

ICT LABOUR MARKET IN ALBANIA

	Albania	Lithuania
GDP per capita (2023)	8 575.2 USD	27 786 USD
Average gross salary (Q1, 2024)	~ 733 EUR/month	2 161 EUR/month
Unemployment rate	10,7%	7,4%
Youth unemployment rate	22% (Q4, 2023)	16,2% (December 2023)
Average gross salary for ICT industry (Q4 2023)	1 140 EUR/month	3 696.87 EUR/month

Net salary comparison for the average ICT specialist

901 EUR/month in Albania vs 2 236 EUR in Lithuania (148% higher compared to Albania)

Cost of living:

+10,3%

higher in Vilnius than in Tirana (without rent)

MAIN FACTS ABOUT THE ICT SECTOR OF ALBANIA



Number of ICT specialists	16 195	2021
	+3,9%	compared to 2020

Employment of ICT specialists by industry (TOP3)	IT services and consulting	38%
	Software development	28%
	Telecommunications	15%

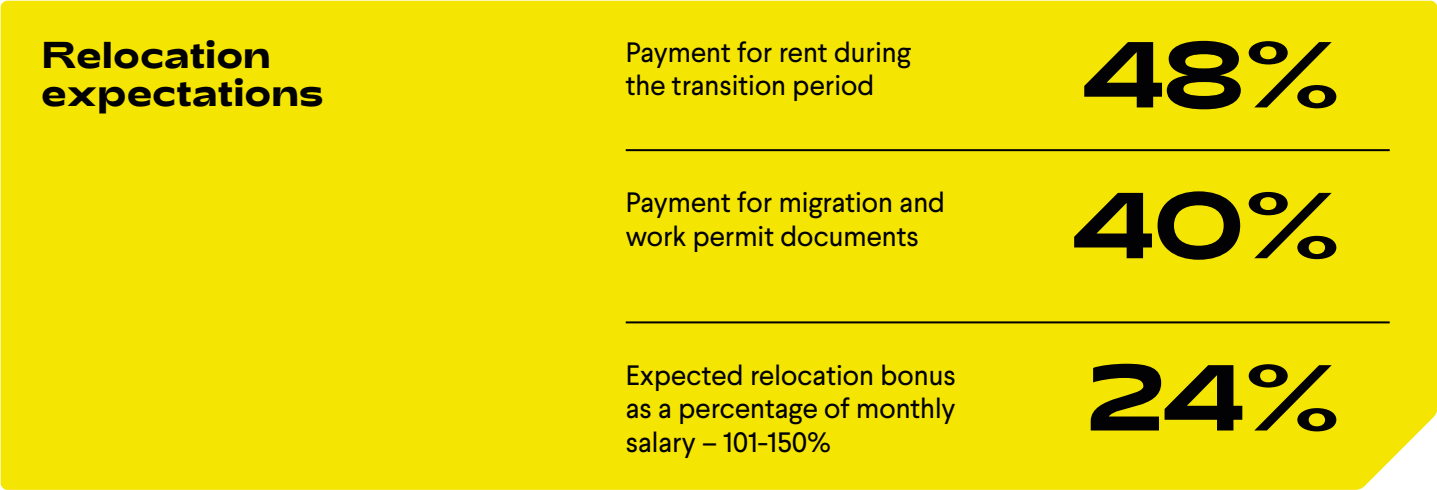
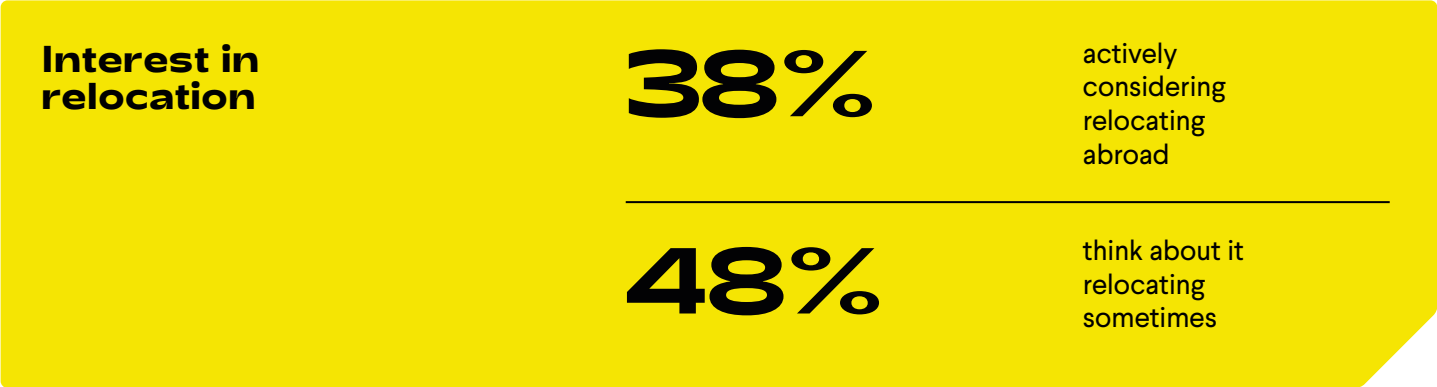
Most common skills among ICT specialists (TOP3)	JavaScript	27%
	CSS	21%
	HTML	20%

ICT graduates (2022)	1 982	2022
	+5,5%	compared to 2021

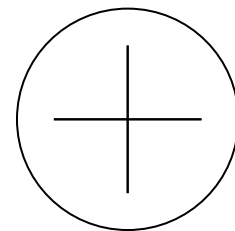
Field of study of ICT specialists (TOP3)	Information Technologies	14%
	Computer Science	12%
	Computational Science	11%

Leave notice by employees	From 2 weeks to 3 months
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KEY INSIGHTS FROM SURVEY



STRENGTHS AND OPPORTUNITIES



Strengths

Lithuania's lower corruption level (34th on Transparency International's Index versus Albania's 98th) makes it an attractive destination, as high corruption in Albania drives relocation.

Lithuania offers substantially higher salaries for ICT professionals, averaging 148% more than in Albania.

Lithuania offers a higher quality of life, with Vilnius scoring 173.40 on the Quality of Life Index compared to Tirana's 97.7.

The attractiveness of Lithuania as a potential country for work relocation is above average at 6.79 out of 10, indicating that ICT specialists from Albania generally find Lithuania to be a moderately attractive destination.

Lithuania is recognized for its career opportunities and professional growth, with top-level companies, a highly digitalized environment, strong cybersecurity capabilities, and excellent IT education.

Lithuania's EU membership makes it an attractive destination for Albanian ICT specialists who prefer relocation opportunities within the European Union.

Opportunities

61%

of ICT professionals in Albania consider Lithuania's professional environment as attractive or very attractive presenting an opportunity to further enhance the country's appeal.

86%

of Albanian ICT specialists are open to relocation, with 38% actively considering it and 48% occasionally contemplating it.

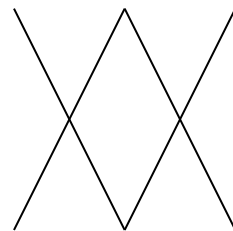
Opportunities to attract experienced ICT specialists from Albania, particularly mid-level professionals and those with over 10 years of experience, who exhibit low job satisfaction and a strong inclination to relocate.

With approximately 32% of Albanian tertiary students enrolled in ICT programmes, there is a strong pipeline of well-educated talent that Lithuania can attract for professional opportunities.

The comparatively small ICT labour market in Albania offers fewer career opportunities, making Lithuania a more attractive option for professional growth.

Most companies in Albania are unable to meet ICT specialists' expectations regarding salary and work-conditions.

WEAKNESSES AND CHALLENGES



Weaknesses

Lower salaries for ICT professionals in Lithuania compared to the countries that Albanian ICT specialists are most interested to relocate to (e.g., Germany, the UK, the Netherlands, etc.).

Limited awareness of Lithuania's innovation and technology achievements may reduce its attractiveness, as many Albanian ICT professionals know little about the country despite having heard of it.

Colder climate in Lithuania.

Concerns about Lithuania's proximity to Russia.

Challenges

Experienced senior-level ICT specialists may be less inclined to relocate due to the possibility of working remotely from their home country while earning relatively high salaries.

Other EU countries may be more appealing to ICT specialists due to established social networks, higher salaries, and offers from well-known international companies.

Whilst salaries in Lithuania are higher, the rising cost of living, especially for housing, could reduce financial benefits and deter ICT specialists concerned about living costs.

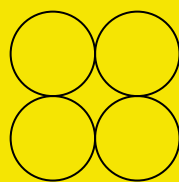
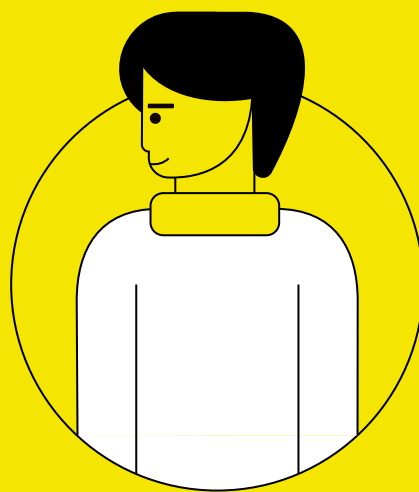
The long distance and limited flight options between Albania and Lithuania may deter ICT professionals from relocating. However, new flights from Vilnius to Tirana are planned for June 2025.

To attract new talent, it is essential for Lithuanian employers to present a proposition that emphasizes Lithuania's advantages, such as its substantially higher ICT salaries compared to Albania, a better quality of life, work-life balance, and strong career growth opportunities within the EU. This proposition should address potential concerns about Lithuania's climate and geopolitical situation while highlighting the lower corruption levels, better living conditions, family welfare, public safety, and prosperous professional environment that make it an appealing destination for Albanian ICT specialists.

Download Lithuania's unique selling proposition for global talent



POTENTIAL ICT SPECIALIST IN ALBANIA

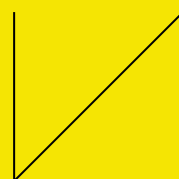


Mid-level

Has low job satisfaction

Looking for better living conditions

Looking for new career opportunities and professional growth



Specialised in

IT services & consulting

Software development

Telecommunication

Proficient in

JavaScript

CSS

HTML

Most likely to apply via LinkedIn

ALBANIAN MARKET-SPECIFIC RECOMMENDATIONS

Tailored communication for employment outreach

When presenting job opportunities to Albanian ICT professionals, it is essential to emphasize the unique benefits that both Lithuania and the company can offer. It is recommended to:

- Focus on the professional advantages, such as competitive salaries, career growth opportunities, and favourable working conditions that foster long-term development.
- Highlight enhanced quality of life in Lithuania, including better access to healthcare, social services, improved work-life balance, and lower levels of corruption.
- Underscore the support for family welfare, including access to quality education, financial security, and family-oriented services.

Relocation expectations

ICT professionals from Albania prioritise having at least one of the following covered to make relocation more attractive:

- payment for rent during the transition period
- payment for migration and work permit documents.

It is strongly recommended to emphasize the potential to fulfil these expectations, either within the job advertisement itself or during initial interviews.

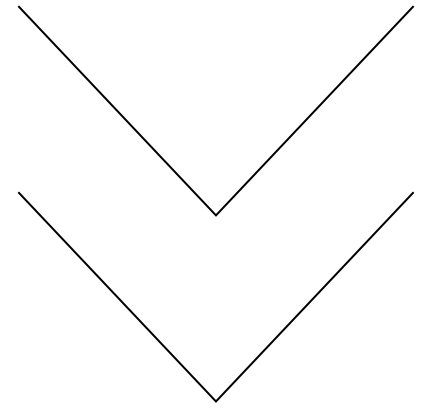
Support with the relocation process

Assistance with arranging a work visa also emerges as the most important type of additional support expected from future employers, followed by expectations guidance on obtaining a work permit.

To effectively attract foreign talent from Albania, companies should aim to support candidates throughout the visa and work permit application process, and this aspect should be underscored when targeting candidates.

Initiatives to create sense of belonging

To address ICT specialists' concerns over potential loneliness and isolation, companies should foster initiatives that create a sense of belonging and community. Such initiatives can include guided tours in the city, after-work events and activities (e.g. sports, museum visits, quizzes, etc.). This can contribute to reducing the perceptions of Lithuanians as 'cold' and less sociable than people in Albania and should be highlighted during the recruitment process.



Work-life balance

It is recommended that companies seeking to attract Albanian talent emphasize their support for work-life balance by offering flexible working conditions, such as remote work options and generous vacation policies. Additionally, providing one paid trip home per month can address the high priority Albanians place on maintaining strong familial and social ties, helping to foster deeper connections with family and friends and facilitating a smoother relocation process.

Flexible work arrangements

To enhance engagement and strengthen Lithuania's appeal in talent acquisition, it is advisable to emphasize flexible work arrangements that allow employees to choose their time and place of work. This approach addresses the observed reluctance of ICT specialists from Albania to fully re-embrace on-site work models, given their priority on maintaining close family relations.

Recognizing this trend, it is recommended to highlight the advantages of phased integration—initiating collaboration through remote work and gradually transitioning to on-site or hybrid models. The introduction of monthly visits to Lithuania during the trial period, along with the opportunity to refine the integration model through ongoing discussions, can generate above-average attention from potential candidates. It is recommended to introduce this flexible integration strategy early in the interview process.

Job search channels

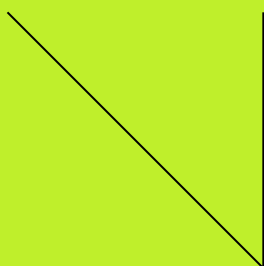
The most popular methods for Albanian IT specialists to discover new job opportunities include:

- online job board sites (e.g., local job board site [Duapune.com](https://duapune.com), as well as international job board sites such as [Indeed](https://indeed.com) or [Glassdoor](https://glassdoor.com))
- LinkedIn
- job proposals on company websites
- professional network
- Instagram (especially for targeting junior positions)

Therefore, it is recommended that employers target prospective employees from Albania by focusing on local and international industry-specific job portals and LinkedIn. Additionally, advertising job opportunities on Instagram can enhance recruitment of junior-level specialists. Given the importance of personal and professional networks in Albania, companies should integrate these connections into their recruitment strategies by encouraging referrals and using existing networks.

GENERAL RECOMMENDATIONS

Relocation



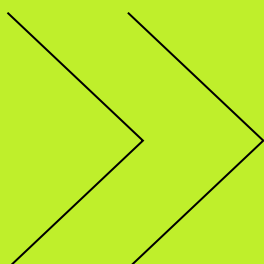
Support for family members

We recommend offering a comprehensive relocation support for both the future employees and their family members. This support might include assistance in settling in Lithuania, such as finding housing and schools/kindergartens for children. It should also include measures to support the integration of ICT professionals' partners/spouses, such as employment consultations, and the initiation of social integration activities to help them establish and develop their social networks in Lithuania.

Aligning expectations

To effectively motivate prospective candidates to relocate to Lithuania, it is strongly recommended to clearly outline salary opportunities, specific job goals, and potential tasks during the initial interviews. Additionally, emphasizing available social benefits and offering flexible working hours can significantly enhance the attractiveness of the offer. Finally, providing comprehensive support throughout the relocation process, both for specialists and their family members, is highly encouraged.

Integration



Understanding local context

To foster a welcoming environment and support the inclusion of international employees into a new society, it is essential for companies to provide clear guidance in navigating the local tax, healthcare, and social security systems. These systems can be complex for newcomers, and offering dedicated resources, such as informative sessions, workshops, or one-on-one consultations, will greatly ease the transition. Additionally, providing detailed guides in multiple languages and assigning a relocation specialist or mentor can offer continuous support throughout the initial months.

Inclusive environment

To foster a welcoming environment and support cultural integration for new international employees, we recommend the following initiatives: a) a buddy system b) cultural sensitivity training c) social integration initiatives d) regular check-in meetings.

Any activity that helps integrate the employee into their team and company culture is recommended. Also, using a common language, preferably English, can reduce isolation.

Additionally, highlighting existing foreign talent strategies and success stories can reassure new hires about integration, especially given Lithuania's reputation as a colder region with less open people.

Language courses

To mitigate the fears related to language barriers and overcome this limiting factor in relocation, we advise that companies offer language learning opportunities, including language training programs or (informal) language learning activities in the workplace.

As an alternative, companies can offer to cover the costs of Lithuanian language courses for foreign employees. This will facilitate their integration and make it easier for them to cope with day-to-day communication outside of work, contributing to their overall satisfaction.

AVERAGE ICT NET SALARIES IN ALBANIA BY SPECIALIZATION^①

Specialisation	Junior level	Mid-level	Senior level
Back-End Developer	700 – 800 Eur	1 000 - 1 200 Eur	1 600 - 1 900 Eur
Front-End Developer	600 – 800 Eur	1 200 – 1 400 Eur	1 500 - 1 800 Eur
Full-Stack Developer	800 – 1 000 Eur	1 300 - 1 600 Eur	1 800 - 2 000 Eur
DevOps Engineer	800 – 1 200 Eur	1 500 - 1 800 Eur	2 500 - 3 000 Eur
Data Scientist	800 – 1 200 Eur	1 800 - 2 000 Eur	2 800 – 3 500 Eur
Mobile Developer	900 – 1 100 Eur	1 500 - 1 800 Eur	2 000 - 2 500 Eur
QA Engineer	700 – 800 Eur	1 000 - 1 200 Eur	1 600 - 1 900 Eur

¹ Data elaborated in September 2024 by HR Dimension (<https://dimensionhr.al/>), a recruitment agency specializing in ICT talent recruitment in Albania.