

USAID Kosovo Compete Activity

The USAID/Kosovo Compete Activity aims at facilitating private sector competitiveness in line with Kosovo's Journey to Self-Reliance and utilizes a market system approach aligned with USAID's Private Sector Engagement Policy.

The **overall objective** of the Compete Activity is to promote resilient, self-sustaining market systems, and to facilitate the private sector's improved competitiveness in local, regional, and global markets.

The **specific objective** of the Compete Activity is to sustainably increase the competitiveness of export-oriented sectors of the economy, Wood Processing, Information and Communications Technologies (ICT), and Food Processing, through identifying and managing impediments and constraints across the market system.

The Compete Activity Partners involving industry associations, service providers, government institutions and companies, will embrace the power of market-based solutions as an instrument to ensure self-reliance and sustainability on constraints faced by the market-system. This will help them improving the performance of the industries far into the future and enhancing its contribution to economic growth.

The Compete Activity will ensure increasingly effective programming with its partners working across three sectors and organized along five functional areas: a) market access; b) diversified finance; c) business sophistication; d) skills development; and e) supporting business environment. Interventions are expected to serve as a model for the actors of the other sectors and other functional areas the Compete Activity does not directly support.

During next five years (Aug 2020-Aug 2021), the USAID Kosovo Compete Activity will facilitate firms, organizations, and institutions of the key export-oriented sectors to sustainably increase competitiveness. By working to address constraints across the system, the Compete Activity will enable scalable and systemic change, stimulate job creation, and foster the private sector's increased ability to engage in local, regional, and international markets. The expected results across all three sectors are foreseen: 1) market systems are strengthened to increase sector competitiveness; and 2) market actors within those market systems are more productive and competitive.

The Compete Activity will make an extra effort to link diaspora know-how resources with businesses run by youth, women, and minorities. Such efforts are of crucial importance to facilitate improved market access abroad, develop new markets and grow connections and opportunities. In this regard, the Compete Activity will develop a tailored approach to promote links between local businesses and diaspora members engaged in similar Compete industries abroad. Activities targeting empowerment of women, youth and minorities are integral elements of Compete.