

## “Engage the Albanian Diaspora to the Social and Economic Development of Albania”

### Connect Albania investment boosting platform

**Objective:** Support the Albanian Diaspora members to engage as development agents for boosting investments and employment generation in local communities of Albania.

### **Activities:**

- Capacity building to Albanian Ministry for Europe and Foreign Affairs for the development of standardized procedures for foreign direct investments in Albania and ConnectAlbania platform;
- Inclusion of local Italian Institutions, Associations of category and Chambers of Commerce in Italy;
- Development and implementation of an information campaign to promote the ConnectAlbania platform in Albania and Italy;
- Develop and launch the ConnectAlbania platform;
- Develop information toolkit related to ConnectAlbania;
- Maintenance and upgrade/update of the platform;
- Introduction of financial award (bonus) for development agents that have contributed in establishment of a successful business;
- Undertake evaluation of the platform and present its results.

### **Target group:**

#### 1. Development Agents

- Members of diaspora who actually work in intermediary activities;
- Members of diaspora who are interested to become part of intermediary activities, especially young generations.

#### 2. Italian and Albanian Enterprises interested to invest in Albania

- Chamber of Commerce;
- Associations of category;
- Albanian entrepreneurs in Italy;
- Italian entrepreneurs in Italy.

### **How it works:**

The Programme, among its various objectives, aims also at facilitating the engagement of Albanian Diaspora into development of Albania by supporting investment boosting.

This objective will be achieved by developing “ConnectAlbania”, an investment-boosting platform, based on the “ConnectIreland” successful experience.

The idea is based on the role of Diaspora members as *development agents* by:

- establishing contacts with entrepreneurs who want to invest in Albania;
- accompanying and following-up an investment from Italy to Albania for a period of one year.

Development agents will be assisted in their role from an Italian entity which will be selected by IOM Albania and will organize outreach meetings as well as information sessions periodically.

The Connect mechanism will reward the development agents with a bonus in case they have contributed to the establishment of a successful business, specifically: the investment has effectively taken place (the company is registered in Albania), in a medium term (company is active after 1 year from registration in Albania) and has generated employment (number of employees registered in the first year).

Those *entrepreneurs* who will want to invest in Albania will benefit from the standardized procedure prepared by the Programme which will allow them to follow all investment stages. They will also benefit from the *toolkit* foreseen by the Programme and from the cooperation with Albanian institutions involved in the investment process.

### **More concretely:**

- Once the platform development is finalized and in order for you to act as development agents you need to:
  - Register & create your online account;
  - Access the *toolkit* which will be prepared by the Programme;
  - Speak with your contacts to identify a suitable company where you have a connection, that wants to be expanded into the Albanian market;
  - Obtain necessary information and guidance from the relevant Albanian entities, enabling you to support the company in its expansion process;
  - Follow the process from beginning to end.
- You will receive a financial reward, based on the number of jobs created by the company at the end of the first year of activity, and most importantly, you will have contributed create new jobs in Albania, your home country!