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European Young Cell Alumni
Kosovo



Young Cell Scheme



Agenda for the EU Winter School

“Catalyzing Economic Prosperity: Unleashing the Power of Innovation and Investment Attraction”

Organized by EYCA Kosova in partnership with the University of Pristina

(24th to 27th of February 2025)

Location: *University of Prishtina, Amphitheatre of Faculty of Philology*

Objectives:

- Provide theoretical foundations on investment attraction, innovation, and economic growth in the first two days.
- Focus on practical skills training relevant to entrepreneurship, investment, and innovation in the last two days.

Monday 24th of February

Day 1: "Theoretical Foundations of Investment Attraction"

9:00 - 9:30	<p>Session 1: Opening Remarks</p> <p>- Introduction to the seminar, its rationale, and objectives.</p> <p>- Welcome address: EU office, GoK, Rector-Dean of the University, Prof. Nikos Panagiotou. European Young Cell Alumni Kosova Moderator: Shqiptar Ibra, EYCA President</p>
9:30 - 10:30	<p>Session 2: Keynote Address</p> <p>Topic: The Future of Investment Promotion, Innovation, and Export in Kosovo: A New Era of Entrepreneurship Speaker: Luan Dalipi, Chief of Staff to the Prime Minister, GoK.</p>
10.30-11.00	<p>Government Policies for a Business-Friendly Environment</p> <p>Topic: Planning for effective governance: the path of rationalization, simplification and digitalization. Speaker: Kushtrim Canolli, National Coordinator for Administrative</p>



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	Burden Reduction, Office of the Prime Minister, GoK.
11:00 – 11:45	Session 3: Public policies for attracting investments Topic: Implementing a Region-Wide Investment Attraction Strategy: the French example at the regional administrative scale Speaker: Jean-Louis Rocheron, Expert in public policy and local development
11:50 – 12:30	Session 4: Public policies for attracting investments Topic: Implementing a Region-Wide Investment Attraction Strategy: the French example at the municipal administrative scale Speaker: Simon Cossiez, Director of Economic Development, City of Reims and Grand Reims
12:30 – 13:15	Lunch break
13:20 – 14:00	Session 5: Interactive Case Study Topic: UBT Smart City - a Place based Small-scale smart sustain entrepreneurial innovation ecosystem Speaker: Edmond Hajrizi, UBT Rector.

Tuesday 25th of February

Day 2: "Deep Dive into Investment Strategies and Global Best Practices"

09:00 – 09:45	Session 1: Innovation as the Key to Integrating into Global Value Chains Topic: Revolutionizing the World: Stories of Youth-Led Innovation Speaker: Nikos S.Panagiotou, Professor, Google Research Scholar, School of Journalism and Mass Communications, Aristotle University of Thessaloniki
10.00-11.00	Session 2: Interactive Case Study Activity: Strategy the Key of the Success, how the investment should align with Nacional and Global strategies. Best practices locally and globally Led by: Armend Malazogu, Frutomania
11:00 – 12:00	Session 2: How to make a territory attractive to investments? Workshop: How to build and implement an investment attraction strategy for a region? Speakers: Jean-Louis Rocheron and Simon Cossiez
12:00 – 13:00	Lunch break
13:00 – 14:00	Session 3: How to make a territory attractive to investments?





	<p>Workshop: How to build and implement an investment attraction strategy for a region? Speakers: Jean-Louis Rocheron and Simon Cossiez</p>
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Wednesday 26th of February

Day 3: "Skill Development for Entrepreneurs and Innovators"

09:00 – 10:00	Team empowering activities
10.00-11.00	<p>Session 1: YCS Alumni experience Topic: Innovation and Scientific research in relation to Kosovo's SAA obligations Practical experience: studying in the EU and working in Kosovo Speaker: Veli Hoti, YCS Alumni and CEO of Lex-Trust</p>
11:00 – 12:30	<p>Session 2: Topic: Presenting Investment Proposals and Pitching Startups Workshop objective: Creating Effective Investment Pitches for Potential Stakeholders Mentor: Mentor Rexhepi, Managing Partner at VentureUP.</p>
12:30 – 13:30	Lunch break
13:30 – 14:30	<p>Session 3: YCS Alumni experience Topic: The EU and Government Agenda in supporting new entrepreneurs and innovators in Kosovo Practical experience: Studying in the EU and working in Kosovo Speaker: Irfan Lipovica, YCS Alumni and Director at the Ministry of Industry, Entrepreneurship and Trade, GoK.</p>
14:30 – 15:00	Preparing for the Collaborative Problem-Solving Session: Real Innovation Scenarios in Kosovo <i>participants will be briefed on the expectations and objectives of the collaborative session</i>

Thursday 27th of February

Day 4: "Real-World Applications and Networking"

09:00 – 10:00	Session 1: Team empowering activities
10:00 – 12:00	<p>Session 2: Interactive Roundtable Discussion Activity: Collaborative Problem-Solving Session on Real Innovation Scenarios in Kosovo</p>





	<p>Format: Participants will be divided into groups to analyze real-world investment challenges and propose actionable solutions. Groups will present their findings, followed by expert feedback from mentors and speakers</p> <p>Moderator: Project Team member</p>
12:00 – 12:30	<p>Session 3: Closing Remarks and Wrap-Up</p> <ul style="list-style-type: none"> - Summary of Key Takeaways from the Winter School. - Networking Session with Refreshments.

Methodology:

1. **Interactive Lectures** for theoretical grounding.
2. **Workshops** for practical skills development.
3. **Case Studies** for contextual understanding.
4. **Panel Discussions** to encourage dialogue and diverse perspectives.
5. **Networking Opportunities** with key stakeholders.

Expected Takeaways:

- Clear understanding of investment attraction principles.
- Enhanced practical skills for entrepreneurship and market engagement.
 - Insights into global and regional best practices.
- Networking opportunities with industry leaders and peers.

