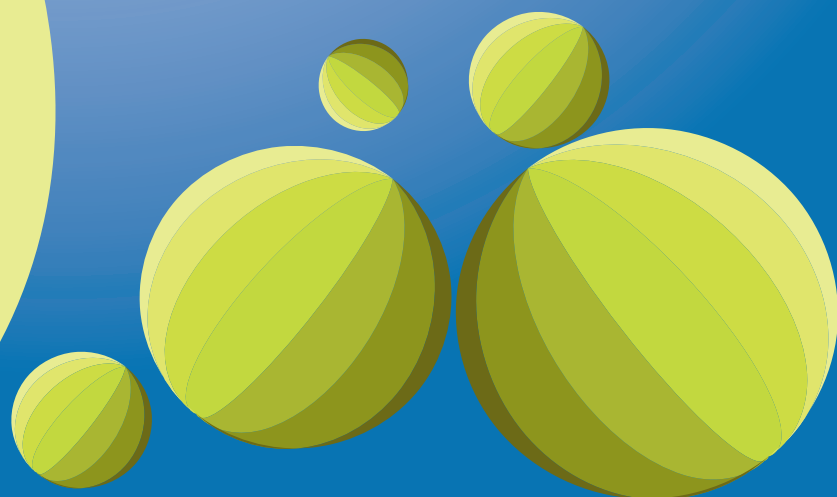


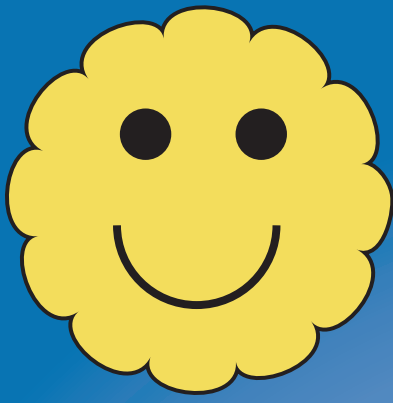
A yellow banner with a wavy, ribbon-like shape, containing the text 'HoReCa Fair Albania' in black and '2015' in red.

HoReCa Fair Albania
2015



HORECA[®] Fair Albania
2nd edition
February 27 - March 01, 2015
PRESENTATION





Country
Profile



HoReCa
Fair
Albania



Venue



Useful
Information





country profile

General Information

- * Surface area: 28,748 km²
- * Length of coastline: 316 km
- * Capital city: Tirana
- * Currency: Albanian Lek (ALL)

Political System

- * The Albanian government is a parliamentary republic
- * It's President since 2010 is HE Mr. Bujar Nishani
- * It's Prime Minister since 2013 is HE Mr. Edi Rama

Location

- Time zone: GMT +1 hour
- * Situated in south-eastern Europe
- * Borders the Adriatic and Ionian Seas
- * Directly borders Greece, Macedonia, Kosovo/a and Montenegro

Climate

- * Albania has a mild climate with 270 to 300 days of sun per anum.

Population

- * Language: Albanian
- * Total population: 2.8 million (2012 data from INSTAT)
- * Median age: 31.2 years (2013 data from CIA Fact book)
- * Literacy rate: 96.8% (2011 data from CIA Fact book)

Natural Resources

- * Albania is a country that is rich in natural resources.
- * Key resources include petroleum, gas, bauxite, chromium, copper, iron ore, nickel, salt and timber.
- * It also has the potential to produce significant amounts of water, wind and solar energy

Economic Trade Integration

Albania benefits from extensive Free Trade Agreements with:

- The EU
- Central Europe (through CEFTA)
- Europe (through EFTA)
- Turkey

This gives investors free access to over 600 million customers.

Albania is also a member of World Trade Organization (WTO) and applies WTO rules to all import licensing.



doing business in Albania

ONE-STOP SHOP MODEL

- *Registration of a new business in Albania only takes 24 hours
- *It only costs 100 Lek (<Eur.1)
- *Albania also has fast and transparent business licensing through its National Licensing Center

INVESTMENT OPPORTUNITIES

- Albania has a range of public-private investment opportunities
- *It also has a range of opportunities in stable and growing sectors such as:
 - Renewable energy, Tourism, Mining, Agriculture, ICT services

FAVORABLE TAX SYSTEM

- *Albania's corporate tax rate is only 15%
- *The progressive personal tax rate is between 0% and 23% for high earners
- *Albania has double taxation treaties with over 30 countries

A GLOBAL-RECOMMENDED TOURIST DESTINATION

- *Albania was listed fourth on the New York Times "52 places to go in 2014"
- *It was a top destination Frommer's Travel Guide 2012

FREE MARKET ACCESS

- *The Albanian economy is completely open and characterized by fully liberalized trade
- *It is among the most resilient southeastern European economies
- *It was the only economy in the region that did not enter recession during the global economic crisis

BUSINESS-FRIENDLY ENVIRONMENT

- *Albania provides tax benefits to investors in key strategic sectors
- *It also has an attractive incentive scheme for investors
- *There is an efficient online tax system
- *The country's legal framework for business is fully compliant with EU legislation

Double taxation treaties are currently in force with the following countries:

-Austria-Belgium-Bosnia and Herzegovina-Bulgaria-China-Croatia-Czech Republic-
-Egypt-France-Greece-Hungary-Italy-Kosovo/a-Latvia-Macedonia-Malaysia-Malta-
-Moldova-Montenegro-Netherlands-Norway-Poland-Romania-Russia-Serbia-
-Slovenia-South Korea-Spain-Sweden-Switzerland-Turkey-United Kingdom-
-Ireland-Germany-Singapore-Qatar-Kuwait-

Albania has bilateral agreements on the promotion and protection of reciprocal investments with the following countries:

-Austria-Belgium-Bulgaria-China-Croatia-Czech Republic-Denmark-Egypt-Finland-France-Macedonia-
-Germany-Greece-Hungary-Israel-Italy-Luxemburg-Malaysia-Netherlands-Poland-Portugal-Romania-
-Slovenia-Sweden-Switzerland-Tunisia-Turkey-United Kingdom-United States-



Brief description

HORECA FAIR ALBANIA IS THE FIRST DEDICATED TRADE FAIR IN ALBANIA.

Targeting the biggest market segment as HORECA is, the HORECA Fair Albania is going to be for sure the biggest international trade fair in Albania.

In this second edition, the venue will be at Tirana Expo Center, which offers us and all exhibitors and visitors the proper infrastructure required for an exhibition.

With 13000 SQM covered exhibition area, and 15000 SQM outdoor area, Tirana Expo Center will be able to organize the three-day event of the 2nd edition of HORECA Fair Albania, being not only fruitful but also a pleasant place.

HORECA – AN IDEAL BUSINESS PLATFORM.

Currently there are thousands of Albanian companies selling their products and/or services for hotels, restaurants, café shops and catering.

With the new HORECA Fair Albania, Event Market Ltd provides an ideal business platform for this attractive growth industry.

For this 2nd edition, Event Market Ltd is expecting approximately 250 exhibitors and roughly 25,000 visitors in the HORECA Fair Albania 2015.

We are expecting exhibitors from countries like Greece, Italy, Serbia, Kosovo, Montenegro, Macedonia, Czech Republic, Bosnia and Herzegovina, China and Croatia.



Industries/Areas

The new trade fair appeals to manufacturers and commercial enterprises from the area:

-Food and beverage

The products range from raw materials, convenience products, meat, poultry, vegetables up to seafood, dairy products, snacks and sausages.

-Beverages

Beverage producers, retailers, importers and distributors, including beers, winery, non-alcoholic, fruit juices, water, energy drinks etc.

-Technology

In this category you will find products and services from packing, filling, kitchen equipment, washing machines, security systems, programming, cooling.

-Financing

This includes, financial services providers/ consultants, as well as banks with offers and investment products and/or leasing.

-Cleaning, Hygiene

This includes the cleaning service companies, hygiene products, uniforms, perfume and fragrances.

-Interior and Exterior

Shading systems, wall décor, interior & exterior designers, furniture, painting, linens, mattresses, carpets, garden, building materials, environmental technologies, table equipment, pools and water processing.

-Halal Pavilion

For the first time a Halal pavilion will be held in HORECA Fair Albania 2015.



Venue

Tirana Expo Center is the first professional exhibition center in Albania. It offers about 13,000 sqm covered exhibition area, 15,000 of outdoor area used for parking or outdoor storehouse, 800 parking lots, 8.5 m of indoor height. Its geographic position gives easy solutions in transport of the goods, is easy reached from the Tirana International Airport or Durres Seaport.

HoReCa Fair Albania 2015, is one of the first Albanian exhibitions which will be held in this center.

TIRANA
expo
CENTRE

15,000 SQM
area

13.000 SQM
area used for exhibition
and event purposes

8.5 m
indoor height

800
parking lots

FIRE FIGHTING
system

CENTRAL AIR-CONDITIONED
on the whole building

CONFERENCE HALL

GERMAN-BASED STANDARD
for commercial buildings

INDUSTRIAL FLOOR

NATURAL LIGHTENING
4.5 Ton/sqm



USEFUL INFORMATION

Tirana International Airport:

Tel : 00355 4 2381753
Fax: 00355 4 2381536
Mobile: 00355 692022005
SITA: TIAAPXH

E-Mail: odm@tirana-airport.com
web: www.tirana-airport.com

Emergency calls:

International emergency service: 112
Medical emergency: 127
Fire brigade: 128
Police: 129
Traffic police: 126
Night drugstore: 04 2222241
Radio Taxi: 04 2244444
04 2255555
04 23 77777
04 22 33327

Links:

-Albanian Ministry of Trade and Economy
<http://www.ekonomia.gov.al>

-Albanian Investment Development Agency:
<http://aida.gov.al>

-Albanian Tourism Agency:
<http://www.akt.gov.al>

-Albanian Ministry of Foreign Affaires:
<http://mfa.gov.al/>

HoReCa Fair Albania

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