



AGROKOS

INTERNATIONAL FAIR OF
AGRIBUSINESS, FOOD AND BEVERAGES

SUMMARY OF THE INTERNATIONAL AGRIBUSINESS FAIR,
FOOD AND DRINKS

16 - 17 October 2024

24th Edition
1 Tetori Hall
Prishtina, Kosova





Expand through **AGROKOS!**



AGROKOS 2024, held on 16 and 17 October at 1 Tetori Hall in Pristina, marked its 24th edition, strengthening its position as the leading agribusiness, food and beverage fair in Kosovo. This year's event highlighted Kosovo's regional strengths, hosting 178 exhibitors from Kosovo, Albania, Greece, Montenegro, Bosnia and Herzegovina, Slovenia, Hungary, Turkey, Italy and Germany, attracting over 12,000 visitors from the country and the region, highlighting AGROKOS as a key meeting point for local and international agribusinesses.

Networking and business development were among the highlights of the fair with B2B, B2C and B2G meetings, creating important opportunities for local businesses to connect with international buyers.

The diverse participation contributed to strengthening Kosovo's reputation as an agribusiness hub, opening new market routes and strengthening relations with European partners.

AGROKOS 2024 demonstrated its role as the leading agribusiness fair in Kosovo, fostering innovation, regional cooperation and growth in the agricultural sector. As AGROKOS looks forward to its 25th anniversary in 2025, it remains committed to serving as a dynamic platform for advancements in the agribusiness and food sector in the Balkans and beyond.

CEO-Congress and Event Organization



Expand through **AGROKOS!**



Opening Ceremony

The opening ceremony brought together government officials, ambassadors, embassy representatives in Kosovo, business leaders, and industry professionals. Speeches focused on AGROKOS's role as a platform for economic growth and diplomatic relations.



Mr. Albin Kurti

Prime Minister of the Republic of Kosovo

The fair was officially opened by Kosovo's Prime Minister, Albin Kurti. During his speech, Mr. Kurti emphasized the significance of the fair as a platform uniting agribusiness, education, and technology to create new development opportunities for a sustainable future across all involved sectors.



Mr. Faton Peci

Minister of Agriculture, Forestry, and Rural Development

Minister Peci in his speech highlighted the fair's value as an essential testament to the importance of the agriculture and agri-food sectors for the development of Kosovo.



AGROKOS

PANARI NDERKOMBETAR I
AGROBIZNESIT, USHQIMT DHE PLEVE

16-17 OCTOBER 2024

24TH EDITION

PRISHTINA - KOSOVA



Visits at the AGROKOS Fair

Following the opening ceremony, all speakers and attendees toured the exhibitor companies, meeting them individually. These visits served as a great opportunity to become familiar with all the companies, discussing achievements, challenges, and needs.





Groups and Exhibitors at AGROKOS Fair

AGROKOS 2024 offered a diverse exhibition featuring:



National Pavilions:

Montenegro, Bosnia and Herzegovina, and Italy were represented with dedicated pavilions. Italy, participating for the sixth consecutive year, showcased a range of food products, while Montenegro and Bosnia highlighted local business products through their respective Chambers of Commerce.



Local Representation:

Participating municipalities, including Prizren, Malisheva, and Dragash, showcased unique products reflecting Kosovo's agricultural heritage.



Industry Sectors:

Exhibitors included producers of dairy, meat, beverages, fruits, vegetables, organic fertilizers, packaging materials, and agricultural equipment, catering to both major producers and small regional businesses



Supporting Organizations and Associations:

AGROKOS 2024 saw significant participation from nonprofit organizations supporting agribusiness development, such as Organika Association, PePeKo, National Raspberry Association 'Mjedra e Kosovës', Kosovo Women's Chamber of Commerce - G7, Jahjaga Foundation, Drita Foundation, and Care International.



Parallel Activities During the Fair

AGROKOS 2024 featured a rich platform of discussions and idea exchange on key issues in agribusiness and rural development. Panels included diverse agribusiness experts, exhibitor representatives, and presentations by university students in Kosovo, fostering valuable debate and networking opportunities.



Panel Discussion

The Role of Agribusiness Fairs in Professional Development and Career Building for Students: Creating Future Industry Leaders

The participation of educational institutions, in this case faculties of agriculture with directions such as: agricultural management, food technology, horticulture, veterinary medicine, etc., in agribusiness fairs is of particular importance for the further development of the sector, for the creation of new connections and for mutual benefits for students and businesses. The panel was designed to discuss the following topics:

- The connection between theory and practice
- Creating bridges between education and the labor market
- Youth and Innovation, fostering innovation through research and access to new technologies, digitalization and AI in Agriculture.
- Increasing collaborations and joint projects between students and businesses such as joint research projects, product development or improvement of agricultural practices.
- Impact on public policies and strategic development and labor market challenges

Panelists:

Prof. Assoc. Dr. Alltane Kryeziu

*University Hasan Prishtina
Vice Dean - Faculty of Agriculture and Veterinary*

Prof. Sadik Maloku

*Ukshin Hoti University - Prizren
Faculty of Life and Environmental Sciences*

Prof. Ass. Afete Musliu

*International Business College Mitrovica (IBCMI)
Professor - Environmental and Agricultural Management*

Mr. Abedin Selimaj

*Haxhi Zeka University - Peja
Director of the Career Development Center*

Mrs. Shqipe Dreshaj

*Abdyl Frashëri High School - Prishtina
Teacher of Professional Practice*



Panel Discussion

The Importance of Women's Involvement in Agribusiness and Sustainable Rural Development

The establishment of family businesses by women in the food, beverage and agribusiness sectors plays an important role in their personal, community and economic development, especially in economically unstable regions. The following points were discussed in this panel:

- Economic Empowerment and Gender Equality
- Strengthening Local Economies
- Innovation and Sustainability
- Community Development

Panelists:

Mrs. Lendita Kastrati

*Executive Director
Kosovo Women's Chamber of Commerce - G7*

Mrs. Rita Berisha

Care International

Mrs. Arlinda Zaimi

*Project Manager
Jahjaga Foundation*



Panel Discussion

Kosovo agribusinesses, investments in agribusiness and access to local and international markets

This panel addressed key topics related to the development of agribusiness and financial opportunities for this sector in Kosovo. The following points were discussed in this panel:

- **Investments in agribusiness and credit opportunities** - Providing funds and financial support for agribusinesses and existing opportunities for credit and financial assistance.
- **European market and agribusinesses** - The European market for agricultural products from Kosovo and the growth of exports and new market entries.
- **Opportunities for new investments** - The potential for new investments in the agribusiness sector and initiatives that should be taken to encourage the growth of this sector.

The discussion aimed to identify the opportunities and challenges faced by Kosovo agribusinesses in their efforts to enter the European market, and to identify the best strategies to support growth and investments in this direction.

Panelists:

Mr. Hartim Gashi

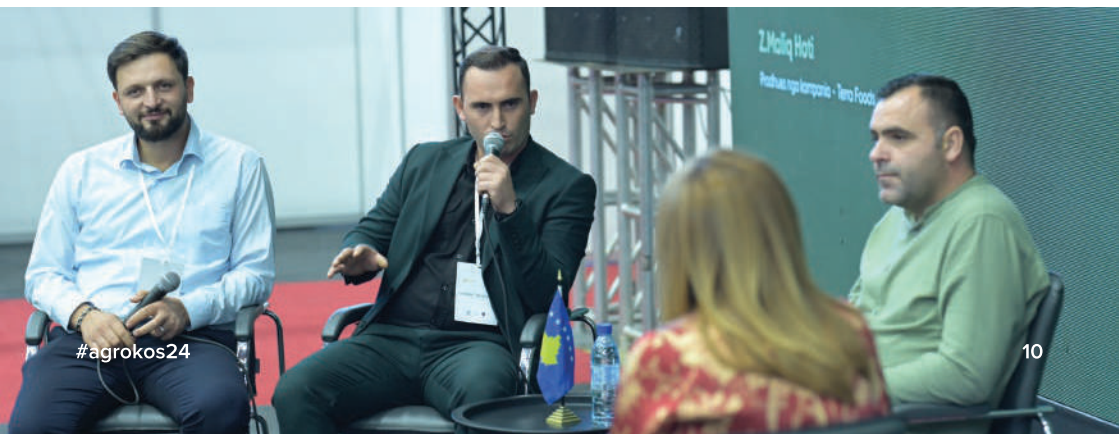
*Executive Director
PePeKo Association*

Mr. Maliq Hoti

*Producer
Company - Terra Foods*

Mr. Gezim Murseli

*Producer
Company - Tradita Jonë*



Panel Discussion

Rural Development Policies and Rural Infrastructure Development

The participation of the directorates in these panels provided the opportunity to share experiences and discuss the next steps for the sustainable development of agriculture and rural areas. The following points were discussed in this panel:

- **Local and Regional Agricultural Development Strategies** - Improving methods and approaches for the development of agriculture at the local level.
- **Development of Small and Medium Enterprises in Agriculture** - Supporting the growth and development of agricultural SMEs, including training and financial support.
- **Policies for the Inclusion of Youth and Women in Agriculture** - Discussing initiatives that help youth and women engage in agriculture and rural areas.

Panelists:

Mr. Qamil Kolloni

*Director of Economy, Finance and Development
Municipality of Dragash*

Mr. Afrim Tejeci

*President
Chamber of Entrepreneurs and Craftsmen of Prizren*

Mr. Sylë Dukolli

*Director of Agriculture, Forestry and Rural Development
Municipality of Malisheva*



Panel Discussion

Trends in Cultivation of Small Fruits in Kosovo and Opportunities for Development of the European Market

The panel was organized by the National Association of Small Fruits of Kosovo, known as “Mjedra e Kosovës”.

The following topics were discussed in this panel:

- **Trends in Cultivation of Small Fruits in Kosovo** - New practices and challenges faced by small fruit producers and current cultivation trends.
- **European Market for Small Fruits** - The attitude of the European market for products from Kosovo and the scope for expanding exports.
- **Opportunities for New Investments** - New investments in the small fruit sector and opportunities to expand production.

Panelists:

Mr. Kujtim Lepaja

Director
National Raspberry “Mjedra e Kosovës” Association

Mr. Blertan Libusha

Company - Beat Berries

Mr. Feim Ibishi

Company - Natural Fruits



Panel Discussion

Organic Agriculture in Kosovo

The panel discussion on organic agriculture in Kosovo highlighted the importance of this practice as a sustainable option for economic development and the well-being of citizens. Discussions focused on its benefits for the environment, preserving soils and natural resources through the elimination of pesticides and chemical fertilizers, as well as on the safety and higher quality of organic products for consumers.

Panelists:

Ms. Valdete Avdiu

*Senior Official for Horticulture and Organic Agriculture
Ministry of Agriculture, Forestry and Rural Development*

Mr. Faton Nagavci

*Director
Organika Association*

Ms. Arnita Veliu

*Director
Botanic LLC*



Presentation International Business College Mitrovica - IBCM

Within the framework of AGROKOS, a research study was presented by Ms. Dea Gaxha, representative and former student of the International Business College Mitrovica - IBCM on “Exploring Sustainable Business Opportunities for Safe Food Production in Kosovo”, with a focus on Tonda Gentile Romana nuts. The presentation provided an in-depth insight into the benefits and challenges of this product in the Kosovo market, highlighting the importance of sustainable practices and food safety for the development of agribusiness in the region.



AGROKOS 2024: Scholarship support for outstanding students

In its 24th edition, the AGROKOS Fair proudly continued its long-standing tradition of supporting outstanding students from various fields related to the fair's sectors. As part of this commitment, three scholarships were awarded to selected students from various fields related to the themes and sectors represented at the fair.

The scholarship award ceremony was held during the second day of the fair, demonstrating AGROKOS commitment to developing the next generation of professionals in agribusiness and agriculture. This year, we were honored to have three talented students receive scholarships, setting a strong example for the empowerment of young women in these key fields.

Students not only benefited from financial support, but also had the opportunity to make important connections with industry leaders, learn about the latest innovations, and explore future career prospects.



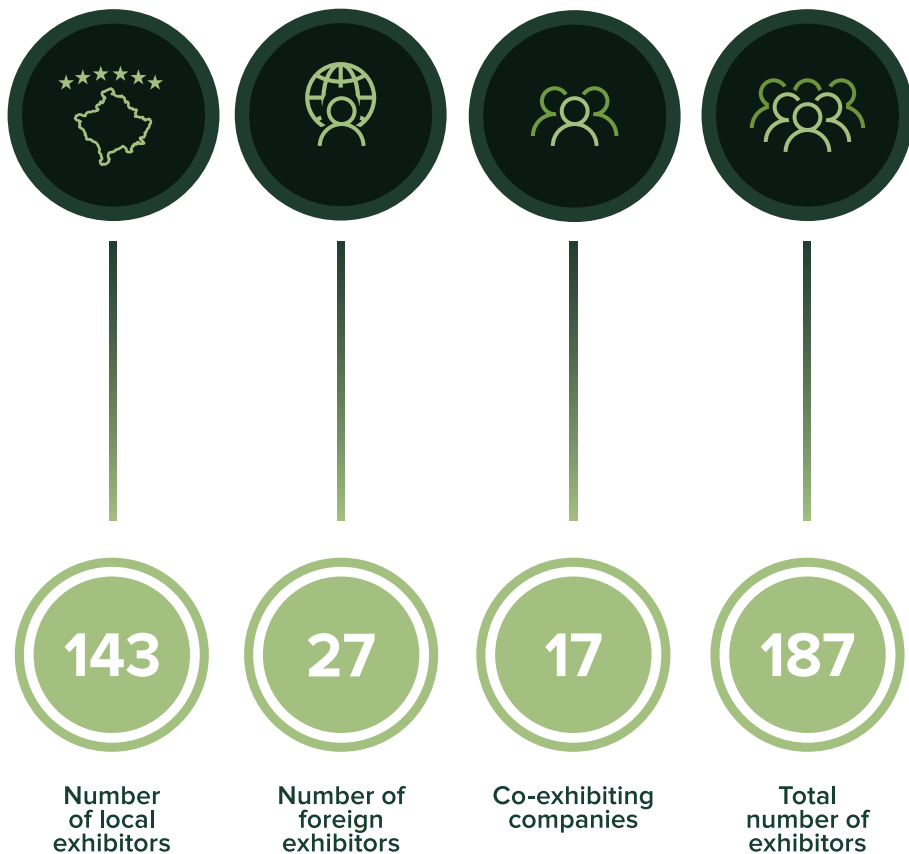
Certificates for Participants

At the end of the fair, all exhibitors were honored with certificates, recognizing and appreciating their commitment to this successful event. During the ceremony organized on the second day of the fair, the organizers expressed their gratitude for the contribution and efforts of each exhibitor, emphasizing the importance of cooperation and dedication in achieving common objectives.



Statistics and Facts AGROKOS 2024

Exhibitor Information



Origin of exhibitors: Albania, Italy, Germany, North Macedonia, Kosovo, Montenegro, Croatia, Slovenia, Greece and Turkey.

Visitor Information

The AGROKOS 2024 Fair recorded an exceptional turnout, welcoming a total of **12,976 visitors**, divided as follows:

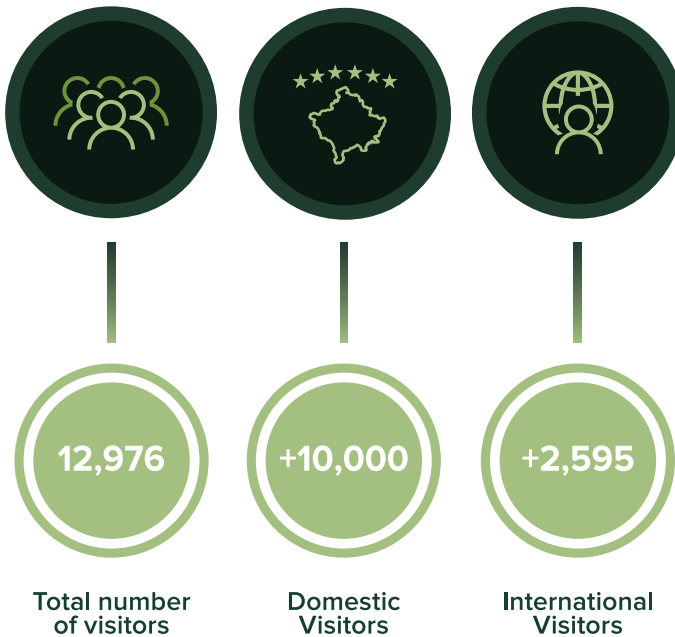
Domestic Visitors: **More than 10,000 visitors**

Professional Visitors: 8,840
General/Public Visitors: 1,541

International Visitors: **2,595 visitors from 14 different countries**

Professional Visitors: 1,914
General/Public Visitors: 676

Origin of Visitors: coming from 14 different countries, including Albania, North Macedonia, Montenegro, Greece, Italy and Germany.



AGROKOS 2024 proved its role as a key platform for industry networking and developing strategic collaborations.

Testimonials

Exhibitors praised the organization and networking opportunities of the fair. Building on this year's success, AGROKOS is looking forward to the 2025 edition, aiming to expand international partnerships and enrich the program of sectoral events. Feedback from various exhibitors highlighted the importance of AGROKOS as a venue for regional cooperation and business growth.



Mr. Mirsad Isarspahic

*President of the Chamber of Commerce of
Bosnia and Herzegovina*

We are traditionally present at this fair, because we believe in this sectoral connection between the two countries. We think that we are truly a unique market and we should do everything to promote this market among the CEFTA region in general.



Mr. Eroll Erenzor

ASB & ERENSOY & KM

We are here for the first time in Kosovo and as participants in fairs here. We expect to meet new potential customers in the production of plastic packaging.



Mrs. Zana Lika

Representative from Organika Association

The reason we decided to participate in this fair is that we believe it is one of the main events for agriculture in Kosovo, and why not present and be there with certified organic products from six companies that are members of our association.



Mr. Vladimir Bleksic

*Senior Advisor for International Cooperation
at the Chamber of Montenegro*

We have come here to exhibit businesses from our country, to create new contacts with Kosovo companies, because companies from our country are planning to export to Kosovo.



Mr. Arli Janku

*Executive Director
from Lhyra Balkan*

At the Agrokos fair, we have participated more than once; this is the third consecutive year, and we will continue to participate. From this fair, we expect mostly business meetings for potential collaboration opportunities.





Mr. Saimir Begaj

Executive Director of Erzeni

We have come to the fair to present our products, as they are already part of the tables of Kosovo's citizens and are widely known and we aim to soon be present in the Kosovo market.



Mr. Parid Cena

Student at the Faculty of Agriculture and Veterinary

We feel privileged to participate in this fair that is so large and hosts so many businesses. Expectations are high, as we see a large number of businesses present.



Mrs. Dea Gaxha

Communications and Public Relations Officer at IBCM

We are here to inform future students and future leaders more about the programs we offer as a college.



Mrs. Elona Kraba

Technical and Technology Manager at 3AL LLC

From the fair, we expect to enter the Kosovo market and to be recognized here with our local products.



Mrs. Zana Sahiti

Food Safety Advisor at PePeKo Association

We participate in the Agrokos Fair every year because Agrokos has its importance, and we come here together with member companies of the association. This year we had eight fruit and vegetable processing members from Kosovo in Agrokos. Looking at the results from previous years, companies have made different agreements and connected at Agrokos, so we participate every year.



Mr. Kujtim Lepaja

Executive Director of National Raspberry "Mjedra e Kosovës" Association

We decided to participate in the Agrokos Fair because we saw a good opportunity to present the small fruit products to our citizens, considering that these products are primarily for export. Our interest was to present them locally so that citizens could have more information about the cultivation and production of these products in Kosovo.



Agrokos 2024 through images





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INTERNATIONAL FAIR OF
AGRIBUSINESS, FOOD AND BEVERAGES

See you at the 25th edition of the international
Agribusiness, food and beverage fair AGROKOS
27-28 May 2025

1 Tetori Hall - Prishtina, Kosova

CEO - Congress and Event Organization

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