

KLIK EKSPÓ GROUP

From our
BUSINESS HOMELAND,
towards & throughout
GLOBAL MARKETS!

TIRANA INTERNATIONAL FAIR
23-26 NOVEMBER
2017
TIRANA, ALBANIA
PALACE OF CONGRESSES

FOREWORD

Key-moments of the Tirana International Fair:

The 24rd edition of the Tirana International Fair, is striking under the spirit of a well-achieved previous chapter: *Balkans, Land of Contrasts ... nowadays, the Promised Land ...* 23rd Tirana International Fair was molded after this very slogan, reconfirming itself as the event which grants to Albania the assessment of the entrance gate to the Balkans, a reality of over 200 million consumers, accounting 75% of EU trade exchanges figures, a Region that essentially fulfills the European Union significance.

23rd Tirana International Fair, kept alive the tradition by bringing in Tirana entrepreneurs, professionals and trade visitors from over 20 international realities across the world: Albania, Italy, Greece, Slovenia, Montenegro, Bulgaria, Macedonia, Bosnia and Herzegovina, Croatia, Austria, USA, Hungary, People's Republic of China, Kosovo, Serbia, Poland, Cyprus, Turkey, Malta, etc.

Around 20,000 general visitors attended, out of which 40% were economic operators who participated in business meetings enabled by the specific formulas of trade missions integrated into the Fair structure, scheduled on-site visits and well-organized meeting agendas.

Beyond the figures, Tirana International Fair, proves to be a safe and trusted harbor for the international entrepreneurs aiming the Albanian and Western Balkans market, whereas for the local entrepreneurs, it becomes the research path for more favorable opportunities of being internationalized without any added cost.

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 from Public Entities and Enterprises • international Authorities from Public and Private Sector • local and international Press • academics and students

EXHIBITORS' PROFILE

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 • Education and Training services • Export Import Marketing and many more.

PARTICIPATION COSTS - STANDARD BOOTH

- Exhibition area according to Standard Stand Construction:
 - Ground Floor **170 Euro per sq.m + VAT20%**
 - First Floor **155 Euro per sq.m + VAT20%**
 - Second Floor **130 Euro per sq.m + VAT20%**
 - Underground Floor **145 Euro per sq.m + VAT20%**

PARTICIPATION COSTS – FREE EXHIBITION AREA

- Exhibition area, free unequipped area:
 - GroundFloor **140 Euro per sq.m + VAT20%**
 - First Floor **130 Euro per sq.m + VAT20%**
 - Second Floor **110 Euro per sq.m + VAT20%**
 - UndergroundFloor **120 Euro per sq.m + VAT20%**

As provided in the General Regulation of Participation.

- Each exhibitor should pay the Insurance Fee of **160 Euro**,
- Each exhibitor should pay the registration fee: **180 Euro**.

EXHIBITION AREAS – PALACE OF CONGRESSES

Exhibition areas in the Palace of Congresses are situated in 4 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 STAND CONSTRUCTION

Shell-scheme: wall-to-wall carpet; writing out the name of the company/organization in front of the stand; 1 table and 3 chairs for every 9 m²; information counter, electrical connection to transfer-case; 1 projector for 3 m²; plug; (Shell-scheme can be upgraded with additional elements according to the exhibitor's needs and exigencies).*

EXHIBITION'S TIMETABLE:

- Exhibitors can arrange their stands on the 23rd full day, and 24th until 13.00 o'clock.
- 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).

SERVICES INCLUDED IN THE EXHIBITING PACKAGE (WITH NO EXTRA PAYMENT)

- Publication of the data and short profile in the Official Catalogue of the Fair: Alphabetical List and special dedicated Chapter ;
- Entrance Badges for the responsible staff of the booth: 4 pc. for every exhibitor
- Entrance Badges for Delegations and Guests: 30 pc. for collective Participations
- Publication of the map, stand numbers and coordinates of the Pavilion in the Official Visitors Guide;
- Publication of the program/agenda of the Pavilion in the Official Almanac of Events;
- Invitations for the Inauguration Ceremony;
- Invitations for trade visitors: to be managed by the exhibitors;
- Cleaning Service of common areas;
- Security Service during the night and the closing hours of the event.

OPENING CEREMONY

The first day, November 23rd is dedicated to the **Opening Ceremony**, which will be held according to the following program:

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.

Venue: Palace of Brigades (Royal Palace)
Time: 19.00
Description: Ceremonial runway, Albanian traditional cultural show and cocktail-buffet.

CULTURAL COLLATERAL EVENTS:

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:

- 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:

- ❖ **Package 1:** Each company can choose to have an Agenda of 15 meetings to be executed in 4 days. Price: **1.200 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.

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)

SERVICES Provided (in case exhibitor separately demands)

• 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

SAMPLE OF ALL-IN-ONE EXHIBITION 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** such as the best rated hotels such as **Sheraton Tirana Hotel** and Towers, a splendid five star hotel in the Green Park area of the capital, very few steps walking from the Palace of Congresses, and with very special rates for our exhibitors; and **Tirana Intenational Hotel** situated in the main square 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.);

24th Tirana International Fair Cradle:

- **Gallery of States**

As a fruitful fusion of business and foreign direct investments opportunities, Tirana International Fairs, pay attention to the voices of entrepreneurs and state institutions arriving from 20 countries worldwide, by considering Tirana as the Natural Gate to the Western Balkans. Gallery of States is blossoming for the Expo Nations Pavilions, international entrepreneurs gathered by the origin criterion, keen to interact with Albanian and SE Europe partners.

- **Energy Fullscreen - International Salon of Power and Energy**

Organized under the special care of the Albanian authorities. Energy Fullscreen, will be introduced with a new concept as reinforced by the milestones stirred by the demands of international investors of the sector to have a broader picture about the investment opportunities and providing smart solutions for energy and energy efficiency, proposals of alternative resources (among which the use of gas with the construction of the TAP makes up the historical milestone. The Salon became already a milestone for the professionals and authorities of the sector belonging to the regional markets of Energy and alternative energy solutions..

- **International Salon of Construction, Transport and Infrastructure**

Expo Transport & Infrastructure, is introduced in cooperation with the Ministry of Transport and Infrastructure, to have a thorough picture about the investment opportunities in Albania for the priority sectors: government authorities of road transport, air and marine transport, posts & telecommunication, road circulation, national road construction; protagonists, investors and implementing enterprises will have face to face contacts with regulating government authorities; by the meetings with the present investors at the Fair or other guests they will learn about the opportunities, tenders, projects in the vital sector of infrastructure and transport.

- **Salon of Furniture & Interior design**

A selected group of exhibitors that propose furniture; furnishing solutions for the home and business facilities; interior design and furnishing of public facilities; interior and exterior design; processing of wood for building materials, doors, windows; up to home textiles and upholstery.

- **InstaConsumer:**

Situated in the Underground of the Palace of Congresses, InstaConsumer is literally dedicated to the frenetic needs of consumers for fashionable and glamour products, free time spend wisely, art and culture corners, books and movies – libraries and movie theaters.

Peculiarities: *Among the special events preceding the Fair Opening, will be the CEFA (Central European Fair Alliance) Steering Committee Meeting, which will be hosted for the second time in Tirana, by Klik Ekspo Group, a CEFA member since 2009.*