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Business mission NL-SMOLYAN REGION, BULGARIA 2017

“various sectors, business region ‘SMOLYAN REGION, BULGARIA”

Business mission from 20th November – 24rd November 2017



TryAder International is organizing in cooperation with “The Business Knowledge Society” and various official authorities an important Business mission to the Smolyan Region in Bulgaria from 20 nov. t/m 24 nov. 2017. Entrepreneurs who do not do any business with Bulgaria can also receive a subsidy, as being a financial support to start up international business. (The flight from Bulgarian Air will leave on 20th of November 2017)



Bulgaria and the Smolyan Region :

Bulgaria (Bulgarian: България, *Balgarija*), officially the **Republic of Bulgaria** (Bulgarian: Република България, *Repoblika Balgarija*), is a country in the Southeast of Europe, situated in the east of the Balkan and south of the river the Donau.

The country has a population of approx. 7.144.653 inhabitants and a land area of approx. 110.900 km².

Sofia is the capital city and with more than 1,2 million inhabitants the biggest city of the country.

Other important cities are **Varna**, **Burgas** and ofcourse **SMOLYAN**.

(the most important ports of Bulgaria on the Black Sea are, **Plovdiv** en **Rousse**).

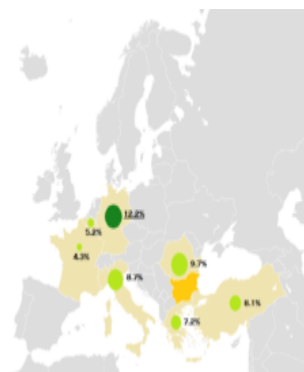
Smolyan is a city in the south of Bulgaria and the capital city of the oblast Smolyan. The city is situated in the valley of the white and black river at the feet of the Rodope mountains near to the popular ski resorts Pamporovo and Tsjeperlare and next to Greece.

The country's name, *Bulgaria* is taken from the word, Bulgars, an extinct tribe of Turkic origin, which created the country. Bulgaria is a mountainous country with a dynamic climate.

EUROPEAN advantages for Bulgaria :

Bulgaria has an emerging market economy in the upper middle income range, where the private sector accounts for more than 80 per cent of GDP. From a largely agricultural country with a predominantly rural population in 1948, by the 1980s Bulgaria had transformed into an industrial economy with scientific and technological research at the top of its budgetary expenditure priorities. The loss of COMECON markets in 1990 and the subsequent "shock therapy" of the planned system caused a steep decline in industrial and agricultural production, ultimately followed by an economic collapse in 1997. The economy largely recovered during a period of rapid growth several years later, but the average salary remains one of the lowest in the EU at 1,036 leva (€529) per month in March 2017. More than a fifth of the labour force are employed on a minimum wage of €1 per hour. Wages, however, account for only half of the total household income, owing to the substantial informal economy which amounts to almost 32% of GDP. Bulgarian PPS GDP per capita stood at 47 per cent of the EU average in 2015 according to Eurostat data, while at the same time the cost of living in the country was 47 per cent of the EU average as well. The currency is the lev, which is pegged to the euro at a rate of 1.95583 leva for 1 euro. Bulgaria is not yet part of the eurozone but is showing progress.

Economic indicators have improved after the financial crisis of 2007–2008. After several consecutive years of high growth, GDP contracted 5.5 per cent in 2009 and unemployment remained above 12 per cent. Industrial output declined 10 per cent, mining by 31 per cent, and ferrous and metal production marked a 60 per cent drop. Positive growth was restored in 2010, although investments and consumption continue to decline steadily due to rising unemployment. The same year, intercompany debt exceeded €51 billion, meaning that 60 per cent of all Bulgarian companies were mutually indebted. By 2012, it had increased to €83 billion, or 227 per cent of GDP. The government implemented strict austerity measures with IMF and EU encouragement to some positive fiscal results, but the social consequences of these measures have been "catastrophic" according to the International Trade Union Confederation. Corruption remains another obstacle to economic growth. Bulgaria is one of the most corrupt European Union members and ranks 75th in the Corruption Perceptions Index. Weak law enforcement and overall low capacity of civil service remain as challenges in curbing corruption. However, fighting against corruption has become the focus of the government because of the EU accession, and several anti-corruption programs have been undertaken by different government agencies.



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|----------------|----------------|--------------------|
| 1. Blagoevgrad | 10. Pazardzhik | 19. Smolyan |
| 2. Burgas | 11. Pernik | 20. Sofia Province |
| 3. Dobrich | 12. Pleven | 21. Stara Zagora |
| 4. Gabrovo | 13. Plovdiv | 22. Targovishte |
| 5. Haskovo | 14. Razgrad | 23. Varna |
| 6. Kardzhali | 15. Ruse | 24. Veliko Tarnovo |
| 7. Kyustendil | 16. Shumen | 25. Vidin |
| 8. Lovech | 17. Silistra | 26. Vratsa |
| 9. Montana | 18. Sliven | 27. Yambol |



Bulgaria (orange) and its largest export partners by share of total exports

Economic activities are fostered by the lowest personal and corporate income tax rates in the EU, and the third-lowest public debt of all member states at 28.7% of GDP in 2016. In 2016, GDP (PPP) was estimated at \$143.1 billion, with a per capita value of \$20,116. Sofia and the surrounding Yugozapaden planning area are the most developed region of the country with a per capita PPS GDP of €20,600 (\$27,400) in 2014. Bulgaria is a net receiver of funds from the EU. The absolute amount of received funds was €589 million in 2009.

The labour force is 2.45 million people, of whom 7.1 per cent are employed in agriculture, 35.2 per cent are employed in industry and 57.7 per cent are employed in the services sector. Extraction of metals and minerals, production of chemicals, machinery and vehicle components, petroleum refining and steel are among the major industrial activities. Mining and its related industries employ a total of 120,000 people and generate about five per cent of the country's GDP.

Bulgaria is Europe's sixth-largest coal producer. Local deposits of coal, iron, copper and lead are vital for the manufacturing and energy sectors. Almost all top export items of Bulgaria are industrial commodities such as oil products, copper products and pharmaceuticals. Bulgaria is also a net exporter of agricultural and food products, of which two-thirds go to OECD countries. It is the largest global producer of perfumery essential oils such as lavender and rose oil. Agriculture has declined significantly in the past two decades. Production in 2008 amounted to only 66 per cent of that between 1999 and 2001, while cereal and vegetable yields have dropped by nearly 40 per cent since 1990. Of the services sector, tourism is the most significant contributor to economic growth. In recent years, Bulgaria has emerged as a travelling destination with its inexpensive resorts and beaches outside the reach of the tourist industry. Lonely Planet ranked it among its top 10 destinations for 2011. Most of the visitors are British, Romanian, German and Russian. The capital Sofia, the medieval capital Veliko Tarnovo, coastal resorts Golden Sands and Sunny Beach and winter resorts Bansko, Pamporovo and Borovets are some of the locations most visited by tourists.



Promising sectors:

- Port development, Building & Infrastructure
- Watermanagement
- Production
- Agriculture & Horticulture
- Technology development
- Poultry
- Food (dairy)
- Medical Technology & Health sector

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10% personenbelasting
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Businessprogramm

The mission offers a promising opportunity for Dutch companies and knowledge institutes to explore the country and to create new contacts. The program is presenting you relevant information and experience out of the practice via company visits, informative seminars and matchmaking. Besides that, you can also establish direct contacts (like potential business partners, ministry representatives, local governments and branche organizations) in the various network opportunities. On top of this it could be possible to sign MoU's, close contracts during one of these gatherings.

Comprehensive :

- What:** Businessmission "Various Sectors" to Smolyan Region in Bulgaria!
- When:** Departure at 20 nov. and in Smolian Region from 20 nov. t/m 24 nov. 2017
- Programm:** The full program is in Smolyan Region, Bulgaria under supervision of Dutch & Bulgarian administrators separately informed (update asap!)
- Apply:** Apply before 30th of September 2017 via Trademission2017-1@tryader.com.
After receiving of your registration we will contact you in order to have a personal intake conversation.
- Costs:** The costs for this businessmission are € 1.750,00 ex!! per participant!
Trip- and Accomodation can be booked via us in good class Hotels & Flight with Bulgarian Air with reduction! Incl. networking diner, networking drinks, lunches, matchmaking, seminars en sight-seeing.
If applicable, costs for having translators and individual transport are for your own expenses!
- Subsidy:** If you have not done any business with Bulgaria untill now, we might apply for subsidy icw RVO (Rijksdienst voor Ondernemend Nederland)- for example a subsidy / missionvoucher etc.
For participation to this mission the remaining costs would than be € !! (under certain circumstances) – depending on the type of your company and therefore the amount of commission.
You can find this via the website, I completely assist you with this procedure FREE of Costs!
subsidy-arrangements / missionvouchers-sib
- Contact:** Tryader International (Please see www.tryader.com/events or www.tbks.eu/events or www.internationaalondernemen.nl)
De heer Ron Abrahamsz / +31 (0)10 - 742 00 45 // +31 (0)6-275 275 75
E-mail: ron@tryader.com
- Conditions:** Tryader International will always keep the right to select participants theirselves. The trademission will be approved when a minimum of 5 participants will join the mission.
- Supported by :** The Business & Knowledge Society for International Business



Bulgarian Lev / Bulgarian Pita / Bulgarian Orthodox Church