



Giz Albania | Agency for Consumer Protection | Albanian Development Found | Portonovi | Tourism & Travel Show Albania

Dear reader,

Brace yourselves for a fresh wave of success stories as we present the Winter 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

GIZ ALBANIA

EU for Circular Economy and Circular Economy for Sustainable Urban Development Launching Event

Iceberg Communication is excited to present our exceptional event management work for the launch of the "EU for Circular Economy and Circular Economy for Sustainable Urban Development" project—an important milestone led by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ).

Our commitment to Reliability, Professionalism, and Attention to Detail in delivering the key message on sustainability was spot-on, contributing to the success of this event. From nailing logistics to flawlessly executing the program, our team brought the A-game for all the stakeholders involved. This event was honored to have the presence of the Minister of Tourism and Environment Ms. Mirela Kumbaro, Ambassador of Germany to Albania H.E. Karlfried Bergner, Head of Cooperation, EU Delegation to Albania Mr. Hubert Perr, Commission Manager of Circular Economy Ms. Christine Koenig, German Federal Ministry for Economic Cooperation and Development Ms. Marion Fleuth-Leferink.

AWARENESS CAMPAIGN VIDEO PRODUCTION

Agency for Consumer Protection
"Early Protection for Breast Cancer Campaign"

Winter at Iceberg Communication has been marked by a remarkable milestone, showcased through our latest video production dedicated to a vital cause. Advocating for our client, the Agency for Consumer Protection, we underscored a crucial message: every woman should develop a strategy in the battle against cancer. Our creative journey involved crafting a persuasive narrative that deeply resonates, planning shots designed to speak louder than words, and producing a video that stands as a powerful reminder for women's health. The quality of our production reflects our commitment to delivering impactful campaigns, and we believe this video will play a significant role in advancing awareness and fostering positive change.



DIGITAL MARKETING

Over the past two years, we have taken on the role of orchestrators behind the scenes, carefully coordinating a symphony of engaging content and strategic campaigns. Envision your favorite municipalities, including **Saranda, Berat, Gjirokastra, and Permet**, infused with the touch of Iceberg magic! We have been curating content that not only resonates but also initiates meaningful conversations on prominent platforms such as Facebook and Instagram.

The distinct Iceberg touch is evident! Our digital experts have been skillfully crafting everything, from clever captions to visually stunning designs.

These platforms have transcended their conventional social roles; they have become interactive hubs of community engagement, all thanks to our dedicated efforts. Take a moment to explore the social media pages of the municipalities – satisfaction guaranteed.

[Saranda Live and Love](#) | [Berat a Thousand Windows](#) | [Gjirokastra Walking with History](#) | [Permet Nature's Wonders](#)



PR CRONICALS

Winter in **Portonovi** was nothing short of magical, and our PR team at Iceberg Communication had the pleasure of orchestrating a remarkable press trip during the Festive Sparkling Season. Ten distinguished journalists were invited to experience the magic of this coastal heaven during the winter months. From the festive events that brought joy to both young and old, to the festive market and the mesmerizing light show at the Marina, every moment was expertly captured by our talented journalists. This successful experience turned Portonovi into a buzzing hub, making our public relations services a key player.



TOURISM & TRAVEL SHOW ALBANIA



Trade Fair conceptualized by Iceberg Exhibitions

The largest tourism trade fair ever organized in Tirana at the Palace of Congresses on January 31 and February 1, "Tourism & Travel Show Albania 2024". From conceptualization, branding, creativity, building key relationships with stakeholders, experts, consultants, client relations, public relations, implementation, decor, set-up, event management, etc. A two-days event that hosted a variety of business-oriented, informative, awareness-raising, promotional, and cultural activities, making it a dynamic and engaging experience for participants.

- 103** exhibitors
- 3000** visitors
- 30** leading international tour operators
- 378** out of **585** business meetings
- 5** conferences and forums
- 5** presentations of tourist products and tours
- 38** panelists
- 5** artistic groups and live performances



Since 1999, www.icebergcommunication.com 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 Winter Edition of our Newsletter.

Cheers,
Iceberg Communication Team



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