

Superbrands

Media Coverage

Country	Date	Publication
Albania	2015	Press Clippings

Superbrands

S021/2016

Tirana, 21st October 2016

Press Release

Superbrands organized a Tribute Event and Awards Ceremony

Albania, for the first time, awarded Albanian brands with the Superbrands Albania's Choice prize. 28 Albanian brands, voted by independent Superbrands Council, were awarded with Superbrands Albania's Choice 2015/2016 Prize

On the occasion of Prize Award Ceremony for **Superbrands Albania's Choice 2015/2016**, on the 20th of October 2016 was organized a Tribute Event in the form of Gala Evening. The event is organized by Superbrands International and it's unique in its kind, ever organised in Albania.

For the very first time the prize "Superbrand's Albania's Choice" was presented to the Albanian's audience. Also, during the event, it was promoted the first edition of the book "An Insight to the Albanian's Strongest Brands" where leading companies of Albania are presented through their own best brands.

The event with a lot of emotions culminated when 28 brands of best companies in Albania market were awarded with prestigious prize Superbrands Albania's Choice 2015/2016.

The awarded brands with Superbrands Albania's Choice prize for edition 2015/2016, in alphabetic order, are: Agna Group, ADEx, Birra Stela, Çelësi, Dast, Deutschcolor, Delta & Delta Home, EdilAI, EHW, European University of Tirana, Geraldina Sposa, Glina, Globe, Insifa, Lori Caffè, Lufra, Pepsi, Pirro, Qafshtama, Sigal Uniqa Group Austria, Speed Taxi, Telekom Albania, Teuta, Tirana International Hotel, Top Shop, Tring dhe Univers Reklama.

The selection process of brands as the best in their own business categories is done by **Superbrands Council** that consists of the following members: Mr. Adrian Civici, Mr. Aleksandër Çipa, Mr. Arbër Lleshi, Mr. Artan Hoxha, Mr. Bujar Kapexhiu, Mr. Dhori Kule, Mrs. Ilva Tare, Mrs. Ines Muçostepa, Mr. Lorenc Gjoni, Mr. Luan Bregasi, Mrs. Mimoza Koçiu, Mr. Nikolin Jaka, Mr. Petraq Papajorgji, Mrs. Rajmonda Duka and Mr. Skënder Minxhozi.

Superbrands Albania
info@superbrands.al



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<https://businessmag.al/globe-zyrtarisht-nje-superbrands/>

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A self-made man, a veterinarian-turned entrepreneur, Morina is the owner and president of EUROSIG, one of the largest insurance concerns in the Balkan region. Last year, his company grew exponentially after winning a 16 million euro bid (18,449,440 dollars) to acquire Insurance Institute SA (INSIG SA), the Albanian state insurance company.



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The acquisition was symbolically relevant since INSIG was Albania's first insurance company and played an in-dispensable role in the creation, development and conso-lidation of this industry in the economy of the country.

Mr. Morina became an entrepreneur in 1990 with EuroAlba and the ownership of one of Tirana's most popular eateries, Bar-Piazza Restaurant. From 2000 to 2004, his activity extended to the banking field as a shareholder in several prestigious banks in

Albania. He later became one of the shareholders of the local T-Mobile wireless company.

Morina entered the insurance arena with the acquisition of Dukagjini, and in 2006, changed its name to EUROSIG sh.a. The firm covers the entire Albanian territory with 22 branches, over 230 representative agencies and more than 3,000 employees.

For the last four years, EUROSIG has been ranked as the company with the highest growth performance in the region's insurance market and has earned numerous recognitions, including a SuperBrands award as "Albania's Strongest Brand" for 2015-2016.

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In 2015, EUROSIG expanded to neighboring Kosovo. His insurance group now covers most of the Balkan region, including Macedonia. Mr. Morina also has hotel investments in Germany.

Superbrands Albania 2015/2016 Online Media Links:

<https://www.facebook.com/Superbrands.al/photos/a.904970396207423.1073741828.902995316404931/988278327876629/?type=3&theater>

<https://www.facebook.com/deltagroup.eu/posts/1252813881414587>

<http://deltagroup.eu/kompanite-e-delta-group-vleresohen-me-cmimin-superbrands-albania/?lang=en>

<http://deltagroup.eu/kompanite-e-delta-group-vleresohen-me-cmimin-superbrands-albania/>

<https://www.youtube.com/watch?v=6WtM2MOirCY>

<https://www.telekom.com.al/kompania/media/news/telekom-albania-keeps-its-superbrand-status/article61003>

<http://www.stefani-co.al/en/golden-eagle-award-klik-ekspo-group/>