COMPANY PROFILE

COMPANY NAME: MUSAJ OLIVE OIL

COMPANY OWNERSHIP: VESAF MUSA & BRUNO MUSA

COMPANY'S PRODUCTS/SERVICES:
ORGANIC EXTRA VIRGIN OLIVE OIL

COMPANY'S COMPETITIVE ADVANTAGES AND INNOVATION:

We have been consistently and sustainably producing quality olive oil for over 25 years. The focus on maintaining high quality and organic production enabled us to be ranked as one of the best olive oil producers in Albania. We are proud of what we have achieved but eager to advance towards any potential improvement of both our products and services.

We all believe that the best-tasting Extra Virgin Olive Oil comes out of only the highest quality and best managed olive groves.

An essential part of our achievement and dedication to quality is attributed to the olive-producing farmers who supply us with high-quality olives. The main region which supplies us with raw material is the Southern Region of the country, which is rich in the olive groves of a native variety called "Kalinjot", which is high in antioxidants and polyphenols.

These olives, carefully harvested and post-harvest managed, are cold pressed in our facility. All this process enables the olive oil to maintain its health benefits.

The latest technology is applied to produce excellent olive oil.

The staff is very professional and committed. We train the employees twice a year according to their needs. We believe that trained employees are more efficient.

COMPANY'S STAGE OF DEVELOPMENT:
International Award-winning Olive Oil.
Musai Olive Oil is in the maturity stage. We are exploring new markets and developing new products.

- maintaining product quality and service at the highest level
- increasing distribution channels
- aiming for promotion and sales to a wider audience

COMPANY'S BUSINESS OFFER/BUSINESS REQUEST FOR THE NETWORKING EVENT:

We believe that employee training means consumer education.

- Employees training for the new market search, for the technological developments and future skills needs in the agri-food sector.
- A review of the cooperation and working arrangements in the business ecosystem, particularly in advisory services and innovation.
- A review of existing and emerging technologies in the Western Balkans and the EU, leveraging on digital and green transitions, and how they impact skills needs and education

TYPE OF PARTNER SEARCHED AND COUNTRIES:

- We search for partners from the EU and Western Balkans countries.
- Companies in the agri-food sector and companies with vast experience in export and sales.
- Companies or experts who can help us in developing new strategies
- We searched for companies experienced in manpower development and applied for research and technology transfer in the agri-food sector.