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OBSERVERS' OPINION Participants at Tirana International Fair, through the lens of the Economics and International Relations Analysts

At the time when the Balkan **MINI-SCHENGEN** became the everyday focus of media and policymakers, Tirana International Fair met the annual standards by transforming into the Region's economic and social relations filter, beyond agreements, memorandums, memos or embargoes on paper ... At Klik Ekspo Group's Tirana International Fair, the exhibitors themselves displayed the current status of these relationships by speaking clearly in terms of business contracts and mutual exchanges between the Balkan countries.

STARTING WITH "OURSELVES" as the only event that unites ethno-markets, the expectations of the Tirana Fair were those of at least the last seven years, when Pavilions of Kosovo (2012-2019), Macedonia and Montenegro occupied the main space with exhibitors' inputs in sectors mainly related to light industry, wood and metal processing, agri-food industry, etc.

Whereas in the year of prolonged elections (2019), Kosovo was presented through participation of few enterprises, with prominence in the viticulture sector, spare parts or companies already well known in the local market [Rahovec wineries, Stone Castle Winery, etc.] leaving behind in this edition the introduction of new enterprises. Reluctance can not only be associated to the political situation in Kosovo, but also to the renewal or refreshment of incentives and new trade agreements between the countries in the context of fostering interaction between the entrepreneurs from both sides.

MONTENEGRO on this edition was presented with the seriousness returned at least in the last two years, through the remarkable preparation of the Chamber of Economy, as introducing the best offer in the sectors of Tourism, Agriculture and Food Industry, Milk and Meat Processing, Viticulture, wines and spirits, environmental sector, and woodworking. It is the entrepreneurial mentality that embraces ours, the long-standing closeness and taste similarity, regular trade with Shkodra especially, the tendency and preferences for the Italian lifestyle that make the exhibitor from Montenegro naturally aiming to explore all the other provinces, and proposing every year more successful business agreements.

Entrepreneurs from
**NORTH
MACEDONIA,**

as presented individually or encouraged for promotion thanks to the contribution of European cross-border programs, are never missing Klik Ekspo Group's International Fair, either annually or on a biannual basis, with a serious presentation and tendency on quality and innovative technologies. : printing sector, software and technology solutions for agriculture and livestock, food industry as well.





UP TO THE BALKANS

The absence of Pavilion of Bosnia and Herzegovina and Slovenia, and the spontaneous presentation of a few companies with significant backgrounds, however, from Croatia (such as Pap Promet and Tehnoprogres), indicate that for some of these enterprises, the path of interaction is already created and Klik Ekspo Group's International Fair has accomplished its mission over the last decade. After joining the EU, Croatia's approach to the Balkan markets has generally slowed down, with occasional propositions for vocational training and adapting to EU standards, software solutions, etc.

There is, nevertheless, a vigorous and constructive persistence of entrepreneurs from SERBIA, progressively increasing in number of participants year after year, and in the multi-faceted variety of products and industries they represent. Compared to other Republics of the former Yugoslavia, it is Serbia that seeks the lion's share not only in the sectors of consumer goods, electrical materials, solutions for agriculture and livestock, but also in strategic sectors such as, transport, telecommunication, extractive industry, metals and minerals. It has already been noted that the distinctive feature of the Pavilion of Serbia lies on its institutional nature, both in terms of participation and showcasing itself: the organization of Pavilion of Serbia is powered by Velexpo, RAS and Chamber of Commerce of Industry of Serbia, with the peculiarity that in addition to presenting entrepreneurs and products from Serbia, these institutions are present at the show round-the-clock through official meetings to follow the performance of Serbian companies in the Albanian market, both for the companies that offer export-import products or those with long-term investment goals.

Speaking of other strategic partners of Albania: Turkey ranks as Albania's fourth trading partner, with trade exchanges between our two countries increasing by ALL 50.34 billion in the last months of this year. Such statistics provided by INSTAT are reflected by the

participation of companies from **Turkey** as organized under the auspices of the Istanbul Chamber of Commerce for the second year in a row. Not just manufacturing and handicrafts companies with short-term export oriented goals, as the feature of Turkish exhibitors exhibited so far: the companies selected by the Istanbul Chamber of Commerce were subject to a higher selection, which through the organized meetings at the event, presented concrete interests also for opening up enterprises and manufacturing plants in Albania, "exploiting" a centuries-old natural understanding between the parties, facilitation in the multiplied transport of the recent months, as well as the support and incentives of the Turkish government to its Albanian partners.



Before considering the statistics and figures of economic relations between Albania and Hungary, "fame" precedes with the products already present on the market, such as meat products and meat processing, electrical materials, processed tobacco, water and sanitation solutions, and so on, up to WizzAir that has strengthened tourist links with Budapest.

The Hungarian Pavilion is the epitome of a long-lasting but never-ending collaboration that stands out through the end consumer.



TIRANA INTERNATIONAL FAIR
23-26 NOVEMBER 2019

**KLIK
EKSPLO
GROUP**



ASIA VS. CENTRAL EUROPE

Change and diversification of supply and demand

Bigger attention is paid to the selection of participants in this edition, again divided between different provinces of China, the permanent presence of Ningbo (organized under the auspices of CEHL Exhibition), and the innovations introduced by Anhui Industrial province, as organized by the Bureau of Foreign Trade of Anhui Province and CMEC Exhibition. There is a well-organized filtering of exhibitors displaying in Tirana, besides electrical materials, textiles, small electronics and personal care, and leading companies in world markets such as those displaying braking systems, spare parts, tools and safety items; this emphasizes the care of the organizers and a preliminary survey on the market needs in Albania and in the Region.

If it comes to an "intercontinental" match, it seems that if Asia continues to introduce finished products, the technology and ways of doing business remain entirely in Europe: Italy, Germany, Austria and Central Europe, these are the countries from which operators of the local and Balkan market have the highest expectations regarding technological innovations, standardization, professional training, and services. And on the other hand, these are the exhibitors that influence and state the latest trends in commerce, services, transportation, considering the participation to the Tirana International Fair, an appropriate moment for testing & feasibility studies before undertaking direct investments in the country.



"CLASSICAL" PARTNERS

Italy as an "hyperbole"

Sun each and every Saturday ... and so began the presentation of over 100 companies from Italy, 80 of which with direct showcasing at the Exhibition and over 100 brands represented. This year's peculiarity was not only related to the hegemony created by the number of participants, but also in the geography, diversity of fields, services, products, sizes and typologies of companies. From the production companies of typical food products, coffee, water, grain processing and dough products, olive processing, vineyards with all varieties from Sicily, Calabria, Veneto, Friuli Venezia Giulia, Lazio, Le Marche, Lombardy, Apulia, Basilicata, Tuscany, to serious investors in the processing of urban furniture and furnishings, vegan and eco-friendly solutions, heavy machinery for soil movement, financial services, data security solutions and authentication solutions for high security documents and banknotes, passengers and freight transport. Tirana International Fair turned into an Italian Province of its own, shaped naturally and simply by the presence and willingness of exhibitors from the Apennines to the Alps.

On the logistic side: the multiplication of air transport facilities that make Albania accessible from all over Italy; on the fiscal side: reduction to only 5% of profit tax, but tax-free up to 40 thousand Euros; on the interpersonal side: Italian is the most spoken foreign language in Albania and over 5,000 Italian companies operate in the country.

On the human side: there is no power to move an unwritten push-pull bond between Albanians and Italians - an example for everyone is the creation of a committee on Albania, initiated by the Marche Region, and the exhibitors of the Tirana International Fair themselves, which were in the country during the devastating earthquake occurred on the last day of the manifestation. As welcomed with the typical Albanian generosity, and with the willingness of local entrepreneurs keen on any proposal coming from Italy, the Entrepreneurs of the Marche Region, in addition to the contracts signed during the Fair, will continue their contribution to Tirana and Albania to also overcome the crisis created by the earthquake of November 26th.

Greece, the other closest partner, though in the last 10 years has encountered ups and downs, in this edition of Tirana International Fair was represented by individual exhibitors, supported by cross-border cooperation programs, proposing products and solutions in electrical materials and lighting systems.

Expectations were higher this edition, especially for the Pavilions with collective participation from specific regions of Greece with a tradition in trade and cultural exchanges such as Ioannina, etc.

WISDOM PICKS...

Impressions from the Inauguration of the 26th Tirana International Fair

Inauguration Ceremony was opened at the Palace of Congresses, with the welcoming speech of the **President of Klik Ekspo Group, Mr. Luan Muhametaj** and in the presence of exhibitors and representatives of international delegations, diplomatic corps, representatives of media, politics and social life of Tirana.

In his greeting speech, **Minister of State for Entrepreneurship Protection, Mr. Edward Shalsi** shared for the business community the happy news that Tirana will have soon its own Fair Center. "Fairs are a great moment to make a summery for all the work carried out in a year. Every year the Fair takes place, Tirana is enriched and transformed. Albania is becoming more and more attractive for foreign investments. Despite the difficulties, we are very determined to improve the business climate through reforms and the legal framework to develop healthy entrepreneurship, because we believe in it"- said Minister Shalsi. He also made it clear to the businesses community that a network of business coordinators has just been set up to avoid unnecessary bureaucracies that hinder businesses in their work.

Deputy Mayor of the Municipality of Tirana, Mrs. Anisa RUSETI, also had news to boost the festive doses of this day. She announced to the guests that Tirana will be the European Capital of Youth for the years 2020-2022, after winning the award, stating that "Tirana is the home to one million people and an environment that allows all domestic and international enterprises to unfold their competitive advantages and to grow and develop further on".

This November 23rd marks a special day for the relations between Albania and China, the 75th anniversary of diplomatic relations between the two countries. According to INSTAT, China-Albania trade relations for 2018 turn out to be 551 million US dollars, making China the fourth trading partner. However, the **Chinese ambassador to Tirana, H.E. Mr. Zhong Ding**, said, "China is very interested in boosting trade relations. The Embassy of China has been demanding that Albania export agricultural products to China. The fair is the best approach for recognizing and deepening cooperation. I am confident that Chinese enterprises will get new and unique experiences from this fair."





TIRANA INTERNATIONAL FAIR
23-26 NOVEMBER 2019

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26th edition of Klik Ekspo Group's Tirana International Fair was greeted by the representative of the **Chamber of Commerce and Industry of Serbia, MIHAILO VEZOVIC - Director of the Sector for Strategic Analysis, Services and Internationalization**, who was thankful for the 16 years experience of Serbia in this fair.

" National Pavilion of Serbia is organized by Chamber of Commerce and Industry of Serbia and RAS- Development Agency of Serbia. What is more important is that we are here for the 16th time and it proves our confidence in the Albanian market. I think we are finally strengthening economic relations between our two countries. There are over 24 companies exhibiting, from metal processing, telecommunication, agriculture, food processing and plastics industry. We believe that every year more and more export and import companies, from Albania to Serbia, and vice versa, can cooperate. What we think is very important is that companies join forces and work on joint projects, or address new markets together, because there are some parts of the industry where Serbia has advantages and there are parts of the industry where Albania has advantages. I think that this regional initiative of the six Balkan countries for the free movement of products, people, capital and investments is very important. It is very important for some Albanian investors to come to Serbia and for Serbian investors to come to Albania, while the two countries should look together for multinational companies and be major players in markets of other countries and regions. "

One of the honorable partners of this fair, Istanbul Chamber of Commerce, with 130 years of experience and 430,000 members, was represented at Klik Ekspo Group's Tirana International Fair by **Vice President, Mr. IRAFILL KURULLAI**. "We have organized five fairs of Turkish products in Albania. We are honoured to participate in this great and important business fair. 300 Turkish businesses are introduced in the Albanian market. These initiatives have resulted in 3-fold or 1 billion USD a year in trade exchanges. The geographical position of Albania with Turkey, the political relations until now, are an omen for the deepening of all our relations ”.

Ines Mucostepa, Head of the Union of Chambers of Commerce and Industry, as a supporter of the initiatives and missions that improve the climate of economic and social interaction in the Region, confirms the coherence of co-operation and the concern of state authorities towards the application of regulatory policies and agreements in support of entrepreneurship and economic exchanges in the Region.

ACKNOWLEDGEMENTS & AWARDS

Acknowledgements to culture and entrepreneurial personalities

Gala Evening of Acknowledgements and Hospitality of Exhibitors at the Palace of Brigades, opened with a "Journey to Beauty", the fashion show of works introduced by **AMARGI**. The word Amargi itself is translated from the ancient Sumerian language as "return to the mother". Exploring ethnographic heritage seeks to reawaken a popular asset that will be vanished with our grandparents' generation. The rare collection, presented during the evening, traverses region to region in search of forms, colours and silent motifs in the museum. The clothing base is a hand-crafted piece, a deliberate choice, in support of the local economy, economic empowerment of women, and the creation of a brand based on the principles of sustainability.

MR. HAJRI ELEZI for his successful water enterprise, 'Lajthiza', as an example of the success of Albanian investors, a prominent representative of 'Made in Albania' production values and quality. In his speech, Mr. Elezi thanked Mr. Muhametaj for the appraisal, while dedicating this award to the Albanian consumer.

The Golden Eagle Medal was also awarded to the Ambassador of the People's Republic of China to Albania, H.E. **Mr. ZHOU DING**, to whom a very special gift was also dedicated, Dritero Agolli's work, the Poem "Mother Albania" in Chinese. This award coincides with a very special calendar date between our two countries, the 70th anniversary of the establishment of Albania-China diplomatic relations. Being very honoured by this award, Mr. Zhou Ding said: "Today is the commemoration day of the 70th anniversary of the establishment of diplomatic relations between China and Albania, and I am very honoured to attend the opening of this fair. I want to emphasize that not only trade and investment will bring us closer together but also the culture and the spirit of our peoples. Thank you for giving me the book of the renowned writer, Dritero Agolli, which has already been translated into Chinese, and I will definitely read it".



'The Rise and Fall of Comrade Zylo', Dritero Agolli's masterpiece is in the hands of Turkish readers, too. A copy of this book along with the 'Golden Eagle' medal was accredited to the Istanbul Chamber of Commerce, specifically to Mr. **ISRAFIL KURALAY**, who said: " In Tirana we feel at home thanks to warm hospitality that you have granted us. I have many Albanian friends with whom I spend a good time. I thank and congratulate you on the award and organization of this very fruitful fair. "

Additionally, it was honoured with the same 'Golden Eagle' award, as a symbol business between Albania and Italy, the Italian company **AUREA L&G TRADING LTD & AUREA Strategies**, represented by Mrs. Giuseppa Adamo and Mrs. Laura Carbone.

Another Italian company operating in the field of nutrition, health and lifestyle based on scientific research, 'Erbasol', was awarded the 'Golden Eagle' Medal. On behalf of Erbasol, Mr. **GIANLUCA MECH** and Mrs. **Mimoza Petani**, Executive Director of Erbasol were awarded the Medal.

Avv. **Camillo Catana Vallemanni**, one of the most prominent figures in public management and enterprises in the Marche Region, was honored with the Medal of Gratitude for his serious commitment to building bridges of cooperation between the Italian provinces of the Marche region and Albanian enterprises, which is tangible not only during the days of the Tirana International Fair, but also in the months ahead creating a steady wave of cooperation and a consistent follow-up.



GROWING-UP YOUNG

The Golden Eagle Medal was also awarded to some young Albanian entrepreneurs who through their ideas in business brought innovation and dedication to great causes. **FJORDI PËRNASKA** with his talent set up a venture that brings together futuristic elements, avant-garde 3D printing technology and nature conservation concepts with an early inherited tradition, through two Onus Fashion and 3D Army brands: " It is a great pleasure to be part of such an important event that brings together not only local but also international entrepreneurs, contributing directly to the development of Albania and the creation of a structural network to support entrepreneurship. My message to young entrepreneurs who have innovative ideas is: invest in ideas they have, never give up and just take into consideration three points; optimism for the realization of the ideas; perseverance and vision of achieving the ideas despite obstacles. "

Along with other Albanians who have inspirational stories, the Gold Medal was also awarded to the young entrepreneur Mr. **DARIN GZDARI**, who represents an avant-garde company in the field of Information and Technology.

Klik Ekspo Group praised another talented young Albanian, a brilliant student of the University of Sorbonne in Paris, Mr. **DORIN RAMA**, who, with his rare ideas and skills, decided to invest in his country, becoming an inspiration to his peers.

Among the young entrepreneurs with the mission of "changing the world around them", there is distinguished the group of "Creatives", represented by the tireless Pezana Rexha with her enterprise "Design by Pana", a workshop where design meets reality, where the project is turned into ready-made furniture to be delivered to the client, by using recycled wood to protect nature.

In addition to products and services delivered with dedication, the young entrepreneurs shared strong personal development messages starting on their own, Creative Entrepreneurs created debates and provided concrete examples of how to do and succeed in even small businesses: **daKuna; Oniro studio - daydreaming objects; Bela Belinda; Life on a Boat; Pemla Living Foods; Gur Element; Kisses on the threads; Aroma Therapy; Sabi's Jam - The Pumpkin in a Jar!**

Golden Eagle Medal for Young Entrepreneurs



THE MISSION OF THE FAIR IN THE EYES OF THE MEDIA

Excerpts from the Exhibitors and Visitors interviews and impressions

Klik Ekspo Group's Tirana International Fair has already become the identifying symbol of Albanian business in the world, but also a connecting bridge between Albanian and international businesses. The main purpose of Klik Ekspo Group's International Fair in these 26 years of existence has been the presentation of Albania with significant natural resources, tourist attractions, agricultural, and many other fields, which await to be exploited by the largest international businesses. Significant participation of the state authorities in the Salon of Transport and Infrastructure, and special attention has been dedicated to the event calendar elaborated by AIDA - Investment Development Agency. Klik Ekspo Group sought and succeeded for 26 years to teach international businesses to speak Albanian and encouraged them to invest in Albania. With such an organization, this year too, Tirana International Fair of Klik Ekspo Group has shown how small the world is and that it can all come together in one Fair.

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According to data provided by the Istanbul Chamber of Commerce, which has 130 years of experience and 430,000 business members, there are approximately 300 Turkish businesses that have been introduced to the Albanian market. The commercial activity of these businesses has brought about three-fold or one billion USD per a year in trade exchanges, relations that are strengthened by Albania's geographical position with Turkey.

As interviewed by the press office of Klik Ekspo Group, Turkish companies said they see the Tirana International Fair as an 'entrance gate' for the Albanian market but not only. Mehmet Aslan, the representative of the Turkish company "Aslan Skele" based in Istanbul, said that this is his first time in Albania and that he has high expectations from Klik Ekspo Group to find potential clients and sign cooperation agreements. " Our company has extensively developed trade with Europe, Israel, as well as with the Balkan countries. We have trade relations with Serbia, and more with North Macedonia, as well as with Kosovo. Now, by the presence at Tirana International Fair, we are pretending to establish trade relations with Albania as well. I am aware of the economic developments in Albania, mainly in the field of construction and infrastructure that our company is most interested in and that is why I am here to look and talk about possible partnerships in Albania. As we have full documentation from our state to act both inside and outside Turkey and worldwide, we are open to come and develop our activity in Albania, " said



THE MISSION OF THE FAIR IN THE EYES OF THE MEDIA

Another Turkish investor participating for the first time in the 26th edition of the Klik Ekspo Group's Tirana International Fair is Orhan Dulger, who represents a 40-year-old company that builds chairs for conference rooms, hotels, movie theatres, etc. "It is our desire to open a subsidiary of our company here, or even a factory. But this will be accomplished in another period of time. We currently want to enter into commercial contracts with potential partners here in Albania. We will see and want to also check the interest of Albanians for our products. **We have arranged some meetings throughout the fair with companies that are interested in cooperation.** Let us see what will come out during the talks," said Orhan Dulger.

Established in 1957, Kilikya operates in the production of organic fruit juices. Mr. Mel Nas is the third generation to follow the tradition of this company. **It is not the first time he comes to Albania, as the products of this company are already present in the Albanian market, but the company intends to expand its business in our country, so it has chosen Klik Ekspo Group to introduce its new products.**

"We want to open a shop. We have a new product not found in the Albanian market, and we are aiming to bring it for the first time and this is why we are presenting it at the fair. The new product is organic black carrot juice. Black carrot is produced in Adana, Turkey and is very healthy in preventing some diseases. The first goal is to find a partner to trade our products, and then if things go well, why not invest in a manufacturing plant," said Mr. Nas.

Yavuz Ozdemir represents the 40-year-old FEWA (water pump systems) company located in Istanbul, Turkey. This company is presented for the first time at the Klik Ekspo Group's Tirana International Fair, and operates in the production of water pumps of all kinds. Considering Albania as a potential market for investment, Mr. Ozdemir said he intends to enter into potential trading cooperation agreements and then if things go well, they can invest here for a subsidiary of their company.



FROM THE ALPS TO THE APENNINE ...

SECOM, headquartered in Pomezia - Rome, unveiled at the Tirana International Fair, the latest and unique technology in the world of cyber security: personal data recognition systems and authentication equipment for high security documents and banknotes . After a very successful test during the G7 Summit in Taormina, and for the Scientific Police in Italy, on behalf of the security forces and carabinieri, the FAD and Biofad system was introduced to representatives of the Ministry of Interior, representatives of banks and financial institutions and other state institutions of high security level.

At Klik Ekspo Group's Tirana International Fair, amongst others, it is presented the first Italian-Albanian consulting firm in the field of oenology. The Italian company with over 40 years of experience in Italy and beyond, located in Tuscany, aims to invest in Albania in the future. Daniele Baldetti, representative of the company said that **"CONSULENTE ENOLOGICA ALBANIA" was born from the merging of "Consulente Enologica Italia" and an Albanian business partner.** It deals with the realization of wineries and supports clients from the early stages of plant selection. "We have our own architects and we start by using space management, plant selection and deployment, process maximization, and we also offer all the possible tools from the initial grape harvesting process to wine bottling." We provide post sales technical assistance. We have our own product line in Tuscany and therefore we are being presented with our consulting office in Albania, Tirana."

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Fabrizio Ricarelli, General Manager of POLITECNICA SEDILI, an Italian company that operates in the manufacturing of chairs for buses, ferries, boats and trains for more than 20 years, said in an interview for the media that **"Albania can be a another market, another foreign trading partner for us and quite interesting.** We look forward to start an exploring journey of the territory, of the opportunities this country offers and gradually check if we can collaborate and assist Albanian partners to grow in the field of transport, public transport equipment with Politecnica solutions, which currently exports 90% of its production, and only 10% remains in place. It is a company mainly focused on export. Albania can be another market, another interesting foreign trade partner for us ", - underlined Ricarelli.



PICS FROM ASIA CHINA & JAPAN

Not only the countries of the region, but also the distant China is now an incorporated part of Klik Ekspo Group's Tirana International Fair. Chinese entrepreneurs, presenting their booths at the fair, most of whom came to Albania for the first time, expressed optimism about their participation in this important business event, and they considered the fair as an important bridge to enter the Albanian market.

Ningbo Jiangbei Soaring Plastic & Electronic Factory from the sector of plastics, electrical, mechanical or textile industry, displayed their products with a view to entering the Albanian market soon. "This enterprise comes from one of China's most developed areas. At this year edition of Tirana International Fair, we have introduced our new products. Our products are plastic bags that are used as bottles, cups or various patterns that are very practical to hold and store various liquids on trips or also used for children at school. We hope to open this business in Albania soon, too", the representatives of the enterprise said.

Whereas Hefei Dobon Electricals Co, which produces electrical products said that he is looking for local partners to bring this business to Albania, too. "We produce electrical equipment and we are taking advantage of the Fair to find Albanian partners to open our business here," said the representatives of the enterprise.

Expansion of investments in Albania by Japanese mechanical industry company:

Here we see our future. 100-year-old Japanese company "KOYO", a world leader in the mechanical parts manufacturing industry for various machinery, aims to expand its business in Albania as well. Marcim Chmaj, head of sales office for Eastern Europe at the company "Koyo", in an interview with the Albanian Telegraphic Agency, expressed optimism about the opportunities and facilities offered by the business climate in Albania. "Our product is bearings, and these are made in Japan. Our distributor in Albania is the company "TASE. It's a long story. Koyo Company has its beginnings since the 1920s, so we are close to the 100th anniversary of our history. We have very long cooperation relationships with our customers. Our company is very large, one of the largest bearings manufacturing companies in the world today," said Chmaj.



A DECADE OF HUNGARIAN INVESTMENTS THROUGH KLIK

Acknowledgment to Ambassador Lorant Balla

Tirana International Fair hosted thousands of visitors in its first days - investors, politicians, government delegations and ambassadors. The Hungarian pavilion was visited by the Hungarian ambassador to Tirana, H. E. Mr. Lorant Balla, who paid a visit at each booth and talked to their representatives about the participation to Klik Ekspo Group's Tirana International Fair and opportunities for cooperation offered from such events. Klik Ekspo Group praised Ambassador Lorant Balla with an acknowledgement medal with the following motivation:

“Gratitude for the cooperation and attention paid to the relations of our two countries, and for identifying Tirana International Fair as an important annual meeting point with the vision of social and economic partnership.”

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Hungary and Albania are no strangers to each other as they have good relations for over 100 years. Tirana International Fair aims to strengthen cooperation between the two countries, enhance partnerships and exchange experiences between businesses.



A DECADE OF HUNGARIAN INVESTMENTS THROUGH KLIK

26th edition of the International Fair of Tirana is also attended by the head of the Export Office in SOLE MIZO, Hungary, who said that this fair is helping many Hungarian companies find potential customers, strengthen their brand and cooperation in Albania. "We are the largest group of food exporters in Hungary and are part of BONAFARM GROUP. We are very integrated and represent food from the earth to the table, mainly agricultural products.

We have been in Albania for many years with our products. We export to Albania more than 100 tons of milk per month, but we want to expand our export portfolio here in Albania".



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Asked by the media Hungarian exhibitors expressed that Klik Ekspo Group through the Tirana International Fair is assisting many Hungarian companies strengthen their brand and cooperation in Albania. Andre Koloranja, representative of WEBGARDEN Company, said that they have come to this fair because they want to promote something very innovative in the tourism sector in Albania: "We have come up with our SKYDREAM.CAM product for tourism and hotels because Albania is very nice tourist destination.

We think it is worth promoting our product here. We believe we can make interesting connections here. We have our office in Montenegro which is very close to Albania. We started doing business with Albania 10 years ago. And we have a very good experience with the people in Albania."





MONTENEGRO

One of the companies highlighted in this edition of Tirana International Fair is Zetatrans, a leader in the transport, logistics and business services sector. "We take part for the first time as members of Chamber of economy of Montenegro. We have had extensive business meetings during these days, since Albania is a very interesting territory for our services, even geographically: international transport, customs warehouses, freight forwarding services, public warehouses etc., - says the company representative, Tomas Koder.

Zetatrans, based in Podgorica, together with Koper Slovenia, is part of the Intereuropa Consortium, Global Logistics Service, with over 70 years of experience.

NORTH MACEDONIA: INNOVATION IN PHARMACEUTICAL & AGRICULTURE SECTOR

The company "Zonel Software", proposes for the first time in the Albanian market an intelligent program that helps the food and pharmaceutical industry to measure the quality of meat products, milk, ice cream, but it is also applied in cosmetics, drugs, or any product that responds to temperature and humidity. Using avant-garde technology, through an intelligent system such as the Ambion device, to monitor temperature and humidity, this company guarantees quality products to the consumer, while helping the manufacturer to avoid material losses that may result from poor product storage. "For the first time, we are invited by Klik Ekspo Group, and we are very pleased with the organization of this Fair. It has been a fruitful day of meetings with clients and partners interested in our products. We have just started the first negotiations, and soon we hope to seriously be present in the market. Ambion System, an intelligent system for measuring temperature and humidity, is a kind of alarm for measuring unalloyed values in food and pharmaceutical products, guaranteeing the preservation of product quality to the end consumer. This is one of the most powerful systems currently operating in Europe", said the representative of Zonel Software, Mr. Goce.

ALBANIA - SERBIA ECONOMIC FORUM

Over **60 Serbian companies** were represented at the Albania-Serbia Economic Forum organized in the framework of Klik Ekspo Group's 26th Tirana International Fair. Thanks to the commitment of the Albanian Investment Development Agency in the role of coordinator of the European Enterprise Network (EEN) and the Chamber of Commerce and Industry of Serbia, it was made possible the participation of these companies with the aim of concluding potential agreements to multiply the trade relations of goods in various sectors, such as industry, textiles, agriculture, etc.

“The EEN Network aims at attracting international companies and finding international partners for Albanian companies. Today there are over 60 Serbian companies who are present and are interested in meeting Albanian partners in the key sectors such as textile, packaging, automotive, agribusiness, plastics.

Mrs. Diana Jeremic, representative of the Chamber of Commerce and Industry of Serbia says it is her first time in Tirana and also for some of the entrepreneurs and economic activities she represents: This is a serious and very important organization for Serbian businesses. We hope to find potential partners during the talks and meetings. It is a great opportunity to realize and promote important collaborations in different sectors of entrepreneurship.



AIDA, A SYNERGY ON FOCUS

For the first time, Klik Ekspo Group chose to involve an important institution such as AIDA - Albania Investment Development Agency, next to the organization for key events of the Tirana International Fair: AIDA played an important role in this fair as co-organizer of the event calendar for **B2Bs scheduled between Albanian businesses and international companies** coming from Serbia, Hungary, Italy, Turkey etc.

In addition to its commitment, AIDA is participating as an institution promoting **Albania as an investment destination**, facilitating and supporting direct investment in Albania, as well as Albanian enterprises. The presence of AIDA with a stand also enables meetings and consultations with stakeholders, focusing on foreign investors and Albanian enterprises.

AIDA, on the one hand, provides information and services to international investors who want to invest in Albania, on investment opportunities, business development or local partners. On the other hand, it provides support to the Albanian Small and Medium Enterprises, so that they become more and more competitive in the domestic and foreign markets, especially in export development as well as in fostering innovation.



STATE INSTITUTIONS

DPSHTRR General Directorate of Road Transport Services, was among the most active institutions in direct communication with the visitors and co-exhibitors: during the fair days, the public had the opportunity to be informed about the DSPHTRR's new and online services, to visit the RETRO corner with Souvenirs -Plates, so special to everyone, the mini-exhibition with the tools of the era, as well as the road safety corner dedicated to traffic rules education, realized in collaboration with the Municipality of Tirana, the Road Police and Ecovolis, dedicated 100% to children and education on the rules of the road circulation.



Participation of the **Albanian POST** at the Klik Ekspo Group's Tirana International Fair, intended to promoting the brand of the company, the postal, financial, business and philatelic services, reminding once again that the Albanian Post is always at the citizens' service, under the motto " Speedily, Safely, Everywhere". Promotional materials were displayed in the dedicated stand of the Albanian Post, which were distributed to the visitors of the Fair. A very special spot is the philatelic corner, where visitors can get acquainted with Albanian postage stamps over the years, and can buy them to sending postcards to their dear friends and people.

OST Transmission System Operator, has shared with the public strategic innovations and investments in the power transmission network.

AKBN - NATIONAL NATURAL RESOURCES AGENCY, chose to participate to Tirana International Fair, being carefully represented with its information and exhibiting stand for the promotion of the natural resources of the Republic of Albania. The promotion of natural resources, seeing a lot of interest from local and foreign visitors and investors who intensively visit AKBN booth, was considered as a good opportunity for investors to be informed directly by AKBN field experts about the opportunities Albania offers, such as minerals, renewable energy sources, oil and gas, hydropower, solar panels / photovoltaic, wind and solar utilization, etc. Executive Director Mr. Adrian Bylyku, recommended to AKBN experts the idea of identifying and incorporating into a museum/exhibition all types of minerals produced in Albania, many of which were exhibited at AKBN booth thus bringing at a higher level the promotion of Albanian minerals.

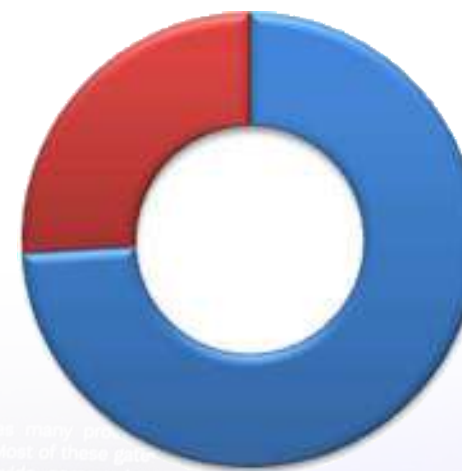




- Italy 80
- Albania 70
- Serbia 30
- Montenegro 29
- PR of China 23
- Turkey 20
- Hungary 8
- Austria 5
- Croatia 2
- Kosovo 2
- North Macedonia 2
- Greece 2
- Poland 1



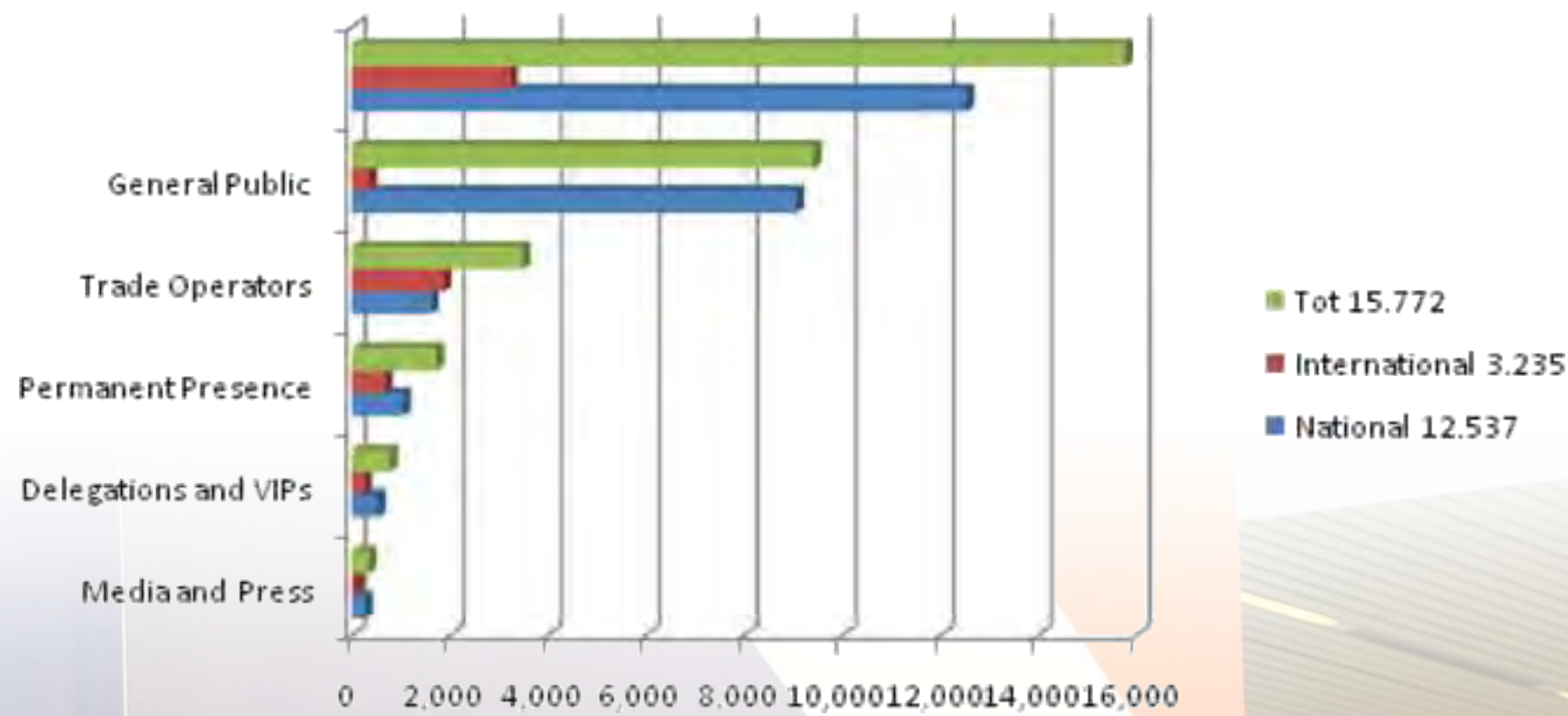
- Producers & Manufacturers
- Retail, Concessionaries, Distributors
- National / International Affiliates
- Association of Producers, Retailors
- Other



- International Exhibitors 197
- National Exhibitors 69



EXHIBITORS DATA



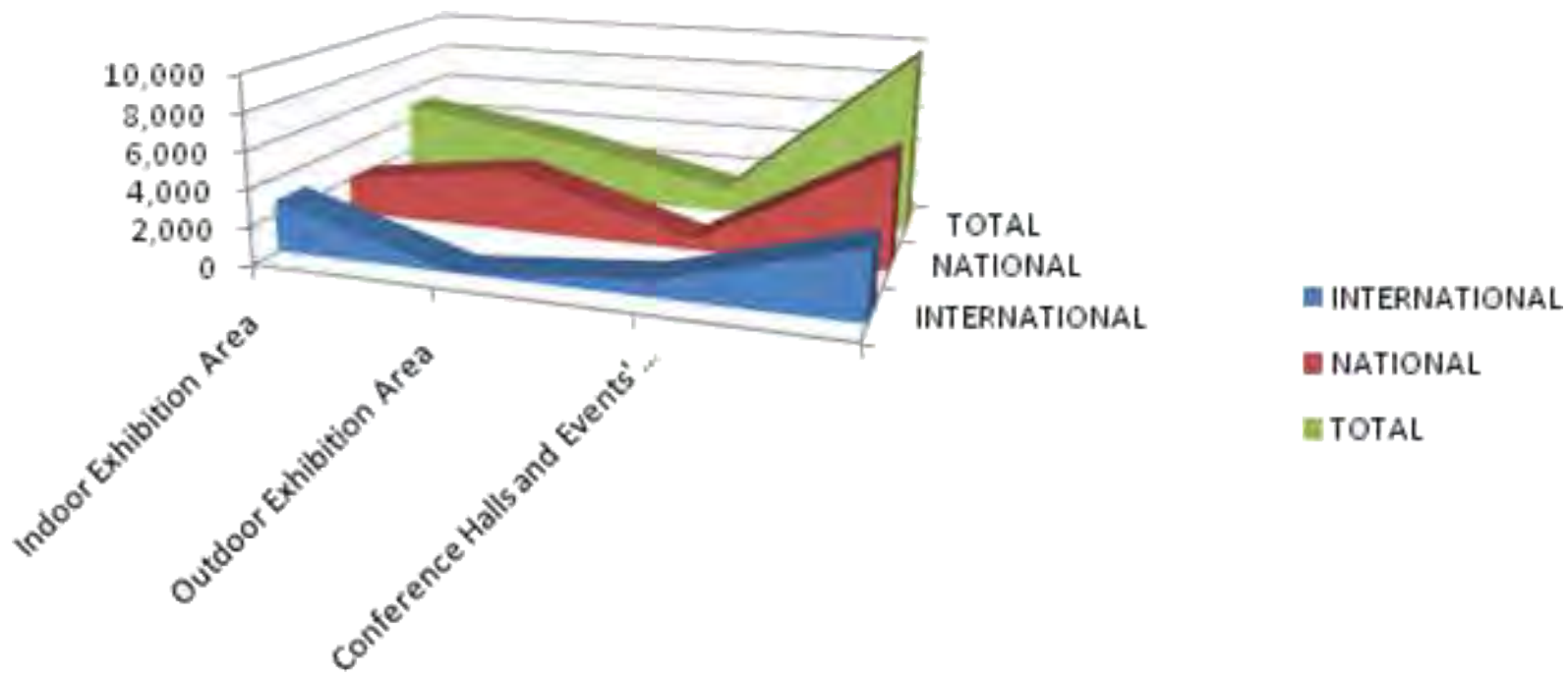
* Trade Operators participating at the Business Forums, B2B Meetings, High Level Meetings inside and outside the Exhibition Center in the framework of the Tirana International Fair Participation.

** International Trade Operators arriving from:

- Serbia
- Montenegro
- Macedonia
- Saudi Arabia
- Switzerland
- Italy
- Greece
- Kosovo
- Bosnia
- PR of China
- Slovenia
- Poland
- Croatia
- Hungary
- Russia



VISITORS' DATA



| | NATIONAL | INTERNATIONAL | TOTAL |
|--------------------------------------|--------------|---------------|--------------|
| Indoor Exhibition Area | 2,110 | 2,800 | 4,910 |
| Outdoor Exhibition Area | 3,440 | 0 | 3,440 |
| Conference Halls and Events' Areas * | 535 | 860 | 1,395 |
| | 6,085 | 3,660 | 9,745 |

* Conference Rooms:

Palace of Brigades - Opening Ceremony

Oval Conference Room - GIZ Event

Conference Room Underground - AIDA B2B Events

Hotel Tirana International - Montenegro B2B

Rogner Hotel Europapark - Italian Marche Region B2B

Multimedia Stage @Underground - Palace of Congresses, Catwalks, Talk Shows;



EXHIBITION AREA'S DATA



**KLIK
EKSP
GROUP**

TIRANA ALBANIA

APPLICATION FOR PARTICIPATION
KLIKEKSPGROUP INTERNATIONAL TRADE FAIR

klikekspogroup

"Dajka Kastrioti" Street, Nr 14-28 - Tirana 1001, Albania
Tel: +355 42 2742100 ; Fax: +355 42 274211
e-mail: info@klikekspogroup.com

EXHIBITOR'S NAME: _____ **CO-EXHIBITOR'S NAME:** _____
 Stand Holder Name: _____ Position: _____
 Address: _____ City/Country: _____
 Tel: _____ Mob: _____ Fax: _____ Email: _____
 Web: _____ Fiscal Code: _____

Applies for an exhibition area at the Annual International Fair to exhibit the following products/services:

1. COMPULSORY COSTS

° Registration Fee (compulsory for every exhibitor and co-exhibitor): 180 € x _____ exhibitor = _____ €
 ° Insurance Policy 160 € x _____ exhibitor = _____ €

2. EXHIBITION COSTS

A. EQUIPPED AREA STANDARD BOX / per sq.m

Equipped area includes: separation with white laminate panels 250 cm high (modular system octanorm), wall-to-wall carpet, writing out the name of the company in front of the stand, 1 table and 3 chairs for 9 m², electrical connection to transfer-case, 1 projector for 3 sq.m and plug.

Standard turnkey booth 170 € x _____ m² = _____ €
 Standard turnkey booth – 2 sides open 175 € x _____ m² = _____ €
 Standard turnkey booth – 3 sides open 180 € x _____ m² = _____ €

B. FREE COVERED AREA / per sq.m

Indoor free covered area, without panels, basic furniture, floor covering, etc.

Free unequipped area 140 € x _____ m² = _____ €
 Free unequipped area – 2 sides open 145 € x _____ m² = _____ €
 Free unequipped area – 3 sides open 150 € x _____ m² = _____ €

C. OPTIONAL PERSONALIZED STAND* / per sq.m

Personalized stand *according to special projects: 250 € x _____ m² = _____ €

D. OUTDOOR EXHIBITION AREA / per sq.m

Free unequipped exhibition area: 110 € x _____ m² = _____ €
 d.2. Exhibition tent (Pagoda) 1200 € x _____ gazebo = _____ €
 equipped with 1 table and 4 chairs, 1 infodesk, power supply, lighting spots and carpet.

3. PROMOTIONAL SERVICES AND SPONSORSHIP

A. PHOTOGRAPHIC SERVICE = _____ €
 Photographic service during the exhibition event made by a professional photographer, high-resolution photos, included in slide shows for interactive presentation of the company

B. LOGO OF THE SPONSOR ON THE ENTRANCE BADGES 4000 € = _____ €
 3 typologies of badges: Exhibitor / Guest / Delegation

C. AD IN THE VISITORS GUIDE LEAFLET 800 € = _____ €
 (Important publication including the exhibition plan, useful numbers, logistics, info on hotels, restaurants, etc.)

D. AD IN THE ALMANAC OF EVENTS LEAFLET 800 € = _____ €
 Important publication including the exhibition plan, calendar of events, places and venues, useful contact of the Press Office

E. LOGO ON THE OFFICIAL EXHIBITION BAG 3000 € = _____ €
 Logo of the Exclusive Sponsor on the official exhibition bag produced by the Exclusive Sponsor and distributed to visitors and official delegations, at all the reception desks and info-point.

G. BANNER ON THE OFFICIAL WEBPAGE: www.klikekspogroup.com 450 €/6muaj € = _____ €

4. ADVERTISEMENT IN THE OFFICIAL CATALOGUE

| | |
|----------------------|---------------------------|
| Back cover | 1.800 € x _____ = _____ € |
| Inside front cover | 1.200 € x _____ = _____ € |
| Inside back cover | 800 € x _____ = _____ € |
| Bookmark | 1.500 € x _____ = _____ € |
| Color page | 400 € x _____ = _____ € |
| Black and white page | 220 € x _____ = _____ € |

5. OTHER CHARGEABLE SERVICES

| | |
|---|--------------------------|
| Hostess service | nr. x 7 €/hour = _____ € |
| Internet facility on the exhibiting stand | nr. x 70 € = _____ € |
| Stand cleaning services | m2 x 1.8€/ditë= _____ € |

6. TRANSPORT SERVICES:

| | |
|--|-----------------------------|
| Facilities by mechanic equipment | 120 €/hr/makineri = _____ € |
| Loading and unloading operations (workers) | 250 €/hr/makineri = _____ € |
| Storage service* | 50 €/day = _____ € |

*price is negotiable and depends on the service duration and quantity of goods

7. EQUIPMENT FOR RENT:

| | |
|-------------------------------|------------------------------|
| • Safe-case | 68 € / day x _____ = _____ € |
| • TV screen 42 inch | 65 € / day x _____ = _____ € |
| • Buffet lockable | 20 € _____ = _____ € |
| • Metallic shelves | 45 € _____ = _____ € |
| • Showcases (octanorm system) | 65 € _____ = _____ € |
| • Refrigerator MiniBar | 140 € _____ = _____ € |
| • Water Deposit (cold /hot) | 180 € _____ = _____ € |

8. GENERAL COSTS

| | |
|---|---------|
| Compulsory Costs (1) | _____ € |
| Exhibition Costs (2) | _____ € |
| Promotional Services and Sponsor Products Costs (3) | _____ € |
| Advertisement in the Official Catalogue (4) | _____ € |
| Other Chargeable Services (5) | _____ € |
| VAT 20% | _____ € |
| TOTAL AMOUNT | _____ € |

9. PAYMENT CONDITIONS AND MODALITY**A. BANK TRANSFER IN THE FOLLOWING ACCOUNTS:**

- Intesa San Paolo Bank: Nr. Llogarise 201 243 353, Klik Ekspo Group, IBAN: AL17208110080000020124335301; Swift Code: USALTR
- Raiffeisen Bank: Nr. Llogarise 0007020182, Klik Ekspo Group, BAN: AL29202112570000000007020182; Swift Code: SGS BALTX

IMPORTANT NOTE:

- 60% of the payment shall be paid upon signing of the Application Form, and the balance of 40% by 20 days before the Fair.
- The total amount should be transferred in one of the above-mentioned Bank Account numbers; Thank you for informing your bank that the bank charges for the transfer are at Your own expenses (not shared).
- The Application Form is invalid for registering the company for participation in the fair, if not accompanied by the admission fee payment and other fees.
- The deadline for accepting Application Forms is 20 days before the Fair.
- The deadline for accepting material (CD) to be used for the Official Catalogue is 15 days before the Fair.

GENERAL REGULATIONS FOR PARTICIPATION

Exhibition name: KLIK EKSPÓ GROUP Annual International Trade Fair
Organizer: KLIK Ekspo Group, with its headquarters at "Donika Kastrioti" St, Tiranë, Albania
VAT Identification Number: K31601056H

Article 1. EXHIBITION DATE AND LOCATION

Klik Ekspo Group's Tirana International Fair is held in Tirana, Albania on an annual basis. The Organizer of the Fair shall have the right to alter the date and the duration of the fair, in accordance with the special technical and organizational needs.

Article 2. APPLICATION FOR PARTICIPATION

The application for participation, duly completed and signed by the exhibitor is submitted to the Organizer accompanied with the payment of the amount due provided for by the form. The Organizer shall have the right to not take into consideration the applications stipulating conditions for the participation in the fair. The acceptance of the Application Form from the Organizer assumes that the Exhibitor has been acquainted with the General Exhibition Rules and Regulations. All goods, products or services presented by the exhibitor shall be conform to Albanian Law and as in the Nomenclature of Goods approved by the Organizer. The Coordinators of Collective Participations are obliged to inform all exhibiting companies within their State Pavilions of the rules and regulations present in the General Regulation.

Article 3. TEMPORARY CUSTOMS EXPORTATION

The goods of foreign exhibitors that enter the fair are submitted to the Temporary Customs Regime. To this end, Klik Ekspo Group authorises a customs agency to follow the necessary procedures for the opening of the temporary customs regime. If an exhibitor will not complete the customs procedures with the customs agency authorised by the Organizer, but will complete them with another customs agency instead, the Organizer in such a case does not undertake to open the temporary customs regime on his behalf. The Organizer declines any responsibility in connection with custom delays or strikes, untimely arrivals, transport damages or any other claims arising from the transport of exhibits in and from the exhibition premises as well as any damage and/or loss incurred in storage to exhibit containers or any other material belonging to the Exhibitor.

Article 4. ASSIGNMENT OF THE STAND SPACE

Assignment of the stand space shall be made by the Organizer, which shall reserve itself the right to alter the location and the size of the exhibition area, as defined by the Exhibitor in the Application for Participation in cases of special technical-administrative needs.

Article 5. INSTALLATION AND DISMANTLING OF STANDS

Exhibitors may take possession and set up their stands area according to the obligatory schedule as instructed by the Organizer at least 4 days before the opening of the Fair.

All exhibitors will be required to finish installing their stands one day before the official opening of the Fair. All stands, decorations, equipment and merchandise must be removed not later than 21.00, hrs of the last day of the Fair. After that time, the Organizer shall be entitled to take all steps it considers necessary, at the Exhibitor's risk and expense, to remove the equipment and merchandise that has not yet been removed, and to destroy any elements and decorations of any nature whatsoever that have not been dismantled, without incurring any liability in that regard.

Article 6. EXHIBITION DAYS AND TIMETABLES

Official Opening of Klik Ekspo Group's Tirana International Fair will be organized on 17.00 according to the program to be provided by the Organizer. During the exhibition days, the fair will be open to visitors between 10.00-20.30.

Article 7. GUARANTEE OF PAYMENT

The parties shall expressly agree to the clause whereby the Organizer is authorized to prevent the departure of the good on display as a guarantee for the fulfillment of the financial obligations arising from participation in the fair. The Organizer shall assume no responsibility in relation to any eventual damages that goods may undergo, which are also held as guarantee until the credit claimed by the Fair Organizer is settled. The Organizer has the right to not take into consideration the request of the Exhibitor for non-participation in the fair after the latter has signed the application for participation. In such a case, the prepaid amount will not be given back.

Article 8. INSURANCE

The value of the merchandise to be displayed in the exhibition should be insured again all hazards that might occur during the exhibition duration. The Organizer shall take out insurance on behalf of every exhibitor that has paid a relative payment of 160 Euro. This sum covers the insurance prime against third-party civil liability. For each additional insurance needed by the Exhibitor, the latter is obligated to cover the insurance expenses by himself.

Article 9. ENTRANCE AND EXIT OF EXHIBITS AND AUDIENCE IN THE EXHIBITION HALLS

Anybody considered as an Exhibitor at the Klik Ekspo Group International Fair must wear his/her identity badge. At the exhibition, entrance participants will also be requested to present proof of their personal and professional identity. The goods to be exhibited and other complementary materials shall comply with the Nomenclature of Goods approved by the Organizer. Goods and exhibits are allowed to enter and exit the fair grounds on the basis of the written permits issued by the Organizer. Exhibitors are strictly prohibited to removing the exhibits from their booths before the end of the manifestation. The departure of personnel or removal of exhibits before official closure of the Fair, will cause fining the exhibitors with a penalty of five times higher than the amount paid for the participation.

Article 10. DAMAGING OF THE EXHIBITION SPACE

The stand space and other materials used for the display must be returned in the same conditions they were delivered, otherwise the Exhibitor shall be obliged to pay for the damage incurred plus 20% penalty.

Article 11. SECURITY SERVICE

The Organizer will provide for normal security service without, however, assuming responsibility for any theft or damage of the goods displayed in the stand space or stored on the fairgrounds. The exhibiting goods must be safeguarded by each exhibitor during the opening hours of the fair.

Article 12. CLEANING SERVICE

The Organizer will arrange for the cleaning of the passage corridors, common areas and environments. The cleaning for each individual stand shall be charged as indicated in the Application for Participation.

Article 13. ADVERTISING

The Organizer shall undertake the advertising campaign through the mass media, press and electronic media and other publications, posters, signs, placards, etc. prior and during the fair.

Article 14. OFFICIAL CATALOGUE

The Organizer shall arrange to prepare and print an Official Catalogue. The Exhibitor is obligated to provide the exact company's data that it wishes to insert in the Catalogue. The organizer shall not take any responsibility for any possible errors or omissions that may occur during compiling or typesetting the Official Catalogue, or the failure to include in the Catalogue any materials that may have been sent later than the deadline as stipulated by the Organizer. Furthermore, if any changes should be made in the official data of the company as declared in the Application Form, this has to be made in a written by the deadlines as indicated by the Organizer.

Article 15. CHARGEABLE SERVICES

The Organizer shall supply the following paid services to the exhibitors upon request:

- Transportation and customs clearance
- Goods security service
- Hostess and interpretation/translation
- Photography and audio-visual services
- Advertisement in the Official Catalogue
- Promotion and communication services
- Storage service, etc.
- Organization of Promotional Events;
- Hotel accommodation with special rates;
- Security Escort Services;
- Professional translation and interpretation services.

Article 16. APPLICABLE RULES

Exhibitors are required to become acquainted with and to abide by all the regulations in force during the event, in particular, with Fire Safety Regulations and Health Safety and Protection Regulations. Every exhibitor should be equipped with a fire-extinguisher at their stand out of their own expenses.

Article 17. GENERAL RESTRICTIONS The Exhibitor shall be forbidden to:

- Put up a stand or other advertising items over 2.5 m high, which is the standard height of the fair stands, without beforehand written approval of the organizing company.
- Dismount the fittings or remove the goods on display before the time and date established by the Organizer for breaking down.
- Carry out any work at the stand during the visiting hours.
- Attract the public with sound or vocal equipment.
- Display materials or publicity outside the exhibition area of the stand.
- Publish or pass critical judgment that may insult the political or social institutions.
- Allow the stay at the stand of employees of the Exhibitor during the closing hours.
- Advertise on behalf of third parties.

Political propaganda is strictly prohibited during the exhibition, including the display of provocative materials at the Collective and State participation. Institutional booths are not allowed to display and propagate unofficial materials and that are not approved by the relevant International Institutions.

Article 18. IMAGE RIGHTS

Films and photographs, that will be taken on the site during the exhibition, may be used to promote the event on various media (documents, television, internet, etc.).

Any Exhibitors that do not wish their stand or part of their stand or any items exhibited thereon to appear on photographs and films used to promote the exhibition should inform the Organizer in writing before the exhibition opens. In addition, any exhibitors that wish to take photographs of the event must give the Organizer prior written notice.

Article 19. TERMS AND METHOD OF PAYMENT

Participation, registration and compulsory costs, as well as those of additional services (ancillary or sponsoring) shall be paid in two installments:

- First compulsory payment of 60% of the total amount of the contract at the time of signing the participation contract, by bank transfer or in cash, upon receipt of the respective invoice;

- the Invoice of the balance payment should be sent to the Exhibitor and the payment shall be settled by bank transfer not more than ten days from the date of issuing of the above-mentioned invoice.

Exhibitor should send a copy of the bank transfer not later than the deadlines as defined by the Organizer by e-mail: info@klikekspogroup.com or finance@klikekspogroup.com.

Article 20. ALLOWING SELLING TRANSACTIONS DURING THE EXHIBITION AND LEGISLATION IN FORCE

Exhibitors participating to Tirana International Fair are entitled to carry out selling and buying transactions at the premises of the Fair, provided that in the event that they will sell products displayed visually at their stand and that affect the stand set-up, such products will be removed only the day of the Fair disassembling. Each exhibitor has the responsibility to promptly implement the legislation in force by taking measures to issue the secondary NUIS and use the Fiscal Device, in conformity with Law No. 9920, dated 19.05.2008 "On Tax Procedures in the Republic of Albania", as amended, and Decision 781, dated 14.11.2007 "On the technical and functional characteristics of fiscal devices, the integrated computerized system for periodic automated transfers of financial declarations, communication system, on the documentation procedure for their approval and for the criteria concerning the equipment with authorizations of companies authorized to offer fiscal devices", as amended, and Instruction of Minister of Finance no. 16 dated 03.05.2010 "On administration and Documentation of Fiscal Devices Procedures", as amended.

Article 21. LATE PAYMENT PENALTIES

In case of late payment, the provision of the services may be suspended. Furthermore, if any sum remains outstanding on the due date specified in the relevant invoice, whether or not that amount is the same as the amount specified in the general terms of sale, penalties of an amount equal to one and a half times the legal interest rate plus two percentage points shall be applied. Those penalties shall begin to be applied the day after the due date stated on the invoice.

Article 22. PARTICIPATION CANCELLATION

If the applicant cancels his order to participate in the Klik Ekspo Group International Fair more than 60 days before the opening of the Exhibition, the amount of the first installment shall be forfeit to the Organizer. If the applicant cancels his order less than 15 days before the opening of the Exhibition, the total amount shall be forfeit to the Organizer for the damage incurred. In case the exhibitor withdraws from the participation to the Event, it shall notify Klik Ekspo Group by registered mail.

Article 23. FORCE MAJEURE

In the event of Force Majeure, as defined by case law, if the Organizer is unable to obtain the premises required in order to stage the event, the Organizer reserves the right to cancel the event at any time, provided it notifies the exhibitors of its decision in writing. The exhibitors shall not be entitled to any compensation or indemnity on grounds in the case of such cancellation. It is hereby expressly agreed that the exhibitors shall have no rights of claim against the Organizer on any grounds or for any reasons whatsoever.

Article 24. CLAIMS AND DISPUTES

By signing the Exhibition Contract the signatory party declares that he/she has accepted on his/her own free will the Provisions of the General Regulations. Any complaints shall be submitted to the fair Organizer in writing before the date of the Contract's termination. In case of discrepancies, the text in the Albanian language shall prevail. In case the disputes are not settled in an amicable way between the parties, the Albanian legislation in force shall apply and the parties shall address to the Albanian legislation in force.

Article 25. APPENDICES AND AMENDMENTS

Organizer reserves the right to make alterations or amendments in the General Rules and Conditions that might incur during the organization phase or that might be indicated by the respective responsible authorities. Any amendments or appendices that will be made in the General Term and Regulations shall be considered as its integral part and will be conveyed to the Exhibitor in a written form within the shortest time possible.

Article 26 BANNING SMOKING AT THE EXHIBITION AREAS

In compliance with law no. 9636, dated 05.11.2017 "On Protection of health from tobacco products", as amended by Law "On some amendments to the Law on the protection of health from tobacco products", dd. 1.07.2014, smoking in "indoor exhibition and conference halls", during the time of Tirana International Fair is strictly forbidden. The smoking ban is announced at the exhibition premises by the respective signs through the writing and logo "NO SMOKING". Exhibitors that do not obey the regulation, shall be subject to administrative penalties from 25 Euro to 250 Euro for observation. In case of observing such cases during the Health Inspectorate controls or those performed by the relevant authorities, Klik Ekspo Group is released from any responsibility related to any violations of the Law Banning Smoking. All the responsibilities are fully borne by the offender.

Tirana International Fair ۲۰۲۱, by Klik Ekspo Group!



From Jonida Shano - Klik Ekspo Group <jonida@klikekspogroup.com>

To <iri_۱۳۵۷@yahoo.com>, <iranemb.tia@mfa.gov.ir>

Date ۲۰۲۱-۱۰-۲۷ ۱۷:۳۱

Priority Highest

۰۱. Exhibitors' Carnet - ۲۷th Tirana Fair (draft).pdf (~۳۶۲ KB) After Show Report_previous_edition.pdf (~۷.۳ MB)

APPLICATION FORM - Tirana Fair.pdf (~۱.۱ MB)

Dear Madame/Sir,

First of all I wish this email will find you well.

My name is Jonida Shano and I am writing on behalf of **Klik Ekspo Group** regarding the 27th edition of the **Tirana Intern**

Although an unusual period, the confidence of the exhibitors towards the International Fairs has not been lacking at an **edition**, we can organize an event of the deserved size.

This year the Fair will be organized on **December 1-4, 2021, at the Palace of Congresses in Tirana, Albania.**

The conceptual essence of the Tirana International Fair will cover sectors, aiming at economic and geographical arguments in the last three decades:

- **Sectors that slowed down** during the pandemic such as tourism and travel, art and music, social, entertainment and ... the Tirana Fair, aims to bring them to a position / deserved podium;
- **Sectors at the forefront:** health and medicine, civil emergencies, food safety, customer care regardless of company products, communication solutions;
- **Energy, Transport, Infrastructure, Construction, public works**, with the concept reinforced by the demands of international investment opportunities and the presentation of solutions for economical use of electricity, proposing alternative sources, projects for air and sea transport, railway network renovation, road transport safety, maintenance of road segments and ... On the other hand, international exhibitors aiming at immediate investments in Albania, consider with special interest to authorities, to be informed about the policies in support of business and foreign investments, public-public partnership facilities offered in priority sectors such as energy, infrastructure, transport.

- With the leitmotif "**Open Balkan - Balkans without Economic Borders**", the Gallery of States will bring back the State ... What is to be emphasized is that, in this 27th edition, the 6 Balkan Chambers of Commerce and Industry will be present through the **Western Balkans 6 Chamber Investment Forum (WB6 CIF)** which is a joint initiative of the chambers of commerce of Herzegovina, Kosovo, Northern Macedonia, Montenegro and Serbia.

For the International Fair of Tirana this is not a novelty because for consecutive editions the event had convincingly followed 20 consecutive editions.

This year's edition will come under a new and geopolitical light, putting once again Albania in the position of catalyst for

- **Selected, professional and efficient visitor**, who does not leave the fair without a business feedback, local and also international.

In this perspective, we are looking forward to enhance the cooperation with **EMBASSY OF THE ISLAMIC REPUBLIC OF IRAN** businessmen to showcase their products and services at 27th Tirana International Fair, but also can participate as an investor. Please find enclosed several information of the Tirana International Fair, as well for more fast-news, please visit on our website <https://www.klikekspogroup.com/tirana-fair/> and we would be very grateful if you can share this information with your contacts.

We are also open to elaborate together auxiliary platforms to support the exhibitors for their presence at Tirana International Fair.

Looking forward for your kind response and remaining at your disposal for any additional information.

Best regards,



ORGANIZATION OF INTERNATIONAL TRADE FAIRS, EXHIBITIONS, FESTIVALS, CONGRESSES

**KLIK
EKSPPO
GROUP**

Rr. Donika Kastrioti, Nd.14, Kt. 10, 27
Tirana 1001 - Albania
Tel: +355 4 2274209
Tel: +355 4 2274210
E-mail: info@klikekspogroup.com

| | |
|------------------------------|--|
| <u>Denomination:</u> | Tirana International Trade Fair Panairi Ndërkombëtar i Klik Ekspo Group |
| <u>Edition:</u> | 27th (since 1994) |
| <u>Frequency:</u> | Annual |
| <u>Date:</u> | 1 st to 4 th December, 2021 |
| <u>Venue:</u> | Palace of Congresses, Tirana, Albania |
| <u>Opening Ceremony:</u> | December 1 st , 17.00 - Palace of Congresses |
| <u>Host & Organizer:</u> | KLIK EKSPPO GROUP & Tirana International Fair - UFI Member |

➤ LAST EDITION FIGURES IN A GLANCE:

Visitors No: approx. 19.000 (30% trade visitors, business experts, authorities) Exhibitors' No: more than 280 - 70% of which international exhibitors

Exhibition area: up to: 7.000 sq.m (indoor & outdoor)

Origin of Exhibitors: Albania, Italy, Kosovo, Montenegro, Republic of North Macedonia, PR of China, Croatia, Serbia, Greece, Austria, Poland, Japan, Turkey, Israel, Germany etc.

(Statistics and data as per the Aftershow Report)

➤ VISITORS' PROFILE:

Open to Trade Operators and General Public:

various industries' stakeholders • decision makers and private enterprises administrators • buyers and consumers • retail, wholesale, export • business and marketing services • manufacturing industry • skilled trades • raw material producers • officials from Ministries and Municipalities • administrators of Public Entities and Enterprises • international Authorities from Public and Private Sector • local and international Press • academics and students

➤ EXHIBITORS' PROFILE & MAIN SECTORS:

- Engineering, Construction and Building Materials • Energy, Transportation & Automotive • Power engineering • Electrical materials • Metalworking and Forming machines • Mining and metallurgical • Air- conditioning and cooling technology • Industrial packaging • Environmental protection technology • Agriculture, Processed Food & Beverages • Apparel & Fashion • Electronic & Electricity • IT and Software Development • Manufacturers • Furniture & Wooden Product • Health & Medical • Handicraft • Hospitality services • Banks and financial services • Safety workware and protective clothing • Education and Training services • Export Import Marketing • Insurance Services • Defence and Security • Data protection - Information and Communication systems • Economic and Industrial • Systems integration • Risk analysis and management • Law enforcement • Protection of industrial and sensitive sites • Urban security • Transport Security • Border control • Fight against Cyberthreats and Cybercrime • Luxury goods and Niche Products

➤ CROSSWISE EVENTS:

Exhibitors know what to expect from Tirana International Fair; not only plain exhibition hours, but always filled with a large calendar of lateral events aiming to bust the participation and gain the most from the “Tirana times”. Depending on the companies’ profiles, we are open to organize special events such as demonstrations, degustation and gastronomic taste-shows (*i.e. the companies producing food can arrange to organize a small event to taste the products, or wood processing can organize professional workshops*), parties and shows with National themes, media presentations etc.

- Business Ateliers - Meeting Zones, meant to host presentation and business referential activities, both from individual or group participants, in apposite areas equipped with audio-visual supports.
- TedEx: international speakers and influencers
- Shark Tanks for Business Students
- New Product Launch Presentations
- Business Happy-Hours for fast-selling products and services.
- Cultural & Traditional Evenings

➤ EXHIBITION'S TIMETABLE:

- Exhibition time, the Fair is open to general public from 10.00 to 21.00 every day. (*Exhibitors are requested to get in the premises at least by 09.30*).

➤ OFFICIAL OPENING CEREMONY

Date: 1st December, 2021

Venue: Palace of Congresses

Time: 17.30 – 18.30

Description: Opening Press Conference and visit of the exhibition stands and pavilions in the presence of high personalities and business community representatives, local and international media.

➤ WELCOMING GALA RECEPTION

Date: 1st December, 2021

Venue: Prominent Location of Tirana

Time: 19.00

Description: The Gala Opening Ceremony of Tirana International Fair, has the unique peculiarity to welcome international exhibitors, high personalities of the diplomatic representations, media and opinion-makers, to have the opportunity to enjoy a large festive and cultural program that the Organizers prepared for the occasion.

The Gala Opening Ceremony remains an extraordinary occasion for networking and socializing among exhibitors from different countries and cultures, to “meet and greet” and eventually prospect business paths in the future.

➤ Exhibition Structures:

Exhibition area in the Palace of Congresses is situated in 4 exhibition grounds each one offering high standards in the stand construction as well as in the visitability: underground floor; ground floor; first floor; second floor, and the outdoor exhibition area. A principal Entrance is located in the Ground Floor; whereas, another lateral Entrance, which is also the unique Exit of the Exhibition, is situated in the underground floor. The outdoor area offers also a large possibility to expose heavy machineries, vehicles and promotional booths.

◆ Standard Exhibition Stand:

Equipped stand includes: separation with white laminate panels 250 cm high, wall-to-wall carpet, writing out the name of the company in front of the stand, 1 table and 3 chairs for 9 m², electrical connection to transfer-case, 1 lighting spot for 3 m² and plug, a showcase or info desk;

(more details in the enclosed Application Form).

◆ Official Exhibition Prices:

- Prearranged Area as per the "Standard Exhibition Stand" Formula: 170 Euro/ sq.m + VAT 20%
- "Standard Exhibition Stand" Formula 2 sides open: 175 Euro/ sq.m + VAT 20%
- "Standard Exhibition Stand" Formula 3 sides open: 180 Euro/ sq.m + VAT 20%

- Free Unequipped Exhibition area: 140 Euro/ sq.m + VAT 20%
- Unequipped Exhibition area, 2 sides open: 145 Euro/ sq.m + VAT 20%
- Unequipped Exhibition area 3 sides open: 150 Euro/ sq.m + VAT 20%

- Outdoor Exhibition Area [O]: 110 Euro / sq.m + VAT 20%

◆ Customized Exhibition Stand:

Exhibitors choosing customized exhibitions stands, have both the opportunities to ask for special propositions to the Organizer, or to submit their own personalization project according, in which case they will apply for equipment-free exhibition area.

◆ Insurance Policy:

Every exhibitor should pay the insurance fee of 160 Euro.

◆ Registration Fee:

Each exhibitor, including Direct & Co-Exhibitor should pay the Registration Fee individually, and it covers services as explained in list below: 180 Euro.

◆ Services included in the standard Registration Fee:

- Insertion of the Company Data in the Official Catalogue of the Fair;*
- Exhibitors Entrance Badges ;*
- Invitations Cards to the Opening Official Ceremony;*
- Invitations Cards (one-entrance) for the Trade Visitors and Clients invited;*
- 2 Invitations for the Welcoming Dinner of the Fair (2 per exhibiting company);*
- Cleaning Service of the common areas;*
- Security Service during the night and the closing hours.*

◆ VAT 20%:

The VAT 20% is an obligatory impost every exhibitor should pay. The Foreign Exhibitors, may reimburse the VAT in their countries of origin in cases this procedure is in conformity of the Tax Law.

◆ Chargeable Services for Trade Visitors and Exhibitors

- Provide foreign exhibitors with generic overviews of the Albanian (and Western Balkans) markets realities;
- Assist foreign exhibitors with interpretation service for initial talking during business networking or receptions (limited duration);
- Contacts with local and regional chambers and associations through foreign representations;
- Access to multipliers and experts abroad
- Organizational on-site support (*Klik Info Point*)
- Conference Management Event Planning and Management
- Venue Selection
- Catering
- Staffing
- Interpreters
- Security (VIP), Materials and print
- Transport (VIP)
- Photo and Video Service
- Organizing Secretariat
- VIP Guest database creation and management
- Corporate Events production
- Decoration and Layout Design
- Artistic Entertainment and Performance
- VIP host, testimonial celebrities
- Photo and Video Production
- MARCOM Activities
- Networking events
- On-Site Management
- Simultaneous Interpretation
- Social Program and Sightseeing Tours
- Press Liaison & Arrangements: Press/Media Delegations
- Online Registration
- Abstract handling
- Presentations
- Incentive and motivational events
- Digital & social media services

◆ Temporary Importation Customs Regime:

The goods of foreign exhibitors that are designated to be exposed at the Fair, are submitted to the Temporary Importation Customs Regime. To this end, Klik Ekspo Group authorizes a Customs Agency in order to follow-up all the necessary procedures. The Custom Agency “Benimpex”, is appointed as the sole agent in charge for all procedures relevant to the Temporary Importation Regime for the Exhibitors of the Tirana International Fair. For the upcoming edition, we are counting to trust Benimpex Agency again thus please feel free to submit any questions regarding the Custom Procedures: Tel: 00355 4 2248 309; Fax: 00355 4 2251 107. (Contact person: Mrs. Miranda Kapllani; m.kapllani@bi-di.com)

◆ How to Access International Trade Fair:

- Entrance Ticket (100 ALL / 1 Euro)
- Badge “Trade Visitor”
- Badge “Guest”
- Ticket and/or Invitation Card with promotional price
- Special price tickets for Visitors Groups up to 5 persons.
- You can ask for it at prior at: info@klikekspogroup.com ;

BUSINESS ATELIERS:

For Professional / Trade Visitors, beside the general opening hours, this year a separate dedicated area will run expressly for the "Business Ateliers", a meeting space where exhibitors will have free access during the day in precise time-tables as agreed with the organizers. The Business Ateliers, for current Exhibitors signifies an added value, and for the companies choosing not to exhibit this edition, and that will be integrant part of the two-days Commercial Missions, Tirana International Fair will offer the opportunity to increase "business figures" by contacting valuable prospects and potential partners in the Business Zone. All interested companies, exhibitors as well non-exhibitors, will be registered through the Front desk of the Business Zone.

"Business Ateliers" Packages, is a chargeable service include the following services:

- Identification of Albanian companies, filtered as by the required domain, and based on the needs and intents of the company; carried out in 4 days;
- Preparation of Company's technical cards (including the Albanian translation of the material) for each participating company to be distributed to the Albanian counterpart, via email and / or direct contact;
- Preparation and confirmation of the Meeting Agenda with customized schedules;
- Organization of a round table with at least one responsible/decision-making institution, Albanian state authorities of the sector and a responsible representative for foreign investments in Albania;
- Supply general information and brief information on the sector of interest in Albania;
- Business Ateliers: Making available the meeting space inside the Exhibition Center in an area of around 100 sq.m, equipped with all the necessary facilities;
- Basic beverages: water and coffee;

Packages typology and prices: Each company can choose to have an Agenda of 6 meetings to be accomplished in 4 days. Price: 800 Euro + VAT 20%

During the Tirana International Fair, we have projected the organization of a Guided Tour and visit at an Albanian business reality, processing factory, and commercial Center located in the area of Tirana-Durres-Elbasan. An extra fee of 110 Euro + VAT 20 % is estimated for each interested exhibitor including: transportation; accompanying guide; coffee and basic beverages.

SAMPLE OF ALL-IN-ONE SERVICE PACKAGE:

We are committed to offer to our exhibitors, one-stop-shop packages in order to concentrate all logistic and accommodation services and so improve our exhibitors' permanence in Albania. Therefore, we would gladly answer to every request we receive from you such as:

Hotel accommodation, *the best rated hotels situated in the main squares of the Albanian Capital.*

Urban transportation service (from the airport to the hotel and vice-versa);

Catering services and lunch/dinner packages in the uptown best and affordable restaurants;

Sightseeing tours around the Capital and in UNESCO cities of Albania, rare world heritages (Berat – UNESCO site; Elbasan – Ottoman Empire grounds; Kruja; Scutari ect.);