"KosICT was an inspiring experience -- from the people to the ideas to the possibilities. Always exciting to be a part of an event that celebrates innovation and disruption. A truly remarkable event. Plus, I fell in love with Kosovo."
- Amy Cosper (Entrepreneurs Mag)

"My first visit to Pristina. Welcomed by smiling, engaged and enthusiastic people, with a passion to learn, to innovate, and to build a smart and impactful start up environment. Exciting to be part of this journey and adventure. Pleased to make a small contribution."
- Alan Greenberg (Former Apple/8GT Fund)

"A great opportunity to understand the potential of the region and to meet the talented people who will make it happen"
- Mark Turrell (Vork & Orcasci)

"Great world class speakers, the audience eager to listen and learn, under perfect organization of the event, have made the KosICT 2016 to become the source of inspiration for all of us being part of it, especially for young Kosova ICT professionals, entrepreneurs and educators."
- Agron S. Dida (Zgjoi.com)

"The event was just so full of energy. Had a blast and love to come back again!"
- Ivan Burazin (Codeanywhere)

"It felt like it was TechCrunch, Kosova Edition."
- Mergim Cahani (Gjirafa.com)

"KosICT was an incredible experience exchanging with so many young future entrepreneurs. I think Prishtina will soon become the best startup ecosystem of the region."
- Didier Tranchier (Adelit)

"KosICT 2016 showed the state of the art concerning Digital Marketing, Starts-ups and Funding, Big Data, edTech and eSports. I think that Kosovo has developed into a hotspot for startups and a location for valid nearshoring options"
- Frank Wisselink (Detecon/Deutsche Telekom)

"Prishtina´s tech sector has an amazing energy that makes it an attractive near-shore hub for the EC."
- Michael Capone (Capgemini Consulting)

Contents

What is **KosICT**?

On 28th and 29th of October 2016, Kosovo Association of Information Communication and Technology (STIKK) in partnership with Innovation Centre Kosovo (ICK) and Universum College organized KosICT 2016–with the moto "The Global Tech Festival" which took place at the Palace of Youth and Sports in Prishtina. Consequently, topics covered by KosICT 2016 were: Startups and Funding, Digital Marketing, Big Data, edTech, and Esports.

KosICT16 not only gave a chance the participants to get introduced to business development opportunities, but also learn from the stories of some of the most prominent leader figures. The attendees enjoyed the showcases of Kosovo's and international tech companies while taking advantage of the access to network with entrepreneurs, investors, corporate leaders, and innovators.

The conference provided parallel sessions of speeches and panels at two different halls referred to as the Red Hall and Blue Hall, specified by particular topics at each.

Referring that topics were particularly separated at both of the halls, participants from business sector composed of CEOs, business developers, investors that had the opportunity to attend and be part of sessions relevant to their fields of interest.

Themes covered at the Red Hall were: The future of startup & funding ecosystem; The Importance of Big Data in Improving everyday life; How edTech is transforming the world of education; How Digital Marketing is replacing the traditional media. In addition, themes covered at the Blue Hall were: Latest Investment Trends in Technology; Evolution of eSports from basements to selling out big arenas. Discussion Panels were a great opportunity to get the attention and engagement of both parties: the speakers and audience. The speakers had debates, discussions and communication with the public, while sharing their broad perspectives in each topic of their interest.

During the two days of KosICT 2016, there were 26 speakers attending the conference from renowned companies such as Google, LinkedIn, Entrepreneurs Mag, Capgemini, Rimac Automobili, Angel Labs etc.

Additionally, KosICT 2016 featured an Outsourcing and Startup fair, eSports Championship, KosICT nights and an exclusive executive business lounge which occurred during the whole two-days on 28th and 29th of October, 2016; with the exception of the eSports Championship which was organized at Teatri Oda on 29th and 30th of October, 2016.

KosICT16 not only gave a chance to the participants to get introduced to business development opportunities, but also learn from the stories of some of the most prominent leader figures. The attendees enjoyed the showcases of Kosovo's and international tech companies while taking advantage of the access to network with entrepreneurs, investors, corporate leaders, and innovators.

The conference had an estimate of 1500+ participants.

Agenda (1st day, 28.10.2016)

Red Stage

9:30-10:00	Registration
10:00-10:15	Opening remarks by: **Kadri Veseli** (Head of Assembly of Kosovo), **Blerand Stavileci** (Minister of Economic Development, Kosovo), and **Mentor Sahiti** (Chairman of Board, STIKK)
10:15-10:45	**Fireside chat with Amy Cosper** (Entrepreneurs Mag) *Moderated by Shpend Ahmeti (Mayor of Prishtina)*
10:45-11:15	**"Moments in life of Clever Clover, a VC in the FMCG industry" by Heinrich Prokop** (Dragon Den Austria)
11:15-12:15	**Discussion panel "The future of startup & funding ecosystem" with:** **Mark Turrell** (Vork & Orcasci), **Arban Abrashi** (Minister of Labour and Social Welfare, Kosovo), **Ivan Burazin** (Codeanywhere), **Amy Cosper** (Entrepreneurs Mag), **Labinot Bytyqi** (Solaborate) *Moderated by Alejtin Berisha (Universum College)*
12:15-14:00	Networking Break
14:00-14:30	**"Top skills that will get you hired in a high-tech startup" by Mergim Cahani** (Gjirafa.com)
14:00-15:00	**"Big Data in practice" by Dr. Frank Wisselink** (Detecon/Deutsche Telekom)
15:00-15:45	**Discussion panel "The importance of Big Data in improving everyday life" with:** **Ali Rebaie** (Rebaie Analytics Group), **Dr. Frank Wisselink** (Detecon/ Deutsche Telekom), **Dr. Michael Capone** (Capgemini Consulting), **Dr. Petrit Nahi** (Netscout) *Moderated by Vigan Budima (Asseco SEE)*
15:45-16:15	**Presentation by Tugce Ergul** (Angel Labs)
16:15-16:45	**Closing keynote by Marcin Malinowski** (Google) - **OPEN FOR ALL BANDS**

Blue Stage

10:45-11:15	**"The culture of Innovation" by Ali Rebaie** (Rebaie Analytics Group)
11:15-11:45	**"Learning sciences for kids - video portal zgjoi.com" by Agron Dida** (Zgjoi.com)
11:45-12:15	**"Exponential Growth: Business Models and Financial Value" by Didier Tranchier** (Adelit)
12:15-14:00	Networking Break
14:00-15:00	**Discussion panel with investors with:** **Didier Tranchier** (Adelit), **Leutrim Blakaj** (Highlights VC), **Tugce Ergul** (Angel Labs) *Moderated by Peter Hopwood (Hopwood Communications)*
15:00-15:30	**Presentation by Labinot Bytyqi** (Solaborate HELLO)

(2nd day, 29.10.2016)

Red Stage

9:30-10:00	Registration
10:00-10:30	**Keynote "The digital learning age" by Alan Greenberg** (Former Apple/8GT Fund)
10:30-11:30	**Discussion panel "How edTech is transforming the world of education" with:** **Gjergj Demiraj** (Gutenberg Technologies), **Alan Greenberg** (Former Apple/8GT Fund), **Agron Dida** (Zgjoi.com) *Moderated by Alejtin Berisha (Universum College)*
11:30-12:00	**Presentation by Monica Mikac** (Rimac Automobili)
12:00-13:30	Networking Break
13:30-14:00	**"50 shades of Scale" by Mark Turrell** (Vork & Orcasci)
14:00-14:45	**Pitching Masterclass with Peter Hopwood** (Hopwood Communications)
14:45-15:15	**"Micro-Services.The future-safe IoT platform" by Michael Capone** (Capgemini)
15:15-16:15	**Discussion panel "How Digital Marketing is replacing the traditional media" with:** **Marcin Malinowski** (Google), **Mergim Cahani** (Gjirafa.com) *Moderated by Valon Canhasi (Hallakate)*
16:15-16:45	**Closing keynote by Hava Maloku** (Linkedin) - **OPEN FOR ALL BANDS**

Blue Stage

10:00-10:30	**"On the Origins and Destiny of "Big Data": A Point of View" by Dr. Petrit Nahi** (Netscout)
10:30-11:00	**Discussion panel "Evolution of eSports from basements to selling out big arenas" with:** **Martin Kadinov** (Turtle Entertainment/ ESL), **Zvonimir Burazin** (CSAdria) *Moderated by Lorik Mullaademi (STIKK)*
11:00-11:30	**Presentation by Ivan Burazin** (Codeanywhere)
11:30-12:00	**"Revolutionizing The Learning Experience" by Gjergj Demiraj** (Gutenberg Technology)
12:00-13:30	Networking Break

KosICT Nights

(1st day, 28.10.2016)

18:30	**Dinner with Speakers @ Swiss Diamond Hotel**
21:00	**Startups & Funding @ Soma Book Station**
21:00	**Big Data @ Bamboo**
21:00	**Digital Marketing @ Morena Bar**
21:00	**edTech @ Dit' e Nat'**
21:00	**eSports @ Miqt Pub**

(2nd day, 29.10.2016)

21:00	**Fuck up nights @ Miqt Pub**
21:00	**After Party @ Morena w/ Vijay & Sofia**

Opening **Speeches**

The first honorable guest speaker was Mr. Kadri Veseli, Head of Assembly of Kosovo, who stated the importance that ICT sector is possessing in competing with global trends. Mr. Veseli implied how this sector is showing the hard work and potential of Kosovars to enter the global marketplace. As such, he mentioned that the Assembly of Kosovo will support the development of this sector with all of its available resources.

KosICT 2016 had also the honor to have Mr. Blerand Stavileci, Minister of Economic Development of the Republic of Kosovo for the opening remarks. Mr. Stavileci emphasized his focus to support STIKK and the ICT sector through his Ministry and the Government of Kosovo.

KosICT 2016 was officially opened by the STIKK Chairman of Board, Mr. Mentor Sahiti, who welcomed and greeted everyone by emphasizing the constant work and dedication of ICT companies in Kosovo. Furthermore, Mr. Sahiti stated on how KosICT 2016 is designed to enhance business opportunities through the motivational and successful stories shared by well-experienced speakers, startups and outsourcing fair, business lounge, and networking events during the night.

The conference kicked off at the Red Hall where all participants enjoyed the opening speeches and continued with a fireside chat between the Mayor of Prishtina, Mr. Shpend Ahmeti, and the former VP and Editor in Chief at Entrepreneurs Mag, Ms. Amy Cosper as an opening keynote. Referring to the reputation of Amy Cosper as a former VP and Editor in Chief has, the Mayor of Prishtina welcomed her to KosICT 2016 with kind words enhancing how important it is for our community to be sorrounded with influential people such as her.

The conference at the Red Hall was moderated by Mr. Peter Hoopwood who enlightened everyone with his great energy and enthusiasm throughout the whole event. He showed his great care for the audience while presenting his tricks on public speaking and communication. During the opening speeches and the fireside chat, everyone had access to the Red Hall.

Fireside chat with Amy Cosper (Entrepreneurs Mag)

As such,Mr. Ahmet and Ms. Cosper talked about the entrepreneur ecosystem in Kosovo, and current potential in investments and other relevant resources. Henceforth, they discussed about how the entrepreneurship spirit is constantly evolving and it is impacting the economic development. Kosovo, as a newborn country with a rate of over 75% of youth and a lot of perspective, it is considered to be a place where innovative ideas are prone to work out.

The two of them showed their leading viewpoints, their challenges and journey towards success.

After the fireside chat, **Heinrich Prokop** (Dragon Den Austria) **presented "Moments in life of Clever Clover, a VC in the FMCG industry"**.

Mr. Heinrich Prokop shared with the audience his experience in founding Clever Clover, including its goals and investments made. As a co-founder, Marloes Voermans also shared her experience on bulding and finding solutions in order for their idea to function successfully.

Moreover, they explained how they raised the cash flow and build the reputation of Clever Clover by building a team and investing. As such, they told the successful manners by which he and his team managed to accomplish their working aims.


Moreover, **discussion panel "The future of startup & funding ecosystem" with Mark Turrell** (Vork & Orcasci), **Arban Abrashi** (Minister of Labour and Social Welfare, Kosovo), **Ivan Burazin** (Codeanywhere), **Amy Cosper** (Entrepreneurs Mag) was moderated by Alejtin Berisha.

During this discussion panel, it was mentioned what Apple, Google, Amazon, and Disney have in common. They stated how all started as innovative ideas in a private garage. Thus, they stated how none of these ideas and companies would have reached its current success without the financial support of investors at some point. With increased visibility, dynamic business models and disruptive technologies, the startup & funding ecosystem can also be expected to change. They discussed about how the new funding methods have increasingly become available and investors are aware of the long-term implications that their decisions can have. At the same time, they suggested that governments of developing countries should strive for fostering well-founded startup ecosystems as a basis for economic growth. The discussion panel on "The future of startup & funding ecosystems" alongside with the panel with investors elaborated these aspects and discussed current issues and prospective trends.

"Top skills that will get you hired in a high-tech startup" by Mergim Cahani (Gjirafa.com)

With a Kosovar origin, and an international academic and professional experience, Mr. Cahani explained how he was capable in achieving all of his success. Referring to his experience, he stated how his determination, hard work, and networking with the right people impacted his success to where he currently stands. Referring to his experiences, Mr. Cahani explained in details the manners which help a tech talent to get hired in a tech startup.
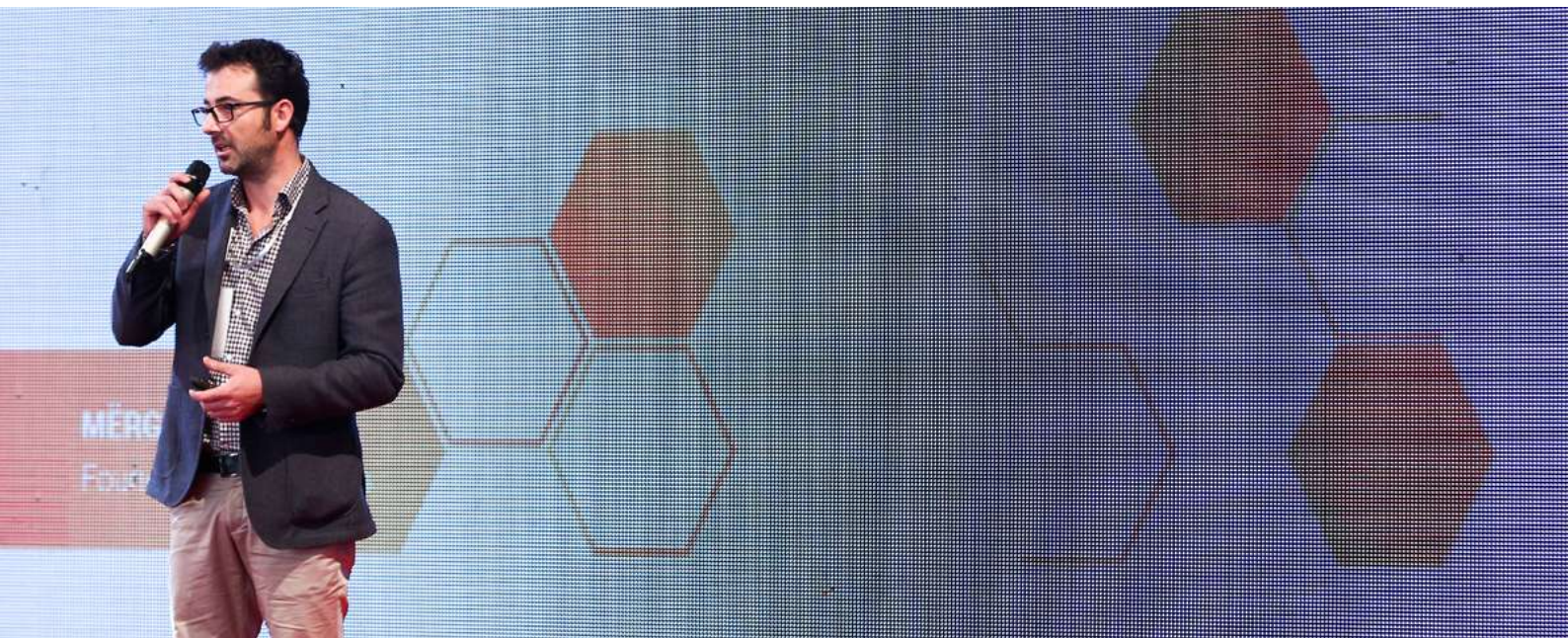
"Big Data in practice" by Dr. Frank Wisselink (Detecon/ Deutsche Telekom)

With his presentation, Dr. Wisselink explained how Big Data is broad and how it is operated through its use in the tech world. Henceforth, Dr. Wisselink concentrated on showing how Big Data is practiced and its influence on the nowadays world.

Discussion panel **"The Importance of Big Data in Improving everyday life" by Ali Rebaie** (Rebaie Analytics Group), **Dr. Frank Wisselink** (Detecon/ Deutsche Telekom), **Dr. Michael Capone** (Capgemini Consulting) moderated by Vigan Budima (Asseco SEE)

By taking into account that at work, at home, on holidays, on shopping tours, in the restaurant or just hanging out with friends, in today's digitalized world everyone is producing data and creating an own digital footprint, the importance of Big Data is significant. As a result, there has been an explosion of Big Data & Analytics offerings by technology companies and consultancies. While firms aim to use these data for improving their offerings and be a step ahead of competitors, Big Data also has the potential to improve our daily life in almost every sphere. Speakers of the panel discussed how this can help us to take better decisions on where to spend our money, it can improve our learning experience at academic institutions, and provide us with valuable health information. They also added manners to the extent to which we can truly benefit from these possibilities depending clearly on our ability and willingness to incorporate it into our daily life.

"Fundraising unlocked" by Tugce Ergul (Angel Labs)

As the co-founder of the first investor accelerator, Angel Labs, Ms. Ergul spoke at KosICT 2016 about her experience in raising funds for an accelerator that now is known worldwide. As such. Ms. Ergul spoke about how she chose to use her resources in building a successful accelerator, and what it took to achieve all of this reputation to be credible and now operate in various regions of the world. She talked about how she approached to the targeted markets, and how she managed to raise funds for operating as a beginner, as well as how afterwards it raised funds to operate worldwide.

Closing keynote "The road ahead" by Marcin Malinowski (Google)

As a speaker coming from the current most attractive company in the world, Google, Mr. Malinowski explained to the audience the working ethics of Google, and how its branches around the world are working to spread the creative hard-work by influencing the entire world.

He explained how Google is constantly focusing on the future and building the road ahead for all generations.

After the kick off session at the Red Hall, the Blue Hall welcomed all of its partcipants by continuing the agenda on diverse topics and significant speakers coming from all across the world to speak at KosICT 2016 – The Global Tech Festival!

The parallel session of KosICT 2016 at the Blue Hall was moderated by Learta Hollaj, who welcomed each of the speakers, by introducing them to the audience.

"The culture of Innovation" by Ali Rebaie (Rebaie Analytics Group)

On the Blue Hall, presentations started on Big Data, by firstly welcoming Mr. Ali Rebaie (Rebaie Analytics Group) in regards to "The culture of Innovation". Mr. Rebaie included the new trends, and how the world is regularly adopting to the new changes and innovations.

"Learning sciences for kids - video portal zgjoi.com" by Agron Dida (Zgjoi.com)

The speeches continued with Mr. Agron Dida on "Learning science for kids – video portal zgjoi.com". He explained how the learning platforms are introducing a new form of teaching, and that is positively impacting the new generations. Mr. Dida referred to edTech as an innovation in which the entire learning methods will rely to.

"Exponential Growth: Business Models and Financial Value" by Didier Tranchier (Adelit)

The Startup and Funding topic included the presentation on "Exponential Growth: Business Models and Financial Value" by Didier Tranchier. Consequently, Mr. Tranchier elaborated more on how Startups should draw business models together with the financial planning in order to attain an idea about how to continue the workin procedures correctly.

Discussion panel **"Latest Investment Trends in Technology"** with investors - **Didier Tranchier** (Adelit), **Leutrim Blakaj** (Highlights VC), **Tugce Ergul** (Angel Labs)

With the aim to provide more viewpoints of Startups and Funding, the discussion panel with Mr. Tranchier, Mr. Blakaj, and Ms. Ergul included experiences of each related to investments on Startups. They discussed about creating a more approachable and productive environment for Startups and Funding.

Presentation by Labinot Bytyqi (Solaborate HELLO)

Through his speech, Mr. Bytyqi spoke how the Solaborate Hello reached all of its success. Coming from a newborn country, Mr. Bytyqi explained how he managed to pitch and sell his product worldwide.

Keynote "The digital learning age" by Alan Greenberg (Former Apple/8GT Fund)

The second day of KosICT 2016 – "The Global Tech Festival" continued by welcoming all local and international tech enthusiasts with an agenda full of diverse activities, which led to networking, future collaborations, as well as investments.

The second day at Red Hall started with a keynote related to edTech by Alan Greenberg. Hence, Mr. Greenberg shared his long time experience around the world on edTech by giving concrete examples and advices as guidelines to be applied.

Mr. Greenberg presented his keynote on "The digital learning age", stating how edTech is playing a crucial role in today's world. Concentrating on the new era, the learning age is all adopting on digital methods which are becoming a new manner for education as well. The digital learning age is growing to an extend in which all new generations are finding it more familiar and useful.

Discussion panel "How edTech is transforming the world of education" with Gjergj Demiraj (Gutenberg Technologies), **Alan Greenberg** (Former Apple/8GT Fund), **Agron Dida** (Zgjoi.com) Moderated by Alejtin Berisha (Universum College)

Until recently, the majority of people were of the opinion that if you went back to the 18th or 19th century, one of the few things that you would recognize from today's world is the educational system. The discussion panel stated how in comparison to our parents and grandparents, only minor things changed at schools and universities. With the era of edTech this can be expected to change. As such, it obvious that technology enables new learning designs and experiences, while allowing more interactivity and real-time access to learning material. Currently, academic institutions are interested in upgrading their technological equipment and more and more programmes are being conducted online or via distance learning. E-learnings have become a crucial part of professional trainings and digital universities have begun to establish themselves in developed countries.

Presentation by Monica Mikac (Rimac Automobili)

Known to be an innovative company, Rimac Automobili, Ms. Monika Mikac as the COO explained how it achieved to be successful in reaching the targeted investments and funds. Furthermore, she explained how all the team got together with the same vision to expand the company and build something different in the long-run.

"50 shades of Scale" by Mark Turrell (Vork & Orcasci)

Mark Turrell explained the new approached of entrepreneurship nowadays. He talked about the inspiration he got to write his books, and what constantly drives him to write about psychology of entrepreneurship and how it is shaping the world.

Pitching Masterclass with Peter Hopwood (Hopwood Communications)

Mr. Hopwood presented the compact presentation skills masterclass full of takeaway insights to gain more impact as a professional, networker, startup or entrepreneur – someone who wants to communicate with impact.

He showed valuable practical tips and body language techniques to boost credibility, influence and speak more confidently - gaining more trust with the audience. Gain straight-talking tips on how to fine-tune delivery and get ideas to stick. He explained a method on how to take pitching to the next level, bring more value ideas and increase chances of success.

"Micro-Services. The future-safe IoT platform" by Michael Capone (Capgemini)

Referring to the Big Data, Mr. Capone how Internet of Things (IoT) is what currently is shaping every information revealed. He stated how important and broad Big Data is, and how the micro-services are coping in it.

Discussion panel "How Digital Marketing is replacing the traditional media" with Marcin Malinowski (Google), **Mergim Cahani** (Gjirafa.com) moderated by Valon Canhasi (Hallakate)

The digitalization already disrupted many sectors, business models and approaches. This discussion panel revealed how technology has enabled new forms of direct communication, be it via social media platforms or instant messaging applications. These new possibilities have fundamentally changed people's habits, interests, and needs. While traditional media has seen a substantial decline in the last years, the digitalization opened up new possibilities for the way how marketing is lived and carried out. The idea of Digital Marketing draws upon these possibilities and is expected to replace traditional media, where messages and marketing campaigns were primarily spread by TV, print media, or radio. New multidirectional channels and methods, such as social media marketing, re-targeting, and banner-ads, are increasingly incorporated into daily marketing campaigns and activities.

Closing keynote by Hava Maloku (Linkedin)

The closing keynote at the Red Stage by Hava Maloku at the end of the conference, explained how to fill in relevant information in the LinkedIn profile in order to be recognized by the targeted groups, organizations, companies, and other. Henceforth, Ms. Maloku explained how LinkedIn selects the working individuals, and companies, and which information is more essential in order to make you demanded for a certain project or work.

"On the Origins and Destiny of "Big Data": A Point of View" by Dr. Petrit Nahi (Netscout)

The second day of KosICT 2016 at the Blue Stage was moderated by Learta Hollaj, who politely introduced all speakers to the Blue Stage by giving a brief biography for each of the speakers.

The first presentation on the second day was, "On the Origins and Destiny of "Big Data": A Point of View" by Dr. Petrit Nahi (Netscout). As such, Mr. Nahi explained how Big Data started and how it is impacting the world on daily basis. He referred to it as the future of every individual no matter the field that he/she belongs to.

Discussion panel "Evolution of eSports from basements to selling out big arenas" with Martin Kadinov (Turtle Entertainment/ ESL), **Zvonimir Burazin** (CSAdria) Moderated by Lorik Mullaademi (STIKK)

During the discussion panel, Mr. Kadinov, Mr. Burazin, and Mr. Mullaademi discussed about the potential that eSports is having around the world, and how it is being developed as a business. Henceforth, the discussion focused more on South Eastern Europe, mentioning how the economy is having a positive influence through the development of the Esports sector.

"Starting up at CEE" by Ivan Burazin (Codeanywhere)

Mr. Burazin presented how determined he was to raise funds and invest in the startups ecosystem. He mentioned all of his challenges in creating a reputation and working hard until he achieved to convince investors and raise money for his startup. Furthermore, Mr. Burazin stated the concrete steps on what it took him to prosper as a newly found start up, and how he managed to operate successfully.

"Revolutionizing The Learning Experience" by Gjergj Demiraj (Gutenberg Technology)

By taking into account the fast revolution happening, Mr. Demiraj, presented how the digital learning is evolving and is constantly approaching to the newest and most current trends. Hence, changing traditional learning experience did not appear to be difficult at all, especially for the young generations since the revolutionized learning experience is appeared to be more reliable and familiar for the users.

Business Lounge

Part of KosICT 2016 was the Business Lounge – a specific separated place at the Palace of Youth and Sports where only speakers, investors, entrepreneurs, and representative of companies had access to enter.

As a networking space, Business Lounge provided a chance for everyone to feel comfortable to talk to each other with the aim to share their potential business ideas and create new partnerships. Business Lounge was decorated in a more exclusive manner, offering catering which was sponsored by Trosha.

Specifically, Business Lounge served as a special networking place where over 130 businesses and CEOs met. Over 20% of the meetings resulted to be successful in terms of creating contacts that they agreed to network in the future projects, and potential investments in the local and international marketplace.

Startup and Outsourcing Fair

STARTUPS EXHIBITING AT KOSICT'16

Startup and Outsourcing was one of the highlights the whole tech festival. Throughout the two days, the startup representatives managed to show their dedication and passion towards entrepreneurship and positive change. These young entrepreneurs constantly introduced their ideas to investors, speakers, business angels and other participants.

Beside the networking breaks and learning by the presentations at the Red and Blue Stages, they had the opportunity to get engaged and share their perspectives towards current tech trends.

The list of companies/startups which were part of Startup and Outsourcing Fair are: Formon, Solaborate, Platforma Akademia, Anketa, Gjurmet, SumtheSun, devICE, ValorLab, Architecture for Humans, eGothix, RavenBit, jCoders, ZAG Apps, Mikrobiz.

Each startup had the opportunity to present and pitch their products/services to over 400 investors, businesses, CEOs. As a result of these meetings, there were scheduled over 150 meetings with potential investors, and businesses in order to talk in details about their offerings. In addition, some of these young entrepreneurs accomplished to earn investments from the visiting investors during the conference.

KosICT eSports CS:GO Championship
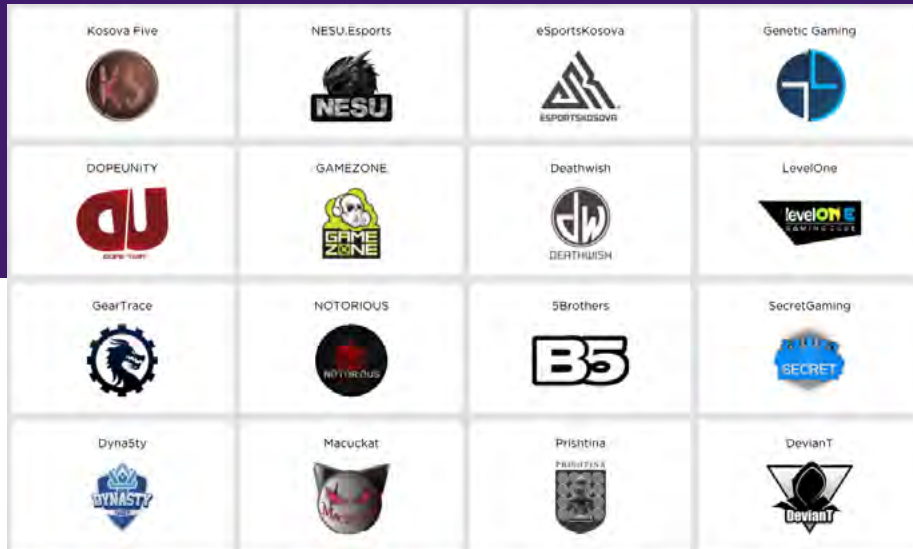
Esports enthusiasts spent most of their weekend on 29th and 30th of October 2016 at Teatri Oda participating and watching the eSports CS:GO Championship. By taking into account the impact that digital era is having on everyone's daily lives, Esports is known to be the most attractive field for all generations. However, gaming is not considered only a tool for entertainment; it is also being an indicator which positively is changing the economy of a country in general.

Based on various successful impacts that Esports is having around the world, every country is concentrating to link Esports with specific areas such as education for example, in order to transmit the entrepreneurship idea on how to do business through the use of technology and Esports. As such, in order to tackle the field of Esports as a business idea in in various aspects, KosICT 2016 organized the CS:GO Champoionship by which it intiated a prize pool of 1,000.00 Euros for the winning team.

A week before the CS:GO Championship, a competition between all the interested teams was organized. During this competition, 16 teams composed of players from Kosovo, Albania, and Macedonia competed.

On 29th of October, 2016, teams that competed on the semi-final were: LevelOne vs KosovaFive and GAMEZONE vs Prishtina. The winning teams, LevelOne and GAMEZONE continued on the CS:GO Championship on 30th of October 2016. The winners of the CS:GO Championship, LevelOne got awarded with a check of 1,000.00 Euros; whereas the second place got awarded with tickets to watch IEM Katowice.

During the CS:GO Championship, on 29th and 30th of October, 2016, over 400 people visited Teatri Oda to watch the game. Furthermore, the ones that were not able to come at Teatri Oda, they watched it on livestream. Thus, CS:GO Championship reached over 20,000.00 views on livestream.

General Sponsor: COMTRADE computers

Powered by: AOC GAMING   AskTec   ILIR KOSOVA   ipko   ESL   BIT ACADEMY

KosICT **Nights**

To make the Tech Festival even more attractive and fulfilling, KosICT had set up the great evenings, where the participants and everyone else could meet our speakers in person at different bars of Prishtina and discuss about the KosICT Topics.

Each bar had speakers covering specific KosICT topics where questions, answers and comfortable conversations could be elaborated. The topics were scattered based on the following bars: Digital Marketing at Morena; Startup & Funding at Soma Book Station; Big Data at Bamboo Bar; eSports at MIQT Pub; and edTech at Dit' e Nat'.

On the second night, we had the FuckUp Night KosICT edition, as part of the conference where some of our speakers sharared their fuckups and stories about their failures and how they managed to get back on track. After the speeches of the speakers, the audience asked questions to the speakers, so the speaking sessions became very interactive and anyone could participate or give their opinion.

The surprise of KosICT Night was the after-party at Morena Bar, where KosICT brought special DJs from Belgium just for our guests. This was an unforgettable event with over 300 participants enjoying the good music and networking. All participants spend their time during the after-party talking to each-other in a more friendly way, which allowed them to be more comfortable in sharing their ideas and creating contacts as future references.

Fuckup
NIGHTS

www.fuckupnights.com
facebook.com/fuckupnights
twitter: @fuckupnight
hola@fuckupnights.com

Statistics

KosICT showed a remarkable Social Media engagement whith an outreach of over 800,000.00 people. According that speakers of KosICT 2016 were part of biggest companies in the world, and they traveled from various continents, the tracking map showed that KosICT was mentioned in places all accross the world through social media statuses and pictures in all online platforms, using keywords, names of the topics, speakers, as well as stating their positive impressions.
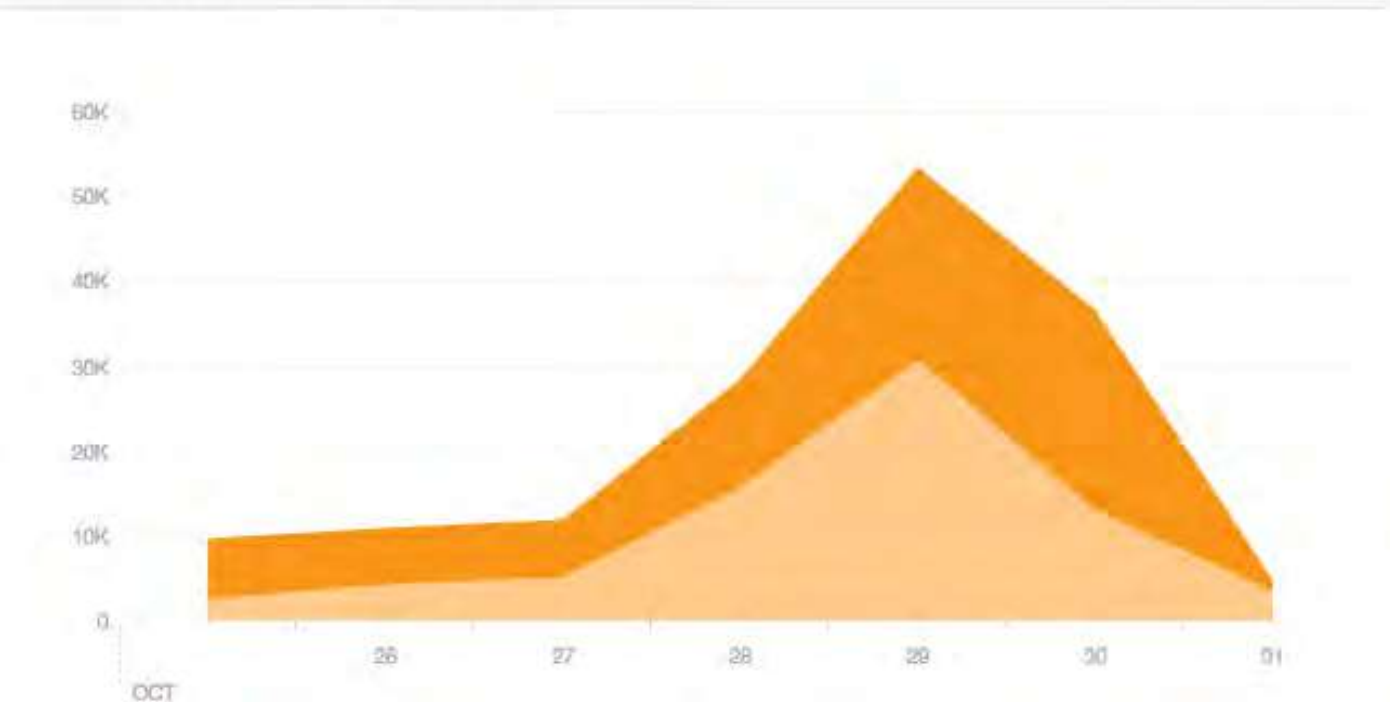
The posts were from the official social media channels of the conference but also from the people or organizations attending the conference. Official hashtag of the event was #KosICT16.

Your Tweets earned **25.7K impressions** over this **9 day** period
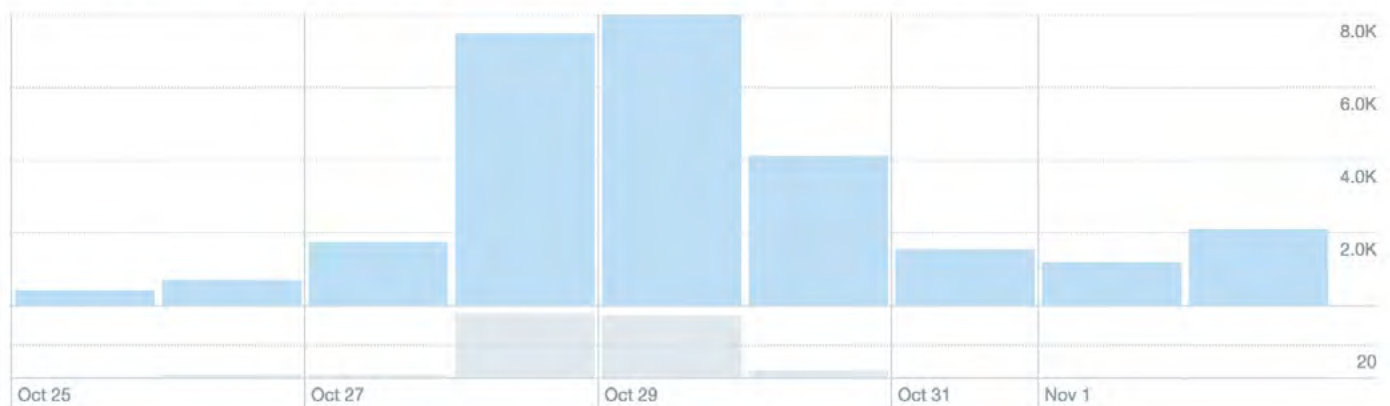
Post Reach
The number of people your posts were served to.

Media Coverage

KosICT 2016 – The Global Tech festival had a special coverage on media channels. Topics were elaborated on articles depending on which field they belonged to, by being referred as significant due to the high potential and reputation companies talking at the conference had. In addition, medias also accomplished to interview speakers and talk to them in details about their experience and how they are looking forward to cooperate with Kosovo's companies.

As the most visited online portal in Kosovo, Telegrafi had a separated section which constantly updated news related to KosICT 2016. Telegrafi wrote stories of speakers who were part of KosICT 2016 as biographies, by explaining in details their experiences. Moreover, Kosovo 2.0 interviewed some of the speakers during the conference, asking them about their impressions and their topics in regards to finding out further details.

http://telegrafi.com/projektimi-dhe-inovacioni-ne-berjen-e-superkerrit-monika-mikac-nga-rimac-automobili-ne-kosict/

Kosovo 2.0 interviewed Mr. Alan Greenberg, as a a world leader in education technology and innovation he claimed how technology is transforming education through specific examples that he witnessed over the years.

http://kosovotwopointzero.com/en/alan-greenberg-i-can-fix-technology-i-cannot-fix-people/

All of the speakers posted on their official social media channels about their experience at KosICT through different posts, pictures, or blogs. As such. Mr. Ali Rebaie wrote about his experience at KosICT 2016 and Prishtina on his blog, by sharing his opinions about all of it from the moment he arrived. He recognized the potential that entrepreneurs in Kosovo have, including the hard work and dedication.

http://alirebaie.com/2016/11/10/what-every-entrepreneur-can-learn-from-the-inspiring-youth-i-met-in-kosovo/

Other relevant media sources:

http://kosovotwopointzero.com/en/amy-cosper-entrepreneurship-is-creating-something-new-innovative-or-disruptive-where-nothing-was-before/

http://telegrafi.com/tetovaret-fitues-te-gares-kosict-esports-championship-ne-kosove-foto/

http://telegrafi.com/mark-turrell-rruga-drejt-suksesit-permes-ndermarresise/

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http://telegrafi.com/kosict-kete-vit-per-te-gjitha-llojet-e-kompanive/

http://telegrafi.com/transformimi-digjital-ekonomise-nxites-zhvillimit-te-qendrueshem/

http://telegrafi.com/kosict-esports-championship-inciative-profesionale-per-esports/

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Best regards,

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