



Spring Newsletter



| Regional Challenge Fund | KubFrance Tirana | Midea Water Albania | VISA | Agriculture Days

Dear reader,

Brace yourselves for a fresh wave of success stories as we present the Spring Newsletter from Iceberg Communication. In this edition, dive into the latest updates featuring our clients, collaborators and our initiatives in the frosty winter. Let the journey begin!



EVENT MANAGEMENT

Regional Challenge Fund (RCF)

We've got some exciting news to share. On April 16th, 2024, Iceberg Communication pulled off the Third National Grant Award Ceremony in Tirana, Albania. Hosted by the RCF, this event was all about celebrating the allocation of funds to 10 vocational education and training providers across the country. These grants are set to spark some serious education-industry partnerships and boost sustainable growth in key sectors. And guess what? Our team nailed it with top-notch event management, coordination, catering, logistics, tech support, promotional materials, media coverage, and stunning photography and videography. It was a total success!



CREATIVE WORKS

Brand Identity of KUB FRANCE

Now, let's talk creativity! We teamed up with the French Embassy to design the interior of the French Cube at the Pyramid of Tirana, also known as Kub France. Our mission? To create a functional and stylish space for permanent use. We didn't just dream up a cool concept; we made sure it was practical and eye-catching. With our creative design skills, we turned that vision into reality. It's all about blending innovation with practicality!

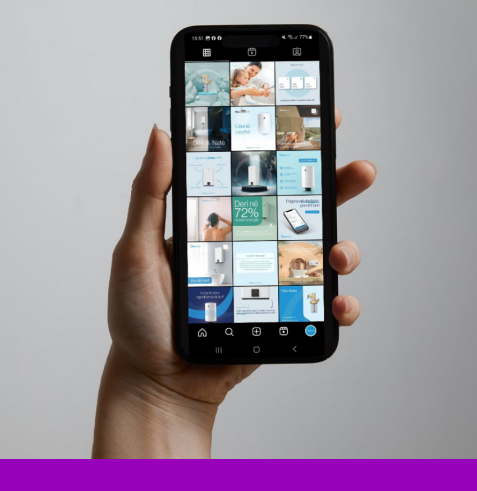


DIGITAL MARKETING



MIDEA WATER ALBANIA

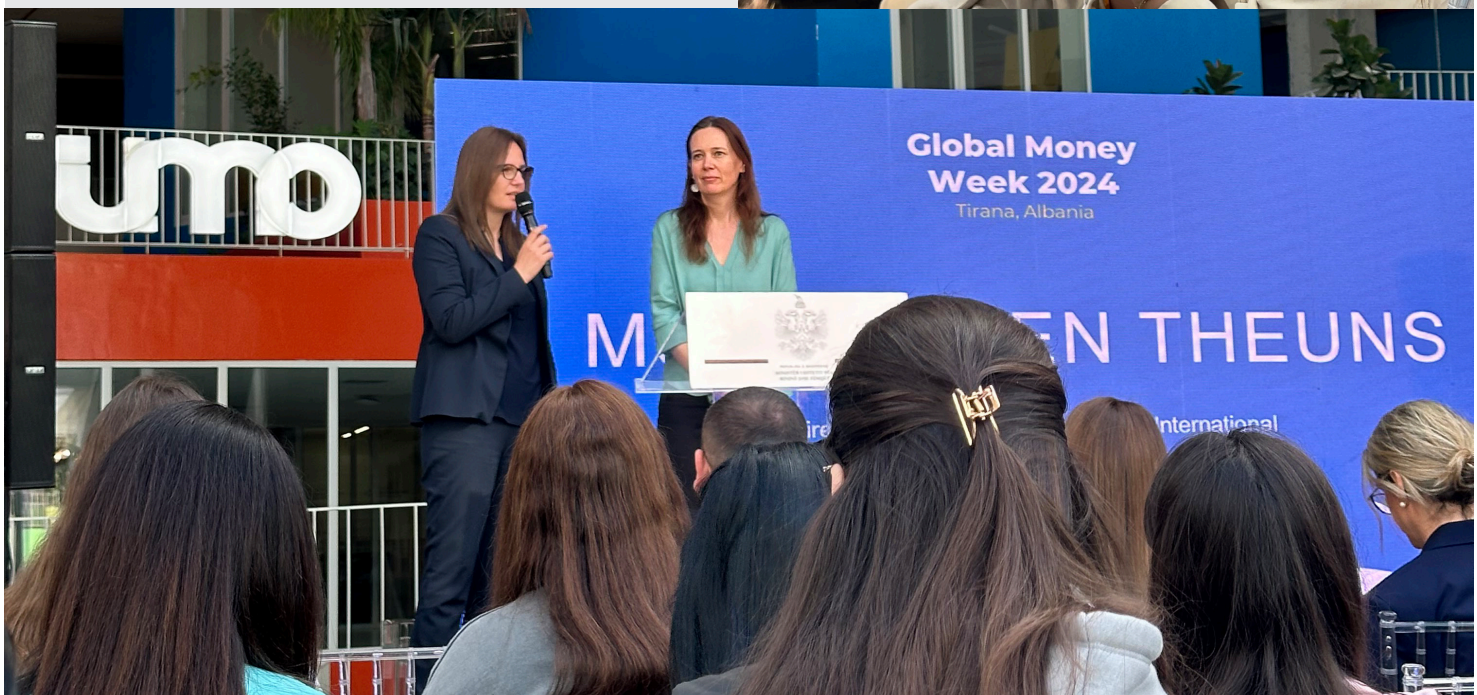
We're thrilled to share that **Midea Water Albania** has chosen Iceberg Communications to amp up their brand identity. Our team has been busy crafting compelling stories that connect with audiences. We've been creating engaging social media content, eye-catching visuals, and strategic campaigns to highlight Midea's awesome products. From instant hot water convenience to energy-saving features, we're telling stories that not only inform but inspire. Check out our social media to see what we've been up to with Midea Water Albania!



PR CRONICALS

VISA

Spring has been buzzing with excitement as we expanded our collaboration with Visa on the PR Consule project in Albania. We rolled out strategic PR and communication campaigns, built strong media relations, provided comprehensive media monitoring, and integrated influencer marketing. Oh, and we didn't stop there - we also coordinated Visa-sponsored event at Money Week that took their visibility and engagement in the Albanian market to the next level. We're super proud of the impact we've made!



AGRICULTURE DAYS 2024



Trade Fair conceptualized by Iceberg Exhibitions

Let's talk about Agriculture Days 2024 - it was epic! Held from April 24-26, 2024, in the heart of Albania's agricultural hub, this event has become the go-to to showcase for innovation, business opportunities, and agricultural advancements in the region. Organized by Iceberg Exhibitions, we welcomed **90 exhibitors** and **8,000 visitors**. With **15 panel** forums showcasing the latest trends and innovations, this event was a magnet for everyone looking to transform the agricultural landscape.



For the third year in a row, we picked Lushnja as our venue. Despite being a small town, Lushnja has 85 villages and a community of **77,000 farmers** - the perfect spot for our fair. The enthusiastic participation of farmers in discussions, presentations, and other activities highlighted just how important Lushnja is for our event.



Don't miss out on the future at "Future2Tech" on October 9-10, 2024 - mark your calendars!



Since 1999, Iceberg Communication has consistently been at the forefront of change in the marketing and communication landscape. Our remarkable community always has a space to exchange insights, foster connections, and share knowledge. **Share ideas here.**

Thank you for your ongoing support. We trust that you enjoyed reading the Spring Edition of our Newsletter.

Cheers,
Iceberg Communication Team

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