

TRAINING COURSE TO AGRIBUSINESS AND MARKET-BASED DIGITAL SKILL DEVELOPMENT

CALL FOR APPLICATIONS FOR ONE TRAINER SPECIALIST OF DIGITAL TECHNOLOGIES AND ONE TRAINER SPECIALIST OF DIGITAL MARKETING TOOLS APPLIED TO AGRIBUSINESS.

Course Type: in person, one day at the Agricultural University of Tirana, two days over field visits.

Programme Area: digital agri-business

Date: 15 – 16 – 17 March 2023

Duration: 3 days

Language: English and Albanian

Application Deadline: 1 March 2023

The Food and Agriculture Organization of the United Nations, in partnership with the Agriculture University of Tirana and the Ministry of Agriculture and Rural development of Albania, organizes a one-week training to agribusiness and market-based digital skill development.

One international specialist, two experienced Albanian entrepreneurs, will provide the training jointly with two trainers selected among professionals of the University. It will take place within the University (one day); as well as on field during 2 days conducted in vibrant and promising business examples in Albania. Finally yet importantly, the training will also provide students with the opportunity to meet successful agribusinesses at the occasion of a speed dating organized in the premises of the Ministry of Agriculture of Albania and foresees a networking cocktail 17 March evening.

20 trainees will be selected among students from the Agriculture University of Albania, students from the agriculture vocational education schools of Albania, and young agri-businessmen. 2 trainers will be selected among the staff from the Agriculture University of Tirana.

PRELIMINARY PROGRAM

Day 1. Agriculture University of Tirana, Agriculture in digital era: introduction and key elements; Design and Pilot of digital agriculture projects, emerging trends: what opportunities for digital entrepreneurship in agriculture; Marketing: How to add value to the product through digitalization, how to position on the region, international markets.

Day 2. One training in situ with partner entrepreneur: Digital marketing / use of social media platforms for commercializing products

Day 3. One Training in situ with partner entrepreneur. Use of innovative technologies. Agri-Business Speed Dating Afternoon between students and companies

Closure ceremony and certification at the Ministry of Agriculture.

SELECTION PROCESS

Applicants can send their CV and a motivation letter of 300 words to the following address: FAO-AL@fao.org between 15 February and 1 March 2023. The selection panel will be composed of FAO and the Ministry of Agriculture.

IMPORTANT DATES

- Deadline for Applications and Nominations: 1st of March 2023
- Course Period: 15, 16 and 17 of March 2023