

FACTSHEET

ICT and BPO Sector







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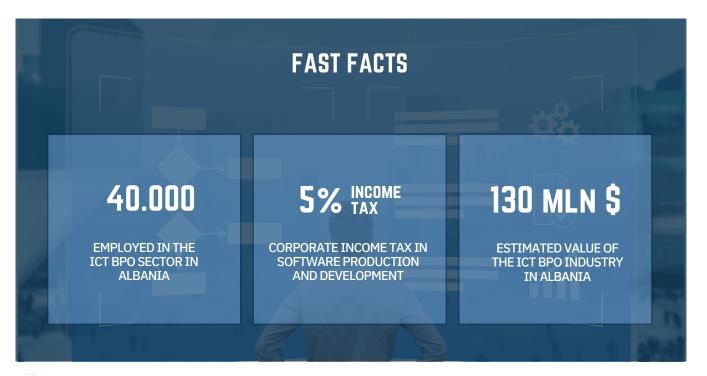
OVERVIEW

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 employment and reach- ing industry values that exceeds \$130 Million.

WHY INVEST IN ICT AND BPO

INFRASTRUCTURE AVAILABILITY

- High Internet Penetration and Fixed Line Connectivity;
- Highest level of mobile phone penetration in the region, amounting to 1 875 subscriptions per 1000 inhabitants;
- 63% of the population has 3G/4G broadband access, while 50% of families have fixed broadband access;
- The percentage of enterprises with internet access is 98.4 % of total enterprises and 100 % of the enterprises with 250+ employees, exceeding the EU member states' indicator average of 97.0 %.



🖄 OVERVIEW OF HUMAN RESOURCES

Availability of skilled workers:

• 26.9% Unemployment in the 15-29 age group.

• 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 2023 is 108,918 ALL (1,047 EUR).

EDUCATION AND TRAINING INSTITUTIONS:

Albania ranks 1st in the Central and Eastern Europe region, in terms of graduates in computing per capita, 81 per 100.000 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 (49.1% of 2018 graduates). This offers a large pool of foreign-speaking graduates and skilled resources that can be immediately absorbed by the Albanian BPO industry.

INDUSTRY STRUCTURE

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





SUCCESS STORIES

Currently, more than 3390 active companies are operating in the ICT and BPO sectors in Albania. Their services are used bv internationally renowned brands such as Apple, Vodafone, Adidas, eBay, Barclays, Groupon, Lufthansa Group, Air France, and Alitalia. Some of the major client markets Alba Contact, Albacall, Ernest & Young, 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, Euroservices and LocalEyes.





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ALBANIAN INVESTMENT DEVELOPMENT AGENCY

invest in Albania