



## Fakulteti i Mjekësisë 2019 - Miss - PhotoGrid

ALBANIAN NATIONAL, PROFESSIONAL, BUSINESSWOMEN AND CRAFTS' ASSOCIATION

### SHGPAZ with students of the Faculty of Medicine

**Tefta Demeti**

On March 26, 2019, in the building "Galilei", hall "William A. Johnson", near the Faculty of Medicine, UMT, Tirana was held an informative seminar on EU and national programs to support with grants young people and students and also introduced the European competence of entrepreneurship as one of the priority pillars of the European Union.

The participation was high by students of medicine, pharmacy, those of natural sciences and specialists of various branches.

Also, the interest from the participants was quite high and many questions were asked about what

was presented. During the seminar, constructive debates were held for the benefit of all, emphasizing the need to improve communication channels and interaction between different actors to increase support, access and engagement of young people and students. Interesting and inspiring ideas of cooperation



between SHGPAZ and future doctors and pharmacists were also put forward. 😊😊😊

## Informative Bulletin

April 2019

IN THIS NUMBER

### Informative seminar on entrepreneurial learning with students in "Ismail Qemali" University of Vlorë

The next informative seminar on entrepreneurship and EU/national entrepreneurship programs to support young people with grants was held in Vlorë at the "Ismail Qemali" University, on Tuesday, April 2, 2019. P.4



### Regional Conference (Challenges and Achievements of Albanian Women)

In Gjakovë, on April 1, gatherings from all Albanian territories, lobbyist women, activists, experts, professionals in the field of Albanian women's entrepreneurship. P.4



## The book "Women Can / Girls for Albania"

The book "Women Can / Girls for Albania", which was symbolically presented on March 8, promotes Albanian values through the portrait of girls and women from everyday life. Among these 51 noble girls and women is the President of SHGPAZ, Mrs. Flutura Xhabija.

About her was written: *Flutura learned the hard way to delegate. When she understood that nobody can do everything right and alone, she started focusing on key responsibilities while leaving the rest to others.*

*Flutura has no difficulties in empowering her peers by delegating tasks to them. A very successful entrepreneur and active, outspoken advocate of women's rights in the entrepreneurial world, she is a leader that her followers look to with admiration.*

*She believes in the potential of her collaborators and releases herself from aspects of her work because of her trust in their abilities which often in an entrepreneurial environment can be a diverse group of young and old people.*



*As she looks more into empowerment than management. Flutura has encouraged a better performance in her colleagues and earned more time to herself to think about the strategic course of action in her initiatives.*



*Flutura manages the network of Albanian entrepreneurs in handcrafts and she provides the whole support and resources that her colleagues need to achieve their objectives as well as chance to bear the responsibility".*

## Albanian Skills Week 2019



Albanian Skills announces on the annual organization:

**Albanian Skills Week 2019 & National Skills Competitions 2019**, which will be held during the week **6 to 12 May 2019** at **Tirana Business Park** and outside it, in some companies and other institutions.



## “SUPREME” fake brand from Puglia (LEGALIZED)

By Albana Laknori

A story that had happened in the US, it could have been made into a film about the geniality it carries, but in fact it has been verified in Italy. SUPREME is a brand owned by an American company called “Chapter 4”, created in 1994 in the United States, thus becoming a symbol of identity for a generation of a culture originally associated with the world of skateboarding. First in America and later around the world, thanks to its VIP presenters like Lou Reed, Michael Jordan, Lady Gaga and collaborations with prestigious brands like Luis Vuitton. Graphically, the brand does not have any peculiarities, it is a caption with a normal small white character, placed on a rectangular surface in red. About ten years ago, an entrepreneur in the clothing sector from Bisceglie, Michele Di Pierro, noticed the SUPREME brand in the US and saw that it was unknown to the public and decided to make some graphical modifications and deposited it for protection in Italy and San Marino, on behalf of a company based in the United Kingdom, under the name “International Brand Firm” Ltd. (IBF), which licenses the Italian company “Trade Direct” Ltd. After that, the first products (t-shirts and sweaters) come on the market, with prices lower than those of the American line, but higher than the average. The brand is liked. Some VIP artists even start wearing SUPREME products made in Puglia, start circulating all over Italy and then in shopping malls across Europe.

“Chapter 4” soon noticed the phenomenon and tried to settle the matter, accusing IBF and Trade Direct of opposing the falsification of their brand and unfair competition

by Di Pierro's company, which at the same time deposits its brand in almost 70 countries. At the beginning, Italian courts gave the right to the original creators of the “SUPREME” brand, accepting the request for unfair competition from the legal office “IBF” by blocking sales and seizing clothing of this brand throughout the country. Later, decisions of another type are registered, for example in Spain the court decrees the fact that the American brand locally has no distinctive mark and the “SUPREME” brand can be deposited by anyone. And later at the European Community level, EUIPO (European Office for Intellectual Property), on April 25, 2018, rejects the request for registration of the brand presented by the company “Chapter 4” (as a result of complaints filed by other parties). Di Pierro's advisers testify to the Bureau of Branding that the 511 brands in the clothing sector, SUPREME, ask the simple question, “Will you block them all”?

For cases like the one above, the name “Legal Fake” is used, a kind of concept that describes the behavior of a subject who deposits the brand with the same name in front of the real owner of the brand in a territory where he has not registered the

brand. With a parasitic behavior, such entities act as if they were the legitimate owners of the original brand by creating a parallel business to the original one, characterized by



similar marketing strategies. The controversy in question is still ongoing and is not considered over, the open conflicts are different, the statements are contradictory and are subject to appeals and objections.

Meanwhile, while in Italy the company “Chapter 4” invests in marketing campaigns with VIPs such as rapper Fedez and his wife, blogger Chiara Ferragni, the company “IBF”, has started a collaboration with the company “Samsung”.

In Italy, starting with Puglia, other “Supreme” brands are born, imitations of fake copies. In addition to attracting media interest from this growing phenomenon, as it relates to other brands with characteristics similar to those of “SUPREME”, history should make us reflect on the importance of careful planning in choosing our brand and an adequate protection strategy for specialized consultants in the field of Industrial and Intellectual Property, capable of providing full assistance, from the initial stage of research, to the deposit phase, to that of protection against third parties.

Source: [www.giambrocono.com](http://www.giambrocono.com)

By Tefta Demeti

Entrepreneurship expert, Mrs. Tefta Demeti presented the European Entrepreneurship Competence in all fields as well as entrepreneurial skills component.



From the representative of Beyond Barriers, Mrs. Antonela Tomço was presented youth programs: ERASMUS + Youth in Action and European Solidarity Corps. The concrete experience of two women entrepreneurs from the Vlora area, Mrs. Zeliha Ferati who owns "Ferati LTD" a construction business and Mrs. Fatime Isufaj who runs a business in the field of hotel-tourism, Hotel "Bologna".



SHGPAZ was part of this conference held in Gjakova that brought together model women for the younger generations and revolutionaries for their generations.

Experiences were exchanged, problems were raised, lessons were learned, and inspirational ideas were put forward. It was a unique event aiming at increasing the cooperation of women entrepreneurs in the region and strengthening the Albanian women's entrepreneurship.



The leading staff of the EU-funded project: *"Promoting Entrepreneurship and Entrepreneurial Learning for Youth and Women in Albania"* announces that the next informative seminars will be held on Monday, May 6, 2019 at the High School in Qelëz (Puka): on Tuesday, May 7, 2019 at the High School in Fushë-Arrëz and on Thursday, May 9, 2019 at the University "Luigj Gurakuqi" in Shkodra.



## Milk subsidy

By Esmeralda Ballesha

It seems that this year the problems of agriculture have no end, besides much problems that the sector itself has (frequent climate change, various diseases, land problems, etc.) and the government has not managed to find the appropriate formula to help this sector. Tax procedures have changed continuously, making it even more difficult to operate in this sector. As discussed in the last bulletin, as expected, there was a high reaction to the new VAT applied to farmers. But since it was only the dairy sector that reacted most strongly and was better organized to this problem, they were the only ones who "benefited" from a compensation scheme.

A few days after the reaction of the farmers who have milk as their primary activity, the government took the decision to compensate the farmers for the milk sold with a tax invoice of 10 lek per liter, up to 700 thousand lek. On April 20, applications start for all farmers who want to receive a subsidy for each liter of milk sold, and in the first days of May, payment is made for each bill they submit. Farmers will only be able to apply if they have an NIPT number.

**But will this compensation scheme help farmers or make it more difficult for them to do business?**

In Albania, 1.15 million tons of milk or about 400 liters per capita are produced. According to INSTAT, the amount of milk collected from processing plants during 2017 is estimated to be about 131 thousand tons, marking an increase of 4.99%, compared to 2016.

In a quick estimate it seems that the Government as well as other times has made the changes by not accurately assessing the impact that subsidizing an increasing amount of commercial milk will have on the state budget and the decision has been taken more to mitigate the pressure and tension created. And will the subsidy be fast or will the scheme stall like the VAT refund case



where the industry is constantly complaining about long delays which bring big liquidity problems?

Another question is whether this additional income that will be allocated to this sector will only affect the increase of economic

opportunities of these farmers or will also affect the quality of milk produced. It is a well-known fact that milk produced in Albania has high microbial loads, a problem that needs urgent intervention, especially since Albania is soon expected to start implementing Chapter 12 of the European Union, that of food security. While waiting for the subsidy for women in the dairy sector to be done quickly and easily, the uncertainty lies in what will happen to other agricultural sub-sectors who are also affected by VAT changes this year.

Representatives of medicinal plants and fruit and vegetable processors have expressed their first dissatisfaction, where the new VAT system has turned them back to the same unfavorable situation they had in 2014.

What the agriculture sector and the main actors operating and profit from it expect from the government is a well studied analysis when it comes to fundamental changes in the system, even in that of taxes. And finally, a long-term strategy on how to help this sector achieve its real potential in a market that is expected to be more difficult and competitive at the moment of opening the gates of the European Union.



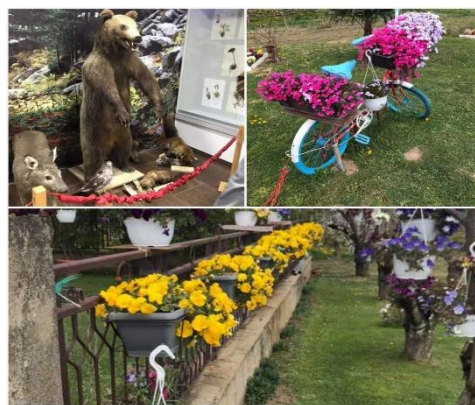
## Cross-border Union of Flora, Fauna and Biodiversity in the Balkan

By **Flutura Xhabija**

Yesterday, on April 19, we left Pogradec for Bitola. We were a group of associations from Greece, Macedonia, Albania, Canada and America! After 1 year of work, we came together and created: the Cross-Border Union of Flora, Fauna and Biodiversity in the Balkan, but not only! After discussing the structure and position of each association, we approved the board (two Albanians, Ariani, the main organizer and myself), three Macedonians (initiators), two Greeks, a Canadian and an American. After a musical dinner, today we started a study tour in the natural park of Galicica, on Mount Pelister, everything completely organic, natural and attractive stops full of oxygen for the brain and lungs! We left the Monastery and at the mouth of the Galicica, we stopped at the spring of cold water at an altitude of 800 meters above sea level; chrysanthemum water was used by cannery manufacturers because it had no artificial preservatives and had the right minerals for the quality of canned products; further the former pioneer camp where 3 million children had rested (unfortunately closed, still unoccupied by governments and politicians) each year from the former Yugoslavia, 1200 m above sea level; we walk further at an altitude of 1600 m and drank coffee at the hotel "Molika", another extra organic place; again we set off for the museum still preserved by the fauna lovers of the local flora;



then we stopped at the heights of Mount Pelister, 2601 m ... then we descended towards the city of Rese and got marveled at the houses with colorful flowers, with flowering trees, unprecedented purity and a perfect rule; Lake Prespa and Ohrid, to surprise us with firs and birches, with beeches and moliks, with flowers and clear waters, because there ... people have kept this pleasure for



themselves and then forced the Macedonian governments not to play with the wealth of the people; and at the end we had lunch in Ohrid, talked again, and returned with many dreams of human, natural, and love.



### National Resource Centre in Albania

Partners Albania launched on April 5, 2019, the National Resource Center for Civil Society in Albania (NRC) which is a platform for civil society at the national level in support of strengthening its capacity, policy dialogue and efforts advocates for an enabling environment. Part of this activity was also Mr. Luigi Soreca, Ambassador of the European Union in Albania. While SHGPAZ was represented by Mrs. Tefta Demeti.



## Business climate worsens

This year as well, DIHA member companies completed the Business and Investment Climate Survey in Albania. This survey presents an estimate of last year as well as a forecast for the coming year. According to this study, the business climate in Albania is deteriorating. The Business Climate Survey is a joint implementation of the 15 German Foreign Chambers of Commerce in Central and Southern Europe and is completed in all countries of the region at the same time. The results of the survey were presented on April 9, 2019 at the German Embassy.



## Girls for Albania

On April 4, "Girls for Albania" met in a very friendly and productive meeting, with clear ideas and vision for the continuation of wonderful activities that only they know how to do.

**"A wonderful bouquet of flowers. These flowers don't tell, they show"**



## Taxpayer Information

The General Directorate of Taxation, entered into force on January 1, 2019. with the support of the European Bank for Reconstruction and Development (EBRD), is undertaking an extensive information and education campaign for taxpayers, also within the legal changes of the Fiscal Package 2019. For different

The materials contain detailed information about all the steps of the life cycle of a business, starting from registration, declaration, payment of obligations, as well as other rights and obligations related to the tax administration.



categories of taxpayers brochures and informative videos, in accordance with the legal changes that have

## Call for project proposals

On Thursday, March 28, 2019, an informative meeting was held at the Hotel "Doro City" to open calls for project proposals within the project entitled "Cooperation between CSOs and groups of former victims of trafficking and domestic violence for economic empowerment of victims". EU-funded project. In this meeting were presented the priorities, application and evaluation criteria for potential applicants.



# Women and Health

## Autism

Gathered materials by **Arlinda Demeti**

April 2 is considered World Autism Awareness Day established by the United Nations General Assembly, with resolution "62/139" in 2007. On this day, awareness and education activities are held around the world in support of people affected by autism spectrum disorders. It is estimated that 1% of the global population is autistic

### What is autism?

Autism is a complex disorder that affects multiple areas of development including social interaction, verbal and nonverbal communication, imagination, behaviors, and interests. Symptoms of this disorder appear quickly in life, sometimes in infancy, but usually before the age of three.

### What causes autism?

Many studies have tried to answer this question. In a few cases autism is a sign of a genetic problem, however in many cases the causes are not known. Actually, autism is thought to be caused by a combination of genes and environmental factors. There is still no evidence that autism is caused by something that parents have or have not done before or during pregnancy, or while caring for their child.

### How is autism diagnosed and what are the symptoms?

The diagnosis of autism is based on the child's behaviors. Currently, there is no medical test (eg blood test, x-ray, etc.) that would help diagnose autism. Doctors may advise genetic tests to find a genetic cause, and may recommend tests or other studies



that help determine other health conditions that may be present. When professionals find that the child has autism or related diagnoses, the problems are assessed in three areas: social interaction, communication, and unusual behaviors / interests.

**Social interaction:** Children with autism often have difficulty creating and maintaining social relationships. Compared to children who develop normally, those diagnosed with autism may find it more difficult to establish and maintain eye contact, respond when spoken to by name, play games such as hide and seek, or involve other children in the game. They may like to be with their parents or get involved in active games, but show less interest and reaction compared to

other children with normal development

**Communication:** Children with autism are generally slower in using simple words or phrases that are normal for that age. Also, they are less likely to use common gestures such as looking for something, or to direct someone's attention to a scene or sound. Some children may develop a language barrier at the right time, but may experience a relapse or loss of communication skills around the age of 18-24 months. This loss of ability may include a decrease in social interest, as well as a loss of words or phrases that have been used before. Children with language development may exhibit unusual speech patterns, such as repetition or echoes of phrases heard from others or on television. They may be looking for things they want, but they find it very difficult to have a simple conversation.

**Behaviors and Interests:** Children with autism generally exhibit a more limited degree of play compared to their peers and exhibit more repetitive behaviors; for example, they may focus more on lining up objects than on feeding a doll or bear. In addition, they may be interested in certain objects or insist on following certain routines, or they may repeat specific movements such as clapping their hands, throwing or moving back and forth.

### Who should be on the support team for an autistic child?

It depends on each child's unique patterns and needs. Some



specialists who are often very helpful in working with autistic children are speech-language specialists, movement therapists, physiotherapists, and behavioral therapists. Perhaps an autistic child does not need all these specialists at once. However, a parent who has a child with such problems should have information about these specialists. Experience has shown that the best treatment for people with autism is early and specialized education, which aims to adapt the environment to the needs of these individuals. Unfortunately, still in many countries, autistic children do not receive proper health and social care, due to the lack of appropriate services, but also for the incorrect and late diagnosis of these children.

In our country, specialist that deal with this issue are those in child development at the National Center for Wellbeing and Development of Children in Kombinat, the hospital "Mother Teresa", but also private centers, mainly in Tirana.

## "White Dove" Award

At the Tirana International Hotel, on April 2, 2019, the award ceremony "White Dove" was organized by the NGO Partners Albania for Change and Development. These awards were distributed in the context of appreciation and gratitude for figures who through bold civic activities and against the current of society or the surrounding environment, have contributed to the benefit of the general public often at personal expenses. Two awards were presented at the ceremony:



1. Civil courage shown by individuals, groups and organizations of civil society or other entities in the fight against corruption / as indicators of corruption at the local and national level. At this award, the environmental organization "EcoAlbania" was awarded with the motivation "For the persistence and contribution given to the protection of the country's water resources, especially for undertaking the initiative to protect the Vjosa River and raising the issue at the international level."

2. Civil courage shown by individuals, groups and organizations of civil society or other entities for a transparent and accountable government. This award was given to the organization "Open Data Albania" for unique contribution to increasing transparency.

## Albanian Superbrands



On April 16, 2019, the President of SHGPAZ, Mrs. Flutura Xhabija has received a certificate of appreciation for her valuable contribution to the "Albanian Superbrands" program. Mrs. Xhabija says: "A thank you and congratulations to all members of SHGPAZ, who are honored for their private, social work being appreciated by international institutions (without interference, without parties and without paying anything - only deserving)! Thanks also to our partners, collaborators and friends from all over the world!"

## Professional consulting, Trademarks and Patents of Inventions, copyright

Our office with modern premises, specialized, professional and dedicated staff, within Albania and abroad, offers specialized juridical, technical and scientific consultancy, for its members as well as for all businesses operating in Tirana and in the areas around, as follows:

### **In the Field of Intellectual Property:**

Perfect solution for your problems regarding

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- Consultancy in establishing electronic logos for your business
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- Investigations in the field of international trademarks
- How to apply for Madrid Trademarks
- Drafting of License contracts with foreign trademarks that you actually use

#### ➤ **Patents of Inventions**

- Consultancy in creating the concept of a patent
- How to protect what we have created or invented
- How to apply for a European patent
- How to apply for a PCT patent.

-How to bring in Albania foreign patents

#### ➤ **Utility models**

- What is the difference between patents and Utility models
- How to be protected by registering a design

#### ➤ **Geographical Indications**

- How to attach to a product a geographical designation

#### ➤ **Industrial Designs**

- What is an industrial design
- How many dimensions can have an industrial design
- How can we protect a design

#### ➤ **Copyright**

- How can we protect an artistic product
- How can we use an artistic product by respecting the copyrights

#### ➤ **Protect your Industrial Property issues at the courts of all levels.**

- We represent you at the Appeal Board of the Directorate of Trademarks and Patents
- Arbitration located at the Chamber of Commerce and Industry Tirana
- at the First Instance Court of Tirana
- at the Tirana Court of Appeals

-at the Supreme Court Tirana

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- In the field of national IP legislation
- In the field of international IP legislation
- In the scientific field of trademarks and patents
- How to convert a Diploma or Master thesis into an Intellectual Property asset
- How can be used these assets of Intellectual Property

You are invited to contact us as well as we wish to contact you at your business premises with our knowledge, expertise and competitive tariffs in the market.

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*Note: The opinions presented in the bulletin are those of the experts themselves and do not represent the opinion of EU*

## Informative Bulletin

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