

## Press release

Saint-Ouen, 18<sup>th</sup> March 2025

### Inetum supports Albania in the deployment of its artificial intelligence program

- **Inetum presented a proposal for Albania's artificial intelligence roadmap as part of the Franco-Albanian Green Artificial Intelligence Week.**
- **Inetum supports the Albania-France cooperation to foster the development of artificial intelligence in the country.**

On March 11th, 2025, the French Ambassador to Albania, Madame Catherine Suard, and the Inetum delegation represented by Emmanuelle Payan, CEO of Inetum Consulting, in partnership with the Start-Up Agency, presented a proposal for Albania's artificial intelligence roadmap as part of the Franco-Albanian Green Artificial Intelligence Week. As a leading provider of digital services and solutions, Inetum supports the Albania-France cooperation, whose ambition is to foster the development of artificial intelligence in the country.

In practical terms, Inetum has carried out a study on the digital investment environment in Albania, a project driven by the Intergovernmental Agreement signed between France and Albania during Prime Minister Edi Rama's visit to France on April 12, 2024.

**Madame Catherine Suard**, French Ambassador to Albania: "The study carried out by Inetum from June 2024 onwards offered the Albanian public authorities a proposal for a strategic digital direction by making Albania a European hub for green artificial intelligence, with the support of French companies. In concrete terms, three key projects were proposed (AI factory, data hub for tourism and mobility, and commercial data centers), supported by cross-functional pillars (education, regulation, etc.). These ideas are the fruit of regular and particularly collaborative work with the Albanian authorities."

**Emmanuelle Payan**, CEO Inetum Consulting: "We are particularly proud to support the deployment of artificial intelligence in Albania at a time when the country is facing unprecedented development challenges. This roadmap clarifies the strategic positioning that Albania must pre-empt to deploy artificial intelligence at scale, and to do so simply and quickly in the run-up to its accession to the European Union."

#### Key elements :

On January 31st, 2025, Inetum presented the Franco-Albanian digital roadmap to Prime Minister Edi Rama, who approved it.

On Tuesday March 11th, 2025, a plenary session was held to present the study, in the presence of all Albanian and French private and public stakeholders.

In parallel with this event, various round-table discussions were organized between Albanian partners and French companies to launch projects and plan the next steps.

#### About Inetum

Inetum is a European leader in digital services. Inetum's team of 28,000 consultants and specialists strive every day to make a digital impact for businesses, public sector entities and society. Inetum's solutions aim at contributing to its clients' performance and innovation as well as the common good. Present in 19

countries with a dense network of sites, Inetum partners with major software publishers to meet the challenges of digital transformation with proximity and flexibility. Driven by its ambition for growth and scale, Inetum generated sales of 2.5 billion euros in 2023. For more information: [www.inetum.com](http://www.inetum.com)

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