than 20 garment and footwear companies to develop marketing materials, including logos, brochures, and websites.