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ALBANIA

OUTSOURCING DESTINATION GUIDE

ICT SECTOR INSIGHTS & CONTACTS

Independent information guide by German Outsourcing Association

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EMERGING ICT IN SOUTHERN EUROPE

DOV DEUTSCHER OUTSOURCING VERBAND
GERMAN OUTSOURCING ASSOCIATION

Outsourcing Destination Guide Albania

Welcome

We present with the Outsourcing Destination Guide Albania the conditions, capabilities and actors of the Albanian ICT sector. Furthermore, we showcase unique solutions by Albanian industry experts in the form of case studies, project reports and have talked to local industry leaders about their operations and perspective.
As a result, we help decision-makers better understand the local conditions and opportunities for both: working with IT- and business process service providers in Albania or investing in their own delivery center operations.

This publication is an independent information guide published by Deutscher Outsourcing Verband e.V. (German Outsourcing Association), commissioned by Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ).

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European Demand meets Albanian Supply – Albania is unleashing its ICT market potential!

On its way towards EU accession, Albania works hand in hand with the European Union and its member states to accelerate the transformation of Albanian economy into an innovation-driven, and knowledge-based one.

In its Growth Plan path, Albania is harnessing its human capital and entrepreneurial potential to increase the country's competitiveness and international recognition

as a strong business partner and attractive investment destination.

The information and communications technology (ICT) sector is one of the fastest growing sector in the country, backed up by government support, available infrastructure, competitive costs, the country's close proximity to Europe, and lastly its great human potential. Today, there are more than 40,000 individuals employed in the ICT and BPO sector, with numbers expected to grow rapidly, as the country ranks 1st in the Central and Eastern Europe region, in terms of graduates in computing per capita.

Albania's digital ecosystem is powered by a growing pool of IT professionals. About 2,500 IT engineers graduate from university every year, forming a strong, vibrant and talented basis for this growing industry.

Such conditions are favoring Albania to thrive towards becoming one of the most competitive hotspots in the region for digital business services, especially in the information technology outsourcing segments.

At the same time, European markets face a severe shortage of IT experts in almost all industries and are looking for partners worldwide to bridge this gap, in their efforts to accelerate the digital transformation of their economies.

This window of opportunity offers a Win-Win between European customers to retrieve high-quality and stable services at compatible costs from Albania and for the Albanian ICT ecosystem to establish itself as the next outsourcing powerhouse of Europe.

The Outsourcing Guide Albania provides comprehensive first-hand market insights, highlighting the sector's maturity level and its potential to evolve further as an outsourcing powerhouse - especially for European customers.

It provides you with on the ground expert insights, company examples and contacts to explore further and to get excited about the growing and high-level IT services from Albania.

We hope you will enjoy the read!

Dr. Sonja Kurz , *Country Director Albania, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH*

TIRANË, ALBANIA

ICT SECTOR

ALBANIA

Analysis

Albania's ICT Sector

By Stephan Fricke, CEO, German
Outsourcing Association, Editor in Chief
at Outsourcing Journal

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Location, History, and International Relations

Albania is home to almost 2.4 million people and covers 28,748 km² in area. The nation is bordered to the northeast by Kosovo, to the northwest by Montenegro, to the east by North Macedonia, to the southeast and south by Greece, and to the west and southwest by the Adriatic and Ionian seas. Three-fourth of Albania is covered with mountains and hills while the remaining landscape consists of coastal and alluvial lowlands. Albania is in the Mediterranean region, which is distinguished by hot, dry summers and moderate winters with lots of precipitation.
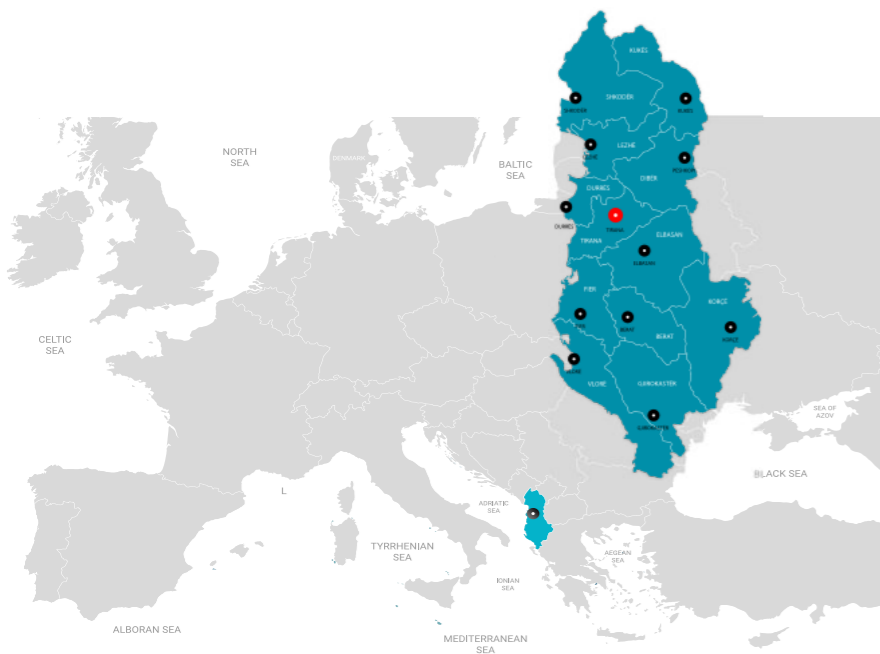
The history of Albania dates to the Bronze Age. Albanians consider themselves the descendants of the ancient Illyrians, originally from Central Europe and migrated southwards by the beginning of the Bronze Age i.e., around 2000 B.C. Albania wields an advantage of its location in the Balkan region as it is located alongside two seas, i.e., the Adriatic and Ionian seas. Due to this, it has been a bridge for various nations and empires seeking conquest abroad ("Albania - Land").

Albania gained independence in 1912 however, almost half of its territory and people were assigned to neighbouring states. It was ruled by monarchies during the two World Wars, and joined the group of socialists states afterwards. With the fall of communism in Europe by the late 1980's, it transitioned in 1992 to a democratic system of government. This transition reflected the people's inclination towards the West.

As Albania traverses its foreign policy, acquiring a balance between old relationships and new strategic alliances and adjusting to the more expansive regional power distribution, these de-

velopments offer both opportunities and challenges (Benakis, 2023).

Demographics, Language, and Religion

The current population of Albania is 2,402,113 as per Census conducted by the Albanian Institute of Statistics published in 2024.

Albanian is the official language of Albania and almost 98% of the populations speaks this language. Remaining 2% speak minority languages, that include Greek, Romani, Serb and Bulgarian (European Union, 2024).

More than 40% of the population speaks at least one foreign language such as English, Italian, Greek, German. Languages taught in schools are English, Italian, French and German.. The overall language level can be considered good. Especially young people shown a growing interest in the German language in recent years.

Though nearly 50% of the Albanian population is Muslim, it is predominantly a secular country. Overall secular Islam, Agnosticism and Christian-

Population	2,402,113
Yearly % Change	-0.71%
Yearly Change	-19,890
Migrants (net)	-24,472
Median Age	36.7
Fertility Rate	1.34
Density (P/km²)	102
Urban Population in %	69.00%
Urban Population	1,927,019
Country's Share of World Pop	0.03%
Albania Global Rank	143

Albania Demographics 2024 (Worldometer, and AIS)

ity are the most common religions in Albania. Nearly 35% of the population practices Christianity, making it the second largest religion in Albania (ICLRS, 2023).

Albania - Economic Outlook

In recent years, Albania has transformed from one of the poorest country in Europe to an upper-middle-income country, thanks to key economic reforms that revitalised growth and job creation. The country

has also advanced the European Union integration agenda (World Bank 2024) and has most recently begun the EU accession talks (Politico 2024), demonstrating the country's commitment and strong cooperation ties to Europe.

As regards the key economic sectors, agriculture contributed around 18.62 per cent to the GDP of Albania, 21.39 percent came from the industry and 47.35 percent from the services sector (Statista, 2024).

| 47,35% | 21,39% | 18,26% |

◆ Services   ◆ Industry   ◆ Agriculture

Albania: Distribution of gross domestic product (GDP) across economic sectors 2022 (Statista, 2024)

Overall Economic Performance (World Bank Assessment)

Albania is making significant structural changes to support equitable growth, improve productivity and competitiveness in the economy, create more jobs, and enhance governance and public service delivery. En-
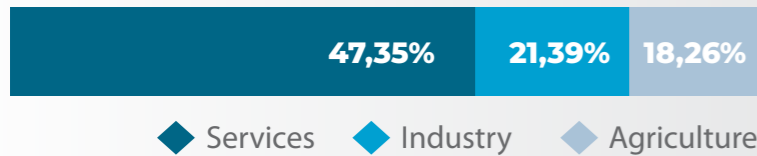
hanced regional connectivity and access to regional and global markets, coinciding with export and market diversification, can turn out to be a catalyst for faster growth.

After the COVID-19 pandemic, the new economic outlook of the country emphasizes a complete recovery. The government is focusing on tourism, agriculture, and digitization as well as increased attention to climate change and the environment.

Despite rising energy and food prices in 2023, growth reached 3.3% as private consumption, exports, and investment increased. The subsequent year observed outstanding growth in tourism, however, growth projection for 2024 remains at the same level.

The government foresees a reduction in the poverty and increase in the employment and wages. Nevertheless, how well the country will navigate economically in the medium term, will also depend on the global recovery, structural reforms, and fiscal consolidation.

The country has a solid support from the World Bank and other part-

ners in overcoming these challenges and implementing the country's longer-term vision.

Albania ICT & BPO Sector

The Information & Communication Technology (ICT) and Business Operations Outsourcing (BPO) sector in Albania have been going through transformation.

The revenue in the IT Services market is projected to reach USD 128.90 million in 2024. IT-Outsourcing services lead the market with a projected market volume of US 50.57 million in 2024. The predicted market growth for IT outsourcing services between 2024 and 2029 is 9.24% (Statista)
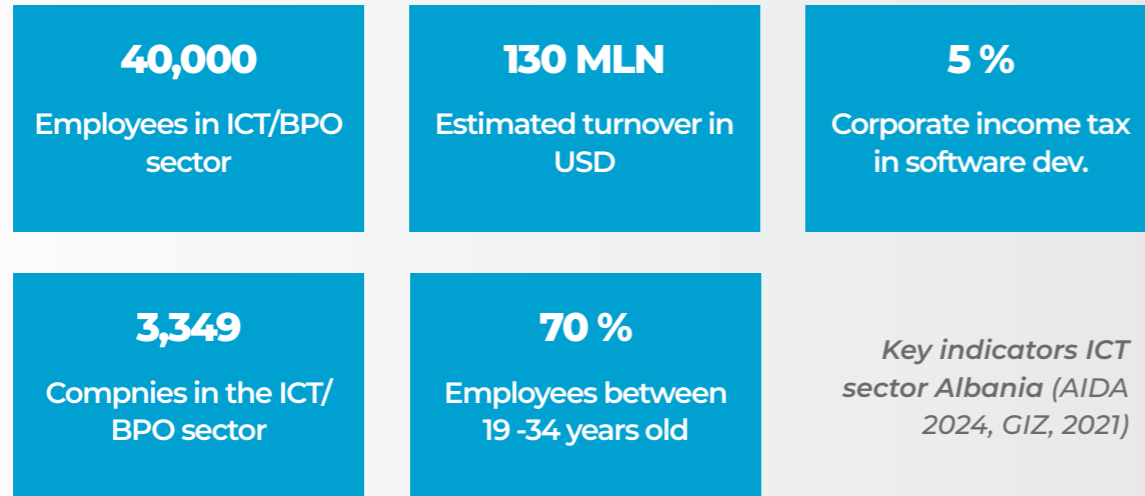
Albania's IT services export remains comparably low, reaching 0,86 % of GDP in 2022. (EmergingEurope, 2024)

Tirana is the main ICT-BPO hub of Albania, followed by Durrës, Shkodër and Vlorë. The ICT-BPO sector in Albania has seen steady growth since its inception (Aida.gov, 2024).

Market	Imports from (USD Mil)
Italy	1,740
Turkey	936
Greece	807
China	679
Germany	341

Key Trading Partners of Albania (OEC world 2023)

Data entry and call centers are among the top outsourced activities in Albania. They export services mostly to Europe. Nevertheless, there is huge room for improvement by acquiring a two-pronged approach. First, by taking advantage of the multilingual ability of the population and by jumping into higher margin/niche services and diversifying the range of its activities, attracting investments related to more complex processes in finance & accounting, digital processes, software design and development, blockchain technologies, cyber-security, etc.

40,000
Employees in ICT/BPO sector

130 MLN
Estimated turnover in USD

5 %
Corporate income tax in software dev.

3,349
Compnies in the ICT/ BPO sector

70 %
Employees between 19 -34 years old

Key indicators ICT sector Albania (AIDA 2024, GIZ, 2021)

By leveraging these two segments, Albania can attract more foreign investors for exporting the already present services to a wider market in Western Europe.

Other reasons for Albania becoming an ICT-BPO services hub are its urban culture, availability of resources, infrastructure and attractive Investment Incentives (AIDA, 2024).

ICT & BPO Sector in Albania

There are currently 3,349 active enterprises that operate in the Information and Communication sector in Albania (AIDA, 2024), where 843 were registered in 2020.

Out of these enterprises:

- 440 operate in Telecommunication

- 1,606 operate in Computer programming, consultancy and related activities

- 574 in Information service activities.

Out of 42 IT companies listed in clutch.co, 30 companies employ less than 50 people, 8 companies between 50 and 250, 2 companies between 250 and 999 and one company more than 1,000 people. (clutch. co).

GDPR compliance

Albania is in the process of developing the legal framework for GDPR compliance in the scope of the EU Integration process. Already now, companies serve international clients based on the GDPR standard. A commonly used additional layer of security is the utilization of servers in Europe and the U.S., to ensure data protection of customers.

Noteworthy Companies and International Investments

Due to Albania's tech-readiness and enterprising culture, several companies and foreign investors have found its ICT and BPO sector to be lucrative. Some of the most important ones are Lufthansa Industry Solutions, Deloitte, Teleperformance, IDS, B810, Innovaway, Alba Contact, Albacall, Ernest & Young, Euroservices and LocalEye.

International clients from many countries look at Albania as an attractive IT hub. Some of the prominent client countries include Italy, the UK, France, Spain, Germany, Austria, and Switzerland.

Outsourced business operations are used by famous international brands like Apple, Vodafone, Adidas, eBay, Barclays, Groupon, Lufthansa Group, Air France, and Alitalia.

International companies with operations or outsourced services in Albania

Digital Strategy in Albania

An impressive step by the Albanian government was its bold decision to transition 95% of its public administration services to online-only delivery, effective from May 1st, 2022 (EN-NHRI, 2023).
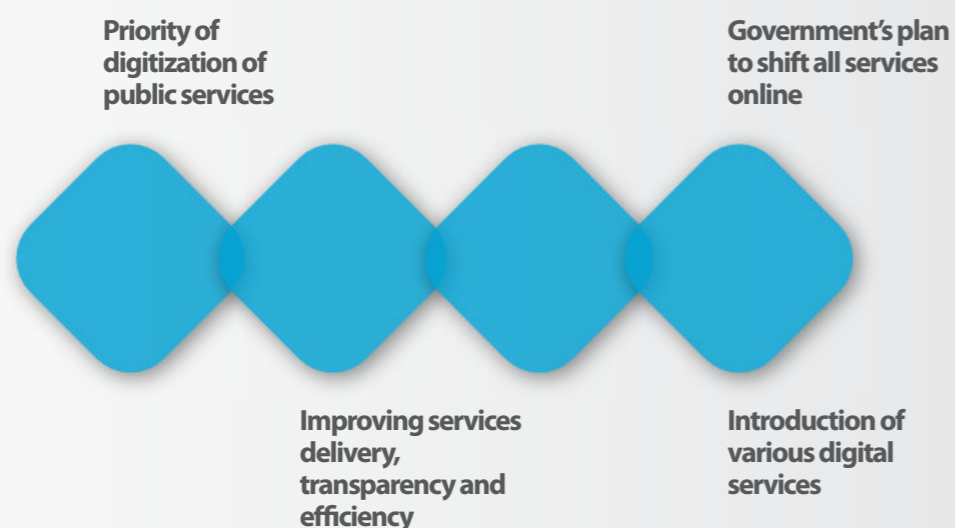
As part of the Digital Agenda 2022–2026, this project is a critical move in the right direction toward improving service transparency and quality. The main goal is to do away with direct communication and interaction between citizens and government workers in order to cut down on corruption, long lines, and discontent.

New tax incentives for "digital nomads" and Startup support

The Albanian Parliament approved Law no. 36/2023 to support the creation and development of high-potential tech start-ups, effective June 28, 2023. This law includes tax incentives for digital nomads, allowing them to operate without being considered tax residents or establishing a permanent business in Albania.

The law also establishes an agency and commissions to oversee start-up support and financial schemes, ensuring a structured approach to fostering innovation in Albania's start-up ecosystem (KPMG, 2023).

Albania's Digital Transformation - 4 layers (ENNHRI, 2023)

Priority of digitization of public services

Improving services delivery, transparency and efficiency

Government's plan to shift all services online

Introduction of various digital services

e-Albania portal (Source: ENNHRI, 2023)

The e-Albania portal is a central government interactive platform for providing electronic public services. The digital architecture interacts with about 60 electronic systems of all public administration institutions, that collect all documents and provide the services online via the e-Albania portal.

Citizens and businesses apply with their National Unique ID number through the platform for access to about 1,200 public services online. The portal gained prominence especially during the COVID-19 pandemic.

Examples of Services:

Health Services:
Digital process for medical referrals from the family doctor to the examining doctor.
Reimbursable prescriptions and simple daily medical reports are digital.

Education Services:
Digital registration process of pupils of all ages in school. The ongoing relationship of pupils with the respective

school is digital (evaluation process, absences, obtaining diplomas, etc.).

Employment System:
Employers perform the entire cycle online, including announcing vacancies, obtaining information about suitable candidates, and closing the employment process. Job seekers apply for vacancies and create their professional profile.

Cadastral Services:
The systems offer all online cadastral services, enabling citizens to access property documents with legal value.

Business Services:
Businesses perform all necessary cycles in relation to the state online, starting from registration, including applications for permits and licenses, payment of taxes, delivery of balances, and various certifications with electronic seals.
Fiscalization process with fiscalized invoices (business-state, business-business, or business-citizen) is another facility for businesses.

Other Services:
Many other services are provided online through the electronic signature, which has made it possible to digitize

complicated processes, such as construction permits, electronic procurements, and the automated data system for customs.

Implications of the e-Albania Portal implementation

(Source: ENNHRI, 2023) The portal will benefit in many ways. The most striking feature envisaged by the government is to include a section "Digital Education" indicator to measure the population's digital skills.

However, an important critical point is that most of these indicators should have been measured prior to the implementation of the digital-only service policy.

Some of these indicators include:
• Individuals with average or high digital skills
• Percentage of individuals who are frequent users of the Internet
• Percentage of individuals according to technological capabilities and computer
• The width of the band internet service in the territory

Infrastructure for ICT and Office space

(Source: Albanian Investment Corporation, 2024) The Albanian government created a legal framework in 2021–2023, which culminated in the opening of DURANA Tech Park in March 2024, to assist IT firms and digital nomads.

This park, which is situated halfway between Tirana and Durres, aims to promote technical innovation in fields including cloud computing, software development, and system security. With the goal of establishing a center for scientific and technological breakthroughs in Albania, the Albanian Investment Corporation is about to start the selection process for the park's administration and patrons.

• Software and System Development: To provide reliable IT solutions, DURANA Tech Park provides services for software design, development, maintenance, and testing.

 • Network and Security Solutions: The park specializes in information security consultancy as well as the design

and development of security and communication solutions.

• Research and Innovation: It promotes creativity and technical breakthroughs by offering research and development opportunities in domains like robots, cloud computing, and big data.

The Office Market in Albania

(Source: Colliers, 2024) Along with the increase of the new modern office stock, the Albanian market is experiencing a rise in demand for green buildings certifications. During 2023 a comprehensive work and consultancy have been conducted for one of the new high-end projects in Tirana (Park Avenue), which in the beginning of 2024 was awarded with the first BREEAM Excellent certification.

Additionally, 2023 has proven to be a standout year for tourism in Albania, with data from the Institute of Statistics (INSTAT) revealing that around 10 million foreign nationals visited the country, marking a 34.6% increase compared to the previous year.

In 2023, Tirana's office space grew significantly, with a 31% increase in total stock, mainly in the Central Business District. However, the vacancy rate surged to 21.56%, driven by new office spaces outpacing demand.

Tirana office market 2023	
Total stock	189,608 sqm
Vacancy	21.56 %
Prime headline rent	27 EUR / sqm

Tirana Office Space Snapshot (Colliers, 2024)

The "Revitalization of the Tirana Pyramid" project now offers technology-focused office and co-working spaces, further shaping the market dynamics. Following is a snapshot of Tirana office space market.

Education

Modernization in the education sector plays the role of a catalyst in providing skilled workforce for the administration as well as the overall economy.

E-administration and e-delivery are fundamental enablers of digital transformation in Albania's e-government services (UNDP, 2022).

In Albania, there are about 3,818 education institutions in both urban and rural areas that enroll nearly 520,759 students from pre-primary to upper-secondary education in the country. (Institute of Statistics - Tirana)

According to UNICEF, the literacy rate for the 15-24 years age group in Albania corresponded to 99.3%, while the completion rate of upper secondary education for the youth of school age is 77.9% (UNDP, 2022).

Education and training institutions: (AIDA, 2024)

In 2020, 20.1% of graduates were STEM students, while 27.3% of the total number of students were enrolled in STEM programs.

This offers a large pool of graduates and skilled resources, which can be immediately absorbed by the Albanian BPO industry. In the same year 5.4% of students were graduated from Information and Communication Technology (ICT) programs.

Of the total number of students 6.7% are currently enrolled in ICT programs.

Albania is ranked 1st in the CEE region (Central and Eastern Europe) in terms of the number of IT graduates per capita, 81 per 100,000 people, and is expected to rise going forward, according to the IT Landscape Report 2021 of Emerging Europe.

Significant reforms towards the school decentralization, introduction of competency-based curriculum, and significant changes in key education indicators, together with other socio-economic reforms, triggered improvements in instruction quality, textbooks, school buildings, and education infrastructure throughout the country (UNDP, 2022).

Digital Agenda of Albania 2015-2020 included priorities meant to enhance the education system by its digitalization, providing high-speed Internet to education institutions, integrating ICTs in the teaching and learning process, providing schools with the necessary equipment, and creating opportunities for the use of high-speed Internet in other environments within schools, not only in laboratories.

According to the National Plan for Sustainable Development of Digital Infrastructure, Broadband 2020-2025, the government's goal is to have 100% of schools connected with high-speed broadband connectivity of 1 Gbps and access in every classroom by the end of 2025 (UNDP, 2022).

Women's Access to ICT

In 2020, 71.2% of the female population was using the Internet, which is 2 percentage points lower than the share of men using the Internet. This gap diminished dramatically compared to 2019 when the data showed a difference of 5.2 percentage points between the shares of male and female Internet users.

However, the evaluation of data from university registration records can help draw significant patterns in the gender distribution of students in the Computer Science Department across Albanian academic institutions, revealing gender disparity in the ICT education sector (as demonstrated in the chart).

Student registration for CS in Albania (Leka, et. Al. 2024)
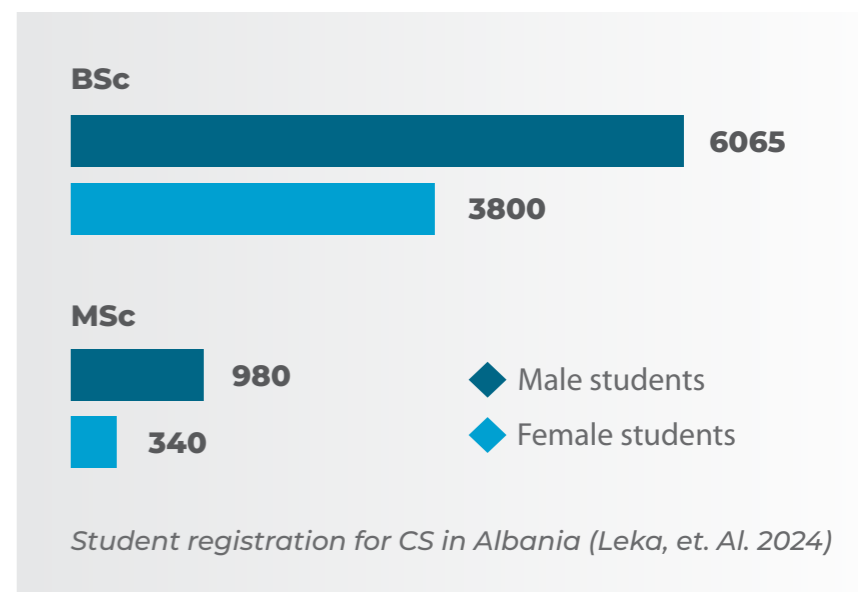
Labour Market and ICT Workforce Overview for Albania

Albania Monthly Earnings (CEIC Data, 2024)

Albania Monthly Earnings stood at 893 USD in Mar 2024, compared with the previous figure of 911 USD in Dec 2023. Albania Monthly Earnings data is updated quarterly, available from Sep 1996 to Mar 2024, with an average number of 433 USD

The data reached an all-time high of 911 USD in Dec 2023 showing the positive economic development from times of record low of 27 USD in Jun 1997.

ICT Saleries in Albania

The average salaries over all sectors have been increasing from 51,300 ALL in 2017 to 55,000 ALL in 2020 Source: INSTAT, 2020.

The average monthly gross salary in ICT for 2023 is about 108,918 ALL (1,047 EUR). (AIDA 2024)

After the Annual Report of ABSL Albania from 2021 a data analyst earns in employment about 1,000 EUR/month, an IT support function about 700 EUR/month.

In Back-office functions, a call center agent makes about 550 EUR/month, a sales agent about 450 EUR/month.

We recommend checking for updated numbers by the time of your evaluation, as labor market cost can differ greatly, depending on industries, company size and qualification.

Conclusion

Albania's ICT sector has witnessed impressive transformations, making it prominent as an industry hub in the Balkan region. In recent years, the country has benefited from its strategic geographic location, coupled with its rich historical context, and has establishd a robust international presence. Though Albania has had a history of communism and insecurity, it has managed the transition towards a stable democracy, NATO member and trusted ally of the EU - making it attractive and secure for foreign investors.

The country's digital transformation strategy and other initiatives like the establishment of DURANA Tech Park, exhibits its commitment to fostering technological innovation and economic growth.

The prospects of growth in ICT and BPO sectors are brightened by demographic spectrum of Albania, with a population of nearly 2.4 million and a high literacy rate.

A young, multilingual workforce is an added advantage that facilitates the expansion of its outsourcing services. There is yet some way to go because all this doesn't come without some challenges. The coun-

try is working on gender disparity in the ICT workforce and upgradation of its population's digital skills. If the government continues to focus its efforts, it will help enhance the country's competitiveness on the global stage.

Albania has come a long way increasing the living standards. It has now become an upper-middle-income nation. This economic progress is the result of economic reforms program, continuity in policies, boosted regional connectivity, and diversification in exports.

The ICT sector has contributed to this growth in a healthy manner and Albania now exports its IT related services to various countries including major markets in Europe. The e-Albania portal is one of the most noteworthy government's initiatives towards digitalization. It has proven to be a crucial step towards enhancing public service delivery and reducing corruption.

Though an appreciable achievement, there have been some stumbling blocks during Albania's digital

Photo: Tirana, Albania by Denis Ismailaj on Unsplash

transformation journey. The digital-only public services were implemented too abruptly, exposing some gaps in the country's infrastructure and tech-preparedness. Furthermore, the journey goes on for the Albanian administration to ensure that all citizens, particularly those with limited digital skills or resources, can access these services. This is the lifeline of Albania's digital endeavour.

Having said this, there is no doubt that the country's efforts in digital transformation are praiseworthy and are likely to produce long-term benefits.

Finally, emerging from being a historically isolated nation to a promising center for ICT services is evidence of this nation's strength and adaptability. Albania is well positioned to leverage its strategic advantage with continued investment in technology, infrastructure, and human capital.

Looking ahead, there are bright prospects for ICT in Albania, provided the necessary steps are taken to build on the progress made so far.

About the author: Stephan Fricke is CEO of the independent Deutscher Outsourcing Verband (German Outsourcing Association). In this function, he works with leading organisations from buyer, service provider, and consulting side and also with industry associations and government organisations, concentrating on improving market conditions for IT, BPO and GBS services in Germany, Europe and in emerging economies. He is advising companies on sourcing best practices and their strategies and activities on the German market. He has also been working with public economic support organisations on development and growth of local ICT and GBS sectors. You can connect with Stephan via LinkedIn.com.

Photo: Sarande, Albania's popular holiday destination by Abenteuer Albanien on Unsplash

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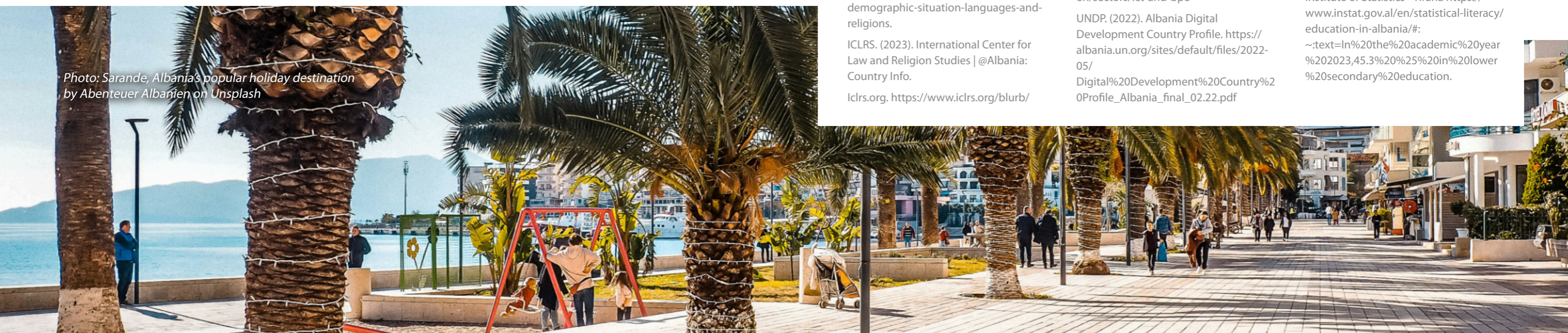
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Country:	Republic of Albania
Government:	Sovereign Parliamentary Constitutional Republic
Religion:	45.86% Sunni Muslims, 4.81% , Bektashi Muslims, 35% Christians and 13.82% without denomination
Population:	2.4 million
Official languages:	Albanian
Capital:	Tirane
Currency:	Albanian Lek (LEK)
GDP per capita:	6,810 USD (2022)
Time zone:	GMT +2
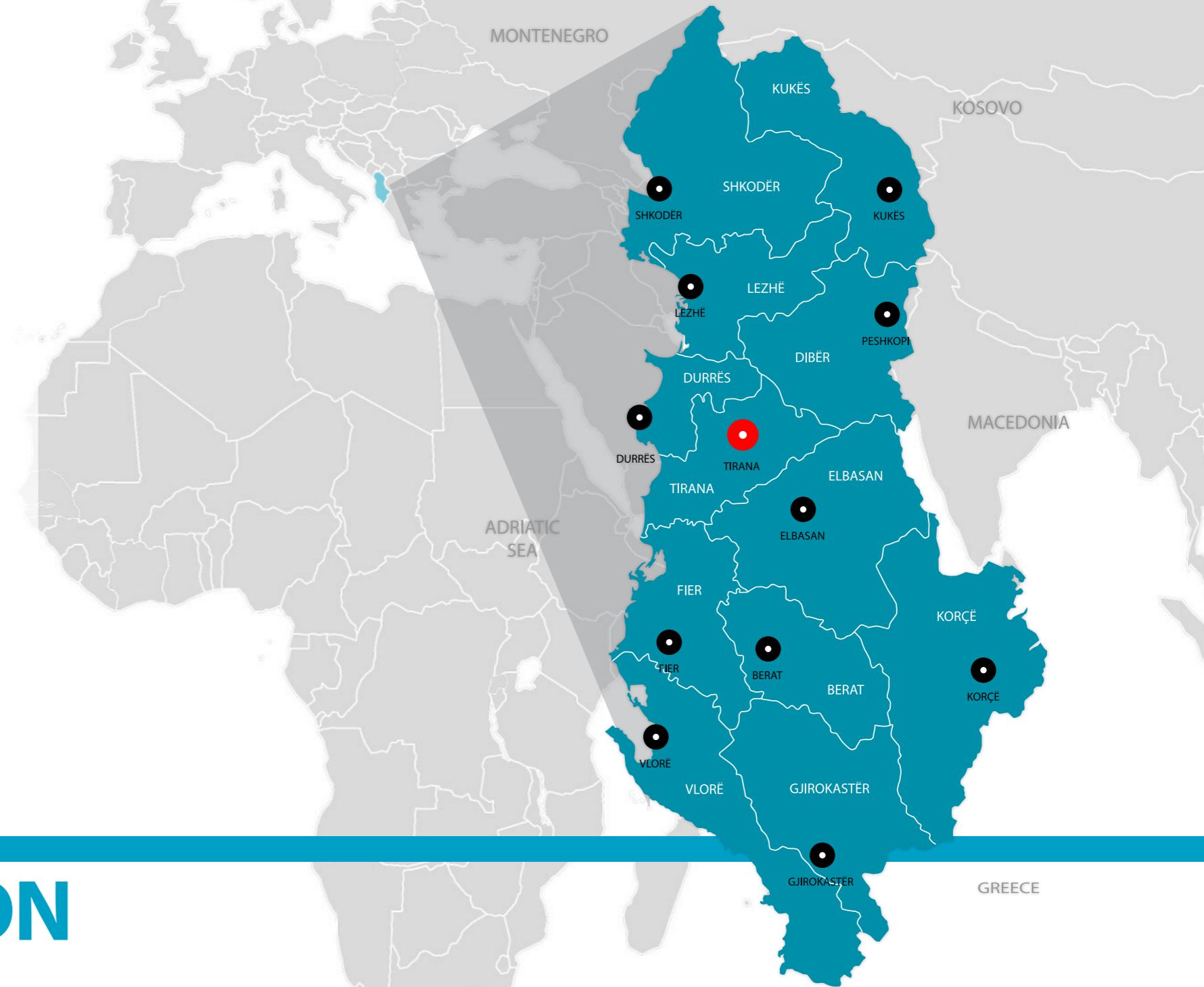
KEY FACTS & LOCATION

ALBANIA

OUTSOURCING DESTINATIONS

SECTOR INSIGHTS

ARTICLES, CASE STUDIES, INTERVIEWS, BEST PRACTICES, OPINIONS

Digital Innovation in the Heart of Europe

By Stavri Pici, CEO at Armundia Factory

The rise of the ICT/BPO sector in Albania: a new economic pillar

Albania's ICT/BPO sector has seen remarkable growth in recent years, becoming one of the pillars of the country's economy. With a young, multilingual, and highly skilled workforce, combined with competitive operating costs, Albania has

become an attractive destination for foreign companies looking to outsource technology services and business processes.

The country offers significant advantages, including high-quality and cost-effective work facilities, widespread internet access and usage, market accessibility, and liberal trade policies. The Albanian

Durrës, Albania Photo: wal_172619 via pixabay.com

Photo: Albert Hyseni via Unsplash.com

government has implemented policies to improve digital infrastructure and promote the ICT sector's development. This positive trend contributes to the country's economic growth and fosters innovation and digital inclusion, positioning Albania as an emerging player in the global BPO landscape.

Empowering people to lead the future: Armundia Factory's journey and strategic vision

Armundia Group is a leading tech company in the ICT and digital services sector for the banking, insurance, and financial industries. It has strong roots in Italy and a growing international presence. A decade

ago, it was one of the first organizations to invest in the Albanian ecosystem.

Our journey in Albania began in 2015 when the Group included the establishment of the Armundia Factory, based in Tirana, in its international expansion plan. At that time, I was in my early thirties, living in Rome, and I worked for Armundia Group for six years as an analyst and developer.

When I accepted my parent company's offer to lead Armundia Factory as CEO, I immediately embraced its mission: to bring a new vision of integrated, connected, and sustainable technological innovation to the global market and adopt incremental digital strategies.

Strategies, processes, and operational frameworks are evolving, integrating intelligent technologies that gather data, profile clients, and enable end-to-end processes with more excellent added value. These new technologies aim to personalize services and products, provide

expert and timely advice, connect individuals, and facilitate interaction with platforms through conversational modes.

In essence, this revolution is about empowering people. Technologies are designed by humans for humans, enhancing our capabilities and enriching our experiences. The Armundia Group believes in this idea of innovation.

From the beginning, we have maintained continuity with the parent company's principles, ensuring strict adherence to ethics, values, and work culture while adapting them to local identities. This commitment to ethical values is at the core of our operations and is a source of confidence for our clients and partners.

In many years of experience and success stories, we have distinguished ourselves by our ability to react, adapt, and respond to changing market dynamics and, more importantly, by anticipating market needs and envisioning competitive and distinctive business models.

Our corporate culture focuses strongly on specialized expertise, continuous professional development, and operational excellence. These values are reflected in every aspect of our activities, enabling us to responsibly and consciously guide our clients in their growth and competitiveness journey.

In the early years, Armundia Factory's core business focused on supporting the parent company's con-

sulting projects and application solutions for digital innovation, business enhancement, and technological and operational efficiency in the banking, insurance, and financial sectors.

Subsequently, the numerous experiences gained, validated by customer satisfaction, allowed us to expand our IT systems management services and target industries significantly.

Picture: Abenteuer Albanien via Unsplash.com

Today, Armundia Factory is a recognized technology competency center that drives digitalization and empowerment for our global clients.

Through collaboration with Albanian universities and synergies with the parent company's R&D center, Armundia Factory offers ICT services based on cutting-edge technologies, including machine learning, deep learning, LLM, and generative conversational AI.

This commitment to ethical values is at the core of our operations and is a source of confidence for our clients and partners.

The ultimate goal is to help our customers always be one step ahead in the reference market. In fact, we aim to increase their competitiveness by supporting them in rethinking their customer journeys, redesigning business processes and strategies, innovating infrastructures and platforms, integrating intelligent technologies capable of improving productivity, making organizations resilient, and increasing the value of the services offered.

With a highly qualified high-velocity talent team of 60 profession-

als, averaging 28 years old and primarily holding degrees in economics and computer science, and active collaboration with the Universities of Tirana, capital of high technology in Eastern Europe, Armundia Factory is a global B2B technology partner for all industries. We accompany organizations through every phase of their digitalization journey, from initial consulting to solution engineering, project management, implementation, and post-launch BPO activities.

Our capabilities include software development, software testing, project management, technical support, IT consulting, application maintenance, application support, database development, and highly qualified BPO services.

We firmly believe that every ICT project should be based on a strategic idea of digital transformation. This idea must be realizable in a timely manner and sustainable from all perspectives, both for developers and adopters.

Armundia Factory supports Armundia Group in 11 countries across more than 200 references in the fintech and insurance sectors. It also has significant clients in the transport sector, for which it provides outsourced software development activities. With an international presence and a hol-

istic approach to digitalization processes, Armundia Factory can effectively support companies' growth and innovation strategies worldwide.

About the Author: Stavri graduated in Computer Engineering from La Sapienza University in Rome. He began his professional career in 2009 as an Analyst and Developer at Armundia, an experience that allowed him not only to hone his technical skills but also to coordinate work

groups and ensure high standards of quality and efficiency for customers.

In 2015, as part of a strategic project for international growth, Armundia Group decided to establish a software house in Albania, Armundia Factory, where he was appointed CEO, a position he still holds today. Under his leadership, the company has grown steadily to become one of the most well-known Albanian software houses, attracting young talents eager to develop in a business environment highly focused on technological progress. LinkedIn Contact: https://www.linkedin.com/in/stavri-pici

Albania's Advancement in ICT

Talents and Opportunities

By Ermir Papadhimitri, Founder and CEO of ATIS

Over the past decade, Albania has witnessed a significant transformation in its Information and Communication Technology (ICT) sector. This shift has not only been pivotal for the country's economic development but also in positioning Albania as a competitive player in the regional tech landscape. With a blend of youthful talent, supportive governmental policies, and strategic investments, the ICT sector in Albania is on an upward trajectory, creating a plethora of opportunities for growth and innovation.

Historical Context and Current Landscape

Albania's economy has historically been primarily agrarian, with a gradual shift towards industry and services in recent years. The ICT sector's rise began in earnest in the early 2000s, with the telecommunications market's liberalization and the advent of the Internet. Fast forward to today, and Albania boasts a robust digital infrastructure, with high internet penetration rates and a growing number of tech-savvy individuals.

Photo: John Schnobrich via Unsplash.com

Government initiatives have also played a crucial role in this transformation. Politics aimed at improving digital literacy, coupled with substantial investments in broadband infrastructure, have laid a strong foundation for the ICT sector. Additionally, various e-governance projects have streamlined public services and demonstrated the practical benefits of digital transformation, further encouraging private sector investment.

Talents Driving the ICT Boom

At the heart of Albania's ICT advancement are its people. The country is home to a young, dynamic, and highly educated workforce. Albanian universities increasingly offer specialized courses in computer science, information systems, and related fields, producing graduates who are well-versed in the latest technologies and programming languages.

Furthermore, the Albanian diaspora has been instrumental in bridging the gap between local talents and global opportunities. Many Albanians who have studied or worked abroad are returning home, bringing valuable international experience and expertise.

One notable example is the rise of Tirana tech hubs and incubators, which provide resources, mentorship, and networking opportunities for budding entrepreneurs. These

platforms are crucial in nurturing local talent and turning innovative ideas into viable businesses.

Spotlight on ATIS Software House

A great example of Albania's ICT sector success is ATIS Software House, one of the country's largest and most respected software development firms. ATIS is an ISO-certified agency known for delivering high-quality software solutions to clients locally and internationally. The company's commitment to excellence is evident in its adherence to global standards and its investment in cutting-edge technologies.

ATIS internship program: Investing in IT Talents

ATIS Software House plays a pivotal role in fostering new talent within the IT and software development sectors through its comprehensive internship program. This program offers aspiring developers hands-on experience, mentoring from seasoned professionals, and the opportunity to work on real-world projects. By bridging the gap between academic learning and practical application, ATIS is helping

to cultivate the next generation of Albanian tech leaders.

Moreover, the company's investments in new talents extend beyond internships. The firm actively collaborates with universities and participates in tech events and hackathons, further integrating into the local tech ecosystem. These efforts ensure a steady pipeline of skilled professionals ready to contribute to Albania's growing ICT sector.

The company's "Building Our Future Stars" philosophy underscores its commitment to nurturing future talents. ATIS invests heavily in training and development programs, offering continuous learning opportunities for its employees. This approach not only enhances the skill set of its workforce but also fosters a culture of innovation and excellence.

Opportunities in the ICT Sector

The advancement of the ICT sector in Albania presents numerous opportunities across various domains.

1.   Outsourcing and Offshoring: With a cost-competitive workforce

and improving digital infrastructure, Albania is becoming an attractive destination for outsourcing and offshoring services. Companies from Western Europe and beyond are increasingly looking to Albania for software development, IT support, and other tech-related services.

2.   E-Commerce and Fintech: Albania's e-commerce and fintech sectors are ripe for growth. With increasing internet penetration and a growing middle class, there is a burgeoning market for online retail and digital financial services. Local startups are already making strides in these areas, offering innovative solutions tailored to the Albanian market.

Albania boasts a robust digital infrastructure, with high internet penetration rates and a growing number of tech-savvy individuals.

3.   Digital Transformation of Traditional Industries: Digitalizing traditional industries such as agriculture, tourism, and manufacturing offers immense potential. ICT solutions can enhance productivity, improve supply chain management, and open new market opportunities for Albanian businesses.

4.   Research and Development: With a strong foundation in STEM education, Albania has the potential to become a hub for research and development in the ICT Over the past decade, Albania has witnessed a significant transformation in its Information and Communication Technology (ICT) sector. This shift has not only been pivotal for the country's economic development but also in positioning Albania as a competitive player in the regional tech landscape. With a blend of youthful talent, supportive governmental policies, and strategic investments, the ICT sector in Albania is on an upward trajectory, creating a plethora of opportunities for growth and innovation.
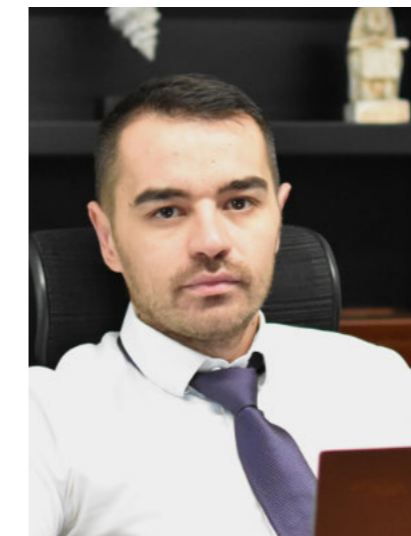
5.   Strong Digital Infrastructure: The country has significantly invested in its digital infrastructure, resulting in high internet penetration rates and reliable connectivity. This robust digital foundation supports efficient communication and seamless collaboration between international clients and Albanian ICT service providers.

6.   Cultural and Linguistic Compatibility: Many Albanians are proficient in multiple languages, including English, which is widely spoken and used in business communications. This cultural and linguistic compatibility facilitates effective communication and collaboration with international clients.

7.   Proven Track Record: Companies like ATIS Software House exemplify the success of the Albanian ICT sector. Known for delivering high-quality software solutions and fostering talent through comprehensive internship programs, such companies demonstrate Albania's capability to meet global standards and client expectations.

Albania's ICT sector is rapidly advancing, driven by a young, skilled workforce, robust digital infrastructure, and supportive governmental policies. This growth creates numerous opportunities for outsourcing, offering cost-effective, high-quality services. With continued investment in talent and innovation, Albania is poised to become a key player in the global tech landscape, fostering economic development and technological progress.

About the Author: Ermir Papadhimitri is an entrepreneur and engineer at the same time, his list of credentials is lengthy, and his accomplishments are immense. After graduating in Electronic Engineering at the University of Bologna in 2010, he moved back to Albania, where he spent three years as a lecturer at Epoka University and working for Vodafone Albania. During this time, Academic and corporate experience was crucial for his next step: investing in the web industry by founding ATIS in 2013. Ermir is the perfect example of what happens when talent merges with creativity and when you know what the World Wide Web hides. This way, ATIS was born: a dynamic web development factory offering a full range of custom-based web application development services and international web system integration solutions.

Data and Ai in Albania

A New Powerhouse for Ai Talent

By Bujar Bakiu, CTO and co-founder of Data Max

Photo by Neeqolah Creative Works on Unsplash.com

Albania has steadily established itself as a key destination for Business Process Outsourcing (BPO) and Information Technology Outsourcing (ITO), with companies leveraging its potential since the early 2000s. Its strategic advantages are manifold, starting with its alignment with the Central European Time zone, which ensures seamless collaboration with partners in the DACH region (Germany, Austria, and Switzerland). Moreover, Albania is easily reachable from any major city in the area, including Vienna, Berlin, Munich, Nuremberg, Cologne, Hamburg, Frankfurt, and Zurich, via daily or weekly flights.

Beyond logistical advantages, the Albanian population's mindset closely mirrors Western Europe's, enabling effective communication and culturally coherent partnerships. This combination of factors positions Albania as an attractive and reliable destination for businesses looking to outsource IT and BPO services, offering both operational convenience and cultural compatibility.

IT Outsourcing in Albania

Albania has become a reliable destination for IT outsourcing, backed by a strong foundation of technical expertise and a growing community of skilled professionals. Albanian companies have built extensive experience with a wide range of technologies, including .NET, C#, SQL, and JavaScript, which are often used in modern software development. This technical proficiency is a testament to the country's long-standing involvement in the IT sector, where businesses have been delivering high-quality solutions for years.

The IT workforce in Albania is both sizeable and diverse, with approximately 15,000 software engineers specializing in various fields, such as frontend and backend development, as well as DevOps engineering. This pool of talent is predominantly concentrated in the major cities of Tirana and Durrës, which have emerged as key hubs for technological innovation and outsourcing services.

Albania's combination of deep technical expertise, a large and diverse talent pool, and strategic urban centers makes it an attractive destination for companies seeking dependable and efficient IT outsourcing solutions.

Emerging Technologies and Albania

Albania is positioning itself as a leader in technological innovation, embracing emerging technologies to drive progress in both government and corporate sectors. The Albanian government has taken significant steps in adopting Artificial Intelligence (AI) to expedite its European Union (EU) accession process. An agreement with OpenAI allows Albania to use AI to translate and integrate thousands of pages of EU legal measures into Albanian ones, speeding up legislative compliance with EU standards.

Albanian companies are increasingly adopting cloud computing in the corporate sector to enhance efficiency, scalability, and security. This shift reflects the country's

Drone view from Tirana, Albania, Photo by Marsel Dajçi via Pexels. com

Photo by Trust Tru Katsande via unsplash.com

commitment to staying at the forefront of technological advancements.

IT Outsourcing (ITO) companies in Albania are also advancing in AI, Generative AI, Machine Learning (ML), and Cloud Computing. Close collaborations with Western companies have driven them to continuously upskill and adopt the latest technologies, keeping them competitive and able to offer cutting-edge solutions to international clients.

Moreover, Albanian ITO companies are focusing on open-source

technologies, aligning with global trends and fostering greater innovation and collaboration on an international scale. Albania's proactive approach to emerging technologies underscores its readiness to integrate into the broader European and global tech ecosystems, positioning it as a rising player in the world of technology.

Data Max

At Data Max, we have been at the forefront of adopting AI and Big Data technologies. Recognizing the potential early on, we have built a robust bridge between Germany and

Albania, simplifying regulatory complexities and creating an environment where Albanian expertise can shine. Our efforts have successfully implemented some of the most challenging AI products for leading companies across Europe.

For instance, our collaboration with KUGU Home led to the development of a state-of-the-art data platform capable of generating real-time insights on energy and hot water consumption for tenants in residential buildings across Germany.

This innovation not only enhances efficiency but also contributes to sustainability efforts — a key concern in today's world. Similarly, our work with Duapune harnessed the power of Generative AI to streamline the job application process. By automatically extracting and structuring data from applicants' CVs, regardless of language, format, or other factors, we have significantly reduced friction for job seekers, enhancing the overall user experience.

These projects are just the beginning. Albania is rapidly developing the high-demand skills necessary to become one of Europe's AI powerhouses.
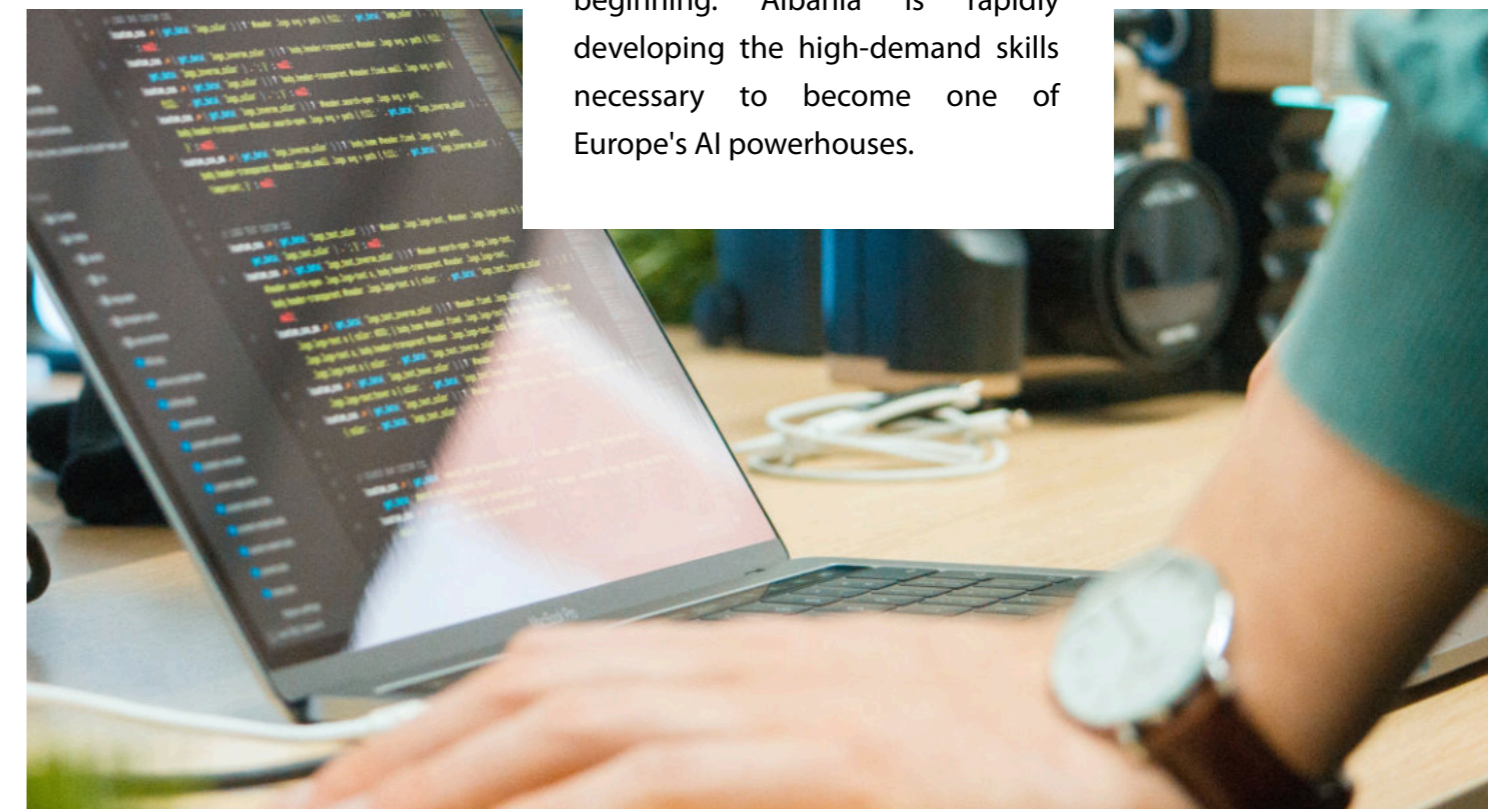

Photo by Fatos Bytyqi via Unsplash.com

The country's tech community is growing in confidence and capability, supported by initiatives that bring international expertise to its shores. At Data Max, we are proud to contribute to this growth by connecting Albanian talent with global opportunities and facilitating knowledge transfer through on-site training, internships, and community meetups.

The Near Future of Albania

Albania is at a crucial point in its development, closely linked to its ongoing integration into the European Union (EU). After beginning formal accession negotiations in July 2022 and completing the screening process in 2023, Albania is now poised to negotiate key chapters. The November 2023 European Commission's Enlargement Package, along with a Growth Plan, promises to double the size of the Western Balkan economies, including Albania, within the next decade.

Alongside EU accession, Albania is joining the Single Euro Payments Area (SEPA), further integrating its financial system with EU member states and streamlining financial transactions.

The 2024 U.S. Department of State Report highlights Albania's favorable environment for foreign investment, noting its alignment with international legal standards and significant untapped potential across sectors like ICT, energy, tourism, and agriculture.

As Albania aligns with EU standards and attracts more international investment, it is set for substantial economic growth and deeper integration with European and global markets, making it an increasingly attractive destination for investors.

Conclusion

Albania's rise as a key destination for Business Process Outsourcing (BPO) and Information Technology Outsourcing (ITO) reflects its strategic

advantages, skilled workforce, and embrace of emerging technologies. With expertise in software development, cloud computing, AI, and machine learning, Albania is well-positioned to meet European market demands.

The country's proactive approach to advanced technologies and significant

government initiatives have positioned it as a potential leader in the region. The ongoing EU accession and anticipated economic growth under the 2023 Enlargement Package further enhance Albania's appeal to foreign investors.

At Data Max, we are proud to bridge Albanian talent with global opportunities, suppor-

ting the country's growth as a technological powerhouse and shaping the future of the ICT sector in Europe and beyond.

About the Author: Bujar Bakiu is the co-founder and CTO of Data Max. He holds a

Bachelor of Science Degree in Computer Science from the University of Tirana and a Master of Science Degree from RWTH Aachen University. He holds multiple AWS Professional and GCP Professional Certifications, as well as Kubernetes Certifications. His main focus is building Scalable

Data and AI Platforms that move businesses to the next level. He is proficient in German, English, Spanish, and Albanian.

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Photo via Unplash.com+

Markets connect

A Technology Bridge between Germany and Albania

By Daniel Kazani, Founder of Softup
Technologies GmbH, Germany and Albania

Photo: Albainan mountains by Edrin Spahiu on Unsplash

Photo by Softup

Softup Technologies began as a bold initiative between two childhood friends. Today, the company boasts a team of over 50 employees across Europe and serves a diverse range of prestigious clients, including ImmoScout24, AutoScout24, Payone, Payback, the United Nations, MK Hotels, Apaleo, and RealCube. The story of Softup is not just about the growth of a company but also about the emergence of Albania as a significant player in the global outsourcing market, particularly for software development.

The Emergence of Albania as an Outsourcing Hub

Since the early 2000s, Albania has been marked by increasing economic and political stability, attracting foreign investment and companies. By the early 2010s, the country became known for its well-educated, multilingual young talent, offering competitive hiring costs compared to the rest of the Balkan and Eastern European regions.

Initially, this led to a boom in call centers and other business process outsourcing (BPO) services, while the ICT sector remained underdeveloped. However, as the demand for ICT services grew, Albania quickly began to gain recognition as a reliable and cost-effective destination for outsourcing software development.

The Birth of Softup Technologies

Softup's journey began in 2017, founded by Daniel Kazani and Kristi Kristo. Daniel brought extensive international business experience from his time working in the United States and Germany, while Kristi, a passionate software developer since the age of 14, had a keen eye for tech talent. Albania's ICT sector was beginning to develop at that time, with only a handful of companies offering outsourcing services.

The acquisition of Applications Management Development by Lufthansa Industry Solutions in 2019 (*https://www.lufthansa-industry-solutions.com/de-en/newsroom-downloads/news/lufthansa-industry-solutions-purchases-it-service-provider-in-tirana*) marked a significant milestone, putting Albania on the map as a promising destination for outsourcing, particularly for the DACH (Germany, Austria, and Switzerland) markets.

From 2017 to 2020, Softup experienced rapid growth, driven by the availability of low-cost talent, minimal competition, and a high demand for educated young professionals. During this period, Germany faced a shortage of IT professionals, with estimates ranging

The acquisition of Applications Management Development by Lufthansa Industry Solutions in 2017 marked a significant milestone, putting Albania on the map as a promising destination for outsourcing, particularly for the DACH region.

between 50,000 to 120,000 unfilled roles, making Albania an attractive outsourcing partner.

Albania as a Strategic Location for German Companies

Establishing the SoftUp Technologies GmbH in Germany ensured clients in data security and GDPR compliance and allowed larger clients to benefit from SoftUp's expertise

Albania quickly became a preferred destination for German companies willing to outsource software development. The country offered a young, educated workforce fluent in English, Italian, and often German. The proximity to major German cities, with Tirana just 1.5 hours from Munich and 2.5 hours from Berlin by air, made it convenient for clients to visit Softup's offices and engage directly with their development teams.

Expansion and Establishment in Germany

By 2020, Softup Technologies had served over 30 startup clients and established itself as a trusted brand in the DACH region. That year proved to be a turning point

as the company expanded by opening an entity in Munich, Softup Technologies GmbH. This strategic move allowed Softup to better serve its clients by having a physical presence in Germany, ensuring data security, and achieving GDPR compliance. These developments significantly reduced the perceived risks of outsourcing with Softup, enabling the company to attract well-known German brands such as ImmoScout24, AutoScout24, Payone, and Payback.

The company's growth was remarkable, with staff numbers rising from 20 to 50 within a short period. The firm also demonstrated its commitment to nurturing the next generation of IT professionals in Albania through its internal internship program, successfully transitioning ten interns to full-time employees.

Softup's Core Offering

Softup Technologies offers a comprehensive range of services designed to meet the diverse needs of its clients:

Team Augmentation: Softup specializes in setting up external teams in Albania that seamlessly integrate with the client's in-house teams, working on ongoing projects as if they were regular employees.

Custom Software Development: The company excels in designing, building, and maintaining software tailored to specific organizational needs. This includes thorough requirements gathering, design, development, testing, and deployment procedure to ensure the

software aligns perfectly with the client's business processes.

Consulting Services: Softup provides expert advice on selecting, implementing, and optimizing software solutions that best fit a client's business needs and objectives. Their key services include front-end and back-end development, manual and automated testing, DevOps, data analytics, and increasingly popular machine learning (ML) and artificial intelligence (AI) development.
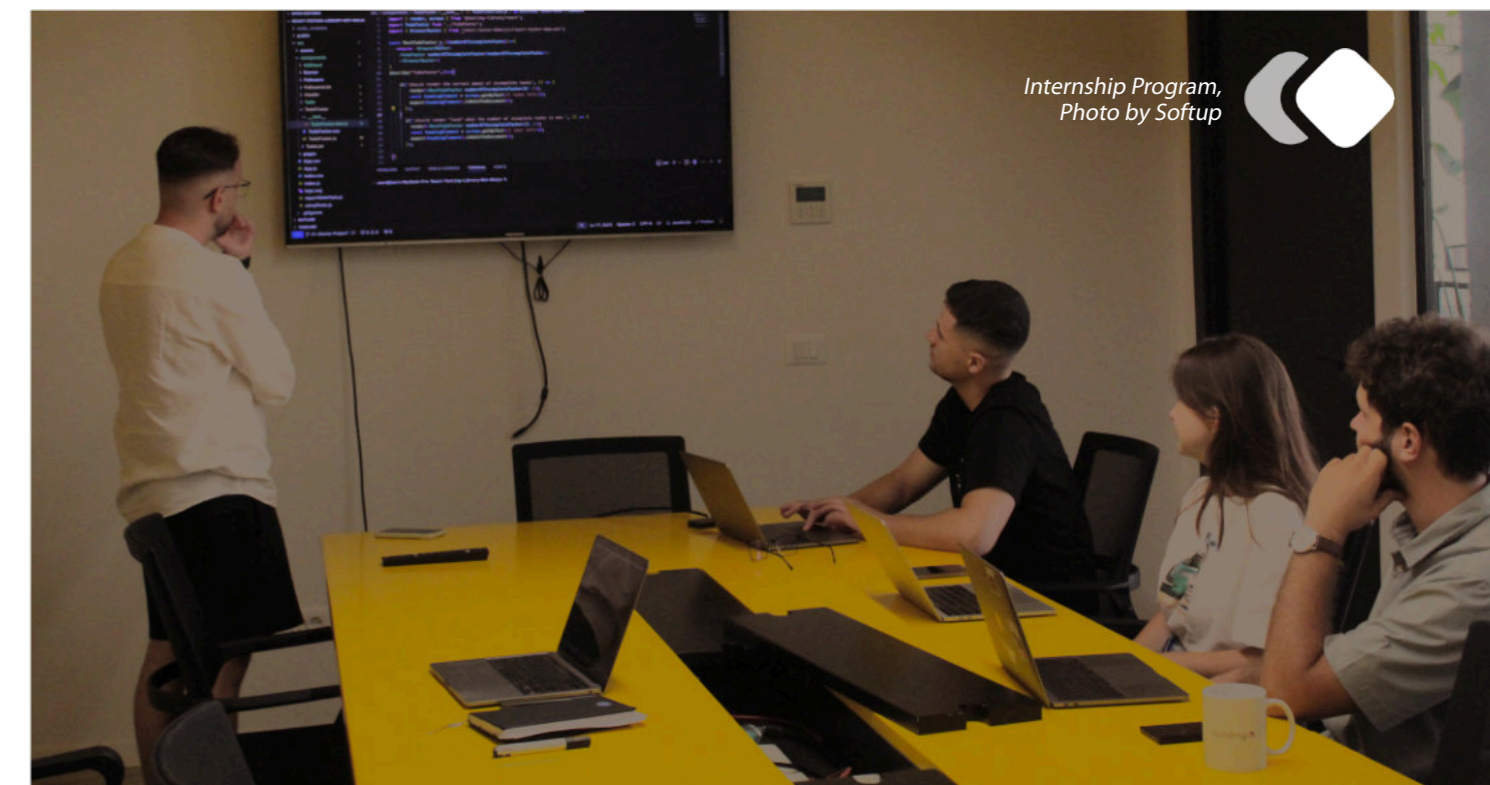
Internship Program, Photo by Softup

MARKETS CONNECT

Conclusion

Softup Technologies exemplifies how Albania has become a key player in the global software development outsourcing market. The company's strategic location and commitment to quality, security, and client satisfaction make it an ideal partner for

businesses looking to augment their teams or develop custom software solutions. By choosing Softup, enterprises gain access to a talented, multilingual workforce that delivers high-quality software solutions while enjoying the cost advantages of outsourcing to a rapidly growing tech hub in Europe.

ade of experience bridging the gap between business and technology, Daniel has successfully led teams and projects in product management and project management, particularly in the automotive, 3D printing, and payment industries. His roles have often involved translating complex technical concepts into actionable business strategies, ensuring seamless integration and execution.

Since 2020, Daniel has divided his time between Munich, Germany, and Tirana, Albania. In Munich, he plays a crucial role in maintaining strong client relationships through in-person meetings while overseeing day-to-day operations and closely collaborating with his team in Tirana. His hands-on leadership style and cross-border expertise have been instrumental in driving the company's growth and success in a highly competitive market.

About the Author: Daniel Kazani is the CEO and Co-founder of Softup Technologies GmbH. With over a dec-

Value Provider's Journey

Pioneering Innovation and Excellence in Albania's BPO Sector

By Eldisa Cirogu, Director of International Expansion at Value Provider.

A premier Business Process Outsourcing (BPO) company that excels in providing comprehensive customer care solutions tailored to the e-commerce sector was established in 2017 and headquartered in Albania. It is called Value Provider. The company's mission is to drive e-commerce success through innovative, scalable, and customer-centric outsourcing services. By integrating creative talent, flexible processes, and cutting-edge technology, they deliver unparalleled support to enhance client satisfaction and operational efficiency.

Local Operations

Value Provider is a key player in Albania's BPO sector, providing a wide range of services to meet diverse client needs. Its core operations include 24/7 customer care with virtual voicemail and technical support, AI-enhanced live chat and email support, automated SMS marketing, outbound services for customer retention, precise data entry, and expert software development across various platforms.

Key Achievements and Contributions

Value Provider's dedication to excellence has earned the "Winner of Small Enterprises Category" award at the SDG Business Pioneers Gala Award Ceremony. This prestigious recognition underscores the company's commitment to delivering outstanding service and driving industry innovation. Additionally, they have made significant strides in sustainability:

Sustainable Operations - Reducing carbon footprint with energy-efficient practices.

Environmental Initiatives - Cutting paper use, recycling, and supporting eco-friendly commuting.

Community Engagement - Enhancing the work environment and contributing to local educational and social programs.

Growth Metrics

Value Provider has experienced robust growth since its inception. The dedicated team has expanded to include 140 employees, reflecting

Value Provider's success and ongoing commitment to excellence in the BPO sector.

Capabilities and Opportunities

How Value Provider Contributes to Albania's ICT and BPO Sector:

Technological Expertise - Utilizing advanced AI chatbots and predictive analytics to boost efficiency.

Operational Excellence - Up-holding high service standards focusing on customer satisfaction, integrity, teamwork, and innovation.

Economic Impact - Generating jobs and supporting local growth through diverse services and a wide client base.

Opportunities for International Investors and Clients

Albania presents a strategic advantage for outsourcing and BPO services; a skilled workforce, competitive pricing, and a supportive business environment characterize it.

Value Provider leverages these factors to offer international investors and clients:

Cost-Effective Solutions - Competitive pricing models without compromising on quality.

Skilled Talent Pool - Access to a diverse and highly skilled workforce.

Customized Services - Tailored solutions that meet specific business needs and drive growth.

The company stands out as a leader in Albania's ICT and BPO sectors, distinguished by its innovative approach, commitment to excellence, and impactful contributions.

The recognition at the SDG Business Pioneers Gala highlights the firm's achievements and reinforces its role as a significant player in the industry. With a robust foundation, dedication to sustainability, and a forward-looking vision, Value Provider is well-positio-

ned for continued success and growth, offering valuable contributions to both local and international markets.

About the author: Eldisa Cirogu has extensive experience in program and project management across various sectors, including technology, academia, and non-profit organizations. She has been working in leadership roles for over a decade, guiding diverse teams and implementing stra- tegic initiatives. Currently, she serves as the Director of International Expansion at Value Provider, where she oversees cross-project activities, develops long-term program goals, and ensures alignment with organizational strategies.

YOUR WAY TO ICT ALBANIA

Contacts and profiles of ICT associations, cluster, tech hubs, foreign cooperation agencies, and local ICT expert companies

PUBLIC ORGANISATIONS

Associations, Clusters, Tech Hubs, Foreign Cooperation Agencies

Albanian Organisations	Activity	Website
Albanian Investment Development Agency (AIDA)	The Albanian Investment Development Agency is part of the Ministry of Economy, Culture and Innovation. The focus of the Agency is on enhancing the competitiveness of the private sector.	www.aida.gov.al/en/
Albanian Investment Corporation (AIC)	AIC conceptualizes, prepares and executes bankable investment projects to draw in foreign investments, thereby contributing to diversified and sustainable economic development for Albania.	www.aicorporation.al/en
AITA	The Albanian ICT Association is an initiative by and for Albanian ICT enterprises representing the interests of the ICT sector in Albania and abroad.	www.aita-al.org
Confindustria Albania	Representation of the Italian private economy and its interest in Albania	www.confindustriaalbania.it
Deutsche Industrie- und Handelsvereinigung in Albanien (DIHA)	As the voice of German business in Albania, the DIHA is committed to representing interests in economic issues.	www.diha.al
VBW	With the liaison office in Tirana, the VBW represents the interests of the Bavarian economy in Albania and supports Bavarian and Albanian companies in making contacts.	www.vbw-bayern.de/vbw/Über-uns/Organisation/Standorte/Tirana/Tirana/Tirana.jsp
American Chamber of Commerce	The American Chamber of Commerce in Albania is a private, not-for-profit business promotion and development organization.	www.amcham.com.al
AICS	Italian Agency for Development Cooperation Tirana	www.tirana.aics.gov.it
German Outsourcing Association	Providing independent advisory and support for prospects and investors	ww.outsourcing-verband.org

PUBLIC ORGANISATIONS

Albania Tech

Albania Tech
Gerti Boshnjaku, Portal Leader
Phone: 0672011531
Web: AlbaniaTech.org

AlbaniaTech is a platform designed to be a one-stop shop for everything related to the entrepreneurial scene in Albania, ensuring that users have access to the most relevant and up-to-date information available. It serves as a centralized hub where stakeholders can discover and engage with the vibrant entrepreneurial scene in Albania. The platform offers a detailed overview of the ecosystem's key players, including startups, govern-
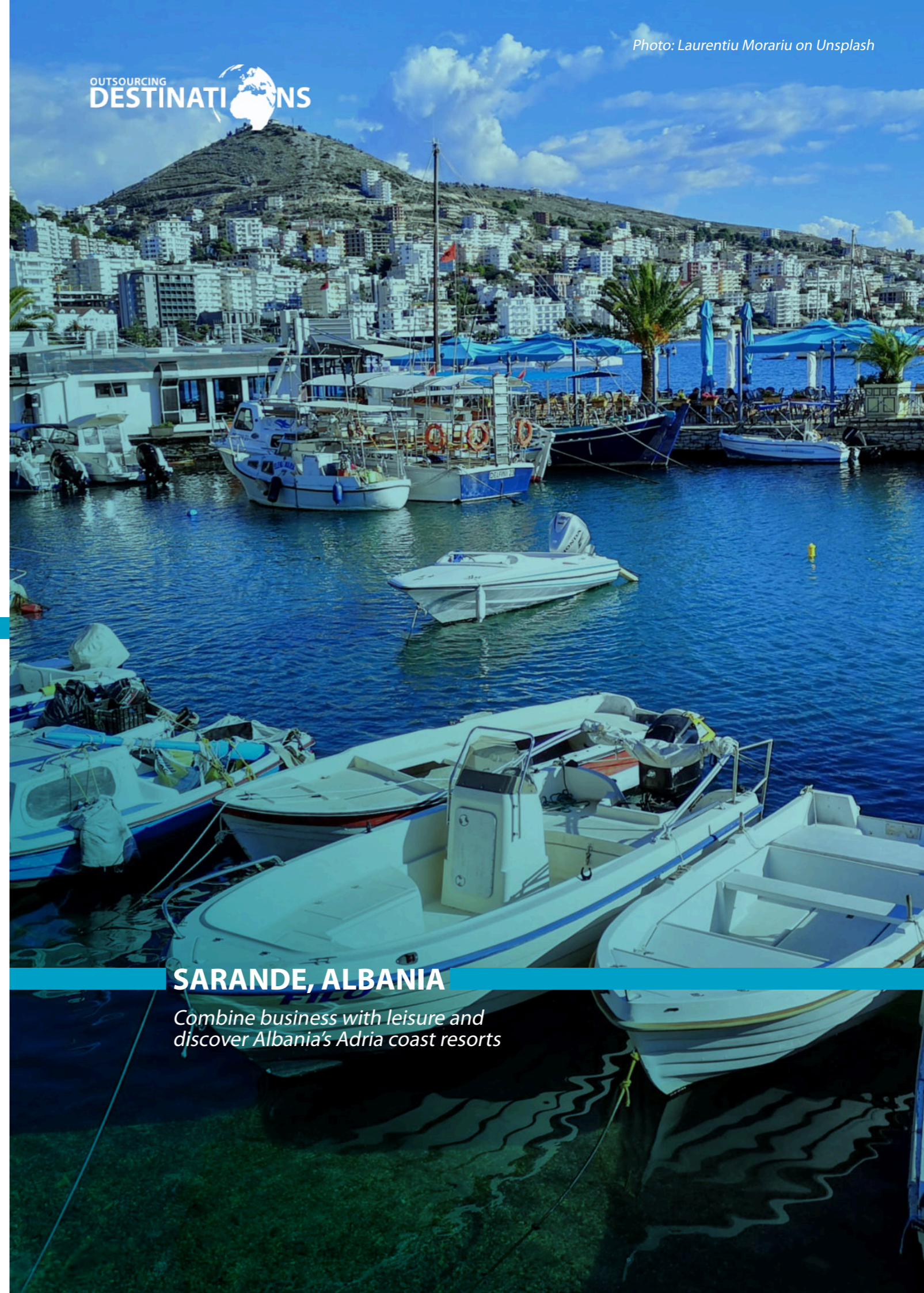
ment institutions, NGOs, universities, angel investor associations, and other organizations that foster innovation and entrepreneurship in the country.

One of the primary goals of AlbaniaTech is to inform and connect these actors, offering a space where they can share their initiatives, success stories, and the challenges they face. By doing so, the platform highlights the progress and achieve-

ments of active startups. It provides valuable insights into the support systems available to entrepreneurs, ranging from governmental programs to academic initiatives and private sector involvement.

AlbaniaTech contributes to the development of the entrepreneurial ecosystem by engaging with policy-making institutions and plays a critical role in promoting the Albanian startup scene internationally.

ELEVATOR LAB
Raiffeisen Bank

Elevator Lab, Raiffeisen Bank Albania
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Elevator Lab is organized in a competition format between applicants. It aims to engage the actors of the innovation local ecosystem and partner with startups and fintechs, with the highest purpose of developing and renewing the banking business model of the future. The interested parties could escalate their innovative products and services in the entire regional net-

work countries where Raiffeisen Bank operates.

The first step is applying to the program with a developed product/service or in different stages of the incubating process. The next step is the evaluation phase, where experts with years of experience evaluate every application. The potential applicants will be able to present their idea/pro-

duct/service/prototype in front of a chosen jury composed of experts from different areas of Raiffeisen Bank Albania and experts from the local or international innovation ecosystem. One of the significant benefits is the possibility of collaborating with Raiffeisen Bank and preparing a pilot phase (PoC) of the product/service that the applicants present.

SARANDE, ALBANIA

Combine business with leisure and discover Albania's Adria coast resorts

ICT COMPANIES IN ALBANIA

IT services and software development companies

3i SOLUTIONS

3i Solutions
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3i Solutions is an IT consulting and software development company established in 2015 in Tirana, Albania. The company offers various services, including software development focusing on Microsoft and Java technologies, ERP solutions, business intelligence, IT infrastructure services, ITIL solutions, migration services, and cloud management. Integrating AI into its solutions, 3i Solutions empowers businesses to streamline operations, make data-driven decisions, and create innovative, intelligent applications.

The company emphasizes transparency, agility, and a lean approach, keeping clients involved throughout development. ISO-certified (9001:2015, 27001, 20000), the firm prioritizes delivering high-quality, efficient solutions tailored to meet complex business needs. 3i Solutions specializes in BPM for different industries, IAM solutions for safeguarding digital assets, Document management for regulated industries, HR platforms, Education systems, CRM platforms, and Banking applications with advanced features.

As a B2B enterprise with a strong presence in government projects, we are dedicated to providing robust software solutions. Our reputation is built on a foundation of know-how, a can-do attitude, and innovative thinking.

AI LEND

Ai LAND
Web: www.ailend.io/al/home

Allend is a pioneering fintech company that specializes in developing advanced solutions for banks, focusing on credit rating, risk evaluation, and system optimization. Utilizing state-of-the-art AI technology and sophisticated algorithms, Allend provides banks with precise and efficient tools for data-driven decision-making. Their innovative solutions streamline banking processes, enhance risk management capabilities, and improve customer experience, positioning Allend at the forefront of financial technology. Committed to delivering cutting-edge products, Allend empowers financial institutions to optimize operations and achieve sustainable growth.

AlmoTech
Web: www.almotech.co

Almotech is a software house offering B2B and B2C solutions to boost business efficiency and growth through innovation.

Their services span design, development, online marketing, and business management solutions. Almotech excels in web and mobile app development, machine learning, and front-end design, while also offering SEO, PPC, and social media marketing. They further support businesses with consulting, digital strategy, and big data analysis for comprehensive digital transformation.

ATIS Software House
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ATIS Software House was founded in 2013 to provide high-quality Software solutions, such as web design, software and web development, and integration of custom software solutions for different industries.

We have been a visionary and reliable software engineering partner to over 86 clients. Our international team of 130 professionals meets every client's digital transformation needs with dedication and professionalism. We offer services in JavaScript, CSS3, HTML5, responsive design, SASS, LESS, SCSS, BEM, OOCSS, SMACSS, Bootstrap, Materialize, Foundation, ReactJs, VueJs, Angular, Dojo, .NET, PHP, NodeJs, Java, Typescript, Golang, MySQL, MariaDB, PostgreSQL, MongoDB, RestFull, GraphQL, npm, yarn, Laravel, Django, Spring, Symfony, CodeIgniter, Zend, and CakePHP. Our client-oriented service model prioritizes timelines and quality, ensuring practical solutions for our partners' business contexts. Our company is to conceive, build, and deliver digital products of the highest quality through a fast, focused, and effective process. We strive to exceed client expectations by consistently providing reliable, innovative, and professional software engineering solutions that drive digital transformation and business success.

ARMUNDIA FACTORY | ICT SOLUTIONS &SERVICES

Armundia Factory
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Armundia Factory is an ICT/BPO services company based in Tirana, focused on digital and technological innovation. It is 100% controlled by Armundia Group, a multinational tech company leading in digital platforms and specialised consultancy services for the innovation of the banking, financial and insurance market.

Armundia Factory is a responsible partner that can support its customers with IT consulting services for the innovation, integration, or implementation of existing and newly developed IT infrastructures.

The skills include the development of innovative information systems, advanced business intelligence, analytics and data mining solutions, CRM platforms, web portal, responsive apps, as well as highly qualified BPO services and the provision of assistance and maintenance services. Since 2024, Armundia Factory has expanded its offering to all industries (including Finance, PA, Manufacturing, Telco, Healthcare, Education). With this evolution, the Group aims to support a wider range of customers in their digital transformation, offering a crucial competitive advantage.

With a staff of over 60 units in perfect gender equity, Armundia Factory closed 2023 with a turnover of over 1.5 million euros.

DATAMAX

Data Max
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At Data Max, our mission is to empower companies to harness the transformative power of AI, helping them lead the data revolution. We specialize in designing and optimizing AI-driven solutions that deliver exceptional results for our clients. Our team is committed to developing robust, adaptable, and scalable AI and machine learning systems, precisely tailored to each client's unique goals.

We excel in building robust data platforms that enable growth and AI solutions that allow our clients to stay competitive and innovative in a rapidly changing world. With our expertise recognized by leading cloud providers, such as AWS, GCP, and Azure, through specialized certifications and partner status, we ensure excellent outcomes and cost efficiency.

Our approach combines deep technical expertise with a keen understanding of industry dynamics, ensuring that our solutions not only meet current needs but also position our clients for future success. At Data Max, we don't just implement AI - we transform businesses through it.

DigitSapiens
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DIGIT SAPIENS partners with startups, tech companies, and clients to provide full-cycle software development, turning ideas into market-ready products.

With a focus on innovation and flexibility, DIGIT SAPIENS offers tailored services to meet each client's unique needs. Through team augmentation and outsourcing, businesses can efficiently scale development teams, reduce costs,

and accelerate growth in a rapidly evolving IT landscape.

DuoTech
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Website: **https://duo-tech.com**

DuoTech is a dedicated software agency that specializes in building custom web and mobile apps for various clients. Our team of expert developers and designers is committed to delivering exceptional results that help our clients achieve their goals.

What sets DuoTech apart is our unique combination of analytical and technical skills. Our senior developers carefully analyze every aspect of a project, even the non-essential tasks, to identify opportunities for optimization and efficiency. By doing so, we are able to deliver high-quality software solutions that not only meet our clients' requirements but also save them development hours and reduce costs.

Our expertise spans a wide range of industries, including healthcare, finance, and e-commerce. We use N-layer architecture, domain-driven design, and proven methodologies to build robust, scalable, and secure applications tailored to our clients' needs. Our analytical skills allow us to transform ideas into clear technical documents. We specialize in developing MVP products and helping non-tech companies streamline operations and enhance customer experience through technology.

division5
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Division5 was founded in 2015 in Tirana, Albania. In 2019, we partnered with Pirate, a German company based in Cologne, expanding our services to German-speaking countries.

Since our inception, we've partnered with companies worldwide, offering reliable and cost-effective software development services. Our core business model is staff augmentation, enabling companies to scale their engineering teams with top-tier software developers based in Albania.

We offer flexible solutions, whether you're looking to build a complete team from scratch or simply extend your existing team with additional talent. Our recruitment process builds fully operational teams from two weeks to two months. We provide both flexibility and budget, ensuring we deliver the best possible solution for our clients' needs.

As a provider of fully remote teams, we prioritize transparency, reliability, and communication. These values are embedded in every client interaction and reflected in our processes. We provide detailed recruitment reports and regular monthly and daily updates. This ensures that our clients are always in the loop, up-to-date, and receiving the best possible service.

DYNAMICS PEOPLE
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Founded in 2016 by former Microsoft executives, Dynamics People helps clients innovate their processes by adopting Microsoft Dynamics 365 and Factorial HR solutions.

With an international structure of more than 100 consultants and developers based in Albania, Italy, and Switzerland, we have carried out Microsoft D365 projects for more than 50 clients (across EU, USA, and SAU)

in several market sectors, including Discrete and Continuous Manufacturing, Furniture, Clothing and fashion, Retail, Food and beverage, Financial Services, Business Services, and Business Consulting. Our services are completed by Data, Business Intelligence, and AI and custom solutions built on Microsoft Power Platform or Azure.NET.

We can carry out an entire solution implementation or development; alternatively, our consultants can cover any role in customer teams, or in the customer's Microsoft competence center.

Our international experience, a staff with the right mix of senior and junior talents, as well as the location of our development centers in Albania, allow us to offer high quality professional services at competitive costs to customers all over Europe.

Evolve Web Studio
Web: **www.evolve.al**

FORWARD shpk
Ervin Kostandini, CEO and Co-founder
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Evolve is a dynamic digital agency with over eight years of experience, specializing in delivering customized solutions for a diverse range of industries, including education, government, retail, IT, and finance.

With a portfolio of over 240 clients, Evolve provides services such as web design and development (WordPress, eCommerce, CMS, HTML), online marketing, IT solutions, mobile app development, and SEO. The agency prides itself on innovation, quality, and

efficiency, working collaboratively with clients to achieve outstanding results while maintaining a strong commitment to work ethic and integrity.

FORWARD is a software development and consultancy company specializing in web, mobile, and cloud-based solutions. We are ambitious and open, and also passionate about meeting the challenges posed by the latest frontiers of innovation. This passion drives us to deliver cutting-edge solutions to our clients. We offer solid technical expertise to start-ups, SMEs, and other companies to help them build their digital products successfully.

Our mission is to empower the customer's business through cutting-edge technology and exceptional service. We collaborate with our customers to fully manage their digital products lifecycle allowing them to focus on their core business.

Our unique approach to customer-centric development and continuous innovation has been the key to establishing solid long-term relationships with our current custom-

ers. These relationships are a testament to our reliability and the trust our clients place in us. We look forward to building similar relationships with new clients.

Our agile teams specialize in Full-Stack Software Development (Ruby, Rails, Java, Springboot, React, Angular, Microservices) and Mobile Development (Android and iOS).

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Facilization is a service and software development company that delivers flexible, scalable, and customized solutions for the financial services industry. Leveraging deep expertise in the financial sector and innovative information technology approaches, Faciliza-

tion supports businesses through every stage of their lifecycle.

The company provides services like system integration, Oracle banking solutions, software development, and cloud services. Its product range includes core and

digital banking systems, payment solutions, debt collection and factoring platforms, and sales and marketing tools, all designed to enhance financial operations and drive growth.

HardTech is an IT solutions provider with over 15 years of experience, offering technical training and services in technologies such as Cisco, Microsoft, Oracle, Citrix, Wyse, and Avaya. Specializing in Virtual Desktop Computing, Call Center solutions, POS for Retail, and E-Voucher systems, HardTech

focuses on improving business efficiency through secure data management and tailored applications.

They deliver end-to-end IT project solutions for industries like Telecoms, Banking, Education, Manufacturing, and Retail, ensuring

high-quality, timely, and budget-friendly results. HardTech also offers advanced backup, storage, and data recovery services, ensuring data confidentiality through trusted partnerships.

Honest Solutions
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Honest Tech is a software development consultancy with offices in London and Tirana, providing services across Europe.

Since its founding in 2020, the company has delivered consultancy and development solutions to various industries, including e-commerce, medtech, fintech, publishing, and telecom. Focused on supporting digital transformation, Honest Tech offers services such as architecture and system design, development, infrastructure automation, UI/UX design, automation testing, and telemetry monitoring.

Utilizing technologies like HTML5, CSS3, JavaScript, Python, Node.js, and AWS, Honest Tech delivers innovative solutions for sustainable business growth.

INET Albania
Erton Graceni
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INET Albania is a forward-thinking technology company dedicated to empowering businesses through digital transformation and building a sustainable digital ecosystem.

Specializing in product engineering, they deliver immersive digital products that drive growth and market differentiation. Their expertise also includes application development, offering modern web, native, and cross-platform apps along with enterprise mobility solutions. INET Albania provides advanced UI/UX design, creating consistent, rich user experiences, and leverages data science and big data analytics to offer scalable, cost-effective solutions. Technologies used include HTML, CSS, Python, Java, and JavaScript.

HyreTech
Julian Demeti
Web: **www.hyretech.io**

Hyretech empowers businesses by recruiting, onboarding, and developing high-performing developer teams under dedicated supervision.

With a strong focus on nearshoring, Hyretech operates from Germany, providing services such as team consulting, SEO, and content creation. Utilizing technologies like React, Java, PHP, Symfony, and Shopware, Hyretech delivers client-centered, tailored solutions to meet unique project needs.

Intech
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Intech is a software company offering a comprehensive range of services to support businesses throughout the software development lifecycle.

Their expertise includes custom software development, assisting start-ups and established businesses from conceptualization to development and support. Intech also specializes in web application development, with experience in industries like e-commerce, e-learning, finance, and entertainment. Additionally, they provide mobile application development, delivering native, hybrid, and cross-platform apps for iOS and Android. Intech's services extend to custom design and printing, software and hardware support, and strategic business and product marketing.

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LACONICS shpk is an Albanian software house specializing in digital transformation and automatization. Our skills excel in OUTSOURCING and Software Development on project basis.

With our 25 in-house software developers and a pool of over 250 mid-and-senior level experts, we have specialized in over 20+ Technologies including but not limited to React JS, Java, Angular, .NET, PHP (Lavarel/ Symphony), Magento, etc.

We use industry leading cross platform development frameworks (ex. React Native, Xamarin, Flutter) to make sure that our client's user-friendly mobile apps are both functional and appealing.

LACONICS is ISO certified and enjoys a strong reputation – both at home and abroad.

Our Sectors of Excellence include, without limiting to: Banking and Finance, Local Authorities, Public Sector, Utilities (Water/Wastewater companies), Digital Education, Automotive Industry, Logistics and Postal Service, Real Estate, Entertainment, Retail / FMCG, Wholesale and Inventory management, Event Management, Ticketing, Streaming online and media content management

New Ventures is a premier IT company based in Tirana, Albania, specializing in a comprehensive suite of technology services. Our expertise spans web development, mobile development, core banking systems, and IT consulting and advisory. We pride ourselves on delivering innovative and tailored solutions to meet the unique needs of our clients.

With a team of highly skilled professionals, we leverage the latest technologies and industry best practices to ensure excellence and efficiency in every project. Our web and mobile development services focus on creating dynamic, user-friendly applications that enhance user experience and drive business growth. In the realm of core banking systems, we provide robust, secure, and scalable solutions that streamline financial operations.

Our consulting and advisory services are designed to help businesses navigate the complexities of the IT landscape, providing strategic insights and actionable recommendations. At New Ventures, we aim to empower businesses through technology, fostering innovation and driving success.

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Pago.al, Rubicon
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MoreOne technologies is a nearshore software factory, focused on Microsoft technologies and acting as a "tier 2" player, established to perform "white label" activities for system integrators and consulting companies.

Born in 2016 as an initiative of former Western European Microsoft executives, the Company has an extended workforce of about 100 professionals covering all the areas of Microsoft Dynamics 365 (the former CRM, Ax, Nav), the entire Power Platform (Power Apps, Power BI, Power Automate and RPA) and .NET framework and .NET core, Angular and React developments.

The services offered range from staff augmentation - to extend the capacity of the prime contractors - to the creation of nearshore dedicated competence centers; from AMS managed services, to "turn key" developments for subprojects or even entire projects.

All our professionals graduated with high university scores and are all Microsoft certified: since the beginning, the Company has targeted high-quality professional profiles to provide high-quality services (architecture, analysis, development, testing). MoreOne Technologies is a Microsoft Solution-certified partner.

Pago.al is Albania's leading instant payment service provider, specializing in secure and efficient digital payment solutions for businesses and individuals. As a Principal Member of Mastercard, Pago has become a trusted partner for numerous companies in Albania, offering a wide range of services, including mobile payments, e-commerce payment gateways, and financial transaction processing. Our innovative approach and commitment to customer satisfaction have positioned us as a market leader in the Albanian fintech industry.

Pago prides itself on providing innovative technology that is not only secure but also designed with you in mind. Our team is dedicated to continually improving and expanding our services to meet the growing demands of the emerging market. By partnering with key financial institutions and maintaining a robust security infrastructure, Pago ensures that every transaction is safe and seamless, prioritizing your needs and convenience.

Softup Technologies GmbH
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Softup Technologies GmbH is an IT Consulting & Software Development firm based in Munich, Germany, with a team operating in Albania and other locations in Eastern Europe. The firm provides software development services for startups, SMEs, corporations, and government entities looking to build customized products for their needs. In less than seven years, we have

proudly served clients worldwide with their innovative projects in different industries. Our expertise is focused on supporting clients who operate in the Proptech and Fintech industry with innovative and customized solutions, including but not limited to smart property management, real estate analytics, and payment solutions. Besides our expertise in Fintech and Proptech, we also

offer a cost-efficient and agile model for clients operating in other industries, which allows them to upscale or downscale the teams based on their requirements. We stand for the highest quality and commitment and empower our clients to achieve their goals. For more information, you can check out our website at www.softup.co.

Trifolium
Admir Malaj
Web: www.trifolium.al

Trifolium is a tech company with three branches: bootcamp, web development, and coding. The development branch specializes in landing pages using WordPress Elementor and Bluehost with SEO,

web app development with technologies like Python Django, PHP Laravel, Node.js, and React JS, and mobile app development with Dart, Flutter, Adalo, and Bubble.io. Trifolium is committed to provid-

ing customized digital solutions to meet the evolving needs of businesses.

Value Provider
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Value Provider is a leading Business Process Outsourcing (BPO) company based in Albania, specializing in premium customer care solutions for the e-commerce sector. Since our founding in 2017, we have experienced robust growth and success. Our wide range of services, including 24/7 customer support, live chat and email support, SMS marketing, outbound services, data entry, and software development, have

contributed to our expansion. Our dedicated team has grown to include 140 employees, a testament to our success and ongoing commitment to excellence in the BPO sector.

The company's mission is to drive e-commerce success through innovative, scalable, and customer-centric outsourcing services. By integrating creative talent, flexible processes, and cutting-edge

technology, they deliver unparalleled support to enhance client satisfaction and operational efficiency. Value Provider is dedicated to fostering a positive and inclusive company culture that encourages innovation and collaboration. The company is deeply committed to sustainability, actively implementing eco-friendly practices, reducing its carbon footprint, and supporting community initiatives.

OUTSOURCING DESTINATIONS

DOV
DEUTSCHER
OUTSOURCING
VERBAND
GERMAN OUTSOURCING ASSOCIATION

EDITOR'S MESSAGE

PUBLISHER & PARTNERS

This publication provides information for professionals and organizations interested and/or involved in buying, providing, or advising in ICT, business processes, and shared services. The report helps to understand better the local conditions and opportunities in the ICT sector in Albania and to get to know the relevant local companies, persons, and sector support ecosystem.

The Outsourcing Destination Guide Albania is commissioned by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and published by Deutscher Outsourcing Verband e.V. (German Outsourcing Association), in collaboration with leading local ICT and service delivery organizations, ICT sector experts, associations and public organizations.

The information we present is based on nearly 30 different documents, articles, research papers, statistics, and other resources from local organizations and media, government organizations, regional and international sector experts, to international organizations such as the GIZ or the Worldbank Group.

The articles in chapter two are written by local ICT sector experts to provide first-hand insights into working methods, business cases, business mentality, and achievements of the ICT sector in Albania.

We would like to thank all of our partners, including the authors for their contributions to the Outsourcing Destination Guide Albania.

This publication is distributed among more than 5 million contacts and is available for free download at www.outsourcing-destinations.org and the associations' website and as a print copy at selected industry events around Europe.

Stephan Fricke, *Deutscher Outsourcing Verband e.V., Germany*

Published by:

Commissioned by:

Produced by:

Media partners:

Disclaimer: The information in this guide has been carefully researched by industry experts. The views and opinions of the authors do not necessarily present the association's standpoints but are meant to give an authentic insight into the sectors. The company information (page 66 ff.) has been provided by the individual companies.

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