

About GIZ

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) as a federal enterprise supports the German Government in achieving its objectives in the field of international cooperation for sustainable development.

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.

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Initiator, Promoter and Coordinator

LED Office



Approach

LED Office is a product of institutional development efforts undertaken by the GIZ programme:

- Development of the LED Office concept as an integrated organisational unit of the municipal structure, with clear functions, roles and job descriptions;
- Sharing of experience and knowledge among LED office staff and municipal staff of Frankfurt;
- Provision of long- and short-term advisory services, resulting in various studies, e.g. on the economic development potential of Korça as 'City of Events', and on the rehabilitation and valorization of the Old Bazaar in Korça.

Results and benefits

The LED Municipal Office as a local government institution is now

- able to reflect on local situations, to identify and develop realistic project ideas, in a given time frame, with defined resources (principle of subsidiarity);
- better prepared to adapt to future organizational changes and new realities;
- able to effectively collaborate and coordinate with private sector actors and others; and
- applying leadership skills and a team work approach with a gender-sensitive perspective.

LED Office is now the initiator and promoter of following examples:

- the Korça Beer Fest
- the Korça Food Festival
- Korça City Tour and Sign Posting
- Korça Touristic Packages
- the Korça Souvenir Design Contest
- an Investment Initiative: Participation at Expo Real Munich and presenting development projects



LED Municipal Office now promotes and coordinates economic development;

- The Korça Job Fair since 2010 offers training of job seekers re job interviews and how to prepare job applications. Potential employers interview job seekers on the spot. Key actors discuss labour market challenges and required skills.
- The Youth Entrepreneur Program (YEP) supports start ups.
- The Korça SME Day October 2013 is a dialogue platform addressing;
 - the results and products re tourism development in the Korça region;
 - matching the demand for labour market skills and the respective supply from the vocational education system in Albania; and
 - business development services and the MSME nucleus approach.
- The Initiative "Fight against informality", i.e. the informal economy.

Nowadays, the LED Office is a lead promotor of events such as the above!

Introduction

Local Economic Development (LED) Municipal Offices promote and coordinate balanced economic and tourism development as well as the marketing of their municipalities.

The GIZ programme supported the establishment and strengthening of such offices in Tirana, Shkodra and Korça.

Korça LED Office has been an integral part of the municipal organizational structure since 2008 and provides support services to local entrepreneurs, with focus on investment opportunities, economic promotion, and touristic product development; it promotes Korça as a destination for inward and foreign investors.