



REPUBLIKA E SHQIPËRISË
KËSHILLI I MINISTRAVE
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MBROJTJEN E SIPËRMARRJES



DPSHTRR



REPUBLIKA E SHQIPËRISË
MINISTRIA E INFRASTRUKTURËS
DHE ENERGJISË

AUTOMOTIVE **FAIR** ALBANIA

JUNE
17-19, 2022
Expocity, Tirana



automotivefairalbania.al





THE ROAD TO THE FIRST EDITION OF AUTOMOTIVE FAIR ALBANIA IS OFFICIALLY OPEN!

A long-awaited meeting of both the two and four-wheeler industry is coming! Automotive Fair Albania is a regional showcase for the most innovative enterprises in Albanian speaking territories, taking place in Expocity, Tirana on June 17-19, 2022. A series of meetings will serve as a bridge for new investment opportunities in the automotive industry, while various events will bring us closer to the passion for motorization, technology and modernity, not failing to remember the nostalgia of historic vehicles. Local and international operators' network, presentations of many products and services, visibility in regional media and beyond, along with the warm collective passion, are just some of the

successful components guaranteeing unique advantages to the exhibitors of Automotive Fair Albania.

This very first edition of an automotive fair in Albania, is organized by the Minister of State for the Protection of Entrepreneurship in cooperation with the General Directorate of Road Transport Services - Ministry of Infrastructure and Energy.

An internationalization experience that comes fittingly at the right moment, with unique exchange opportunities, visibility, networking and new collaborations!

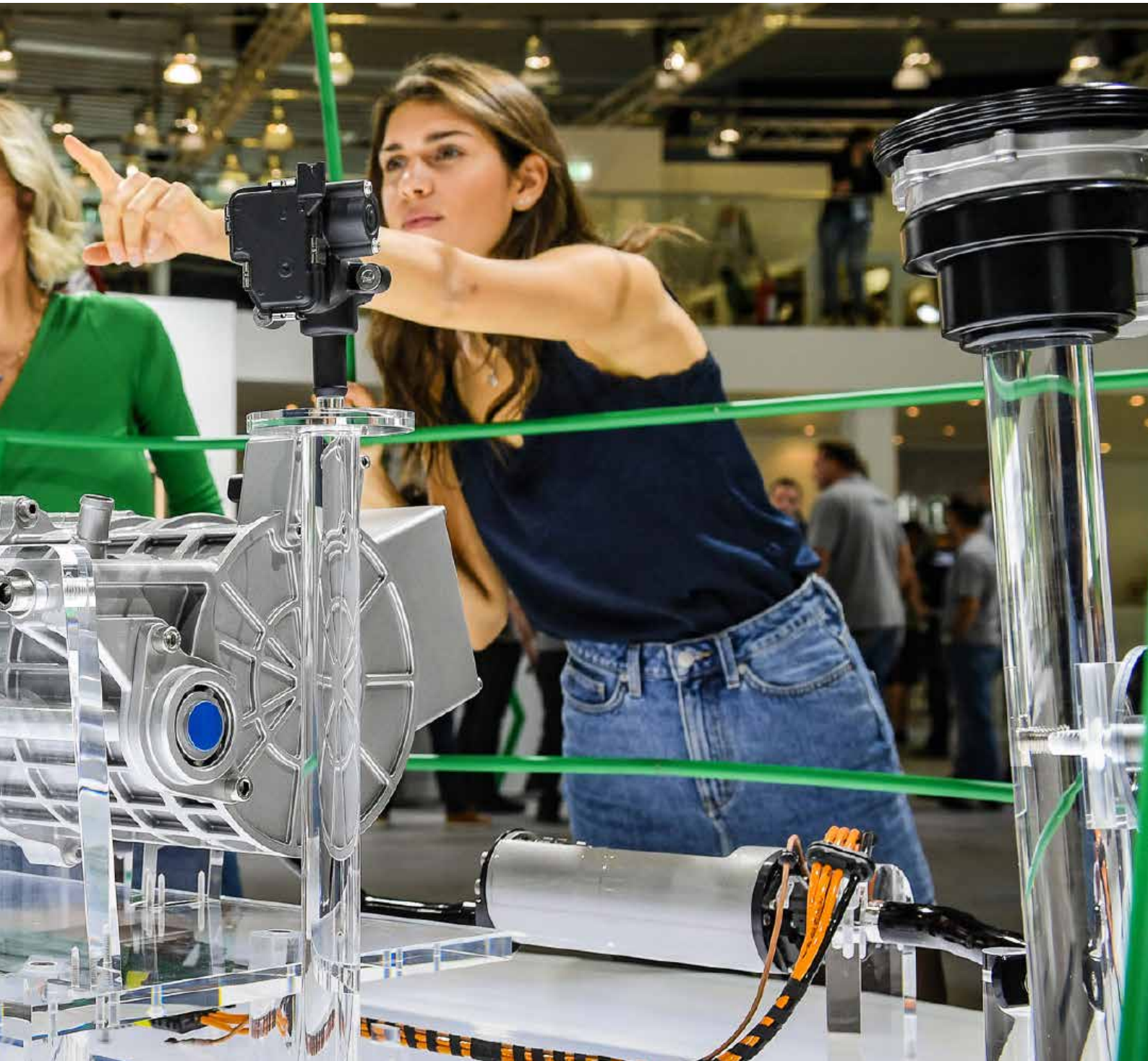


DEVELOPMENT OF AUTOMOTIVE SECTOR IN THE REGION

Hi-Tech, Start-Up & Innovation

Exclusive opportunities that are not limited to indoor and outdoor exhibitions, but also extend to specific spaces, such as workshops, hearings and all-day activities. This context will help attract foreign investment in the automotive industry, along with identifying areas for innovation, implementing new services and digital solutions.

Automotive Fair Albania will pay special attention to electric vehicles, as the main protagonists of an ecologically sustainable development. Young entrepreneurs will be provided with visibility within the Hi-Tech, Start-Up & Innovation area, a space dedicated to technological evolution and industry innovations, but also to the digitalization of businesses.



The workshops and hearings will focus on orientations and facilities, meetings with experts in various fields, local and foreign, as well as presentations of businesses and projects. The Albanian vehicles of the Retro collection will offer the irreplaceable cultural and historical display, while the license plate workshop will prepare Souvenir Licence Plates as a memory from a

pleasant day spent at Automotive Fair Albania. Various road safety activities, for the education of children and young people, simulations of traffic situations, car meetings, various motorsport events and much more.



PARTICIPANTS IN AUTOMOTIVE FAIR ALBANIA

Automotive Fair Albania provides numerous spaces dedicated to the promotion of the automotive market in the region throughout the fair weekend. Indoor and outdoor space in Expocity will be divided according to the categories of participants:

- Exhibition of vehicles by car dealers and companies
- Green vehicles, new technologies, cars with intelligent automobile control systems
- Accessories & spare parts regional suppliers
- Vehicle maintenance company with innovative equipment and the latest environmentally friendly techniques
- Mobile Technology: Vehicle mobile applications, audio-video accessories, remote start, connectivity devices
- Public transport & mobility solutions
- Motorsport & performance: section dedicated to racing and performance, motorsport clubs and products to increase vehicle performance, accessories and equipment for motor modifications, and much more.
- RETRO - collection of historical vehicles, museum of automotive passion
- Automotive craft, accessory manufacturer
- Promotion of Road Safety:
 - Educational corners for children and young people
 - Road Safety Simulators
- Infopoint for road transport services, online services
- Professional school for preparing young people to work in the automotive sector
- Start-Up: Hi-Tech, Innovation & Automotive Design
- Road infrastructure and state institutions
- Souvenir License Plate Workshop
- Meeting / Conference Area
- Infopoint / Reception
- Music, entertainment and motorsport activities
- Food, drink and cafeteria



PROGRAM OF THE FAIR

June 17
Friday
18:30-22:00

- The official opening ceremony of
 - Automotive Fair Albania (by invitation)
 - Welcome speeches
 - Program & actors presentation
 - Exhibition of vehicles and opening of activities
 - Media Moment - Q&A
 - Networking
 - Cocktail, music and entertainment
-

June 18
Saturday
10:00-21:00

- Automoto Park Albania,
 - Career Day dedicated to students in professional schools
 - Meeting B2B
 - Workshops
 - Road Safety Corner for children activities
 - Public transport & mobility solutions
 - Carting Slalom
 - Car Meeting
 - Music
 - Interviews
-

June 19
Sunday
10:00-21:00

- Motorsport events
 - Go Cart
 - Moto Race
 - Cross Car
 - Slalom
 - Music and entertainment
 - Awards ceremony
-

梅赛德斯-奔驰F 015 Luxury in Motion

F 015 Luxury in Motion
The future of autonomous mobility



Automotive Fair Albania will take place in Expocity, Tirana, a prestigious space hosting various fairs and auto shows over the years.





INDOOR SPACE

In this space, participants can exhibit innovative vehicles' solutions, products and services, spare parts or car maintenance services, space for the development of workshops, etc.

Tech, Start Up and Innovation: recreational, innovation and young entrepreneurs. A unique opportunity for new realities approaching the world of automation. In this dedicated area, priority will be given to technological developments that respond to changes and new needs; proposals from companies and start-ups that offer innovative products or services. This area is a window into the future of transportation and mobility.









OUTDOOR SPACE

Outdoor spaces are an opportunity for further visibility for exhibitors, where the public will enjoy races, parades and car shows, exhibition of historic RETRO vehicles and educational activities for children and youngsters at the Road Safety Corner. A unique and long-awaited opportunity for enthusiasts to see amateur and pro pilots from various disciplines and motocross. Everything about Motorsport, Rally, Offroad, Hillclimb, Go Karting, Cross Car, full of emotion, music and fun.





CONFERENCE, WORKSHOP, B2B MEETINGS

Information sessions will be organized in support of business development, investments in production and improvement of fiscal policies. The competitive positions of exporting companies in the region (Albania, Kosovo, Northern Macedonia, Serbia, etc.) will be presented following discussions on issues faced in export.

In Albania, many companies that deal with the production of various vehicle spare parts operate and supply

original spare parts to foreign vehicle manufacturers such as: BMW, Mercedes, Porsche, Volkswagen, Audi, Seat, Skoda, Peugeot, Renault, Maserati, etc.

To provide direct services to customers, this is made possible by a fast and reliable supply chain and specialized logistics services. The experience of companies in the region and suppliers aim to meet the highest standards for the services they provide and for the import / export operations.

Discussions and workshops topics:

- Electric Vehicles & Sustainable Development
- Technology and innovation in the automotive industry
- Fiscal policies to support the hybrid vehicles/green energy sector
- E-Transport
- Auto Moto Park Albania
- Registration of vehicles with historical character, problems encountered in the process
- Restoring of Vespa
- Modes of save energy/gases through recycling and careful use of the vehicle, etc.



Career Day for professional youth education

We have moved on to another phase of job creation ventures, so vocational education centers and schools are other actors involved in these meetings, through presentations with companies during Career Day, getting ready to resize the job market with a fully trained staff.

- Face-to-face meetings and interviews with representatives of interested companies, businesses and institutions.
- How to explore individual talents in line with the demands of the job market
- Support and know-how of international organizations.
- How to apply for a job after completing vocational education.
- What assistance and platform is supported by state institutions.
- Ideas for competitions and student engagement for causes related to the automotive topic or Road Safety.





AUTOMOTO PARK ALBANIA

Presentation of the Automoto Park Albania project is a space where all lovers of wheel adventures can test their skills. Automoto Park Albania is a historic step for automotive activities, as well as for the promotion of motorsport culture. Professionals in the field, FIA experts, etc. will discuss innovations that this project will bring to the country and region. Some highlights: motorsport academy and road safety education academy, professional testing grounds, off road track, indoor and outdoor event

center, RETRO museum and atelier, 1.2 km long drag strip in total safety conditions, autodrome and the first homologated kart track, etc. This investment includes also a new Multifunctional Complex Center at Regional Directorate of Road Transport Services (RDRTS) Elbasan, with a dedicated center of Technical Control.

- Project presentation
- Question and Answer Session





MUSIC AND ENTERTAINMENT

A fair with such a passionate character, cannot lack its music. Various DJs will accompany the hectic events. Music parties during evenings and deliciousness of food, will create the right atmosphere for all participants to socialize and get to know each other better. Equally entertaining are the activities provided in the framework of “Automotive Fair Albania”, with competitive performances for cars and motorcycles, from sports clubs such as “Rally Albania”, “Illyrius Moto Sport”, “Automobile Club Albania”, etc. Meanwhile, for the little ones, a series

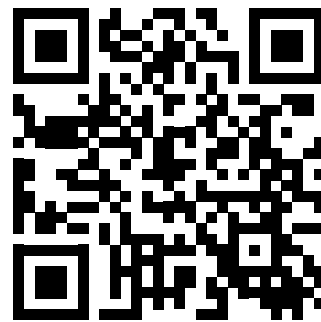
of activities, such as competitions, playgrounds with cars (karting), space for crafting and exhibition of their creative works on contemporary topics, etc. There will be a Road Safety Education Corner, as an educational and fun activity, where children will learn the basic rules of the road while riding a bicycle. Simulation of a real road with main road signs, will be the stage where road safety ambassadors will teach while entertaining the participating children.



PROMOTION OF THE FAIR

The main focus of Automotive Fair Albania is the promotion of the Albanian and regional automotive market, so a very important aspect is the communications strategy of all participants and events that will take place during these days.

- Advertising and editorial (printed and online publications)
- TV and Radio spots
- Promotional campaign on social media platforms
- Promotion by all participants
- Dedicated website: www.automotivefairalbania.al



MEET, NETWORK & PARTNER

Would you like to be part of Automotive Fair Albania?

Contacts us:
e-mail: info@automotivefairalbania.al
www.automotivefairalbania.al