



Tirana on June the 28th, 2016

**Subject:** Presentation of:  
TIRANA INTERNATIONAL FAIR, 23<sup>rd</sup> edition  
UFI Approved Event  
24<sup>th</sup> to 28<sup>th</sup> November 2016 – Palace of Congresses

### *Foreword*

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#### - **Key-moments of the Tirana International Fair**

The 23<sup>rd</sup> edition of the Tirana International Fair, is striking under the spirit of a well-achieved previous chapter: balanced between geography and geo-economy, brought at 22<sup>nd</sup> edition of Tirana International Fair, exhibitors which represented the Balkans, ESE-Eastern and Southern Europe, and on the other hand, Mediterranean countries and Central Europe participants. Tirana International Fair hosted 280 exhibitors, out of which, 95% are direct exhibitors, whereas the rest are brands represented or indirect exhibitors, coming from over 21 countries across the world. Over 20,000 visitors attended the Show, in spite of the contractions caused by the global distress that did not leave the Albanian and region's public indifferent. Over 7,000 trade visitors with specific interests for chosen sectors or enterprises participating at the Fair were recorded. The upcoming 23<sup>rd</sup> edition of the Tirana International Fair, is going to be submitted to the analysis of the ISF – Institute of Trade Show Statistics, under the Guidelines of UFI – Global Association of the Exhibition Industry.

### *Exhibition Area – Palace of Congresses*

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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*

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*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 m<sup>2</sup>; information counter, electrical connection to transfer-case; 1 projector for 3 m<sup>2</sup>; plug; (Shell-scheme can be upgraded with additional elements according to the exhibitor's needs and exigencies).*

### Participation Costs - Main Ground Floor / Option 1 – Standard Booth

- Exhibition area according to Standard Stand Construction:  
Unit price **170 Euro per sq.m + VAT20%**
  - Every exhibitor should pay the Insurance Fee of **160 Euro**, as provided in the General Regulation of Participation.
  - Each exhibitor should obligatorily pay the registration fee: **180 Euro**.

### Participation Costs - Main Ground Floor / Option 2 – Free Exhibition Area

- Exhibition area, free unequipped area:
- Unit price **140 Euro per sq.m + VAT20%**
- Every exhibitor should pay the Insurance Fee of **160 Euro**, as provided in the General Regulation of Participation.
- Each exhibitor should obligatorily pay the registration fee: **180 Euro**.
- Standard stand construction unit price: 30 Euro per sq,m (or additional costs for the personalization according to the graphical projects).

### 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 during the opening days;
- Cleaning Service of common areas;
- Security Service during the night and the closing hours of the event.

### OPENING CEREMONY

The first day, November 24<sup>th</sup> 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.

The transport of exhibitors, attendees and invitees from the Palace of Congress to the Palace of Brigades and vice-versa, is offered by Klik Ekspo Group. On 24<sup>th</sup> in the before noon hours, we are planning to organize an Economic Forum for national and international exhibitors. We will notify and confirm you the format of the Forum as earliest we decide it.

### EXHIBITION'S TIMETABLE:

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- Exhibitors can arrange their stands on the 23<sup>rd</sup> full day, and 24<sup>th</sup> 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).

### BUSINESS ATELIERS:

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- 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 (in dates 25-26-27-28 November);
- ❖ 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%**
- ❖ **Mega Package:** another solution that we would suggest expressly for National / State Pavilions is the "Mega Package" including 40 meetings to be shared among the Exhibitors of the same Pavilion.  
The price for the Mega Package: **3.200 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.

### CULTURAL COLLATERAL EVENTS:

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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.

### 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)

### 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 / Sectors of Goods:

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.

### 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) Gala Dinner • Conference Management • Creative Concept • Event Planning and Management • Venue Selection • Hotel/Accommodation • 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 [Marketing & Communication] • 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

### Ongoing Confirmations:

For the 23rd edition of the Tirana International Fair, we are happy to notice how governments and state decision-making institutions of various countries are the ones that through the Tirana International Fair open new trails of approaching the social and economic reality of Albania such as: TAITRA - Trade Taiwan External Trade Development Council), CCITP - Chinese Foreign Trade Promotion Council, Shanghai Region, HIPA - Hungarian Investment Promotion Agency, Trade Promotion Division of the Polish Embassy in Rome, Embassy of Israel in Albania, Croatian Chamber of Economy, Bosnia Herzegovina Chamber of Commerce, and other ongoing relations which are now the core of success of State Pavilions at Tirana International Fair .