



Promoting “Made in Tirana” products

about project

E11



Budget

450.000 – 500.000 €



Municipal contribution

Project drafting, implementation and monitoring.



Municipal sectors/ directorates

General Directorate of the Economic Development, General Directorate of Communication and Public Relations.



**BETTER
ECONOMY**

PROJECT DESCRIPTION

This project aims to develop tourism by using Tirana's different touristic attractions and by creating the small and medium enterprises which will sell touristic products “Made in Tirana”. This project includes several meet up-s to be held, with the topic “Territory, tourism and local products” and organization of public contests, in order to get ideas and make new products “Made in Tirana”. Prizes will be given to the 10 ideas which accomplish these criteria: a) usage of raw materials, b) minimum prices, c) simplicity in production, d) aesthetic beauty and e) representing the city's culture. A public contest with the topic “The creation of a Start-UP in the tourism industry” will be held between the students of Faculty of Economy University of Tirana, where the top 3 best ideas will be rewarded. The project provides the creation of a chain of hotels, which will support the production, and the marketing of the products “Made in Tirana”.

OVERALL OBJECTIVE

Supporting local products and increasing the employment rate for groups in need.

IMPLEMENTATION MODALITY

The project implementation is founded on four axis which are:

- encouraging the creation of small and medium enterprises by employing people from groups in need;
- valuating the importance of our local resources;
- founding a 'Start Up' center to encourage the entrepreneurial initiative of Tirana's youth by utilizing the local natural resources;
- creating a linkage between tourism and local resources.

The first step will be the creation of 4-5 small and medium enterprises, which are going to produce and sell products ‘Made in Tirana’ at commercial entities like restaurants, hotels, etc. These companies will employ 50 – 100 people (young mothers, unemployed youngsters, the Roma community, etc.) with the advantage that they can work directly from their homes.

Small and medium enterprises will utilize Tirana's historical sites and mountainous areas for touristic purposes in order to improve the inhabitant's living in the above mentioned areas by valorizing the importance of local resources. The purpose of a “Start-UP” center is to encourage the entrepreneur spirit of the city's talented youth. This center will give them information on how they can create and endow a small or medium enterprise by using natural local resources. The “Start-UP” center will instruct them starting from the creation of a business plan till defining of the costs of the products “Made in Tirana” and about the vending places.

ANTICIPATED IMPACTS

- ☞ Promoting Tirana's touristic attractions
- ☞ Employing people in need
- ☞ Creating products “Made in Tirana”
- ☞ Encouraging the creation of small and medium enterprises from Young people
- ☞ Highlighting touristic attractions
- ☞ Increase the number of tourists