

# CASE STORY

## ADVANCE TRAINING ENABLES DAIRY COMPANY TO EXPAND ITS PRODUCT RANGE

### Background

**K**amenica, a small town in South-East Kosovo, is well known for its dairy value chain. In the past decade, the milk production quantity decreased due to lack of investment in milk processing. Investing in milk processing can improve the value addition and encourages farmers to produce milk, and bridge the gap between the demand and supply. This is the case with “Malesia”, an investment from remittance sources, operating from 2013 who became a strategic partner of S4RE in working with supply chain to improve the production capacity of farmers. Being new in milk processing industry Malesia also needed guidance to improve the production quality.

### Intervention by S4RE

From 2013 until end of 2014 local dairy processor Malësia has been producing two types of products: cheese and yoghurt. Being a strategic partner in working with supply chain, the project assessed the great potential of the company for growth based on the available technology, that would lead in improve of supply chain as well. Guided by the project and based on the market demand, Malesia was interested to improve the quality of its products and launch new products in the market. In dairy, developing new products requires special attention due to the short shelf life of milk. Malesia current employees did lack such technical capacities. The company and S4RE agreed to make use of Swisscontact's Senior Expert Corps (SEC) and bring in international expertise. Mr. Carlos Marbach, dairy technologist in Switzerland and part of the corps, conducted a two-week mission in Kamenica. The well-qualified and highly motivated Senior Expert provided on-site practical support in the solution of technical and operating problems, and technical expertise in expanding the production line. He accomplished it on a voluntary basis.



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## Results of the collaboration

S4RE and Malësia equally paid the moderate costs linked to the advance training. Nine of the Malësia staff upgraded their skills in dairy processing and use of available technology. By the end of expert's mission the existing employees were able to produce new products. Malësia in 2015 successfully launched four new products, namely Cheese Cake, Cheddar Cheese, Fresh Cheeses and Yogurt with Fruits, in the market.

Malësia now targets new markets in big cities in Kosovo and plans to expand its business to neighbouring countries. In addition, also due to the support provided by S4RE, Malësia received a grant of almost 400,000 Euro from the Ministry of Agriculture to improve the facilities within the factory.

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