



Albania
Investment
Council

Improving Transparency and Investment Climate

Business Perspective on Some Aspects of EU Integration

SURVEY FINDINGS

Investment Council Secretariat
December 2025



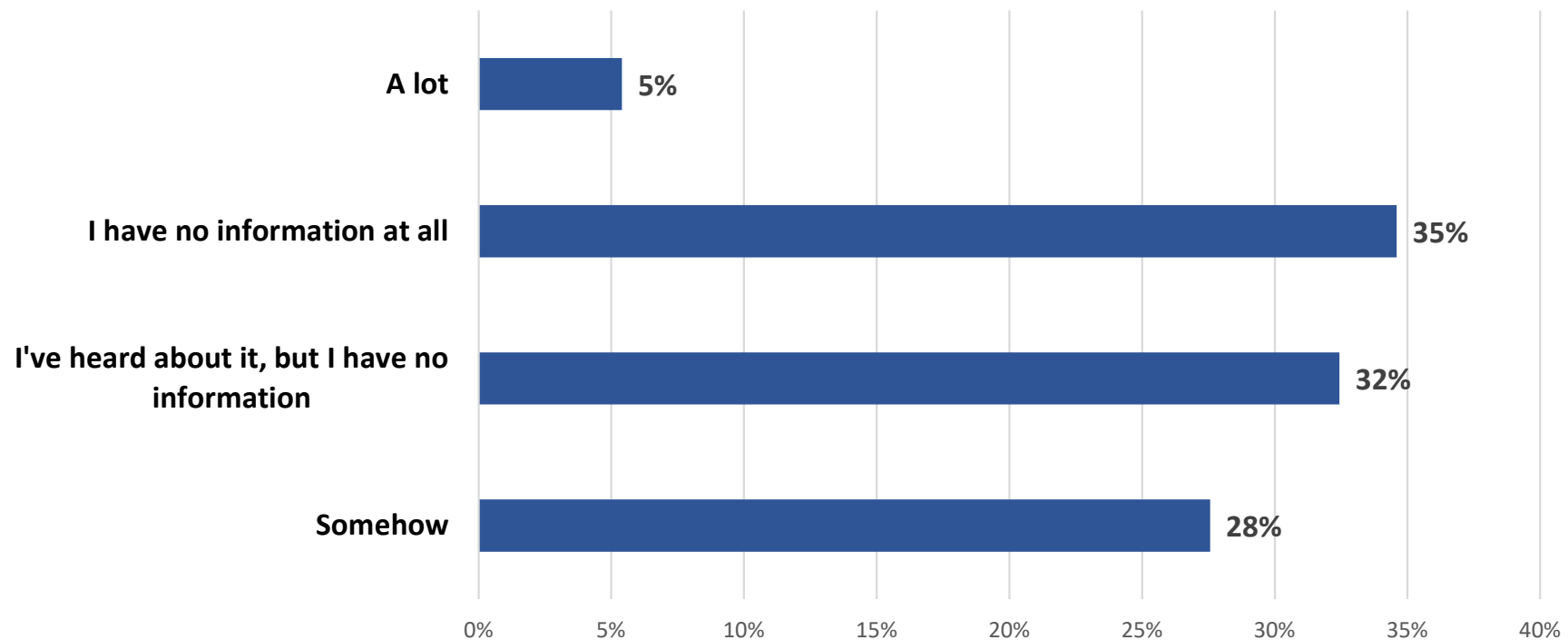
BUSINESS ON EU INTEGRATION

- **Information** – *There is a clear lack of accessible information regarding the National Reform Agenda and the EU integration process. Businesses currently obtain information primarily from the internet and traditional media, but they expect greater transparency and guidance from state institutions as well as EU institutions and projects. This information gap directly affects businesses' capacity to plan for development and to fully benefit from ongoing reforms*
- **Expectations** – *Businesses anticipate several potential benefits from a consolidated reform process, including More comprehensive consultation of businesses in the design of reforms; Direct benefits for businesses; Acceleration of reform implementation, leading to greater efficiency and legal certainty.*
 - **Most optimistic sectors:** *Industry, Trade, Agriculture, Transport*
 - **Company level:** *Improving standards and quality, Increasing fair competition, Easier access to EU markets. But only 3 out of 10 companies expect increased export opportunities.*
 - *Approximately half of companies anticipate expanding their activities following integration, highlighting a strong link between a positive perception of integration and the potential for business development.*
- **Challenges** – *Businesses identify several key challenges, including Adoption of laws without consultation, which reduces transparency and credibility, Bureaucracy and complex administrative procedures, Tax and fiscal legislation, Production standards that require adaptation to European markets. These challenges are closely linked to the lack of information available to businesses and the perception of barriers to reform.*

BUSINESS ON THE NATIONAL REFORM AGENDA

***ON INFORMATION** - Only 33% of the companies interviewed declare to have information (a lot/somewhat) on the National Reform Agenda.*

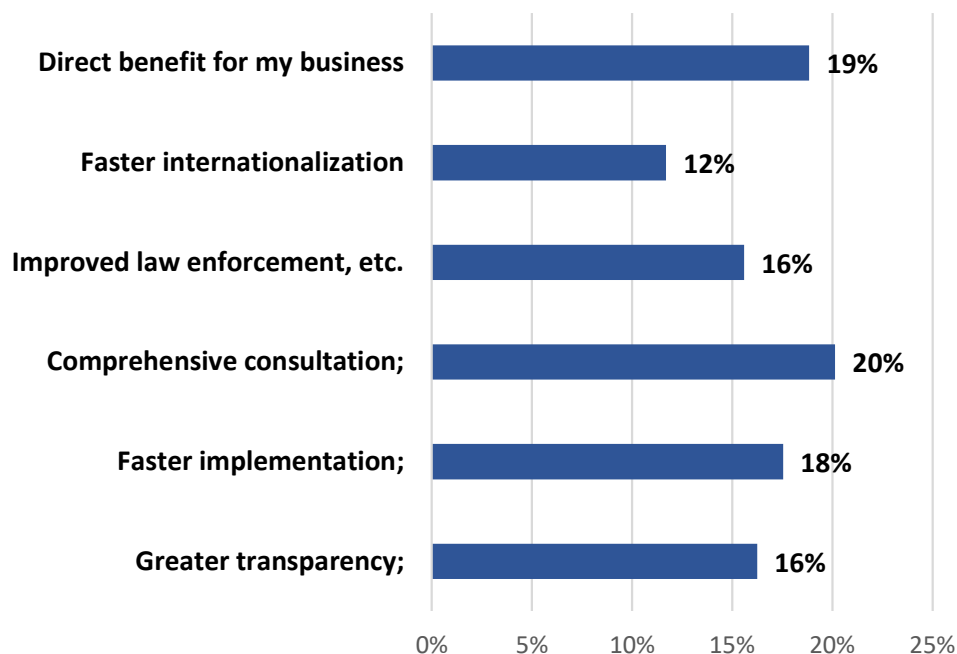
How much information do you have about the National Reform Agenda?



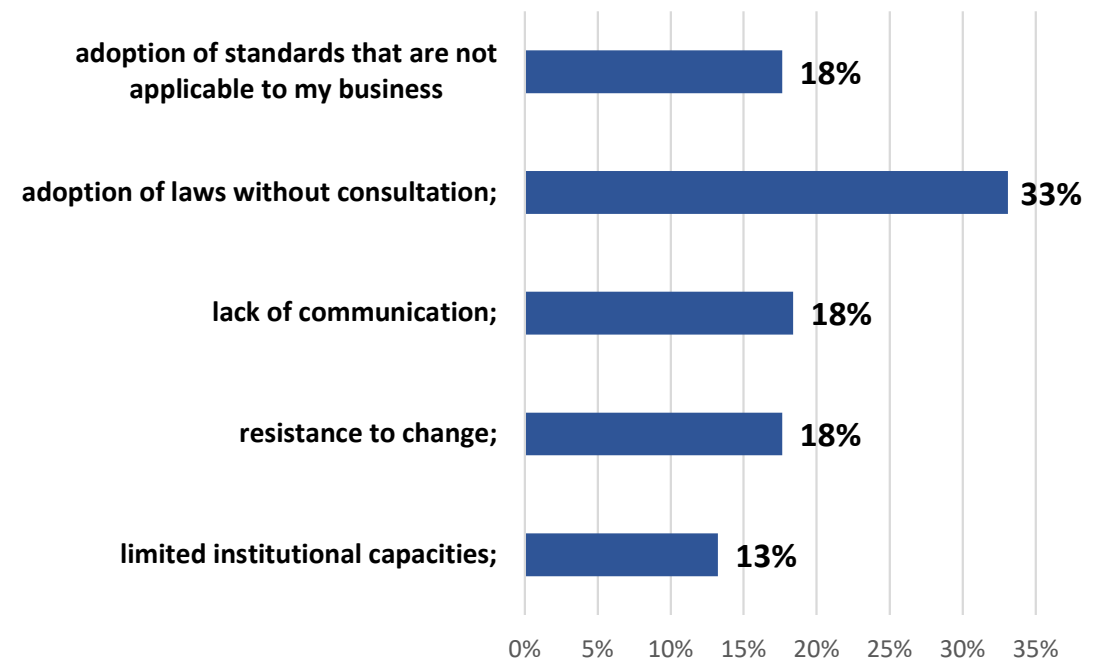
BUSINESS ON THE NATIONAL REFORM AGENDA

***Expectations** – Companies that are informed about the National Reform Agenda (NRA) anticipate that its implementation over the next three years will primarily provide comprehensive consultation and direct benefits for businesses. At the same time, the adoption of laws without consultation is perceived as the greatest challenge to effective NRA implementation.*

What are your expectations from the implementation of the Reform Agenda over the next 3 years?



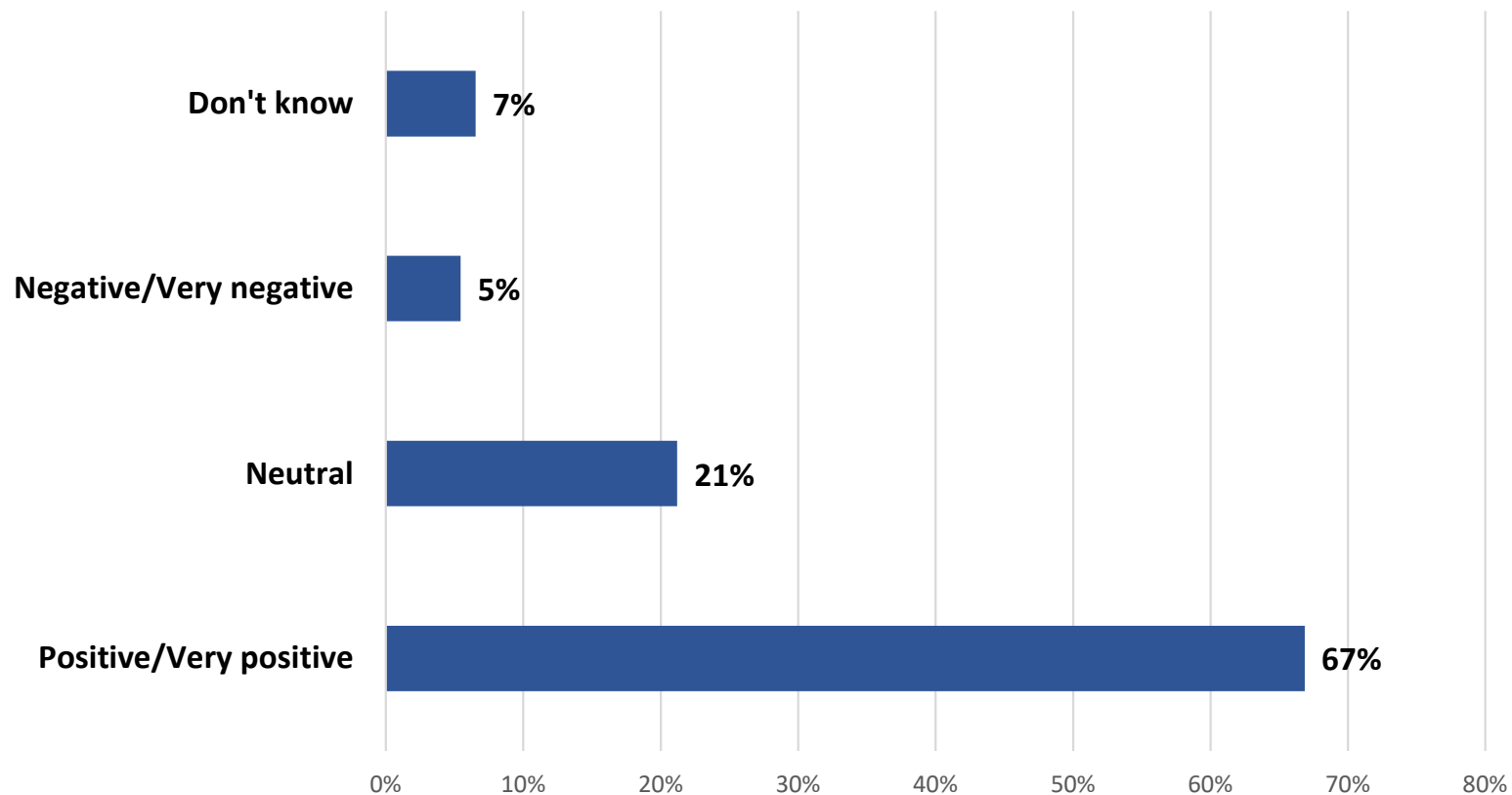
What risks or challenges do you see in implementing the Reform Agenda?



BUSINESS ON EU MEMBERSHIP

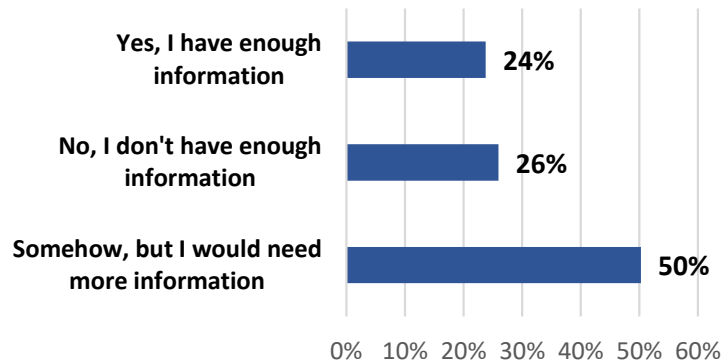
Expectations at the Firm Level – Approximately 7 out of 10 companies evaluate Albania's EU membership positively or very positively. The most optimistic groups are exporters, companies with a turnover exceeding 10 million, and firms in the Construction, Agriculture, and Processing Industry sectors.

How do you assess Albania's membership in the EU for your business?



BUSINESS ON EU MEMBERSHIP

Do you think you have sufficient information about the integration process and its impact on your sector/business?

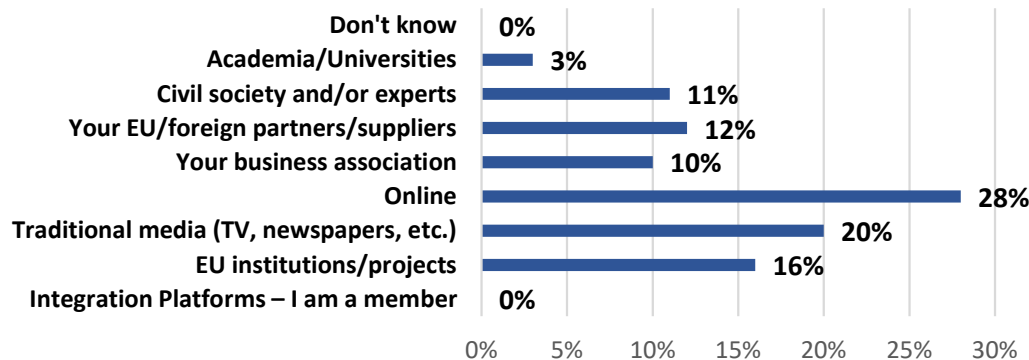


Information – Nearly 50% of companies report that they are interested in and require more information regarding EU integration and its impact on business.

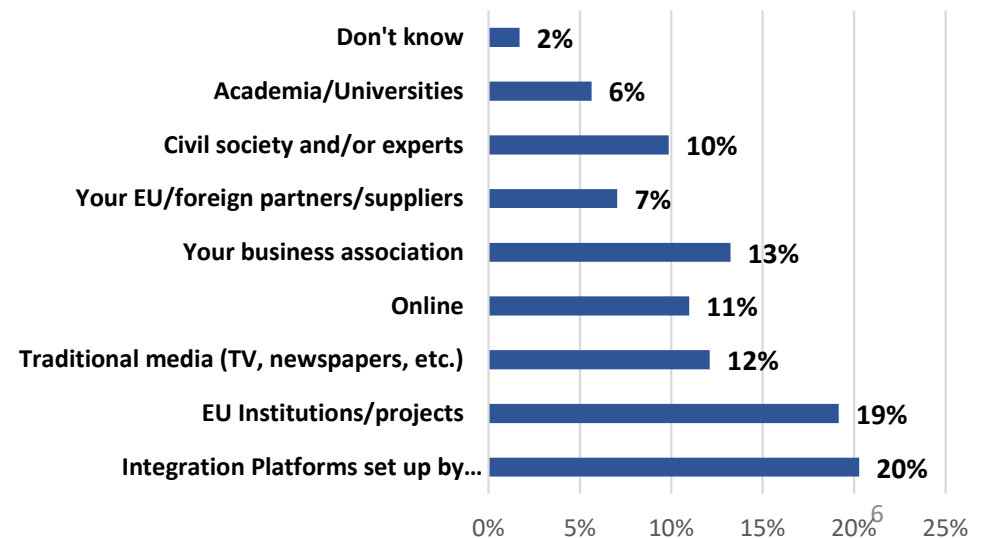
Exporters, large companies (with turnover exceeding 8 million ALL), and firms in the ICT, Manufacturing, and Services sectors appear to be the most informed.

Sources of Information – Companies primarily obtain information from the internet and traditional media; however, they expect greater transparency and guidance from state institutions as well as EU institutions and projects.

Where do you get information about the integration process and the impact that EU membership may have on your business activity?



What do you think should be the source from which you should get information:

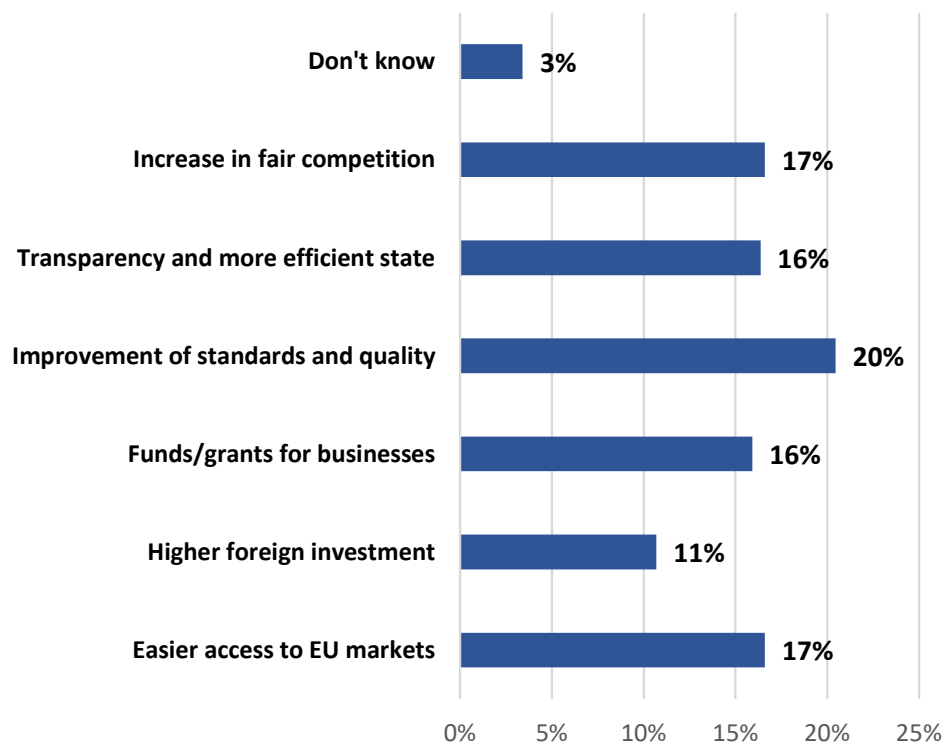


BUSINESS ON EU MEMBERSHIP

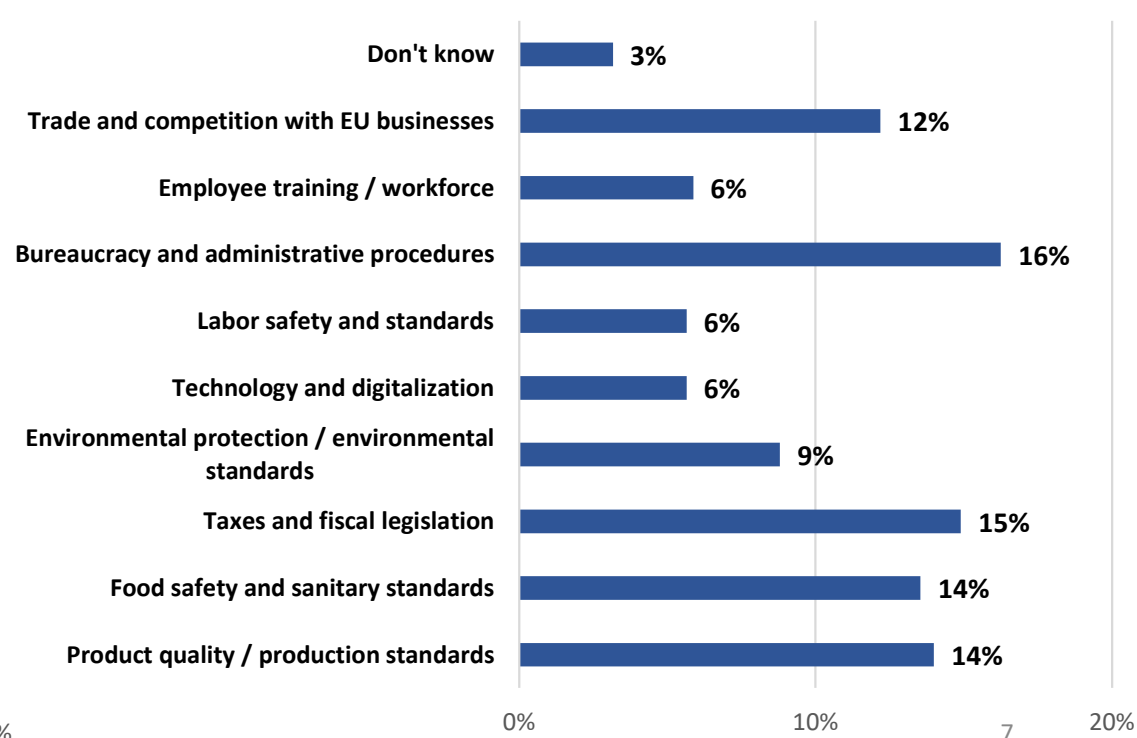
Benefits – Businesses expect that EU membership will bring improvements in standards and quality, increased fair competition, and easier access to EU markets.

Challenges – Companies perceive bureaucracy and administrative procedures, tax and fiscal legislation, and product quality/ production standards as the areas where adaptation to EU membership will be most difficult.

What benefits do you expect most from EU membership?



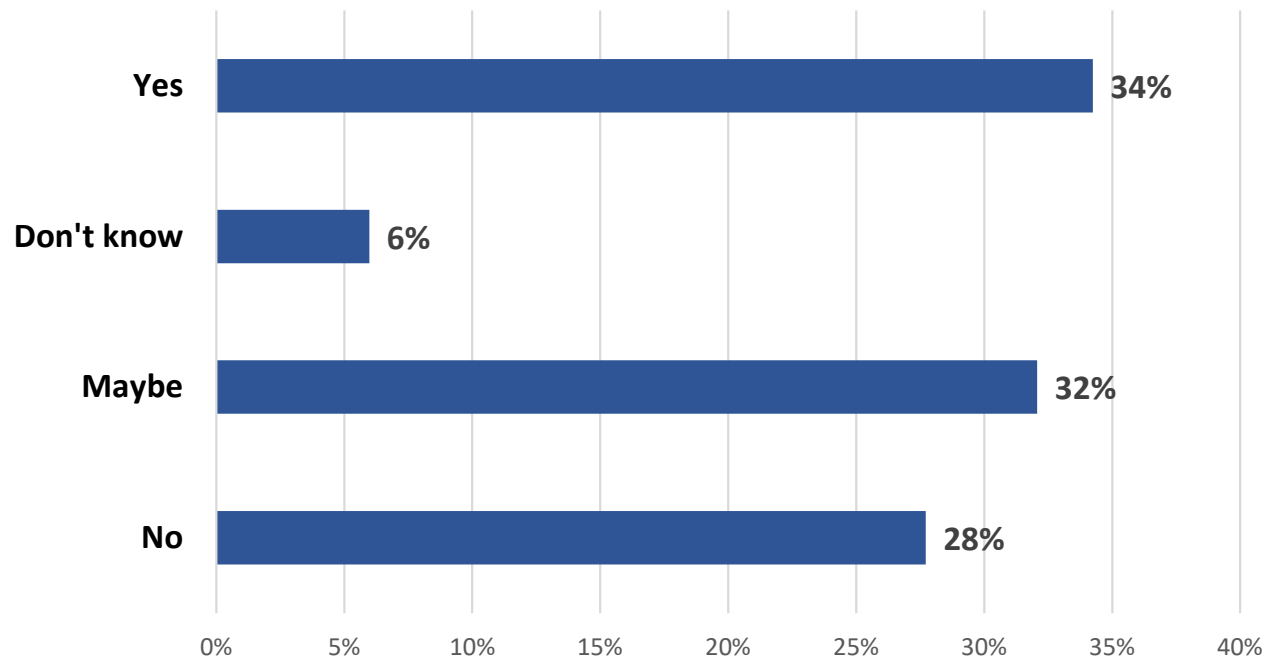
In which areas do you think adaptation will be most difficult?



BUSINESS ON EU MEMBERSHIP

Exports – Only 3 out of 10 businesses anticipate increased export opportunities from EU membership, with companies in the Industry, Trade, and Agriculture sectors being the most optimistic.

Do you expect your business to have more export opportunities after membership (market expansion for your product)?

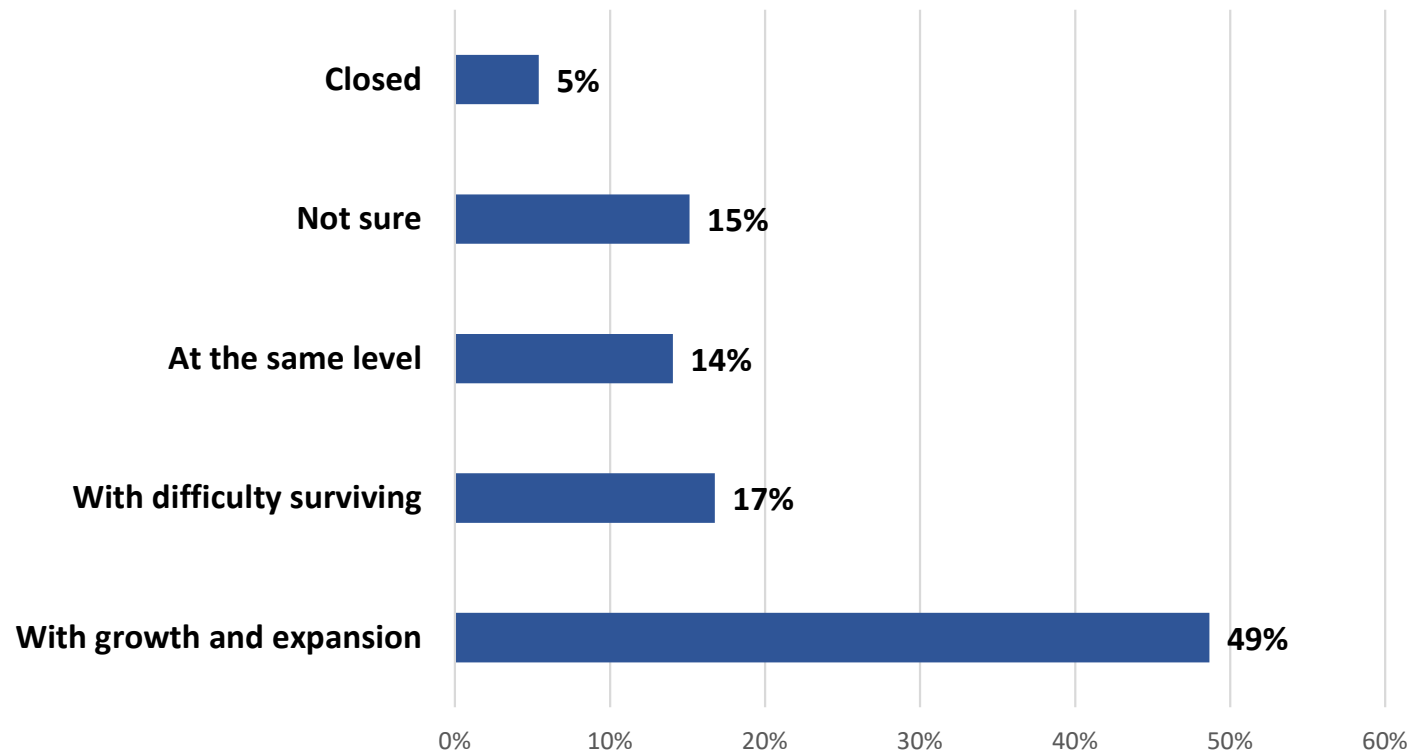


BUSINESS ON EU MEMBERSHIP

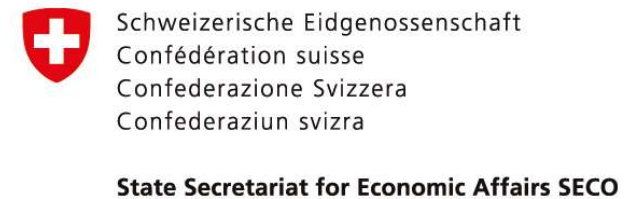
Expectations at the Firm Level – Approximately 1 in 2 businesses anticipate growth and expansion following EU membership.

Particularly companies in the Manufacturing, Agriculture, Forestry and Fishing, and Transport and Storage sectors.

How do you see your business after 5–10 years of the country's membership in the EU?



THANK YOU!



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