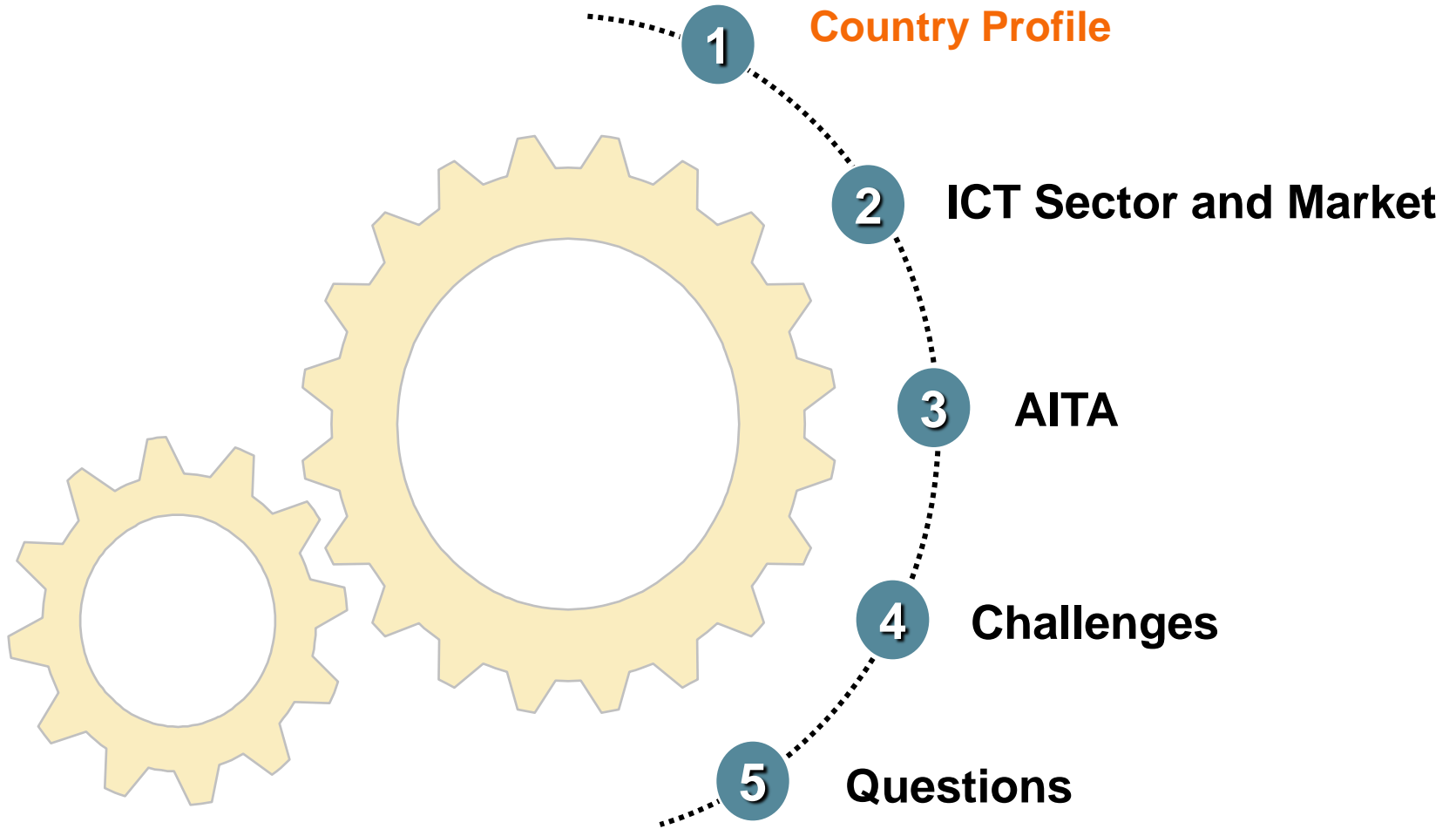




Albanian Information Technology Association - AITA







Country profile - Geography

- **Location**

surrounded by Macedonia, Monte Negro, Kosova, Greece and Italy (seaborder).

- **Area**

total: 28,748 sq km

land: 27,398 sq km

water: 1,350 sq km

- **Land boundaries**

total: 717 km

border countries: Greece 282 km, Macedonia 151 km, Montenegro 172 km, Kosovo 112 km

- **Coastline**

*Total :*362 km

Country profile - People

- **Population**

3,619,778 (July 2008 est.)

- **Age structure**

<i>0-14 years:</i>	23.6%	(male 447,126/female 406,757)
<i>15-64 years:</i>	66.9%	(male 1,239,819/female 1,180,720)
<i>65 years and over:</i>	9.5%	(male 160,241/female 185,115) (2008 est.)

- **Median Age**

<i>total:</i>	29.5 years
<i>male:</i>	28.9 years
<i>female:</i>	30.2 years (2008 est.)

- **Ethnic groups**

Albanian 95%, Greek 3%, other 2% (Vlach, Roma (Gypsy), Serb, Macedonian, Bulgarian) (1989 est.)

- **Religious**

Muslim 70%, Albanian Orthodox 20%, Roman Catholic 10%

Country profile - Economy

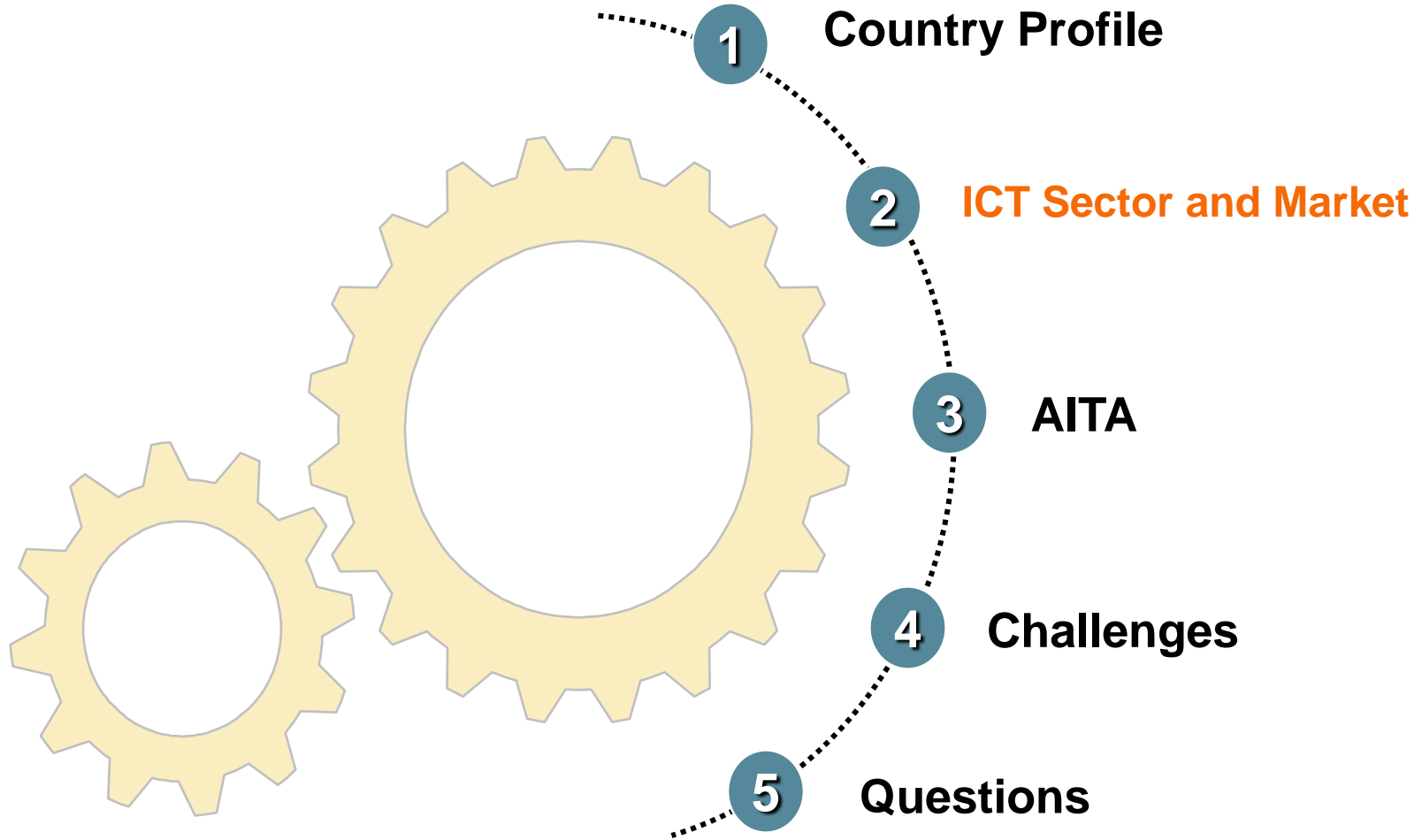
- GDP real growth rate
6% (2007 est.)
- GDP composition sector

<i>agriculture:</i>	21.2%
<i>industry:</i>	20.1%
<i>services:</i>	58.7% (2007 est.)
- Labour Force
1.09 million (not including 352,000 emigrant workers) (September 2006 est.)
- Unemployment Rate
13% official rate, but may exceed 30% due to preponderance of near-subsistence farming (2007 est.)
- Inflation Rate
2.9%
- Industries
food processing, textiles and clothing; lumber, oil, cement, chemicals, mining, basic metals, hydropower



Country profile - Communication

- Fixed line Users
353,600 (2005)
- Mobile cellular users
1.53 mill (2005)
- Internet Country code
.al
- Internet Users
est. 500,000





ICT/IT Sector and Market

Remark: There is a lack of proper certified market data

Based on an average of several companies findings,

- ICT related companies: est. 100
Hardware (45%), Software, IT Services (training & consulting), ISP and telecommunication
- Company sizes (employees) (*excluded comm. companies*)
Avg. 10 (a few over 20)
- Educational system: *around 100 – 150 graduates/year*
Public University and several privates (no data for their employment rate)
- Salary system: unidentified due to the informality but not the highest salaries in the market
- Located areas: *mainly in the capital (Tirana)*
- *Total industry employees around 1,000*

SWOT Analysis

Strengths

- Competitive labour costs
- Strong entrepreneurial spirit
- Dynamic market
- Country Economic growth
- Awareness of Govt. for the importance of ICT
- Young and eager population
- Strong educational legacy

Weaknesses

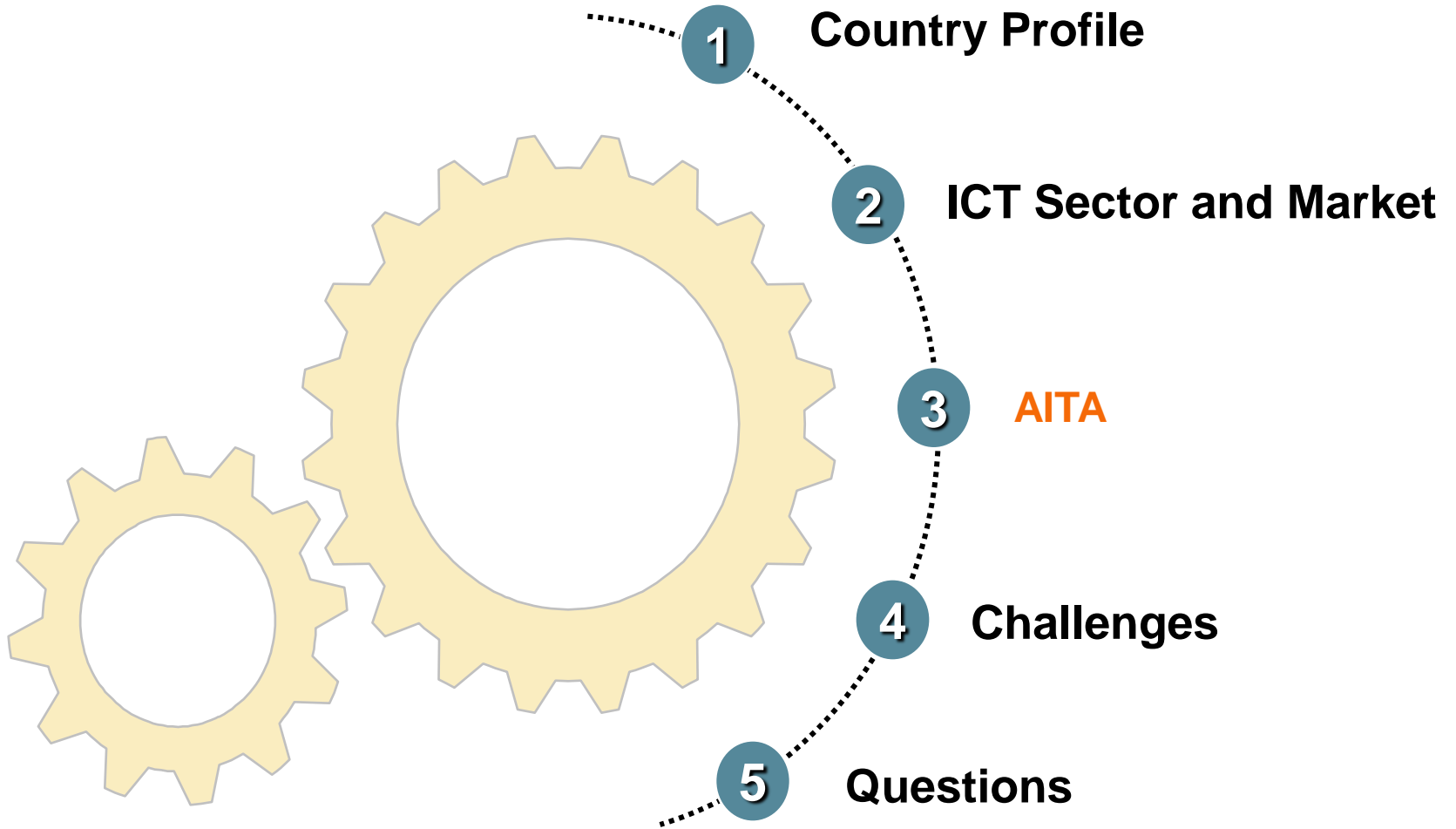
- Small domestic market
- Absence of international orientation (exports)
- Inadequacy of human resources
- Lack of branded international presence
- Poor public educational system and deficits in the education system,
- Lack of Quality standards
- Lack of cooperation among stakeholders
- Weak AITA association

Opportunities

- Considerable abroad educated students
- Surrounded by more IT developed countries
- Good potential in the software industry
- Increasing number of graduates (IT)
- Strengthening the IT educational system
- E-Govt projects and AITA strengthening
- Better IT awareness from the businesses
- Better sensitivity to IT services
- Brain gain
- Increase of international demand for IT services

Threats

- Regional competition
- Lack of investment in IT projects
- Lack of international network
- Legal framework
- Brain drain
- Failure of AITA



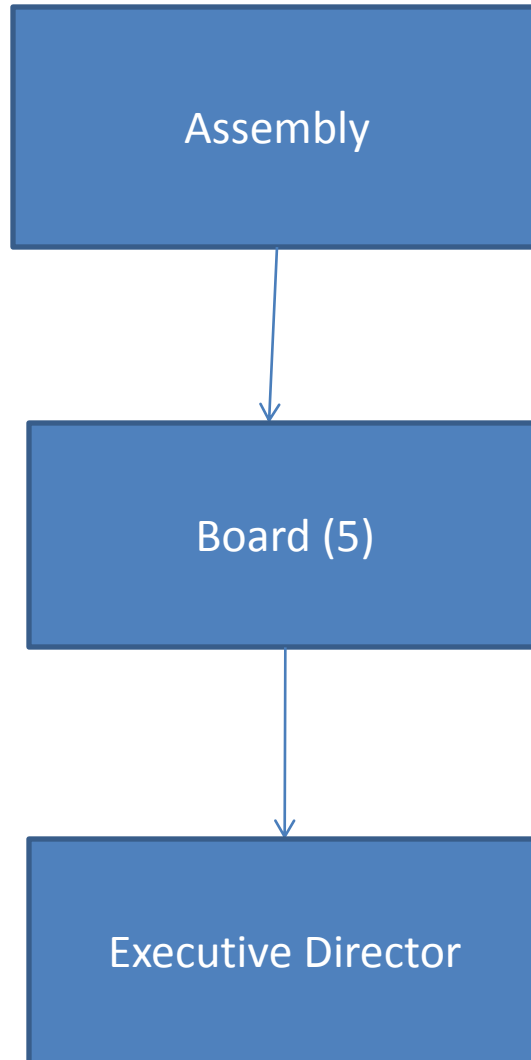


AITA – general info

AITA - Albanian Information Technology Association

- Founded in January 8th, 2007 (after several failed attempts)
- Current number of members: 19 (*only companies*) – *key companies*
- Web-site www.aita-al.org
- Industry: Information technologies (hardware, software, IT services)

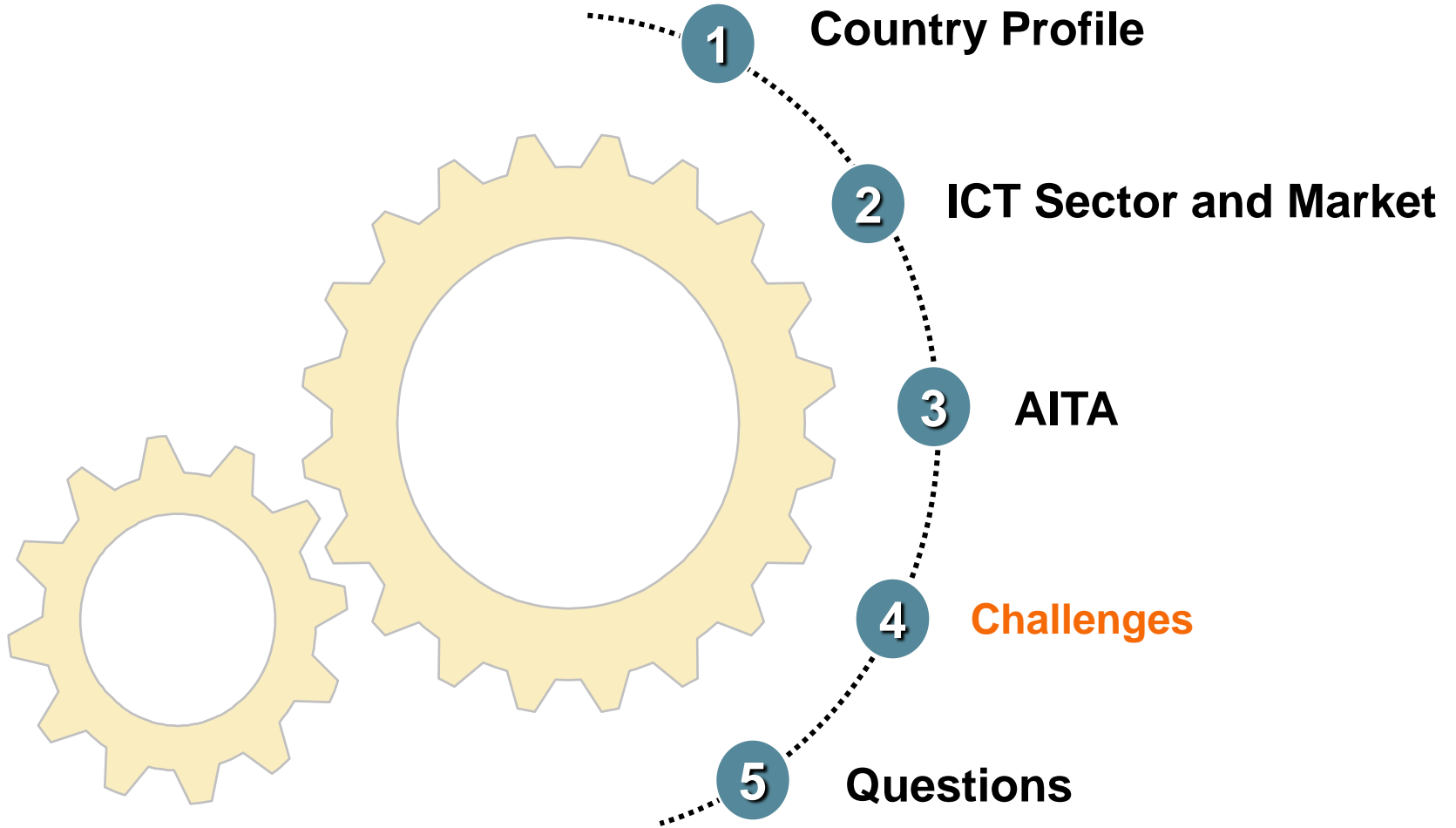
AITA - structure





AITA - partners

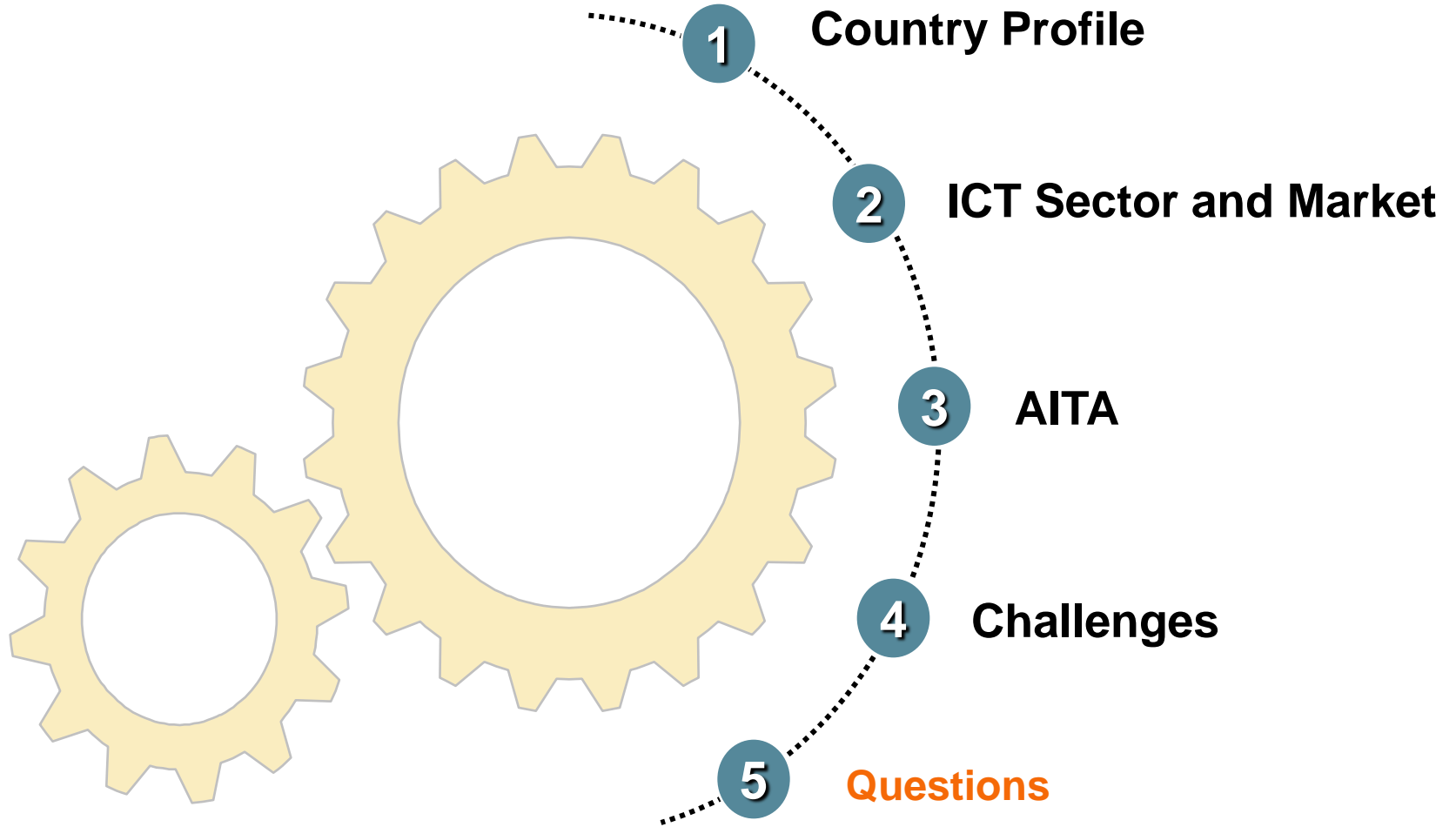
- GTZ – is playing a key active role to support the growth of AITA
- AITA is participating in the ORFIT- **Open Regional Fond for Foreign Trade Promotion / IT Component-GTZ Project.**
- 4 companies applied to pursue further with IT Mark certification





Challenges

- Strengthen its position in the IT/ICT market, and support the strengthening of IT/ICT industry
- Increase the trust of its members and attract new members
- Strengthen the beneficial cooperation with other IT regional/international associations
- Support regional activities towards the strengthening of IT/ICT market
- Aims to become the certified body of all relevant IT related national projects
- Be in opposition/partnership with the Govt (initiating changes in taxation, legislation, customs, education and so on).
- Cooperate very closely with international partners/donors





Any question ?!!!