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The ProSME programme aims at increasing the competitiveness of Micro, Small and Medium-sized Enterprises (MSMEs) with focus on innovation and entrepreneurship promotion. It is implemented by the Albanian Ministry of Economic Development, Trade and Entrepreneurship (MEDTE) as well as GIZ on behalf of the German Government.

Korça Souvenir Design Contest

Open the window and walk out the door

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Introduction

Korça Souvenir Design Contest (KSDC) project aims to increase marketability of Korça-inspired souvenirs, by linking modern design and commercial trends with traditions, natural, historical and cultural heritage from Korça region.

Approach

The Contest was implemented from December 2012 to June 2013:

1. Project idea elaboration - Integrated Tourism Value Chain Workshop in April 2012;
2. Promotion and opening of application: Promotion campaign took place in media (TV, newspapers, online) Regulation contest information was published at www.bashkiakorce.gov.al, www.aida.gov.al. The contest secretariat made selection of applicants based on the regulation criteria.
3. Submitting sketches: Selected applicants were provided 2-3 study trips to the region to get the information, materials, inspiration for the sketches.
4. Submission of Full Design Concepts; an international Jury assessed the designs and awarded prizes; exhibition with souvenir sketches and concepts;
5. Prize Award Closing Ceremony

Results and benefits

KSDC was an initiative organized and carried out by a partnership between the LED Municipal Office of Korça and the Destination Management Office of the Korça Region.

KSDC rewarded innovative ideas and new designs inspired by traditions, values and cultural heritage of Korca region, which will contribute to attracting visitors and further increase wide awareness about Korça region and its natural and cultural richness.

- 42 artists took part in the nation-wide Korça Souvenir Design Contest;
- 15 participants benefited from a study visit to become familiar with traditions and cultural heritage of the region;
- 15 different Korça souvenir designs were produced;
- 6 winners of the contest were coached by an international trainer on commercial valorization of souvenir designs.

The way forward:

Albanian Investment Development Agency (AIDA) will use the Souvenir Design Contest methodology for promoting traditions, values and heritage in a similar manner of other areas in Albania.