

# Challenges and opportunities of the Albanian market for innovative solutions

A FINTECH PERSPECTIVE



# 1. Cash is king € - Financial Inclusion?

**Banked**  
38%



**Unbanked**  
62%



**16 Banks**

## 2. Innovation Embracement



Government

**Financial reforms**  
**Digitalisation**



Central Bank

**PSD2**  
**Better integration process**

### 3. Ecommerce and Mcommerce flourishing at the same time



Albania: Past few years  
Developed Countries:  
+30 years



Albania: Past few years  
Developed Countries:  
+10 years

## 4. The Balkans - An unexplored territory for Fintechs



**Potential bridge with the UK**

**Focus shifting to the  
Western Balkans**

## 5. Brain Drain



**The most problematic sector: IT**  
**The main challenge with no opportunity**

## 6. Financial Education



**Synergy between the government and the financial institutions**

THANK YOU!

