



**GLOBAL
DIGITAL
CITY**

www.globaldigitalcity.com



“City Digitization & Innovation”

Organizers Profile



ABSA

Albania Business Services Association



Vigan Corporate extends its activity in the field of BPO services, Restaurants, software and technology, media and marketing, property investment and real estate. We make it a priority to understand our clients current circumstances and future aspirations. We focus on innovative, flexible and collaborative solutions with a strong emphasis on reliable and responsive services and discretion. Our aim is to turn expertise and knowledge into value for the benefit of our clients.



ICTSmedia as a publishing house and media leader related to Information, Communication and Security Technology, for seven years, it has been organizing the well-known Albanian ICT Awards contest and is publishing some of the most prominent technology media in Albania and the region, such as PCWorld.al, CIO.al, GameWorld.al and CryptoWorld.al, thanks to partnership with the global publishing house IDG. Albanian ICT Awards is a nationwide competition that identifies, promotes and rewards individuals for their achievements and contribution in the field of technology in Albania and beyond.

TEAM MEMBERS



**ARSID
RRABOSHTA**

VIGAN CO-FOUNDER



**ARJODITA
MUSTALI**

VIGAN CO-FOUNDER



**KUSHTRIM
SHALA**

ICTS LAB CO-FOUNDER



**ENDRI
BURRJA**

VIGAN EVENT COORDINATOR



**ESMERALDA
SHALA**

ICTS LAB CO-FOUNDER



**EGZON
ZEKA**

VIGAN VIZUAL DESIGNER



**FATMA
KAZIU**

VIGAN EVENT CONTRIBUTOR



**ERJONA
KURTAJ**

VIGAN EVENT CONTRIBUTOR



**LISIAN
ROSENI**

VIGAN CONTENT WRITER



**ARDIAN
ALAJ**

ICT AWARDS EVENT MANAGER

About Global Digital City

Global Digital City is a platform that aims at raising awareness and spread information about all the options the digital era is offering worldwide.

Through this process we seek to discover and embrace innovative ideas as first steps into providing opportunities and a starting base for young entrepreneurs to learn or improve the skills needed to work independently, start up their business and fit into the new market requirements, locally or globally.





Vision



STARTUP



INNOVATE



CONNECT

Our main goal is to **encourage** and provide a healthy environment to **develop management teams and leaders**, in order to establish valued enterprises that can achieve their overall objectives and bring their visions into reality. We strive to achieve it through **awareness** and **training** of young adults, by providing specialization techniques and offering them important role models, such as individuals who have managed to achieve an important position in the local and international marketplace by using the tools provided by **digital skills/economy**; the countries' foremost CEOs, policy-makers, experts and academics, international organizations, youth, technology innovators and representatives of civil society. Focused on achieving our **social** and **economic** goals and in line with the Sustainable Development Goals, we believe that our region can actively participate in the new digital/economic era by making the most of the region's competitive advantages and keeping up the sustained commitment towards participating and **competing in the global market**.

Why digital skills & digital economy?



The digitization of the economy is one of the most important drivers behind the profound transformation of the **labor market** and the way people work, which is thought likely to become even more significant in the years to come. **The Fourth Industrial Revolution** is rapidly driving transformational disruption across every sector. ***By 2022, over 60% of global GDP will be digitized.*** An estimated 70% of new value created in the economy over the next decade will be based on **digitally enabled platforms**. This new paradigm represents a major challenge for **employers, workers** and **public authorities**, and the challenges needs to be fully understood in order to identify the most appropriate policy options to transform them into opportunities for all. As **digitization speeds up**, citizens need adequate and appropriate digital skills to be empowered in a digital economy and society. A digital talent pool is crucial for Balkan / European competitiveness and for Balkan's Europe's digital society to remain inclusive.



WHY, HOW, WHO needs to act on it?

Harmonized digital skills strategies should bring together national authorities, companies, social partners, non-profit organizations and education providers in joint action to address the **growing** need for digital skills. **Through our platform** we **identify** technology **trends** that affect the strategic role **of leadership** in the **digital economy** and **turn it into a digital leadership strategy**;
understand the demand and supply of digital skills;
engage in knowledge transfer with domestic and international businesses through, for example:
training, coaching, co-design and consultancy where these **skills** could be imitated, learned and further adopted as a result of **learning** from each other and open **innovation**.





Through this Platform, we launch:

Introduction of **public spaces, incentives** and **facilities** that **local Municipalities** are establishing **to improve the ecosystem** of new businesses in this area and by expand opportunities to enhance **digital skills** and become part of the **job market** IMMEDIATELY. We create a hosting debate environment about the local advantages in the age of GLOBAL DIGITALIZATION (*which enables self-employment to grow personal business and work in distance*). Furthermore, we **introduce successful companies** that will **expand operations in the region** and their inspirational **success stories** and partners of specific municipalities will **work together** to create the most favorable ECOSYSTEM IN ALBANIA to foster **innovation** and **creativity**.

B e n e f i t s

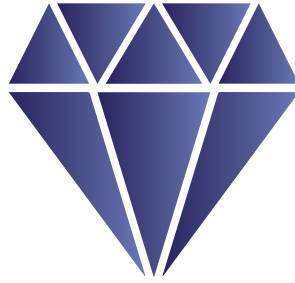
BRAND AWARENESS

- REACH NEW AUDIENCE
- INCREASE YOUR MARKET SHARE
- COMMUNICATE A MESSAGE

VISIBILITY

- LOGO ON CONFERENCE WEBSITE,
ONLINE AND PRINTED BANNERS,
POSTS AND BROCHURES
 - VENUE BRANDING
 - SOCIAL MEDIA PROMOTION
 - PROMO MATERIAL IN CONFERENCE BAGS
(WHEN THEY ARE AVAILABLE)
 - EXHIBITION SPACE
 - PRESENTATION DURING THE
KICK-OFF SESSION
 - COMPANY DESCRIPTION ON WEBSITE
-

PARTNERSHIP OPPORTUNITY



DIAMOND
5,000€



PLATINUM
3,000€




































GOLD
2,000€



SILVER
1,000€



BRONZE
500€

					
PACKAGE	DIAMOND	PLATINIUM	GOLD	SILVER	BRONZE
RollUp Banner + Table Stand					
Video promotion led wall + web					
Logo presentation + moderator thanks <small>(Inbase of sponsorship)</small>	100%	75%	50%	40%	25%
Share Branded Materials					
Panel/Speaker Speaking Space					
Logo on Badge					
VIP Seats + Dinner	6	4	3	2	2
Participation on side event					
Wall of Fame <small>(Inbase of sponsorship)</small>					
Logo on City Light					
Digital City Event Invitation					
Social Media Posts					

1st

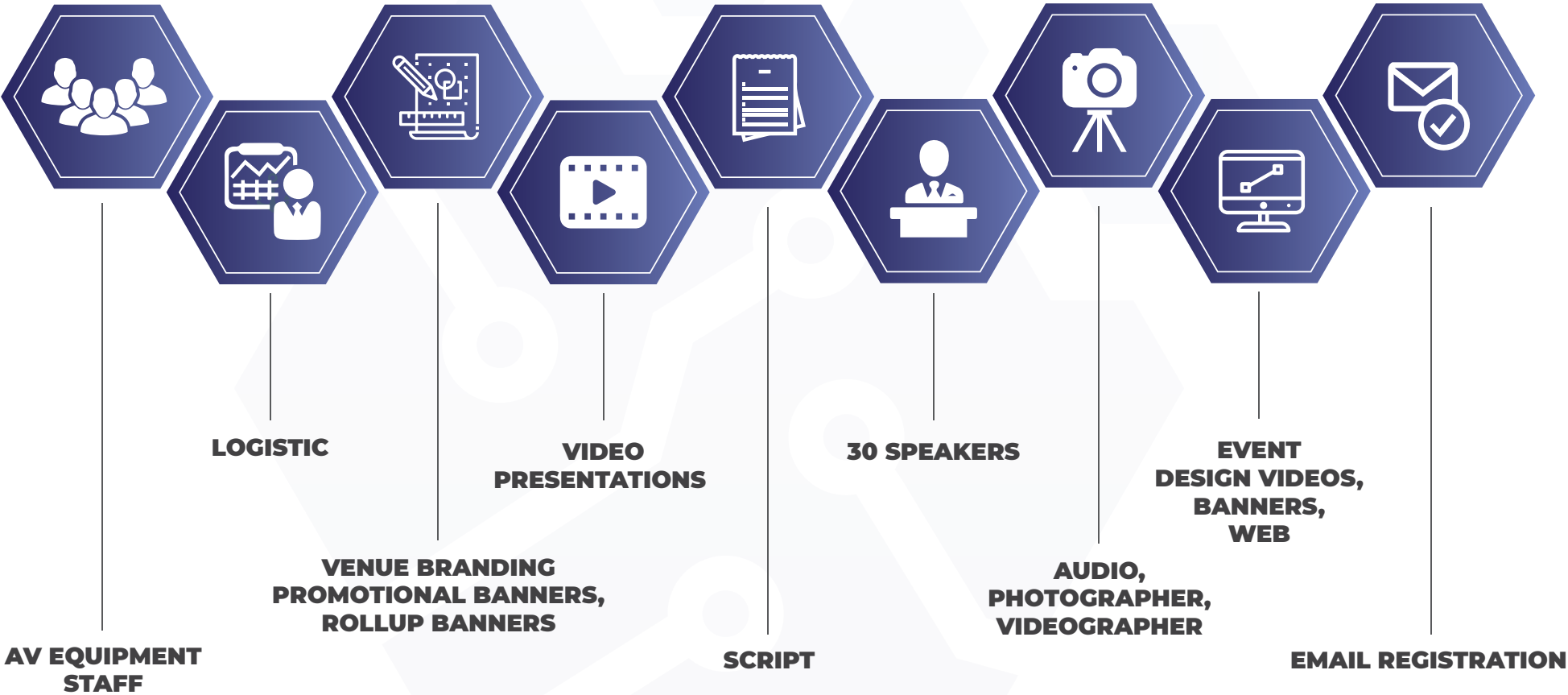
EDITION



KORÇA

DIGITAL
WEEKEND

EVENT



RESULTS



208

REGISTERED

at korca@globaldigitalcity.com



45

REGISTERED

for 2 side Events



196

ATTENDEES



10

FINALISTS

in Stage



WEBSITE DESIGN FOR FREE
FROM **LAIDI FERRUNI**



MARKETING TRAINING FROM
NEW MEDIA COMMUNICATION



LEGAL & FINANCE TRAINING
FROM **VIGAN GROUP**



MUNICIPALITY OF **KORÇA** WILL
SUPPORT THE TOURISM
PROJECT PRESENTED



SCHOLARSHIP OF 400 EURO
COSTS FROM **ICTS LAB**



BABOON DELIVERY LAUNCHED
11 AVAILABLE JOB
POSITIONS IN KORÇA



SMARTWORK.NET LAUNCHED
AVAILABLE JOB POSITIONS
FOR THE OFFICE IN KORÇA

SOCIAL MEDIA ORGANIC REACH



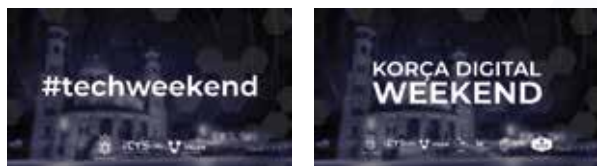
THROUGH OUR CHANNELS
80% FROM KORÇA,
25-35 YEARS OLD



THROUGH OUR CHANNELS

PROMO & MARKETING

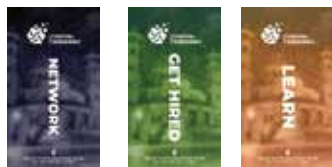
Cover social media



Banner social media



Story social media



Newsletter



Banner Speaker

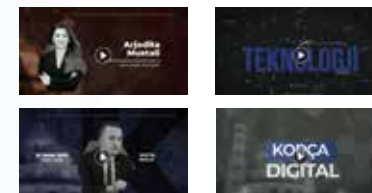


Banner Speaker\ panel



* Video Marketing & Event

Video social media + Event loop



* Event

Event presentation + voice



PROMO & MARKETING

Badge ID



Wrist belt



Lanyard for Badge



T-shirt



RollUp Banner



Banner City Light



Certificate



SPEAKERS



[illegible]

OUR PARTNERS



Bashkia Korçë



VIGÀN
State of giants.



ABSA

Albania Business Services Association

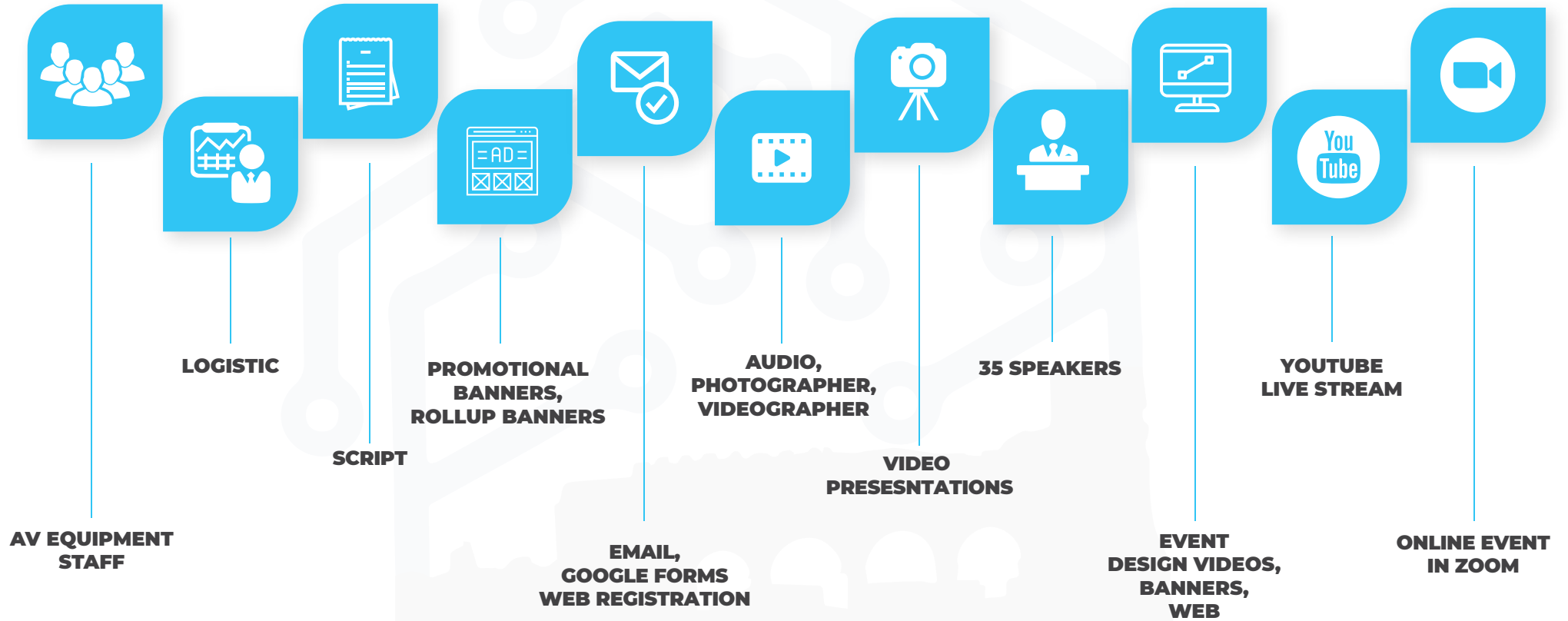


2nd EDITION



SHKODRA
DIGITAL WEEKEND

EVENT



RESULTS



235
REGISTERED
IN WEBSITE GOOGLE FORMS



OVER 300
ATTENDEES
ON ZOOM



OVER 1200
VIEW
IN YOUTUBE



28
REGISTERED
FOR SIDE EVENT



21
REGISTERED
FOR JOB OPPORTUNITIES



10
FOLLOWED BY
10 DIFFERENT COUNTRIES AND 39 CITIES



235
AUTHENTIC PARTICIPATION
E-CERTIFIATES DISTRIBUTED



**JOB OPENING BY
INFINITY PROMOTIONS**

SOCIAL MEDIA ORGANIC REACH



+50K

SOCIAL MEDIA ORGANIC REACH
THROUGH OUR CHANNEL
80% FROM SHKODRA, 25-35 YEARS OLD
133 PEOPLE REPORTET "GOING" ON EVENT



**OVER
1200 VIEWS**



+35K

THROUGH OUR CHANNEL



**OVER
300 ATTENDEES**

PROMO & MARKETING

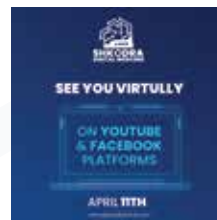
Cover social media



Event social media



Banner social media



SPEAKERS / DIGITAL SKILLS

How digital skills are shaping the world of today?

PANEL



**KUSHTRIM
SHALA**
SPEAKER



**ERSENILDA
ELEZI**
SPEAKER



**ALBANA
LAKHORI**
SPEAKER



**AGI
HAXHIMURATI**
SPEAKER



**MARCO
CAPPELLINI**
SPEAKER



**ARNISA
LUSHAJ**
ARCHITECT
IMPULS&CO



**DROJAN
VULAJ**
UX/UI
DESIGNER



**GENTIAN
FERHATI**
EXECUTIVE AT
PREMIUM MEDIA



**DRITAN
PECINI**
FOUNDER,
GAMEON.AL



**ENG. BLENDAR
LAHI**
CEO,
INFINITI PROMOTION

SPEAKERS



**MIRELA
SULA**
FOUNDER,
GLOBAL WOMAN CLUB



**GERTI
BOSHNJAKU**
CEO NEW
MEDIA GROUP
& BUSINESS
MAG ALBANIA



**BARDHA
QIREZI**
RECTOR AT
RIINVES COLLEGE

SPEAKERS / ITEMPUS

Entrepreneurship support organization in the
COVID-19 time

PANEL I



**KUSHTRIM
SHALA**
CO-FOUNDER,
ICTSMEDIA,
UPLIFT ALBANIA



**SARA
USINGER**
INTERNATIONAL
SPECIALIST AT
EU FOR INNOVATION



**ARLIND
HAXHIJAJ**
CO-FOUNDER
AT COOLAB
ALBANIA



**ANISA
BERISHA**
UK - ALBANIA
TECH HUB PROJECT
OFFICER



**ARJAN
YMERI**
EXECUTIVE DIRECTOR
OF OFICINA ALBANIA

Adapting startup strategies in a time of crisis

PANEL II



**JUXHIN
RADHIMA**
CEO AT IPERVOX
AMAZON #ALEXA
CHAMPION STARTUP
UPLIFT ALBANIA



**FATJON
GJATA**
PLEXUS, STARTUP
UPLIFT ALBANIA



**LISIAN ROSENI
BTC-TEAM**
BTC-TEAM, DDA,
HACKATHON
HACK THE CRISIS
ALBANIA



**LOLITA
NDOCI**
CO-FOUNDER & CEO
OF KONI SOLUTIONS
START UP- UK TECHHUB



**ELONA
KULE**
ENTREPRENEUR &
CO-FOUNDER
GRAL ALBANIA

SPEAKERS / DIGITAL ECONOMY

SPEAKERS



**FATLUM
NURJA**
SENIOR EXPERT
ON LOCAL
GOVERNANCE, HELVETAS



**PROF.DR. ILIR
ÇAPUNI**
FOUNDER
FBRK.IO



**DAVID
FELSEN**
PHD, VICE RECTOR
EPOKA UNIVERSITY

PANEL I



**DR.FLORENSA
HAXHI**
DIRECTOR GENERAL
DEVELOPMENT PROGRAMS
AND COOPERATION UNIT,
PRIME MINISTER'S OFFICE



**GOJART
SMAJA**
CONSULTANT,
PARTNER FOR
PROJECT AND
BUSINESS
DEVELOPMENT



**EDMOND
HAJRIZI**
FOUNDER AND
PRESIDENT OF UBT,
KOSOVO



**ORI
HOXHA**
CO-FOUNDER OF
ALPHAPLAN
ORGANIZATION,
SILICON VALLEY



**ELTON
DOMNORI**
VICE DEAN AT
COMPUTER SCIENCE FACULTY,
METROPOLITAN UNIVERSITY

Albanian & West Balkans



**ARJODITA
MUSTALI**
MODERATOR



**MANRICO
MURZI**
MAJOR
ITALIAN POET



**AVV.ALBERTO
IMPRODA**
STUDIO
IMPRODA



**DOTT.FILIPPO
NATOLI**
MAYS
INTERNATIONAL



**DOTT.GIANCARLO
VINACCI**
VINACCI
THINK TANK



**PROF.ARISTIDE
FAUSTO MASSARDO**
ROLLS ROYCE
UTC



**ING.FILIPPO
QUEIROLO**
DA VINCI FOUNDATION
ORGANISING COMMITTEE

PANEL II

Organizators



ABS A

Albania Business Services Association



**GLOBAL
DIGITAL
CITY**

Partners



VIGÀN
State of giants.



powered by ICTSmedia



BEST TRAINING & CONSULTING



UNITCENTER GROUP
STAY COOL STAY UNIT



RESEARCH & DATA CENTER



BASHKIA
SHKODËR

Media Partner & Support



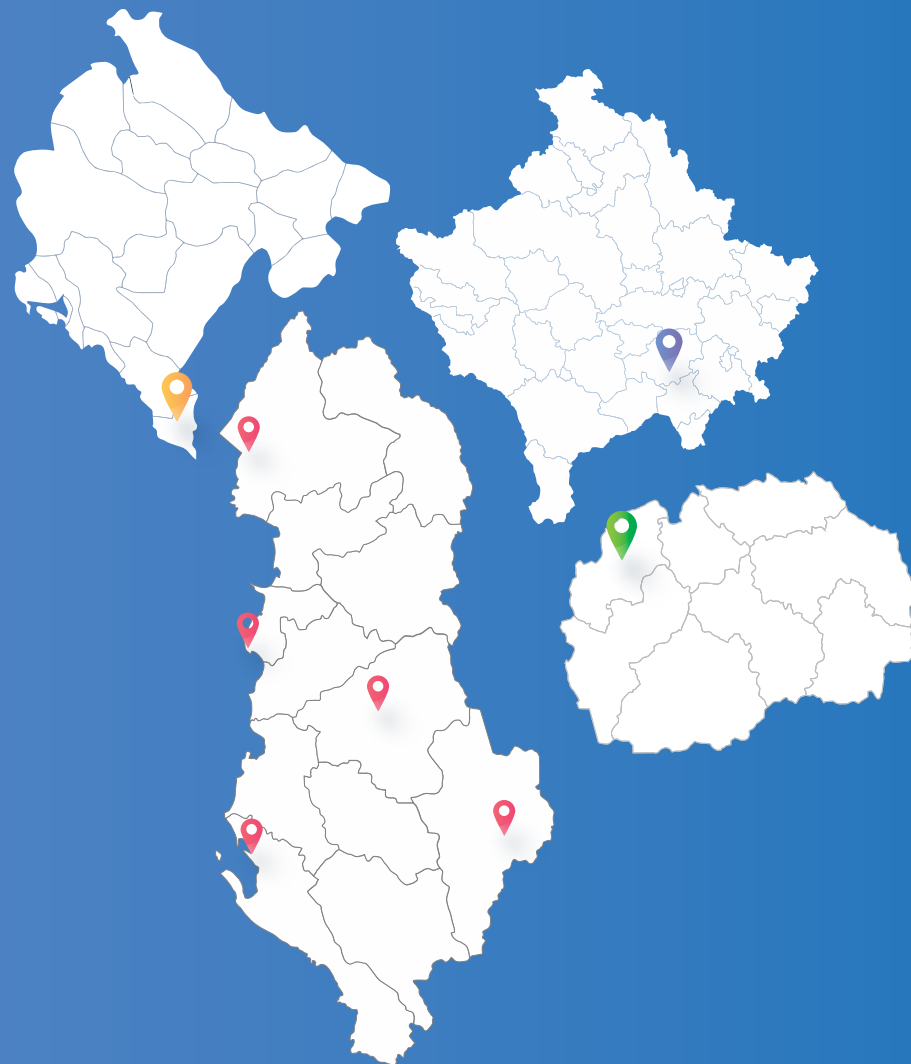
PREMIUM
media



radio travel

EVENT ROAD MAP

- ✓ Korça
- ✓ Shkodra
- Durrës
- Elbasan
- Vlora
- Ferizaj
- Ulqin
- Tetovë



Address:

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Kika 1 Complex, floor 2,
Tirane, Albania

Tel:

+355 69 662 2777

Email:

info@vigangroup.com

Website:

www.vigangroup.com

Social Media:

 [vigan.group](https://www.instagram.com/vigan.group)

 [VIGÀN GROUP](https://www.facebook.com/VIGAN_GROUP)

 [VIGAN GROUP](https://www.linkedin.com/company/vigan-group)

**Address:**

“Medar Shtylla” Street,
Kika 1 Complex, floor 2,
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Email:

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Website:

www.absa.al

Social Media:

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 [Albanian Business Services Association](https://www.facebook.com/AlbanianBusinessServicesAssociation)

