

MOMAD 2024 | The Fashion Fair in Madrid, Spain

AIDA - HALL 8 stand number 8G17A



FASHION MANUFACTURES
MADE IN ALBANIA



invest in Albania

ALBANIAN INVESTMENT DEVELOPMENT AGENCY - AIDA

The Albanian Investment Development Agency (AIDA) is a government organization dedicated to promoting investment, supporting exports, and fostering innovation in Albania. AIDA serves as a gateway for foreign investors by offering comprehensive assistance and information on business opportunities in the country. Its key objectives include attracting foreign direct investment (FDI), enhancing the competitiveness of Albanian companies in global markets, and facilitating trade and market access for local exporters. AIDA also collaborates with various stakeholders, including government institutions, businesses, and international organizations, to drive economic growth and sustainable development in Albania. Through its programs and initiatives, AIDA aims to create a favorable business climate, encourage entrepreneurship, and support the development of key sectors such as energy, tourism, agriculture, and technology.

For more information, visit AIDA's website <https://aida.gov.al>

SWISS IMPORT PROMOTION PROGRAM



SIPPO Albania is part of the Swiss Import Promotion Program (SIPPO), dedicated to enhancing the export capabilities of Albanian businesses and fostering sustainable trade with international markets. SIPPO Albania works closely with local Business Support Organizations (BSOs) to strengthen their capacity in providing export promotion services. By focusing on key sectors such as natural ingredients, processed foods, sustainable tourism, and textiles, SIPPO Albania supports the development of high-quality products that meet international standards. The program offers market access services, capacity-building initiatives, and connects Albanian exporters with buyers in Switzerland, the European Union, and other global markets. SIPPO Albania aims to contribute to the country's sustainable economic growth by promoting value-added exports and creating new opportunities for local businesses to thrive on the international stage.

For more information, visit AIDA's website <https://sippo.al>

PROEKSPORT ALBANIA

Proeksport Albania (PEA) is a national association representing the interests of Albania's garment and footwear manufacturing sector. Focused on boosting the competitiveness of Albanian manufacturers, PEA works to protect its members from unfair competition, advocate for favorable business conditions, and promote the country's export capabilities. Through a variety of services, including participation in international trade fairs, training, and continuous dialogue with government bodies, PEA supports the growth of the "Made in Albania" brand. With a presence in multiple regions across Albania, PEA helps its members access global markets, ensuring that Albanian producers of apparel and footwear meet international standards and expand their reach.

For more information, visit <https://fason.al>



MADE IN ALBANIA



Garment and Footwear Sector

Albania has a strong and vibrant manufacturing sector shaped by a long and successful textile tradition and shoe making industry, experts and buyers over the last 30 years.

In the year 2022, the garment and footwear sector in Albania counted more than 875 operational factories. This vibrant industry provided employment to a remarkable 75,000 individuals, solidifying its position as the foremost sector in the country in terms of workforce size. An impressive statistic is that over 90% of these diligent workers were women, underlining the sector's commitment to gender diversity and empowerment.

The largest concentration of these remarkable companies is primarily found in major cities such as Tirana, Durrës, Korçë, Shkodër, Elbasan, Berat, and Vlorë, underscoring their strategic presence and contribution to the national economy.

A fast reforming country with a focus on improving business environment and reasonable taxes, Albania has an excellent strategic location with easy access to a large marketplace, reasonable costs and a highly educated and competitive workforce. Albania may be considered one of the most dynamic European exporting countries, which provides excellent opportunities for sourcing garment and footwear products.

Recent years a significant number of manufacturers have moved up the value chain to full cycle production. In the last decade, several invested heavily in new technologies, equipment and knowledge that allowed them to add more value to customers and realize higher margins by taking on new roles in the design and production process, including the creation of their own brands and collections. To do this, a number of Albanian partners in the joint venture companies bought out the equity from their foreign strategic partners and became sole owners in charge of the business model and strategic direction of their companies. Albania's garment and footwear sector today includes a variety of different production models that range from firms working primarily on a cut-and-make basis to large companies that export their own brands worldwide.

Today's Albanian owners/managers have the leadership skills needed to run successful export oriented garment and footwear companies. They recognize that many of their best opportunities are in market segments where quality and fast turnaround time are as essential as price. High quality products manufactured in line with the best international standards are exported to highly demanding clients in Europe. With an abundant number of short sea, land and air connections to Europe and the region, Albania has a unique geographical position allowing an easy and exceptionally rapid and cost effective reach to large markets. This allows for a swift response to customer orders and quick product deliveries, making Albania a top choice garment supplier to Europe and the region.

Export Impact

In 2022, Albania's Gross Domestic Product (annual GDP) reached a substantial 19.08 billion euros, with exports playing a pivotal role, accounting for approximately 77% of this figure.

Throughout 2022, the country's exports amounted to a sum exceeding 1.2 billion Euros. Notably, the garment and footwear industry, as per official data from Albanian Customs, contributed significantly by accounting for about 38% of the country's total exports, totaling over 1.2 billion Euros. This industry stands proudly as one of the three primary groups of exported goods, alongside textiles, leather shoes, and minerals. When examining the destinations of these exports, data from INSTAT reveals that Italy holds the largest share, with 64%, followed by Germany at 14%. The remaining percentages are distributed among various countries, with France at 5.5%, Greece at 7%, and smaller shares going to nations like Denmark, Holland, Sweden, Spain, and others. These export figures showcase the international appeal and reach of Albania's garment and footwear sector.

Global Export Influence

As of 2022, Albania's Gross Domestic Product (annual GDP) had surged to 19.08 billion euros, where exports played a pivotal role, constituting a substantial 77% of this economic figure.

In the same year, the country's exports surpassed the 1.2 billion Euro mark, with the TCLF industry, according to official data from Albanian Customs, making a noteworthy contribution of around 38% to the nation's total exports, which exceeded 1.2 billion Euros. This sector proudly stands as one of the three primary categories of exported goods, alongside textiles, leather shoes, and minerals.

When examining the global destinations of these exports, data from INSTAT reveals that Italy claims the lion's share at 64%, followed closely by Germany at 14%. The remaining percentages are distributed among various countries, with France accounting for 5.5%, Greece at 7%, and smaller portions being channeled to nations such as Denmark, Holland, Sweden, Spain, and others. These export statistics vividly demonstrate the international appeal and reach of Albania's TCLF sector on the global stage.

Industry Operations

The garment and footwear sector in Albania boasts a range of operational models, primarily falling into two categories:

1. Custom Production: This approach involves tailored manufacturing with one or multiple processes to fulfill specific requirements.
2. Full Cycle Production (Made in Albania): A comprehensive end-to-end production model that ensures products are entirely crafted within Albania.

Over the past five years, there has been a noticeable surge in the number of companies adopting the full-cycle production approach. In 2015, approximately 20% of Albanian companies embraced this methodology. Fast forward to 2021, and a significant shift has occurred, with about 60% of entities engaging in CMT (cut, make, and trim) production, while 40% have transitioned to full-cycle production. This transformation signifies the sector's adaptability and commitment to meet evolving market demands.



Key Features of Garment and Footwear Manufacturing

- High quality products, reliably delivered
- Wide range of products for men, women, and children: underwear, jeans wear, sportswear, outerwear, dresses, jackets, etc.
- Full cycle production including design, sourcing, pattern making, cutting, finishing, etc.
- Various types of finishing such as washing, drying, embroidery, and other embellishment effects available
- Highly skilled and cost-competitive workforce
- Accomplished Cut-Make and Cut-Make-Trim subcontractors
- New equipment and technological processes
- Able to work on Just-In-Time basis
- Rapid response to customer orders (short lead time)
- Flexible production in terms of order size (small min orders)
- Overnight delivery to EU countries. Free access to larger markets
- Excellent low cost transport and logistics services
- Experience and tradition mixed with Italian design influence
- Consolidated legal framework in compliance with EU and international standards
- Favorable flat-rate tax regime for personal and corporate income tax
- Government incentives available for garment and footwear manufacturers

Advantages of Albania's Garment and Footwear Sector

The development and expansion of Albania's textile industry can be attributed to a combination of key factors:

1. **Geographical Advantage:** Our country's strategic location offers multiple transport options, facilitating seamless access both by sea and by land, which is vital for international trade.
2. **Regulatory Compliance:** Albania boasts a well-established legal framework aligned with EU and international standards, ensuring a solid foundation for business operations.
3. **Cost-Effective Transportation:** Low transport costs and a robust infrastructure network contribute to the sector's competitiveness and efficiency.
4. **Competitive Labor Costs:** Albania offers a cost-effective labor force, making it an attractive choice for manufacturers when compared to other countries.
5. **Abundant Workforce:** The textile sector benefits from a relatively high number of skilled workers, readily available to contribute to its growth and productivity.
6. **Investment in Technology:** Albanian companies have made substantial investments in cutting-edge machinery and technological equipment, enabling them to meet the specific requirements of the market, ensuring quality and innovation.

Albanian Government Incentives and AIDA's Commitment to the Garment and Footwear Sector

The Albanian government has consistently prioritized the development of the textile and shoe sector. In collaboration with international partners, the government has persistently offered financial mechanisms and programs aimed at fostering the growth and supporting the endeavors of businesses within the Manufacturing (Textile and Shoe) sector.

In this endeavor, the Albanian Investment Development Agency (AIDA) plays a pivotal role, actively supporting and advancing the progress of the textile sector in Albania. AIDA's support has significantly contributed to creating a conducive business environment within the country, attracting investments, bolstering local businesses, and advocating for sustainable development.

Through our participation in the MOMAD Madrid 2024 Fair, AIDA aspires to champion Albanian businesses within the textile and shoe industry. Our mission includes facilitating meetings with potential partners, offering logistical support for scheduled discussions, boosting exports within this sector, and appealing to foreign investors. AIDA is committed to elevating the textile and shoe industry's prominence on both the national and international stage.





EXHIBITORS - MOMAD 2024

BLUE SKY Sh.p.k

KRIENKO JEANS



“KRIENKO JEANS” produces all types of jeans and sport clothing, linen pants and shirts, according to customer needs. “Krienko Jeans” has achieved an important cooperation with some of the largest multinational industrial companies “Eldo Spa”, “Romano Spa” and “Nikatex Fashion Group” and produces for famous brands belonging to large European and American companies such as Versace, D & G, Walbusch, San Siro, Ben Sherman, Tommy Hilfiger, Meltin’Pot, Only Jeans, Jack&Jones, etc. The company has also registered its trademarks KRIENKO and sells it to 11 stores in Albania. The company launches more than 25 new models per month with an ever-contemporary style. The firm is adapted to new technological systems, offering the client a high level of production. It has the largest industrial laundry in Albania, which carries out all processes. The company is equipped with ISO 9001: 2015, BSCI (Business Social Compliance Initiative) and GOTS (Global Organic Textile Standard). 80% of the production is exported to the European Union and U.S.A market while 20% in local/regional market. The main services offered are treatment (which includes washing and dyeing) mainly in the field of jeans and in clothing, the company can perform all technological processes such as design, pattern making, cutting, sewing, embroidery, laundry, ironing, packaging, etc. The company uses renewable energy through solar panels, reducing carbon footprint and promoting sustainable energy practices. The company implements practices to minimize waste fabric, contributing to a more sustainable production process. The company implements water treatment systems to ensure responsible usage and minimize environmental impact.

Address	Road “16 Prilli”, Street “Llukan Toska”, Fier - ALBANIA	
Mobile	+355 67 40 67 000	
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Web	www.krienko.com	

Owner/CEO	Mr. Krienko Memo
Executive Director	Mrs. Anisa Zaka
Ownership	100% Albanian
Company Establishment	1993
Facilities	<ul style="list-style-type: none"> Modern factory spanning 7,100 m² Production Unit: 4,200 m² Laundry Unit: 2,400 m² On-site Kindergarten: 2,000 m², providing daily care for employees’ children at no cost
Total Number of Employees	More than 250 employees, with 75% being women
Main Products	Jeans and sport clothing; linen pants and shirts for youth and adults (male and female)
Production Capacity	Minimum monthly production of 30,000 pieces
Production Capabilities	CMT and Full Package
Fabrics Used	Denim, Linen, Wool, etc
Finishing & Treatments	Laundry and drying, computerized embroidery
Recent Customers	“Meltin Pot”, “D&G”, “Versace” “Only Jeans”, “Jack & Jones”, “Tommy Hilfiger”, “Angel Devil”, “Free Soul”, “Ted Baker”, “Staff Jeans & Co”, “Uniform”, “Devergo”, “50 Carat”, “Escada Ben Sherman”, “Walbusch”, “SUN/SIRO”, etc
Industrial Laundry Facility	Capacity 2000 pieces
Certifications	ISO 9001:2015 BSCI (Business Social Compliance Initiative) GOTS (Global Organic Textile Standard)
Production Departments	Automatic Cutting; Garment Laboratories; Embroiderer and Stamper; Ironing; Industrial Laundry (washing); Finishing Control and Packaging
Minimum order	500 for CMT and 1500 for Full Cycle
Technology	CAD/CAM PLOTTER
Own brand	Made in Albania - Krienko Jeans
Annual Turnover	3.8 million euro (2023)

EFA SOLUTION Prodyn Albania



EFA Solution & Prodyn Albania is the biggest and most successful footwear manufacturer in Albania. Started back in 2015 as a family business, it now incorporates two companies in the group: EFA Solution (Trading Company) and Prodyn Albania (Shoe Manufacturing). The company offers its buyers highest quality products at competitive prices with quick turnaround time. The company operates from a purpose-built modern facility of 15,000 sq. meters and provides excellent working conditions for its more than 650 employees. The company produces minimum 60,000 pairs a month of men's and women which are sold under most famous international customers, including luxury segment. Our employees are highly trained and dedicated to achieving high quality which is fully supported by management team that is consistently looking to update production processes and innovative technology. Strong code of conduct and well-defined process and procedures are in place.

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Owner/CEO	Mrs. Etleva Laro
Ownership	100% Albanian
Company Establishment:	EFA Solution _Trading Company - April 2015 Prodyn Albania _Shoe Manufacturing – October 2016
Facilities	Modern factory spanning 15,000 m ²
Total Number of Employees	More than 650 employees, with 86% being women
Main Products	Sneakers; Sandals; Boots; Moccasins; Etc
Production Capacity	Minimum monthly production of 60,000 pairs
Production Capabilities	CMT and Full Package
Material Used	Leather
Lead Time	8 weeks after the confirmation order
Markets	UK; Germany; Netherland; Italy; Japan; South Korea; USA, etc
Certifications	<ul style="list-style-type: none"> ► ISO 9001 & ISO 45001; SATRA certified; FSC etc. ► QC – strict procedure & inspection policies in place (3 level QC)
What we do	Product Development, Materials sourcing to Production & Exports <ul style="list-style-type: none"> ► Specialized in different type of shoes, with high flexibility ► Different constructions ► Men or women
Minimum order pair/color	500 for CMT and 1000 for Full Cycle
Technology	CAD software
Annual Turnover	25 million euro

TAILOR & FASHION GARBIN SARTORIA



Tailor & Fashion is an Italian family-owned company established in 2017 and specialized in tailor made products. The company produces personalized clothing, with no limit to the number of style combinations meeting every customer's request. The main company products are men's wear; suits; vest; trousers; shirts; coat; jacket and work wear. The company is using only fabric on stock or ready to be thrown away for the developed products, and wool Italian fabric. The commitment to customer service and quality has stayed constant throughout the years.

Tailor & Fashion is a small professional company which is specialized in design; CAD pattern making; grading and production. We are fashion consultants to both clothing designers and manufacturers with office in Tirana, Albania. The company offer pattern making, slopes making, specs and production help, assistance and supervision as well as all other fashion services that customer might need, with Italian concept.

Being the only Fashion Studio of this kind in Albania, the company has the privilege to promote also the products which assist us to accomplish our job with high quality and within the timeframe of customer demands. The company is open to mass production with selected products.

The company is looking to find a partner for developing products (fabric on stock or ready to be thrown away) with fabric mixed on the color, composition and quality. This is the company vision moving forward.

Owner/CEO	Mr. Massimo Garbin
Ownership	100% Italian
Company Establishment	2017
Main Products	Men's wear; Suits; Vest; Trousers; Shirts; Coats; Jackets; Work wear
Production Capacity	Personalized clothing - Showroom
Production Capabilities	Tailor made and bulk production
Fabrics Used	Blends
Product Development	Design; CAD Pattern Making; Grading of Patterns; Sublimation Printing; Finishing
Minimum order	1 piece per order for custom / mini production x bulk production
Own brand	GARBIN SARTORIA - FUORISERIE
Annual Turnover	55,000 euro (2023)

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AEM AL COMPANY ELINAL SA



AEM AL is a medium size company which is specialized in swim suits; pants and shirts. The company is established in 2023 and it hires more than 40 employees. Currently the company is working at 60% of their capacity. The production space is 50% for swim suits and 50% for pants.

The company has developed their own brand for swim suits named ELINAL SA. The branded product is sold mainly through on-line selling AMAZON. It produces 350-400 style/color per day based on the customer needs and a minimum order of 1000 pieces.

The company has a Greek partner selling their products with brands ASOS and Free Society. The company offers its buyers highest quality products at competitive prices with quick turnaround time.

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Owner/CEO	Mr. Marko Doko
Ownership	100% Albanian
Company Establishment	2023
Main Products	Swim Suits; Pants
Total number of employees	More than 40
Production Capacity	350-400 style/color per day
Production Capabilities	CMT, Full Package, Own brand
Fabrics Used	Customer needs
Recent Customers	ASOS, Free Society
Minimum order	1000 pieces
Own brand	ELINAL SA
Annual Turnover	200,000 euro (2023)



AIDA

ALBANIAN INVESTMENT DEVELOPMENT AGENCY



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