You may find more information about the speaker's expert background and reference links to major past and current initiatives and projects, as well as potential areas for exploring future cooperation:

Mirlinda Kusari Purrini

Country: Kosovo
Practice Areas: Women's Entrepreneurship | SME Development | Skills Development | Inclusive Economic Growth | Employment and Social Inclusion | Digital Transformation | Regional Cooperation

About the Speaker

Mirlinda Kusari Purrini is the Founder and Executive Director of the Women's Business Association SHE-ERA in Kosovo. Her work focuses on advancing inclusive economic development by strengthening women's entrepreneurship, SME capabilities, skills, professional networks and access to employment and markets.

Through her leadership at SHE-ERA, she has contributed to creating opportunities for women and girls through entrepreneurship support, business advisory services, mentoring, training and networking. Her work places particular emphasis on women facing barriers to economic participation, including vulnerable women, single mothers, women with disabilities and survivors of violence.

With extensive experience in developing partnerships and supporting women's economic empowerment, Mirlinda connects skills development, enterprise competitiveness and social inclusion with broader opportunities for sustainable economic growth in Kosovo and the Western Balkans.

Projects at a Glance

Through SHE-ERA, Mirlinda's work demonstrates how targeted entrepreneurship support, skills development, mentoring and institutional partnerships can strengthen women's economic participation and improve access to employment and markets.

Her initiatives combine individual empowerment with broader ecosystem development, connecting women entrepreneurs, businesses, public institutions and other stakeholders to create more inclusive economic opportunities.

Key Initiatives and Professional Experience

01. Empowerment of Vulnerable Women through Social Mentoring
Role: Director / Team Leader, SHE-ERA
Location: Kosovo

This initiative addresses the employment and social inclusion barriers faced by vulnerable women, including single mothers, women with disabilities and survivors of violence.

The project combines individual social mentoring, skills development and practical pathways towards employment, supported by cooperation with public institutions and the private sector.

The initiative demonstrates how personalised support, targeted skills development and engagement with employers can translate into meaningful inclusion and improved employment outcomes. It highlights the importance of connecting social support mechanisms with labour-market opportunities to ensure that vulnerable women can participate more actively in economic life.

Explore: SHE-ERA – Empowerment of Vulnerable Women through Social Mentoring

02. Empowerment of Women and Employment in the Dukagjini Region
Role: Executive Director
Location: Kosovo – Gjakova, Peja, Junik, Rahovec, Istog and Klina

Implemented across the Dukagjini region, this initiative supported 46 women through a combination of entrepreneurship and business management training, soft skills development, digital marketing, equipment support, networking and improved access to markets.

The project focused on strengthening women's capacities to develop business activities, improve their employability and access new economic opportunities within their local communities.

It illustrates the value of combining practical skills development with business support, access to equipment and market-oriented assistance. The experience also highlights the importance of regionally targeted interventions in strengthening women's entrepreneurship and supporting local economic development.

Explore: SHE-ERA – Empowerment of Women and Employment in the Dukagjini Region

03. Women's Entrepreneurship, Business Advisory and Mentorship
Role: Founder and Executive Director, providing strategic leadership and developing partnerships and services
Location: Kosovo-wide and Western Balkans

Through SHE-ERA, Mirlinda has contributed to strengthening the capacities of more than 20,000 women and girls and building a network of over 2,000 women entrepreneurs.

The association's work encompasses research and studies, business advisory services, entrepreneurship training, mentoring, networking and market-oriented support. These activities aim to strengthen women's business capabilities, promote entrepreneurship and improve access to economic opportunities.

This long-term experience demonstrates how sustained institutional support, professional networks and tailored business services can contribute to stronger entrepreneurship ecosystems. It connects women's economic empowerment with SME development, productivity, skills advancement and inclusive economic growth, while creating opportunities for knowledge exchange and cooperation across the Western Balkans.

Explore: Women's Business Association SHE-ERA

Selected Publications and Resources

01. Employment Procedure Guides for Jobseekers from Kosovo Seeking Work in Albania, North Macedonia and Montenegro (2025)

Developed by SHE-ERA, these practical guides provide country-specific information for jobseekers from Kosovo considering employment opportunities in Albania, North Macedonia and Montenegro.

The guides support informed and safer regional labour mobility by providing practical information on employment procedures and requirements in neighbouring countries.

The resource is particularly relevant to regional cooperation, labour-market access and the importance of transparent information in supporting cross-border employment opportunities.

Read: SHE-ERA – Publications and Activities

02. Empowerment of Vulnerable Women through Social Mentoring – Project Overview (2024)
This project overview presents SHE-ERA's approach to supporting vulnerable women through social mentoring, skills development and pathways towards employment.

It highlights the importance of cooperation between institutions and the private sector in addressing barriers to economic participation and creating more inclusive employment opportunities.

The initiative offers relevant insights into how personalised mentoring and targeted skills interventions can support women facing multiple forms of social and economic exclusion.

Read: SHE-ERA – Social Mentoring Project

03. Empowerment of Women and Employment in the Dukagjini Region – Project Overview (2021–2022)
Implemented by SHE-ERA in cooperation with UN Women, this project overview documents activities supporting women's entrepreneurship and employment across the Dukagjini region.

It highlights the role of entrepreneurship and business management training, digital marketing, networking and practical business support in improving women's economic opportunities.

The project provides a practical example of how combining skills development with access to resources and markets can strengthen women's entrepreneurship and contribute to local economic development.

Read: SHE-ERA – Project Overview

Areas for Future Cooperation

01. SME Development and Skills Ecosystems
Building practical partnerships between SMEs, vocational education and training providers to ensure that skills development responds more directly to business needs and local labour-market demands.

02. Women's Entrepreneurship, Digital and Green Skills

Expanding women's access to digital, green and entrepreneurial skills, innovation opportunities and high-value sectors, with particular attention to women-led SMEs and women facing barriers to employment.

03. Western Balkans Cooperation and Inclusive Labour Markets
Developing regional pilot initiatives connecting mentoring, skills development, employers and labour mobility across the Western Balkans. Promoting peer learning and the exchange of approaches that can be adapted and scaled across countries to strengthen women's economic participation.

Connect with Mirlinda

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Organisation Website: SHE-ERA
Relevant Initiative: Social Mentoring Project