



PRESS RELEASE 20th T.I.F

20TH TIRANA INTERNATIONAL FAIR FESTIVAL OF VALUES, TRADITION AND CULTURE

“This trade fair is a festival of values , traditions and culture of Albania ”- this was the most expressive image for the 20th edition of Tirana International Fair, organized by Klik Ekspo Group on November 23rd-27th, in the Palace of Congress, as stated by the Speaker of Albanian Assembly, Mr. Ilir Meta during his visit.

Being recognized as the Regional Gate for the economic and cultural exchanges, Tirana International Fair was chosen by the entrepreneurs from more than 20 countries, many of them for the first time in Albania, such as Taiwan and Slovakia, to represent over 300 brands and companies that exhibited alongside the domestic entrepreneurs in the key sectors like mineral resources, agriculture and agro-processing, construction and electrical materials and appliances, defense and security.

As expected, 20th edition of the Tirana International Fair preserved the status of being one of the most important events of the year for the capital, evidenced by the statistics of high number of visits (over 50,000 visitors) and turnout in local and international media.





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Pavilions of States

If it were to discover in the Albanian capital, an annual multicultural and multilingual oasis of partnerships and interactions, positive relations and reactions dedicated to Albania, the emphasis will be "Gallery of States", as a unique gem of Tirana International Fair. Gallery of States underlines the universal belief that, although Albania is a small market in itself, it represents the main gate towards a broader economic and cultural reality as the Balkans and Eastern Europe.

In this edition, we hosted for the very first time Pavilion of Taiwan, under the auspices of TAITRA-The Taiwan External Trade Development Council, aiming to be a long-term Business Partner;

Let us consider the presence for the first time of five entrepreneurs from Taiwan (as well as many others indirectly represented by TAITRA) in Albania with products in the field of electronics, furniture, typical food products, ultrasonic equipment, music instruments, etc., as a very successful experiment. The strategic position of Taiwan, the infrastructure and capital make the island an excellent springboard in entering the Asian and Pacific countries; this might have been the approach to Albania, considered to be a potential partner, and the only solid bridge to Eastern Europe and the Balkans.

A decade of amazing cooperation between VELEXPO and Klik Ekspo Group is translated into the constant success of investment and trade exchanges between Albania and Serbia. Over 30 Serbian exhibitors were very pleased about the excellent opportunities presented at the Fair to make contacts, marketing and sell their products and services. The most well represented sectors: construction materials, electrical materials, packaging industry, insulation materials, textiles, agro-processing industry, etc.





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Entrepreneurs from Greece, represented by **TIF - HELEXPO SA**- Thessaloniki International Fair, but also individually by investors that are already operating in the Albanian market, showed how closely related they are with the Albanian daily and business life, proposing products and solutions in the sectors of construction, agriculture, electrical materials, processing of marble etc.

Representation with less number of exhibitors is the choice of **TIF - HELEXPO SA** for this edition. Greek companies are willing to invest in the country and not only to focus on trade exchanges and distribution; such as NITROCHEM Company, ready to make agreements not only with entrepreneurs but also with Agriculture authorities, for the protection of plants, seeds, biocide, biological pesticides, fertilizers and solutions.

Local and Regional Chambers of Commerce, left room to direct display of companies engaged in cross-border joint projects, such as Brandinode Project implemented between the Chamber of Commerce of Ioannina and Chamber of Gjirokastra, in the context of attracting new investments to increase the interest of entrepreneurship as a value, and to lead to the local and regional development.

Well-organized entrepreneurs from Kosovo (over 15) just as in every edition arrive to share up-to-date technologies in the ethnic home: the most well represented sectors were construction materials, electrical materials, and agro-food processing industry. Example: Jaffa that returned also this year to propose high quality fruit juices, Jugoterm with electrical appliances and heating systems; Ferplast with pipes production, “Bodrumi i Vjetër”, wines and spirits etc.

The lack of the Collective participation from Macedonia along with the evidence that the road towards EU membership requires efforts and sacrifice, and what is more, the crisis has also affected the neighboring countries, but on the other hand there should be designed favorable policies to boost trade between the two countries. However the annual regular exhibitors such as KiroDandaro or Konti Hidroplast, which absolutely represent the two ethno-economic realities that for many years have entered agreements and contracts with the Albanian market;

It is time to achieve the BalkanBenelux initiative and to enhance the economic relations with neighboring countries like Macedonia or even Bosnia and Herzegovina, through mitigation policies that encourage the entrepreneurs of the neighboring countries.

Croatian Chamber of Economy on this edition was the emissary of the development of a country newly acceded to EU and similarly associated to Albania and to the current joint escalations. Unlike other years, the Chamber of Economy was presented in an institutional format, as a spokesperson of the Croatian companies seeking to fitting to the standards of an EU country, and that chose to indirectly be present at the Fair under the umbrella of the Chamber.



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The dynamic rhythm of Italian entrepreneurs (over 30) presents all sectors of cooperation and outlines the past and future of a long-term relationship.

Besides of the similarities with past editions, where the Italian way of living used to guide the industries of interior design and taste, the peculiarity to this edition was the interest of Italian entrepreneurs and strategic investors in the sectors of infrastructure, public works, natural resources, oil and natural gas.

The interstate agreements in the framework of implementing the TAP pipeline, awakened the interest of a group of entrepreneurs from the Puglia Region, organized under the auspices of Confindustria and ANCE-Italian National Agency of Builders.

Italian Parliament said "Yes" to the TAP gas pipeline agreement. The agreement aims to build a pipeline across borders, where the starting point will be Greece via Albania, and further to Italy. The investment will be made in Albania, and through the implementation of this project is estimated a budget of over 2 billion USD during its construction and operation will be employed over 20 thousand Albanian citizens.

Entrepreneurs from Hungary, France, Austria, Macedonia, Turkey, Slovenia, Bulgaria, Czech Republic annually present their willingness to invest and cooperate with Albania in the following sectors: real estate, building materials and factories, manufacturer of electrical materials, pipes for infrastructure and agriculture, waste water cleaning plants, metal and wood processing, etc.



Fair Invest

Tirana International Fair is the trace that shows the constant interest of foreign investors for Albania ", the statement of the Minister of Energy and Industry, Mr. Damian Gjijnuri definitely describes that segment of International Fair, represented by multinational companies from Italy, Greece, France and others, ready for serious investments in energy, gas and natural resources, transportation and infrastructure.



In the optimistic context of the development priorities and of creating favorable climate for concrete investments, Minister of Transport and Infrastructure , Mr. Edmond Haxhinasto was the witness in the first place of the implementation of one of the most ambitious projects: Shëngjini Europort, Adriatic Eagle, considered to be a key project with tremendous potentials for the development of Albania, Kosovo, Serbia, Bulgaria, and an initiative that was introduced for the first time at Tirana Fair, and which today has been granted the full support of the Government of Albania. The typology of visitors also dedicated to these sectors belonged to the operators and representatives of state institutions at the forefront of welcoming foreign investment and in providing necessary information for foreign entrepreneurs.

ALMEX 2013 – willpower to continue

It was not casual the exchange of commands with the Ministry of Defense, which this edition leaves room for the promotion of Ministry of Interior, to give time for the incubator of projects that will be displayed next year when membership in NATO would celebrate the first five years and the demands for collaboration will be subject to upgrading.

ALMEX 2013 - International Exhibition of Defense and Security, although in a laconic form in comparison with other editions, centered Ministry of Interior Affairs in front of International companies, and showed through a renewed image, a new generation of security forces, presenting the priorities of the institution, responsible recruitment, innovative technologies in the service of citizens and entrepreneurs.

With the key feature as the only event Business to Government in the field of defense and security, and the commitment of the Ministry of Interior and the defense and security authorities to interact with multinationals or counterpart institutions from France, Italy, Sweden, Czech Republic, proved once more the willingness for the continuation of this unique initiative in the future.



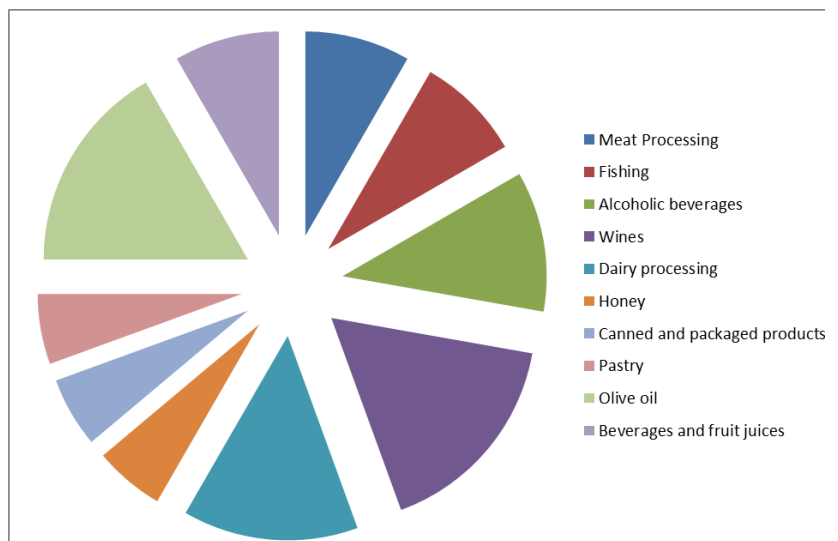


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AGROBUSINESS 2013 – Values of our land

"Agribusiness Pavilion" was empowered under the auspices of the Minister of Agriculture, Rural Development and Water Administration, Mr. Edmond Panariti and experience of Klik Ekspo Group, as a tribute to local entrepreneurs who intend to export high-quality products.

With the reconfiguration and expansion of the focus of the Ministry of Agriculture itself, the Pavilion far from being a mere showcase of products like olive oil, vineyards, wines and spirits, dairy, cereals and pastry products, zootechnics, livestock breeding, gastronomic tourism, became a "fertile land" for specialists who supervised in the spot the concrete development of the sector, but also for SMEs and family



businesses & crafts, which broadly represent agriculture and agro-processing and which see the participation to the fair as the only way for display and interconnection with a larger number of consumers beyond the local borders.

Geography of the Pavilion (every commune of Albania was represented by their products) once again confirmed that Agriculture remains the supreme sector in Albania, thanks to which with the appropriate management and development could be harvested sustainable development, as also promised by Minister Panariti: "to take all the necessary financial and institutional steps, to support the Albanian producers, to promote the products, to contribute in reducing the cost of your production, to increase competitiveness in markets, to protect production from unfair competition and do everything possible that Albanian products are present in the EU markets and beyond".

Focus of this edition was one of the subsectors with the most promising development potentials such as fishing: fishing tools and maps, processing, packaging, distribution and export were specific features, while alongside Albanian entrepreneurs, this subdivision also hosted outstanding Italian companies open to international partnerships and knowledge exchange with local entrepreneurs.



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Wine and Olive Oil Festivals, more than tasting, were parallel laboratories in which food specialists, sommeliers, in special environments, monitored for many days in a row products of the competition, to deliver the deserved vote and to award the wines "Kokomani" Durres, "Bardha" Marikaj, "Arber" Mirdita, "Kallmet" Lezha or Stone Castle and Bodrumi i Vjetër from Kosovo etc. and to praise the Association of Producers of Olive Oil, which constitutes the solid barrier against imported products.

Wine Festival and Olive Oil Festival besides spectacular values confirmed their initial goal, as the incentive to promote competitiveness, promoting and glorifying domestic product.



Visitors ' Profile:

Agribusiness Pavilion was seen by more than

30,000 visitors as a showcase of pan-Albanian local products, from those typically produced with the tradition of centuries ago, to new production technologies, growth and modernization of packaging standards and image. The need to have such a "race" that places the producer in front of the end user, also affected the visitors of this

Pavilion be filtered mostly by the typology Business - to-Consumers, including unprofessional and direct buyers but also Business - to-Business represented by the hotel and restauration sector entrepreneurs, Gastronomic tourism, etc., in a comprehensive campaign to the benefit of distributing the "Made in Albania" product inside and outside the country.



Inauguration Ceremony – invent in the event

20th Anniversary of Tirana International Fair , now known as a protected monument of cultural exchange and international relations, was presented magnificently between the two most representative historic Palaces of the country, the Congress Palace and the Royal Palace (Palace of the Brigades), thus joining the celebrations of 101 anniversary of independence and 69th anniversary of the liberation of the country.

Legendary Opera dialogues and exciting Ballet scenes " resonated " within the walls of the Royal Palace, by retracing history with a fashion show of costumes and characters who have generated art over the 60 years of Theatre of Opera and Ballet, an anniversary that OBT pleasantly shared in the presence of international entrepreneurs and exhibitors attending the inauguration ceremony, and hence showing the other side of the coin, the artistic side of Tirana International Fair .



A new order in the way of groundbreaking Tirana International Fair was the parade of uniforms of State Police Forces, since their foundation, as an artistic stretch that moves closer to the public , selected by the Ministry of Interior within the priorities that see police officers with the updated image and above all, closer to the citizens.

Grace Models Agency, colored Inauguration Ceremony with youth sparkles and fashion, elegance and charm, through spectacular fashion shows of the well-known brand "Sassofono".

While at the Palace of Congress, the inauguration were lit up until the closing of the Tirana International Fair, thanks to the devoted presentation in very-well organized stands, rich showcases and parades, flow of general visitors and visits of personalities and VIP friends.

Exhibitors' Impressions:

"THE FIRST THING I LEARNED OUT OF THIS FAIR WAS A TOTAL DIFFERENT IMPRESSION ABOUT ALBANIA ", ERNEST LIN, TAITRA REPRESENTATIVE



Taiwanese businessmen , who were part of the Tirana International Fair, regarded thier presence as very succesful. Ernest Lin, TAITRA representative - Taiwan External Trade Development Council of Taiwan says that during the days of the fair he met dozens of Albanian and international entrepreneurs , with whom he discussed cooperation opportunities both in Taiwan and in other countries. In the business meeting held with the President of the Chamber of Commerce and Industry, Mr. Nikolin Jaka has promised to work hard to increase trade exchanges between the two countries. "The current level of trade exchanges between Albania and Taiwan, is about 20 million US Dollars per year. We came to Albania for several reasons. No doubt, that one of them is the one for tourism. The second opportunity is to introduce in Albania various electronic devices. Taiwan products are absolutely among the qualitative ones, but also among the cheapest, which meets the requirements of Albanian companies and citizens. We do propose competitive products and equipment for spare parts for motorcycles and cars. One of the goals of our presence at Tirana International Fair is to also attract Albanian businessmen in international fairs organized in Taiwan".



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General Directorate of Customs joins Tirana International Fair for the first time following the policy of being closer and talking to businesses and the public. The main theme introduced in this event by the Customs is the Protection of Intellectual Property Rights, the focus, interest, consumer's protection, customs procedures and assistance that General Directorate of Customs can provide the companies about this important topic.

Quality and improvement of living conditions have been among the priorities of Klik Ekspo Group during the Tirana International Fair. Among the most active exhibitors who give importance to their presence by also giving value to the manifestation itself was one of the biggest companies in the region for production of equipment and installation of wastewater treatment plants, soil and air. One of the most successful projects promoted in the Fair is that of operating such a modern facility, through which Euro Construction Company Albania performs a full treatment of wastewater, turning it thoroughly into clean water.

This follows the implementation of the Government Program to create new standards in the administration and management of urban wastes, integrated studies on the treatment of wastewater, operation of all treatment plants of wastewater, establishing again an example of a partnership of private-public.

For the first time in an International Fair, Salus Hospital introduced as the new leader in the health market, with the mission to provide high quality health services to Albanian citizens, the theme that also permeated the conference **"Next Generation**

Medicine"

organized during the days of the Fair, with the participation of the most outstanding Italian physicians operating in Italy and who introduce in Albania the latest news about the



equipment and technology in the field of medicine.

EKSpokafe

A coffee to do business ... the business of making coffee ... To exhibit means not only to display products without touching them, and nor to taste without the comfort.. This is what we learned from the coffee entrepreneurs at their pavilions, which simultaneously reflected tough competition and a high level of professionalism in protecting the brand and loyal and regular clients.



Custom-made exhibition corners built with care and special attention to details, diverse combinations of rare wonders of coffee blends, kept focused exhibitors and visitors. Triumph is not easy for a sector, which imports raw material, but unlike the others, as also noticed in the exhibition pavilions, is among the only products that reached the customer in tandem qualities: good coffee and service to be praised. Besides various by-products and packaging of coffee, there were displayed equipment, machineries, spare parts for this industry. Examples : AMA Café , Lavazza , Moncafé , Faema , KRAKO , Harley , Regina , Nino Brown , Serrani etc.

The growing number of operators in the coffee processing industry and their commitment to occupy as much market as possible might have been affected by changes in the excise and customs duties on the raw coffee product and blended coffee. The reduction of the customs duties on raw coffee product, gives the opportunity to the coffee importers to increase the quantity imported. The removal of customs duty for this type of product is associated with the facilitating excises amount, which aims to reduce the cost in processing industry by also facilitating the business in question.

Art Station

Symbiotically created between art and culture, 20th November of Tirana International Fair, in the next stop of the promotion of books and literature, captured the attention of exhibitors and visitors with a special publication of the most beloved poet of Albanians.

"Dritero" Publishing House brings "The persecuted of love" (I përndjekuri i Dashurisë), a collection of the most beautiful love poems, written from 1960 and onwards from Dritëro Agolli. This book was introduced not only as the lack of such collection of poems, but also as a proof that the great poet Dritëro Agolli wrote more love poems than any other contemporary Albanian poet. The book was published as a gift of the spouse and children for the Poet's 82nd birthday- 82 years lived in poetry, prose, journalism and above all with the immense love for the family and all his loyal readers.





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Awarding Academy

This is the traditional spread of messages of hope and development, appreciation and humility to the business personalities, politics, art and culture, contributors to the development of the country and multiplying the Albanian values inside and outside the borders of Albania.

- **Mr. Ilir Meta , Chairman of the Parliament of Albania:**
"Gratitude for an active supporter and precious personality that has encouraged the development of the Exhibition Industry in Albania, sympathetic supporter of key stages of the evolution of this sector "
- **Mr. Edmond Panariti, Minister of Agriculture, Rural Development and Administration of Waters:"**
..for the implementation of the preset priorities, in the context of promoting local producers, the fast and sustainable development of the sector, through clear and successful platforms, with tangible results in Tirana International Fair, as well.
- **Carlo Bollino, Leader of the Free and Fair Media Group,**
"Gratitude for running a media group that updates impartially, with a high level of responsibility and announces the fast and professional news. Gratitude for the trust that he placed in Albania by glorifying the image of the country of the Eagles abroad.
- **Ernest Young, TAITRA –The Taiwan External Trade Development Council**
"On the organization of unmatched Pavilion of Taiwan for the first time, smart and measured selection of sectors to approach to the Albanian market, and for the foresightedness to consider Albania as a key bridge towards the Balkans and South - Eastern Europe ".
- **Nevenka Velinov , President of VELEXPO—**
"Gratitude for strengthening trade cooperation between Albania and Serbia and for the excellent contribution
- **Nikolin Jaka, Chairman of the Chamber of Commerce and Industry of Tirana**
" ... Serious commitment in leading the Chamber of Commerce and Industry, in promoting the internationalization of local entrepreneurs, building connection bridges and fostering foreign investment.. "



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Facts& Figures

- ✚ Quoting the Chairman of the Assembly of Albania, Mr. Ilir Meta, "this event was unquestionably an Overview of Development in Albania". For the organizers and co-actors, for the international and domestic exhibitors and visitors, the 20th edition of the Tirana International Fair , is the fulfillment of the following:
- ✚ Over 300 companies and international brands from over 20 countries worldwide and over 150 Albanian manufacturers were the real protagonists of the 20th edition of the Tirana International Fair, with the blessing of over 50,000 visitors;
- ✚ 35 % of products or services exhibited at the Fair were an absolute novelty for the the Albanian market itself : Asphalt Rubber, is a modified binder of at least 15 percent recycled and granulated elastic rubber in accordance with ASTM D6114 ; Redwell, heating of infrared radiation, etc.
- ✚ 75 % of exhibitors were manufacturers of the products displayed or direct representatives of factories;
- ✚ Over 25 % of visitors were international visitors, arriving mainly from Italy , Macedonia , Greece , Slovakia, and marking new flow of more than 20 % visitors in comparison to the 2012 edition (last edition of Tirana International Fair was dedicated to Albanianism);
- ✚ **Young entrepreneurs:** The age of Tirana International Fair age moves closer to the one of the entrepreneurs, who exhibited in small and medium enterprises. "Design by PANA" , a good example to the peers not only for the courage of personal initiatives , but also to increasing the social awareness through recycling projects and manufacturing wood furniture;
- ✚ **MediaPartnership :** 5 media partners covering the TV broadcasting and daily and online press, social media;
- ✚ **Source of income for Albania:** Fair generated more revenues for hotels and various service facilities in the capital, transport services, travel agencies, airline companies, mobile phone companies , etc.
- ✚ **Public Authorities:** Given the message of one of this edition's slogans to promote state-private Partnership, over 45% of trade visitors belonged to the leading staffs of the public administration and various institutions available to questions of potential investors;



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Coming Soon: 21st Tirana International Fair 2014

In the 21st edition of Tirana International Fair, due on November 22-26, 2014, Klik Ekspo Group will revise some of the organizational pillars of the event by multiplying the spaces dedicated to the Specialized Sectors, such as: Agriculture and agro-processing, infrastructure and building; textiles and contract manufacturers, etc..

While there will be preserved the tradition of State Pavilions with the long-standing flow of exhibitors from Greece, Serbia, Kosovo, Croatia, Italy, and return of the newest ones, Pavilion of China, Taiwan and Czech Republic. The peculiarity will be the return of Albanian Pavilion configured into the prominent entrepreneurs and institutions that welcome investments and are open to B2G interactions.

