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USAID KOSOVO PRIVATE ENTERPRISE PROGRAM (KPEP)

Preparation of Kosovo Companies for LIGNA Wood Processing Trade Show

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Implemented by
Booz Allen Hamilton

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PREPARATION OF COMPANIES TO ATTEND THE LIGNA TRADE FAIR

PREPARATION OF KOSOVO WOOD PROCESSING COMPANIES TO
ATTEND THE LIGNA TRADE FAIR IN GERMANY IN MAY 2009

Kosovo Private Enterprise Program project - Preparation of Kosovo Companies to Attend LIGNA Wood Processing Trade Show
Contract No. No. EEM-I-07-00007-00, TO #2

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PURPOSE OF ASSIGNMENT

The purpose of the assignment was to prepare Kosovo wood processing companies for their visit at LIGNA trade fair in Germany in May 2009. The main objectives of the assignment were:

1. Kosovo wood processing companies attending the fair are prepared to take the best advantage of their fair participation
2. Kosovo delegation members visit appropriate suppliers of the equipment the individual Kosovo companies have identified

BACKGROUND

In September 2008, USAID awarded the Kosovo Private Enterprise Program (KPEP) to Booz Allen Hamilton. USAID designed KPEP to build on the successes achieved to date and elevate impact by catalyzing transformational change for Kosovo's economy through lasting improvements in private sector competitiveness.

KPEP includes four main components: 1) private sector support in targeted sectors with potential for growth and competitiveness; 2) identify demand driven development for business support services; 3) improve business enabling environment; and 4) workforce development. The Kosovo Private Enterprise Program will also address several cross-cutting areas including gender, youth and minority development. Finally, the program will manage a Strategic Activities Fund (SAF) valued at \$3,760,000.

Most of the participants of the Ligna preparation seminar managers had the knowledge that the Ligna fair in Germany is the worldwide most famous fair for woodworking machinery. On the other hand most of the participants of the seminar were not aware of the large size of the fairground. Additionally they were not aware how to prepare for the fair visit in order to make the best use of their time at the fair. The main interest of the companies was to get information about the newest technologies for wood processing and to receive offers for machinery and equipment.

EXECUTIVE SUMMARY

To prepare Kosovo wood processing companies for their visit at LIGNA 2009 trade fair, the Consultant fulfilled the following tasks:

1. The existing list of EN-standards related to the wood processing industry was reviewed and it was explored that the existing list is not complete at all. The Consultant developed a list of important EN-standards that are available on the market and need to be included on the list and sent the extended list to the Operations Director (Mrs. Violane Konar-Leacy) and to the Wood processing Specialist (Mr. Burim Meqa). The EN-standards are very helpful for companies who intent to export to EU-countries.
2. The 2009 LIGNA fair catalogue was obtained in advance. The catalogue was used for the preparation of the seminar.
3. The seminar to prepare Kosovo wood processing companies for the 2009 LIGNA fair was designed. This PowerPoint presentation of key points includes the following information:
 - Review of LIGNA 2009 catalogue contents (exhibitors, products, layout of various halls)
 - Overview of LIGNA 2009 (special displays, supporting events)
 - Presentation of detailed visit program at LIGNA 2009
 - Personal preparation for a successful LIGNA 2009 visit (appropriate dress, business cards, tracking contacts and follow up)

The seminar was conducted in conjunction with the NATYRA wood processing trade fair in Pristina on May 9, 2009, supported by local wood processing consultant Dardan Zeqiraj, and KPEP wood processing specialist Burim Meqa and lasted about two hours. A hardcopy of the presentation was handed out to the participants to assist them in knowing how to make the best use of their time at the fair. 15 company managers attended the presentation.

4. After the presentation the Consultant met with individual companies to finalize preparations and answer specific questions.

FIELD ACTIVITIES TO ACHIEVE PURPOSES

The presentation of the detailed visit program at LIGNA 2009 is based on the following information:

The Kosovo consultant, Dardan Zeqiraj developed forms that were completed by the companies. These forms include detailed information what machinery and equipment the companies are interested in.

The following product range was considered in the visiting program:

- Chair production (assembly press, 4-sided sanding machine, 4-sided-moulder, CNC-working centre, copying shaper, aspiration unit, chair production line etc)
- Panel based furniture and doors (profile wrapping machine, vacuum press, edge banders, veneer sewing, cutting, pressing, CNC routers, calibrating machine etc.
- Painting equipment (spraying booth, high pressure and low pressure colouring pumps, electrostatic spraying, spraying robots, drying tunnels for lacquer etc.)
- Window and parquet production machinery and impregnation technology (drilling machine for windows, block press for window scantlings, window production line, profiling machine for parquet, Frame gang saw for lamellas, parquet production line, impregnation vessels etc.)

TASK FINDINGS

It was observed that most participants of the visit followed the advices of fair preparation seminar. All company managers were very well prepared (appropriate dress, business cards, briefcase for brochures, tracking contacts etc.). Additionally most of the participants purchased the Ligna catalogue and all of them were able to find exhibitors, products, special displays, supporting events etc.). This shows that the seminar had the desired effect.

As a result of the seminar the participants had a more productive visit to LIGNA 2009. Most of the companies received offers from exhibitors and some of the companies placed orders for machinery and equipment at the fair for a total amount of approx. 270.000 €. In my opinion the wood processing companies have a good potential in the EU-market in future.

In order to move the sector forward, the next step should be to support the companies to select the right machinery and equipment to make sure that the companies invest in the right technology.

CONCLUSIONS AND RECOMMENDATIONS

The companies were satisfied with the preparation seminar. Please find recommendations of the companies in the evaluation form (Annex II).

The co-operation between USAID and GTZ was very good. The preparation seminar was successful, as most participants followed the advices and recommendations of the Ligna preparation seminar during the visit.

To build on the knowledge of the wood processing companies in Kosovo, I recommend the following guideline for the KPEP project:

- Implementation of a wood technology centre in Kosovo
- Consulting of wood processing companies (production optimization, quality assurance, support in finding machinery, factory planning and reorganization, product finishing (painting), product safety, environmental protection, safety provisions for workers, product design, marketing, etc.)
- Vocational training (hands on training) of employees

ANNEXES

Annex I Agenda of the Seminar

Seminar: “Preparation of Kosovo wood processing companies to attend LIGNA Trade Fair in Hannover, Germany, 18-22 May 2009”

9 May 2009

Agenda:

- | | |
|-------------|---|
| 11:00-11:15 | Review of LIGNA 2009 catalogue contents (exhibitors, products, layout of various halls) |
| 11:15-11:30 | Overview of LIGNA 2009 (special displays, supporting events) |
| 11:30-11:45 | Presentation of detailed visit program at LIGNA 2009 |
| 11:45-12:15 | Personal preparation for a successful LIGNA 2009 visit (appropriate dress, business cards, tracking contacts and follow up) |
| 12:15-12:30 | Coffee break |
| 12:30-13:00 | Meetings with individual companies to finalize preparations and answer specific questions |

Annex II Evaluation Form

<p>EVALUATION FORM</p> <p>PREPARATION FOR LIGNA 2009</p> <p>9 May 2009</p> <p>Pristina, Kosovo</p>					
Part 1. Workshop Content and Structure					
<i>I. Workshop Topics</i>					
Please circle the number that best represents the usefulness of each topic.					
	Poor	Adequate	Good	Very Good	Excellent
Review of LIGNA catalogue & overview of fair		1	1	3	6
Presentation of detailed visit program		1		4	6
Personal preparation		1	2	3	6
Individual company meetings			1	5	2
II. Instructional Methods					
Please circle the number that best represents the usefulness of the instructional methods.					
	Poor	Adequate	Good	Very	Excellent
Presentations by Christian		1	2	1	8
Handouts		1	2	1	6
Part 2. Program Scope and Content					
<i>Please answer the questions below to help us improve our future offerings.</i>					
<p>What were your training objectives?</p> <ul style="list-style-type: none"> • New valuable knowledge about the Trade Fair visit. • Successful visits with the companies. • Learning more about LIGNA Fair. • To learn about the fair. • Learning about the agenda. • Preliminary information. • Yes. • Learn about the program and on how the visit is organized. 					

<p>Were your objectives fulfilled? If Yes, please explain how. If No, please explain why not.</p> <ul style="list-style-type: none"> • Yes. • Yes. • I learned about some very important issues. • No, because we don't have sale of our products – we have no clients. • Yes. • Yes, information was complete and accurate. • Yes. It was very clear. We'll get more information from the web. • Yes. • Yes. There was sufficient clarification to the level that we are prepared for the fair. 	Yes	No
<p>Did you acquire new skills or knowledge through this training? If Yes or No, please describe.</p> <ul style="list-style-type: none"> • Yes. • Yes. • Concrete knowledge about characteristics of the Fair. • No. One seminar is not sufficient for adequate training. • Yes. • General information about this fair. • Yes. • No. • Yes. • Yes. 	Yes	No
<p>Will you be able to use this new knowledge in your current responsibilities? If Yes, please explain how you will use this new knowledge. If No, explain why you will not be able to use knowledge when you return to your responsibilities.</p> <ul style="list-style-type: none"> • Yes. • Yes. • Yes, we will certainly use it. • No. Because I do not have the catalogue. • The visit will be easier and more organized. • Yes. • No. • Yes. 	Yes	No
<p>What was the most beneficial part of the training? Please describe.</p> <ul style="list-style-type: none"> • Personal preparation. • All the parts (sessions). • Description of all the characteristics of the fair. • The program was superficial and in brief points. • All the parts. • All the parts. • Acquainting, then information. • Every training is welcomed. • The way of using the book and make the agenda for the fair 		

Can you suggest any improvements for future training? **Please explain.**

- I don't have.
- No.
- These programs should take place in two or three days.
- No.
- No.

Additional comments.

- I don't have.
- Thank you.
- Very good.

Thank you for your time in completing the evaluation!