

**FOOD EXPO**  
ATHENS, **GREECE**  
ALBANIAN PAVILION  
HALL 1, STAND E34

— 18-20 March 2023



invest in Albania



# AIDA PROFILE

The Albanian Investment Development Agency (AIDA) is the key Albanian public institution in attracting and supporting foreign and domestic investors.

AIDA focuses on increasing the competitiveness of the private sector, enhancing the country's export potential and promoting/supporting foreign direct investments in Albania, alongside promoting the touristic potential of the country.

## THE ACTIVITY OF THE AGENCY IS MAINLY FOCUSED ON:

- Facilitating and supporting direct investments in the Republic of Albania;
- Increasing the competitiveness and innovation capacity of Small and Medium Enterprises;
- Promoting and assisting exports of goods and services;
- Attracting and promoting strategic investments, both domestic and foreign;
- Promoting Albania to the investor community and presenting investment opportunities to potential or existing investors.

AIDA offers comprehensive support for their investment projects to foreign and domestic investors. Its qualified staff assists not only with market analysis, potential sectors for investment, but also with advice on finding suitable properties and locations, as well as helping to identify new and existing projects to collaborate.

AIDA also provides aftercare services aiming to successfully meet the demands of foreign investors after the successful completion of their projects.

**AIDA'S SERVICES ARE FREE OF CHARGE!**  
**ALBANIAN INVESTMENT DEVELOPMENT AGENCY**



**AIDA**

Albanian Investment Development Agency  
Agjencia Shqiptare e Zhvillimit të Investimeve

invest in Albania



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# FOOD & BEVERAGES

## SECTOR IN ALBANIA

The Albanian food and beverage industry is a vital component of the country's economy, accounting for a significant portion of its GDP. Albania is known for its traditional Mediterranean cuisine, which is heavily influenced by neighboring countries such as Greece, Italy, and Turkey. The country's fertile land, mild climate and coastal regions provide an ideal environment for growing a diverse range of fruits, vegetables, grains and livestock.

With a rich history of agriculture and culinary traditions, Albania has a diverse range of food and drink products that are popular both domestically and internationally such as dairy, meat, fruits and vegetables, bakery products, seafood and beverages such as beer, wine, and soft drinks.

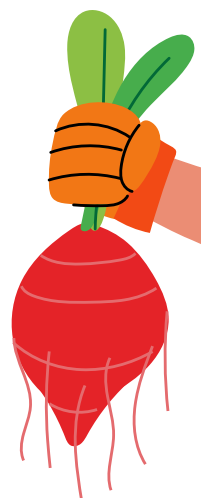
Albania's natural resources and fertile soil provide ideal conditions for farming and food production, making it an attractive location for investment and development.

Albanian food products are mainly exported to the Balkan region, as well as some countries in Central and Eastern Europe. **The main countries to which these goods are exported are: Kosovo, North Macedonia, Montenegro, Bosnia and Herzegovina, Croatia, Serbia, Greece and Dubai.** However, the Albanian government has recently initiated a promotional campaign of "Made in Albania" food and beverages also to the Asian Markets.

To date, the most exported products are: processed fish products, dairy by-products, processed fruit and vegetable products, mineral water, etc. A major obstacle for the export of food products is the legal barriers between the EU and non-member countries.

As of 2020, there were 2649 agro-processing companies in Albania, 99% out of which are categorized as either micro, small or medium enterprises (MSME-s).

**61 %**



**39%**



## **FOOD & BEVERAGES** SECTOR IN ALBANIA

The employees working in the sector are male-dominated with 61% of the workforce being male, and 39% female workers. Over the past 5 years, employment in this industry has increased by approximately 14,000 employees.

## ALBANIAN STATE INCENTIVES AND AIDA'S SUPPORT FOR **FOOD & BEVERAGES** SECTOR

The Albanian food and beverage industry has been a constant priority of the Albanian government. The Albanian Government in cooperation with international partners has continuously offered financing mechanisms and schemes that promote the development and support the work of the businesses in food and beverages industry.

AIDA plays a crucial role in supporting and promoting the development of the food and beverages industry in Albania. AIDA's support for the food and beverage industry has helped to create a favorable business environment in Albania, attracting investment, supporting local businesses and promoting sustainable development.

Through participation in the Food Expo Fair, AIDA aims to promote Albanian business and the food and beverages industry, enable meetings with interested companies for partnerships, and support Albanian companies with logistics for scheduled meetings, increasing exports in this sector, attracting foreign investors and promoting Albania.



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**MADE IN ALBANIA**

ALBANIAN COMPANIES  
**EXHIBITING IN FOOD EXPO**

# BIRRA KORÇA



## Who They Are

Birra Korça is one of the oldest and most renowned breweries in Albania. Founded in 1928 as the first and only 100% Albanian beer, the company is based in the city of Korça and has become a beloved national brand.

## What They Do

The company produces a range of high-quality beer products that are made from locally sourced malt and hops. Birra Korça's products have won numerous international awards, including the gold medal at the Monde Selection competition. The company's product range includes several beer varieties, such as lager, dark ale, and wheat beer, as well as a non-alcoholic malt beverage. Birra Korça also produces seasonal beers, including a Christmas ale and a summer ale. Birra Korça's commitment to quality is reflected in its use of natural ingredients, as well as traditional brewing methods.

In addition to its focus on quality, Birra Korça is also committed to sustainability and community development. The company sources its ingredients from local farmers, and it has implemented several initiatives aimed at reducing its environmental impact, including the use of renewable energy sources and the recycling of its waste. Overall, Birra Korça's commitment to quality, sustainability, and community development has made it a leading producer of high-quality beer products, both in Albania and internationally.

**Main products: Korça Pilsner Beer, Korça Dark Lager Beer, and Korça Premium Lager Beer.**

## Contact:

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# BIOBES LTD

## Who They Are

BIOBES LTD is a company of production, collection, processing and export of medicinal and aromatic plants with a long experience.

The business idea of BIOBES is based on the principle of supporting the small, familiar farms in rural areas that have a long tradition in the field of production and wild flora collection of aromatic and medicinal plants. Besides its contribution in job creation and conservation of the cultural tradition of medicinal plant harvest and trade, the company has a special positive approach for environmental protection. BIOBES LTD and its partners apply cultivation and wild harvest practices that are friendly to the environment and support sustainability of aromatic and medicinal plants.

Organic production is a primary focus of BIOBES and organic herbs are an important component of the company's portfolio of products. A major part of aromatic and medicinal plants are certified according to organic standards. In 2019, BIOBES has invested in a distillation line for the production of essential oils. We apply the system of auto control HACCP, in all the production steps, in order to guarantee the safety and the quality of essential oils. BIOBES is certified according to EU standard EC 834/07 and organically certified according to USA standard NOP, Fairwild, ISO 22000, ISO 9001.



# BIOBES LTD

## What They Do

BIOBES has a portfolio of more than 100 products; wild collected and cultivated MAPs in Albania. The company has invested in processing lines that preserve the content and quality of aromatic compounds in aromatic plants and separate the product in different fractions. Through these processes, the company adds value to its products, at the same time complying with the high-quality standards demanded by its clients. Also, BIOBES has invested in new modern dryers that help in conservation of essential oils content and quality of products. Renewable biomass energy is used for products drying. BIOBES has established a sustainable network of wild flora collectors and has access to raw materials around Albania and in all types of medicinal and aromatic plants. It implements a responsible management system of wild flora collection.

**Main products:** **Rosemary** (*Rosmarinus officinalis*), **Oregano** (*Origanum*), **Mountain tea** (*Sideritis*), **Triloba** (*Salvia triloba*), **Sage** (*Salvia officinalis*), **Thyme** (*Timus capitatus*), **Black juniper** (*Juniperus communis*), **Laurel leaves** (*Laurus nobilis*), **Nettle** (*Urtica dioica*).

## Contact:

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# BIDAJ LTD

## Who They Are

Bidaj LTD is a family-owned company operating on the market since 1994. The main activity consists in collecting, controlling, testing, cleaning, drying and exporting medicinal and aromatics herbs.

Most of these herbs are collected in wild sources from Albanian mountains, forests, and fields. They are then controlled, cleaned, and hand-picked by their employees to bring the highest quality to clients. Other than wild collected organic Herbs, BIDAJ is cultivating its own fields to harvest Organic Herbs. They have already cultivated more than 10ha of Organic fields, and target to reach more than 25ha within 2024.

Bidaj strongly believes in the potential of organic herbs; thus they are planning to progressively transform their products into Organic. We believe that to The company received EU Organic Certification in 2017 and NOP Organic Certification in 2020 and are working to increase the list of Organic Certified Products.

## What They Do

The objective of Bidaj is to bring the best quality of Albanian herbs all over the world. Bidaj exports to different continents and numerous countries around the world, including Argentina, Australia, Belgium, Bulgaria, Czech Republic, Chile, Croatia, Ecuador, Finland, France, Germany, Greece, India, Italy, Japan, Liban, Lithuania, Netherlands, Paraguay, Poland, Slovakia, South Korea, Spain, Switzerland and Turkey.

**Main Products:** **Juniper Berry** (*Fructus Juniperus Communis*), **Lavander Flowers** (*Flores Lavandulae*), **Cornflower** (*Flores Centaurea Cyanus*), **Red Juniper Berry** (*Juniperus Oxydata*), **Sage** (*Salvia Officinalis*), **Nettle Herb** (*Urticae*).

## Contact:

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# ENOFAMA LTD

## Who They Are

Enofarma LTD is a family-owned business that has been producing wine and raki (a traditional Albanian brandy) since 1994. The company is located in the heart of the fertile plains of Mushkëz, Lushnje, which is known for its excellent grape-growing conditions.

## What They Do

ENOFAMA produces a range of high-quality wines, including red, white, and rose varieties. The company's wines are made using traditional methods and natural ingredients, and they are known for their authentic and unique flavors. Enofarma also produces a variety of raki, including grape and plum raki, which are distilled using traditional methods to ensure the highest quality.

In addition to its commitment to quality and tradition, Enofarma is dedicated to sustainability and environmental responsibility. The company recognizes the importance of preserving the natural beauty and resources of Albania, and they believe that organic farming and sustainable practices are essential for protecting the environment. Also, they avoid the use of harmful chemicals and pesticides.

Overall, Enofarma's commitment to quality, tradition, and sustainability has made it a leading producer in the wine and raki industry in Albania. Its focus on using natural ingredients, traditional methods, and sustainable farming practices has helped to raise awareness about the importance of preserving the cultural heritage of Albania and protecting the environment for future generations.

**Main Products: Varieties of wine: Merlot, Cabernet-Sauvignon, Trebbiano, Riesling; also Grape Raki.**

## Contact:

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## SALVIA LTD

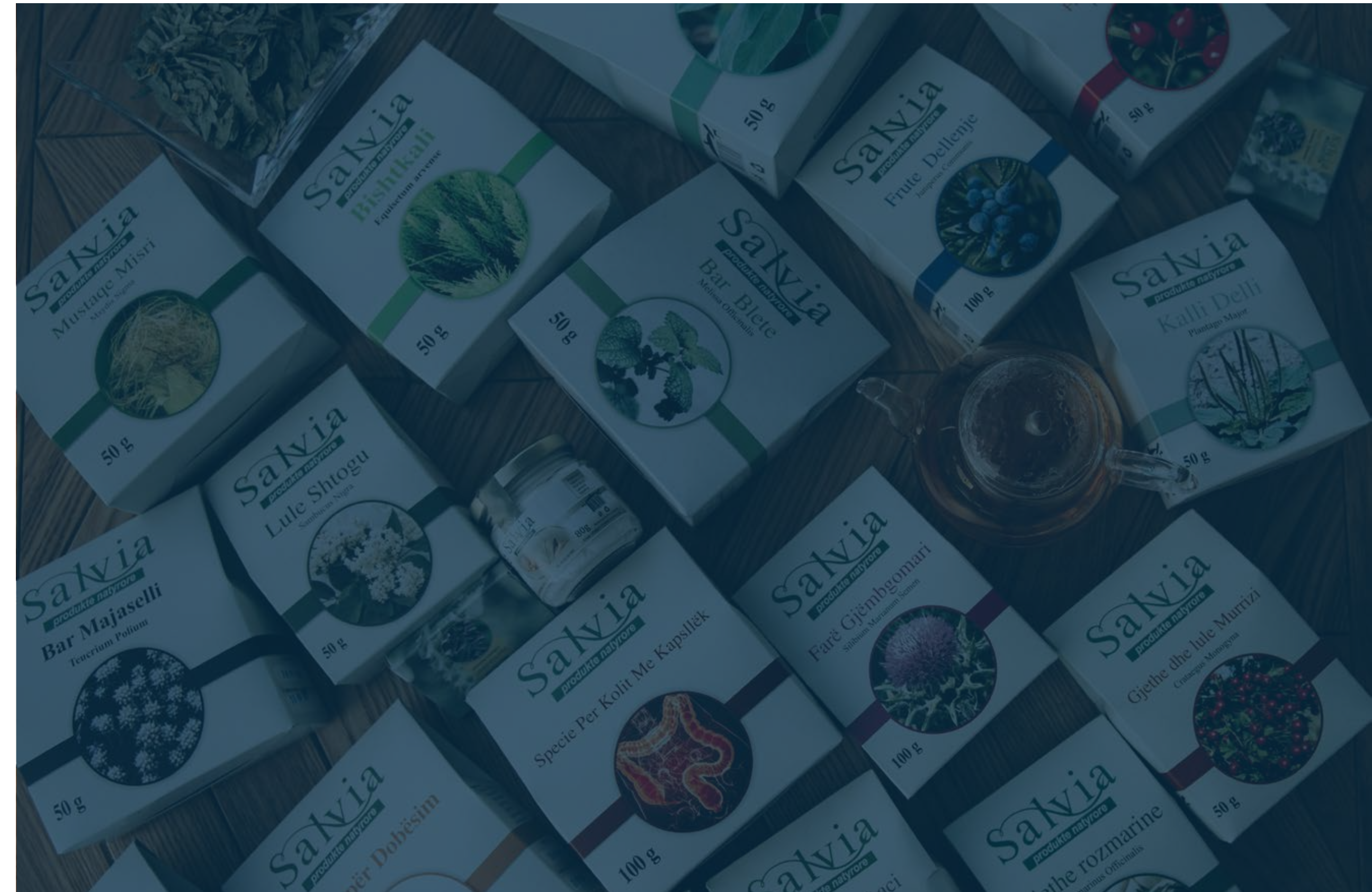
### Who They Are

Salvia Natural Products has been operating in the development of medicinal plants, natural oils & food supplements since 1995, through an innovative mindset. Experience is what differentiates them in the market. They have invested in the study of medical herbs for human health with the belief that nature can provide a sustainable solution for the prevention and treatment of various diseases.

### What They Do

Their range of products are proven effective in treating kidney stones, prostate, treating upper respiratory tract, treatment of burns etc. The production of vegetal oils and other methods in their laboratory are autochthonous Albanian methods for the treatment of various diseases. The company guarantees quality as the main feature in their products.

Salvia Natural Products is devoted in processing and fractioning 110 medicinal plants free from chemical materials or animal derived products, assured from organic farming methods. Their vision is to use plants that grow in the highlands of our country where biodiversity is preserved, whereas their mission is to provide high quality products in hygienic and sanitary conditions through the full involvement of our dedicated employees to achieve our customer's trust and satisfaction. Salvia Natural Products is committed to fulfilling its mission through continuous improvement by following customer requests and aiming to expand trade across borders.



## SALVIA LTD

**Main products:** Kidney Tea, Sage Leaves (*Salvia Officinalis*), Chamomile flower (*Matrica camomilla/ Matricaria recutita*), Rose Fruit Tea (*Rosa Caninna*), Bay tree (*Laurus Nobilis Oil*).

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