





HOW TO OPEN AND DEVELOP A BUSINESS IN FIER



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Armando Subashi Mayor of Fier

Fier, more than any other city, needs to have a guide that will accommodate any and all issues relative to business and local development in our municipality. I would like to thank the USAID Planning and Local Governance Project (PLGP) for its great assistance in designing this guide but also for its friendship and reliable partnership with the Fier Municipality in many successful practices.

Fier's economic and infrastructural development, which is boosting on daily basis, should be coupled with and highlighted by the abundant information, which has been underutilized or incomprehensible to those who wish to start a new venture or to plan the future on the basis of a developmental trend. We can provide practical detailed information in response to any questions or ambiguities incumbents may have to date. Hence, we can provide the assistance deemed to be indispensable for any business startup.

In addition to the information in this guide, there are specific and professional guidance and clarifications on the development of a business plan, practical marketing and promotion tips, naturally related to city information and potential investment sectors. In addition, the guide provides advice, necessary contacts, appropriate locations and identification of potential actors for business cooperation.

The Municipality of Fier has a number of local priorities, which have one common goal: the wellbeing and development of our municipality. It is essential to make smart and effective use of taxes that citizens pay to their local self-government unit and make sure that their taxes are used to further improve the quality of life in each and every area and community of our municipality. After the territorial-administrative reform, we faced many difficulties and challenges stemming from the old mindset, mainly from the former communes that merged with our municipality. Yet, this experience has reinvigorated our commitment to address the concerns and needs of the community, clearly defining our common priorities. This guide is one of the examples of what we are working on to materialize our promises.

Fier is a city of great economic potentials and with appropriate geographic position for all who seek to venture or open a new business. In addition, we have tried to create a business-friendly climate and fiscal facilities for businesses in general and the startups in particular.

There is still a lot to be done to give Fier the attribute of the city where one works, invests and lives safely and prosperously.

I would like to thank our partners, associates and all citizens for their support and trust.

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START UP RESOURCES

If you want step-by-step assistance or an immediate start in business, there are some free and extraordinary resources in Fier that can help you in every step of your way.

Municipality of Fier Lagjja "Kastriot", Rruga "Ramiz Aranitasi", Fier drejtoria.projekteve@bashkiafier.gov.al www.bashkiafier.gov.al The European Coordination and Foreign Investment
Project Unit's mission is to attract European funding through
application, design, coordination, and implementation of foreign
investment development projects in the town. This unit serves as
contact point for the local community regarding information on EU.

Blv. Dëshmorët e Kombit.
Prime Ministers' Office,
3d Floor, Tirana, Albania
tel: +355 (0)42 251 001
info@aida.gov.al sme@aida.gov.al

Albanian Investment Development Agency's main objectives are to attract foreign investment, and increase the competitiveness of the Albanian economy through the support for small and medium-sized enterprises (SMEs), as well as through innovation.

Rr. "Muhamet Gjollesha", Nr.56, Tirana, Albania Tel: +355 4 22 28 318 E-mail: info@azhbr.gov.al www.azhbr.gov.al Agriculture and Rural Development Agency (ARDA)

provides support to food sector entrepreneurs in their preparation for benefiting from European Union funds, restructuring, modernization and specialization in specific outputs and markets based on Albania's competitive advantages.

CBS Headquarters Mustafa Matohiti Str., No. 4, 3d Floor, Tirana, Albania Email: info@cbs.al Tel: +355 4 4536891 Creative Business Solutions (CBS) is a business consulting company and project implementation organization. CBS mission is to drive sustainable economic growth projects through innovative, customer centric and environmentally friendly practices in Agriculture, Tourism, Local Development, SME's and financial sector.

www.fondibesa.com tel: +355 (0)34 22 2560 Fondi Besa (Besa Fund) – Fier Office is one of the most important microfinance institutions in Albania that offers micro, small and medium loans to individuals, supporting them to start, extend and further improve income generating activities. Clients of Besa Fund Sh.A. are people from all walks of social and economic life, including unemployed and business startups.

Noa Fund. Lagjja "I Maj" Rr. "Jani Bakalli", Fier Tel: 068 903 8861 Fondi Noa (Noa Fund) gives loans to individuals, small and medium-sized businesses that seek to run their economic activities and local economic development.

Sheshi Fitorja, Lagjja "29 Nëntori" Rr. "Dervish Hekali" Fier **Kredo.al** issues micro-credits (loans). Loans from this agency are usually small amounts with a short repayment term.

BASICS

These are essential steps you need to take in starting your own business. Read on for detailed information on each of these steps.

Visit the Municipality of Fier's website: www.bashkiafier.gov.al

for step-by-step guidance on which city permits you will need. You'll also find info on other requirements and conditions that may apply to the type of business you wish to open as well as tips and additional useful information.

- a. Develop Business Plan
- b. Register Your Legal Structure and Trade Name
- c.Application for Tax ID to National Business Center
- d. Obtain Insurance
- e. Look into Local Permits, Zoning, and Licenses
- f. Special Considerations

Develop a Business Plan

The importance of a business plan

Failing to plan is planning to fail. Oversights and mistakes are much cheaper on paper than in real life. A business plan helps owners avoid pitfalls from the start. If you need capital, the importance of preparing a business plan cannot be overstated.

Free one-on-one business planning assistance is available through the organizations listed in the "Startup Resources" section.

Don't forgo consultation. Before you bring your plan to a bank or other lender, get some qualified opinions.

A GUIDE TO YOUR BUSINESS PLAN

Below is an overview of a typical business plan, but there are many ways to approach business planning. Look online for resources, sample plans, and sample templates. Treat the business plan as a living document; one which you nurture and learn from, and as something that helps bring life to your business.

Introduction

- Provide a detailed description of the business and its goals
- · Discuss ownership of the business
- · Discuss the legal structure
- · List the skills and experience you bring to the business
- · Discuss the advantages you and your business have over competitors

Marketing

- · Discuss the products/ services offered
- Identify the customer demand for your products/ services
- · Identify your market, its size and locations
- · Explain how your products/ services will be advertised and marketed
- · Explain the pricing strategy

Financial Management

- Explain the source and the amount of initial equity capital required to start up your business
- Develop a monthly operating budget and a monthly cash flow for the first 3 years
- Provide projected income statements and balance sheets for a 3-year period
- Discuss your break-even point
- Explain your personal balance sheet and method of compensation
- · Discuss who will maintain your accounting records and how they will be kept
- Provide "what if" statements that address alternative approaches to any problem that may develop

Operations

- · Explain how the business will be managed on a day-to-day basis
- Discuss hiring and personnel procedures
- Discuss insurance, lease or rent agreements and issues related to your business
- Account for the equipment necessary to produce your products or services
- Account for production and delivery of products and services

Concluding Statements

- Summarize your business goals and objectives
- Express your commitment to the success of your business

Register your legal structure & trade name

Register with the National Business Center in Fier.

Apply for a Tax ID to the local tax office

Register with the local tax office and with the municipality, where you will obtain information required for this registration.





WHERE TO REGISTER A BUSINESS?

- At the National Business Center office
- Online
- For more information on business registration please visit the NBC website www.qkb.gov.al

Applications for permit and/or license or for related subcategories are submitted to any NBC helpdesk or to the central office in Tirana or any other service desk installed in the local governance offices in the Municipality of Fier. The cost of submission of application is 100 Albanian Lek (ALL). The application may be submitted to any service desk regardless of the location of the business activity.

The application consists of a completed application form. Attached to it are the required support documentation. The applicant or a duly authorized person may submit the application form to the NBC service desk. NBC may not require the submission of additional documents or provision of other information that are not foreseen in the application form.

LOCAL TAXES AND FEES

The building tax is 0.2% of the value of the building to be used for any economic activity.

Information: Department of Taxes and Fees.

E-mail: info@bashkiafier.gov.al

Tax on land to be used for business purposes is 20 ALL per square meter per year.

Information: Department of Taxes and Fees.

E-mail: info@bashkiafier.gov.al

Small Business Tax. Any business running economic activity at an annual turnover of up to 8 million ALL is subject to small business tax. Small businesses with an annual turnover of up to 5 million ALL are exempted from paying this tax. Small businesses with an annual turnover of 5-8 million ALL pay a tax of 5% of their net revenues. The small business tax is a local tax administered by the central tax administration. It is paid in four installments. The first installment must be paid within the 20th of April; the second one not later than 20th of July; the third installment will have to be paid not later than the 20th of October, and the last one must be paid before the 20th of December.





The infrastructure impact tax is a local governance tax levied on new buildings and help the local self-government units to fund public infrastructure and the increasing demand for services caused by the new building. This is a one-time tax and is paid by the investor to the account of the municipality upon issuing of the construction permit by the latter. Exempted from this tax are investments for hotels and resorts with a 5-star rating or special status as well as investments in hosting activities certified as "agritourism" in pursuance of the sectoral legislation. The infrastructure impact tax varies from 1% to 3% of the investment value for other buildings intend-ed for use in the sectors of tourism, industry, agriculture, for individual buildings for personal use by individuals, built by the individuals themselves or by builders as well as for public buildings. This tax ris-es to 6% for buildings constructed by construction companies and are intended for housing, trade or service use.

The tax for hotels and other accommodation units in the Municipality of Fier's territory applies respectively:

- a. 175 ALL per person per night for accommodation in 4-5-star hotels
- b. 70 ALL per person per night for accommodation in motels, hostels, inns, etc.

Information: Department of Taxes and Fees. E-mail: info@bashkiafier.gov.al

The Billboard Tax is an annual tax applied to all businesses that place a moveable or immovable table/billboard for the purpose of identifying their activity or for advertising it to third parties. In the case of tables, signs or billboards used for various exhibitions, fairs, shows, etc., this tax is paid for the period of the activity in accordance with the permit issued by the municipality. The billboard tax varies by the purpose of use and size of the billboard placed by the business entity.

Information: Department of Taxes and Fees.

E-mail: info@bashkiafier.gov.al

Local fees are paid to the Municipality of Fier by business entities receiving a service provided by the municipality. Main local fees include: fee for occupation of public space, fee for collection and removal of waste, fee for public lighting, fee on greenery and vegetation, fee for issuing a permit, etc.

For more information on how and where to pay these local taxes and fees for the Municipality of Fier, please visit www.bashkiafier.gov.al, or send an email to info@bashkiafier.gov.al, or visit the Local Tax and Fee Department office.

National taxes

You can find detailed information on national taxes that you will have to pay at the following link: www.tatime.gov.al

CONSTRUCTION PERMITS

When is a permit not required?

A construction permit is not required for works carried out by means of a preliminary declaration of works.

Common maintenance works are interventions for repair or replacement of existing plastering of buildings and those required to keep existing technological plants operational. In these cases, it is not required to apply for a construction permit.

When is a permit required?

A construction (building) permit is required for any type of construction, repair, restoration or demolition of existing objects. The construction permit document describes all conditions for performing construction works with the support documentation of application as well as the norms and standards set forth in the law.

For more information, please visit the municipality's website www.bashkiafier.gov.al

Please visit the municipality's website

www.bashkiafier.gov.al

for information on the permits and their types required in accordance with the profile of the business you wish to start.

I found a space at home for my business. Do I need a permit and, if yes, what type?

Yes, you are required to apply for a permit. Follow these steps:

- a. A request for permit in accordance with the application form defined in this regulation and in the electronic permit system;
- b. A power of attorney or authorization on behalf of the physical or legal entity in case the request is submitted by a representative of the owner or developer;
- c. A document certifying proprietary rights on property taking part in the development and, if any, a copy of the agreement on the property;
- d. A design plan at a scale of 1:500 certified by a licensed topographer;
- e. An architectonic concept note of the development;
- f. A copy of the license of the topographer and urban designer;
- g. Proof of payment of application fee if applicable.

For more information please visit: info@bashkiafier.gov.al

What if I am considering some small changes to the exterior of the building?

If you are doing small repairs in the exterior of your building, you need to get a permit in the e-Albania portal in case there are changes from the existing status. Otherwise, no permit is required.

What if my proposal requires construction or other work inside or outside the building?

You must apply for a permit from the e-Albania portal.

How long will it take to get a permit?

The procedure of obtaining a building permit lasts 60 days.

How much does a permit cost?

The cost of a building permit is 3% of the investment value for residential buildings and 4% for non-residential buildings.

I'm not sure if my business location is handicapped accessible.

Any facility in the design and planning phase must foresee installation of ramps or other elements that help handicapped people access the premises. You must apply for a permit to install these elements in your business premises.

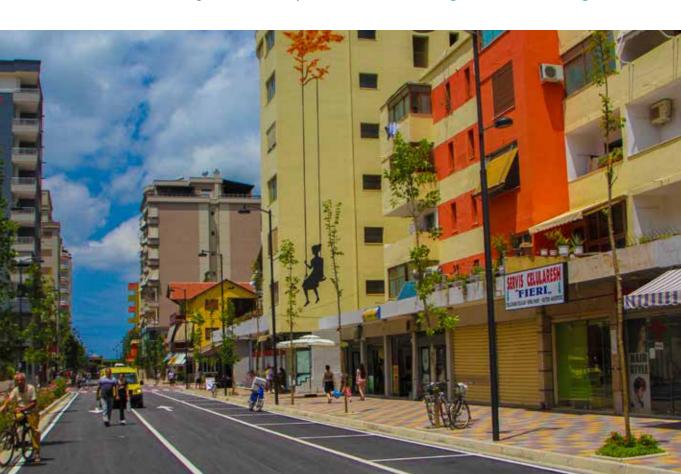
PLANNING GUIDE

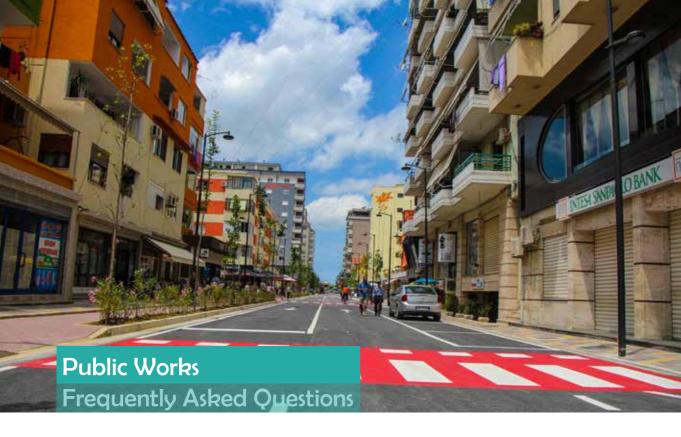
You can find information on areas planned for business constructions at the municipality's website www.bashkiafier.gov.al. The Territorial Development Strategy contains all strategic documents, such as General Local Territorial Plan (GLTP), Environmental Impact Assessment, and their related maps or in the National Territorial Planning gency website.

You may contact the Territorial Planning and Development Department at info@bashkiafier.gov.al for any issue on building permit.

Enforcement of municipal ordinances/decisions

Article 6 of the Council of Ministers' Decision No. 408, dated 13.05.2015, "On Adoption of Territorial Development Regulation and" and the Strategy of Urban Development determine the criteria for obtaining a construction permit. www.bashkiafier.gov.al and www.azht.gov.al





When do I need to contact Public Works?

You can find information on the municipality's calls for public works at the website of the Public Procurement Agency (www.app.gov.al). This system conducts electronically all public procurement procedures, including small procurements, as well as the first phase of concessionary/ PPP procedures, in pursuance of the applicable legislation. For more information or questions you may have on Public Works visit www.bashkiafier.gov.al or e-mail info@bashkiafier.gov.al.

Do I need to fill out an application for a construction permit?

Yes, the application form for a construction permit can be filled out online in the e-permit system of e-Albania portal or at the one-stop-shop in Fier.

How long does it take to get a construction permit?

The procedure of obtaining a building permit lasts 60 days.

Do I need to close out permits issued for my projects?

At the end of the permit process, the responsible planning authority issues the Certificate of Use of Facility, certifying the completion of works in conformity with the building permit.

You may contact the Urban Planning

You may contact the Urban Planning Department at info@bashkiafier.gov.al for information on deadline of close-out of permits issued for the project.

Can the municipality recommend a contractor to do the construction work?

The applicant can select the contractor/builder on free will to do the construction work.

How soon can I get an inspection for my project?

The deadline of supervision of works and inspection is determined after a construction permit is issued.

When can I see an inspector?

The deadline of supervision of works and inspection is determined after a construction permit is issued. Contact the Territorial Planning Department by email info@bashkiafier.gov.al for any question.

Where and how can I submit my permit application?

The application for permit may be submitted online to the e-Albania portal. or to the one-stop-shop in the Municipality of Fier

Special Considerations

Visit the Municipality of Fier's website (www.bashkiafier.gov.al) for guidance on city permits you will need for your business. You'll also find info on other requirements and conditions that may apply to the type of business you wish to open as well as tips and additional useful information.



RESTAURANTS,
BARS, CAFES,
LODGINGS,
CATERING
SERVICES,
AMUSEMENTS

BUILDING PERMITS

The same procedure of application for construction permit in the e-Albania portal is followed for all cases of restaurant and café facilities in pursuance of Articles 38 through to 47 of the Law on Territorial Planning and Development.

Tax on Hotel Accommodation

- a. Accommodation tax is 175 ALL per person per night for 4-5-star hotels
- b. Accommodation tax is 70 ALL per person per night for up to 3-star hotels, motels, hostels, inns, and any other accommodation facility.

Information: Department of Taxes and Fees

E-mail: info@bashkiafier.gov.al

National Taxes

You can find detailed information on national taxes that you will have to pay at the following link: www.tatime.gov.al

Local Taxes

Local taxes to be paid to the Municipality of Fier include the following:

- Building Tax
- 2. Urban Land Tax
- 3. Hotel Accommodation Tax
- 4. Billboard Tax

Local Fees

Local fees are classified as follows:

- I. Cleaning fee
- 2. Public lighting fee
- 3. Greenery fee
- 4. Fee for occupation and use of public space
- 5. Business registration fee

These fees are paid to the account of the Local Tax and Fee Department of the Municipality of Fier.

For more information: info@bashkiafier.gov.al

LIQUOR LICENSES

The application form for permits and/or license for this category or its subcategories are submitted to any service desk of the NBC in its headquarter in Tirana or branch office at the Municipality of Fier.

For more information: info@bashkiafier.gov.al

CATERING LICENSES

The application form for permits and/or license for this category or its subcategories are submitted to any service desk of the NBC in its headquarter in Tirana or to the branch office service desk at the Municipality of Fier.

ENTERTAINMENT PERMITS

The application form for permits and/or license for this category or its subcategories are submitted to any service desk of the NBC in its headquarter in Tirana or to the branch office service desk at the Municipality of Fier. For more information: info@bashkiafier.gov.al

STREET VENDORS

Street vendors must obtain a temporary permit for their activity from the Local Tax and Fee Department of the Municipality of Fier. For more information: info@bashkiafier.gov.al

SELECTING A LOCATION Where can I set up a shop?

- Step I Check out Official Zoning Map at www.bashkiafier.gov.al if you know where your site is located. If knowing the potential address for your business, locate it on the map and see which zone is.
- Step 2 Check with the municipality if your business is allowed in the area you intend to establish the business. Contact the relevant municipal department (Local Tax and Fee Department). For more information: info@bashkiafier.gov.al

Things to Consider





INSURANCE

Insurance companies offer for health, car and property insurance packages

Companies that sell insurance packages are the following:

Albsig

www.albsig.com.al

Atlantik

www.atlantik.com.al

EUROSIG

www.eurosig.al

INSIG

www.insig.com.al

INTERSIG - Vienna Insurance Group www.intersig.al

SIGAL UNIQA

www.sigal.com.al

Sigma Interalbanian - Vienna Insurance Group

www.sivig.al



Navigating the High C's of Credit

Before you bring your financing request to a lender, obtain your credit report. Regardless of where you seek funding, the prospective lender will review your creditworthiness. A thoroughly documented loan request, which includes a business plan, will help lender to understand you and your business. The basic components of credit analyses are outlined below to help you understand what the lender will look for.

Capacity

Repayment capacity is of great importance to the bank, which seeks to know whether and how you will repay the loan. The Bank will consider liquidity flows, repayment term and opportunities for your business to succeed in repaying the loan. A series of reforms have been undertaken to create a friendly business climate. Some of these reforms include:

- Creation of a Loan Registry, through which financial lending institutions can share credit information. This reform allows banks to better assess potential creditors' ability to repay the loans and helps facilitate access to loans and credits for firms and individuals.
- Enhancement of protection of investors
- Opening of new businesses, which was further facilitated through online publications, decrease of registration costs, tax consolidation, health insurance and employee registration, in pursuance of applicable legislation.
- Reformation of tax payments, where necessary forms and applications are made available online and are electronically linked to the National Registration Center. Indeed, this helps reduce grey market and informality in the economy.
- Other significant reforms relate to business licensing, with the
 establishment of the National Licensing Center (NLC), which
 operates as a One-Stop-Shop Center and is connected online
 with the National Registration Center. In addition, the number
 of licenses required for business operation has decreased, thus
 leading to licensing liberalization in many important economic
 areas.

BANKS AND ALTERNATIVE LENDERS

Collateral

Collateral is an additional form of security you can provide the lender. It involves pledging an asset, such as your home, to the lender, with the agreement that the asset will be the repayment source in case you can't. Some lenders may require a guarantee in addition to collateral.

Capital

Capital is the money you personally have invested in the business. It is an indication of how much you have at risk should the business fail. Prospective lenders and investors will expect you to have contributed from your own assets, and to have undertaken personal financial risk to establish the business, before asking them to commit funding.

Character

Character encompasses the general impression you make on the potential lender or investor. The lender will form an opinion as to whether or not you are sufficiently trustworthy to repay the loan or generate a return on funds invested in your company. Your educational background and experience will be reviewed.

Conditions

Conditions relate to the intended purpose of the loan. Will the money be used for working capital, additional equipment or inventory, or another purpose? The lender will consider the local economic climate within your industry, and in other industries that could affect your business.

Banks operating in Fier:

ABI BANK

www.abi.al

Alpha Bank

www.alphabank.al

Banka Credins

www.bankacredins.com

BANKA KOMBËTARE TREGTARE

www.bkt.com.al

Fibank - First Investment Bank Albania

www.fibank.al

Intesa San Paolo

www.intesasanpaolobank.al

RAIFFEISEN BANK

www.raiffeisen.al

Societe Generale Albania

www.societegenerale.al

Tirana Bank

www.tiranabank.al

Union Bank

www.unionbank.al

Fondi Besa

www.fondibesa.com

NOA

www.noafin.al

AK-Invest

www.ak-invest.com

JOB CREATION

Because hiring employees is a complex and expensive process, the decision to hire somebody must fit in with your goals, as outlined in your business plan. The hiring process must be approached thoughtfully.



Before you hire, you should define the:

- Job
- Experience/ education level required
- · Salary and benefits you are willing to offer

Though intuition plays a big part in hiring decisions, you should:

- Follow a process that determines the applicant's capabilities for the position
- Review the applicant's resume and application
- Ask for work samples from a previous job, if available
- · Test the applicant, if appropriate
- Check the applicant's work references
- Evaluate the applicant's overall attitude

Formulate a personnel policy that addresses:

- Training
- The number of hours/ days to be worked each week
- Holiday work, and the method for overtime pay
- Vacation and sick leave
- Time off for personal needs
- A grievance procedure
- · Fringe benefits
- Retirement
- Performance review
- Promotion
- Termination

The Fier Employment Office is the institution that you can inform of any job vacancies you may have or the need for labor power.

Address: Rruga "Leon Rei" Lagjia "Kastriot". drshkpfier@yahoo.com

Income and Other Taxes

Talk to a tax accountant to make sure you understand all the requirements on salary tax and other related liabilities, such as social insurance, etc., for your particular business. It is recommended that a business book accounting is confirmed or kept by a chartered accountant in order to be recognized by the tax administration.

DIRECTORY - LIST OF LOCAL INSTITUTIONS

Municipality of Fier

Mayor / tel 0035534410636 / info@bashkiafier.gov.al

President of the Municipal Council / tel 0035534410636 / www.bashkiafier.gov.al

Local Tax and Fee Department / info@bashkiafier.gov.al

Urban Planning Department / info@bashkiafier.gov.al

European Coordination and Foreign Investment Development Project Unit / www.bashkiafier.gov.al / drejtoria.projekteve@bashkiafier.gov.al

Agriculture Department / info@bashkiafier.gov.al

Arts and Culture Department / info@bashkiafier.gov.al

Tourism and Value Promotion Department / info@bashkiafier.gov.al

Municipality of Fier +35534410636

Emergency 127

Fier Regional Hospital 034222021

Police 129

Police abuse 08009090

Traffic Police 126 Mail Service 08004141

Fire and Rescue 128

Civil Emergency +355697279752

Education

Petro Sota Vocational High School / Lagjia "16 Prilli", Rruga "Ramiz Aranitasi" / tel 003553422361 / shkollapetrosota@gmail.com

Rakip Kryeziu Agriculture High School / Clirim Fier, Rruga Fier-Seman Km3 / shkollabujqesore@yahoo.it / shkollabujqesorefier@live.com

Jakov Xoxa Art School / Lagjia "Liri" Rruga "Thoma Kopace" / shkollajakovxoxa@gmail.com
Public Vocational Education Center / Lagjia "16 Prilli" Rruga "Llukan Toska" / qfppfier@yahoo.com
Murialdo Social Center / Rruga Shën Leonardo Murialdo, Fier 9300 / Tel 0695288909 / qsm@murialdo.org
Agroni Vocational Education Center / Lagjia "Kongresi i Përmetit" Rruga "Jakov Xoxe" / tel: 0035503427734 / 0694223048 / 0682213960 / agrondule@gmail.com / agron_dule@yahoo.com / www.agrondule.com

National

General Tax Directorate / www.tatime.gov.al

General Customs Directorate / www.dogana.gov.al

Albanian Investment and Development Agency (AIDA) / www.aida.gov.al



FIER – THE SUNSHINE CITY*

While still debatable, many researchers and historians believe that the origin of the name of Fier comes from Italian 'fiera', which means "fair". According to followers of this claim, the Venetian mer-chants named this place after the fair in the 14th and 15th century, when they visited the town to buy agricultural crops from the local market. The town was established in 1864 by Kahreman Pasha (local governor) who asked French architects to design the future town as a commercial and craftsmanship center by the Lushnje-Fier and Fier-Mallakastra-Seman crossroads.

The town was designed to resemble European Renaissance towns of the 19th century. Its main eco-nomic activity included trade of agricultural crops of the Myzeqe and Mallakastra areas. During 1864-1865, a market was built for 122 merchants along the Gjanica River. The first residents of Fier were servant and attendants of Kahreman Pasha and members of the Vlach family that had settled in the area around year 1800. Soon after the construction of the market, Fier established its economic status as the town of merchants and craftsmen. This trade center was used as a landmark by two Italian to-pographers, Tabolini and Mommori, who made the town's architectural design. The first population census was conducted in year 1923 and the town of Fier had back then five neighborhoods and a total population of 1,493 residents.

Cultural Heritage, Nature, and Tourism

Fier is located in a geographically favorable position and boasts a rich historic heritage. The early origin of the town dates back to the 6th century A.D. with the ancient town of Apolonia (named after the Greek god Apollo). Apolonia is second largest Illyrian town and one of the two intersections of ancient Egnatia Road, which was one of the major roads to connect the Roman Empire with the Byzantine Empire. This road linked Rome with Constantinople.

Apolonia is located 12 kilometers from the city of Fier. The city of Apollonia was founded in the 6th century BC from the colony coming from Korkyra and Corinth to the lands of Illyrian Taulants. Apolonia is the city where the first Roman emperor, Octavian, was educated. This archaeological site is one of the most visited by tourists and is known for its history, natural beauty and hospitality. In addition, the Region of Fier has a considerable number of cultural-religious heritage sites such as astra in the Ardenica Monastery and the ancient towns of Bylis, Margellici, Nikaia and Gurëzeza. The center of the modern city of Fier is only 18 km away from the Adriatic Sea and is home to some of the most picturesque beaches of Albania, such as Seman, Darezese, Pishporo and Internenas.

Fier Municipality enjoys 27 km of coastline and receives high ratings from tour operators and visitors for its wonderful and underdeveloped natural landscape. The green area behind these beaches covers an area of 1500.00 ha and is characterized by Mediterranean plants protected

^{*}The city of Fier has the greatest number of sunshine days in the country - 310 days per year.

for their biodiversity. This area is located near one of Albania's most important estuaries where the highest sand dunes in Albania are located (up to 4 meters high). In this part of the Vjosa River and its crystal waters are vital for trout, a migratory fish, and 400 other species found here. The waters of this region support the activities of locals and tourists such as fishing, hunting and boating.

Economic Development

After the Second World War until 1991, Fier became the second largest economic center of the country, after Tirana. The city is the Albania's main site for oil, bitumen and agriculture industries. Fier has large oil and natural gas deposits and produces approximately 2,800 barrels of oil per day as well as 5 million m3 of natural gas per year. Other natural sources include bituminous sand, inert materials, and clay.

The Municipality of Fier, with an area of 620 km2, is one of the most developed urban centers in southern Albania, with a population of 202,365 inhabitants and a density of about 326 inhabitants / km2. From major agricultural production to its hydrocarbon industry (including extraction, processing and storage), and recently increasing its services and the tourism sector, Fier Municipality is focused on pursuing the diversity of its economy and the creation of conditions for enhancing the competitiveness of the Municipality at the country level and beyond. Fier embraces the principle of subsidiarity, working to decentralize the economic development poles across the territory where development potentials are larger, more suitable for predicted use and in harmony with the environment. Fier's main sectors of economy include: oil extraction and processing: state-owned and private companies including international companies; Construction; Food processing: refreshment and alcoholic beverages, olive oil, meat, milk byproducts, bread, sugar, flour, etc; Import-Export; Trade: garments, food, home appliances, etc; Textile and garment manufacturing.

Agriculture

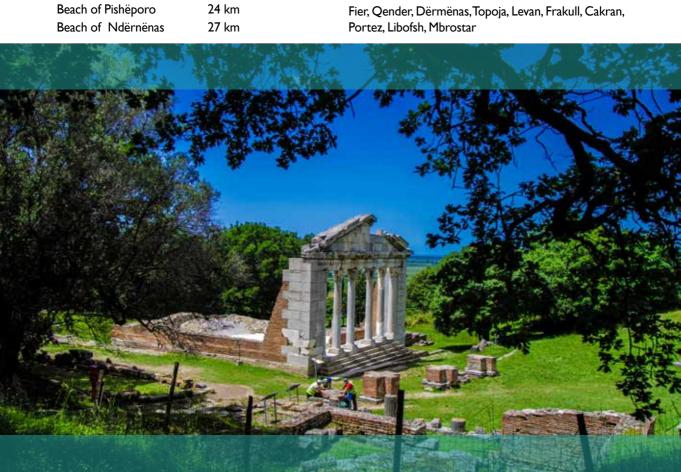
Fier's geographic position, mild climate and fertile land are favorable for the cultivation of a number of agricultural crops. Fier is home to Albania's most fertile land and boasts with its 310 sunny days. These perfect conditions and the many natural and historic resources of agriculture production have earned the municipality the status of Albania's "granary". Considering the arable land of 52,172 hectares, the Municipality of Fier is the country's largest producer of organic and natural crops. Significant quantities of wheat, corn, olive, tomato, potato, grape, apple, watermelon, and forage are produced every year. Fier is also home to some of the best poultry and livestock farms.

Coupled with the natural, historic, cultural, economic, and tourist resources, these components make Fier a great place to live, work or visit and a favorable destination for any type of investments.

Distance from:		A - allania Niatian	al Augha ala gisal Baula 12 lua	
Distance from:		Apollonia National Archeological Park 12 km		
Tirana Int.Airport	114 km	Bylis National Archeological Park 34 km		
Port of Durres	88 km			
Port of Vlora	38 km	Information on territory of the Municipality of Fier:		
Port of Saranda	164 km			
Kakavi Crossing Point	138 km	Coordinates	40.725150,19.557957	
Kapshticë Crossing Point	236 km	Altitude	I-100 m above sea level	
Vlora	37 km	Area size	785 km ²	
Lushnje	30 km	Population	275.000 residents	
Divjaka	46 km	Population densit	y 255 residents/km²	
Patos	8 km	Postal Code	9301	
Roskovec	18 km	City code	+34	
Mallakastra	44 km	Fier Day	15 October	
Beach of Seman	16 km	•		

19 km

Beach of Darzeze



Administrative Units:

The European Coordination and Foreign Investment Project Unit's mission is to attract European funding through application, design, coordination, and implementation of foreign investment development projects in the town. This unit serves as contact point for the local community regarding information on EU.

Municipality of Fier
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