



Albanian Investment Development Agency
Agjencia Shqiptare e Zhvillimit të Investimeve

WORKSHOP: SUPPORT CLUSTER DEVELOPMENT

Tirana, Albania

December 06, 2012

Outline of the presentation

- I – AIDA : an executive public body supporting SMEs and clusters development
- II – Clusters in Albania : a new concept and strategy
- III – Numerous projects and stakeholders engaged in the cluster development in Albania

I – AIDA : an executive public body supporting SMEs and clusters development

Mission

- To assist and accelerate the inflow of foreign investments into the Albanian economy by improving the business climate & attractiveness
- To improve the competitiveness of Albanian SMEs and exporters by supporting the private sector development
- To enhance innovation and the adoption of new technologies among Albanian SMEs by promoting new technologies and processes

I – AIDA : an executive public body supporting SMEs and clusters development

Business reforms

- Low taxes and incentives
- Dynamic, educated and cost competitive work force
- Business friendly regulatory environment
- High investment potential
- Liberal legal framework for foreign investments
- Improving infrastructure

Strategy

- Business Innovation and Technology Strategy 2011-2016 (BITS) in compliance with EU policy
 - assist companies in the process of innovation, improvements of technological capacity; creation of an innovation system to increase the interaction of institutions in support for enterprises;

II – Clusters in Albania : a new concept and strategy

BITS

1. Innovation Financing
2. Business Innovation Services
3. Business Incubators
4. Business Clusters

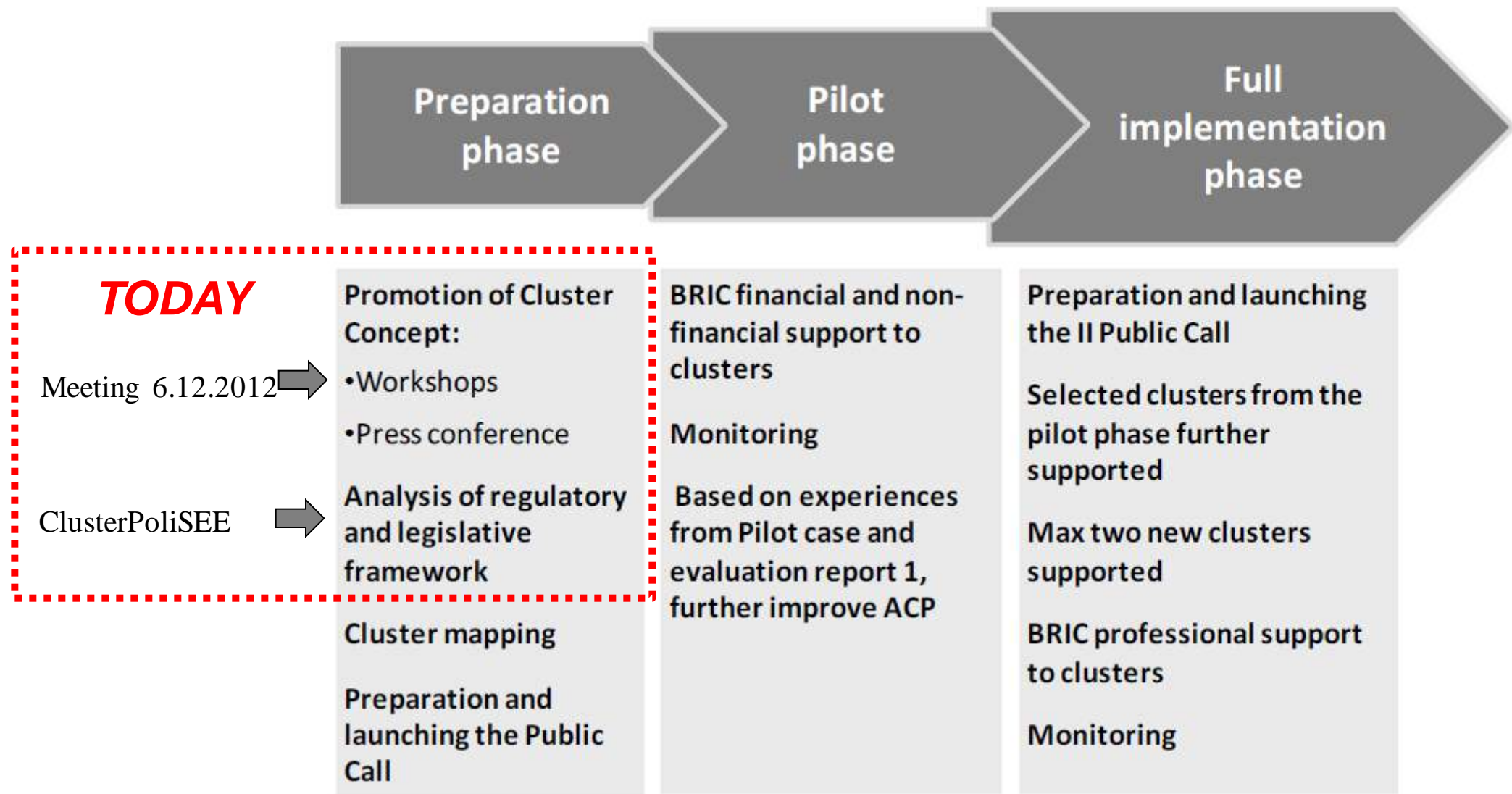
Definitions :

“Clusters are geographic concentrations of interconnected companies and institutions, in a given field. Clusters comprise a group of related industries and other entities important in terms of competition.” *Michael Porter

At EU level, innovative clusters are considered the "engine" of economic development and innovation, they represent a framework for business development, collaboration between companies, universities, research institutions, suppliers, customers and competitors located in the same geographical area (local , regional, national, trans-national).

II – Clusters in Albania : a new concept and strategy

Albanian Business Innovation & Technology Action Plan : 2011-2016



II – Clusters in Albania : a new concept and strategy

Cluster development in Albania to-date :

- Need for better coordination and networking between stakeholders (Events & B2B meetings)
- Objective to organize round tables, conferences to identify clusters and challenges and possibilities to find/reach common solutions
- Raise awareness about the benefits of clustering
- Invite and cooperate with Donors to assist cluster development

Albanian clusters:

- 1) Tourism Clusters (GIZ)
- 2) Software cluster (GIZ)
- 3) Leather Goods/Shoe Production Industry Cluster (ACIT, EDEM, USAID)

II – Clusters in Albania : a new concept and strategy

AIDA's support

- Training assessment for cluster managers through life cycle of a cluster:
 - Market needs or political initiative
 - First ideas
 - Networking or cluster management
 - Going international
 - Take part on EC initiatives or program
- Support and training for companies to innovate and establish partnerships
 - Ex. Enterprise Europe Network (EEN) (business partnership, technology transfer)
- Increased productivity and profitability through better resource allocation, thus new products to market, and increase exports
 - Ex. Innovation & Competitiveness Funds (grants from state budget for SMEs)
- Improved chain value – improved access to financing for new product development activities / innovation financing
 - Assistance and market pointers, identification for certification need



II – Clusters in Albania : a new concept and strategy

Clusters – Tool for recovery at regional level

The global crisis was a catalyst for change, an opportunity to leap forward in a more entrepreneurial and innovative way.

Benefits of Cluster development:

- + source of employment creation at regional/national level
- + to boost regional competitiveness and regional development
- + stimulate innovation, support companies to find resources, knowledge and technology
- +facilitate ideas to be turned into business opportunities.

III – Numerous projects and stakeholders engaged in the cluster development in Albania

ClusterPolisEE

- EU funded Project of 5.186.352 euro, 25 European partners (Austria, Albania, Italy, Serbia, Greece, Slovenia...)
- Digital knowledge platform (FAQ, on-line requests of info, identification of best-practices...)
- Identify legal and strategic frameworks and templates
- Developing cluster policies through exchange of information, work Groups for policy learning :
 1. Innovation, R&D driven Cluster Development
 2. Sustainability through Cluster Development
 3. International Cluster Cooperation and networking
 4. Financial Framework Improvement (Cluster Financing)
 5. * Clusters and Regional Specialization
 6. New skills and Jobs creation
- AIDA will support the creation of clusters policies and projects in Albania and their integration to regional networks

III – Numerous projects and stakeholders engaged in the cluster development in Albania

- AIDA – Albanian Investment Development Agency
- Directory of Economy Competitiveness – METE – Ministry of Economy, Trade and Energy,
- ARTI – Agency for Research, Technology and Innovation
- Directory of Extension Services – Ministry of Agriculture, Food and Consumer Protection (CTT – institutes for scientific research)
- Universities and Research Institutes
- CSOs & Donors (GIZ, USAID, WB, UNDP, OSCE etc)
 - CCIs – Chambers of Commerce and Industry
 - RDA – Regional Development Agency
 - CFA – Chamber of Façon of Albania
 - ALCDF – Albanian Local Capacity Development Foundation
 - AITA – Albanian IT Association
 - ProTIK etc....

Thank you for your attention

Contacts

Address:

Blv. Gjergj Fishta, Pall Shallvare
Tirana, Albania

Tel: +355 4 2251001

info@aida.gov.al

www.aida.gov.al
www.een.al