

AIDA, Business France & Chamber of Commerce France – Albania Meet



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TIRANA – The staff of AIDA and representatives of Business France and Chamber of Commerce France - Albania (CCI France-Albanie) held a meeting recently at the premises of AIDA. Present at the meeting were Mr. Pierre Lignon, Director for South-East Business France, headquartered in Athens, Ms. Blerina Kazhani, Executive Director CCI France-Albanie and representatives of the Department of FDI and SMEs, in AIDA. Business France operates in a network of 85 representative offices around the world with a staff of about 1,500 employees. Its primary mission is to assist French companies and foreign companies to expand

their activities, to promote exports and to assist foreign companies which are interested to invest in France.

The purpose of this meeting was to deepen the cooperation between Business France and AIDA, in terms of promoting investment opportunities in their respective countries, the creation of a favorable climate to strengthen the cooperation and partnerships between Albanian and French businesses, as well as setting direct contacts with business organizations.

To materialize this cooperation it was discussed and agreed in principle for organizing a promotional event in Paris, France, on 20 October 2016. This event will have the format of a business forum with participation of Minister of Economic Development, Tourism, Trade and Entrepreneurship, Ms. Milva Ekonomi, Albanian Ambassador to France, Societe Generale Bank Representatives, etc. (details still to be discussed). The event will be accompanied with a B2B platform between Albanian and French businesses.

This event will be a great opportunity to promote investments opportunities that Albania offers, the strategic priority sectors. It will also provide opportunities for the development of partnerships between Albanian and French companies

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