

GREENSMES



ALBANIAN DEVELOPMENT FUND

4-th Learning and Exchange Visit Tirana, Albania on 16 December 2025

The 4-th Learning and Exchange Visit carried out under the GREENSMES project, took place in Tirana, Albania on 16 Dec 2025. The visit convened project partners together with local stakeholders, providing a space to exchange insights, present local good practices, and explore possibilities for future collaboration.

The visits aimed to complement the strategic and policy discussions of the event with practical, on-the-ground examples of how green innovation and sustainability principles are implemented within the Albanian industrial and service sectors.

The day started with a meeting point at Tirana International Hotel, from where participants travelled to two key sites representing advanced automotive services and civil engineering solutions aligned with European standards focused on.

The first site visit took place at **Mercedes-Benz Tirana**, operated by **Auto Star Albania**,



one of the most advanced automotive facilities in the country. Discussions with the management team focused on the company’s approach to **sustainable mobility**, workforce training, and continuous skills development, as well as its role in aligning Albania’s automotive market with **European environmental, safety, and quality**

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standards. The exchange provided valuable insights into how private-sector investment supports the green transition while enhancing competitiveness and service quality.

The second visit was hosted by **Maccaferri Balkans**, a leading regional company operating in **civil engineering and environmental protection**. Participants were introduced to the company's core activities, with a particular focus on **geotechnical solutions**, including gabions, geogrids, and retaining systems used in major infrastructure and environmental projects across Albania.

The technical team presented how innovative engineering solutions contribute to **sustainable infrastructure development**, climate resilience, and environmental protection. Emphasis was placed on the integration of sustainability principles into project design and implementation, as well as on the application of global expertise to local contexts. The visit showcased how advanced engineering practices can reduce environmental impact while supporting long-term territorial stability and development.



The Day 2 site visits enabled participants to:

- observe **practical applications of green innovation** in the private sector,
- understand how sustainability objectives are embedded in operational and business models,
- gain insights into **skills requirements and workforce development** linked to green technologies,
- identify **transferable practices** relevant to SMEs, infrastructure development, and sustainable mobility.

Day 2 successfully linked strategic objectives of the GREENSMSMES project with **real-world implementation examples**, demonstrating how private-sector actors contribute to green transition goals through innovation, technology, and skills development. The site visits enriched participants' understanding of sustainable industrial practices and reinforced the importance of collaboration between public institutions, businesses, and project partners in advancing green growth across the ADRION region.

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