

# NEWSLETTER CONNECT ALBANIA PROGRAM

2021

No. 1

CONNECT  
ALBANIA

Connect Albania (CA)



Connect Albania Program, a New Mechanism to Invest in Albania, was launched on 18 December 2020.

The "Connect" idea is based on the central role of the Albanian Diaspora members as Development Agents, who will intermediate and facilitate foreign direct investments to Albania i.e. will put in contact, accompany and follow-up a foreign direct investment from abroad to Albania. This is the first program in Albania that will serve directly to potential investors through members of Albanian Diaspora.

The successful Interested Development Agent(s) will receive a Bonus in the case that the investment they intermediate and facilitate is assessed as successful based on the approved Regulation ([www.adbc.al/en/programme-regulation-of-connect-albania/](http://www.adbc.al/en/programme-regulation-of-connect-albania/)). Connect Albania Program will create the foundations, experience, and best practices to involve increasingly the Albanian Diaspora in the economic development of Albania through facilitating foreign investments.

Connect Albania is part of the IOM Albania Programme "Engage the Albanian Diaspora to the Social and Economic Development of Albania" funded by the Italian Ministry of Foreign Affairs and International Cooperation and implemented in cooperation with the Minister of State for Diaspora, the Ministry for Europe and Foreign Affairs, Ministry of Finance and Economy and the Italian Agency for Development Cooperation (AICS) in Tirana.

Connect Albania includes a Digital Interface/Web platform:

<https://www.adbc.al/en/connect-albania-eng/>

## Connect Albania Program Structure



## Office of Connect Albania Program

The Office of Connect Albania Program is hosted by Albanian Diaspora Business Chamber. It will receive online applications for investment through the Development Agent(s). Legal and economic experts, team members of the Office of Connect Albania Program are engaged to serve as the front desk, facilitating and coordinating all steps and procedures for investments.



## Connect Albania progress so far

The mechanism is now fully operational and has already started its journey by addressing the requests of received from Albanian Diaspora members willing to be certified as Interested Development Agent(s) and to mediate foreign investments in Albania.

One of the goals, on its earlier phase, has been awareness on Connect Albania brand and the presentation of the mechanism to the Albanian Diaspora members and to potential foreign investors, mainly in Italy.

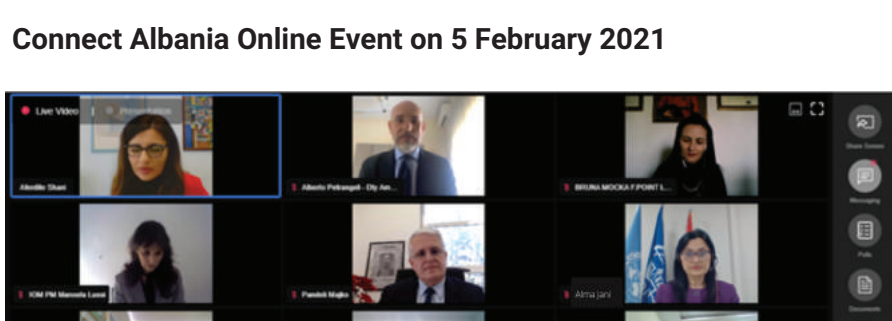
Two online presentations have been organized for more than 250 Albanian Diaspora members and foreign entrepreneurs.

## Connect Albania Online Event on 18 December 2020



<https://www.adbc.al/en/connect-albania-a-new-mechanism-to-invest-in-albania/>

## Connect Albania Online Event on 5 February 2021



<https://www.adbc.al/en/diasporas-bridges-presentation-of-connect-albania-a-new-mechanism-to-invest-in-albania-second-presentation-event/>

The information campaign which has been going on during December 2020 and January 2021 has reached over 300, 000 unique visitors from Albanian Diaspora.

Over 34, 381 people have visited the Connect Albania website

More than 30 Italian media wrote about Connect Albania program, reaching approximately 328, 077, 320 potential viewers of these media.

## Dedicated TV show for Connect Albania in "URA" TV show, at RTSH

On 11 February 2021, Ms. Argita Totozani - IOM Program Coordinator for Connect Albania and Ms. Ardjana Shehi - IOM Legal Advisor at the Office of Connect Albania Program presented all the technical aspect of Connect Albania in "URA" TV show at RTSH 3, which targets Albanian Diaspora all over the world.



<https://www.facebook.com/EmisioniURA/videos/225757665909937>

Among the other articles, the Office of Connect Albania Program shared a detailed article focused on eligible criteria and how the members of Albanian Diaspora should apply through Connect Albania platform to become Interested Development Agents:

<https://www.adbc.al/en/connect-albania-program-eng/>

## CONNECT ALBANIA VISION

After piloting Connect Albania Program in the current stage with the Albanian Diaspora and potential investors to mainly in Italy, the objective of the Government of Albania is to make Connect Albania, with the support of the development partners, accessible to the diaspora worldwide. When fully fledged, Connect Albania will become a sustainable investment boosting mechanism to foster the engagement of the Albanian Diaspora worldwide in the social and economic development of the country.



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