



Prof Dr Robert Çina

National Center Director

Robert Çina, M.D., Ph.D.

Affiliation

Medical Commission of the Olympic Committee

National Center Manager

Lucio Serreqi

Affiliation

Co-Founder, MyAcademyPT

Host Institution – University of Shkodra (Luigj Gurakuqi)

The University of Shkodra is a non-profit higher education institution dedicated to advancing academic knowledge, promoting research, and fostering community engagement. Established in 1957, the university focuses on providing high-quality education and contributing to Albania's social, economic, and cultural development. The university integrates physical activity and exercise into a comprehensive effort for disease prevention and treatment, aligning with the global Exercise is Medicine movement, and will utilize its network to disseminate knowledge and best practices related to physical activity through seminars, workshops, and public awareness campaigns. The University of Shkodra is committed to excellence in education, research, and community service, and through this mission is dedicated to its crucial role in advancing the goals of the Exercise is Medicine initiative in Albania and the region.



EIM NC Advisory Board

Affiliation

Prof. Dr. Robert Çina	• Director, Medical Commission at the Olympic Committee
Prof. Ass Dr Kliti Hoti	• President, Shkodra Sport and Manager of Triathlon Labaet
Prof. Dr. Arben Kaçurri	• Director, Sports Science Research Institute / University of Sports of Tirana
Dr Endrite Mone	• Director, Sports Science Research Institute / University of Sports of Tirana
Lucio Serreqi	• Director, MyAcademyPT, Academy of Personal Training
Viktor Sheldija	• Director, Maintenance & Investments, General Directorate of Maintenance of Public Facilities, Shkoder Municipality
Prof. Dr Giulio Zefi	• Director, Physical Education and Sports Department at University of Shkodra

2026 Goals

- Organizing two national EIM conferences, one in Shkodra and one in Tirana, in collaboration with universities, healthcare institutions, and professional organizations, to strengthen engagement with the medical and health communities.
 - Delivering 3-4 targeted workshops in Shkodra and Tirana in collaboration with universities, aimed at students and professionals in sport and health-related fields, to further disseminate the EIM framework.
 - Strengthening collaboration with healthcare professionals by participating in national medical conferences and professional events, with the objective of increasing awareness and understanding of EIM among physicians and other healthcare providers.
 - Establishing a Youth Advisory Board to support communication, outreach, and engagement activities, including social media, events, and dissemination of EIM-related content.
 - Consolidating regional collaboration, particularly with partners in Kosovo, to support knowledge exchange and the gradual expansion of EIM initiatives in the region.
 - Strengthening the EIM Albania website as a reference point for the initiative, including the visibility of healthcare professionals who support EIM at the national level.
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Accomplishments to Date

- Officially established the EIM Albania National Center (June 2024)
 - Hosted 1st EIM Albania conference with key national stakeholders from across the country (May 2025)
 - Established an EIM Albania website ([link](#)), as well as social media channels of Facebook and Instagram
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