



# Diversifying Albania's Tourism Industry

Examples of German Development  
Cooperation in the Context of  
Current Migration Movements

**ITB Berlin 2016**

Wednesday, 9 March, 15.00 – 16.00 h

Main Stage in Hall 4.1

The German development cooperation, together with local partners and the private sector, is implementing various projects in Albania with regard to sustainable rural economic development. Within these projects tourism plays a key role. Poverty and migration intentions are still widely spread particularly in Albania's rural areas. To counteract this situation and to create jobs in sustainably operating businesses, various strategic approaches are being adopted in different parts of the country. Besides the tourism sector itself, the agricultural sector shows as well great potential in terms of its integration into touristic services.

During this event the contribution of the German development cooperation to the Albanian tourism development will be outlined by presenting examples from the current work in the northern mountain region and the southern coastal area. Furthermore, the panel will discuss the potential of tourism diversification for the national economic development and whether migration intentions can be influenced by it.

## Welcome and opening remarks:

**Dr. Bernhard Felmberg**, Director Civil Society, Churches and the Private Sector in Development Cooperation, Ministry for Economic Cooperation and Development (BMZ)

## Panel guests:

- » **Milva Ekonomi**, Minister of Economic Development, Tourism, Trade and Entrepreneurship
- » **Hans Jürgen Cassens**, Country Director Albania, Deutschen Gesellschaft für Internationale Zusammenarbeit (GIZ)
- » **Hagen Sommer**, Managing Director, DAV Summit Club GmbH

## Moderated by:

**Barbara Fritz**, Managing Director, AGEG – Tourism for Sustainability Consulting

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Division 114 – Cooperation with the Private Sector; Sustainable  
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