

MACFRUT 2023

RIMINI EXPO CENTER, ITALY

ALBANIA PAVILION

Hall A1, Stand no 115

3-5 MAY 2023



Albanian Investment Development Agency
Agjencia Shqiptare e Zhvillimit të Investimeve

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 to foreign and domestic investors regarding their investment projects. 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.

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Tel: +355 (0)42 251 001

Email: info@aida.gov.al

Working Hours: 08:00 – 16:30 Monday – Thursday

Working Hours: 08:00 – 14.00 Friday

GENERAL INFORMATION

The fruit and vegetables sector constitutes a major sub-branch of the agricultural industry in Albania.

In 2021, fruit and vegetables production totaled **1,338,218 tons**, marking an annual increase of 3.28% compared to 2020. As a result, the number of employees in this industry occupies a significant part of the total employment.

In 2021, there were **46,743** farmers in Albania. The age range of employees is relatively wide, varying from **24 to 62 years old**. The vast majority of employees are men, approximately **64%**.

The fruits and vegetables sector accounts for **36%** of the total agricultural exports, which reached a record value of **55.1 billion ALL in 2022**.





The Medicinal Aromatic Plants (MAP) sector benefits from great development potential, generates sustainable employment and is an economic source for many families in rural areas of the country.

The sector engages approximately:

- **85 thousand** individuals (gatherers, farmers, processors, exporters, employed mainly in rural areas),
- **31 exporting** processing companies nationwide, 15 out of which are large exporters,
- **150 local collectors nationwide**, 10 out of which are regional collectors,
- More than **400 species** have been identified as aromatic medicinal plants of the Albanian flora, more than **200** out of which are collected and traded.
- About **1/5 of rural families** in mountainous areas are involved in activities that generate income from aromatic medicinal plants, in collection and cultivation, or other activities in the MAP value chain,
- **500 hectares** of cultivated area with medicinal and aromatic plants.

About 95% of the production of aromatic medicinal plants is exported, representing almost **20%** of the total agricultural exports of Albania.

70% of medicinal plant exports go to the Eurozone, while the rest goes to the United States of America.

About **16 thousand** tons of medicinal plants were produced in 2021. In 2021, exports of medicinal plants reached over **5.7 billion ALL**, with annual growth of **16.4%**.

The total **exports for 2022** according to the Association of Medicinal and **Aromatic Plants is about 6.2 billion ALL**.

Albania is part of the group of **25** leading exporters of MAP, in the world. The main destination of exports is Germany, France and the USA.



ALBANIAN STATE INCENTIVES AND AIDA'S SUPPORT FOR HERBS AND FRUIT-VEGETABLES SECTOR.

The Albanian Herbs and Fruits-Vegetables sector has been a constant priority of the Albanian government. In partnership with international partners, the government has continuously offered financing mechanisms and schemes that promote the development and support the work of the businesses in Herbs and Fruits-Vegetables sector.

AIDA plays a crucial role in supporting and promoting the development of the Herbs and Fruits-Vegetables sector in Albania. AIDA's support has helped in building favorable business climate in Albania, attracting investment, supporting local businesses and promoting sustainable development.

Through participation in MACFRUT 2023 Fair, AIDA aims to promote Albanian business in the Herbs and Fruits-Vegetables industry, enable meetings with interested companies for partnerships, and support Albanian companies with logistics for scheduled meetings, increasing exports in this sector and attracting foreign investors.



A photograph of several ripe, red strawberries in a black plastic tray, with green leaves and stems. The image is partially obscured by large, overlapping circular shapes in shades of green and teal. The text is overlaid on the teal section.

ALBANIAN EXHIBITORS IN “MACFRUT 2023”

AGROPLANT

Who We Are

Agroplant is a 6-hectare strawberry plant in Kafaraj, Fier that was founded in 2014. From the early days, the idea was to operate under a closed cycle regarding strawberry cultivation in Albania.

What We Do?

We import strawberry seedlings and agricultural inputs and provides assistance for the construction of solar greenhouses. We also provide agronomic assistance with qualified agronomists from Greece in order to make it easier for farmers to cultivate strawberries and collect about 80% of the total amount produced in Albania.

We proudly lead in the collection of quality fruits from farmers with the aim of exporting to countries such as North Macedonia, Kosovo, Belgrade, Montenegro, Bosnia and Herzegovina, Italy, Poland, Croatia, and in the Czech Republic.

Product: Strawberry (Fragum)

Contact

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Address: Kafaraj, Fier, Albania



NATURAL HERBAL E.V.R

Who We Are

Natural Herbal E.V.R specializes in the collection, processing, wholesale and retail of dried aromatic herbs. The company was founded in 1993 by Roland Gypi and it is located in Maliq, Korça. In the early days, the company would only collect medicinal aromatic dry plants, roots and herbs. The processing of dried herbs was an additional activity that fueled the growth of the company.

What We Do?

Nowadays Rolandi Gypi is one of the main suppliers of medicinal Plants in Albania. The company obtains about 3000 square meters of storage warehouses.

As an experienced company already, the main priority at present is to export its products worldwide.

Some of the rare and wild products are collected by spontaneous pickers, while some other products are cultivated by local farmers.



NATURAL HERBAL E.V.R

Dry conditions are used to manufacture the products, which go through several processes (including going through metal detectors and magnetic separators), chopping, calibration, pressing, packaging and labeling with continuous monitoring by specialists, to ensure high quality.

Natural Herbal E.V.R, exports to Germany, Croatia, North Macedonia and Kosovo.

Products: Cyan Flowers (*Flores Cyani*), Silver Linden Flowers (*Flores Tilia Argentea*), Spring primrose flowers (*Flores Primula Veris*), Hawthorn flowers (*Flores Crataegus*, etc.

Contact

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BIOALBCO HERBAL PRODUCTS

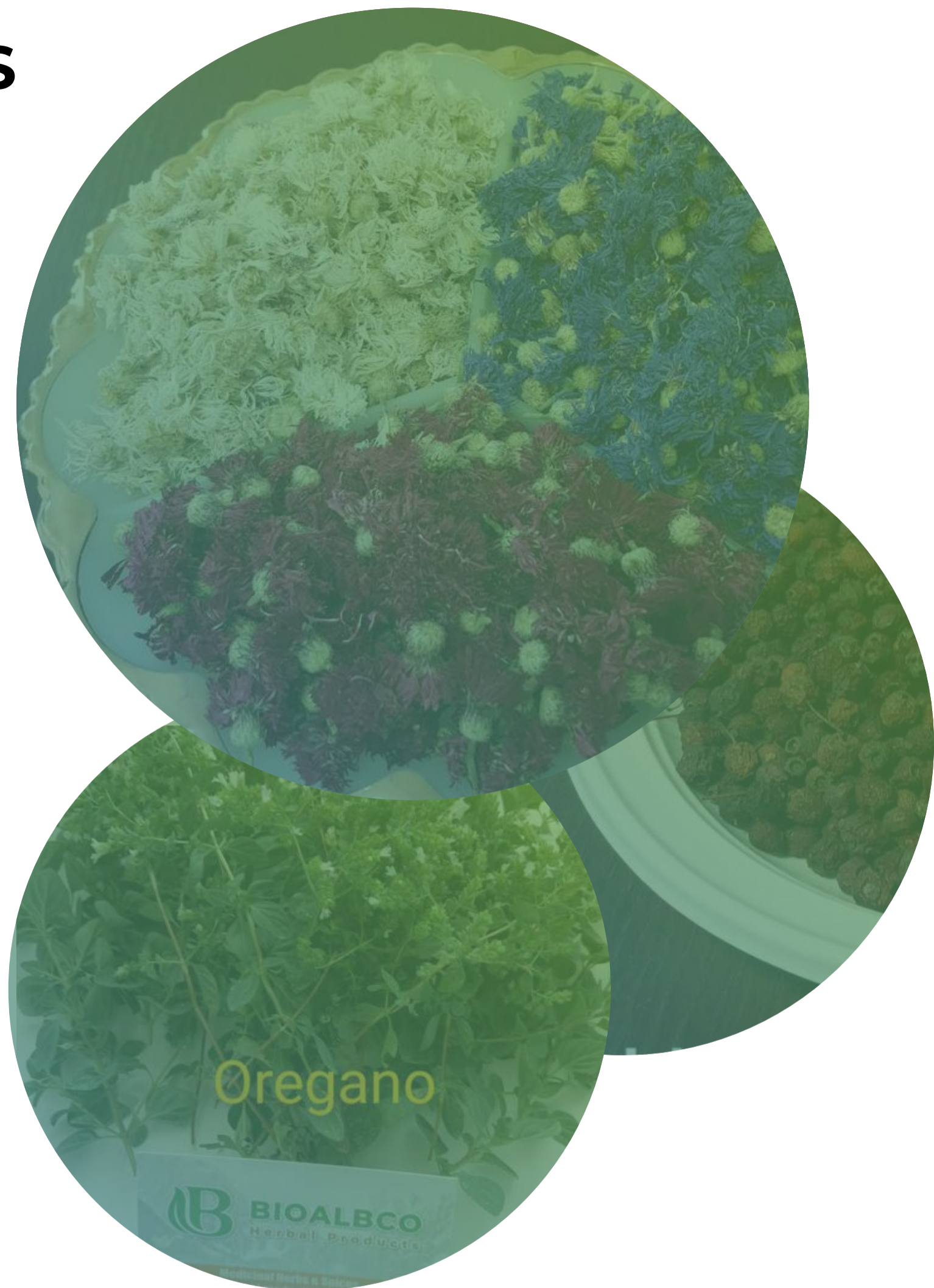
Who We Are

BIOALBCO offers bulk wild-crafted medicinal herbs and spices, all-natural products for natural and healthy living. It was founded in 2009, in Durrës, Albania, by Mrs. Fatmira Guzina, an Agronomist with long experience with botanicals.

BIOALBCO Herbal Products, is an initiative to promote Albania's natural treasure, wild plants, and medicinal herbs found in huge quantities in fields, hills, and mountains areas, which created employment opportunities for rural communities, especially for women.

What We Do?

Since its early days, the company has experienced steady growth, and is now servicing over 50 customers around the world. We work hard to become a trusted supplier for our valued customers. The company has built strong networks direct with farmers around Albania, enabling to supply high-quality products to all the customers worldwide.



BIOALBCO HERBAL PRODUCTS

Products: Oregano (*Origanum vulgare*), Nettle Leaves (*Urtica Dioica*), Cornflower (*Centaurea Cyanus*), Elderberry (*Sambucus Nigra*), Lavender (*Lavandula Angustifolia*), etc.

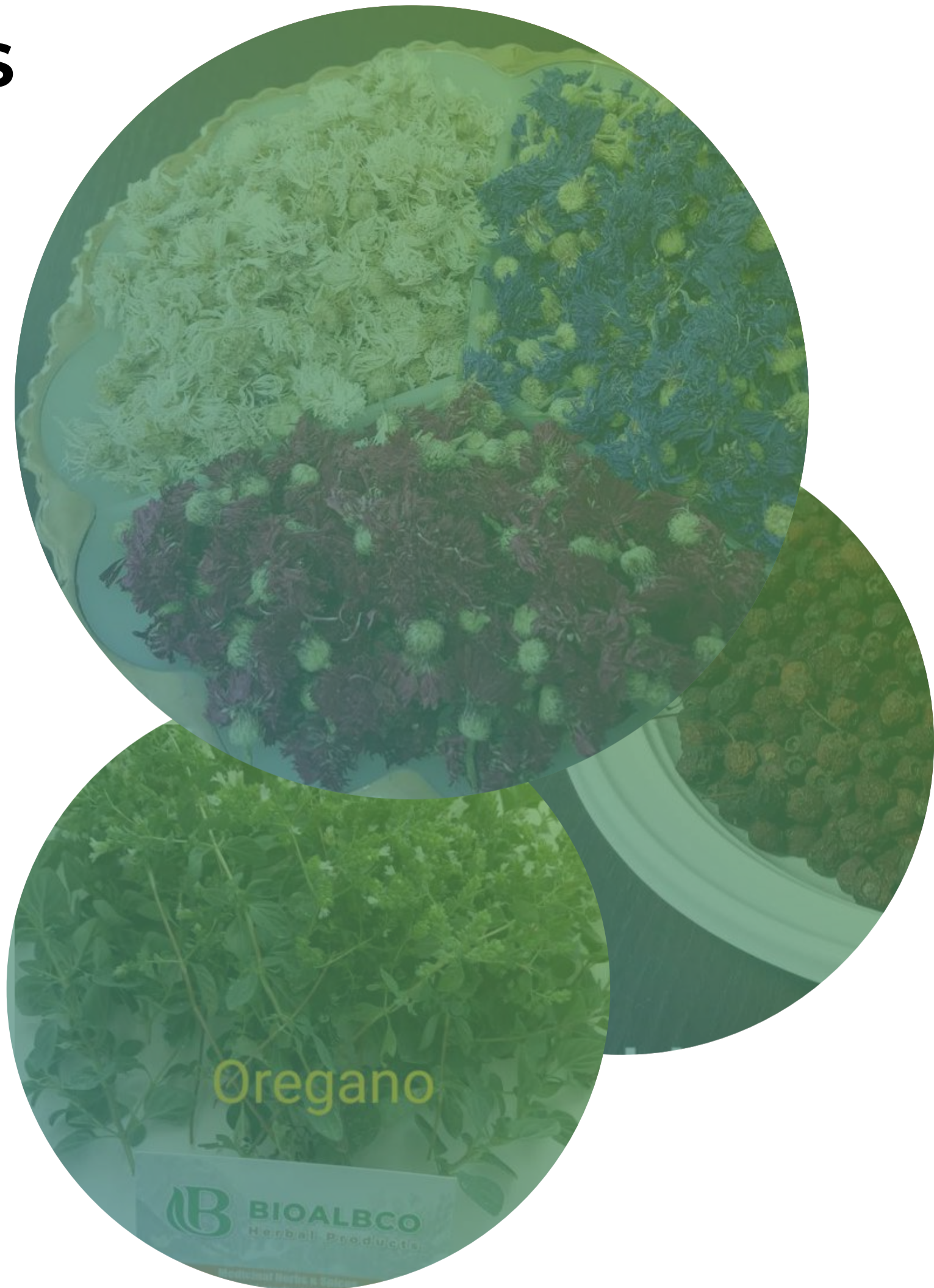
Contact

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 **BIOALBCO**
Herbal Products

AGRO ILIRIA GROUP

Who We Are

Agro Iliria Group is a plantation of pomegranates and goji berries, headquartered in Tirana and running its operations in the Remas commune, New Karavasta village (an area of approximately 87 ha of agricultural land). The company was founded in 2015.

What We Do?

We cultivate, harvest and care for the unique plants of pomegranates and goji berries. We own an area of 70 ha planted with Pomegranate (about 46,793 trees). The planted varieties include “Wonderful One” and “Acco”, and 10 ha planted with Goji Berry (about 40,500 trees). Another 7 ha has been constructed to support infrastructure. Agro Iliria Group exports its products to the United Kingdom, Austria, Italy, Germany, Montenegro and North Macedonia.



AGRO ILIRIA
Fresh Fruit & Vegetables Farm Supplier & Export



AGRO ILIRIA GROUP

Products: Pomegranate (Malogranatum); Goji berry (Goji bacca)

Contact

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AGRO ILIRIA
Fresh Fruit & Vegetables Farm Supplier & Export



VASILIS & CO ORGANIC

Who We Are

Vasilis Organic was founded in 2016, in Gramsh, Albania. The company specializes in the organic Medicinal and Aromatics Plants sector, focusing on collection, cultivation, processing and export.

What We Do?

We cultivate, process and export organic medicinal and aromatic plants both to the regional market and to European markets such as Germany, Austria and Poland. Our portfolio of products includes more than 70 species of dried medicinal plants of high quality. We ensure that us and our affiliates apply environmentally friendly practices and we care for the sustainable use of wild collected flora. The key focus of our company is organic production. Most of the company's products are certified according to the European Organic Standard Equivalent to EEC regulation 834/2007.



VASILIS & CO ORGANIC

Products: Yarrow (*Achillea millefolium*), English lavender (*Lavandula*), Elderberry (*Sambucus nigra*), Acacia (*Robinia pseudoacacia*), Marigold (*Calendula officinalis*), etc.

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