

BIOFACH2024

into organic

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ALBANIA

ALBANIAN PAVILION

MEDICINAL & AROMATIC PLANTS + OLIVE OIL



HALL 5 | STAND 5-171

AIDA PROFILE

The Albanian Investment Development Agency (AIDA) is the key public institution in Albania dedicated to attracting and supporting foreign and domestic investors. AIDA focuses on strengthening 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 Micro, 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 not only assists in analyzing the market and potential investment sectors, but also provides advice on finding suitable properties and locations, as well as on identifying new and existing projects on which to collaborate.

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

AIDA's services are free of charge!

At AIDA, our specialized, multidisciplinary team will provide you with no-cost professional services tailored to your project's needs.



ITC PROFILE

The International Trade Centre (*ITC*), headquartered in Geneva, is the joint agency of the World Trade Organization and the United Nations. It is the only multilateral agency fully dedicated to supporting the internationalization of micro, small, and medium-sized enterprises (MSMEs). ITC's mission is to foster inclusive and sustainable growth and development through trade and international business development.

ITC is currently implementing the 4-year program Trade promotion East (*TPE*): Balkan States and Central Asia, funded by the Government of Switzerland. The project focuses on the competitiveness and sustainable export growth of MSMEs, as well as on improving the capacities of business support organizations (BSOs) to provide quality services to MSMEs. Albania is one of four countries, along with Uzbekistan, Tajikistan, and Serbia, to participate in the TPE project. "

To demonstrate tangible changes leading to sustainable and inclusive growth, the project is targeting carefully selected sectors relevant to Albania's economy: medicinal & aromatic herbs, and olive oil.

Within this framework, ITC supports selected Albanian MSMEs operating in the two above-mentioned sectors to :

- produce goods in line with market requirements,
- connect to target markets, to increase sales,
- digitally transform,
- and adhere to sustainability principles & standards.



SIPPO PROFILE

The Swiss Import Promotion Programme (*SIPPO*) is a well-established initiative of the State Secretariat for Economic Affairs (*SECO*). Their overall vision of sustainable and inclusive economic growth and integration of SIPPO partner countries into world trade, through its mission of supporting Business Support Organizations (*so-called BSOs - which includes public or private associations, chambers of commerce, export promotion agencies, among others*) to increase their export promotion capacity and service provision to export-ready companies.

As of 2017, SIPPO is implemented by Swisscontact, in partnership with BHP Brugger and Partners and Helvetas Swiss Intercooperation.

CONTACT
INFORMATION



MEDICINAL AND AROMATIC PLANT SECTOR IN ALBANIA

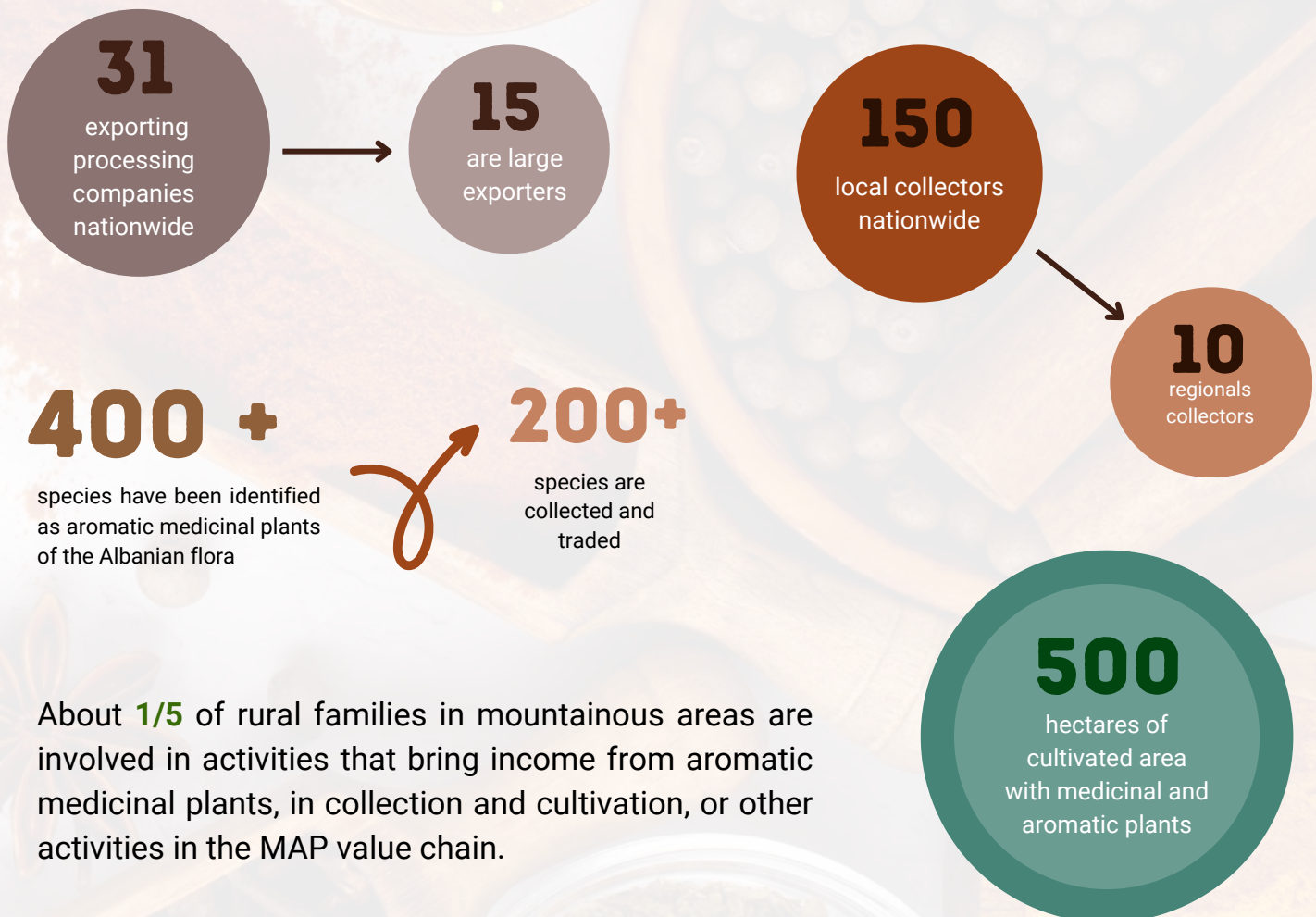
The Medicinal and Aromatic Plant (MAP) sector has great development potential, generates sustainable employment, and is an important source of income for many families in rural areas of the country.

The sector engages around:

■ Gatherers ■ Farmers ■ Processors ■ Exporters ■ Employed mainly in rural areas



85 thousand people



About
90%

of the production of medicinal and aromatic plants is exported
representing

Almost
20%

of the total agricultural exports of Albania

70% of medicinal and aromatic plant exports go to the European Union, while the rest goes to the United States of America.

Medicinal and aromatic plants in Albania mainly grow in **Shkodër, Malësi e Madhe, Korça, Elbasan, Berat, Gjirokastra** and **Kukës**. In 2022, according to official statistics, the local production of medicinal and aromatic plants was **16.430 tons**.

Also, according to the official statistics, in 2022, the total exports of aromatic medicinal plants reached the value of **63 million Euros**, with an increase of **6.7%** from the previous year (59 million Euros).

Albania is part of the group of 25 leading exporters of MAP in the world.

The main destinations of exports are:



Albania is a leading supplier of sage to the US market and wild thyme to the German market.



Over the last decade, the Albanian MAP sector has taken huge steps to comply with international standards and requirements, and **"Made in Albania"** products have become more competitive in quality and sustainability.

Albanian farmers currently grow, collect and export 186 of the 330 medicinal and aromatic plant species found in Albania.

The sector employs over **90,000 employees**, **10%** of whom are also engaged in plant cultivation in an area of over **6,000 Ha**. The positive achievements of the MAP sector are mainly based on long experience in collecting, cultivating and exporting, on suitable climatic conditions, on the high quality of wild plants, on the availability of labor for harvesting and cultivating medicinal and aromatic plants, and on investments in MAP storage and drying facilities.

Exporting destinations:



and other European destinations.



OLIVE OIL SECTOR IN ALBANIA

Olives are among the most important fruit tree crops cultivated in Albania, covering about **8-9%** of the land. The olive oil industry plays an important role in the agricultural sector. **About 480 olive oil factories operate in Albania.**

Albania's olive production covers the consumption needs of domestic market

and a significant proportion of this production is processed into olive oil. Investments in the olive oil processing industry have improved the quality and standards of this product, which is already in strong demand for export to European markets.

In **2022**, according to official statistics, about **128,861 tons** of olives were produced.



In 2022, according to data from the Ministry of Agriculture and Rural Development, **29,230 tons** of olive oils were produced. Compared to the previous year, olive oil production increased by **13%**.

In 2002 according to official data, the value of olive oil exports reached about **1.78 million Euros**, with a significant increase of **152%** from the previous year (**703 thousand Euros**).

Varieties of olive oil production are: Olive oil, Virgin olive oil, and Extra Virgin olive oil. The most important olive varieties cultivated in Albania are Kalinjot, Kokërmadh i Beratit, Ulliri i Bardhë i Tiranës, Frenku, Holli i Himarës, Kotruvsi, Mixani, Nisjoti.

Exporting destinations:



ALBANIAN STATE INCENTIVES FOR MEDICINAL AND AROMATIC PLANT AND OLIVE OIL SECTORS

The government has approved some support measures on the medicinal and aromatic plants sector, giving a strong stimulus to the sector (*Law no. 105/2016 "On plant protection" according to Articles 78 and 83, paragraph 1 of the Constitution, on the proposal of the Council of Ministers*). Medicinal and Aromatic Plants subsector can benefit from public support schemes.

In recent years, the Ministry of Agriculture and Rural Development in Albania has signed different cooperation agreements for the promotion of olive and olive oil exports to European markets such as Italy, France, and Spain, thus creating the conditions to increase the competitiveness of Albanian olive oil.

AIDA'S SUPPORT

In the frame of its mission and work program to support the export business, including medicinal and aromatic plants and olive oil, AIDA has assisted and supported them through funds administered.

Companies are assisted in promoting and certifying their products for export. This year, AIDA, in cooperation with ITC and SIPPO partners, supports the Albanian companies to participate in BIOFACH 2024.

Through participation in the fair, for the third time, AIDA aims to promote Albanian business, 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.

ALBANIAN COMPANIES EXHIBITING IN “BIOFACH 2024”



Albanian Herb Sh.a.


BioBes
Partner with Nature


Alb. Kalustyan
A Kalustyan Corp. Company

ekoprod^{sh.p.k}
import - eksport


Natural Herbal
E.V.R.


Shkalla

You are welcome to visit our stand at BIOFACH 2024.
You can find us in **Hall 5, Stand 5-171.**



Albanian Herb Sh.a.

Who We Are

Albanian Herb Sh.a started operating in Durrës in 2006. Throughout this period the company has managed to steadily increase capacities and exports. It has also worked to continuously improve the quality of the product. Albanian Herb, has direct control of

the raw materials, which guarantees fresh crops and full traceability. We envision becoming the leading Albanian company that offers native organic herbs and spices to worldwide markets.

What We Do

Our company collects raw materials all over Albania from a long list of reliable suppliers. Over the years we have established a successful brand name that enables us to collect the best raw materials. After materials are collected, the product goes through several processes such as cleaning, cutting, and packaging. Processing depends on the customer's request.

Ongoing investment in technology, state-of-the-art machinery, qualified staff, and following closely the latest demands and trends, is our priority.

Certification

Company offers organic certification by CERES Germany.

Products

Our product range includes: Sage (*Salvia officinalis*), Oregano (*Origanum vulgare*), Winter Savory (*Satureia*), Thyme (*Thymum*), Rosemary (*Rosmarinus officinalis*), etc.



Exporting destinations



CONTACT
INFORMATION





Who We Are

We are manufacturers and exporters of Bio Organic Medicinal Aromatic Albanian Native Plants and Essential Oils.

AlbKalustyan began in 2014 as a collaboration between XHERDO of Albania and Kalustyan of the USA. XHERDO (established in 1991 in AL) merged forces with Kalustyan, a leader in the herb and spices industry in the USA, to serve the marketplace with a reliable source of Albanian native herbs and essential oils,

using the latest technology to provide premium quality standards to our global customers.

With a global reach in the United States, Europe, Asia, and Australia, our diverse customer base operates in various industries: food, tea, cosmetics, aromatherapy, flavor, and pharmaceuticals.

We aim to expand our presence in Switzerland, UK, and Asia.

What We Do

We are manufacturers and exporters of Bio Organic Medicinal Aromatic Albanian Native Plants (*semi-ready products: without stems, dust, or weeds*) and Essential Oils.

Certification

BRC certified Grade A, EOS & NOP.

Products

Our product range includes: Sage (*Salvia Officinalis*) one of our main products, Juniper (*Juniperus Communis*), Oregano (*Origanum vulgare*), Thyme (*Thymus capitatus*), etc.



Exporting destinations



CONTACT
INFORMATION





Who We Are

Biobes is an Albanian company that operates in the field of production, collection, processing, and export of aromatic and medicinal plants.

BIOBES collaborates closely with more than 450 small familiar farms in rural areas with a tradition of cultivating and collecting wild flora of aromatic and medicinal plants. BIOBES has a portfolio of more than 120 products that come from the wild collection or cultivation of medicinal and aromatic plants in Albania.

Organic production is the focus of the company and organic MAPs cover an important part of the wide spectrum of our products.

A major part of aromatic and medicinal plants are certified according to the required standards. Besides, our company has a special positive approach to environment protection. BIOBES and its partners apply practices that are friendly to the environment and make sustainable exploitation of wild flora of aromatic and medicinal plants.

BIOBES has invested in drying and processing lines that preserve the quality of aromatic plants and prepare the product according to our client's demand. Thanks to the processing, we do not only export raw products, but also final products for consumption, if this is demanded by our clients.

What We Do

Cultivation of medicinal and aromatic plants on Biobes plots: In 2019, Biobes, planted 45 ha of medicinal and aromatic plants in its plots. Cultivation is planned according to the demand of our clients. BIOBES has capacities to increase the cultivated area if the demand of our clients grows.

Certification

European Organic Standard, United States Organic Standard NOP, FairWild certification and Fair For Life.

Products

Our product range includes: Sage (*Salvia officinalis*), Laurel leaves (*Laurus nobilis*), Rosemary (*Rosmarinus officinalis*), Lemon whipping (*Lemon verbena*), BlackBerry (*Rubus fruticosus*), Dandelion (*Taraxacum officinalis*), Lemon Balm (*Melissa officinalis*), Winter Savory (*Satureja montana*), Thyme (*Thymus capitatus*), Raspberry (*Rubus idaeus*), etc.



Exporting destinations



CONTACT
INFORMATION



Who We Are

“EKOPROD” sh.p.k, was founded in 2013, EKOPROD company has invested in situated in Korça region of Albania. The machinery, product lines, and equipment to company has qualified workers, well- to achieve its goal of guaranteeing the prepared staff involved in organizing all of highest quality products. the procedural links, which ensures very strong results on the international market.

What We Do

We collect, cultivate, process, and trade medicinal herbs and aromatic plants and cooperate with a wide network of farmers for cultivation and wild collection activity.

Certification

We are certified organic by Ecocert, one of the world’s largest inspection and certification body.

Products

Our product range includes: Cornflower (*Centaurea Cyanus*), Mallow (*Malva Sylvestris*), Marigold (*Calendula officinalis*), Hawthorn (*Crataegus*), Sunflower (*Helianthus Annuus*), Horsetail (*Equisetum Arvense*), Black Elderberry (*Sambucus Nigra*), Mullein (*Verbascum*), Yarrow (*Achillea Millefolium*), Juniper (*Juniperus Communis*), Rose hip (*Rosa Canina*), Santalaceae (*Viscus Album*), Marshmallow (*Althea Officinalis*), Nettle (*Urtica*), etc.



Exporting destinations



CONTACT
INFORMATION





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 Rolandi Gypi and is located in Maliq, Korça, in southeast Albania. In the early days, the company would only

collect medicinal aromatic dry plants, roots, and herbs. The production, storage, and preparation of dried herbs was an additional activity that began later and fuelled the growth of the company.

What We Do

Nowadays our company is one of the main suppliers of medicinal plants in Albania. The company obtains about 3,000 square meters of storage warehouses. As an experienced company already, our main priority is now to export our products worldwide. Some of the rare and wild products are collected by spontaneous collectors, while some other products are cultivated by local farmers.

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.

Certification

Some of the certificates that our company has are ISO 22000, ISO 9001 and also the organic certificate bi-OSEU Equivalent Standart.

Products

Our product range includes: Cyan (*Cyani*), Linden (*Tilia Argentea*), Spring primrose (*Primula Veris*), Hawthorn (*Crataegus*), Rosehip (*Rosa Canina*), Juniper (*Fructus Juniperus*), Nettle (*Radix Urtica*), Mallow (*Malvia Sylvestris*), Taraxasi (*Taraxacum officinale*), Nettle Leaf (*Urtica Dioica*), Marshmallow (*Althaea*), Herba Equiseti (*Equisetum stem*), Wild apple (*Fructus Pyrus Malus*), Dandelion root (*Radix Taraxasi*), etc.



Exporting destinations



CONTACT
INFORMATION





Who We Are

Started in 1996 by Shpresa Shkalla, who comes from a family traditionally cultivating olives, “Shkalla Sh” Olive Oil is a family business, working with passion to produce excellent organic extra virgin olive oil. Today production represents the perfect integration between modern technologies and tradition.

What We Do

Our olive oils are produced with outmost attention and care, by handpicked olive fruit. The oil is produced exclusively from the processing of healthy olives, harvested from the plant early in the season, when the olives are unripe and bright green in color, processed within 24 hours and pressed with a cold extraction system.

The annual level of production is approximately 10-ton organic olive oil. The production is offered to the local market and we also export to Germany and, since 2003, to Switzerland. We also want to expand to other countries because we have high-capacity machinery.

Certification

“Shkalla Sh” company is certified by certifying bodies “BioInspecta”, Switzerland for its organic production of olive oil, and Bio Suisse certificate.

Products

Oil olive;

Variety of olive : Koroneiki, Frantoio, Kalinjot;



Exporting destinations



CONTACT
INFORMATION



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