



**EXPO BULGARIA DAYS**

Tuesday, September 8, 2015

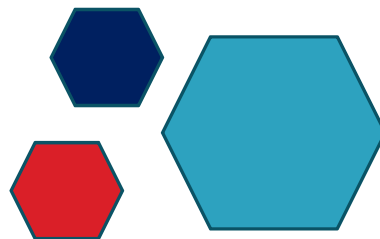
# **Bulgarian Small and Medium Enterprises Promotion Agency**

*Your reliable partner in Bulgaria*

# The Bulgarian SME Promotion Agency

## About BSMEPA

The Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA) was established in 2004 under the Ministry of Economy of Republic of Bulgaria



## BSMEPA's role:

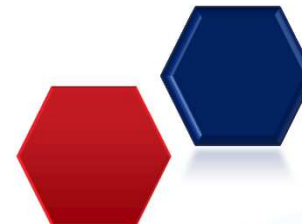
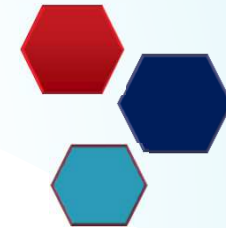
- To be coordinating authority between public administration, business and NGO's
- To be entrepreneurs' partner for successful business development and strengthening their competitiveness

# BSMEPA functions



# BSMEPA activities

- **Organization of promotional events** (National stands at International fairs and exhibitions, Trade missions, Business Forums)
- **Seminars and Training Courses for SMEs** (Introduction, Informational, Specialized seminars)
- **Information and consulting services**
- **National Export Internet Portal**



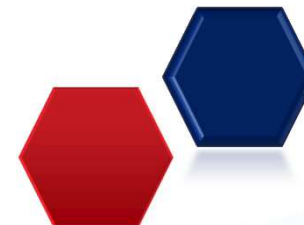
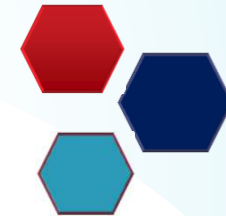
# New approach

- **The linkage between the state and the business - communication strategy**
- **Decentralized approach**
- **Integrated system of measures for SME support**



# Communication strategy

- **New communication department - experts with sector specialization**
- **New model for direct communication with the SMEs**
- **Reliable database showing the real situation and needs of each company**

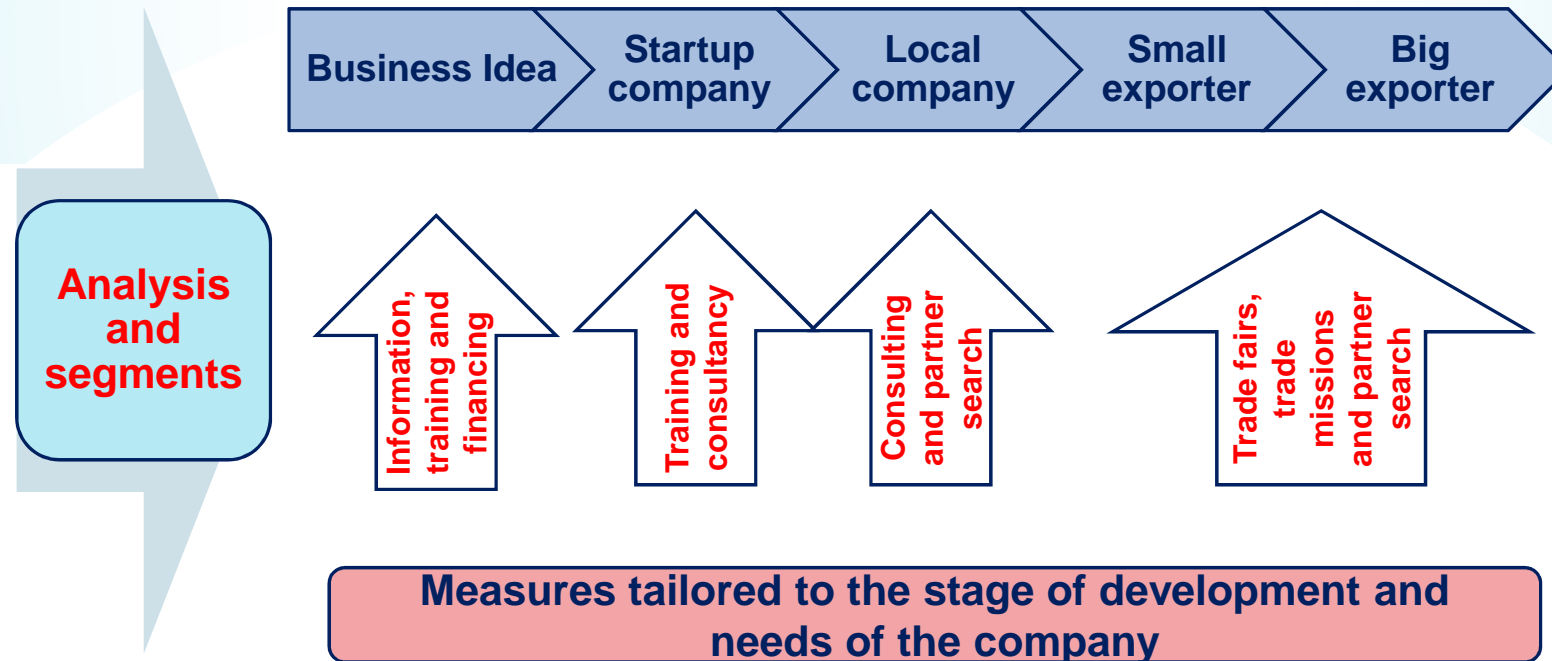


# Decentralized approach



- **Opening of regional branches in cooperation with the local authorities**
- **Front offices**
- **Access to services for business support provided by all Bulgarian institutions**

# Integrated system of measures for SME support





# THE TRADITIONAL INDUSTRIES IN BULGARIA



# EXPORTS OF ORGANIC PRODUCTS

Bulgaria exports 90 to 95 percent of locally produced organic products. More than 90% of the domestic production is exported to Germany, Switzerland, France, and the Netherlands.



Honey is the top organic export product (estimated at about 2,000 MT). Bulgaria is fourth in Europe by exports of organic honey.

Other major export goods are organic rose and lavender oil, raspberries, strawberries, and wheat.



Bulgarian Organic Products Association (BOPA): [www.bgbio.org](http://www.bgbio.org)  
Foundation for Organic Agriculture, Bioselena: [www.bioselena.com](http://www.bioselena.com)  
Bulgarian Organic Trade Association: [www.abt-bulgaria.org](http://www.abt-bulgaria.org)



# Wine Industry Bulgaria - traditions, history and present



Historical fact is that in the lands of the ancient Thracians that inhabited the territory of modern Bulgaria, wine has been part of the everyday life and the pagan rituals of the tribes.

Small, medium and large well designed and well equipped new wineries are created in all wine-growing regions of the country.



As a result of the process of harmonization of national legislation with the requirements of the European regulations, full control on the wine varieties has been implemented in Bulgaria since 2002.



# Food Industry in Bulgaria

Food processing is one of the historically traditional sectors of the Bulgarian economy. The importance of this sector is determined by its share in the total industrial output, which in recent years amounted to over 20%. The Food and Beverage Industry is the largest and most dynamic sector in the Bulgarian economy. The industry is characterized by a high degree of export and multiple products on strongly competitive external and internal markets.



## The Canning Industry

It is one of the oldest, most important and promising sectors of the food and beverage industry in Bulgaria. It is traditionally export oriented.

	Main markets
<b>Canned vegetables</b>	Greece, Germany, USA Russia, Romania, Italy
<b>Canned fruits</b>	Germany, Romania, Russia Italy, Poland, Greece
<b>Canned meat</b>	France, Belgium, Greece UK, Netherlands, Romania

Source: NSI, 2014

# Confectionary and Sugar products



Long traditions and excellent quality of products.



Sugar is one of the country's main export products from which Bulgaria exports about 140 000 tons per year. The sector is expected to achieve significant growth in the future of about 45 % by 2015. The table below shows information about the key export markets for sugar and confectionary products.



	Main markets
<b>Confectionary and Sugar</b>	Greece, Romania, Serbia, Germany, Poland, Italy

Source: NSI, 2014

# Diary Products



13 centuries ago when the proto-Bulgarians of Khan Asparuh came to our lands, they brought an original milk drink called kumis. Since its foundation, the dairy industry in Bulgaria constantly improves by implementing new technologies, while preserving the unique quality and taste of the Bulgarian products.

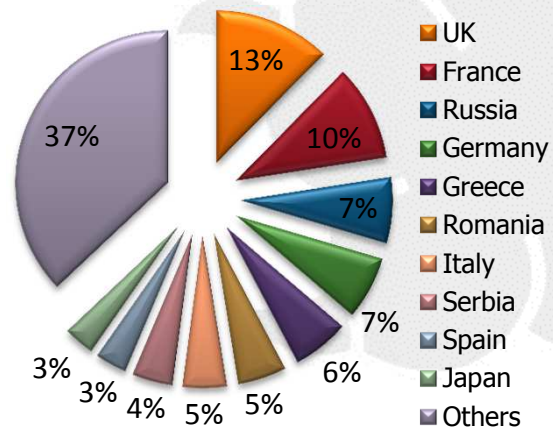
The Bulgarian dairy products are most competitive due to the fact that they contain the bacteria called *Lactobacillus bulgaricus*, discovered by the Bulgarian doctor Stamen Grigorov more than 100 years ago.



The Bulgarian white cheese made from sheep milk contains the rare vitamin "U" that stimulates the activity of the liver. The Bulgarian milk products have a unique flavor and unique organoleptic and medical properties.

# Perfume and cosmetic industry

## BULGARIAN MAIN EXPORT PARTNERS FOR COSMETICS - 2013



### BULGARIAN NATIONAL ASSOCIATION ESSENTIAL OILS, PERFUMERY AND COSMETICS /BNAEOPC/

Address: Plovdiv 4000

Tsar Kaloyan № 8

Tel. / Fax: 032 96 78 35

Tel. / Fax: 032 96 78 34;

E-mail: [office@bnaeopc.com](mailto:office@bnaeopc.com)

URL: [www.bnaeopc.com](http://www.bnaeopc.com)

# Information and Communication Technology (ICT) Industry in Bulgaria

**ICT sector accounts for 12% of the Bulgarian export** or with total estimated value over 1 billion dollars per year, while ICT services are around 9,5%. 60% of the profit of the software industry in Bulgaria comes from export.



## The Bulgarian ICT sector has significant competitiveness strengths:

- Access to qualified personnel
- Competitive wages
- Good software solutions
- Fast internet services

## Key business associations:

**BASSCOM** - the industry association of leading Bulgarian software development companies.

Address:

Business Park Sofia,  
Building 11, Entrance B,  
Floor 1  
Mladost 4  
1766 Sofia, BULGARIA  
Phone: +359 2 489 9743,  
Fax: +359 2 489 9742  
[office@basscom.org](mailto:office@basscom.org)  
<http://www.basscom.org/>

**The Bulgarian Association of Information Technologies (BAIT)**

Address:

36, Dragan Tsankov Bul.  
Interpred WTC Sofia, Office  
B339  
Sofia 1040, Bulgaria  
E-mail: [bait@bait.bg](mailto:bait@bait.bg)  
Phone: +359 2 946 1513,  
Fax: +359 2 946 1451  
<http://www.bait.bg/>

**ICT Cluster**

Address:

Sofia, Blvd Tsarigradsko Shose, 7-mi  
Km. , Bits Izot, Et. 2, Ofis 290  
Phone: +359 2 489 9744  
[office@ictcluster.bg](mailto:office@ictcluster.bg)  
<http://www.ictalent.org/>



# Machine Building Sector in Bulgaria



The Bulgarian machine building is an export-oriented industry. In the Manufacture of machinery and equipment and in the automotive industry (units, accessories, spare parts, etc.), over 80% of the production is exported. Over 75% of the machines are exported to the EU.

## Subsectors of the machine building

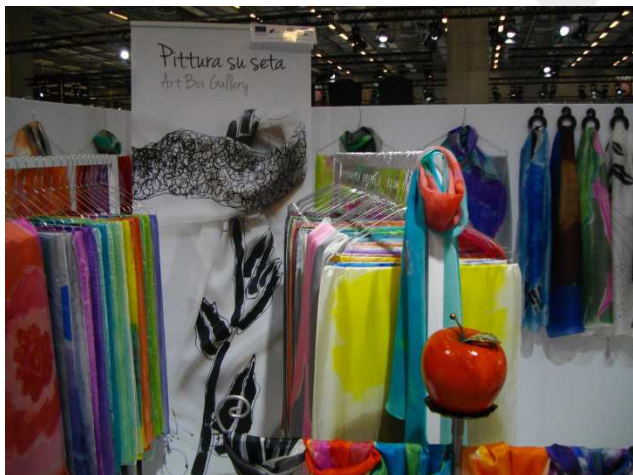
- Manufacture of machinery and equipment
- Manufacture of fabricated metal products
- Manufacture of motor vehicles, trailers and semi-trailers
- Manufacture of other transport equipment,

## Bulgarian Branch Chamber - Machine Building

29 Alabin Street  
1000 Sofia, Bulgaria, P.O. Box 625  
<http://bbcmb.org/#en-about-bbcmb.html>  
E-mail: [bbcmb@abv.bg](mailto:bbcmb@abv.bg); [bbcmb@mail.bg](mailto:bbcmb@mail.bg)  
Tel.: (+359 2) 988 40 44  
Fax: (+359 2) 989 28 06



# Textiles and Clothing industry



The manufacturers of textiles and clothing reported record exports in 2013 - 1.8 billion Euros. For comparison - in 2012 exports of companies in the sector was about 1.671 billion Euro.

The geographical position of the country, the up to date equipment and the flexibility of our enterprises made Bulgaria a preferred partner of famous fashion companies from Italy, France, Germany etc. The country retains its competitiveness due to the competitive prices and image of high quality.



## **Bulgarian association of Apparel and Textile Producers and Exporters**

<http://www.bgtextiles.org/?cid=3>

1057 Sofia

36 Dragan Tsankov Blvd.

World Trade Center INTERPRED,  
3rd floor, office 335

Tel.: +359 2 969 31 61, 969 31 66

Fax: +359 2 969 31 81

E-mail: [association@bgtextiles.org](mailto:association@bgtextiles.org)

**Thank you for your attention!**

**Marieta Zaharieva  
Executive Director**

**Bulgarian SMEs Promotion Agency**

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