



ORGANIZATION OF INTERNATIONAL TRADE FAIRS, EXHIBITIONS, FESTIVALS, CONGRESSES

**KLIK  
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**THINK GLOBAL, EMBRACE DIGITAL**  
**28<sup>th</sup> Tirana International Fair ♦ UFI Approved Event**  
1-4 December, 2022 ♦ Tirana – Albania

Dear Sir/Madam,

I am delighted to invite you to participate in the 28th Tirana International Fair to be held from 1<sup>st</sup> to 4<sup>th</sup> December 2022, at the Palace of Congresses, Tirana – Albania. As a UFI Approved Event, Tirana International Fair is organized under Klik Ekspo Group's *hallmark*, leader of the professional trade exhibitions in Albania.

Tirana International Fair annually has become the networking hub cherished by more than **250 exhibitors** and **18.500 visitors** (*statistic of the last edition despite global restrictions*) arriving from 15 countries and representing leading companies keen on sharing knowledge and news solutions in many sectors: construction, renewable energy, agriculture, security, and digitalization.

For our **Exhibitors**, Tirana International Fair is not only the business temple to showcase their products and technologies in a larger market encompassing the Western Balkans and the entire Peninsula, but a meeting point with **Trade Visitors** representing governments, policymakers, industry leaders, consultants, and experts, while being warmly welcomed by the **Albanian hospitality** spirit as well as the friendly government approaches to foreign investments and exporters.

This edition, the 28<sup>th</sup> Tirana International Fair, is shaped under the leitmotif "**Think Global, Embrace Digital**", as a response to the pace of the global markets interweaving and becoming more cohesive by the day, in the era of the *meta-business* and digitalization. *Please find here below further information on how to be part of the Tirana International Fair.*

We look forward meeting you this December in Tirana,

Luan Muhametaj

President

Elona Agolli

CEO

## THINK GLOBAL...

- The sequel of *Balkans without Economic Frontiers* brings back together with the State Pavilions of Kosovo, Serbia, North Macedonia, Kosovo, Montenegro, Bosnia and Herzegovina, as this year's edition will be launched under a new geopolitical perspective, once again placing Albania in the position of a catalyst for changes and improvement in the Region.
- **EU countries**, the welcomed return of the Turkey National Pavilion, as well as Greece, Italy, and Hungary, are showing the intense readiness to cooperate within the Balkans, witnessing tangible commitment to extend their investment span in the area already promoted as a unified market, open to acquiring new strategic investments in different fields.

This edition of Tirana International Fair will cross through the sectors, economic and geographical arguments, and will bring together entrepreneurs and investors representing:

- **Cutting-edge sectors:** health and medicine, civil emergencies, food safety, customer care, regardless of company profiles, information technology and new efficient communication solutions;
- Priority sectors: *infrastructure, energy, transport, communication, public works*, but also education and social welfare, all fields that engage governments' attention and that contribute to the country's growth. In this framework, the topics of the Tirana International Fair are enhanced by the demands of international investors in the sector of energy and public works, to have a thorough overview of investment opportunities and inflow of solutions for smart and economical use of electricity, proposing alternative sources.

## ... EMBRACING DIGITAL

The "click" is in our core name and story, one of the first companies in Albania embracing digital marketing due to the ample international network of partners and customers. Albanian Government has launched the digitalization of all public services and the same rhythm is being followed by the administrations in the entire area of the Western Balkans...

Nowadays digitalization is an accelerator for culture, education, innovation and entrepreneurship, it impacts the economic growth, inspires new job creation, creates new industries; enables companies to save costs and generate revenue. Education, Cooperation, Innovation, Inclusion as well as Research, Technology, Business and creativity represent essential elements.

Here comes the "**E-commerce and Digital époque Salon**", an open space for business meetings, networking occasions, art performances and cultural events, live shows. As an exhibitor, you find solutions or showcase your solutions, as a visitor, your choice is vast from digital marketing, e-catalogs and shop systems, electronic payment, hosting, search engine optimization and SEO, and everything in between the "net".

## WHY CHOOSING TO PARTICIPATE:

- Showcase your noteworthy products and solutions** by positioning the brand a step closer to fruitful partnerships on a global stage.
- Increase your national & regional visibility** towards an influential and international audience before, during, and after the event, thanks to an accurate communication campaign scheduled by the organizer;
- Network and F2F:** the calendar of events and the social program during Tirana International Fair, is designed to bring SMEs or large multinationals, start-up and scale-up entrepreneurs, marketers, and top managers together with high-level decision-makers from government and several industries, to discuss opportunities, build partnerships, share knowledge and make meaningful connections.
- Rewards and Prizes** to come for the most prominent exhibitors and the sensational business ideas showcased during the event.

## HOW TO EXHIBIT:

- ❖ **Exhibition Areas**, both prearranged by the organizer or free spots in order to fulfill exhibitors' exigencies, respond in due timing to their last-minute stand organization topics, and for the Pavilions and Companies opting for personalized and tailor-made arrangements, the professional technical staff with international experience, remains at disposal.
  - A Type.** *Equipped area includes: separation with white laminate panels 250 cm high (modular system octanorm), wall-to-wall carpet, writing out the name of the company in front of the stand, 1 table and 4 chairs for 12 m<sup>2</sup>, electrical connection to transfer-case, 1 projector for 3 sq.m and plug.*
  - B Type.** *Free unequipped exhibition area.*
  - C Type.** *Personalized stand according to special projects.*
- ❖ **Outdoor Area:** the vast open-air spaces of the Palace of Congresses, allows to companies to showcase large scale exhibits, promotional tents, mega-wall screens.
- ❖ **B2B Meetings and Business Lounge:** rentable meeting space under request of the Exhibitors, for hosting individual prearranged business meetings, contract signings, special product presentations.
- ❖ **Multimedia Stage:** a common area supplied with the audiovisual systems, lighting, chairs/seating, internet, that each Exhibitor or Co-Exhibitor can use, or other indirect exhibitors, according to a strict calendar upon the approval of the Organizer.
- ❖ **Conference Room:** up to 200 seating places, supplied with audiovisual systems, lightings, internet, simultaneous translation, that each Exhibitor or Co-Exhibitor can use, or other indirect exhibitors, according to a strict calendar upon the approval of the Organizer.
- ❖ **Media & Press Lounge:** dedicated space to the Fair's Press Office, journalists, photographers, operators, moderators accredited to Tirana International Fair.

*For more about the participation conditions and prices, please refer to the Exhibition Contract enclosed.*