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RRITJE ALBANIA
COMPETITIVE ENTERPRISE DEVELOPMENT

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SUPPORTING THE SUSTAINABLE GROWTH OF THE ALBANIAN ECONOMY

Budapest, 17-19 May 2011



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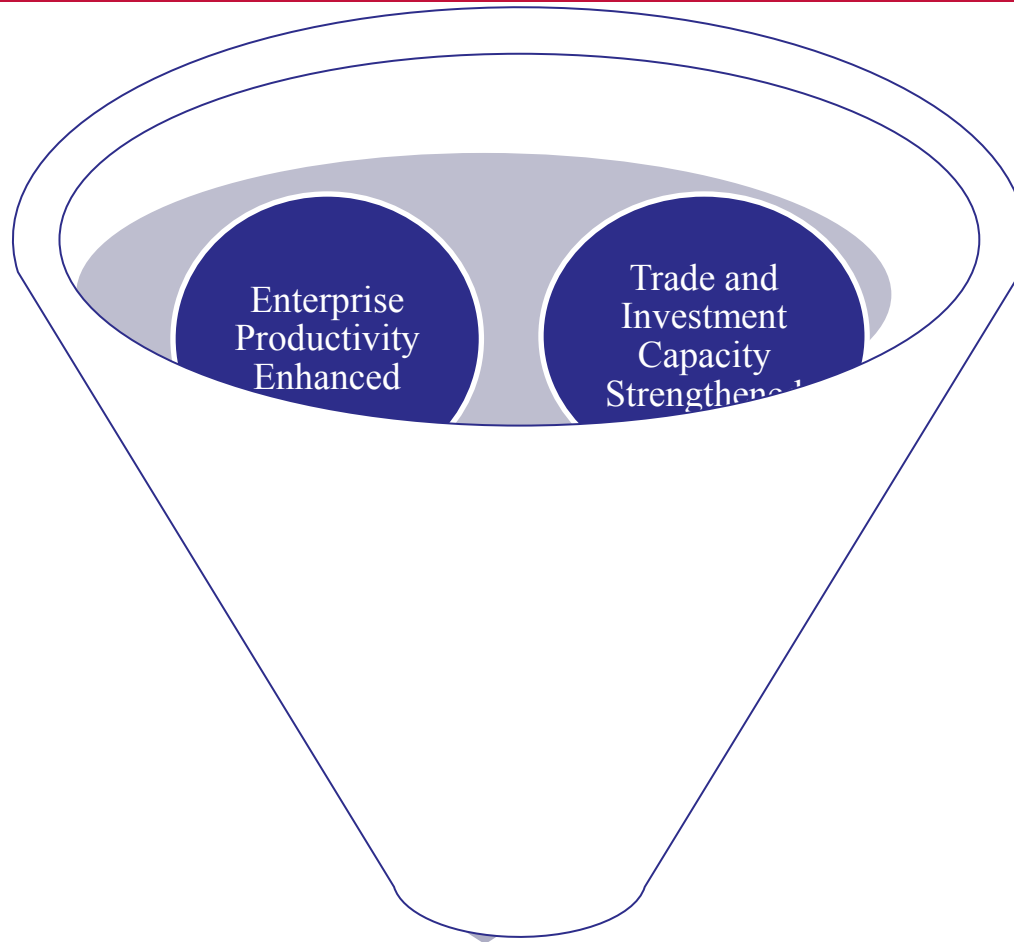
Focus Industries and Sectors





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Project Components



Sustained growth of non-agricultural enterprises



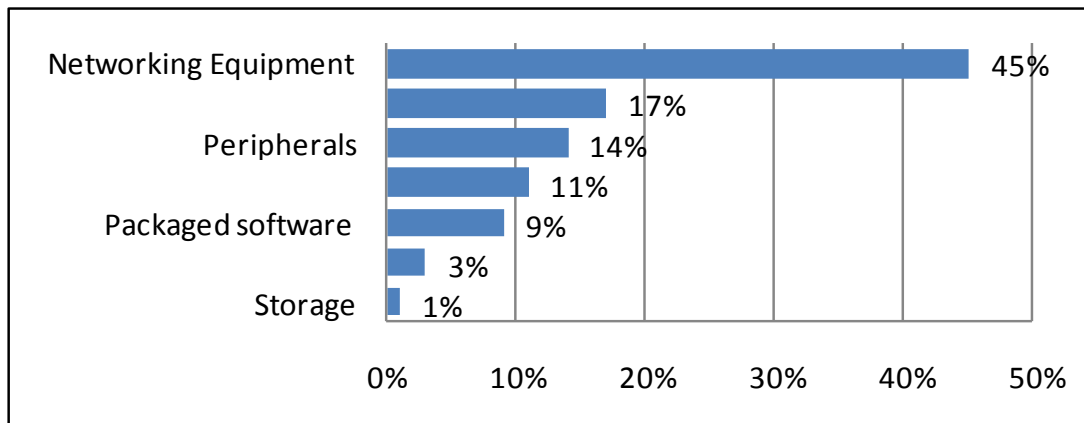
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Albania ICT Private Sector Profile

ICT Private Sector

- Low technical skills in workforce
- Poor quality standards
- Market relatively small and underdeveloped
- Low ICT Supply and Demand

Albanian IT Market Sales (2009)



Roots of Low ICT Supply and Demand

- Low ICT literacy leading to poor understanding of ICT features and benefits
- Low capacity to manage ICT solutions discourages adoption of new technology
- Limited financing options
- Few IT products designed for SMEs (most target banks and telecoms)
- Poor country-wide communications infrastructure (limited access, high costs)



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Albania ICT Public Sector Profile

- **ICT named a strategic industry**
- **New GoA bodies created**
 - National Agency for Information Society (NAIS)
 - Ministry of Innovation and ICT
 - ICT Stakeholder Meetings
- **Enabling legislation enacted**
 - Law on Electronic Communication
 - Law on Electronic Commerce
 - Electronic Signature Law
 - Cross Cutting Strategy on Information Strategy
- **E-government**
 - Business registry
 - Tax filing
 - E-procurement



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Rritje Albania ICT Sector Strategies

Improve ICT firms' competitiveness

- Promote quality standards and certifications
- Build technical competencies and soft skills of workforce
- Promote and nurture innovation

Build strategic partnerships at all industry levels

- Support ICT Associations (ASC and AITA)
- Elevate the profile of the sector and its key actors
- Create public-private-partnerships where appropriate
- Establish and participate in sector working groups and steering committees
- Build and strengthen linkages between ICT sector actors
- Seek synergies to leverage resources and increase project effectiveness

Promote ICT as a cross-cutting need of industries

- Foster and strengthen linkages between ICT firms and clients



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Rritje Albania ICT Sector Assistance

Project Management Professionals (PMP)

1. Partnership with RCI and Albanian IT Association (AITA)
2. Awareness session Oct '10
>90 attendees
3. PMP Essentials Training
 - Nov 2010, Jan 2011, Feb 2011
 - 46 professionals from 25 businesses/organizations
4. Follow-on: meetings, e-mails, local chapter

PMP Training Participants

	Industries	No	%
1	IT Industry	23	50%
2	Management Consulting	5	11%
3	Development Projects	5	11%
4	Education Institutions	4	9%
5	Tele-Communication	3	7%
6	Tourism	3	7%
7	Advertising Industry	1	2%
8	Energy	1	2%
9	Government	1	2%
	Total no of participants	46	100%



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Rritje Albania ICT Sector Assistance

Strengthening Associations – AITA & ASC

Effective Marketing & Sales

- Publicity, B2B meetings
- ICT print and online directory
- National ICT Conference (October 2011)
- Co-sponsored training
 - PMP
 - IT Mark
- Industry Studies
 - ICT/ tourism, garment, footwear



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Rritje Albania ICT Sector Assistance

ICT-Training and Resource Center (ICT-TRC)

Mission Statement

To catalyze the development of Albania's ICT industry by fostering innovation and entrepreneurship, stimulating the demand for ICT, and promoting partnerships.

Training Center

Help build ICT-related technical skills and soft management skills needed to bring products to market, manage businesses and compete effectively locally and internationally.

Resource Center

State of the art technological environment to meet, share knowledge, and ideas; collaborate on projects, programs, and initiatives; and challenge one another to generate innovative ideas, products, services, and businesses.



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Rritje Albania ICT Sector Assistance

Establishing the ICT-TRC

1. Feedback on Business Plan

- Obtain and solidify founding partner commitments
 - GoA
 - International ICT Vendors
 - Albanian Teleco's
 - Donors

2. Implement Business Plan

- Register not-for-profit
- Staffing
- Make-ready refurbishments, acquire and install equipment
- Schedule , market and deliver ICT-TRC activities



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For more information please visit
www.rritjealbania.com

Or see conference materials

THANK YOU!