



ALBANIA

Population: 2.8 m
GDP: 12.92 bn USD



VS



SWITZERLAND

Population: 8.1 m
GDP: 685.4 bn USD



Biggest football victory
6:1 against Cyprus
(2009, friendly match, Tirana)

38% bank account penetration

60.1% internet access

Albania is one of the smallest e-commerce markets in Europe but marked the strongest growth in 2012 (35.7%).

6% credit card penetration

Biggest football defeat
0:12 against Hungary
(1950, friendly match, Budapest)

Pano scored Albania's first goal in the UEFA Cup qualifying rounds during their 1:0 victory against Denmark in October 1963. He is considered the country's best football player of all time, but he was originally a goalkeeper.

Mobile payments are becoming a preferred payment method with M-Pay and M-Pesa (Vodafone) already having launched there.

During UEFA EURO 2008, Yakin scored all three goals for Switzerland, where Switzerland became the second host to withdraw after the group stage (after Belgium in 2000). This was followed immediately by a third, after co-host Austria also withdrew prematurely.

98% bank account penetration

87% internet access

The number of internet users as a percentage of population increased from 79.2% in 2008 to 87% at the end of 2014.

Biggest football defeat
0:9 against Hungary
(1911, friendly match, Budapest)

The five biggest Swiss banks have recently agreed on a local Swiss mobile payment system.

54% credit card penetration

12,7 billion USD B2C e-commerce

Biggest football victory
9:0 against Lithuania
(1924, Olympic Games, 1. round, Paris)

Half of the population shops online and around 10% of online retail transactions are carried out on mobile or tablet devices.

73% of online transactions are paid by credit card or by invoice.

PostFinance is one of the most important e-commerce payment methods in Switzerland.

Share of e-commerce transactions:
51% card based, 12% bank transfer, 11% e-wallet, 2% cash based, 25% other

ALL ABOUT FOOTBALL:	
Number of UEFA EUROs, including 2016	1 : 4
UEFA EURO games played	0 : 9
victories	0 : 1
defeats	0 : 6
draws	0 : 2
UEFA EURO goals scored	0 : 5
UEFA EURO goals conceded	0 : 13