

# ALBANIA

## TOURISM INVESTMENT SUMMIT & MEETINGS



26-27 NOVEMBER 2018, TIRANA, ALBANIA

The Official Event for the Travel, Hotels and Real Estate Industry in Albania



**ALBANIA**  
TOURISM INVESTMENT  
SUMMIT & MEETINGS

26-27 NOVEMBER 2018  
MAK TIRANA, ALBANIA

ORGANISED BY:



IN-VR

ENDORSED BY:



SUPPORTED BY:

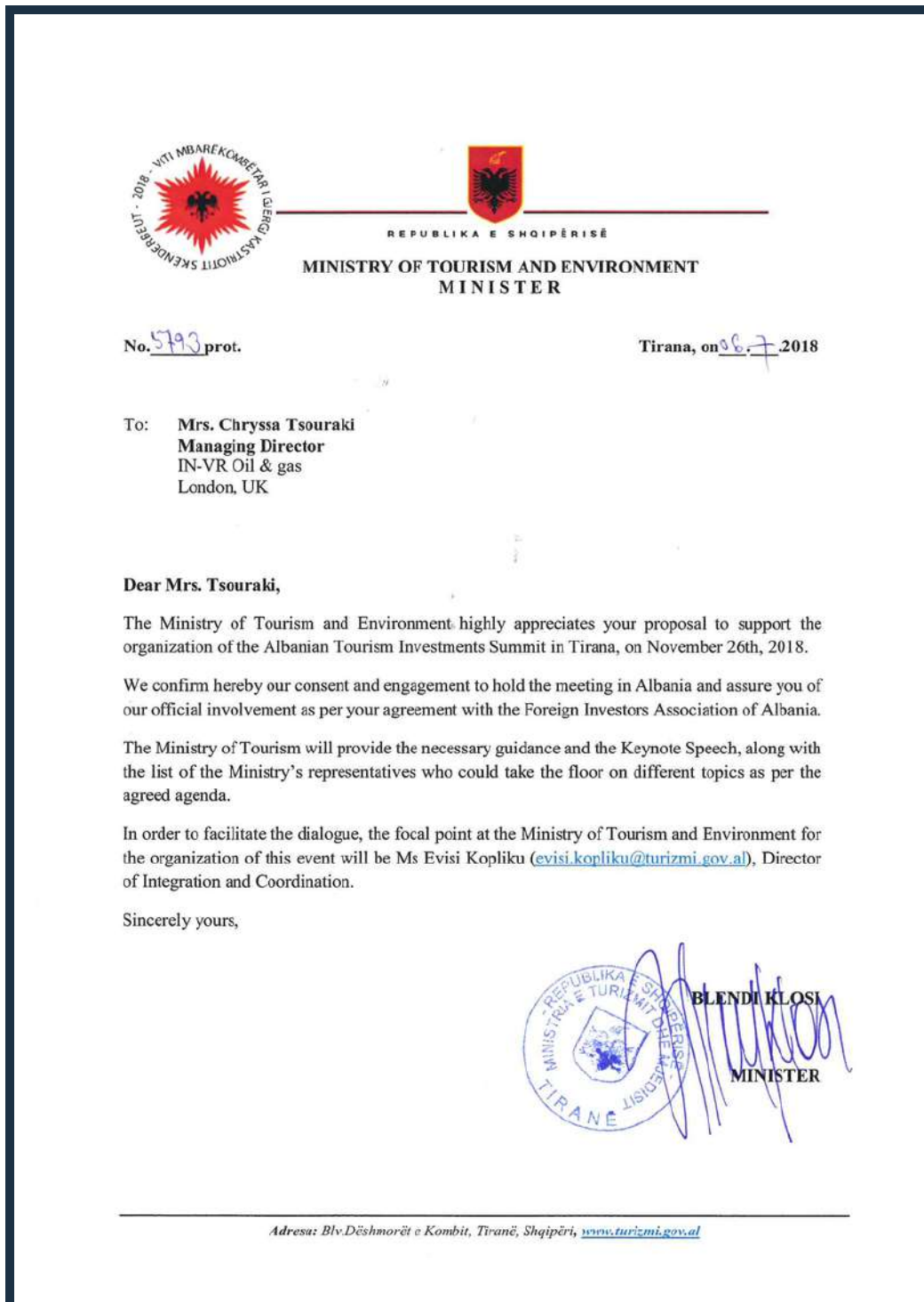


IN ASSOCIATION WITH:



Foreign Investors Association of Albania

# Endorsement letter from the Ministry of Tourism and environment





**1.24  
Billion**

## Tourism in Albania

- Travel and tourism is a 1.24 billion dollar industry in Albania and is rapidly growing by 6.2% annually. It is expected to become a 2.1 billion dollar industry by 2028, an indicator of Albania's Tourism Industry's abundant opportunities and beneficial climate for business.
- 2017 Foreign direct investment (FDI) in Albania surpassed US \$1 billion, and PM Edi Rama expects further growth in 2018.
- Albania boasts a 1.4% annual increase in trained tourism personnel, making all future ventures more profitable and shorten time to profitability.
- The government is actively working to support the development of tourist resorts, with a focus on-but not limited to-the southern coastline with emerging Hotel franchise opportunities. Albania is offering favourable terms to five-star hotel brands with tax breaks, including reduced profit and property taxes, among other tax breaks. (\*)
- The Government is adopting a unified investment law, aiming to streamline strategic investments by focusing on legal guarantees and offering a 'fast track' instrument to support investors kick off their investment.
- Strategic investments can be private, public, or public-private investments in the tourism industry and all related industries such as: transport, telecommunications, infrastructure and technology.
- The opportunities to develop marinas are ever-increasing while, with boat and small yachts services representing promising opportunities.

*\* Under the new incentive package, as of January 1, 2018, newly built 4\* and 5\* hotels will benefit from 10-year tax exemptions, neither will they be required to pay infrastructure taxes. VAT in the tourism sector will also drop, from the current level of 20% down to 6%.*



**+1 Billion \$  
Foreign FDI  
in 2017**

**6.2 %  
annual growth**



**2.5 Billion \$  
By 2028**

## Reasons to Invest in the Albanian Tourism Industry

- Favourable geographical position
- Low operating costs
- Attractive tourism investment incentives
- Beautiful and intact 426 km coastline
- Leading Sub-Sectors
- Marinas
- Leisure Boats
- Upscale hotel accommodations
- Construction materials
- Excellent climate conditions all-year-long
- Large demand for tourism services, especially business-related travel
- Vast availability of ready-to-build-on locations
- Hotel franchise opportunities
- Upscale hotel accommodations
- Large demand for design, architectural, and engineering services
- Increasing demand for construction materials

## ABOUT THE SUMMIT

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The Albania Tourism Investment Summit is the Official Summit for the Albanian Tourism sector, and is set to become the most established annual conference and exhibition around the Albanian and regional Travel and Tourism investment sector.

Day 1 of the Summit will host a total of over 20 speakers including but not limited to:

Ministry of Tourism and Environment, Albania  
National and international Tourism Associations  
Leading Tourism Bodies  
Leading Hotel, Travel and Operators active in Albania  
International Tourism and Travel businesses ... and many more

Day 2 of the Summit will host prearranged one-to-one meetings.

The Albania Tourism Investment Summit is designed for:

- Outbound Tour Operators and Travel agencies
- Ecotourism services and equipment providers
- Tourism Consultants
- Hotels and Hotel Chains and franchises
- Hotel Equipment providers
- Banks and Financial Institutions
- Airline Managers
- Cruise Managers
- Civil and Hotel Construction Companies
- Agri-tourism and Mountain Tourism experts
- Glamping, camping and outdoor tourism services and equipment providers
- Marinas and Leisure Boats
- Design, architectural, and, engineering services
- Construction materials providers

## Opening Remarks by:



**H.E. Blendi Klosi**  
Minister of Tourism &  
Environment  
**Albania**



**Marinela Jazoj**  
Executive Director  
**FIAA**  
Foreign Investment  
Association of Albania



**Ben Godon**  
Co-Head of Hospitality Team  
Asset Management  
**Colliers International, UK**



**Hajrulla Çeku**  
Deputy Minister  
**Ministry of Tourism &  
Environment**  
**Albania**



**Tom Kristian Larsen**  
Board Member and  
President  
**FIAA**  
Foreign Investment  
Association of Albania



**Kliton Gërzhani**  
Chairman  
**ATO**  
Albanian Tour Operators  
Association



**Matteo Colangeli**  
Head of Albania  
**EBRD**  
European Bank for  
Reconstruction and  
Development

## Program

08:00	Registration and Coffee
09:00	Welcome speech from IN-VR
09:10	Welcome speech from FIAA
09:20	<b>Keynote Address by H.E. Minister of Tourism and Environment</b>
09:30	<b>Chairman's Remarks</b>
09:40	<p><b>Presentation and Discussion:</b></p> <p><b><i>Albania' s most important travel hubs and destinations:</i></b></p> <ul style="list-style-type: none"> <li>- Tirana and Shkodra</li> <li>- The Albanian Riviera</li> <li>- Llogara and Theth National Parks</li> <li>- Berat, Gjirokastra, Kruja, Apollonia, Dures</li> <li>- Lakes Koman and Ohrid</li> <li>- The Albanian Alps</li> </ul>
11:00	Morning Break
11:30	<p><b>Presentation:</b></p> <p><b><i>Assessing Albania's most important Hotel and Real Estate Infrastructure:</i></b></p> <ul style="list-style-type: none"> <li>- What is the current capacity?</li> <li>- Reviewing renovation and immediate plans for expansion to host Albania's surging incoming tourism</li> </ul>
12:00	<p><b>Presentation and Discussion:</b></p> <p><b><i>Upcoming Housing/Accommodation and Travel Infrastructure Projects:</i></b></p> <ul style="list-style-type: none"> <li>- Traditional Lodgements</li> <li>- Hotel Chains, Boutique Hotels, B&amp;Bs, Hostels and Yachts</li> <li>- Air B'n'B in Albania</li> </ul>
13:15	Lunch Break
14:30	<p><b>Presentation:</b></p> <p><b><i>Exciting projects that need global attention and investment:</i></b></p> <ul style="list-style-type: none"> <li>- Investment in Civil infrastructure directly associated with Albania's booming Tourism</li> <li>- Ports, Airports, Roads and Highways</li> <li>- Investment in Accommodation Facilities, Fun parks and entertainment facilities</li> <li>-Investment in Agriculture and Mountain Tourism</li> </ul>

15:00

**Presentation:**

***Financial and Tax incentives and Policies in Tourism***

15:30

**Presentation and Discussion:**

***Sustainable Tourism in Albania***

- What is the true potential and what is the current infrastructure in place for sustainable Tourism facilities?
- What further investment is required?

16:45

Afternoon Coffee Break

17:15

**Presentation and Panel Discussion:**

***Albania's global Incoming Tourism potential:***

- How big is the prize for investors?
- Marketing and Promotion- how to maximise Albania's presence in Media abroad
- Tour and Flight Operator updates: Why should you invest in Albania today?

18:30

**Presentation:** Human Resources in the Tourism industry

- What is Albania's talent pool looking like?
- How can investment support the increasing demand in specialised and trained workforce in the Hospitality sector in Albania?
- Hospitality and Tourism Education investment opportunities

19:00

**Presentation:** Albania's current landscape and investment opportunities in:

- AgriTourism
- Adventure Tourism
- Cruises
- Medical Tourism
- Business Tourism
- Conference Tourism
- Cultural Tourism
- Glamping

19:30

Drinks Reception

20:30

Gala Dinner - Best New Business Award Ceremony

**Day 2**

09:00

Registration & Coffee

**One-to-one Meetings**

Please sign up to book with the relevant Ministry representative.



# ABOUT IN-VR EVENTS

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IN-VR Limited was brought together by a group of B2G marketing experts who have been working in the B2G and B2B promotion industry for over seven years. IN-VR Group provides excellent networking opportunities to meet with Ministers and key decision-makers in the oil, gas and mining industries.

We take pride in working very closely with international Governments to offer you the most relevant content and fruitful face-to-face networking opportunities.

Meet with high-level petroleum decision-makers and hear exclusive updates from Operators, Ministries and key service companies whilst enjoying informal and relaxed networking sessions. Our Summits are the ideal place to meet new contacts and develop your tourism business in Albania.

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# REGISTRATION FORM

## ALBANIA TOURISM INVESTMENT SUMMIT

26th-27th NOVEMBER 2018, TIRANA, ALBANIA



### SALES CONTRACT

Please complete this form and email to: [marketing@in-vr.co](mailto:marketing@in-vr.co)

### Registration details

Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Email \_\_\_\_\_

### Company details

Organisation \_\_\_\_\_  
Address \_\_\_\_\_  
Postcode \_\_\_\_\_  
City \_\_\_\_\_ Country \_\_\_\_\_  
Tel \_\_\_\_\_  
VAT Number \_\_\_\_\_

### Payment Method

**CREDIT CARD**

We'll contact you by telephone to collect credit card details.

Card Holder's Name \_\_\_\_\_  
Last 4 digits of the card \_\_\_\_\_  
Signature \_\_\_\_\_

\* By signing I confirm I am the authorised signatory of the above card. I agree to IN-VR's Terms and Conditions and agree to IN-VR debiting my card.

**BANK TRANSFER**

\* Payment terms within 5 working days

### Fees

#### Super Early Bird 20% Discount:

£792

Valid until 10th August 2018

#### Early Bird 10%:

£891

Valid until 30th August 2018

#### Standard Ticket without Pre-arranged Meetings:

£990

#### Confirmed Prearranged Meetings:

£245

\*Add-on, not included in the Standard ticket

(\*Includes entry to conference sessions, documentation, lunches, refreshments, admission to networking social events.

Payment is required within 5 working days)