



# Exhibitors' Kit

UPCOMING EDITION:

25 GROUND - BREAKING  
YEARS!

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25<sup>TH</sup> EDITION  
OF TIRANA INTERNATIONAL FAIR  
UFI APPROVED EVENT

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21<sup>ST</sup> TO 24<sup>TH</sup> NOVEMBER, 2018

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PALACE OF CONGRESSES

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## TIRANA INTERNATIONAL FAIR FEATURES & FIGURES

<b><u>Denomination:</u></b>	TIRANA INTERNATIONAL TRADE FAIR <i>an UFI Approved Event</i>
<b><u>Edition:</u></b>	25th (since 1994)
<b><u>Frequency:</u></b>	Annual
<b><u>Date:</u></b>	21 <sup>st</sup> to 24 <sup>th</sup> November 2018
<b><u>Venue:</u></b>	Palace of Congresses, Tirana, Albania
<b><u>Opening Ceremony:</u></b>	November 21st, at 17.00
<b><u>Host &amp; Organizer:</u></b>	KLIK EKSPLO GROUP & Tirana International Fair UFI Member

### **Last Edition Figures in a glance:**

Visitors No: approx. 22.000 (20% trade visitors, business experts, authorities)

Exhibitors' No: more than 300 - 90% of which direct exhibitors

Exhibition area: up to: 8.000 sq.m (indoor & outdoor)

Origin of Exhibitors: *Albania, Italy, PR of China, Croatia, Slovenia, Hungary, Kosovo, Montenegro, Macedonia, Serbia, Bosnia and Herzegovina, Greece, Poland, Austria, Czech Republic, Slovenia ecc.*

### **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:**

• 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.

# EXHIBITION SCENES

## Exhibition Areas - Palace of Congresses

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.

## Participation Costs - Standard Shell Scheme

- GroundFloor 170 Euro per sq.m + VAT20%
- First Floor 155 Euro per sq.m + VAT20%
- Second Floor 130 Euro per sq.m + VAT20%
- UndergroundFloor 145 Euro per sq.m + VAT20%

## Participation Costs - Free Exhibition Area

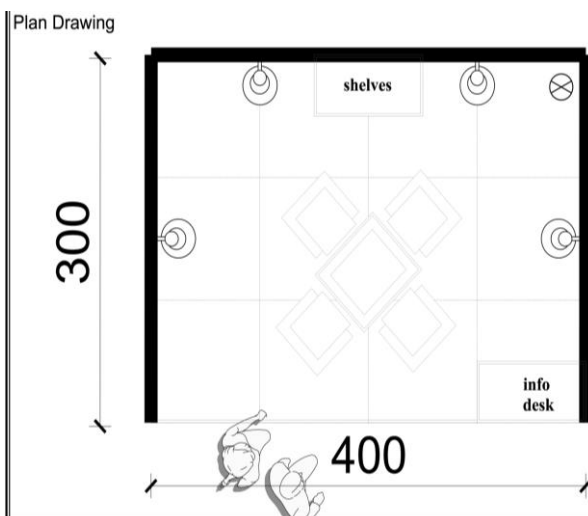
- GroundFloor 140 Euro per sq.m + VAT20%
- First Floor 130 Euro per sq.m + VAT20%
- Second Floor 110 Euro per sq.m + VAT20%
- UndergroundFloor 120 Euro per sq.m + VAT20%

## Special Customized Exhibition Area:

As per Agreed Project : 210 Euro per sq.m + VAT20%

## Standard Stand Construction:

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).



## SERVICES

### Compulsory Taxes:

- Each exhibitor should pay the Insurance Fee of **160 Euro**,
- Each exhibitor should pay the registration fee: **180 Euro**.

### Services Included in The Exhibiting Package

- 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:
- Entrance Badges for Delegations and Guests
- 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;
- Cleaning Service of common areas;
- Security Service during the night and the closing hours of the event.

### Chargeable promotional opportunities:

- |   |         |
|---|---------|
| <input type="checkbox"/> Logo of the sponsor on the entrance badges:  | 4.000 € |
| <input type="checkbox"/> Ad in the Visitors Guide Leaflet:  | 800 €   |
| <input type="checkbox"/> Ad in the almanac of events leaflet:   | 800 €   |
| <input type="checkbox"/> Banner on the official webpage: <a href="http://www.klikekspogroup.com">www.klikekspogroup.com</a> | 450 €   |
| <input type="checkbox"/> Advertisement in the official catalogue (ask for details)  |         |
| ▪ <i>back cover</i> 1.800 €   |         |
| ▪ <i>inside front cover</i> 1.200 €   |         |
| ▪ <i>inside back cover</i> 800 €  |         |
| ▪ <i>bookmark</i> 1.500 €   |         |
| ▪ <i>color page</i> 400 €   |         |

### 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](mailto:m.kapllani@bi-di.com))

## TIMETABLES & CO-EVENTS

### Exhibition's Timetable:

- Exhibitors can arrange their stands on the 19 full day, and 20 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).

### Opening Ceremony

November 21<sup>st</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:* Presidential Palace (Royal Palace)

*Time:* 19.00

*Description:* *The Gala Opening Ceremony of Tirana International Fair, has the unique peculiarity to interweave the past, the present and the future of the Albanian Capital: in the fabulous atmosphere of the Royal Palace (Governmental Palace) one of the most significant state-of-the-art architectural premises that represents different stages of the Albanian History timeline, international exhibitors, high personalities of the diplomatic representations, media and opinion-makers, have the opportunity to enjoy a large festive and cultural program that the Organizers prepared for the occasion.*

### Cultural Collateral Events:

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.

# BUSINESS ATELIERS

## *Business Ateliers:*

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;
- 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 8 meetings to be accomplished in 4 days. Price: **1.200 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.

## ALL-IN-ONE SAMPLE PACKAGES

### SAMPLE OF ALL-IN-ONE EXHIBITION PACKAGE:

We are committed to offer to our exhibitors, one-stop-shop packages in order to concentrate all logistic and accommodation services and so improve our exhibitors' permanence in Albania. Therefore, we would gladly answer to every request we receive from you such as:

- **Hotel accommodation**, *the best rated hotels situated in the main squares of the Albanian Capital.*
- **Urban transportation service** (from the airport to the hotel and vice-versa);
- **Catering services and lunch/dinner packages** in the uptown best and affordable restaurants;
- **Sightseeing tours** around the Capital and in UNESCO cities of Albania, rare world heritages (Berat - UNESCO site; Elbasan - Ottoman Empire grounds; Kruja; Scutari ect.);

### 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) • Conference Management Event Planning and Management • Venue Selection • 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 • 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