***Documentation***

**Title: Most Easily Replaceable Imports in Kosovo**

**Project description:**

The MERIKS (Most Easily Replaceable Imports in Kosovo) Project by FLOSSK aims to address Kosovo's high trade deficit by identifying and promoting the replacement of easily substitutable imports with locally produced goods. Utilizing data from Kosovo Customs, Tax Administration, and the Kosovo Agency of Statistics, the project seeks to facilitate local economic development by making it easier for entrepreneurs to access relevant market data. The project involves creating an online platform to visualize import data, helping local entrepreneurs, investors, and the Kosovo diaspora identify potential business opportunities. Key objectives include the creation of new startups, fostering small investor networks, improving local product branding, and ensuring quality assurance for competing local products.

**Activities:**Key activities:

* Identifying and categorizing the most easily replaceable imports in Kosovo using data from Kosovo Customs and Tax Administration.
* Creating a network of small investors to form joint-capital ventures focused on replacing imports.
* Supporting the creation of new startups/businesses to compete in the targeted markets.
* Assisting in improving the branding of existing local products to enhance marketability.
* Engaging local celebrities and ad agencies for promotional efforts.
* Implementing quality assurance monitoring and certifications for products/brands.

**Photos:**

**Beneficiaries:**

The beneficiaries included local entrepreneurs, small investors, and startups who were given access to actionable import data. Additionally, Kosovo's broader community, including established companies and researchers, benefited by gaining insights into market trends and business opportunities. The project helped entrepreneurs mitigate investment risks and created job opportunities across Kosovo. Diaspora members and local professionals were also able to participate in forming joint-capital ventures aimed at import replacement.

**Partners:**

* Business Consultants Council (BCC)

**Budget:  
€30,000**

**Project duration**:

November 2018- December 2020

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