



ALBANIAN NATIONAL, PROFESSIONAL, BUSINESSWOMEN AND CRAFTS' ASSOCIATION

Informative Bulletin

January 2020

IN THIS NUMBER

Business Women Summit

By Tefta Demeti

On 16-18 January 2020, at the Rogner Hotel Tirana was the Business Women Summit, organized by the Diaspora Development Fund in cooperation with the Ministry of Finance and Economy and under the auspices of the Minister of State for Diaspora.

Ministers presented policies for encouraging diaspora entrepreneurship to invest in Albania. Also was presented the Diaspora Business Chamber which has started its activity recently. The meeting was attended by successful women entrepreneurs from Albania and

the diaspora, as well as civil society organizations of women entrepreneurs. SHGPAZ was represented by the president Mrs. Flutura Xhabija and 10 women entrepreneurs, who shared their experiences.

Very interesting was the panel "Women Entrepreneurs and Innovation" where new innovative experiences were brought in, such as "Easy Pay Albania" application that helps paying for energy,...

P.7



Round table with women entrepreneurs of Vlorë "Standards build trust"

On January 17, 2020, at the Hotel "Bologna" in Vlorë, the...

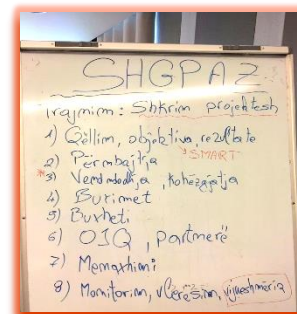
P.5



How to write a project proposal?

In the framework of the implementation of the EU funded project through #CFCU...

P.4





The Story of a Successful American Inventor and Entrepreneur (Joy Mangano)

By Albana Laknori

Joy Mangano was born in New York, Long Island, USA in 1956 and after graduating from high school, she started New York University, graduating in 1978 with a BA in Business Administration. After college, Mangano worked in various jobs while getting married and having three children. In 1989, Mangano was divorced and living in Smithtown, New York, and she found that her first idea would be inspired from the daily grind of housework.

had saved and borrowed. The product promised longevity, easy squeeze and small space in the supermarket.

But that was just the beginning, for both the "Miracle Mop" and Mangano's success. She has since



"Miracle Mop"

Cleaning up after three kids is not often inspiring work, but Mangano took her frustration with one aspect of it, mopping, and spent a couple of years developing a product that would help take the sting out of the thankless task. She called it the "Miracle Mop" and in 1990, she created a prototype and produced 100 pieces, the end of the development process that had cost more than \$100,000 that she

With little advertising and a lot of boots-on-the-ground salesmanship, Mangano managed to sell several hundred mops the first year, with her children helping her fill the orders.

TV Shopping

The next level was found on TV, when in 1992 Mangano pitched the "Miracle Mop" to QVC executives. It hit the air without its creator and didn't do very well, so Mangano suggested that if she

appeared on the broadcast the next time, the mop would move. And move it did: Her first appearance on QVC helped the "Miracle Mop" sell out—more than 18,000 mops in less than half an hour.

sold millions of Miracle Mops and has created scores of other products, such as Rolykit, Huggable Hangers and the Piatto Bakery Box.

In 1999, Mangano sold her company, Indigenous Designs, to the parent company of the Home Shopping Network (HSN), and she stayed on as the company's president.

In 2014 it was reported that Mangano's rags to riches life story would be coming to the big screen in a David O. Russell biopic, *Joy*, starring Jennifer Lawrence as Mangano. The film is slated for a Christmas Day 2015 U.S. release and has already earned Golden Globe nods for best picture, comedy, and best actress.

www.joemangano.com



Work force training, 2019

By Kujtime Stefani

The Enterprise Surveys (ES) is conducted by World Bank Group and its partners the European Bank Reconstruction and Development (EBRD), the European Investment Bank (EIB), and the UK's Department for International Development (DFID), and cover small, medium, and large firms. The number of employees determines the size of the firm: 5 to 19 (small), 20 to 99 (medium), and 100 or more (large). Sector coverage includes the entire manufacturing sector and most services sectors: retail, wholesale, automotive repair, hotels and restaurants, transportation, storage, communications, construction, and IT.

The ES focus on many aspects of the business environment. These factors can be accommodating or constraining for firms and play an important role in whether an economy's private sector will thrive or not. An accommodating business environment is one that encourages firms to operate efficiently. A more productive private sector, in turn, expands employment and contributes taxes necessary for public investment in health, education, and other services.

The ES are repeated approximately every four years for a particular economy (or region). By tracking changes in the business environment, policymakers and researchers can look at the effects of policy and regulatory reforms on firm performance. Repeated surveys aid in studying the

Figura 1: Përqindja e firmave që bëjnë trajnime



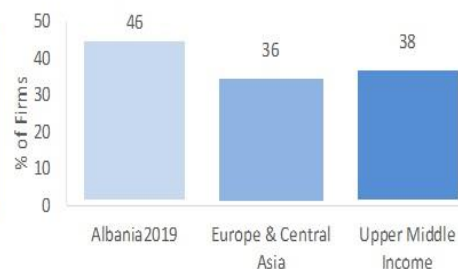
evolution of the business environment and how it affects the dynamics of the private sector. Let's focus to the training of the work force.

Work force

Figures 1 and 2 highlight firms' investment in the skills and capabilities of their workforce. The incidence of training is measured by the percent of firms that offer formal training and the share of workers receiving training in the manufacturing sector measures the intensity of training. The figures show that firms that providing training in Albania account for 42% of respondents, a figure that is lower than the 55% offered by firms in other European and Central Asian countries. Whereas in Albania 46% of the workforce are trained within firms providing training and this figure is higher than that of firms in European and Central Asian countries with 36%.

<https://www.enterprisesurveys.org/>

Figura 2: Propocioni i punëtorëve të trajnuar, brenda firmave që ofrojnë trajnime



How to write a project proposal?

By Tefta Demeti

...at the Ministry of Finance & Economy implemented by SHGPAZ, on January 19, 2020 in Vlora was held the capacity building training of women NGOs in Vlora "How to write a project proposal".

During this training were presented the steps to write a successful project and the difficulties encountered since the drafting phase of the proposal until its implementation. Examples were given from the implementation of the project in question and demonstrated through tablets.



Round table with women entrepreneurs of Vlora “Standards build trust”

By Tefta Demeti

...Entrepreneurs Roundtable “Standards build Trust”, as well as “The Challenges of Businesses and Public Institutions in the EU Integration Process” were held.

The meeting was organized by the Albanian National, Professional, Businesswomen And Crafts' Association (SHGPAZ) in the framework of the implementation of the project “Promoting Entrepreneurship among Youth and Women Entrepreneurs in Albania”, funded by the EU through CFCU Tirana.

During this roundtable, the challenges presented to businesses in meeting EU and national standards in any manufacturing or service activity were presented. During this meeting, Ms. Dea Nini, representative of the General Directorate of Standards presen-



ted the business benefits of applying EU and national standards and focused mainly on standards in the field of construction where international ISO standards should be applied. Among these ISO standards over 1,100 standards refer to buildings and constructions such as: in

structure, walls, building materials and products, heating, cooling and lighting systems, fire safety, ladder and elevator, concrete and cement, timber etc. Further, standards in the field of food were presented.

The topic opened up debates and there was a great interest by businesses to know and implement these standards. Representatives of women entrepreneurs in the field of construction discussed the need to improve the legal framework to have mandatory standards in every process in the field of construction as well as institutions that control the implementation of these standards.

National and EU standards for all types of products and technologies can be found on the General Directorate for Standards web site: www.dps.gov.al

IDEA Challenge 2020 Business Plans Competition!

What makes the IDEA Challenge 2020 so special? - applying one of the best international practices CEFE for Entrepreneurship training, proven impact on IDEA 2018, 2019 beneficiaries' lives, approach to intensive skill development by combining training, coaching and mentoring.

The IDEA Challenge 2020 will start with 400 new businesses across Albania and will host 6 regional competitions.



The winners of each region will compete nationally. To read the full notice you can access the facebook page:

www.facebook.com/ideaalbania and the application can be made at the following link: https://docs.google.com/forms/d/e/1FAIpQLSd_j6sFqLD1ChWiQg74bXyX_mbmHAB2kPgEsQUEvTbprZt6iQ/viewform?fbclid=IwAR3ht_EeJER8xJLioiPv-ZXFyUNK6BGlrQXXbxNYHAgcdsNFDxVKWcc9lm4

Implementing ISO standards in the frame of construction process, a safe alternative to sustainable cities

Adjusted by Dea Nini*

A resilient city is a safe city, able to withstand the challenges of development and urbanization. It is in this function that the International Standards Organization (ISO) provides a wide variety of standards, covering various aspects of construction, ranging from structures, concrete, design, safety measures, test methods and many aspects of the construction process.

In a reality with the highest population growth rate, where the process of urbanization is producing adverse effects on the environment, it is becoming increasingly evident that cities that want to survive these challenges need to be better prepared towards sustainable solutions.

Building safety is the most important component of a sustainable city that is challenged daily by natural disasters, seismic activity, pollution, and other events that in the context of unsafe buildings endanger the lives of individuals. For entrepreneurs to build with quality and respect for safety components, it is very important to know the risks, weaknesses, and strengths of their work and the current situation, to make

informed decisions regarding their entrepreneurial activity.



Respectively, in benefit of construction processes, the International Standards Organization (ISO), organized in this thematic field into 11 technical expert committees (TC), has developed and continues to develop, following development dynamics, approximately 1200 * standards. The areas subject to the focus of the Technical Committees work, cover respectively structures, materials and construction products, performance and durability, fire safety and flashes, concrete and cement, construction information management, heating, cooling and lighting, stairs and elevators as well as sustainability and maintenance services.

Some of the most statistically applicable ISO standards in the field of construction worldwide are Quality management systems –

Requirements (ISO 9001:2015); Environmental management systems - Requirements with guidance for use (ISO 14001:2015); Environmental management systems - Guidelines for incorporating eco-design (ISO 14006:2011) Testing of concrete - Part 2: Properties of fresh concrete (ISO 1920-2:2016).

These standards regarding your field of interest, can be purchased at the General Directorate of Standardization, which represents the National Standards Authority in Albania, created almost 70 years ago. Standards can be searched by number or keywords in the Albanian Standards Catalogue 2019, at <http://www.dps.gov.al/standard/index.php>.

Standard orders can be delivered online or at DPS offices. The ordered standards are available in electronic or hard-copy versions.

Implementing Construction Standards builds trust!

** Facts mentioned in this article frame are based on the International Organization for Standardization 'ISO and Construction' publication. This article is adjusted by D. Nini, Specialist at the Department of Legal Affairs and Communication; Albanian General Directorate of Standardization.*

“Support to food safety, veterinary and phytosanitary standards” project

Support to food safety, veterinary and phytosanitary standards is a project financed by the EU and implemented by a consortium led by the Food Safety Authority of Ireland (FSAI) has started the activities in Albania since January 2019. The aim of the project is



strengthening technical structures, increase public awareness, strengthen engagement with food business operators and improve legislation related to food safety, animal health, plant health and associated control systems in Albania.

Pamela Byrne, CEO of the FSAI visited Albania on 15-16 January 2020, joining the team of the Food Safety Project in kicking off the 2020 Work Plan and meeting key Albanian officials. In her meetings in Albania, the FSAI CEO spoke about the commitment of the project to help strengthen Albania's capacity to protect consumers and improve trade opportunities as Albania

progresses in its bid to join the European Union.

Burimi:

www.thefoodsafetyproject.eu

Seminar in Vlora “EU / National programs and grants for women entrepreneurs”

By Tefta Demeti

On January 18 2020, in the Hotel "Bologna" in Vlora, was held a seminar with women entrepreneurs on "EU Programs / National and grants for women entrepreneurs".

The meeting was organized by the Albanian National, Professional, Businesswomen And Crafts' Association (SHGPAZ) in the framework of the implementation of the project "Promoting Entrepreneurship among Youth and Women Entrepreneurs in



Albania", funded by the EU through CFCU Tirana.

During this seminar were presented national and EU grant programs that support women entrepreneurs, especially start-ups through AIDA funds such as start-up fund, competitiveness fund, craft fund, innovation fund, IDEA grant scheme .

Furthermore, were presented the websites where to find more information about these programs.

Business Women Summit

By Tefta Demeti

... water, kindergardens, fines etc. through smartphones, tablets or computers, or in service offices everywhere, making it easier for citizens to pay their dues quickly. Also interesting was the presentation by Ms. Mirela Mezani, President of the Geneva-based International Association "Women Alb World". She introduced this new worldwide organization recently created with the aim of organizing all women of Albanian origin in all areas of life.

We wish success to all women entrepreneurs in Albania and abroad, and let's hope that the business climate will be further improved to attract Diaspora investors and not only to invest in Albania.

FACTS

25.7%

The number of active businesses led /owned by women for 2018 in Albania was 25.7%, with a decrease of 4 points percentage compared to 2017 where they accounted for 29.7% (INSTAT, June 2019)



3.2%

Credit for 2018 resulted in a moderate increase of only 2% compared to the previous year and accounts for 35.2% of GDP, with a decrease of 2.2 percentage points compared to 2016. (Bank of Albania)

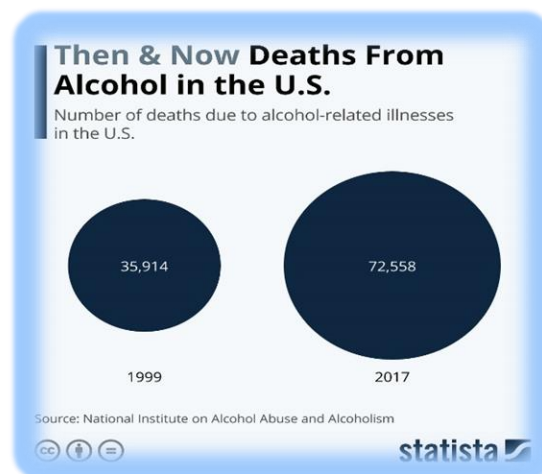


Then & Now Deaths from Alcohol in the U.S

A study conducted by the National Institute on Alcohol Abuse and Alcoholism found that the number of Americans dying from alcohol-related problems has more than doubled over the past 20 years. The research was published in the journal *Alcoholism: Clinical and Experimental Research* and it found that just over 72,500 people died from alcohol-related illnesses such as liver disease in 2017. In 1999, there were just under 36,000 deaths.

Men are dying at a higher rate than women, though white women accounted for the greatest

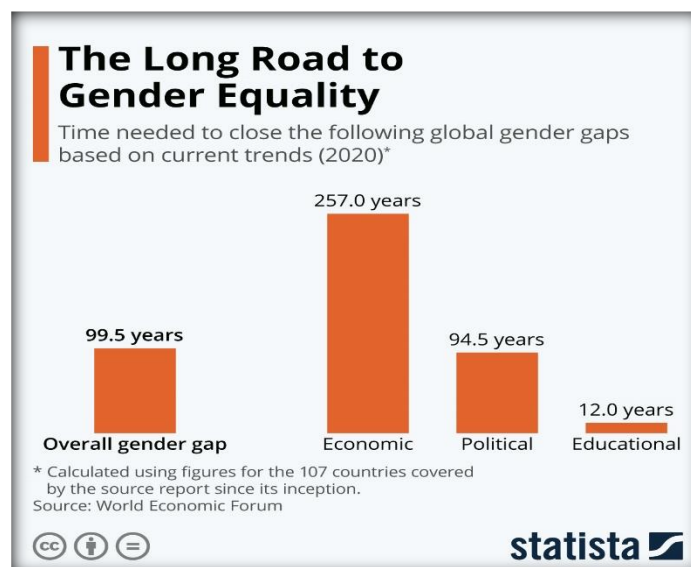
increase in deaths. The data is indeed grim and in 2017, alcohol proved even deadlier than illicit drugs, including opioids.

GLOBAL GENDER GAP INDEX
The Long Road to Gender Equality

Based on current trends, the global gender gap will not be closed for another 99.5 years. According to the World Economic Forum (WEF) it will take 257 years to close the economic gender gap - a disparity which is actually increasing due to: "Lack of progress in closing the Economic Participation and Opportunity gap". On the more positive side, at the current rate, the educational gap looks set to be almost completely diminished within 12 years.

Speaking about the report Klaus Schwab, founder of WEF, warned: "At the present rate of change, it will take nearly a century

to achieve parity, a timeline we simply cannot accept in today's globalised world, especially among younger generations who hold increasingly progressive views of gender equality".



Coronaviruses

Gathered materials by **Arlinda Demeti**

What is a coronavirus?

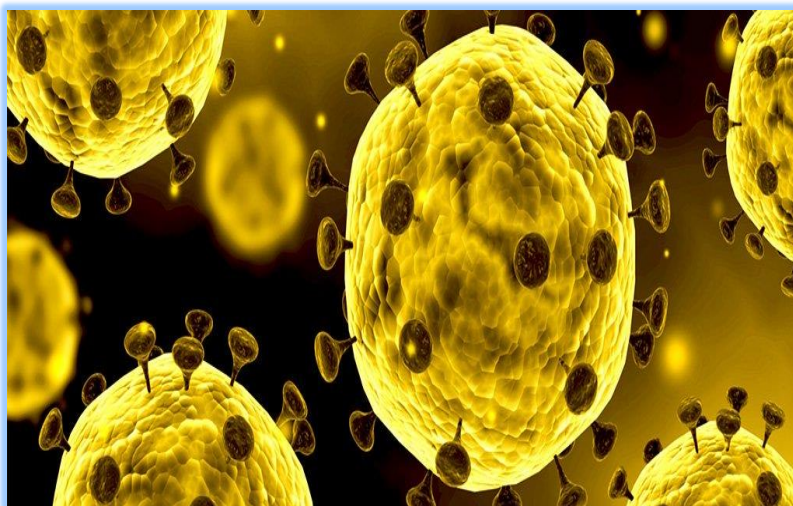
Coronaviruses (CoV) are a large family of viruses that cause illness ranging from the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). A novel coronavirus (nCoV) is a new strain that has not been previously identified in humans.

Coronaviruses are zoonotic, meaning they are transmitted between animals and people. Detailed investigations found that SARS-CoV was transmitted from civet cats to humans and MERS-CoV from dromedary camels to humans. Several known coronaviruses are circulating in animals that have not yet infected humans. Some coronaviruses can be transmitted from person to person, usually after close contact with an infected patient, for example, in a household workplace, or health care centre.

On 31 December 2019, the WHO China Country Office was informed of cases of pneumonia of unknown etiology (unknown cause) detected in Wuhan City,

Hubei Province of China. A novel coronavirus 2019-nCoV) was identified as the causative virus by Chinese authorities on 7 January.

On 10 January, WHO published a range of interim guidance for all countries on how they can prepare for this virus, including how to monitor for sick people, test samples, treat patients, control infection in health centres, maintain the right supplies, and



communicate with the public about this new virus.

What are the symptoms of someone infected with a coronavirus?

Common signs of infection include respiratory symptoms, fever, cough, shortness of breath and breathing difficulties. In more severe cases, infection can cause pneumonia, severe acute respiratory syndrome, kidney failure and even death.

Is there a vaccine or treatment for a novel coronavirus?

When a disease is new, there is no vaccine until one is developed. It can take a number of years for a new vaccine to be developed. There is no specific treatment for disease caused by a novel coronavirus. However, many of the symptoms can be treated and therefore treatment based on the patient's clinical condition. Moreover, supportive care for infected persons can be highly effective.

What can I do to protect myself?

Standard recommendations to prevent infection spread include regular hand washing, covering mouth and nose when coughing and sneezing, thoroughly cooking meat and eggs. Avoid close contact with anyone showing symptoms of respiratory illness such as coughing and sneezing.

Based on currently available information, WHO does not recommend any restriction of travel or trade. Countries are encouraged to continue strengthening their preparedness for health emergencies in line with the International Health Regulations.

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

➤ **Trademarks and Service Marks;**

-Consultancy in establishing electronic logos for your business

-Consultancy in creating a new trademark

-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

Specialized Consultancy near Private and Public Universities & Innovation business

➤ 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.

Contact Person

Albana LAKNORI

Secretary Chamber of Commerce and Industry of Tirana

Mob: +355693410000,

Tel: +35545800935

e-mail: albana_laknori@cci.al;

albanalaknori@gmail.com

website: www.cci.al

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

Informative Bulletin

January 2020



Prepared by:
Msc. Flutura XHABIJA
& Msc. MA. Arlinda DEMETI
& Editorial office