

# New Skills: Expert Session

**How Albania is on the way to solve German companies' skills gap while creating opportunities for local talent**

Organized by GLZ Albania and Agency for Business and Economic Development (AWE)



# **Are you ready to unlock future-ready skills in Albania?**

## Do you ask yourself...?



# QUESTIONS

- Where do I find skilled developers that are **experienced to work for the German market**?
- Why do big German players like **Deutsche Telekom** and **TUI** chose Albania?
- Where do I find a place in Europe where I can still be a **first-mover** and **talent is available**?
- Why does Albania have the **highest growth rates** in the Western Balkans?
- And what role do **skills in the services sector** play to reach this?

# Our Expert Session Today

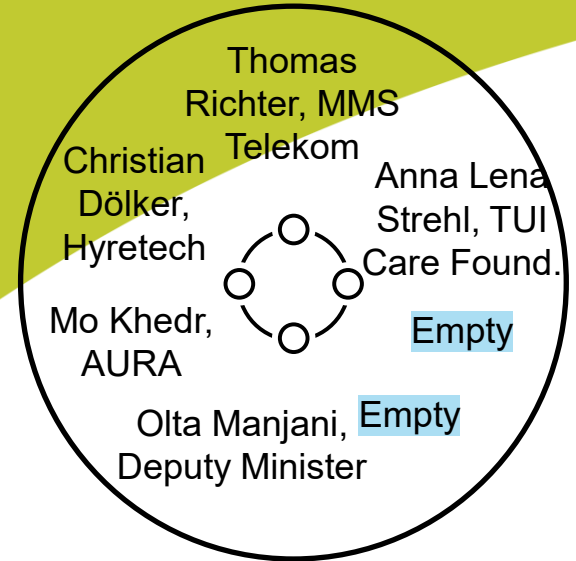
Impulse Input  
10'



Panel  
20'



Fishbowl  
20'



# Impulse: Skills in Albania

*Dr. Sonja Kurz, Country Director, GIZ Albania*



**Skills** & private Sector Development

**Rural** Economic Development

**Start-up** & Innovation Promotion

**Sustainable Tourism**

Regular **Migration** & Diaspora engagement  
Reintegration Support

**Trade** Facilitation

**Circular** & **Blue** Economy

**Circular Economy**

**Water** & **Solid Waste**

Management, **Marine Litter** Prevention

**Local Governance**, Community

Engagement and **Social Rights** for Vulnerable Groups

Sustainable Urban **Transport**

Decarbonization and **Climate** Resilience

**Innovation** & Start up Promotion

## Economic Resilience

## EU Integration

**Negotiations** positions

**Screening** process

Opening **Benchmarks**

**Capacity Development** Strategy, policy and regulatory alignment  
Stakeholder participation

Strengthened participation towards **EU**

**Framework Programs** (DEP & Horizon Europe)

Regional cooperation, Berlin Process, CEFTA, Common Regional **Market**

**GIZ**, your partner for  
**transformative change!**

**Climate** Resilience, Adaptation and Disaster Risk Reduction

Decarbonisation, **Energy** Efficiency, Cooling

Sustainable Urban **Mobility**

**Circular Economy**

Plastic/ **Marine Litter** Prevention

Sustainable **Agriculture**

Green & Inclusive **Economic**

Development, **Skills** & **Innovation**

## Livable Cities

## Climate Action

# Why Albania?



## POTENTIALS

1

### EU Accession

- Promising candidate for EU accession
- Adaption of curricula according to EU standards

2

### Economic Growth

- Fastest-growing economy in the Western Balkans
- Opportunities for first-movers from German market
- High-growth sectors: IT Nearshoring and Tourism

3

### Highly-Skilled Population

- Young population, flexible and open for innovation and change and eager to collaborate with Germany



## Sector Insights: Facts & Figures (1)



# IT NEARSHORE

- ICT as a high-growth sector: **annual growth rate 13.6%** (2018-2024)
- More than 67% of ICT firms in Albania engaged in innovation activities: ICT sector has **highest innovation rate** of all economic sectors in Albania
- In 2023, Albania's ICT sector **employed 21,281 people**—growth 70% from 2018; nearly nine times faster than overall employment growth (7.7%)
- **ICT salaries ≈1,166 euros/month**: growing skills and demand but staying below wages in Greece, Bulgaria, Croatia, Czechia, Hungary and Poland
- In 2024, **2,262 individuals completed ICT studies** in Albania: highest annual growth since 2018; ICT graduates accounted for over 8% of all graduates



## Sector Insights: Facts & Figures (2)



# TOURISM

- **Tourism boom** since 2021
  - tourist arrivals more than doubled (2021: 5.2 m, 2025: 11.0 m)
  - hotel overnight stays tripled (2021: 3.2 m, 2025: 9.7m)
  - bed occupancy rate doubled (2021: 15%, 2025: 33%)
- Still **big opportunities** in the field of **outdoor tourism** and in rural areas; most tourism development happening along the coast
- Hospitality sector developing both soft skills and language skills
- Challenge: missing skilled workers in Albania; opportunity: **seasonal exchange of skilled workers** with Germany

# GIZ's Role in Skills Development



## EXAMPLES

- Development of **tourism products** such as TransDinarica
- Preparation of **local tourism operators** for **EU accession**
- **Training of Albanian IT companies** to make them ready for the **German market**; talent development according to company needs
- Adaptation of **TVET curricula** and modern **equipment of schools**, among others in the field of **Green Skills**
- Development and implementation of activities in **close cooperation with the private sector** in Albania and Germany

## In case you want to read more...



# SOURCES

- [Wirtschaftsausblick Albanien – German Economic Team](#)
- [Investment Destination: Albania's IT/GBS sector – Reinvantage](#)
- [Albania IT sector: Code without borders – Reinvantage](#)
- [Albania's BPO sector: Adriatic agility – Reinvantage](#)
- [Outsourcing Destination Guide Albania – Outsourcing Destination Guides](#)
- [TUI Futureshapers Albania – TUI Care Foundation](#)

**We look forward to exploring partnership opportunities with you – in Albania and the Western Balkans!**



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🌐 [Partners in Transformation](#)

**Partners in  
Transformation  
Desk**



# Panel: Voices from the Private Sector



**Christian  
Dölker**  
Hyretech



**Thomas  
Richter**  
MMS Telekom



**Anna Lena  
Strehl**  
TUI Care  
Foundation



**Mo Khedr**  
AURA



**Olta Manjani**  
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Innovation



german  
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# Thank you! | Faleminderit! | Danke!