



**AIDA**

Albanian Investment Development Agency  
Agjencia Shqiptare e Zhvillimit të Investimeve



# FACTSHEET

## ICT and BPO Sector



## OVERVIEW

Albania's ICT and BPO sector has emerged as one of the fastest-growing and most dynamic segments of the economy, driven by a young, multilingual workforce and strong demand from European markets. Over the past decade, Albania has positioned itself as a competitive nearshore outsourcing destination, particularly for EU-based companies seeking cost efficiency, cultural proximity, and operational flexibility. 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, SSC, BTO, ect. 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 contribution in GDP with 2,78% .

## WHY INVEST IN ICT AND BPO

### STARTUP ECOSYSTEM IN ALBANIA

Albania's startup ecosystem is rapidly growing, reflecting the increasing success and dynamism of the country's innovation landscape. The ecosystem currently includes approximately 1,400 startups<sup>1</sup> operating across more than 20 industries, with priority sectors namely Tourism, Education, Consumer Goods and Services, Robotics, and E-commerce.

Innovative startups and SMEs in Albania are supported by a growing ecosystem of national and international funding programmes, grants, and acceleration initiatives led by institutions such as Startup Albania Agency, EU4Innovation, EIT, EIC, and EBRD Albania.

<sup>1</sup> Source Startup Albania

# FAST FACTS

49.000

PROFESSIONALS IN THE  
ICT BPO SECTOR IN  
ALBANIA

95%

ONLINE GOVERNMENT  
SERVICES THAT ARE  
ACCESSIBLE THROUGH  
EALBANIA PORTAL

13.289<sup>2</sup>

ACTIVE COMPANIES

FROM STARTUPS TO  
MULTINATIONAL  
SERVICE PROVIDERS



## SECTOR LANDSCAPE

- Leveraging strong multilingual capabilities including Italian, English, Greek, German.
- 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.
- Key initiatives have been undertaken within the sector including the establishment of Innovation for Albania, the development of TEDA Tirana as a free economic zone, and the creation of Durana Tech Park, which provide a favorable fiscal regime for startups and companies establishing their presence within these areas.
- Albania has adopted a new Law on Personal Data Protection, aligning its legal framework with the principles of the General Data Protection Regulation (GDPR) and broader EU standards.
- The average monthly gross salary for the category of information and communication for the last quarter of 2025 is 131,165 (1370 EUR).

## EDUCATION AND TRAINING INSTITUTIONS:

The number of graduates for ICT in 2025 is 2471<sup>3</sup> 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.

<sup>2</sup> Source General Directorate of Taxation

<sup>3</sup> Source INSTAT 2026

# 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

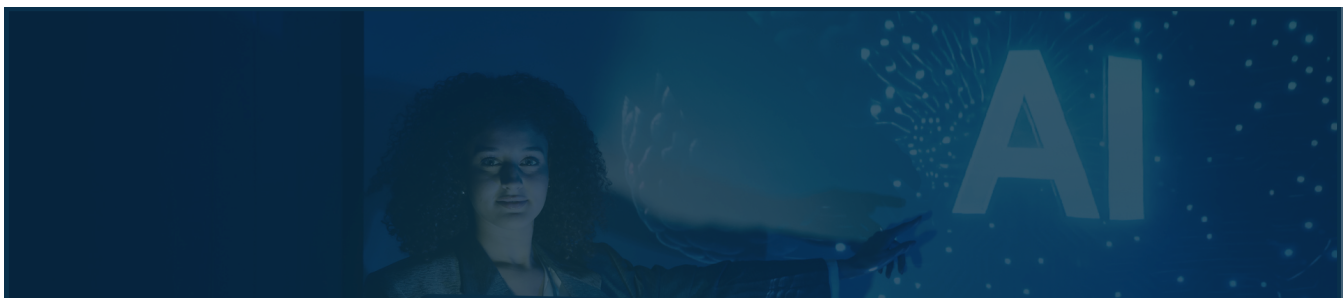


## INTELLIGENT SYSTEMS

Machine learning

Machine translation

Artificial Intelligence



## SUCCESS STORIES

Currently, more than 13,289<sup>4</sup> 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.

The logo for Deloitte, featuring the word "Deloitte" in a bold, black, sans-serif font with a green dot at the end of the "e".

**Lufthansa  
Industry Solutions**

The logo for LocalEyes, with "LOCAL" in black and "EYES" in blue, separated by a stylized arrow pointing right.

Smart content powers progress

The logo for B810 Rework, with "B810" in white on a black background and "Rework" in red and blue.The EY logo, featuring a yellow triangle above the letters "EY" in a bold, grey, sans-serif font, followed by the tagline "Building a better working world" in a smaller, grey, sans-serif font.The logo for Innovaway, with "INNOV" in blue and "AWAY" in a lighter blue, with a blue swoosh underneath. Below it, the tagline "ICT by your side" is written in a smaller, blue, sans-serif font.

<sup>4</sup> Source General Directorate of Taxation



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## ALBANIAN INVESTMENT DEVELOPMENT AGENCY

