



Dear Exhibitor,

Klik Ekspo Group has the pleasure to invite you to join ALMEX, Albanian Military Exhibition—the first International Fair of Defense and Security, which will take place on October 28-30, 2010 in the Palace of Congresses, Tirana. ALMEX is the acronym of a powerful initiative, enhanced by the experience of a leader in the International Exhibition industry in Albania, Klik Ekspo Group, and the support of the Ministry of Defense of Albania.

Albania's membership in NATO, besides the social and political changes reflecting a clear determination for integration, is also bringing new economic and business phenomena into the country. The necessity for reform and modernization of Albanian military structures is the moving force instigating international companies to offer commodities and services in the specific fields of defense and security, to be presented in the International Fair of Security and Defense. They bring specialized "know-how", which is crucial for state ministries, institutions and private entrepreneurs, who at the end of the event will be the ones benefitting.

The international exhibitors are currently seeing in Albania a very favorable market for the industry of armaments or the complex systems of defense and security, and meantime, they consider ALMEX to be the fastest approach for bringing their offers close to the potential buyers: a budget of more than 400 million Euros (*for the year 2010*), envisaged for the reformation and conformity with the Alliance's standards, modernization of police structures, Albanian information service structures, etc., will therefore constitute an excellent start to create possible collaborations in the near future.

For the existing industry of armaments, equipment and military uniforms in Albania (companies operating for many decades like those in Poliçan, Gramsh, Elbasan, etc), the presence of ALMEX will be a crucial moment to establish necessary contacts and to find the potential buyers for the products, as well as an open gate towards the up-to-date production technologies.

Another peculiarity that makes ALMEX a favorable and unique event for the participants, is the high number of visitors expected, not only the flow of the present commercial decision-makers intending to sign possible long-term cooperation agreements, but above all, the presence of the state delegations, strategists and policy-makers, representatives of Ministry of Defense, Ministry of Interior, State Police Structures, General Staff and counterpart institutions from the Region and broader, such as: Kosovo, Macedonia, Serbia, Greece, Italy, Montenegro, Bulgaria, Turkey, Croatia, etc.

Furthermore, media international eyes will focus on ALMEX, through a publicity campaign that has already begun (November 2009 launched a long communication and promotion process at an institutional level) and which continues to be clearly outlined until the end of the event, thus adding values to the event's chains.

If the range of products of defense and security are your targets, the mentioned nomenclature of goods for display and the visited channels filtered only on the professional level, make it possible that the ALMEX exhibition can be effective and can provide immediate feedback.

ALMEX is created to meet your expectations: free exhibition area to be managed as per your demands, standard stand or executive stand, being equipped in advance by Klik Ekspo Group; all the exhibiting stands guarantee an organization harmony, the comfort of a real office for business meetings and multifold publicity opportunities.

For further details, we kindly invite you to consult with the Application Form attached and to also visit the webpage: www.albanianmilitaryexhibition.com. Meantime, the operative office of Klik Ekspo Group, remains at your disposal.

Best regards,

Luan MUHAMETAJ
President