

Edition

28

2022

AFTER SHOW REPORT



Tirana International Fair
Think Global, Embrace Digital

1-4 December

HIGHLIGHTS

Exhibition Space

.....> **6,300 m²**

Total Visitors & Attendees

.....> **12,000**

Exhibitors

.....> **240**

Countries Represented

.....> **16**

Speakers

.....> **40**

Concurrent Events

.....> **25**
Conventions,
workshops, product
presentations and more!

B2B & B2G Meetings

.....> **335+**

Medias Publications

.....> **93**
Press, TV, Radio &
Online Portals

INTRODUCTION

The 28th Tirana International Fair (TIF) greeted the participation of over 240 exhibitors among business realities, state entities, art, culture, and public personalities from over 12 countries.

TIF organized by Klik Ekspo Group has established itself as a crucial convergence point, bringing together a substantial number of exhibitors, international investors, and distinguished government entities from various nations in the region. The overarching aim is to further advance socio-economic conditions, recognizing the imperative need for fostering entrepreneurship through encouragement, support, and passion.

TIF has re-conceptualized the concept of a Global meeting place, making it accessible to all, driven by a motto that reflects the evolving business landscape, the latest advancements in communication technology, and the changing attitudes that increasingly encourage us to embrace the digital realm.

Speakers & Testimonials



The era of the digital revolution... Started in the 1980's with the birth of the Internet, followed by mobile devices, social networking, big data, and cloud computing, we are now more connected than ever, allowing companies to expand beyond their geographical markets and dive into the digital universe. The Covid 19 pandemic has proven to be the necessary catalyst that forced organizations across the globe to accelerate their position in digital transformation. Yet, this revolution is far from over. Quantum computing, artificial intelligence, and blockchain technology are just some examples of what is yet to come, which will drastically change the world as we know it. Even though the world is changing so fast, one factor remains constant. Humans. Digitalisation will never change our biology and the innate human spirit, and this is why we are all here. Connected. Not in the Metaverse or social medias, but actually here. Close to one another. With companies and institutions arriving from over 13 states with one common goal: creating new meaningful connections to fuel business development. This does not mean we should neglect technology or vis-versa, however we should embrace it and use it as a tool towards development. As pioneers of the exhibition industry in Albania, we are here to tell you all that positive change is just around the corner, and I am looking forward to share that experience with all of you in due time.

Luel Muhametaj – Vice President of Klik Ekspo Group



We are back at Tirana Fair together with our colleagues from the Regional Chambers of Commerce such as Kosovo, Serbia, Montenegro, Macedonia, the omnipresent Italian representation, and many other European exhibitors, with which we have organized over 100 B2B meetings, hoping that this year, although it is tougher than the one, we left behind, will bring excellent results for the participating businesses.

Tirana International Fair is one of the most important events in the Western Balkans, offering a good opportunity for companies to present their products, explore new export opportunities, strengthen existing relationships, and create new business partnerships, both from Albania, as well as from the entire Region. The current regional cooperation agenda has become the spoken voice for the common interests of all regional actors, determining the economic and social priorities of the economy, and placing them in the context of regional development with the aim of creating a shared economic area that can compete as a whole in the global markets.

Ines Muçostepa – President of the Union of Chambers of Commerce and Industry of Albania

Speakers & Testimonials



I appreciate the hard work and the energy behind the Tirana International Fair and the team of Klik Ekspo Group. Already a national asset for decades, today TIF by Klik has turned into a manifestation of Regional and European dimensions.

I'm glad that today we are celebrating the 28th anniversary of the Tirana International Fair because the exhibitors present these days or throughout the years are witnessing not only the deep-rooted success of Klik Ekspo Group but also the rising development of the City of Tirana. Tirana today is the center of regional economic development, making it easy for more than 140 different nationalities to live, work, study and contribute to the Albanian capital. Tirana has become the center of tourism 12 months a year, as the most connected country in the Balkans with about 105 flights per day. Indeed, Tirana is transformed into a European investment and social Magnet and a referential point in the Western Balkans Region: during 2022 we hosted for the first time the EU Summit for the Western Balkan Countries, but also more popular relaxed competitions such as the UEFA Conference League; during 2022 Tirana was elected European Capital of Youth, while in 2023 the City has been proclaimed European Capital of Sport. Finally, the Tirana Municipality feels essential part of this edition's catchphrase: Embrace Digital! The digital world is a daily reality in Tirana as our TUMO Center coaches the new generation for the future, and soon the former Pyramid – International Center of Culture, will become the biggest Digital Center in the Balkans.

Andi Seferi – Deputy Mayor of Tirana



Tirana International Fair is offering significant opportunities for exhibiting companies to meet, network, share achievements and build cooperation. I am happy to witness the presence of representatives of state institutions, whose support is crucial for overcoming the economic challenges that companies in our Region are facing last year. In this framework, Tirana International Fair is a catalyst for changes that affect far more than the economies of our countries, but also influence in a larger concept of social and coexistent togetherness.

Lulzim Rafuna – Chairman of the Chamber of Economy of Kosovo

Speakers & Testimonials



It is a great pleasure to be in Tirana again, and we always feel very welcomed and at home. The Chamber of Commerce and Industry of Serbia, as well as the State Development Agency of Serbia - RAS have been participating in the Tirana International Fair for 18 years. This year we are represented by 40 companies from Serbia, and most of them were invited institutionally by the Chamber, but the fun fact is that there are also companies that joined us with their individual initiatives.

These Serbian companies exhibiting at TIF, operate in different sectors of the economy, with a wide range of products such as construction materials, electrical materials, food and agriculture, technology, and many more. The agro-food sector has had the best outcomes thanks to the Open Balkans Initiative formula, where the movement of agricultural goods has reached 22% more than years ago.

Our Region, as the entire world, is facing devastating challenges due to the energy crisis, or even the food crisis, and the ongoing conflict in Ukraine. In order to reduce the economic impact in the area, Albanian and Serbian businesses have already agreed to cooperate closer by reducing transport costs and mobility in the Region, increasing respective investments and creating new jobs as promoted by our Governments in the framework of the Open Balkans initiative.

Aleksandar Radovanovic - Head of the Center for Regional Cooperation of the Serbian Chamber of Commerce



We couldn't miss TIF this special edition with the slogan of Embracing Digital, and for the ICT market in Albania, we are stepping ahead with our new alternatives: to go back, to the pre-pandemic conditions, and try to become attractive again through low costs, continuing to export "labour", or use this "know-how" molded all these years, to produce "Made in Albania" products, initially for the domestic market, but at all times globally comprehended, so that after the local market approves them, they will be suitable for the global market as well.

From the contact with entrepreneurs and fellow exhibitors here at TIF by Klik Ekspo Group, we have identified many market needs, and several solutions we are already testing these days at our stand DEV.AL; our presence this year is shaped to be "Smart & Simple", as an answer to the actual market needs, and with the mission to create new opportunities for local businesses, offering innovative solutions to simplify and optimize the companies' daily processes, such as the novelty of DEV Books, a professional simplified bookkeeping system.

Igli Gjelishti - Founder of Dev.AI



Greece

Mr. Marios Belibassakis, the Head of the Commercial and Economic Affairs Office of the Embassy of Greece in Tirana gave a short welcoming speech. The fair was visited by Her Excellency Mrs. Konstantina Kamitsi, Ambassador of Greece in Albania, who had the opportunity to meet the Greek exhibitors as well as the organizers of the event.

A tradition of more than two decades has seen already state and institutional organizers of the Hellenic Pavilion at the Tirana International Fair, starting in 2000 with Helexpo and Thessaloniki International Fair, Regional Chambers of Commerce such as Pieria, Ioannina, and Thesprotia, under the constant care of the Trade Office of the Greek Embassy in Tirana. Following these steps, this edition's Greek Exhibitors' participation has been entrusted to Rumming Ideas, a company that represents a range of sectors, including construction materials, water filters, and heating technologies. In future editions, the cooperation with Rumming Ideas will uncover new communication paths between Greek and Albanian entrepreneurs.



Montenegro

The Chamber of Economy of Montenegro is participating in this edition as a long-term partner of the Tirana International Fair, representing 16 companies in different sectors, most of them from the agri-food sector, tourism, the metal processing industry, services, and others. "We are happy to notice an increased interest year by year, and according to our statistics there is an intensification of contacts becoming contracts, which leads to a positive impact on commercial relations between our countries", said Paraca.

The consolidation of close relations with TIF by Klik Ekspo Group, and also the common partnership with the Union of Chambers of Commerce and Industry of Albania has brought different companies closer, creating a friendly environment to enable new collaborations in different sectors. "We hope that our investors will consolidate the partnership with Albania, to sign new contracts, and this is what makes them satisfied to participate in events such Tirana International Fair. We traditionally have a strong relationship with Albanian companies, as neighboring countries, and the Chamber of Economy of Montenegro will continue to support our trade and social bonds, to have an impact on our economies and common development.

Key State Participants

Kosovo



Kosovo was a prominent participant in this edition of the Tirana International Fair, represented by companies in the packaging sector, including Go Infnit. The Chamber of Commerce of Kosovo organized a delegation of market analysts, opinion leaders, and trade visitors to attend the fair. Additionally, the presence of Kosovo was characterized by its participation in cultural events organized by Klik Ekspo Group and the Cultural Foundation "Dritëro Agolli". These events featured impressive performances by the Lulu's Dance Academy, with the attendance of representatives from the Minister of Culture of Kosovo and the Deputy Minister of Culture, Mr. Sylejman Elshani.

Turkey



Turkey is a significant partner of Albania and holds a significant position in its foreign trade landscape. According to the official foreign trade statistics for the January-October period, Turkey is ranked as Albania's second largest trading partner, accounting for 8.4% of the total trade volume. The trade exchanges between the two countries have reached a total of ALL 99.6 billion as of October 2022. In 2006, Albania and Turkey signed a Free Trade Agreement, which came into effect in May 2008.

The Turkish Pavilion was expertly organized this year by the Istanbul Chamber of Commerce, a highly regarded state entity in Turkey that is celebrating its 140th anniversary. Over 15 Turkish companies participated in the Pavilion, representing various industries such as food and agriculture, construction materials, and transportation, among others.

Cemal Turkmendag, an entrepreneur from Antalya, expressed his optimism for cooperation opportunities in Albania. He stated, "Sudem Pastacılık Ürün. Gıda has been in the agri-food sector for years and is a leading exporter of confectionery-related materials. Our company exports to several countries across the Balkans, Asia, and the Middle East, and we are delighted to be in Albania where we have many existing relationships. Our aim is to expand our business activities in the hotel, pastry, and bakery sectors."

Another sales manager, Mr. Uzmani, who represented a Turkish company operating in the construction sector, expressed his satisfaction with the level of interest shown by Albanian counterparts during the daily B2B sessions at the Business Lounge of the Turkish Pavilion. He noted that he had engaged not only with Albanian entrepreneurs but also with exhibitors from other countries through the E2E (Exhibitor to Exhibitor) model.

Key State Participants

Italy



The Pavilion of Italy was organized at this edition under the auspices of Lhyra Balkans, an international communication agency aimed at supporting Italian entrepreneurs in entering the Albanian and Balkan markets. The Pavilion presented a diverse range of sectors, including food, smart technologies, Italian lifestyle, and others.

Enrico Picano, the Head of Cyber Security Consulting, stated, "It is our first time in Albania, and we are pleased to have made the right choice in collaborating with Tirana International Fair and Klik Ekspo Group. Our immediate goal is to expand cooperation in the Albanian market, particularly in the field of cyber and digital security." Based in Rome, the company boasts extensive experience in security and operates throughout Italy and Europe, with a focus on establishing a presence in the Balkans.

Mr. Mariano Baresi of Vantea Smart Group emphasized the significance of cyber security in today's digital landscape. "As digital proliferation advances rapidly, the urgency of security measures and protection becomes increasingly critical. Our company provides protection against hacking and offers support for safeguarding computer networks in various institutions and businesses," Baresi noted, expressing his readiness to enter the Albanian market and offer products for cyber security.

Andrea Ricotta, another Italian investor and frequent exhibitor at Tirana International Fair, said, "This year, we have chosen to showcase ready-to-eat products at the largest fair in Albania that simply require heating in a microwave for a few minutes." Under the banner of Italian excellence, the company presents over 60 varieties of ready-made pasta, which visitors can sample during the Cooking Shows at the Italian Pavilion, organized by Lhyra Balkans, committed to promoting Italian excellence in Albania and the Balkans.

The participation was highly favorable for the Italian group of participants, Aurea Strategies and L&G Trading, which have been operating in the Balkans, Asia, and Central America for at least ten years. Representing the best of Made in Italy, the group participated under the motto "Italian Excellences 2022." In the Aurea Strategies Pavilion, Italian entrepreneurs such as Smart Network Group, a well-known communication agency in the Calabria Region, CEI System srl, Cantine di Casorzo SAC, Girardi Spumanti srl, and over thirty other intermediary companies, had the opportunity to connect with numerous economic operators from throughout the Balkans and establish new export/import agreements in the agri-food sector, as well as in digitalization and electronic systems.

Adamo stressed the long-standing cooperation with Klik Ekspo Group and the representation of selected enterprises from various regions of Italy, including Sicily, Friuli Venezia Giulia, Calabria, Lazio, and others, at the Tirana International Fair in several consecutive editions without pause, despite the growing competition in recent years.

Key State Participants

Serbia



The International Fair of Tirana, one of the most important events in Albania for many years, has once again proven its significance with this edition. Serbian exhibitors are reportedly pleased with their performance and the numerous contacts they made, with representatives from across the region, including Turkey, expressing interest in further cooperation. According to the head of the Regional Cooperation Center of the Chamber of Commerce of Serbia, Mr. Aleksandar Radanovic, this edition can be considered as one of the most successful in recent years. The Open Balkans initiative is expected to produce results in the creation of a common employment market.

Mr. Radanovic described the Serbian Pavilion's presence at the Tirana International Fair as significant, with positive performance and intense meetings, resulting in contracts between Serbian and regional companies. The Fair provided an opportunity for Serbian companies to meet with new potential partners and to reinforce existing connections.

Tehnomarket from Pancevo has established a strong presence in the Albanian market, having completed several commercial and residential projects such as the Alban Tower and Park Gate. The Director of Sales, Mrs. Vesna Cvoro, stated that their participation in the Fair was important for both reconnecting with old partners and exploring new opportunities for future projects. Tehnomarket's Albanian partner, the construction company Martini from Tirana, plans to continue their successful cooperation.

Serbian businesses are becoming increasingly interested in the Albanian market, with a significant number of companies planning to invest or establish a presence in the country. The International Fair of Tirana provides an opportunity for local exporters to showcase their production programs and create new business relationships with both Albanian and regional partners.

RUBIN, the largest producer of grape wine and strong alcoholic beverages in Serbia, reported a great deal of interest in their products during the Fair, particularly in their brandy and cognac. The company is seeking buyers and distributors in the Albanian market and is open to proposals. The representatives of ALBUS from Novi Sad, a company specializing in chemical detergents and sanitary goods, also made important contacts during the B2B sessions, with results expected in the coming days.

One of the largest Albanian milk and dairy production companies, ZEPA, has already begun exporting its products to the Serbian market. The president of ZEPA, Mr. Nikolin Jaka, commented that the participation in the International Fair of Tirana marks a strengthening of economic and commercial relations between Serbia and Albania and opens the possibility for investment in common sectors.

Other Public Entity Participants

General Directorate of Road Transport Services

For the third year, the General Directorate of Road Transport Services participates in the Tirana International Fair. This edition, for the first time in Albania, at the General Directorate of Road Transport Services stand, showcased an innovative platform which will manage and monitor the flow of passengers on intercity transport lines for nearly 50 million travel tickets per year. A strategic investment aimed at the implementation of electronic ticketing within the year 2023 and the digitization of this service, the installation of equipment for transactions in vehicles and terminals, as well as the provision of real-time access to passengers, through mobile and online applications, in a new experience travelling with intercity lines but also bringing an epochal turn in formalization, transparent management, and support for operators and customers. The product presentation was also promoted by the Ministry of Industry and Infrastructure, the Ministry of Tourism, and the Tirana Municipality.



AMK – Consumers' Protection Agency

AMK – Consumers' Protection Agency, an institution under the Tirana Municipality, functions as an intermediary office between the sellers and the customers at the local level. To encourage online businesses to respond to customer demands duly, i.e response to complaints, returns and refunds, and reimbursement of travel tickets, the Agency has promoted the "Declaration of Best Reviews", an awarding certificate for those traders or e-traders that have cooperated with the institution for the benefit of the consumers. At the end of the successful year 2022, when the Agency has solved more than 90 claims, AMK chooses the Tirana International Fair "arena" to organize a session of discussions between various actors such as academic representatives, students, businesses, and mediation specialists; the main argument was the protection of the customers from problematic e-commerce and online sellers' accounts that have been prolific, especially during the lockdowns.



AGJENCIA E
MBROJTJES SË
KONSUMATORIT

Product Presentations

FATMARRELA'S WAY



For the second edition in a row, Fatmarrella satisfied dozens of visitors with the variety of haircare products. Hosted by the same Fatma Haxhialiuherself, the much-loved celebrity, visitors had the opportunity to get to know not only high-quality products, but also tutorials, advice, workshops, testimony from the consumers of "Fatmarrella" that, despite being a new brand, it already has its share of the market even outside Albania; Cruelty-free and halal certified products, as well as travel size packages were presented during the evening dedicated to the Fatma's fans.

YouKey BY ALOSYS

YouKey, the innovative security APP from ALOSYS Communications, was unveiled at the recent Tirana International Fair. Developed by Eugenio Pignatelli and Florian Toma, YouKey aimed to enhance online security for identity data, privacy, institutional documents, and protect individual rights. With its unique, trace-less and unhackable features, YouKey could be used without servers, making it a reliable and secure solution for all. Already tested and proven at the Western Balkans Conference in Belgrade, YouKey was presented to a wider audience at the Tirana International Fair. The exhibition provided the perfect platform for YouKey to showcase its exceptional qualities and expand its reach among private and public entities, as well as individuals.



HIKVISION

THE WORLDS LEADING PROVIDER OF INNOVATIVE VIDEO SURVEILLANCE PRODUCTS

HIKVision Europe, a leader in smart monitoring solutions, participated in the recent Tirana International Fair with a product presentation. As Albania has embraced modern technologies, HIKVision is already a familiar name in the Albanian market. Business Development Manager, Eduart Dedolli, highlighted the company's unique system, which not only tracks entries and movements but also recognizes customers' emotional behavior in monitored areas. The focus of HIKVision at the fair was to showcase their new technological solutions for the Balkan market, including complete security, control, monitoring, communication, and smart-home solutions based on market demands. A new addition to their portfolio, Solar panel cameras, were also introduced as a self-sufficient monitoring option.



Educational Events

eCampus Workshop

eCampus University, a top university in Italy with over 30,000 students, conducted an educational workshop at the recent Tirana International Fair. The workshop, led by the Vice-Rector for the Balkans, Prof. Dr. Arben Malaj, provided a unique opportunity for students, young entrepreneurs, and professionals to exchange ideas and perspectives on the future of Albania and the Balkan region. The interactive workshop was one of the highlights of the Tirana International Fair and attracted participants from diverse backgrounds.

Tech Fusion with Raiffeisen Bank

A productive conversation with experts of Raiffeisen Bank in the framework of Digitalization and Information Technology, sharing with the audience the "Tech Fusion" experience and the opportunity offered to young people in the labor market. Through the #Raiffeisentalents Program an offer of studying, practicing and eventually employing, young people will have the possibility to explore through proactivity, responsibility and implementation of knowledge.

DoArt x KEG: Art of Artificial Intelligence vs Hand of Man

The "Battle of the Decade: Art of Artificial Intelligence vs Hand of Man" competition was held at Tirana International Fair. The event drew a diverse audience eager to determine the winner of this much-anticipated conflict. Seven talented student artists were tasked with manually sketching a portrait of their chosen personality within a 30-minute time frame, while a digital sketch was created simultaneously by the artificial intelligence model DALL-E 2. The competition, a first in Albania, demonstrated the superiority of human artistry over digital creations, as the hand-drawn portraits conveyed a depth of emotion and nuance missing in the digital sketches, according to evaluations by well-respected Albanian artists.

AIDA: Albanian Investment Climate

The Albanian Investment Development Agency (AIDA) recently presented a lecture on the investment climate in Albania, providing key insights for foreign direct investments. The lecture focused on the various micro and macro incentives available to foreign investors in the country and emphasized the numerous investment opportunities that exist. Additionally, the presentation provided attendees with a comprehensive understanding of the investment landscape in Albania, enabling them to make informed investment decisions.

Raising Awareness

ARTISANS ON THE GO

The "Urban Perpetual Motion" exhibition, a collaborative effort between the Cultural Foundation "Dritëro Agolli" and Klik Ekspo Group, aimed to promote the diverse and dynamic cultural landscape of the capital city, Tirana. The exhibition sought to bring attention to young people in the culture and arts sectors, as well as young professionals and entrepreneurs, with a special focus on the inclusion of Roma and Egyptian community members.

In conjunction with the main event, Klik Ekspo Group and Cultural Foundation "Dritëro Agolli" also organized the "Artisans on the Go" exhibition, featuring self-taught artists and artisans, including painters, embroiderers, and oil producers, with over 30 participants from the Romani community in Tirana and surrounding areas such as Berati, Cërriku, Bilishti, and Lezha.

I WANDER THEREFORE I AM

The "I Wander Therefore I Am" exhibition was a collaborative effort between Klik Ekspo Group and the Cultural Foundation "Dritëro Agolli". The photo exhibit showcased the perspectives and interpretations of young photographers on the theme of movement, change, transient settlements, and the philosophical and psychological aspects of wandering.

The exhibit was judged by a panel of renowned experts in the visual arts scene, including Professor Albes Fusha, a lecturer at the University of Arts, Professor Ilir Butka, a director, film producer, and former chairman of the Albanian National Center of Cinematography, and Professor Petraq Papa, a long-serving professor of image creation and lecturer at the University of Tirana.

The top three prizes were awarded to Endri Qenanaj (1st place), Claudia Xhaja (2nd place), and Igli Uruçi (3rd place).

Niko Nikolla International Caricature Biennale

The "Niko Nikolla" International Caricature Biennale, was organized by Albanian Excellence, a cultural association represented by its President Mrs. Flora Nikolla. Klik Ekspo Group was one of the most important sustainers of this Biennale by hosting it in the framework of the 28th Tirana International Fair. The theme of this year's biennale was "Where is the world going...?" and artists from around the world used the art of caricature to convey powerful social and environmental messages.

The Special Awards & Gala Evening, held at the Palace of Congresses, saw the jury award the first prize to Spanish artist David Vela. The second prize was awarded to Iranian artist Alireza Pakdel, and the third prize went to Brazilian artist Lezio Junior.

For the Consumers



KOKI'O CONCEPT STORE

A campaign to raise awareness and stop counterfeiting of brands, was promoted by the well-known multibrand concept-store, "Koki'o". The purpose of participating in this edition was not direct-sales but to create a wider circle of trusted customers, this also through the registration of customers with Loyalty Cards.

SMARTSKIN BEAUTY TECH

"My image, my product", was another way of presenting cosmetics products: Silva Ismaili, one of the most prominent business women, showcased the new Smartskin cosmetic formula, a solution that combines beauty with technology, intelligence with frugality, promoted at the same time by several celebrities that visited the Fair.



RETRO' AVANGARDE

Retró Avangarde by Zajmira Qeraxhiu, through the representation of well-known Italian brands, launched the new concept of Personal Fashion Officer and image curator, sharing with to consumers custom made offers."

In partnership with...



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A few last words

The Exhibition Industry, as the fourth largest in the world and the second largest in Europe with significant impact on the global economy, is widely recognized as a versatile and multipurpose industry that goes beyond serving as an auxiliary component to corporate and enterprise marketing strategies.

The Tirana International Fair offers enterprises from the Western Balkans Region a valuable opportunity to participate in shared markets with similar cultures and temperaments, showcasing complementary industries and business fields.

The 28th Tirana International Fair has established itself as a renowned regional fair in the European fairs landscape. The focus of future editions of the fair will be promoting healthy business practices in a unified and prosperous market.

Thank you all!

Elona Agolli - CEO of Klik Ekspo Group



Gallery



Gallery



Gallery

