

EEN KosInn Newsletter – Issue #1

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EEN KosInn: Driving Innovation, Digitalisation, and Global Reach for Kosovo's SMEs

Kosovo's **small and medium-sized enterprises (SMEs)** are entering a **new era of growth and opportunity** with the launch of the **EEN KosInn (2025–2028)** project. Officially started on **1 July 2025** under the **European Union's SMP-COSME programme**, this initiative marks the next chapter in the **Enterprise Europe Network's (EEN)** long-standing commitment to supporting Kosovar businesses. Over the next **42 months**, **EEN KosInn** will act as a vital driver of **innovation, digital transformation, sustainability**, and **internationalisation**—key factors that will boost the competitiveness of Kosovo's SMEs on the **European and global stage**.

Recognizing the diversity of Kosovo's business landscape, **EEN KosInn** places special emphasis on **SMEs in transition-innovative start-ups** establishing their footing, **women-led companies** seeking expansion, and **high-potential firms** aiming to scale and internationalize. By targeting these groups, the project addresses critical challenges such as **access to finance, market intelligence**, and **digital readiness**, ensuring the support delivered has the **greatest impact**.

At the heart of **EEN KosInn's** offer is a **comprehensive suite of tailored services** designed to support SMEs at every stage of their development. Businesses will receive **hands-on consultancy** and **strategic advice** to optimise operations and prepare for growth. The project will also assist

companies in developing **innovation strategies**, fostering **research collaborations**, and scouting for **emerging technologies**. Moreover, **EEN KosInn** will facilitate **partnerships** between SMEs and **research institutions** or **technology providers**, accelerating the adoption of **cutting-edge solutions**. Support for **internationalisation** includes guidance on **entering new markets**, participation in matchmaking events, and building **cross-border collaborations**. All these efforts are backed by the **Enterprise Europe Network**, a **global consortium** of more than **600 partners** across **60+ countries**, offering Kosovar SMEs unparalleled access to **international opportunities** ranging from **brokerage events** to **collaborative ventures**.

A core focus of the project is to help SMEs embrace **digitalisation** and **sustainability**, two critical pillars of future business success. Companies will receive dedicated support to implement **digital tools** and **platforms** that enhance **productivity** and **customer engagement**. At the same time, **EEN KosInn** will guide enterprises in adopting **sustainable business practices** that reduce **environmental impact** and

improve **energy efficiency**. By connecting SMEs to **expertise** and **funding** for **green** innovation, the project helps them build **resilience** against **economic** and **environmental challenges**. This **dual approach** aligns Kosovo's businesses with broader **European** and **global agendas** addressing **climate change** and the **digital economy**.

Kick-off Meeting: Setting the Stage for 2025-2028

On **18 July 2025**, the **EEN KosInn consortium** held its official **kick-off** meeting at the coordination premises in Prishtina, marking the operational start of the **2025-2028 project cycle**. The meeting brought together all implementing teams to align priorities, finalise work packages, and set clear milestones for the coming 42 months.

The agenda focused on establishing **internal governance structures** and agreeing on **quality assurance** mechanisms to ensure smooth implementation. Dedicated sessions were held on the **communication package**, including **branding, stakeholder engagement**, and outreach channels, with an emphasis on providing **SMEs** with timely updates, success stories, and easy access to services.

A key milestone of the meeting was the **signing of Consortium Agreements**, reinforcing the partnership framework for the implementation period. Participants also reviewed and endorsed the **Communication and Visibility Strategy**, including **branding and visual identity guidelines**, to ensure a unified and impactful presence of the EEN KosInn project.

Participants reviewed the **implementation roadmap**, outlining key actions in **innovation support, digitalisation, sustainability**, and **internationalisation**—the core pillars of **EEN KosInn's mission**. Special attention was given to strengthening **collaboration among teams**, sharing expertise, and optimising resources to deliver seamless support to SMEs.



The meeting concluded with a commitment to ensuring that EEN KosInn's services reach **SMEs across all sectors**, creating measurable impact through **advisory services, cross-border partnerships, and innovation-driven growth initiatives**. With a shared vision and coordinated approach, the consortium entered its new phase of activities ready to make **EEN KosInn** a driving force for **Kosovo's SME competitiveness**.

What's Next for EEN KosInn?

Following its official launch, **EEN KosInn** is preparing for a high-impact presence at two major innovation platforms that will shape the region's tech and business landscape.

KOS ICT 2025 – www.kosict.com



Organized by **STIKK**, KOSICT is Kosovo's largest **ICT and innovation conference**, bringing together tech companies, startups, investors, policymakers, and global digital leaders. Known for its **forward-looking panels, startup competitions, and high-level networking**, KOSICT has become the meeting point for the **Western Balkan digital ecosystem**.

EEN KosInn will leverage the platform to showcase its **innovation support, digitalisation services, and cross-border matchmaking opportunities**, offering Kosovo's SMEs direct access to new markets, technologies, and strategic partners. The 2025 edition will feature **hands-on workshops, interactive demos, and networking sessions** focused on **AI, blockchain, green tech, and internationalisation strategies**.

Balkonnnect Festival 2026 – Tirana – www.balkonnnect.com



Powered by **Prishtina REA**, the **second edition of Balkonnnect Festival** will take place on **21-23 May 2026** at the iconic **Piramida in Tirana, Albania**. Under the theme "**Business Without Borders**," Balkonnnect is a **Global Innovation & Investment Platform** dedicated to forging **strategic alliances** between **Western Balkan industries, visionary corporations, investors, and public sector champions**. The 2026 program includes **eight Innovation Arenas**:

- **Next-Gen Tourism & Creative Futures**
- **Green Economy & Planet-Positive Innovation**
- **Advanced Manufacturing & Nearshoring**
- **Agri-Innovation & Food Systems Transformation**
- **Innovation Diplomacy & Public Impact Finance**
- **Fintech Futures & Digital Finance**
- **Smart Cities & Urban Futures**
- **Global Joint Strategic Investment (JSI) Forum**, featuring curated **1:1 matchmaking** with international investors.

Building on the success of **Balkonnnect Prishtina 2025**, the Tirana edition will provide **immersive sector-specific arenas**, curated **investment pitching sessions**, and **networking nights** designed to attract **frontier technologies and capital** to the region. The festival rotates annually among **Western Balkan capitals**, positioning the region as a **hub for innovation, collaboration, and sustainable growth**.

With its participation in **KOSICT 2025** and **Balkonnnect Festival 2026**, **EEN KosInn** will continue to expand its **innovation-driven services**, strengthen **cross-border partnerships**, and bring **global opportunities** to Kosovo's SMEs.



Join the Enterprise Europe Network today and become part of Kosovo's SME success story!

For more information, visit www.eenkosovo.eu

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