NATURAL ALBA

COMPANY NAME: NATURAL ALBA shpk, Durres, Albania

COMPANY OWNERSHIP: private: Irene Tosti, Sokol Proja

COMPANY'S PRODUCTS/SERVICES:
production of endemic maps – medicinal and aromatic plants; processing and export to the EU countries, Switzerland, and China

COMPANY'S COMPETITIVE ADVANTAGES AND INNOVATION:
We run a small-scale farming scheme with local farmers. Both Natural Alba and the farmers are EU-organic certified. Natural Alba buys the crops from the farmers and exports the processed maps mainly to the nutraceutical sector in the EU countries.

COMPANY'S STAGE OF DEVELOPMENT:
Natural Alba runs a dedicated nursery of maps and selects them for organic cultivation, according to the requirements of the nutraceutical sector in terms of active ingredients.

COMPANY'S BUSINESS OFFER/BUSINESS REQUEST FOR THE NETWORKING EVENT:
- our challenge is to specialize the cultivation activities and enhance the production quality. We would like to use digital farming tools, which would be a novelty to Albania.
- in the first place, we would like to Identify plant phenotypes to get a rapid screening and to breed more disease-resistant / higher-efficiency crop varieties.
- we would also like to use DIGITAL FARMING TOOLS ON MOBILE PHONES (APPS) to help young farmers to manage their fields in a simple and visual manner.

TYPE OF PARTNER SEARCHED AND COUNTRIES:
Developers of digital farming devices/platforms/apps who are innovative and successful in the EU countries and / or in the Balkans and are willing to run a pilot project in Albania with us.