

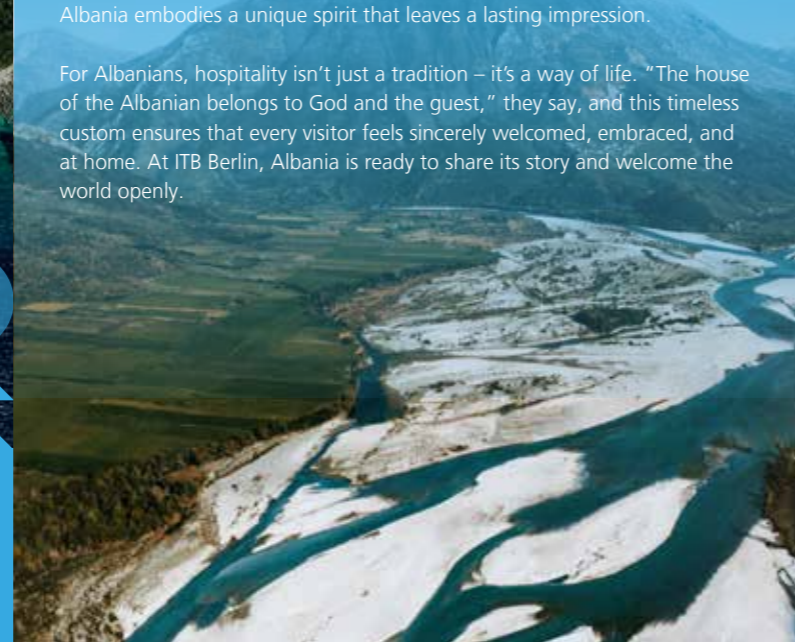


The World's
Leading
Travel Trade
Show™

ALBANIA ALL SENSES

Albania, the Official Host Country of ITB Berlin 2025, invites the world to experience its extraordinary fusion of culture, history, and innovation. This Mediterranean treasure unites millennia-old heritage, UNESCO-recognized traditions, and breathtaking natural beauty with a modern and dynamic spirit. With "Albania All Senses" as its theme, the country offers a journey that celebrates the harmony between its rich past and vibrant present. From its ancient landmarks to bold culinary flavors and soulful musical traditions, Albania embodies a unique spirit that leaves a lasting impression.

For Albanians, hospitality isn't just a tradition – it's a way of life. "The house of the Albanian belongs to God and the guest," they say, and this timeless custom ensures that every visitor feels sincerely welcomed, embraced, and at home. At ITB Berlin, Albania is ready to share its story and welcome the world openly.



MONDAY, 3 MARCH 2025

9.30 a.m. Photo Opportunity

10.00 a.m. ITB Berlin Opening Press Conference at Marshall-Haus

Podium ITB Berlin Opening Press Conference:

Moderation: Ms. Katie Gallus

Speakers:

- Mr. Edi Rama, Prime Minister of Albania
- Mr. Dr. Mario Tobias, CEO, Messe Berlin
- Ms. Mitra Sorrels, SVP Content, Phocuswright
- Mr. Norbert Fiebig, President, German Travel Association (DRV)

6.00 p.m. OPENING CEREMONY ITB BERLIN 2025, CITYCUBE BERLIN



(by invitation only)

The Dance of Tropoja, UNESCO heritage

Albania will captivate guests with a cinematic journey, live performances, and its UNESCO-recognized traditional music, a vibrant glimpse of its rich heritage and beauty.

6.00 – 6.45 p.m. Opening Speeches

Speakers:

- Dr. Mario Tobias, CEO, Messe Berlin GmbH
- Kai Wegner, Governing Mayor of Berlin
- Julia Simpson, President & CEO, World Travel & Tourism Council (WTTC)
- Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)
- Dieter Janecek, Federal Government Coordinator for the Maritime Industry and for Tourism
- H.E. Edi Rama, Prime Minister, Republic of Albania

Intermezzo- Shkodra Elektronike (Albanian Duo Electronic Band, Albania's representatives at Eurovision)

6.45 – 7.20 p.m. Cultural Program

Traditional Albanian Dance – Performance by the troupes of the National Ensemble of Songs and Dance / National Theatre of Opera & Ballet

- The Dance of Tropoja, UNESCO heritage (K'çimi i Tropojës)
- The Sword Dance (Vallja e Shpatave -Variation on a theme)
- The Dance of Osman Taka (Vallja e Osman Takës)
- Great celebration today for Albania (Festë të madhe ka sot Shqipëria)

Traditional Albanian Folk Music

"Kaba" – Instrumental performance

Iso polyphony piano accompaniment by the artist Robert Bisha

Contemporary Performance

"ALBANIA ALL SENSES" – Contemporary Dance Performance led by the choreographer Edi Blloshmi.

7.30 – 10.00 p.m. Reception (Albanian Culinary Experience)

- Menu created and composed by the renowned chef Genti Malaveci.

TUESDAY, 4 MARCH 2025

9.30 – 10.30 a.m. ITB Berlin Opening – Ribbon Cutting Ceremony, hall 3.1/105

The ceremony will be attended by the Prime Minister of Albania, the Minister of Tourism of Albania, the Governing Mayor of Berlin, the CEO of Messe Berlin, and the Secretary-General of UNWTO at the Albanian stand. At the same time, a group of artists will perform the song "O my beautiful Albania."

10.30 – 11.30 a.m. Albanian Stand / hall 3.1/105

The Prime Minister will meet and greet the tour operators, and we can take a family photo.

11.40 – 12.30 a.m. Global Round Table: Next changes, next challenges Orange Stage / hall 7.1a

Mrs. Mirela Kumbaro Furxhi, Minister of Tourism and Environment of Albania

1.00 – 1.30 p.m. South Entrance Messe Berlin – Vjosa Installation

With the presence of Mrs. Mirela Kumbaro Furxhi, Minister of Tourism and Environment of Albania.

Live Performance:

Whispers of Vjosa: Nature's Melody in Albania Song, by Albanian Night

A tribute to timeless nature beauty through the melodies of old Albanian songs.

1.30 – 2.30 p.m. – Albanian Stand / A Taste of Albania – Wine & Tradition / hall 3.1/105

Hosted by: The Albanian Agritourism Association. With the presence of Mrs. Anila Denaj, Minister of Agriculture and Rural Development of Albania

2.30 – 3.00 p.m. – Albanian Stand /Exploring Albania Through Active Tourism / hall 3.1/105

Moderation: Alex Crevar, Travel Journalist

Speakers:

- Dr. Sonja Kurz, Country Director, GIZ Albania
- Ilva Gjuzi, Deputy Minister, Ministry of Tourism and Environment of Albania
- Elion Çikopano, Climbing Expert, Rock Tirana & Albanian Climbing Festival
- Fisnik Muça, Head of Albanian Mountain Leaders Association, Hiking Guide & Tour Operator

THE SENSES OF THE MEDITERRANEAN LIVES HERE.

4 – 6 MARCH 2025 • itb.com

OFFICIAL HOST COUNTRY
OF ITB BERLIN 2025

#ALBANIAALLSENSES



3.00 – 3.30 p.m. Albanian Stand / hall 3.1/105

Performance:

Melodies of Metropolis: The Spirit of Albania Cities, by Albanian Night

- The melodies and rhythms from various urban areas blend into one cohesive experience.

3.30 – 4.00 p.m. Albanian Stand/ Albania: The Rising Gateway of Southeast European Tourism / hall 3.1/105

Moderation: Lavdërim Hoxha, Lecturer & Tourism Adviser

Speakers:

- Sinan Isik, CEO, Air Albania
- Brano Djurovic, CEO, One Albania
- Ridgers Mema, CEO, Tirana International Airport & Kastrati Group
- Besmir Lulaj, CEO, Maritim Marina Bay

4.00 – 4.30 p.m. Albanian Stand / hall 3.1/105

Performance: The Art of Elegance: Valle as a Dance of Grace, by Albanian Night elected dance from different Albanian regions.

4.30 – 5.00 p.m. Albanian Stand / The beauty of tradition is “woman” / hall 3.1/105

Performance:

Immersive Art by Digital Art Gallery of Korça & Space 05 Tirana
Every era is identified by its unique lines of beauty, elegance, and passion of a woman. Various “Made in Albania” products are displayed through a video, that transitions from a virtual display into a physical one on stage.

5.00 – 6.00 p.m. Albanian Stand / Happy Hour & All Senses Cocktail Experience / hall 3.1/105

Join us to experience the vibe and mixology of the Albanian coast by Marina Beats, accompanied by the sensations and the unforgettable awakening of sense by the professionals of the l’Artizan Academy.

WEDNESDAY, 5 MARCH 2025

10.30 – 11.00 a.m. Convention Blue Stage/ Opening of the Destination Track / hall 7.1b

Speech of Mrs. Mirela Kumbaro Furxhi, Minister of Tourism and Environment of Albania.

11.00 – 11.30 a.m. Albanian Stand/ TEA PRESENTATION / hall 3.1/105

National Calendar of Tourism Events, the TEA (Tourism Events of Albania) application, an innovative tool for Albanian cultural tourism.

11:30 a.m. – 12:00 p.m. Albanian Stand / Albania 2030 The Next Investment Frontier in Europe / hall 3.1/105

Moderation:

Florenca Haxhi, CEO, Durana Tech Park

Speakers:

- Elira Kokona, CEO, Albanian Investment Corporation
- Laura Saro, CEO, Albanian Investment Development Agency
- Hans-Jürgen Wittmann, Correspondent Western Balkans Germany Trade & Invest
- Sinisa Topalovic, ISHC, Global Head of Tourism Advisory, Horwath HTL

12.00 – 1.00 p.m. Albanian Stand/ A Mediterranean Culinary Journey / hall 3.1/105

Live Cooking Show – A Journey of Flavors by the Chefs of Mandarin Restaurant

1.00 – 2.00 p.m. South Entrance Messe Berlin – Vjosa Installation

Performance:

Whispers of Sorrow: The Voices of Iso Polyphony, by Albanian Night
This performance explores Albania’s tradition of weeping songs, revealing the country unique role as the last in Europe to celebrate sorrow through music.

1.00 – 3:00 p.m. Ministers’ Summit: Enhancing Investment, Ensuring Peace: Harnessing Growth, Shaping the Future / CityCube Berlin

Speaker:

- Mrs. Mirela Kumbaro Furxhi, Minister of Tourism and Environment of Albania

2.00 – 4.00 p.m. Convention Blue Stage/ Destination Track/ hall 7.1b

Speaker:

- Mr. Sofjan Jaupaj, Deputy Minister, Ministry of Tourism and Environment of Albania

3.00 – 3.30 p.m. Albanian Stand / Agritourism, Tradition and Folklore / hall 3.1/105

With the presence of Mrs. Anila Denaj, Minister of Agriculture and Rural Development of Albania. A thematic show to experience Albania’s living traditions through its vibrant folklore, ancient stone towers and welcoming villages. Join us for an immersive journey of tradition, culture, and hospitality, moderated by Armando Muça, Albanian Night and Sofjola Kotelli, GIZ Albania

15.30 – 16.15 p.m. Albanian Stand/ Albania: Cultural Exchange the Foundation for a Sustainable Future hall 3.1/105

Moderation:

Prof. Claudia Brözel, Head of Master program Sustainable Tourism Management, Eberswalde

Speakers:

- Sofjan Jaupaj, Deputy Minister, Ministry of Tourism and Environment of Albania
- Elvis Kotherja, Managing Director Elite Travel Albania
- Prof. Esmeralda Kromidha, Dean, Faculty of Foreign Languages, University of Tirana
- Kirsi Hyvaerinen, Founder & CEO HYVÄ Coaching & Consulting d.o.o.

4.30 – 5.00 p.m. Albanian Stand / Wine Taste and Serenades / hall 3.1/105

Performance:

Under the Albanian Sky: Serenades of the Heart, by Albanian Night
Tasting experience of autochthonous Albanian wines and winemaking traditions accompanied by traditional serenades of Korça Region in Albania.

THURSDAY, 6 MARCH 2025

11:30 a.m. - 12:30 p.m. Albanian Stand / Visit Gjirokastra at ITB Berlin Presentation / hall 3.1/105

The presentation will highlight Visit Gjirokastra as Albania’s pioneering model for a Destination Management Organization (DMO) and Destination Management Company (DMC).

11.30 – 12.30 a.m. Albanian Stand /Innovation Now: The amazing landscape of Innovative Albania. / hall 3.1/105

Presentation and Panel discussion with Albanian start-up and innovation ecosystem.

12.00 – 1.30 p.m. Albanian Stand / A Taste of Albania / hall 3.1/105

Tasting & interactive experience hosted by the Albanian Agritourism Association: Enjoy Albanian local specialties registered as GI (geographic indication) and TSG (traditional specialties guaranteed) and connect with agritourism winemakers.

2.00 – 2.15 p.m. Albanian Stand / Documentary: Peeping Tourist – A Journey Beyond the Forbidden Curtain / hall 3.1/105

Once a hidden enigma behind the Iron Curtain, communist Albania was a staged illusion. Today, it’s an open destination, offering crystal-clear beaches, majestic mountains, and rich history, no longer a facade but an authentic experience for millions.

2.30 – 3.00 p.m. Albanian Stand / Beyond traditional tourism – Albania in the lenses of digital nomads / hall 3.1/105

Digital nomads are Albania’s biggest ambassadors – they visit, return, and stay. Join the panel to share experiences with them, moderated by Arlind Haxhijaj, Coolab & C4Communities.

3.00 – 3.30 p.m. Albanian Stand / Wanderlust in Albania- National Tourism Agency of Albania / hall 3.1/105

Wanderlust in Albania is an international photography competition showcasing the country’s best promotional photos and videos.

3.30 – 4.10 p.m. Lighthouse Stage in Hall 4.1b Adventure Travel / Trans Dinarica Cycling Route – An epic adventure across the Western Balkans

The cultural corridor linking, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Albania, Kosovo, North Macedonia, and Serbia to connect people, communities, travelers, and helping to develop the region’s sustainable tourism industry.

Speakers:

- Jan Klavora, General Manager, Trans Dinarica
- Alex Crevar, Cultural Manager, Trans Dinarica

ON THE ALBANIAN STAND / hall 3.1/105

- XR Albania – Virtual exploration of Albania.
- Albania All Senses – Visual and audiovisual experience of Albania.

