





FACTSHEET

ICT and BPO Sector









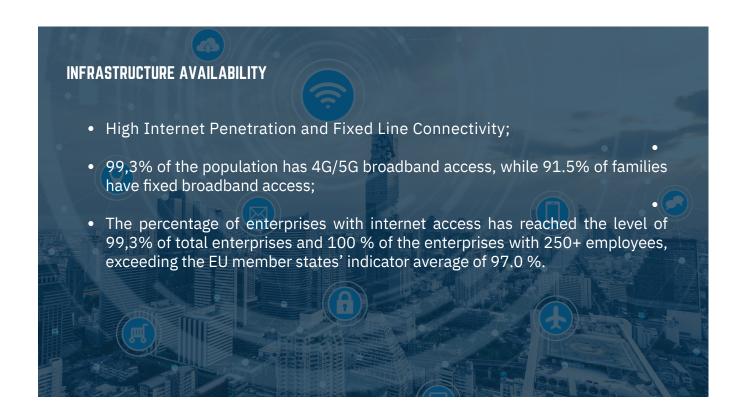
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OVERVIEW

The ICT-BPO sector has been targeted as one of the activities with large increment in the last years. The top outsourced activities in Albania are Data entry and Call Centers, which export services to EU countries, mainly Italy. The ICT-BPO sector in Albania has the potential to further expand in two ways. Firstly, by taking advantage of the multilingual capabilities of its population, Albania aims to attract foreign investors which can export thealready present services to a wider market in Western Europe. Secondly, the ICT-BPO sector shows the prospective to further develop by jumping into higher margin/niche services and by diversifying the range of its

activities, attracting investments related to more complex processes in Finance & Accounting, Digital processes, Software Design and Development, Block-chain technologies, Cyber-Security, etc. Albania has transformed into a major destination for ICT-BPO services with its urban culture, availability of resources, infrastructure and attractive Investment Incentives. 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, increasing countribution in GDP with 2,78%.

WHY INVEST IN ICT AND BPO







OVERVIEW OF HUMAN RESOURCES

Availability of skilled workers:

- Unemployment rate for the fourth quarter of 2024 has reached a national level of 8,8%.
- Skills in foreign languages: 39.9% of the 26-64 years old population is able to use at least one foreign language, while in the younger the age group of 25-34 years old, 58.9% of the population know at least one foreign language.

Labor costs:

• The average monthly gross salary for the category of information and communication for the last quarter of 2024 is 121,578 (1228 EUR).

EDUCATION AND TRAINING INSTITUTIONS:

The number of graduates for ICT in 2023 is 1982 and it is expected to increase in the future.

• Over 20 universities, generate a high proportion of graduates in Business, Law, Humanities, and STEM courses. This offers a large pool of foreign-speaking graduates and skilled workforce that can be immediately absorbed by the flourishing BPO Albania industry. The number of graduated student for 2022-2023 is 1982.

INDUSTRY STRUCTURE

Currently, Albania is well-positioned in several key groups of services, which are illustrated in more detail in the list below:



CUSTOMER INTERACTION SERVICES AND CALL CENTERS

Inbound services

Outbound services



IT AND SOFTWARE OPERATIONS

Product Localization

IT Maintenance and Helpdesk

Human Resources

Web and Graphic Design

Software Development

Digital Marketing services



FINANCE AND ACCOUNTING

Auditing Services

Corporate governance services

Fraud protection

Sustainability Reporting services

Financial and Banking Law

Tax, Transaction and Legal Services



SUCCESS STORIES

Currently, more than 5400 active companies are operating in the ICT and BPO sectors in Albania. Their services are used by internationally renowned brands such as Apple, Vodafone, Adidas, eBay, Barclays, Groupon, Lufthansa Group, Air France, and Alitalia. Some of the major client markets include Italy, the UK, France, Spain, Germany, Austria. and Switzerland.

Due to its significant potential, Albania has become the destination of several successful companies and foreign investors in the ICT and BPO sector, such as Lufthansa Industry Solutions, Deloitte, Teleperformance, IDS, B810, Innovaway, Vigan Group, Albacall, Ernest & Young, We are Fiber and LocalEyes.

Deloitte.















ALBANIAN INVESTMENT DEVELOPMENT AGENCY

in<u>w</u>est in Albania