

AGENDA

MEETING XXXIV
INVESTMENT COUNCIL (IC)
“To Increase Competitiveness and Market Access of Albanian Products¹
with European Standards”

Date: 03 September 2024 11h30 – 13h00

Venue: Oval Room, Palace of Congresses

- 11:30 – 11:40 **Welcome and Approval of the Agenda**
Mr. Blendi Gonxhja, IC chair/Minister of Economy, Culture, and Innovation
- 11:40 – 11:50 **Presentation “Enhancing Competitiveness and Market Access of Albanian Products to European Standards”**
Secretariat of Investment Council
- 11:50 – 12:45 **Focused discussion by IC Members**
- a) *How to accelerate the reform and transform into a net exporting country with high-value-added local industries by 2030. What are MEKI’s quality policy commitment, as a market - driven approach, target of priority sectors, product/export potential, value chain studies, or cluster surveys?! Albania’s accession to the common European market presents a significant challenge for both Albanian authorities and the business community: ensuring competitiveness in a market with established standards and quality infrastructure for products.*
 - b) *What are key local market constraint?! Producing goods that meet new standards requirement is complex, primarily for SMEs due to a lack of knowledge about the benefits they offer, production traditions, and associated costs. How to facilitate access to information and raising market awareness while help to mitigate the compliance cost.*
 - c) *Ensuring compliance over the supply chain and Market Surveillance. Enforcement of market surveillance and coordinating efforts between the state and the business community would create conditions for a competitive market, not only within the region but also on a broader scale.*
- 12:45 – 12:55 **Reporting on the status of IC Recommendations**
Secretariat of Investment Council
- 12:55 – 13:00 **Approval of the Recommendations - Closing Remarks**
Mr. Blendi Gonxhja, IC chair/Minister of Economy, Culture, and Innovation

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