

**FINAL PRESS RELEASE****TIRANA INTERNATIONAL FAIR, A CELEBRATION OF TRUSTFULNESS**

Getting most popular year after year, the 18th edition of International Trade Fair of Tirana, a creation of the UFI Member Company Klik Ekspo Group, from 25-30 November 2011, was baptized in unison by exhibitors and visiting celebrities and high personalities as the **Albanian International Trade Fair**.

Thanks to its serious commitments through 18 incessant years of success, the Albanian International Trade Fair was approved to be integral part of the main events occurring in the occasion of the **100 CENTURY OF THE ALBANIAN INDEPENDENCE IN 2012**.

For many years, Tirana International editions save a leading position in the Albanian and furthermore Balkan and Southeastern Europe Industry of International Trade Fairs, taking into account the active membership of Klik in important Alliances such as CEFA – Central European Fair Alliance and EASE- Exhibition Association of Southeastern Europe. This steadiness is achieved thanks to impressive investments in time and commitments in unifying the Tirana International Trade Fair philosophy with the one leading to an attractive Albania as country of opportunities.



**“THIS FAIR, IS AN IMPORTANT EVENT FOR OUR COUNTRY!”**, Albanian Prime Minister Sali Berisha declared at the opening ceremony of the 18th Edition of the Tirana International Fair at the Palace of Congresses. Present at the Ceremony, the European-MP Francesco de Angelis said: **“businessmen and leaders of European enterprises have valued the work of Klik throughout the years because that is where they have gotten to know about the opportunities and ways to start a successful business in Albania.”**

## EXCHANGING EXPECTATIONS AND PARTNERSHIPS

During the **Fair-Week**, the Albanian capital was literally invaded by about 400 well known exhibitors and more than 20 different country flags were raised in the internationalized premises of the Palace of Congress. Bet on attractive new exhibitors and visitors from all over Balkan and Europe countries.

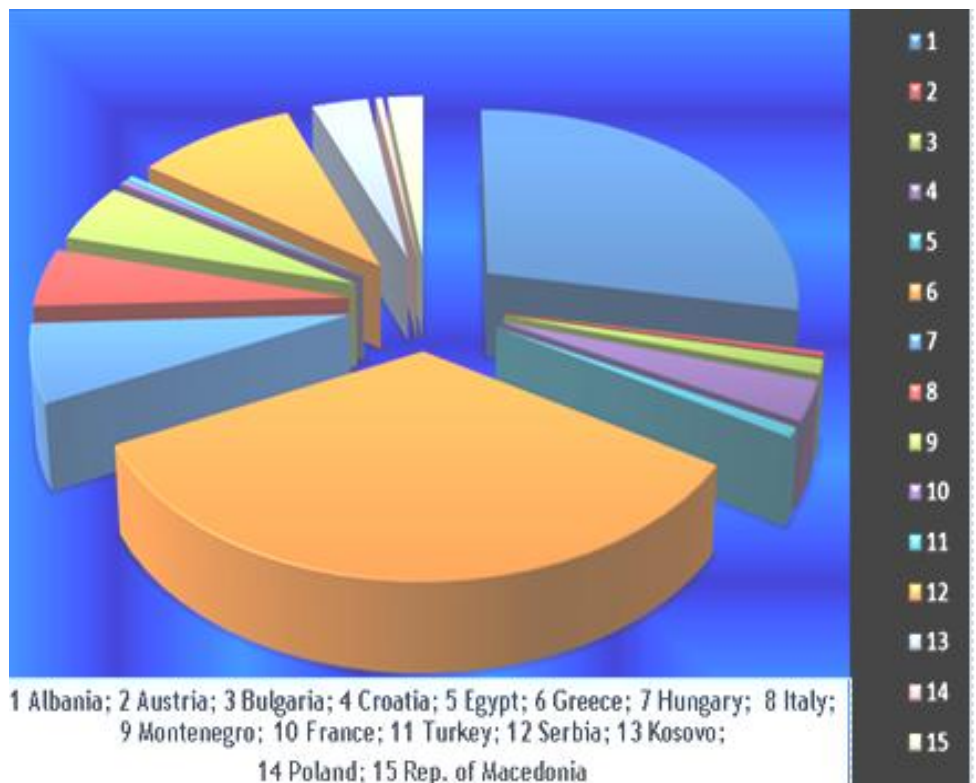
For our regular exhibitors, Tirana International Fair is an opportunity to strengthen their credibility and image, for newcomers of business it's a chance to declare itself loudly: Albanian entrepreneurs shown once again that the Europeanization process has enabled them to face the new globalization area and compete face to face with worldwide giants arriving from Greece, Austria, Italy, France, FYROM, Serbia, Kosovo, Turkey, Poland, Croatia, Bulgaria, Hungary, Montenegro, focused either to extend their business in Albania, to deepen their collaboration with Albanian partners or to find new Albanian partners which would enable the companies to enter in the Albanian and Balkan markets.



This contented international get-together of business and interpersonal reactions, was achieved thanks to the keen support of our partners: Thesaloniki International Fair, Interexpo, the Hungarian Ministry of the Economy and the Agency for Foreign Investments, MAC-Line, Velexpo and USAID from Serbia, the Croatian Chamber of Commerce, the Montenegrin Chamber of Commerce, Expo-Group and Velis from Bulgaria, and other partners worldwide.

### **HELLENIC LION'S SHARE,**

(almost 100 exhibitors arriving from Greece, as per the chart below) confirms once more the strength of an existing and close partnership that at the same time indicates that business can function and produce a healthy symbiosis: while an increased focus on the Albanian market by important companies in strategic sectors **such as construction, metallurgy, energy, agro-business, environment, real-estates, tourism, telecommunication.**



## **BUSINESS TO AL-BUSINESS, CHALLENGING THE CRISIS**

Efficient B2B meetings made it possible for Albanian professionals to gain prospective business contacts and to open new possibilities for their business, by interacting with decision makers from Greece, Hungary, Italy, Serbia, FYROM, Kosovo, Croatia. Through well-organized face-to-face meetings, Tirana International Fair, offers to the protagonists the possibility to communicate personally with experts from all over the world and to receive first-hand information about the opportunities of the SouthEastern Europe market.



### **Tirana International Fair “ignores” the economic crisis in Greece**

The Albanian-Greek Business Forum meets during the Tirana International Fair. Tens of Greek businesses found what they were lacking for months. Meanwhile, security for their investments and the success of their activities has been offered to Albanian enterprises as well. **The Albania-Greece Business Forum was one of the gates opened to Greek investors participating at the 18th Edition of the Tirana International Fair.**

Participants of this forum were able to sign cooperation contracts between companies in the construction, mining, foods and technology sectors. Many of the participants at this forum told journalists that they were able to find potential clients both at the fair and during meetings with other businessmen. It would seem that the motto “**challenging the crisis**” with which about 100 Greek businesses came to Tirana have found their place because products by Greek companies fit with the market demands in Albania.

### **Hungarian investors: time to look at Albania as a serious economic partner in the region!**

The second day of the 18th Edition of the Tirana International Fair was named the Hungarian day, initiated by the Hungarian ambassador in Tirana Mr Janos Huszar and the Chairman of the Tirana Chamber of Trade and Industry Mr. Nikolin Jaka. As an expert of the investment opportunities and potentials in Albania for Hungarian businesses, the Hungarian ambassador said that this is the right time to look at Albania as a serious economic partner in the region. In his speech, Mr. Huszar pointed out that commercial relations have been weakened in recent years however the search for new markets makes of Albania a potential place for investments. The presence of the Hungarian entrepreneurs in the Tirana International Fair, was an achievement of the cooperation with the Hungarian Agency of Foreign Trade and Investments and the Hungarian Ministry of Economy.



### **The Results of the Klik Ekspo Group Fair are Tangible**



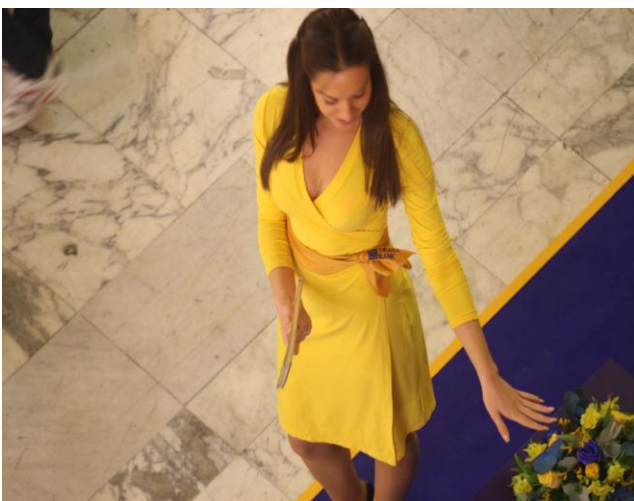
The Albanian-Serbian Business Forum, can only be regrouped in the speech of H.E. the Ambassador of the Serbian Republic to Tirana, Mr. Mirojub Zariç. “I see many old faces here, but also new ones which means that we are now more than last year and thus have more cooperation opportunities as well. The results of the Klik Ekspo Group fairs are tangible. All the information that you receive during the Tirana International Fair days are free, but they are even more priceless for you and the terrain where you operate”.

## **TIRANA INTERNATIONAL FAIR, DESTINATION “BUSINESS & BARGAINS”**

More than 32.000 visitors have been registered in the 18<sup>th</sup> edition of Tirana International Fair. The percentage of professional visitors “exploded” the statistics, since besides the trade operators participating in prearranged B2Bs, almost **70%** of the entrance figures belongs to the decision makers trying to get in contact with the exhibitors. Registered Trade Visitors are arriving from: Montenegro, Greece, Republic of Serbia, Kosovo, Italy, Macedonia, Croatia, Slovenia, Austria. ***This improved flow of professional visitors is due above all to the very investment of Klik, in time, promotional activities and human resources efforts in order to open a special window to all trade operators seeking for partnership: during the year, Klik together with the partners worldwide have constantly contacted and animated the trade-visitors participation through special invitation and by making easier the access to the Fair which remains mostly a B2B oriented Fair.***

“We are more than satisfied. Participating at the Tirana International Fair, was the most profitable investment for our group of companies, say the **CHINT Group** representatives, operating in the Energetic and Hydro-Power Plants sector. During the days of the Fair, we have received many demands and distributions requests from businessmen visiting our stand at the Fair”.

The most interactive and far-reaching visitors were those seeking for the main sectors which were steady present at the Fair, such as: **energetics, construction, mining, alternative sources energy, chemical industry, agro-industry and irrigation systems, environment, furniture, sailing infrastructure, big-works infrastructure projects, wind energy plants, financial institutions ect.**



Youth and nonprofessional visitors were present in an improved flow: environment protection initiatives, bike-tours, music and show attractions, free time articles, books and reviews make possible the betterment of the youth presence in the fair, by giving to the Albanian International Fair, the inner spirit of “growing up young!”.

Household equipment’s and furniture, jewels, fashion, consume articles attracted the remaining part of the visitors of the Fair, which was gratified by the “bargains” of the Shopping Salon.

## **THE BUSINESS EAGLE – AWARDS AND APPRAISALS**

At the closing of the 18<sup>th</sup> Edition of the Tirana International Fair, following a tradition established for several years now, Klik Ekspo Group welcomes the reviews and expectations of hundreds of participating businesses and visitors in all the editions it organizes to honour special personalities for their special merits and public and private activities related to these exhibits, the socio-economic development of the country, and in the arts and culture fields.

In a special reserved meeting conducted at the Prime Minister's Office on 1 December 2011, the President of Klik Ekspo Group Mr. Luan Muhametaj, accompanied by foreign and Albanian entrepreneurs, also expressing the wishes of all the business participants at this Fair, awarded Prime Minister Sali Berisha with the "Golden Eagle of Business". The motivation focuses on the merits and foundational contribution that Prime Minister Berisha has given for the membership of Albania into NATO, the free movement of Albanian citizens through the removal of visas with EU countries, for the reforms undertaken by his government and the economic development of the country especially with regard to the fiscal facilities afforded to businesses.



“ Your work and the activities that you organized, the Prime Minister said, are very important and a contribution to attract foreign investments”. Prime Minister Berisha thanked Mr. Muhametaj for the excellent work done with the continued and periodic organization of international fairs as major events promoting Albania and its investment potentials. The Prime Minister emphasized that it is at the centre of his attention and that of his government the establishment of a centre for international fairs to facilitate the organization of activities of these international standards of major importance to the economic development of the country.

Form the other hand, H.E. the President of the Republic of Albania, Prof. Dr. Bamir Topi emphasized "the importance of organizing such activities, since they contribute to the identification of Albanian entrepreneurs and businesses in the unfolding of their marketing strategies, and exposure of products, technologies. Investment plans of foreign entrepreneurs in the Albanian market should not recognize borders. " President of the Republic, Prof.Dr. Bamir Topi received at a special meeting in the headquarters of the President, a group of foreign entrepreneurs, representatives of various companies from Greece, Serbia, Hungary, Italy, participating at Tirana International Fair. The event was attended also by H.E. Ambassador of Greece in Tirana, Nicholas Pazios and President of the Chamber of Commerce and Industry of Tirana, Nikolin Jakaj.



**P**resident TOPI:  
**Klik Ekspo Group Fairs, better every year!**

During his visit at the Tirana International fair, after getting acquainted with the industrial, agricultural, food, medical products and latest construction technologies, President Topi talked to different investors about their business achievements, meanwhile congratulating the work, efforts and important initiatives of various Albanian and foreign companies, and especially those from Kosova, Montenegrin and Macedonian entrepreneurs, but also from Balkan countries.



**Minister of Economy, Trade and Energy Mr. Nasip Naço welcomes in a special meeting business representatives from the Tirana International Fair.**

Tens of businessmen, foreign personalities and participants at the 18th Edition of the Tirana International Fair, organized by Klik Ekspo Group, representatives from the Croatian Chamber of Commerce, Velexpo, Thessaloniki International Fair and other were welcomed by the Minister of Economy, Trade and Energy Mr. Nasip Naço in a special meeting.

“I am very glad that such events, internationally certified, are being conducted annually in Tirana. Personally I am of the view that it was only the foreign investments and businesses that

through their activities helped Albania face successfully the negative effects of the economic crisis in several European countries. I regard your work highly and guarantee that the Ministry of Economy will be you support in Albania”.

**T**he liberalization of visas and the complete reformation of the Civil Registrar have brought about many visible facilities for citizens and businesses. Taking advantage of this major reform which removed the borders and opened the way for millions of people, **Klik Ekspo Group has awarded Deputy Interior Minister Mr. Ferdinand Pone with the “Golden Eagle of Business”.**

“This award by Klik Ekspo Group comes as a encouragement to become even more dedicated to the reforms undertaken by our country. I believe that this is a very good time for Albanians. The government has been at the forefront of the efforts that Albania has undertaken and this is how it should be. We are happy more than ever that we are carrying out an old desire of Albanians. I would like to thank you Mr. Muhametaj because your represent a well-known company, but also serve as an independent observer”



**THE ART & ART OF DOING BUSINESS**



One of the best surprises at the 18th Edition of the Tirana International Fair, was the presentation of **Albafim, former Albanian State Movie Studio**. A large space was devoted to Albafilm, which soon will become the **ALBANIAN MUSEUM OF THE 7<sup>TH</sup> ART**. Objects included several decade old cameras, film rolls carrying original recordings, clothes worn by famous movie personalities memorized by all were among the objects exhibited at the Albafilm stand.



**An illustrious visitor,**  
 one of the most remarkable-writers of Albania, Dritero Agolli :  
**"Art enriches this fair and make it breath!**

Business enriched with art and culture, represents the fact that the organizers and participants have not merely a material interest. but also to propagate interest in culture and various arts.



“We responded positively to the call of Klik Ekspo Group to participate in the initiative **“Let’s Go Green”** and in our stand you can find nice products, which are totally fine production from different waste and recycled articles.

During the Fair, we have been in any exhibitor’s stand and gathered many packages. Here with us, you can see cardboard tables, photo holder and other items that were produced with packaging that the exhibitors gave us during the show” says Ened, the **EcoVolis** representative.



**Z**ero Positive, introduces for the first time in the Albanian market **“Segway”**, which represents a unique combination of great visibility, interaction and mobility, and above all is an ecologic and eco-friendly vehicle.

## KLIK & SOCIAL RESPONSIBILITY



**T**irana International Trade Fair demonstrates once more its social responsibility by getting closer to the community in need, and relevant issues. A special corner **Angle** offered to the **National Network Services “Hope”**, was one of the moments that shows the avant-garde philosophy of Tirana International Fair.

Besides, Defence of Animals through the presence of the ARA Association, another interval-oasis in the multitude of other activities closely related to entrepreneurship and business.