

Edition

27

# 2021

## AFTER SHOW REPORT



KLIK EKSPLO GROUP  
ONE BALKAN - STRONGER BALKANS

1-4 December



# HIGHLIGHTS





# INTRODUCTION

The input of the **WB6 CIF – Western Balkans Chamber of Investment Forum**, as a joint initiative of chambers of commerce and industry from Albania, Bosnia & Herzegovina, Kosovo, North Macedonia, Montenegro, and Serbia demonstrated that behind political boundaries, our countries' economic and social lives could run as communicating-vessels. The participation at Tirana International Fair was in cooperation with the EEN – Enterprise Europe Network under the framework of EU financed project “EU support to the Western Balkans Six Chamber Investment Forum” focused on supporting SMEs to achieve internationalization with an emphasis on more accessible sources of funding, the creation of start-ups and encouraging research and innovation through various initiatives. This year's Tirana International Fair was also launched under a new geopolitical light, granting Albania the role of the real catalyst for changes and social-economic progress in the region. On the other hand, for the exhibitors arriving from the EU countries or Albanian principal partners such as Italy, Turkey, Greece, Tirana International Fair played the dual mission to unfold before them a unified Regional Market, open to investments and friendly to global buyers, with immediate proposals in infrastructure, metallurgy, health, and medical solutions, transport, but also education and culture.



# Speakers & Testimonials



This fair brought us back to normal! Klik Ekspo Group has been a routine for the last 30 years. The fact that business, trade and economic exchanges are the things the Balkans do the most together means that this is a common denominator and should be maximized. The Balkans can be an economic power that only comes from cooperation, and I do not think there is a more relaxed space to make these connections than this fair. The far-sightedness of Prime Minister Edi Rama in the "Open Balkans" vision is not the proposal that we agree on everything. Yet, on those things that we agree on, such as trade and movement without borders, recognition of licenses, and recognition of social security and pensions. For all these reasons, let us move forward. I welcome the proposal that the fair will focus on youth businesses next year when Tirana is the European Capital of Youth 2022. To those who have dreams towards the future. When we create the platform of Tirana as the place where we exchange, connect, build networks, and where businesses and startups are born, this would be one of the most beautiful projects we can do for next year.

*Erion Veliaj - Mayor of the Albanian capital, Tirana*



Turkey is a close and fraternal friend with Albania, the historical and cultural past between the two countries reflects and constructively represents our relations. The Fair is a great opportunity for cooperation.

*Israfil Kuralay - Vice President of the Istanbul Chamber of Commerce*



Interconnection and communication in the region are the main goals of the Ministry of Energy and Infrastructure (MEI), which strives hard to be close to all those who promote economic development in the country and beyond. "One Balkan", the name given to this organization, seduces and draws towards what regional cooperation should be.

*Enkelejda Muça - Deputy Minister of Infrastructure and Energy*



# Speakers & Testimonials



Unfortunately, I have often said that we in the Western Balkans focus on methods and initiatives and how things should be done but not on the goals themselves. Businesses should look at this cooperation at a higher level, create a value chain and increase the intensity of their activities more than they have had before. Open Balkan aims to increase regional and business competitiveness by easing movement and providing growth opportunities for businesses, regardless of whether it happens in the country or the region. All Balkan countries aspire to become part of the big European family. Wouldn't it be better for sceptical countries to come forward to precede this initiative, so it does not become a missed opportunity later?

*Fatmir Bytyqi - The Deputy Prime Minister of Northern Macedonia*



Klik Ekspo Group is essential for Albania and the whole Balkan Region. It is an important fair that brings together businesses in the Balkan Chambers of Commerce Forum framework, where 350,000 companies join to give a common voice to the community in the region and promote the Balkans as a single destination. This fair features the invaluable representation of the Union of Balkan Chambers of Commerce, an economic cooperation of the six Western Balkans countries, which dilutes the importance of political borders and makes their markets function as a communication vessel.

*Ines Muçostepa - President of the Union of Chambers of Commerce and Industry of Albania*



We come to this fair every year since 2016. We have worked on something that is now a reality: a Balkans brought together to cooperate.

*Marco Mandic, - Representative of the Chambers of Commerce and Business of the six Western Balkans countries*



# Key International Participation



## Turkish Pavilion

A few years ago, a professional exhibition was dedicated exclusively to Turkish exports in Albania, today the Pavilion of the Republic of Turkey (one of the Central Pavilions of the Tirana International Fair) returns for the fifth time. It is organized by the Istanbul Chamber of Commerce, bringing the most prominent exhibitors in the agri-food industry, textile, construction materials, chemical industry, and more. One of the peculiarities of this edition is the close combination with culture and history, adding to the presentation of companies and the organization of cultural events dedicated to promoting bilingual books and culture.

## Serbian Pavilion

The State Pavilion of Serbia at the Tirana International Fair has been an annual success story for the past 20 years, organized for two decades by the Serbian Chamber of Commerce, Serbian Economic Development Agency (RAS) and Veleexpo. These partnerships offer growth to various sectors, from agriculture and agro-processing to construction, medicine, transport, energy, tourism, textile, and chemical. The Serbian Pavilion had the most significant contribution in this year's edition: over 80 exhibitors shared between the Serbian Pavilion and dozens of others that took part in matchmaking events.



## Italian Pavilion

The map of Italy expands with even more regions and more sectors represented at the Fair: Puglia and Marche leave the stage to the centre and northern regions of Italy, Tuscany, Veneto and Lombardy, keeping pace with the increased presence of Italian enterprises within the capital of Albania, within the facilitation procedures for delocalization and foreign investments in the country, opening new productive realities, jobs and new managerial mindsets.



## 6 Chamber of Commerce

Albanian State Institutions include:

- Albanian Post (Posta Shqiptare)
- ADF – Albanian Development Fund
- General Directorate of Transport
- Agency of Rural and Agricultural Development
- Ministry of Agriculture
- Municipality of Korça





# This Year's Top Exhibitors



**Albanian Post S.A.** is the biggest trading company operating in the postal and financial services market with a network of 550 offices throughout Albania.



**EHW GmbH** has been operating since 1992 in the meat processing sector. It is affirmed as one of the Albanian market's largest and most important producers.



**Hysenbelliu Group** operates in various industries such as construction, travel and leisure and media, offering innovation and the highest standards in all their fields of operation.



**SIMPO AD VRANJE**, founded in 1963, is one of the leading regional furniture manufacturers, with 2,036 employees in parent and affiliated companies, with its logistics and retail network of 53 stores in five countries.



**ERC Trade** is a fully financed, registered company working with sales, marketing, and distribution on Kosovo's Fast Moving Consumer Goods (FMCG) market.



**AJSIA** is an Italian company offering disposable products in the healthcare industry, such as disposable gloves and other medical products.



**Picenum Plast S.p.A.**, a market leader since 1974, is specialised in producing and marketing PVC and PE pipes and fittings, operating in the building, irrigation and infrastructure sectors.



**Pionir** is an award-winning, leading producer of confectionery products such as chocolate, candy and biscuits in South-East Europe, with over 100 years of tradition.



**PATENT CO.** is a global player in feed additives, focused on Mycotoxicosis and Gut Health problems since 1993. The company offers pioneering products and expert support to the global animal feed industry.



**Gener 2** is an established, award-winning Albanian company operating in the construction, project management, and engineering industry.



# Sustainability & Social Welfare

## ODUL Sunreliance - Solar Panels

ODUL Sunreliance is a prestigious Turkish company exhibiting solar panels. Cagdas Aktas, the company representative, sees participation as an opportunity for cooperation with Albanian entrepreneurs to expand the activity in Albania. "I am in Albania for the first time, and according to a market study we have conducted, we see that there is a high interest in solar panels. We think that our cooperation will be efficient, as we guarantee quality products at low costs ", said Aktas. "We are ready to do everything to promote new initiatives in Albania and aim to intensify relations in the long run. Exactly today, we have managed to enter into new collaborations, and we think that we will succeed as guaranteed by the fair itself."

## Kalekim - Sustainable Building Materials

Kalekim, a significant company from Turkey with 50 years of experience, in partnership with the Albanian company Neon, embraced the circular economy, which produces building materials (e.g. paint) through chemical waste and other sustainable initiatives. Dritan Dulli, the Director of sales and marketing of the region mentions that participating for the first time in a fair of this level in Albania comes with responsibility and commitment to developing the business. "We have been operating in the Albanian market for two years, we have an important partner in our market, and we try day by day to consolidate this relationship. Part of that relationship is the participation in this fair, as we see the consolidation of a relationship with regional actors such as Northern Macedonia, Kosovo, Montenegro and Serbia, a good opportunity and one of big interest".

## Struct Eco - Social & Eco-Buildings

"We came here to Albania in 1992. We have invested in a factory in Lushnja for ecological panels to construct houses, resorts, hotels, social houses and schools. We want to introduce to the Albanian market an Italian ecological technology, resistant to fire and earthquake", said Fabrice Wallaert, Belgian investor of Struct Eco and EmmeDue company. With an experience entirely international, that also responds to the demands of the Albanian market, assuring clients that it is ideal for social houses, individual houses, mansions, interior or exterior walls. "Our machines have a producing capacity of 800 m2 per day, we currently have two production lines, and we can make 1600 m2 per day, which translates into four houses per day for one shift. The staff is Albanian, but part of the training are Italian specialists. This production method creates convenience, speed in production, low cost and is in line with European standards".



# Youth & Startups

**Tirana International Fair has always been a trampoline for start-up companies to create new partnerships, gain investment and grow their supply chain into new markets. Some of this year's start-ups include Migjen.Ai, Emmag, Startech and Kalemi Hotels.**

## Veliaj: Next year, this fair will focus on youth businesses

Tirana - The European Youth Capital for 2022, or other projects of the Ministry of Youth and the Municipality of Tirana, have found their "shelter" in this event. Youth is what creates culture and advances the economy, sets in motion communities and mindsets; in this regard, this stop was dedicated to the Balkan and European Programs at the centre of which is Youth as demography and Youth as a concept.



## Partners Albania: Supporting Startups

The philosophy of Partners Albania, established in 2001, is to support civil society and facilitate cross-sectoral cooperation to strengthen democratic institutions and advance economic development. Partners Albania was part of the Tirana International Fair, offering promotion and exposure for new startups and green businesses supported through its entrepreneurship and social innovation program. Part of the activities of the second day of the fair was the presentation of the platform Dua Partner Invest, one of the most important initiatives of Partners Albania in support of the entrepreneurial ecosystem in the Western Balkans.





# Cultural Events

## Culture as a Core Value

Every edition of the Tirana International Fair celebrates the natural symbiosis of the show with art and culture in an environment where more than 15 languages are spoken daily and where traditions of more than 20 countries meet.

### Mosques of Albania

"Mosques of Albania" by Aleksandër Meksi, former Prime Minister of Albania, is published in Turkey. Moderated by renowned journalist Fatma Haxhialiu, an elite ceremony was held in the Conference Hall of the Palace of Congresses, with personalities of the academic and political life of Tirana and Ankara. They welcomed the important work of Professor Meksi and stressed the importance of the Turkish translation to the culture and history of our two fraternal countries.

### Dritëro Agolli Literacy Competition

This edition's peak of cultural events was the National Literature Awards 2021 "Dritëro Agolli", promoted in the framework of the 90th Birth Anniversary of the beloved Albanian writer and poet. The cultural foundation "Dritëro Agolli" initiated a virtual competition of literary creations with over 150 Albanian writers, who benefited from becoming a member in the First Circle of Benefactors of Literature, among the friends of Dritëro. The best novel was written by Rei Hodo, who will be long remembered as the initial winner of the Literary & Artistic Awards "Dritëro". The Albanian from North Macedonia, Lira Bojku, won the third prize for the romantic novel. The jury involved of philanthropist Suela Bala, analyst Ben Andoni, and journalist/poet Aleksandër Çipa.

### A Movie of Gratitude

On the last day of the Fair, with the support of the organizers, "The Albanian Code" movie was displayed, directed by Gady Castel. It talks about the story of a Jewish girl returning to Albania, searching for traces of the Albanian family that had hidden and rescued her family from the Nazis during World War II. Invited artists, historians, and representatives of the Jewish community in Albania enjoyed the screening of this unique cinematic product, which grabbed the attention and tears.

### Back in Time

An expo on one of the events that weigh as an attractive force in the memory of Albanians, the Great Exodus of 30 Years ago, on the shores of Puglia, brought with the blitz of the photographer Vittorio Arcieri, showing photos which reflected the reality of those Albanians who surfed the waves to jump towards Europe. It is a reminiscent piece of work, the pain and hope of people oppressed by the regime, which saw Italy as a promised new land and the extraordinary generosity of the people of Puglia.





# Educational Events

## Italian ProfessionalMente

In search of twinning with Albanian counterparts, the Professional Fashion Institute "Morvillo" of Brindisi organized a fashion show with works created by students in collaboration with Albanian and Italian stylists. The accessories that complemented the models' look were the bags of the brand "AnnaKlod", handmade leather accessories from a social enterprise under the care of Mrs Klodiana Çuka. This show attracted the attention of visitors.

## Cyber Security - Luarasi Academy

Society is being exposed more and more to the dangers of cyber security. For this reason, Luarasi University has established the Cyber Security Academy (part of the Hysenbelliu Group) and held a conversation with students in this field. In the presentation event, held at the International Fair of Tirana, the Dean of the Faculty of Technology, Information and Innovation at the University "Luarasi"; Prof. Dr. Indrit Baholli said that students will be trained through Israeli expertise and will be provided with a Certificate recognized in the national and international market. According to the Dean, high school students can also become part of the course. Professor Dr. Hergis Jica, professor at the University "Luarasi", said that cyber security is essential. Today, state and private institutions are working to increase cyber-security measures.

## Talent Show - New York University

The Tirana International Fair always has a welcoming corner for New York University students. Unlike other editions when they were in the front row for educational and semi-professional internships during the fair, in this edition, they chose to present their artistic talents through literature and music whilst the students of Economics and International Relations tested the "terrain" of business at an international level.

## Polis University

Polis University was present "with a dual mission": participating in the exhibition as an institution, but also through the works of students of Architecture and Graphics, who designed and collaborated in the conception and realization of some of the stands in the Fair, showing innovation and creativity.



# Other Concurrent Events

## Food Safety, Agriculture & Agro-processing

In cooperation with Albanian Gastronomy Academy - AGA sh.p.k., within the International Fair of Tirana, the "Forum for Food Safety" was held, an essential topic for the emerging industry, HORECA. Food safety and inclusion from producers to consumers, from import to export interest or application of standards, impact on consumers, legal basis, compliance of curricula with the market, as well as the application of technology and innovation in the sector, were the main topics of the forum developed within the series of activities of the Tirana International Fair, organized by Klik Ekspo Group.

"Food security is one of the four priorities of the government and the Ministry of Agriculture and Rural Development, along with innovation, export and rural tourism. As a priority, it will be part of investments in capacity, improving analysis and controls, traceability, hygiene and packaging", confirmed the Deputy Minister of Agriculture and Rural Development, Mr Enio Civici.

## Henri Gjata Masterclass

Henri Gjata gathers dozens of visitors in the first masterclass of the fair. In the presence of make-up lovers, other make-up artists and famous guests, Henry has demonstrated the application and realization of full-face make-up on a model. Everything was live-streaming on Led screens at the Multimedia Stage of the Tirana International Fair.





# Matchmaking

**Over 1,800  
companies  
involved**

B2B meetings, organized by the Western Balkans 6 Chambers (WB6CIF), Union of Chambers of Commerce & Industry of Albania (UCCIAL) and the Albanian Investment Development Agency (AIDA), brought together representatives of Albania, Kosovo, Bosnia, Serbia, Macedonia, Montenegro, and many other international corporations. From 10:00 to 16:30, for two days in a row, businesses and their representatives had the opportunity to successfully exchange their experiences and enter into agreements with one another on an ongoing basis. The traditional F2F meetings were supported this year by virtual conferences and seminars.

## Muçostepa: B2B, Outstanding Results

The President of the Union of Chambers of Commerce and Industry of Albania, Ines Muçostepa, stated that this fair serves best to connect businesses with distribution chains. In this case, the Chambers of Commerce's of the Balkans left the fair holding direct contracts.

## SECOM - Free Movement in the Balkans

Due to the Open Balkans Initiative and free movement in the Balkan Mini-Schengen Area, Secom aims to promote and test its products throughout the Western Balkans. They are already a concrete ally of Albanian law enforcement. The frequency of B2B and B2G meetings with institutions such as the Albanian Post, the Ambassador of Israel in Tirana, the Deputy Prime Minister of Northern Macedonia, not to forget private companies and financial institutions also showed substantial interest in Secom certified products and systems.



## Targeted Matchmaking

The Vice President of the Marche Region in Italy, Mr. Mirco Carloni, was one of the special guests of the 2021 Fair. Meetings took place in the Institution of Tirana Prefecture and Tirana Municipality premises, hosted by the Prefect of Tirana, Mr. Afrim Qëndro. There were long talks of mutual interest in new collaborations and the recapture of old ones suspended before the Pandemic.



# Partners, Sponsors & Media

## Memberships



## Organizational Partners



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INDUSTRY OF SERBIA



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# Partners, Sponsors & Media

## Sponsors of the Opening Ceremony

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## Partners for Cultural and Educational Initiatives



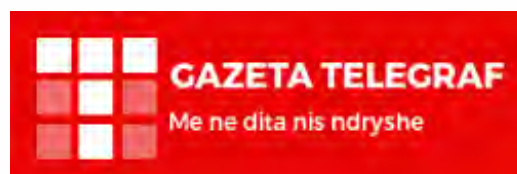
## Partners for the Social Initiatives





# Partners, Sponsors & Media

## Media Partners





# Conclusion

## Revange of the Fairs

The Tirana International Fair was born jointly with the blooming entrepreneurial initiatives in Albania, which had just emerged from the confines of a centralised economy. We did not stop over the years, not even during the civil anarchy of 1997. We organised the Fair of Revival on November 26, 1997, the revival of hope, recovery of faith, and rebirth of a healthy economy and business. It was only the Covid-19 Pandemic that postponed the Fair for a whole year due to health and safety concerns and legislative restrictions (November 2020).

However, should fair organisers propose virtual solutions, virtual booths, webinars, online forums, online greeting exchanges or online inauguration ceremonies? As Jochen Witt, President of the JWC says: "The essence of any Fair is the physical presence. There can be no virtual exposure as well as hybrid fairs. Just as there is no virtual food or hybrid swimming". Thus, many colleagues and event organisers believed that an 'online handshake can never replace the Live Fair'.

Therefore, with a sense of curiosity yet having the same passion and dedication, we together opened the 27th edition of the Tirana International Fair, the first Fair in the Region that held on to the same unchanged format.

Thank you all!  
Elona Agolli - CEO of Klik Ekspo Group



# What's Next?

**01**

## **Spring Youth Festival**

**19-21 May, 2022**

Biennial International Fair, dedicated to cultural and artistic activities, leisure and travel, comfort, decor, and fashion, is focused on companies run by young entrepreneurs and start-ups.

**02**

## **BalkanVino & Food Fair**

**1-4 June, 2022**

A fair dedicated to food and wine (e.g. gastronomy, beverages, agro-processing, packaging, BIO products, agritourism, wine production, olive oil, dairy products, seafood and blue economy, and culinary traditions).

**03**

## **28th TIRANA INTERNATIONAL FAIR**

**1-4 December, 2022**

The only international event in Albania which is a UFI Approved Event, with statistical data audited by ISF – Italy, multisectoral general trade fair, open to public and trade visitors.

**For further information:**

**<https://www.klikekspogroup.com/tirana-fair/>**



# Gallery





# Gallery





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