

6-9
November
2024

**Palace of
Congresses**
Tirana, Albania



**Tirana
International
Fair**

30th Tirana International Fair Program

Dates: November 6-9, 2024

Location: Palace of Congresses, Tirana, Albania

Day 1: November 6, 2024

Morning:

- **9:00 AM - 10:30 AM | Registration & Welcome Coffee**
 - Attendees check-in, receive event materials, and network informally over coffee.

Midday:

- **11:00 AM - 1:00 PM | Opening Ceremony**
 - **Keynote Speakers:**
 - Dignitaries from the Albanian Government
 - Representatives from Partner Institutions
 - **Cultural Performances:**
 - Traditional Balkan dances and music performances celebrating the heritage of our region.
- **1:00 PM - 2:00 PM | Networking Lunch**
 - Informal networking over lunch, connecting business leaders, investors, and government representatives.

Afternoon:

- **2:00 PM - 5:00 PM | Regional Cooperation Conference**
 - **Partner Institutions:**
 - AIDA
 - Western Balkans 6 Chambers Investment Forum
 - Western Balkan Funds
 - Regional Cooperation Council (RCC)
 - **Topics:**
 - "Cross-Border Trade: Opportunities and Challenges in the Balkans"
 - "Regional Infrastructure Development and EU Integration"
 - "Innovation and Economic Collaboration in the Western Balkans"

Evening:

- **6:00 PM - 7:30 PM | Networking Reception**
 - **Event:** E2E (Exhibitor-to-Exhibitor) Networking
 - **Included in Price:** Exclusive networking opportunity for exhibitors.

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Day 2: November 7, 2024

Midday:

- **11:00 AM - 12:30 PM | Session 1: Unlocking Public Funding for Growth**
 - **Topic: Maximizing Public Funding for Albanian Businesses**
 - **Focus:** Understanding the landscape of government grants, subsidies, and subventions available to Albanian businesses. Discussing the application processes, eligibility criteria, and strategic utilization of these funds.
 - **Topic: European Union Grants: Gateway to Growth**
 - **Focus:** Exploring the opportunities presented by EU grants specifically tailored to Albania. This session will cover how to access these grants, compliance requirements, and the impact on business growth.
- **12:30 PM - 2:00 PM | Networking Lunch**
 - Networking focused on financial and investment opportunities.

Afternoon:

- **2:00 PM - 3:30 PM | Session 2: Fueling Innovation Through Alternative Investment**
 - **Topic: Venture Capital: Catalyzing Innovation in Albania**
 - **Focus:** The role of venture capital in fostering startups and innovative enterprises in Albania. Identifying sectors ripe for VC investment and best practices for securing funding.
 - **Topic: Angel Investment: Bridging the Funding Gap**
 - **Focus:** How Albanian entrepreneurs can attract angel investors. Insights into what investors are looking for and how to pitch effectively.
- **3:45 PM - 5:15 PM | Session 3: Traditional and Emerging Financial Models**
 - **Topic: Private Debt: An Emerging Source of Capital**
 - **Focus:** The benefits and challenges of private debt as a financing option for Albanian businesses. This session will cover types of private debt, risk management, and case studies of successful implementations.
 - **Topic: Bank Loans: Navigating the Financial System**
 - **Focus:** Leveraging traditional banking loans for business expansion in Albania. This session will discuss loan types, interest rates, and negotiation strategies with financial institutions.

Evening:

- **6:00 PM - 7:30 PM | E2B Networking (Exhibitor-to-Business)**
 - **Price:** €650 for up to 5 meetings with business owners or representatives who were not present at the fair.
 - A premium opportunity to connect with key business leaders.

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Day 3: November 8, 2024

Midday:

- **11:00 AM - 12:30 PM | Session 4: Innovative Financing Mechanisms**
 - **Topic: Microfinancing: Empowering Small Enterprises**
 - **Focus:** The importance of microfinance in supporting micro and small businesses in Albania. Exploring the social impact, accessibility, and success stories of microfinancing in rural and urban areas.
 - **Topic: Crowdfunding: Democratizing Access to Capital**
 - **Focus:** How crowdfunding platforms can be used to raise capital for various business ventures in Albania. Best practices, platform selection, and legal considerations will be discussed.
- **12:30 PM - 2:00 PM | Networking Lunch**

Afternoon:

- **2:00 PM - 3:30 PM | Session 5: Digital Finance and Strategic Planning**
 - **Topic: Initial Coin Offerings (ICOs): Navigating the Digital Frontier**
 - **Focus:** The potential of ICOs as a modern fundraising tool in Albania. This session will cover the regulatory environment, risks, and benefits of using blockchain technology for investment.
 - **Topic: Financial Consultants: Strategic Planning for Long-Term Success**
 - **Focus:** The role of financial consultants in guiding businesses through complex financial landscapes. This session will discuss how to select the right consultant, the value they bring, and how to integrate their advice into business strategies.

Evening:

- **6:00 PM - 7:30 PM | Networking Reception**
 - Informal networking event to recap the day's discussions and connect with other participants.

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Day 4: November 9, 2024

Midday:

- **11:00 AM - 12:30 PM | Business Atelier Pavilion: Interactive Workshops and Panels**
 - **Track 1: Innovation and Technology**
 - Topics include AI in business, digital transformation, and blockchain technology.
 - **Track 2: Business Opportunities in Albania**
 - Panel discussion on emerging sectors, government incentives, and market trends.
- **12:30 PM - 2:00 PM | Networking Lunch**

Afternoon:

- **2:00 PM - 3:30 PM | Final Workshops and Panels**
 - **Track 3: Sustainability and Green Economy**
 - Discussions on sustainable practices, renewable energy, and eco-friendly business models.
 - **Track 4: Entrepreneurship and Startups**
 - Focus on nurturing entrepreneurship in Albania, scaling businesses, and startup ecosystems.

Evening:

- **7:00 PM - 10:00 PM | Gala Dinner**
 - **Event:** Formal dinner with cultural performances, celebrating the success of the fair.
 - **Cultural Performances:** Featuring Albanian music and dance, showcasing the nation's cultural richness.
 - **Closing Remarks:** Reflections on the fair's impact and announcements for next year.

Key Features of the Fair:

- **Exhibition Areas:** State Pavilions, Business Atelier Pavilion, Finance Pavilion, 30 for 30's, The Happy Buyer.
- **Networking Opportunities:** E2E, E2C, E2B, E2G Informal gatherings, and the Gala Dinner.