



23RD EDITION OF TIRANA INTERNATIONAL FAIR

24-28 November 2016
Palace of Congresses

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“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.

In our perpetual journey, we have tried to organize events that challenge the economic crisis, which affected the region and inevitably Albania, and because of which entrepreneurs are trained to detect new business solutions and long-lasting partnerships.



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, Taiwan, 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.

Ahead of the challenges of international fair and exhibition industry, Tirana International Fair showed that success lies in the identification of face-to-face meetings, showcasing of the products and bringing them closer to the end users, introduction of patents and new technologies and on-site testing: valuable contacts achieved for the producers of electronic solutions; meeting schedules that anticipate long-term investments for the Joycare Group, which plans the opening of manufacturing realities, thus cutting distances with China and Asian countries; investors from Serbia who through Tirana International Fair recognized the other side of Albania, open to collaborations; Hungarian and Polish entrepreneurs and government authorities of these countries that are willing to share their experience of the first years as members of the European family with Albania, which is experiencing the years of major transformation.



CHAMBER OF COMMERCE AND INDUSTRY OF ALBANIA - SERBIA, START OF A JOINT MARKET IN THE WESTERN BALKANS

For a time span of 15 years, the entrepreneurs from Serbia considered Tirana International Fair as the clear identifier of trade relations between our two countries. It is not by chance that Tirana International Fair is naturally attached to the mutual commitments and initiatives of governments and intergovernmental institutions fostering economic and social relations, such as Nis Economic Forum (October 2016), which preceded one of the milestones of enduring importance for both countries like the creation of the Joint Trade-Industrial Chamber of Albania and Serbia.



Tirana International Fair has been chosen as the most significant platform to celebrate the establishment of the joint Trade-Industrial Chamber of Albania-Serbia and the opening of its headquarters in Tirana, in the presence of over 25 entrepreneurs and exhibitors to the Pavilion of Serbia, and a delegation of prominent investors, being punctual with their presence in the second decade of Tirana International Fair, with open calls for cooperation in the domains of construction, infrastructure and transport, food, agriculture and livestock solutions, but also for eco-tourism.



SERBIAN ENTERPRISES WITH EYES ON ALBANIA

There are now exactly 12 years since 2004 that the Serbian entrepreneurship stands at the top of the statistics of companies that are interrelated with the domestic counterparts with a focus on light industry, agriculture and livestock, textiles, furniture, metal processing, always as organized under the auspices of the Chamber of Commerce and Industry of Serbia, USAID, and Veleexpo. Besides tourism and energy, the Serbian Chamber of Commerce sees investment potential in Albania in construction projects, but also in search of new markets.

- By signing the foundation charter, the President of the Chamber of Commerce and Industry of Serbia, Mr. Marko Čadež distinguished the establishment of the Joint Trade-Industrial Chamber of Albania-Serbia in Tirana as an important step in the history of economic relations between our two countries. Joint benefits are visible and tangible, considering that only after a short time from the Nis Economic Forum held in the presence of the two Prime Ministers of the countries, who vowed for the creation of the Chamber, today it became a reality.
- Asper the Vice President of the Chamber, Mr. MirosljubAleksic, soon the preliminary talks and negotiations between entrepreneurs, will give way to the materialization of important bilateral investments.
- Minister of Transport and Infrastructure of Albania, Mr. Sokol Dervishaj greeted the establishment of the joint Trade-Industrial Chamber of Albania-Serbia, and in his address speech said that the formalization of the Joint Chamber Albania-Serbia will bring the two countries' businesses contributing more than we politicians do for the economy. Economic diplomacy, exchanges, increasing the level of investment and business cooperation between Albanians domestically, but also the Albanian regional business and wider, it is a very important element that we all should keep in mind in the work we carry out. In this global economy, small countries like ours, as there are all the countries of our region, at the time of exceptional economic changes, exchanges and volume of work, are too small to compete alone or with each other. We must work together, we need to invest together, need to share together, not just to know each other better, but to move ahead and progress all together close to one another.
- The vice president of Albanian counterpart of Joint Trade-Industrial Chamber, Mr. Luan Bregasi, stressed that thanks also to Tirana International Fair, this precious annual meeting point for the entrepreneurs of Serbia, it is broken the ice of interaction and an extraordinary climate of cooperation prevails, which led to the creation of this joint institution.
- Chairman of Parliamentary Committee on Production , Mr. EduartShalsi appreciates the exchange of experiences for the consolidation of Chambers of Commerce by considering them into functional and collaborative institutions, and an example of the success of this debate raised so far, is the creation today of Trade-Industrial Chamber of Albania-Serbia.
- The power of such initiatives lies in improving the business climate, and promote trade exchange and mutual investments between the countries with the explicit vision of creating the joint Market of the Western Balkans. A joint action plan to facilitate trade and transport across the Western Balkan countries, will start off with the support of the World Bank



POLAND, THE STRONGEST ECONOMY OF CENTRAL EUROPE AT TIRANA INTERNATIONAL FAIR

Polish entrepreneurs for many consecutive years chose to participate and exhibit their products at Tirana International Fair through the care of Trade and Investment Promotion Section of the Embassy of the Republic of Poland in Rome and in coordination with the Embassy of Poland in Tirana. Through the most important event of the year, Poland meets economic diplomacy by displaying at Tirana International Fair first proposals in the field of territorial planning, city development, construction, food industry, food safety, etc. Economic exchanges at over 4 billion Euros in the last five years between Poland and Albania, the increased number of Polish tourists on the Albanian beaches and tourist attractions (they are ranked first among foreign visitors in Albania), the willingness of the Polish Government and Institutions to support and assist Albania in the process of joining the European family, are facts which are confirmed by the constant interest of Polish exhibitors and authorities to be present at Tirana International Fair, where long-term collaborations and deals are developed.



Despite the indirect participation formula of Polish businesses represented by the Trade and Investment Promotion Section of the Embassy of the Republic of Poland in Rome, Karol Meat Factory Sp. Zoo, chose participate directly, displaying an open interest to cooperate with Albanian entrepreneurs in meat processing industry, livestock and poultry breeding, as well as processing and production of by-products, like sausages, smoked meats, etc, thus



expanding its distribution network across Europe in the entire Ho Re Ca chain.

Institutional booth of Poland at Tirana International Fair, was preceding the joint Polish-Albanian Economic Forum organized in Tirana by the Polish Agency of Investment Development, in the presence of Prime Ministers of the two countries, an event that took to a higher level the social and economic connections between Poland and Albania. The project of establishing a new direct airline that will connect Tirana to Warsaw in the spring of 2017, will help to accelerate and multiply trade relations but will also further increase the number of mutual visitors and tourists.

The next edition of Tirana International Fair, will host Polish exhibitors who are now preparing the best proposals to network with Albanian counterparts in the field of transport and infrastructure, defense and security, agricultural machineries, plastic industry, light industry, manufacturing, etc.



HUNGARY, ONE OF THE FIRST COUNTRIES THAT APPROACHED ALBANIAN MARKET THROUGH KLIK EKSPÓ GROUP



Shortintro: Since 1995, Hungary took part in the trade fair organized at that time at the Pyramid (International Center of Culture) with the braveness of a business Columbus starting a journey in the Balkans through Albania. That was the second year that Klik was organizing fairs but confidence to succeed defeated the distrust or hesitation for a new organizer, with little experience, but with great passion and determination to serve at the best the mission it had undertaken. Pecs Expo was the first cooperator that paved the way for stronger and long-term part-

nerships with the future associates of industry of fairs and exhibitions, such as MacLine, and in the recent years, Klik gained the trust of Hungarian state institutions, such as HITA, HIPA of MNKH Hungarian National Trading House Cls. and clusters and sectorial trusts.

Under the organization of the Hungarian National Trading House MNKHCl. Hungary joined with over 10 companies, representing sectors in which Hungary insisted for several years be able to penetrate in the market: building materials, electrical materials and lighting



industry, agro-food, or even companies already established in Albania and for many years now are naturalized with the Albanian market.

Hungary's participation in this edition of the Tirana International Fair, was a reflection of the prolific climate of cooperation both on the commercial level as well as in that of building partnerships between the government authorities. The presence at the Inauguration Ceremony of the Minister of State for Environmental Affairs, Agriculture and Hungarian Development, Mr. Zsolt V. Nemeth, in coordination with Hungarian Embassy in Tirana, and His Excellency Mr. Antal Heizer, Ambassador of Hungary in Tirana, underlined the advanced stage of cooperation and reducing trade distances between the countries. Hungary has been constantly interested in

Albania's integration into Europe, and is ready to share its valuable experience especially in matters of environmental protection and agriculture technologies and solutions. "The trade Fair is regarded as an old and important communication tool between the nations, and also in Hungary, as in any part of Europe, we appreciate this long tradition to share our products with those who live far from us. "Even today, I consider this fair to be an excellent opportunity for Hungary to communicate above all with the Albanian people, and not only with the language of business," said Minister Nemeth.



Pavilion of Hungary Innovations:

Arundo Celullóz Kft.: presentation of Hungarian reed technology, the company's patented invention for the production of pellets and biomass for energy.

UB Mechtrans Kft.: manufacturer of premixes, animal feed, cereals and ingredients controlled and tested by Hungarikums.

Hungarikums world was finely introduced in a Gourmet Evening (at Xheko Imperial), a gastronomic journey through high quality Hungarian products, spices and flavors.

ADVANTAGE AUSTRIA ALBANIA:

Tirana International Fair, 'catalyst' to promote investments in Albania



Austria has always shown a growing attention towards Albania, and this is visible by the serious investments in important sectors and services, such as banks; energy; insurance market, etc. Whereas this year, the Austrian investors have been pointing at new sectors like agriculture and tourism, as areas in which they see big investment opportunities. At Klik Ekspo Group Fair, 7 Austrian companies were presented through the Austrian Chamber of Commerce in Albania-Advantage Austria Albania.

With its about 110 offices in over 70 countries, provides a broad range of intelligence and business development services for both Austrian companies and their international business partners. Advantage Austria Albania for over 15 years supports Austrian investments in Albania and provides information and other services for Austrian companies that are interested in the Albanian market.

**GREECE, REPRESENTED IN THIS EDITION BY
CHAMBER OF PIERIA**

Greece-Chamber of Commerce and Industry of Pieria, by the biannual presence, does not hesitate to present in this edition of Tirana International Fair companies focused on food products, solutions for agriculture and livestock, wine production, finished products, but also building materials, wood processing, etc. Chamber of Commerce and Industry of Pieria is a local organization of businesses and companies in Katerini aiming to develop and promote the interests of local companies.

Under the auspices of the Office of Commercial and Economic Affairs of Embassy of Greece in Tirana, exhibitors

from Greece or those represented from local partners have always proved the continuation and strengthening of trade relations and exchanges between the two countries. This edition of Tirana International Fair confirmed the size and power of an unaltered trade cooperation, as in every international event organized by Klik Ekspo Group, when thanks to the auspices of the Chambers of Commerce of Thessaloniki, Ioannina, and other regional institutions in support of businesses are welcomed the Greek entrepreneurs. At the same time, the long and close cooperation and partnership with Helexpo-Thessaloniki International Fair has enabled mutual participation in Tirana as well as Thessaloniki of companies from both countries.



EVERY YEAR, BOSNIA AND HERZEGOVINA, TAKES A GROWING AND REAL INTEREST FOR THE ALBANIAN MARKET

Tirana International Fair is selected from international institutions of business support to reach on the right time and by the most efficient instruments the Albanian partnerships and economic realities. Foreign Trade Chamber of Bosnia and Herzegovina is a testimony of the success of this "deal" related with Tirana International Fair by assisting the associate members to facilitate the process of recognition and familiarity with the Albanian market and research of friendly spaces in the sectors of furniture and wood processing, agriculture, transport, etc. Aida Vidimlic, export representative for "Foreign Trade Chamber of Bosnia & Herzegovina", states that Bosnia & Herzegovina for almost a dozen editions, presents an average of 10-15 companies with the immediate goal 'to enter the Albanian market.

One of the examples of successful companies from Bosnia and Herzegovina in Albania, participating in the past editions of Tirana International Fair, is the renowned Energoinvest Group (state owned), which is implementing in the Albanian part the Line of High Voltage Kosovo-Albania, a collaboration between Kosovo Electricity Transmission, System and Market Operator (KOSTT) and the Transmission System Operator of Albania (OST).

Economic and trade relations with Bosnia Herzegovina are significantly supported by a number of agreements and memorandums in force, including: Agreement between the Government of the Republic of Albania and the Government of Bosnia and Herzegovina for the removal of double taxation and prevention of fiscal evasion; Agreement on the Mutual movement of citizens with identity cards, etc.



ITALY - NATURAL WINNING DEALS

Italy, "Il belPaese", has been easily integrated into Tirana International Fair since the genesis of the manifestation in 1994, bringing in Tirana a wide range of sectors, such as: coffee and typical products, construction materials, smart solution for energy and transport means, furniture and Italian style, interior design, fashion and luxury goods, manufacturer of electronic equipment for personal care, and healthcare, as well as defense and security solutions.

"We made it", was the phrase President Divella greeted the first Fair E.A. Fiera del Levante in Albania in 1997, and the answer after more than twenty years, comes from over 25 "Made in Italy" companies in this edition, representing the region of Marche, Puglia, but also the Tuscany and Lazio, thus confirming that we have been growing together with the first overseas entrepreneurs that embraced the Fairs in Albania.

In particular, in this edition are highlighted the proposals on energy and alternative resources, thus ranking Italian companies primarily for offering economic solutions and conscious use of power.



VALPAIN - FAIR MET OUR EXPECTATIONS

Valpaint spa, besides the display of high-quality paints and building materials, introduces for the first time through Tirana International Fair, a completely new line of cosmetics for the Albanian market.

"The Exhibition was successful for us; We had very positive feedback from hundreds of selected contacts among which, architects, constructors, distributors, etc. We worked a lot for the preliminary stage in cooperation with the Office of ICE (Italian Trade Agency), and were greatly supported by our local partner. I believe that we achieved our goals out of the participation in the Fair", remarked Mr. Spadoni, representative of Valpaint spa.



“JOYCARE”- FIRST SUBSIDIARY IN THE BALKANS WILL BE ESTABLISHED IN ALBANIA

Multinational Group, Joycare, has decided to expand its program in the Western Balkans by the partnerships and connections achieved at Tirana International Fair: in a remarkable display of the autonomous floor, there have been showcased over 600 different types of products and services. Already present in 45 countries, the first subsidiaries of manufacturing in the Balkans, will open exactly in Albania.

Daniel Rizzo, President of “Joycare”, praised the organization of this fair as an opportunity for each participant regardless of the sector to which it belongs, because it builds connections and cooperation between businesses from different countries. “It is a privilege to see how the synergy of Tirana International Fair merges with the goals that we have preset for our Group to create soon a manufacturing reality in Albania. The meetings that we had with the Albanian companies, those from Kosovo, Macedonia, Montenegro, as for the distribution of products, as well as for engaging in the establishment of joint ventures in the future, make us confident that our first investment in Albania will start in one year”.





PEOPLE'S REPUBLIC OF CHINA, "ONE BELT, ONE ROAD" INITIATIVES

This is the 4th year that entrepreneurs from the People's Republic of China, Region of Shanghai and Ningbo, organized by the Council for Foreign Trade, continue their journey in Tirana, looking for partnerships in strategic sectors like transport, metallurgy, electrical materials and construction, as much as chemical industry, but also in education and training, books and culture. Eight companies from Zhejiang Province, Ningbo, located in the south of China, an area where every year in June, companies from the countries of Central and Eastern Europe, including Albanian companies participate in the international fair in the context of the initiative of economic and cultural cooperation 16 + 1 and "One belt, one road". In the point of view of Hu Ying, representative of Ningbo Cehl International Exhibition Co.,Ltd, co-organizer of Pavilion of China at Tirana International Fair, China considers as very attractive the Albanian market. Participating companies have attracted the Albanian consumer, since their products are suitable for the Albanian market due to the quality and prices. Meanwhile, companies from the textile industry have shown interest and will be participating in the upcoming exhibitions.



Important Chinese companies that already invested this year in Albania, in concrete terms in the concession of Rinas International Airport "Mother Teresa", and Bankers Petroleum oil concession is also purchased by a Chinese company. With the involvement of these big companies the chances to attract other investments even by Chinese private companies are higher. The Chinese government has expressed the willingness to support Chinese investments in Albania through two concrete cooperation programs similar to the 16 + 1, or the initiative "One belt, one road" and Klik Ekspo Group is the best business card to create a contact point between the Albanian economy and foreign companies of the partner countries. Mrs. Hu Ying is following step by step the progress of Chinese companies in the Albanian market and points out that Tirana International fair reflects at the best the situation in Albania; the fact that the economy is moving forward, growing and developing. "In this Fair, I can see international companies and I am sure that they will serve as a good incentive for the economic development of your country. As far as I saw, I can say that there was sufficient movement and flow of visitors by these days, while there was an interesting and diversified presentation of products and services, which I think are useful and necessary for the consumers and the economy.



KOSOVO INTRODUCES ITS PROMINENCE

Kosovo has the peculiarity of representing producers in the first place, with construction materials, heating systems, food and agro-processing industry, manufacturing of polystyrene, wines and liquors, among which stands out the return of the well-known group from Kosovo, Devolli Company, as well as companies as represented by their Albanian partners, "Bodrumi i Vjetër" Winery, FERPLAST, Flexograf, etc.



TECHNOLOGICAL SOLUTIONS FROM SLOVENIA

Companies from Slovenia, have fervently approached Tirana International Fair in the recent years, presenting particular products and technologies ever proposed ever Tirana, thanks to the efforts of diplomats of both countries and the demands of the Slovenian investors themselves, who see as very interesting the penetration into the Albanian market. Providing assistance and useful information to encouraging interactions between the countries, is also set in the Memorandums of Cooperation, such as the Memorandum made between the National Investment Agencies, i.e. Albanian AIDA and the Slovenian counterpart, SPIRIT, which will soon lead to the establishment of a Joint Business Council Slovenia-Albania.

Prominent investors like LOTRIC Metrology, with 25 years of experience in developing and offering metrology solutions - calibrations; Tevel Company specialized in finding innovative solutions to gas and leak detection problems in mining industry; Tribotim offers services in the field of lubrication and high-quality lubricants, as well as Aklimat specialized in the production of radiators, were some of the reknowned representatives from Slovenia at Tirana International Fair.



STATE INSTITUTIONS SHOWCASE THEIR ACHIEVEMENTS

EXPO TRANSPORT & INFRASTRUCTURE

Under the auspices of the Ministry of Transport and Infrastructure, even at this edition of Tirana International Fair, state enterprises in the framework of projects for the improvement and revitalization of transport infrastructure in all forms, were presented to testify on the latest achievements, but also to build strong connections between public authorities and private entrepreneurs both from Albania and from the Balkans: introductory meetings with CIP Institute of Transportation of Serbia, present at the Exhibition, or the presentation of signing one of the most important achievements in the air transport like the establishment of a new low-cost line in cooperation with Hungarian Wizzair, considered as an historic agreement between the Minister of National Development of Hungary, Mr. Miklós Seszták and Mr. Sokol Dervishaj, Minister of Transport and Infrastructure. Achievements of Civil Aviation Authority, State Road Authority, Port Authority of Durrës, Authority of Water and Sewage, included other appealing stops in which private or state interest groups could receive the necessary information, at the well-organized booths and impressive presentations offered by the devoted staff and human resources.

ENERGY FULLSCREEN

Energy production and distribution, serious investments in the improvement of the distribution network, proposals of "smart" solutions for the customers, are frequent topics not only for the professionals but also primarily for the consumer himself and for the wide public. To assist the public with a abundant information, KESH, OSHEE and Ministry of Energy and Industry itself, chose the participation at the Tirana International Fair, as the most efficient instrument of promotion and approach to the end user: Albanian Power Corporation, as the only producer of electricity in Albania, participates at a reconfiguration and unmatched investment moment, increasing the efficiency in production, etc., as OSHEE, the closest operator to the public, chooses the presentation at Tirana International Fair to build a direct dialogue with the consumers, by offering efficient solutions in response to the buyers and enhanced customer service, with the latest smart technology, among which "OSHEE Mobile".

FOOD & AGRICULTURE

Ministry of Agriculture, Rural Development and Water Administration participated at Tirana International Fair as the international event in which over 40% of international companies presented at Gallery states, propose new solutions and technologies for ag-



riculture, livestock, irrigation infrastructure, environment-friendly solutions- to make tangible for the interested entrepreneurs but also the general public, the programs and funding for the development of agriculture. Through the Project GIZ-Sared, a project funded by the Government of Denmark and Germany, was presented the scheme of Grants "SARED" for the Support to Agriculture and Rural Economic Development in Disadvantaged Mountainous areas, by the respective applications where economic operators will thereby benefit investments in updating agricultural machineries, production lines and plants, agricultural equipment and machineries, etc.

TOURISM AND LOCAL DEVELOPMENT

Among the multifaceted sectors which seek promotion through Tirana International Fair, Tourism is the one that attracts the attention of entrepreneurs and international visitors: it remains high the interest for investments in tourism infrastructure, education and training of the labor force in tourism, for the abundance of attractive tourism packages. Through Tirana International Fair, Albania is promoted for the Albanian people rather as a motif of pride, and for the foreigners as an added value to wider economic and trade opportunities.

For Mr. Ardit Çollaku, General Director of the National Tourism Agency - NTA, which presents for the first time the new Multimedia Platform at Tirana International Fair with rare footage from the nature of Albanian culture, the interest and fascination of international visitors has been maximal. One of the goals of the Agency is also to encourage and promote domestic tourists, keeping tourists in the territory of Albania, as the diversity of cultures and traditions of Albanian provinces, especially the culinary peculiarities, hospitality or nature, have not yet been discovered and exhausted by its own nationals.

SUCCESS STORY:

Korça - Promotion of the City, as a Tourist Attraction

An annual Postcard from the City of Holidays and Serenades, Korça, the center of culture and education, Korça of the Carnivals and cultural values. Participation to Tirana International Fair for many years in a row, is the best choice for Korça Municipality to promote the City and bring culture, values and traditions of the city and county closer to national and international public. The traditional and modern architectural values are intertwined so naturally in Korça, and public awareness of the importance of tourism as a factor in economic development of the city is growing day by day. Investments in infrastructure and tourist services are proceeding at a faster pace, as well. The growing number of entrepreneurs in the service industry, accommodation, food service, agro-processing, etc., and their heading to Korça, is happening simultaneously with the city's development and the increase of tourists in every season of the year.

Exhibition space was divided between local institutions of Culture and Tourism, presentation of natural attractions of the city, monuments of culture, monuments of worship, rich annual artistic calendar, gastronomic uniqueness, a selection of the most prominent entrepreneurs that through the impact of their work in the development of the area, awakened the interest of international visitors during the Exhibition days.

ROYAL PALACE, NATURAL BACKGROUND OF TIRANA INTERNATIONAL FAIR INAUGURATION



Based on the tradition, Inauguration Ceremony of the most important international event of the city, becomes a symbol of the celebration of entrepreneurship achievements in the domestic and international community. The first meeting point for international entrepreneurs arriving for the first time in Albania is the Palace of Brigades: before the handshaking and business deals, they meet the Albanian counterparts in the best of them. Even this edition, National Ensemble of Songs and Dances, opened the celebration by involving all the participants in the music and dances of centuries. For the international exhibitors, Albania evokes culture with the same grandeur of a country that offers immense business opportunity.



Even in this edition, the background of Tirana International Fair Inauguration Ceremony, was Palace of Brigades -also known as the Royal Palace, the symbol of Tirana buildings where the past, present and future of architectural heritage meet. Palace of Brigades, reflects the contribution of Italian architects who have worked in Albania in the years 1930 - 1940, for its design and implementation. It was first conceived by architect Giulio Bert as King Zog Royal Villa, and further completed by Gherard Bosio as a military residence. Today it is known as the Palace of Brigades, and is the main residence of the Albanian Government receptions.



WINNERS STAND OUT FROM THE CROWD AWARDING CEREMONY OF "GOLDEN EAGLE" MEDALS

Tirana International Fair is proud to be the missionary of promotion and internationalization of the values of Albania and the Albanians; to express appreciation to the personalities of business community, politics, arts and culture, contributing to the development of the country and promoting Albanian values inside and outside the country, Klik Ekspo Group, on the day of the opening of the event, awarded the selected personalities with the Medal "Eagle Gold".



To: **Mr. Sokol Dervishaj** - Minister of Transport and Infrastructure
"With appreciation and gratitude to the visionary initiatives of reform in the revitalization of infrastructure potentials, in conjunction with private enterprise.

Minister Dervishaj quite modestly stated that: "I personally believe that I do not deserve so much honor and appreciation that you give me, because all the important duty and devotion, I do not feel that we have done enough to develop, move forward and strengthen the Albanian business. What you do during the fair, with all the friends and representatives of the countries across the world and who have come to Albania to show their capabilities and potentials, it is a lot bigger than what we do. We should really take example from you. "

To: **Mr. Kadri MORINA** - President of EUROSIG SA

Visionary and brave Albanian initiator of free enterprise in 1991, an example of the success and achievements of Albanian investors, gratitude for the kindness shown for the development and promotion of culture.

For **Mr. Zef BUSHATI** - for the rich multidimensional career in arts, politics, social life, and for spreading the culture and values of Christian civilization.

To: **Mr. Miroljub Aleksic** - Deputy Chairman of the Chamber of Commerce Serbia - Albania

Representative of the investors from Serbia that keep trusting and investing in the Albanian market by fostering interaction and socio-economic relations.

The special moment of evening, the National Council of Firefighters and Voluntary Forces of Italy, awarded the Medal of Gratitude to **Mr. Luan MUHAMETAJ**, President of Klik Ekspo Group "For the contribution and merits for acts of solidarity in favor of volunteering, becoming a point reference to the community in which it operates, and in the Italian community in a critical moment for Italy in particular after the earthquake that affected the Marches District".

BOOKS IN THE PLACE OF HONOR AT THE FAIR

Tirana International Fair is always introducing initiatives and projects in Literary and Research Publications, dignifying books and reading: while in the era of Smartphones and TV the time for reading is never enough, Tirana International Fair proves that the love for the books is never ceasing.

- "Dritëro" Publishing House, brings an evolution within the genre, the Jubilee editions launched on the 85th anniversary of Dritëro Agolli, as the works that foreshadow his creativity culminations, came in the form of DeLuxe editions. When it comes

to a Cultural Heritage, the content of the work has the priority, but the new editions see beyond the content, by satisfying the needs and sensibility of the passionate readers. Therefore,



the Jubilee editions proposed by "Dritëro" Publishing House, came "like a treasure" both in their form and in their content. Pavilion of "Dritëro Publishing House" was an Enlightenment at the Fair this year, where his fans could browse the Jubilee editions ("Shkelqimi dhe Renia e Shokut Zylo- "The splendor and fall of Comrade Zylo"; "Prit dhe Pak" - "Wait a little"; "Kalorësi Lakuriq" - "Naked Night"; "Pleshti" - "The flea") and see on the screen the unique works and poems narrated by the Poet.

- "Burri i Odes Dibrane" ("The man of Dibra Chamber)", a publication of UET Press. A Grand Master who sets a memorial of another Great Master: Bujar Kapexhiu surprises with the monograph for rhapsodist from Dibra, Hazis Ndreu. Kapexhiu has found an original way to describe the beloved and popular rhapsodist by summarizing the stories of friends, artists, composers, writers, actors in one single book, and accompanied masterfully by Bujar Kapexhiu's cartoons. The book was presented at Tirana International Fair, in the art space dedicated to the exhibition of over 50 works of Master Bujar Kapexhiu, impressive character caricatures of public personalities and vices of society.
- "I have tried to demystify the embedded historical errors. I tried to find answers and information about specific topics and personalities in the archives of the Central Archives of Serbia and SASA ". This is how Petrit Imami, the author, sums up his research book "Serbs and Albanians over the centuries," the work promoted at the Exhibition by the Joint Chamber Albania - Serbia, at the Pavilion of Serbia.

FAIR IN CANVAS

Business is turning to art through Tirana International Trade Fair as the colors of art are merging with the business figures at Pavilion

of Art: a selection of the best works of watercolor artists showcased in a unique exhibition-the preface of the 2nd International Watercolor Biennale organized by VIZart and International Water-



color Society Albania in 2017.

ELITE 2015-2016 - MASTERS OF WATERCOLOR

"Masters of Watercolor" Exhibition at Tirana International Fair, presented the top watercolor artists from across the world. Well-known names like Zhou Tianya (PR China), Miran Kim (Korea), Olga Litvinenko (Russia), Atanur Dogan (Turkey / Canada), Amir Kapoor (India), Krasimir Todorov (Bulgaria) and many others masterfully introduced the colors and their cultures from distant places. The exhibition organized by the Cultural Association "Vizart" paved the way for 2nd Watercolor Biennale to be held from March 12th to



April 12th, 2017, where 400 outstanding artists from 64 countries will remarkably exhibit in Tirana.

FABULOUS 2016 - Helidon Haliti

Another dimension dedicated to the Art of the brush: Personal Exhibition of the well-known painter, Helidon Haliti, was launched as a continuity of his collection, and was mainly presenting his new works in oil and acrylic. The painter presented 40 works, 18 of which were compositions.

START-UP AND EVENTS:

"3D technology is the future of the fashion industry" - this was the slogan accompanying the fashion shows with 3D printed apparel, in special designs and patterns, taking advantage of the tech-

nology used for the first time in the Balkans by "Onus" House of Fashion and 3B Army. The dresses are manufactured and printed by special high-tech machineries, and all of them are customized after a long and accurate printing process.

SPECIAL FEATURES:

The dedicated formula of Trade Missions organized in parallel with the Exhibition, revealed the efficiency of speed business meetings through well-organized agendas. An average of 20 meetings per day, made between the top-managers from Albania, Kosovo, Macedonia and Montenegro, proved to be the beginning of the first contracts for distribution, raw materials, production and distribution of products of companies from Italy and Cyprus, which joined the Trade Mission "Business at its best", integrated at Tirana International Fair on November 24th and November 25th.

The Trade Mission was organized in the designated "Business Ateliers" areas in the underground level of Palace of Congresses, and gave the first drive to the Albanian market for the Italian companies, such as DIATECH operating in the pharmaceutical sector; TesMed, operating in the textile industry with famous brands, known as "Baci Stellari by Valeria Marini" and Xbakko; By Nice, introducing food products, sweets and ice-cream; as well as the meat production and meat processing company from Cyprus, Kostas Zaharia Ltd.

IN THE EYES OF INTERNATIONALS:

23rd Tirana International Fair, based on the groundbreaking events and astonishing figures, was honored by the presence of high-profile visitors: Albanian Government was represented by ministers and deputy ministers, ie. Ministry of Transport and Infrastructure, Ministry of Defence, Ministry of Energy and Industry, Ministry of Agriculture, Rural Development and Water Administration, the Albanian Parliament; representatives of friendly governments, such as Hungarian Minister of State for Environmental Affairs, Agriculture and Hungarikum Development, Mr. Zsolt V.Nemeth; diplomatic corps and international organizations as represented in the State pavilions or closely connected to Tirana International Fair: His Excellency Mr. Alberto Cutillo, Ambassador of Italy, Ambassador of Poland Mr. Karol Bachura; Ambassador of Republic of Serbia, Ambassador of Slovenia Mrs. Lea Stancic and Deputy Ambassador Ms. Lea. Šiftar Maša, Deputy Ambassador of the Federal Republic of Germany Mrs. Anke Holstein, Chargé D'affaires at the Embassy of PR China, Mr. Lian Gang and Mr. Bai YunBin Political Advisor, Commercial Counsellor of the Embassy of Turkey, Mr. Halis Kaya, etc.

In the region's media and wider the events happening at Tirana International Fair were accurately reported in the Serbian daily Kurir, Italy's RAI Tre, Kosovo Press, and also published on the most popular and visited online portals.



ON THE SPOTLIGHT!

Tirana International Fair, is the only international event in Albania approved by UFI - Global Association of the Exhibition Industry, and year by year is committed to keep the standards imposed by UFI, and progress in the industry along with over 650 members from over 83 countries worldwide. In this context, 23rd edition, was subject to the statistics and data auditing process performed by the ISF - Institute of Fairs Statistics Certification, based in Bologna. In order to follow this process, during his on-site work at the exhibition stands, Mr. Mauro Ferri, ISF inspector, expressed a positive feeling while observing the overwhelming participation of International Companies, and such details show the development stage and that Europeanization Albania is experiencing.



COMING SOON:

24th edition of Tirana International Fair, will be launched on the basis of a continuous and unmatched success platform, from November 23rd to November 26th, 2017 in the Palace of Congresses, Tirana. 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.

MILESTONES:

In the first part of the year, Klik Ekspo Group in collaboration with regional partners, will organize the second edition of "Industry & Service in Southeastern Europe", on May 11/12/13, 2017.