



# HYSENBELLIU

GROUP

## COMPANY PROFILE

[www.hysenbelliugroup.com](http://www.hysenbelliugroup.com)



Panorama

SPORT

Psikologjia

LUARASI

news 24

BalkanWeb

GAZETA SHQIPTARE

KASHI

GRAZIA

EGNATIA

ERJANI

EGNATIA

TIRANA  
GOLDEN  
PARK

fab

HP  
PRESTIGE

HP  
PRESTIGE

HP  
PRESTIGE

ALB-MS



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## PRESIDENT'S SPEECH

Tackling everybody's dream: "Creating a successful business", through a special intuition, impressive initiative and the far-sightedness to produce future fruits. Thus, creating, step by step, an empire already consolidated under the name the "Hysenbelliu Group".

Doing business has to be more of an instinct, a sniff. Sometimes decisions may sound strange and maybe a little bit crazy, but in the end the risk brings success.

Having this cost in mind i started to establish Hysenbelliu Group, by transforming it from a small business to a company with a diversified portfolio of businesses, and today, leaving aside my modesty, i might say that we have a successful leading position in the Albanian Market.



Doing business in Albania is not a simple matter to deal with and this has required a stronger sniff and the risk, why not, even greater. The fear of failure minimizes when the increase comes gradually, as it has come for the group i lead.

Nowadays, Hysenbelliu Group is not where it is, just as a coincidence of fate, but as the product of hard consistent work and lessons learned during the way.

Part of the Hysenbelliu Group are also some companies operating in different sectors, beginning from the beverage industry to the written media, the electronic media, hospitality and tourism industry, or the construction industry. All of them have been established with a clear vision of their mission and a well thought strategy for the objective development and achievement of objectives.

The vision of each of these leading companies in the country is fully incorporated in one common vision with Hysenbelliu Group, which has the consumer in its heart, and the fixed idea that there is room for improvement in everything that was achieved until now.

This is also our strongest point. We believe that the best part of our energies should be invested to what we have achieved, improving them and reaching the quality sought in the market. We seek the best, the quality and the performance achieved with the highest standards of the contemporary times. But, amongst all this, we leave room for further innovation.

We are constantly focused on the main sectors, which are integrated with each other, where the merge of each link can give us in the end a functional chain for the market.

In our vision, tomorrow is not just another day of survival in the market, but one more opportunity for growth, progress and to give life to the ideas, which serve to the life of community and the life of each Albanian citizen.

Irfan HYSENBELLIU

A handwritten signature in black ink, reading "Irfan Hysenbelliu". The signature is stylized with a large, sweeping 'H' and 'Y'.

## WHO IS HYSENBELLIU GROUP?

For more than two decades, "Hysenbelliu Group" is known as one of the biggest investment groups in the domestic market and not only. Has begun its activity around 1994. With the very same identity, today Hysenbelliu Group is one of the most important groups when it comes to the biggest investments made in Albania and in the region.

The Group investment portfolio includes a series of different businesses: in the field of electronic media and the written media, in education sector, in the beverage production and marketing sector, in construction sector, in the hospitality and tourism sector, etc.

In this dignified representation, it is worth mentioning, as part of "Hysenbelliu Group", the well-known Albanian companies like:

Panorama Newspaper, Panorama Sport Newspaper, "Gazeta Shqiptare" Newspaper, "Psikologjia" Magazine, "Grazia" Magazine, "News 24", "Balkan Web", "Radio Rash", "Korça Beer", "Fab" Water, "Luarasi" University, "ALB-MS 97 shpk", "Erjoni" sh.p.k (ltd), "Egnatia Group" sh.a., "Prestige Hotel", Prestige Restaurant and lastly Prestige Holiday Resort (former Mak Albania in Golem ).





# OUR VALUES

## APPLICATION OF THE HIGHEST STANDARDS

Hysenbelliu Group has chosen to develop through the application of the highest standards in all the areas where it operates. Our inclination and insistence to provide quality and innovation has been appreciated from the clients and the market, giving us the motivation to undertake innovative and ambitious projects for the future.

## SYNERGY IN THE GROUP

Our Group Companies operate and develop thanks to the support, synergy and exchange of mutual experiences. Being a Group of companies, which operate in different areas, brings about the opportunity of having managerial support and financial expertise for all companies.

## EMPLOYEES

Hysenbelliu Group considers its employees a very important asset for the growth of all the Companies. Our employees are carefully recruited based on their high integrity and ambitions they have and needed by the work in a group. As one of the biggest private employers in the country, with a diversified investment portfolio, the President of the Group has attentively followed such policies where employees can take priority inside the Group companies.

## COMMUNITY AND ENVIRONMENT

The philosophy of applying the highest standards in "Hysenbelliu Group" is based on ethics, respect for values, and maximal responsibility for the employees, clients, partners, suppliers, communities and the environment where our companies operate. Our investment in consumer products, in education, in the media and in the construction sector etc. is essentially a careful progress towards the development of the community by paying maximal attention for our activity not affecting negatively the community and the environment. This is our own commitment, not just for the current generation but also for the future generation.

## DIVERSIFICATION AND GROWTH

The Group objectives are diversification and growth. We have invested in different sectors, which generate development for our country, creating opportunities for new job positions, and innovation for the market. Our investments are made with legal financial resources and all of them are registered at the Real Estate Registration Office.



| 1994  | 1995  | 1997  | 2002   | 2004  |
|---|---|---|--|---|
|  |  |  | <br><br><br> |  |

## OUR HISTORY

- 1994** The President of the Company, Mr. Irfan Hysenbelliu, in cooperation with partners from Israel started his private business, at first with the activity of importing grocery products.
- 1995** The construction company "Erjoni" shpk (Ltd) started its business activity in the construction area in Tirana and then later spread its activity in the entire country.
- 1997** Successfully privatized one of the biggest production companies of educational tools with state capital, "ALB-MS 97" sh.a.
- 2001** Mr. Irfan Hysenbelliu managed to join together 10 Albanian businessmen to successfully implement the privatization process of "Tirana Beer". Under the direction of Mr. Hysenbelliu, "Tirana Beer" turned into the most successful beer in the Albanian market. After several years as CEO of this company, Mr. Hysenbelliu decided to sell its shares from "Tirana Beer" and acquire 100% shares of "Korca Beer" sh.pk (Ltd), which continues to run it successfully.
- 2002** "Egnatia", a wine canteen starts its activity in the town of Elbasan with a big production capacity, the biggest in Albania, equipped with the most modern production technology.
- 2002** Mr.Irfan Hysenbelliu starts a serious investment in the area of written media, by registering the media company "Panorama Group" sh.a., which includes: "Panorama newspaper", "Panorama Sport newspaper", "Psikologjia" magazine and "Grazia" magazine.
- 2004** The Company "Birra Korça" sh.p.k(Ltd) is bought. Established since 1928, whose factory underwent a full reconstruction with an investment of 15 million Euros.
- 2010** The Company "Egnatia Group"sh.a. expanded its activity even broader, getting also into the sector of construction. This company has been an investor in different residence complexes in Tirana and in several important towns of Albania.

| 2010   | 2011  | 2013   | 2014   |
|--|---|--|--|
|  | <br><br><br><br> | <br> | <br><br><br> |

- 2011** Hysenbelliu Group, in cooperation with the banker Mr. Artan Santo, establishes the Company "Focus Group" LTD which successfully acquired the Media Group including "News 24 TV", "Gazeta Shqiptare", "Balkanweb" as well as "Radio Rash".
- 2011** In this year, SHLUJP "Luarasi University" is added to the Group Investment Portfolio, by bringing in the group not just a diversification in the Education sector, but also a big name in the Albanian academic system. Currently, this university is investing in constructing the new university campus with contemporary standards.
- 2013** "ALB-MS 97" sh.a, becomes a partner in the construction of the new complex, called "Tirana Golden Park".
- 2013** The "Grazia" Magazine, a well-known name in the European market of magazines, was registered as part of Hysenbelliu Group, as the only magazine with an international patent in Albania.
- 2014** An important novelty in the area of hospitality and tourism in Tirana was the opening of "Hotel Prestige".
- 2014** The natural and oligomineral water "Fab", entered in the market in the spring of 2014, as a product of "Korça Beer". Fabiola Flower (in Latin language 'Triteleia laxa) gave its name and image to this new product.
- 2014** "Prestige Restorant" opens up as the next novelty from "Hysenbelliu Group" at the end of 2014. In a wonderful complex, with all the desired luxurious elements, there is a three-floor villa, where everybody has the pleasure to enjoy the most special and the most prestigious cuisine, represented by a Chef with western experience.
- 2014** The former "Mak Albania" touristic resort also became part of the group. "Prestige Holiday Resort" is the new brand which will develop tourism in another dimension., After a whole reconstruction of the existing facilities and after a modern renewed concept by our architects, "Prestige Holiday Resort" aims at being the most visited tourist destination in the region.

HB

## BEVERAGE INDUSTRY







## Since 1928, the first Albanian Beer

"Korça Beer" was founded by the Italian investor Umberto Umberti from the Valdobbiadene Region of Venice and Selim Mborja from Mborje Village in Korça. Projects for construction of the factory were projected from Italian architects in 1928 and by a decision of the Parliament of that time and by the approval of The First King Zog, signed by Pandeli Vangjeli, Mit'hat Frasheri and advocate Mano, the construction of the factory started in October 1929.

After the end of World War II and with the establishment of the communist political system in Albania, on January 11th 1946, the "Korça Beer" factory went through the process of nationalization under the laws of that time. In April 1994 started the privatization of this beer factory from a group of Korça shareholders. In 2004 the "Korça Beer" Company was acquired from the Albanian investor, Mr. Irfan Hysenbelliu, presently, the President of "Korça Beer" sh.p.k(ltd). With the reacquisition of "Korça Beer", the factory underwent a complete reconstruction and technology innovation.

From the construction perspective, the inherited architectural concept was kept untouched, being added new elements of the same style. Technological lines were completely replaced with new, modern and contemporary elements, imported from the Czech Republic.

Intertwining tradition and modern style, these architectural elements coexist in full harmony inside the walls of the factory, decorated with artwork, like: stone craft, tiling craft, wood, and railing, mosaics, and bas-reliefs gravures worked in ceramics.

The tradition of wonderful taste and high quality is guaranteed by means of a contemporary sophisticated technology. This is the best guaranty of the present and the future of "Korça Beer". Currently, "Korça Beer" produces three kinds of products: blonde, black and O1.



## “KORÇA BEER”, the best even to this day!

**BLONDE BEER** is a Pilsen beer, which is produced by a special method of “Decoction”. “Korça Beer” is a high quality beer, based on many valuations from many different foreign beer producers and beer specialists. Its special features, like the alcohol scale within the standards, the pleasant aroma, a very good covering and the viscosity of this beer, are dedicated to the high standards of production etc. This beer comprised of 100% malt.

**BLACK BEER** is a unique beer for Albania and further in the region. It is another beer, a completely different variety, unlike the other two types of beers concerning the aroma and taste. For the production of this beer, four types of malts have been used, which give this beer its special taste, where above all one can tell a light taste of caramel. In the meantime, the color of this beer is completely dark (black), which distinguishes it from the other beers. This beer is more viscose and has a very specific and admirable cover.

**01 BEER** is another beer formula, which is lighter than Blonde Beer, thanks to the quality interventions in the production receipt. 01 Beer has a lighter taste, with a lower alcohol scale which fits perfectly to particular customer preferences.

It is now a tradition that every year in the summer season “Korça Beer ” organizes in Korça city the “Beer feast”. The participations comes from all parts of the country. This season in Korça turns in a real beer festival, where “Korça Beer” holds the crown.

[www.birrakorca.com.al](http://www.birrakorca.com.al)



# BIRRA KORÇA AWARDS

1935  
Thessaloniki, Greece  
"PRICE OF QUALITY"

1938  
Thessaloniki, Greece  
"PRICE OF QUALITY"

2005  
ISO 22.000

2007  
London, England  
"QUALITY CROWN AWARD"

2009  
Frankfurt, Germany  
"INTERNATIONAL ARCH  
OF EUROPE"  
award in the category "Diamond"









## FAB WATER

It is a natural and oligomineral water, which was launched in the Albanian market in 2014 as a byproduct of Korça Beer. Fabiola Flower (in Latin language *Triteleia laxa*) gave life and image to this new product in the Albanian Market. Naturally Fab is the choice of this product.

Thanks to the field specialists and the advanced technology,


this product comes as a well-thought choice to give the Albania consumer the best for his health. Everyday this product is spreading in the market with its logo "FAB". Every day it becomes an inseparable part of our family life. Saint Mary fountain is known for the clean water with high mineral and nutritional values.

[www.fab.al](http://www.fab.al)



# natyralisht

ujë natyral oligomineral  
Burimet e Shën Mërisë

[www.fab.al](http://www.fab.al) | 





*Central Albania*  
**EGNATIA**  
CABERNET SAUVIGNON

## EGNATIA WINERY

Since 2002, Hysenbelliu Group has owned Egnatia Winery as one of the largest in the Balkans in terms of technology.

Egnatia Winery is equipped with the latest technology packaging.

**spirit  
of the ancient  
pathway!**



The image shows a large, modern building with a grid-like facade. At the top left, there is a large, stylized 'HB' logo in white. The building has several horizontal bands of windows and balconies. The overall tone is light and architectural.

## CONSTRUCTION INDUSTRY

ERJANI  
NDERTIM

EGNATIA  
GROUP

TIRANA  
GOLDEN  
PARK





## "ERJONI" CONSTRUCTION COMPANY:

"Erjoni" Ltd Company has started its activity in 1995. Very soon it became successful in this market, by standing out for the increase in the volume of work and expanding its range of the construction area. In 2000 the company transferred to Tirana, where even today continues its activity.

Now, after a 15-year experience in the Albanian market, it is a worthy competitive in this market. Headed by a highly qualified staff, it collaborates with prestigious firms in the country and it is working on very ambitious projects, expanding its activity in other cities of the country.

During 2005-2006period, "Erjoni" ltd company, in the role of the "Entrepreneur", carried out the works in "Korça Beer " factory according to the highest European standards in the construction area. "Erjoni" ltd has constructed one of the most beautiful and the biggest resident and business complexes, right in the center of Tirana.

[www.erjoni-ndertim.com](http://www.erjoni-ndertim.com)







## "EGNATIA GROUP" SH.A

One of the most important projects this company has, is to develop the area of the former Tractors Factory, aiming at designing and constructing the new residential complexes, conceived according to the modern standards, with resting areas between the buildings.

The aim of the company is to construct qualitative and correct buildings, offering their clients cozy apartments and houses built on time. It offers the best in the market according to EU standards.





# TIRANA GOLDEN PARK

## "TIRANA GOLDEN PARK" PROJECT

The company "ALB-MS 97" sha, part of Hysenbelliu Group, is a partner in the new building complex called "Tirana Golden Park", which is placed in the center of the city.

This is one of the major and ambitious projects implemented in the country, where besides the residential and service apartments; it will offer social areas like gardens, nurseries, sport environment etc. Tirana Golden Park is designed with the highest standards, offering qualitative and most beautiful premises.





A large, stylized white 'HB' logo is mounted on a dark, rectangular panel that protrudes from the upper left side of a modern, multi-story building. The building's facade is composed of light-colored, rectangular panels arranged in a grid pattern. Several horizontal white lines, possibly balconies or architectural details, run across the right side of the building. The overall scene is a grayscale architectural rendering of a contemporary educational or corporate building.

EDUCATION



LUARASI

## SHLUJ "LUARASI"

SHLUJ "Luarasi" is a Non Public High Education Institute. "Luarasi" University was first opened as a Law Faculty in 2003. From 2012 to 2013 "Luarasi" University multiplied its study programs by establishing the Faculty of Economy with several fields, like: Bachelor Degree, Master of Science and Professional Master. Students graduated from this university have been employed in the Public administration or Private Companies.

Students from "Luarasi" University are the only ones from Private High Education Institutions, who have been successfully admitted to the School of Magistrates.

Many others have won different competitions and have continued their post-graduate studies in well-known universities in the USA and Europe, like: Oxford, Utrecht, Geneva, Urbino etc. without giving any further acceptance exams.

[www.luarasi-univ.edu.al](http://www.luarasi-univ.edu.al)







SHKOLLA E LARTE  
UNIVERSITARE JOPUBLIKE  
**LUARASI**

Many well-known professors of economy and law give their lectures at “Luarasi” University, including former judges, judges of the High Court and the Constitutional Court, professors from the School of Magistrates or well-known professionals.

“Luarasi” University offers opportunities of promotion for excellent students, as part of the biggest media Group in Albania as well as job opportunities due to the cooperation with other important public institutions.

[www.luarasi-univ.edu.al](http://www.luarasi-univ.edu.al)



The image shows a large, modern building with a grid-like facade. On the upper left part of the building, there is a large, white, three-dimensional logo consisting of the letters 'H' and 'B' intertwined. The building has several horizontal lines and a modern architectural style. At the bottom of the image, there is a smaller structure with columns and a group of people standing in front of it.

# HB

## ELECTRONIC & WRITTEN MEDIA

**Panorama**

**PANORAMA  
SPORT**

**GAZETA SHQIPTARE**

**PsikologjiA**

**GRAZIA**

**news 24**

**BalkanWeb**

**RASH**









From January 2006 to nowadays, "Panorama" newspaper continues to be the top-selling newspaper with the largest circulation in Albania. 'Panorama' newspaper is distributed and managed through the "Panorama" Distribution Agency in the entire country.



## "PANORAMA SPORTS"

From 1 March 2004, the company "Panorama Group" sh.a. is also represented with a sport newspaper called "Panorama Sports".

"Panorama Sports" is the biggest sports newspaper in the country, and ranks second behind "Panorama" Newspaper, in the printed media market in terms of circulation.

[www.panorama-sport.com](http://www.panorama-sport.com)



# GAZETA SHQIPTARE

"The Albanian Newspaper" is the oldest independent newspaper in Albania. It was founded in 1927 and after several years, its publication was interrupted after the invasion of Albania by fascist Italy in 1939.

"The Albanian newspaper" started to be republished in Albania on April 22 of 1993 by bringing a new spirit in printed journalism quickly becoming the Albanian school of journalism.

In the beginning, "The Albanian Newspaper" was published having only eight pages, four in the Albanian language and four in Italian, where two main pages were in Albanian language.

There were a large number of copies sold only in the first days. In May 2011 "The Albanian newspaper", as part of the Italian group "Edisud spa" joined the Hysenbelliu group.

As far as news, information and sales are concerned, the Albanian newspaper, is a competitor in the market, compared to the other newspapers. About 90 percent of the current staff working in the Albanian newspaper, have completed the faculty of journalism in universities in Albania and abroad bringing their best knowledge and experience.

"The Albanian newspaper", is a daily independent newspaper, which on Wednesday, Saturday and Sunday offers supplements that are offered to the readers, while in the summer it offers every day a relaxing and entertaining supplement to its readers.

Meanwhile "The Albanian Newspaper" has a set of experienced analysts as partners in various fields having in focus the analysis of daily issues.







## Psikologjia

### "PSIKOLOGJIA" MAGAZINE

The first issue was released on May 6, 2007, as a monthly magazine with 100 pages, all color. It is a magazine with a psychological nature, with special importance in treatment of similar topics.

Important parts of this magazine are the foreign and Albanian well-known writers, psychologists and sociologists, collaborators and public figures, who exchange their experiences to give the readers their personal advice.

"Psikologjia" is the only magazine of its type in Albania. Thanks to its variety of articles, fastly "Psikologjia" magazine became one of the most dignified media products and most requested in the market. Its target group comprises all the ages, including children.

## GRAZIA

"GRAZIA" MAGAZINE is the newest product launched by "Panorama Group sh.a.". With a unique combination of different sections; fashionable, beauty and lifestyle, our mission is to inform the reader with new and latest fashion trends and style of living.

"Grazia" magazine ranks as the 23rd edition of international "Grazia Network". In Asia, Europe, Australia, "Grazia" magazine ranks as the most preferred by readers being the best interpreter of the worldwide fashion.



**Në tempull**  
E premte  
20:00



**Khungël**  
E hënë  
21:00



**Të bësh ekonomi**  
E mërkurë  
21:00



**Me zemër të hapur**  
Nga e hëna në të premte  
12:05



**Studio e Hapur nga Eni Vasili**  
E martë  
21:00



**Fair Play**  
E diel  
22:00



**Kaktus**  
E premte  
21:00



**Arratia e peshkut të kuq**  
E shtunë  
14:00



**Diplomaticus**  
E enjte  
20:30

**Lajme**



**Lajme**  
Edicioni qendror  
19:00



**CHiC**  
E Diel  
20:00



**Natë me Xhaxhiun**  
Nga e hëna në të premte  
22:30



**Panteon**  
E mërkurë  
20:00



**Njerëz në fokus**  
E hënë  
20:00



**Lajme**

**Lajme**



Koha për  
t'u zgjuar

Çdo ditë  
07:00



Klinika 24

E shtunë  
20:00



Vila 24

Çdo ditë  
08:40

# news 24 HD

I vetmi televizion 100% full HD

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# BalkanWeb

BALKANWEB is one of the first informative digital websites in the country. One of the most clicked sites that includes the publishing of advertisements.

The number of clicks a day is more than 186,514, and the number of clicks per month is more than 5,595,425.

[www.balkanweb.com](http://www.balkanweb.com)



**RADIO RASH** is 24 hours on the air to 12 months of the year.

Rash Radio broadcasts all kinds of music. It always offers the best for the music fans.

97.0 FM



A large, stylized 'HB' logo is mounted on a dark rectangular panel on the upper left side of a modern building facade. The building has a grid-like pattern of windows and balconies.

# HB

## HOSPITALITY INDUSTRY







**PRESTIGE HOTEL** is a green oasis, very close to the center of Tirana, placed in "Panorama" street. Surrounded by a green area, "Hotel Prestige" offers its most qualitative and luxurious comfort and service for its clients, where the classic taste joins the modern.

Different types of design, the wooden floor, the Italian furniture, and other amenities create an original and very relaxing environment for those choosing to spend working days and not only in these premises. "Prestige" offers rooms furnished with exquisite taste and finesse, designed by Italian architects.

Everything according to requests and the standard double rooms, single rooms, superior, and triple, suite and family apartment. The hotel offers a warm atmosphere, where everybody feels the pleasure and comfort of maximal conditions. In a short period, "Hotel Prestige" has been highly ranked in the market, creating a new standard for the Albanian hotels, following the same criteria as the international models.



[www.hotelprestige.com.al](http://www.hotelprestige.com.al)







RESTORANT "PRESTIGE", opened in January 2015, is one of the most beautiful restaurants in Tirana. Designed as a complex of services, it is built in a three-story villa, with three big restaurant halls, rooms for VIP receptions, meeting rooms, special corners for special guests and an amazing space in the outside green garden, based on the experience of the most prestigious and most luxurious restaurants in the world. The exquisite taste and love with which every detail is treated, creates a unique environment that will turn into an unforgettable experience for the client.

Located in a green oasis, away from traffic noise, in the "Panorama" street, our hotel is an ideal place to spend wonderful moments with the highest standards of Italian culinary, attended craft fully by the Italian cuisine chef.



[www.restorantprestige.com.al](http://www.restorantprestige.com.al)





# PR PRESTIGE Resort

A brand-new Beach & Holiday Resort located in Golem Albania, "Prestige Resort" is the perfect destination for your vacations. You won't find a more peaceful place in Golem, surrounded by pines, palms and facing the sea, than our Resort.

This year we are operating with 200 rooms that are located in luxury villas and the main hotel.

We provide to our clients 5 Conference Rooms, 1 Business Center, 1 Lobby Bar, SPA and Beauty Care, Fitness Center, Tennis Court, Outdoor Pools and Waterpark. Next year "Prestige Resort" will count till 500 rooms for our clients and many other recreations and conveniences.





A large, stylized 'HB' logo is mounted on the upper part of a modern building's facade. The building has a grid-like pattern of windows and balconies. The logo is white and stands out against the grey building.

HB

A very large, semi-transparent 'HB' logo is centered over the middle of the image, serving as a background watermark. The logo is a classic serif typeface.A small group of four people, two men and two women, are walking on a paved area in front of the building. They are dressed in casual business attire. The building behind them has a modern design with large windows and a flat roof.

[WWW.HYSENBELLIUGROUP.COM](http://WWW.HYSENBELLIUGROUP.COM)

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