

Investing in your future



EUROPEAN
UNION

European Regional
Development Fund



NATIONAL
STRATEGIC
REFERENCE FRAMEWORK
2007 – 2013



OP "Development of
the Competitiveness
of the Bulgarian
Economy" 2007-2013



Project "Promoting the advantages of investing in Bulgaria"
BG 161PO003-4.1.01-0001-C0001, with beneficiary InvestBulgaria Agency, has been implemented with the financial support of the European Union through the European Fund for Regional Development and the national budget of the Republic of Bulgaria.



**INVEST IN
BULGARIA**



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Bulgaria stands for a critical mass of highly-qualified, well-educated professionals who bring together proven practical understanding of business with high-level theoretical skills to deliver efficient, cost-effective international solutions.

A. T. Kearney



The three factors which contributed to a decision in favor of Bulgaria as a place to invest included: access to our core raw material, country's geographic location and the current tax situation.

Ingrid Janker, CEO, Knauf Bulgaria

Bulgaria is the only country in the EU with a credit rating upgrade by Moody's since the beginning of 2010.

Bulgaria has the second-lowest government debt in the European Union (17% of GDP) and one of the lowest budget deficits (2.1%) as of 2011.

“ Bulgaria offers a good mix of high skills, fairly low labor costs and good production quality.

”
Accelerance

“ Substantial EU funding available following Bulgaria’s EU accession.

”
Business Monitor International

“ The investment conditions here are wonderful. The country has large capacity to produce raw materials locally.

”
Achille Bardelli
Member of the Board of Directors of Orgachim, one of the first investors in the chemical industry in Bulgaria

D-check is the most comprehensive and pedantic check for the aircraft serviceability. It is also known as Heavy Maintenance Visit (HMV). Usually, such a check takes between 21 and 60 days depending on the aircraft and the number of the technicians.

Lufthansa Technik Sofia managed to perform only within 16 days the quickest D1 check on Airbus A320 among the whole group of 31 companies.





Customers of the Bulgarian companies are world industry leaders such as BMW, Renault, Peugeot, Ford, Audi. For example, cylinder heads for 6-cylinder V-engine Audi are produced exclusively by Montupet plant in Bulgaria.



In 2010 Bulgaria became one of the six target logistics centers of HP worldwide which provide customer services and outsourcing of IT and software operations.



- Bulgaria hosts Europe's biggest synthetic soda ash plant and the biggest oil refinery on the Balkans.
- Bulgaria was the world's largest producer and exporter of lavender oil in 2011 and also is among the top 15 producers of buffalo and sheep milk in the world.



Bulgaria ranks second in Europe after Iceland in the number of the mineral springs, providing all types of mineral water existing in nature.

...If you want first-class mathematicians, try looking in Bulgaria.

William Fitzsimmons, Dean of Admissions and Financial Aid, Harvard College



Bulgaria, Romania and other locations in the outskirts of Europe are playing a new twist in the craze for sending technology development offshore.

Business Week



The Bulgarian ELKA 6521 was the first European electronic calculator. ELKA 6521 was among the most popular electronic calculators in Europe in the 1960s and 1970s. In 1975 Bulgaria exported more than 30,000 electronic calculators ELKA for Switzerland.



EnerSys Bulgaria manufactures batteries weighing more than 300 tons for UK and German submarines.



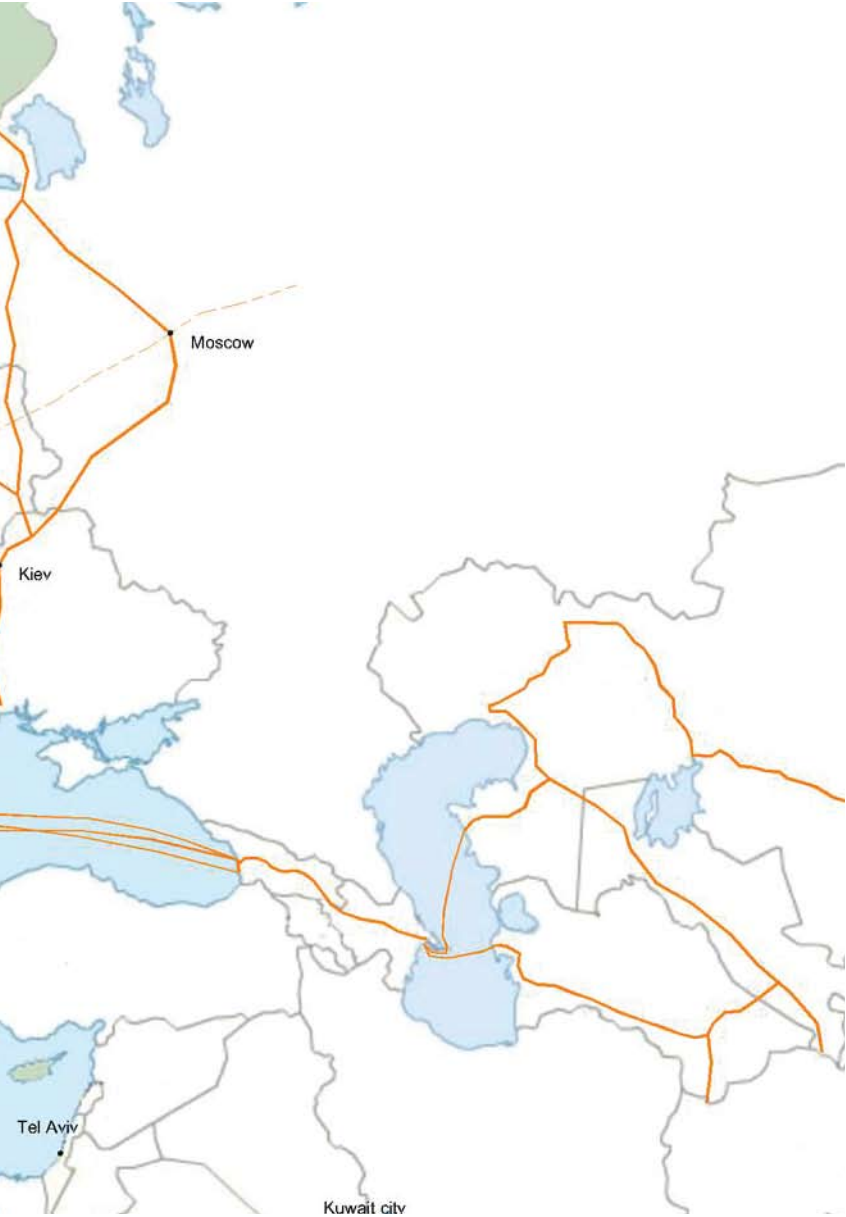
GENERAL OVERVIEW OF BULGARIA

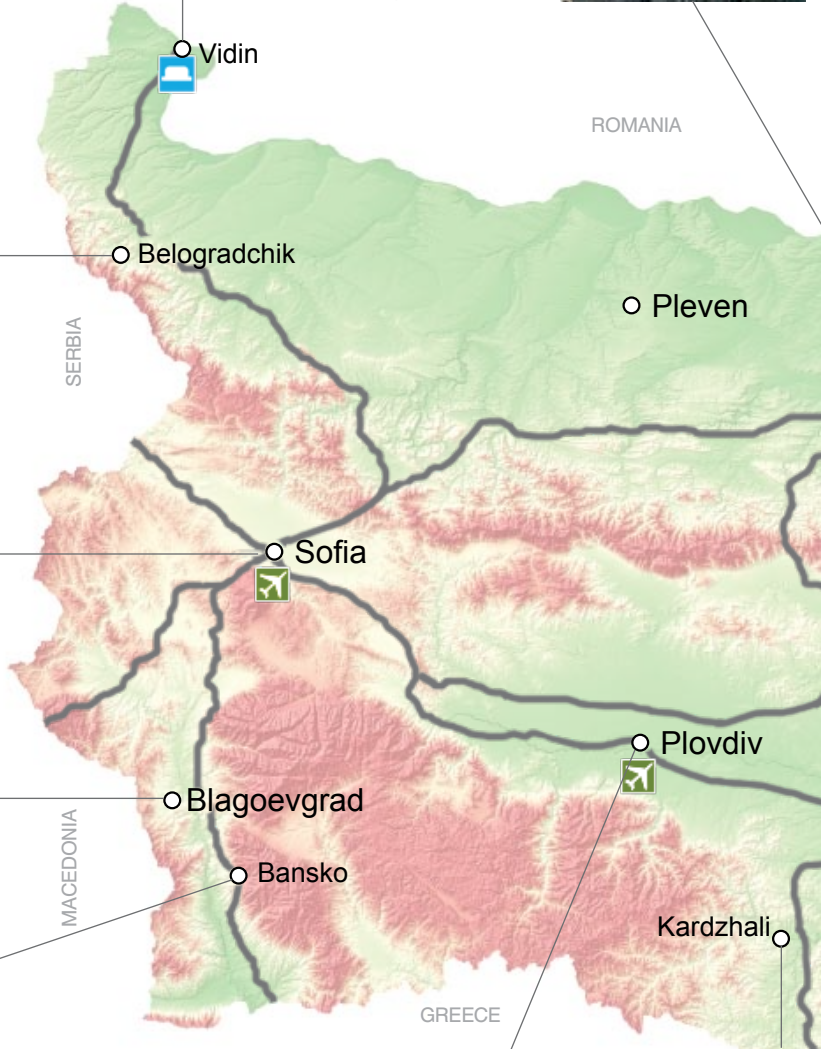


Bulgaria is situated on the main roads



which connect Europe to Asia







- MAP EXPLANATION**
-  AIRPORT
 -  RIVERPORT
 -  SEAPORT

Bulgarian nature has everything - from high mountains



Rila is the sixth highest mountain in Europe and the highest one on the Balkan Peninsula. It features one of Bulgaria's most visited tourist destinations, known as the Seven Rila Lakes.



Vitosha is situated in close proximity to Sofia. The mountain offers unique opportunities for both recreation and sport.



In 2011 Bulgaria was visited by over 8 700 000 foreign tourists. This is an increase over the previous year by 4.0%.



Pirin is the most beautiful mountain of alpine type in Bulgaria.



The Rhodopes are one of Bulgaria's most interesting mountains in terms of flora and fauna, settlement architecture and cultural heritage

... to beautiful beaches

History coexists with modernity in Bulgaria



The town of Nessebar (Messembria) was inhabited in the 6th century BC. During the Bronze Age it was one of the most developed cities on the Black Sea, and today is one of the cultural objects under the protection of UNESCO.



11 beaches in Bulgaria were awarded with the prestigious “Blue Flag” award in 2010.

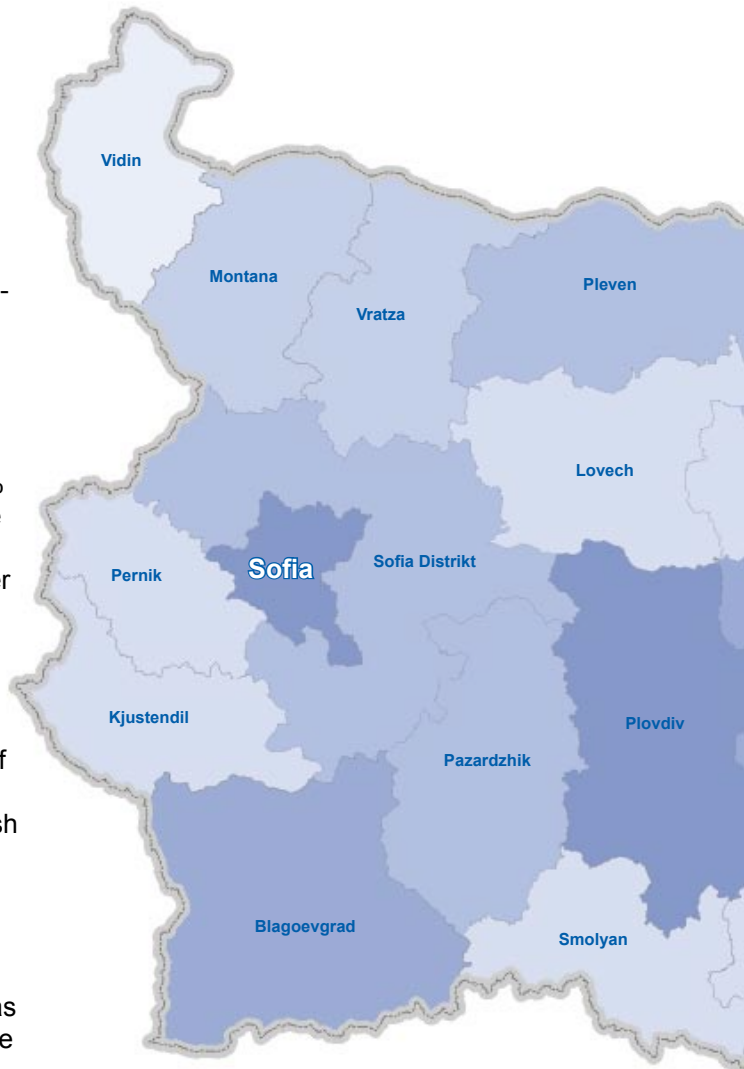
The Bulgarian Black Sea coast offers a good opportunity for recreation, entertainment, and sports activities.



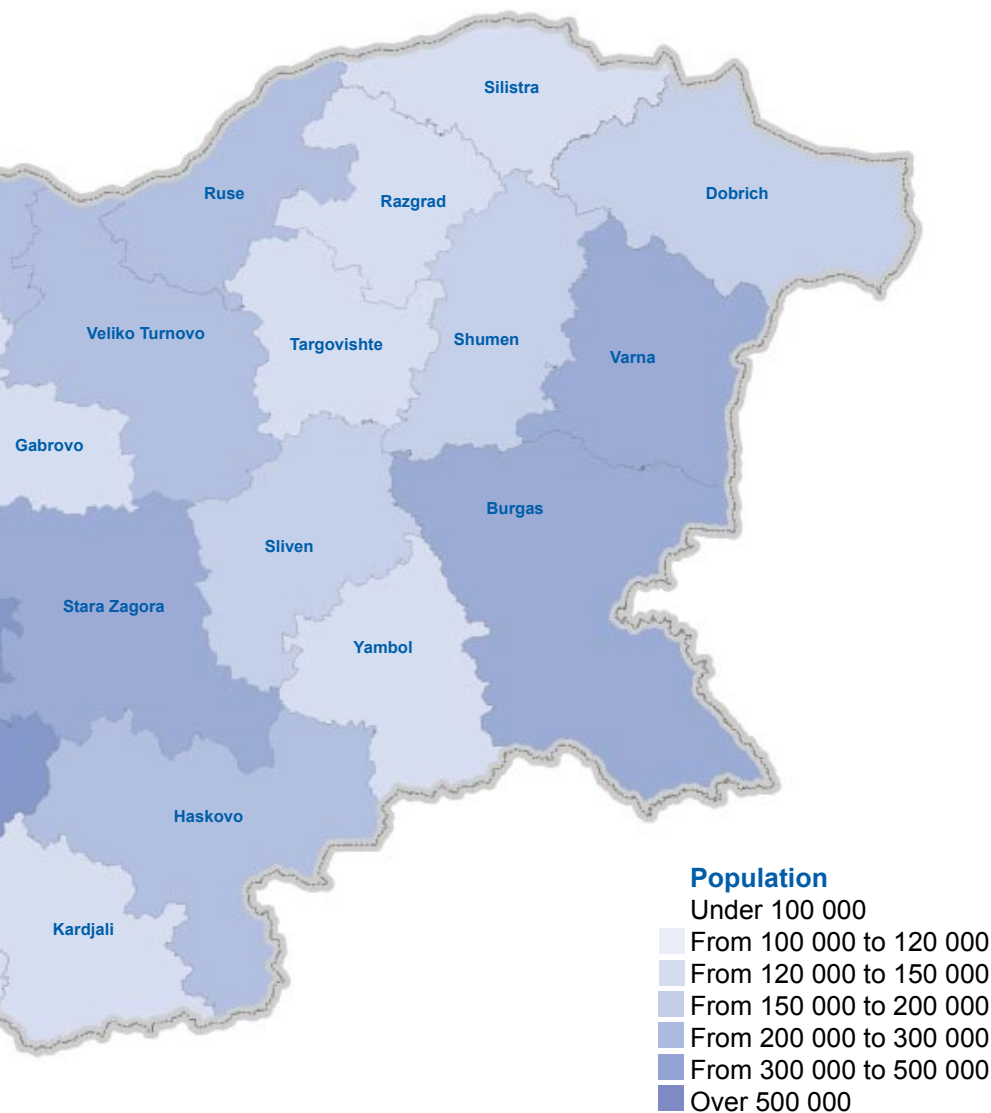
There are 142 official resorts in the country, 58 of them are spa, 56 – mountain and 28 - sea resorts.

Bulgarian population stood at 7.36 million people in 2011

- 68% of the population is of working age
- About 60% of the working age population (25-64 years) speak at least one foreign language
- Approximately 80% of the working-age population have secondary or higher education
- Around two thirds of the students in the country learn English or German
- Bulgaria is a highly urbanized country as over 5 million people live in cities



Population by regions, as of 01.02.2011



Sofia



- Population: 1 291 591
- Sofia is the capital of Bulgaria
- Center of the legislative, executive and judiciary power (the National Assembly, the Presidency and the Council of Ministers)
- Sofia is the 13th largest city in the European Union
- Financial hub, home of the Bulgarian National Bank, the Bulgarian Stock Exchange, the Financial Supervision Commission

In Sofia:

- is concentrated 1/4 of the workforce of the country
- is centered 1/6 of the industrial production of Bulgaria
- are produced 34.3 percent of GDP in Bulgaria

Educational Snapshot:

- 16 language schools with business curriculum
- 18 language schools with IT curriculum
- 21 universities
- 26 000 graduates per year
- Sofia Airport (SA) is the largest passenger and cargo airport in Bulgaria. Over 70 shipping companies work with SA, including FedEx, In Time (UPS); DHL, TNT, DB Schenker



In the VIII century BC at the place of a neolithic city was situated the ancient tracian city of Serdica – named after the Thracian tribe Serdi. The reason for the settlement of these lands are the hot mineral springs that abound in the Sofia area.

Sofia is the only European capital that offers 8 different types of mineral water that can treat up to 100 thousand people daily. There are about 50 hydrothermal springs in the surroundings of Sofia.

Prof. Kostadin Shterev - hydrologist

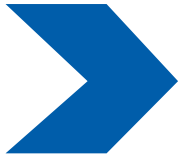
Plovdiv



- Population: 338 153
- One of the major administrative, industrial, transport, educational and tourist centers
- One of the fastest growing cities with an average GDP growth of 12-13%
- Well-developed transport infrastructure including an international airport
- Three of the ten Pan-European corridors pass near the city (IV, VIII and X)
- The International Plovdiv Fair has been organized since 1892, and nowadays is one of the most important trade events and one of the largest exhibition centers in Southeastern Europe

Educational Snapshot:

- 2 universities
- 3 language schools
- 10 100 graduates per year



The patented airplane of Georgi Bojinov was constructed only nine years after the first flight of the Wright brothers and introduced innovations that were evaluated and used later in supersonic aircrafts. The original is located in The Plovdiv Museum of Aviation.



The Roman Stadium in Plovdiv is one of the largest Roman buildings in the Balkans. Its length is 180 meters and its capacity - 30 000 people.



The Ancient Theater was built in I-II century. Due to the good acoustics, owing to the specific architecture of the theater, it is still used for concerts and other events with a capacity of around 5 000-7 000 spectators



The Ancient Theater

Veliko Tarnovo



- Population: 88 670
- One of the oldest settlements in Bulgaria with rich history and culture
- The main attraction is a well preserved Medieval fortress, named Tsarevets
- Well developed transport and communication infrastructure
- Major roads: European route E85 connecting Alexandroupolis with Bucharest and E772 connecting Sofia with Varna

Educational Snapshot:

- 3 universities
- 8 high schools
- 8 500 graduates per year



The *Arbanasi* open air architectural museum is situated 5km from Veliko Tarnovo. It is on the list of 100 National Tourist Sites of Bulgaria and features well preserved houses dating from 13-14th.

Tsarevets Hill in Veliko Tarnovo has five thousand-year history. It was inhabited during the Copper Age, as the first village on the hill dates from 4200 BC.

Sound and Light

The audiovisual performance “Sound and Light,” which conflates colourful lights, sound effects and verbal narrative is a historical narration of the most important moments of the Bulgarian history. It first took place in 1985 and still is the city’s main tourist attraction.



Varna



- Population: 343 704
- Bulgaria's biggest Black Sea city. Major port, as well as tourist, business and university centre
- Headquarters of the Bulgarian Navy and merchant marine
- Varna region produces 5.4% of the national GDP. It is third in the country by foreign investments per capita
- Well-developed transport infrastructure including an international airport
- Varna Airport provides flights to some of the biggest cities in Europe - Brussels, Vienna, London, Moscow
- Major roads include European routes E70 to Bucharest and E87 to Istanbul, and Pan-European corridor VIII

Educational Snapshot:

- 12 language schools with Business, Mathematics and IT curriculum
- 8 technical educational institutions
- 5 universities and higher schools
- 9 340 graduates per year



The Botanical garden in Balchik is famous for its collection of large cactuses and succulents, exposed in an open area of about 1 ha. The garden is the second of its kind in Europe after that of Monaco. In this unique garden grow over 2500 plant species.

Burgas

- Population: 212 902
- Situated on the Black Sea coast
- Major tourist destination as well as a major administrative, industrial, and educational center
- Well-developed transport infrastructure, including international airport
- The Pan-European corridor VIII (Durrës - Tirana - Skopje - Sofia - Plovdiv - Varna) passes through the city
- The Port of Burgas is the largest one in Bulgaria. It operates 28 vessel berths featuring dwt of 125 000 t to be handled



Educational Snapshot:

- 2 universities
- 4 language schools
- 3 500 graduates per year



Spirit of Burgas is a music festival for Bulgarian and international music. In 2009, the event was indicated by “The Times” as one of the 20 best festival destinations in the world.

Blagoevgrad



- Population: 77 441
- Educational, administrative, transport, agricultural and tourist centre (famous for nearby cultural and natural landmarks, as well as for the nearby Bansko ski resort)
- Located along Pan-European Corridor IV. A new highway connecting West European destinations with Greece is under construction
- Railway line connecting Sofia to Thessaloniki passes through Blagoevgrad

Educational Snapshot:

- 2 universities, 3 000 graduates per year
- 3 language and several secondary schools with focus on business studies



In 1991 in Blagoevgrad was established the first American University in Bulgaria. Currently it has 1100 students from 45 countries from 5 continents. About 60% of the students are international.

Ruse

- Population: 167 585
- The biggest Bulgarian river port and a big industrial centre (automotive industry, ceramics and chemistry)
- Near the city is located one of the first industrial zones in Bulgaria, which hosts international companies like Montupet, Keros Bulgaria and many others
- Located along Pan-European corridor IX and the Danube Bridge - the major road and rail connection between Bulgaria and Romania
- Ruse is 60 km away from the international airport Bucharest
- The central part of the town is famous for its unique architecture from the late 19th and the beginning of the 20 century.



Educational Snapshot:

- 1 university
- 3 language schools
- 2 000 graduates per year



Ruse is often called “Little Vienna” because of the architectural monuments, which combine baroque, modern, neoclassical and art Secession style.



Slavs, Bulgars and Thracians tribes lived on the territory of the Bulgarian state before its foundation.



During the reign of Khan Krum (**803-814**) were written the first laws in Bulgaria.



The Bulgarian state was established in **681** Khan Asparuh is considered its founder.



864 Christianity was adopted as an official religion in Bulgaria during the reign of Boris I.



886

Cyril and Methodius created the first Slavic alphabet - the Glagolitic. Later it was re-modeled by their Bulgarian disciples and the Cyrillic alphabet was adopted officially in Bulgaria.



Tsar Ivan Asen II (1218-1241) was the first Bulgarian ruler, who is known to have minted gold coins with his image.

893 - 927

Bulgaria bordered on three seas - the Aegean, Adriatic and Black during the reign of Tsar Simeon I the Great.



1396

Bulgaria became part of the Ottoman Empire.





"Fish Primer", written in 1824 by Petar Beron was the first Modern Bulgarian textbook.



1836
The first Bulgarian factory (for textiles) was opened in Sliven.



1866
The first railway line Russe-Varna was opened.



January 2, 1835
The first Bulgarian secular school was opened in Gabrovo.



1860
The first steam mill in the country was built in Svishtov.



1874-1876
The first of its kind indoor bridge in the Balkans was built in Lovech by Nicola Fichev.



March 3, 1878

The San Stefano peace treaty was signed. It put an end to the Russo-Turkish War and restored the Bulgarian state.



1897

Solvay opened its sugar plant in Sofia

1882

Franz Milde, helped by a group of local entrepreneurs from Shumen, started one of the oldest breweries in Bulgaria: Shumensko Pivo.



1894-1899

More than 120 industrial enterprises were established with Bulgarian and foreign funds and more than 600 km railways were built.

1901

One of the first foreign investments in the country was made - the shoe polish factory in Ruse, the current Orgachim.



1954
The soda ash factory in Devnya was built, now the biggest facility of Solvay Group in Europe.



1963
The petrochemical complex Neftochim (now Lukoil Neftochim) was opened in Burgas.



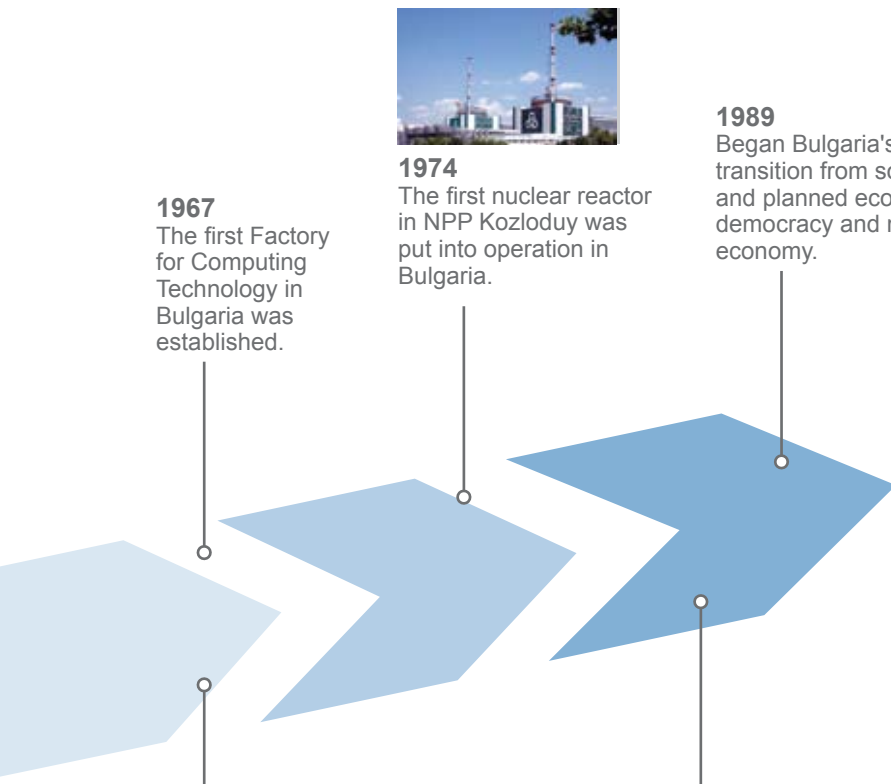
1937
Bulgarian physicist Georgi Nadzakov discovered the so-called photoelectric effect, later used for the invention of photocopying equipment.

December 14, 1955
Bulgaria became a member of the UN.



1965
Began the bottling of Coca-cola in Bulgaria.





1967
The first Factory for Computing Technology in Bulgaria was established.



1974
The first nuclear reactor in NPP Kozloduy was put into operation in Bulgaria.

1967-1970
In Plovdiv began assembling of the cars Renault 8 and Renault 1.



1984-1988
Pravec 8M was made – very modern for its time with larger memory and 2 microprocessors. Pravec 16, made in 1985 was an analog of IBM PC XT released in late 1981.



1989
Began Bulgaria's transition from socialism and planned economy to democracy and market economy.



1990
Bulgaria was the world's largest exporter of rose oil, used for the perfume industry.



1993
Started its manufacturing operations in Bulgaria.



1994
Kraft purchased the confectionery plants in Svoge and Kostinbrod.

1991
Opened offices in Bulgaria.



May 7, 1992
Bulgaria became a member of the Council of Europe.



1993
Established sensor manufacturing facility in Sofia.



1994
Bought the largest manufacturer of chocolate and confectionery "SHZI Sofia".





1996

Acquired the state owned electronic component company Avangard.

1997

Heineken and Coca-Cola Hellenic Bottling Company acquired the control share of brewery Ariana.

1994

Opened a branch in Bulgaria. It is currently the absolute leader on the Bulgarian market of fresh dairy products.

1997

Privatized the largest Bulgarian manufacturer of power transformers and tap changers.





LUKOIL

1999

Acquired 58% in Neftochim – Burgas which remains the biggest oil refinery on the Balkans.



2000

Established their Bulgarian operations for microelectronic components.



2000

Came in Bulgaria through the purchase of part of ProSyst company.

1999

The US Acid & Fertilizers bought the majority share in Agropolychim. Today, the company exports phosphorus and nitrogen fertilizers to five continents.

2000

Opened its refrigerator manufacturing facility in the Marica industrial zone near Plovdiv



2001

The company entered Bulgaria. Major Clients of the division are BMW, Peugeot and Ford.





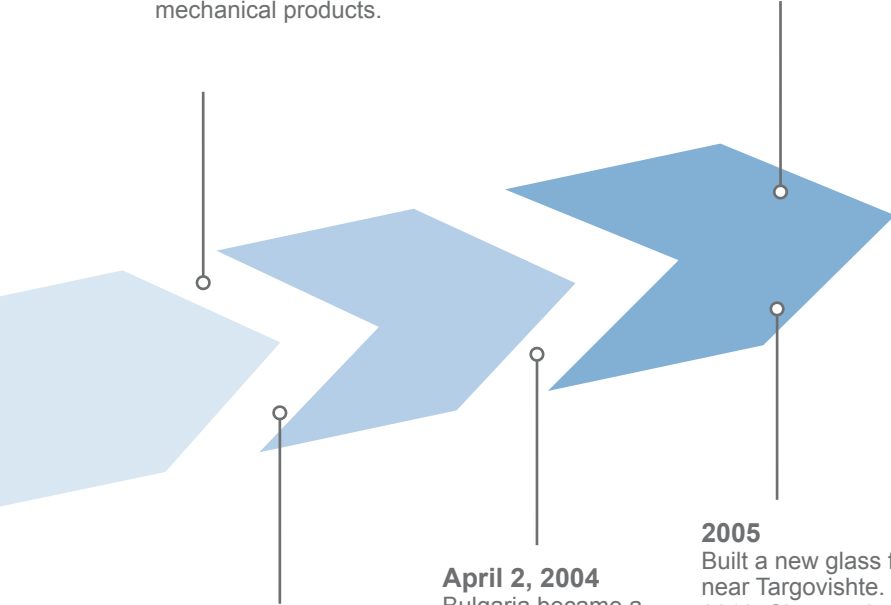
2002

Opened manufacturing facility for the production of sensors and high value added electronic and electro-mechanical products.



2005

Opened its outsourcing center in Bulgaria, which serves 26 countries.



2003

Was the first foreign outsourcing company, which opened an office in Bulgaria.



April 2, 2004

Bulgaria became a member of NATO.

2005

Built a new glass factory near Targovishte. By 2010, Şişecam increased its factories to four, manufacturing products that are unique to the region.





2006
Opened its Global Delivery Center in Sofia. The location was chosen in a competitive selection process involving fourteen countries.



2006
Montupet opened a state-of-the-art automotive parts factory in Ruse



January, 1st 2007
Bulgaria became member of EU.



2007
Extended its Sofia Global Delivery Center, providing end-to-end business process services for IBM needs around the globe.



2007
Built its plant for wire harnesses in Yambol.



ixetic

2008

German companies IXETIC and Witte Automotive opened their plants respectively in Rakovski Industrial Zone and Ruse for production of automotive components.

2008

German company Lufthansa Technik opened maintenance facility for repair and overhaul of aircrafts like Airbus A320 family and the Boeing 737 series .



2010

Yana Intermodal Terminal opened near Sofia, at the crossroad of 3 pan-European corridors , serving the European and the Central Asian markets.

2011

Acquires Bulgaria's ice cream maker Darko, the second largest ice cream company after Nestle.



Great Wall

2012

Opened the car manufacturing plant established by Litex Motors Corporation in cooperation with the Chinese Great Wall Motor Co.

2011

Three Bulgarian IT companies (E-card, Telerik, Investor.bg) were included in the "Deloitte" ranking of the 50 fastest growing technology companies in Central Europe.



Bulgaria is a parliamentary republic with well-defined legislative, executive and judicial branches of power



Legislative power

The National Assembly contains 240 members, elected for four years. It is the only legislative body of the Republic of Bulgaria.



Executive power

The Council of Ministers is the main body of executive power in Bulgaria. It is elected for a 4-year term.



Judicial power

The jurisdiction is administered by the Supreme Court, Supreme Administrative Court, appellate, district, and regional courts.



President of the Republic of Bulgaria

Directly elected for 5-year term with one possible re-election. Head of the state and supreme commander of the armed forces.

National symbols

Coat of arms

The state emblem of Bulgaria is a gold lion rampant on a dark gules shield.



Flag

The flag of the Republic of Bulgaria is three-coloured: white, green and red, placed horizontally from the top down.



The first Bulgarian constitution was adopted in 1879 by the Constituent Assembly in the city of Veliko Tarnovo (hence the name Tarnovo Constitution). It was innovative, progressive and liberal for its time, affirming the principles of privacy and private property. The city of Sofia became the capital of Bulgaria.

Bulgaria has experienced rapid economic growth over the last years coupled with strong fiscal performance:



Bulgaria is strategically located and provides access to the following markets:

- South-East Europe – a 122 million inhabitant, high growth market
- EU – Bulgaria offers the lowest cost , zero tariff access to a 500m inhabitant market
- CIS, Middle East and North Africa

Bulgaria offers a combination of political and macroeconomic stability and incentives for doing business:

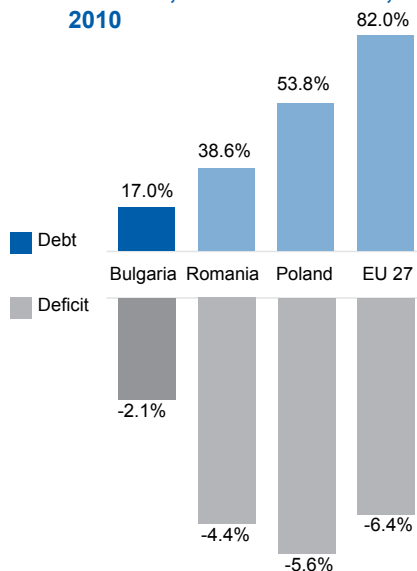
- Stable parliamentary democracy; EU, NATO and WTO member
- Bulgaria's currency is fixed to the Euro under a currency board arrangement
- Lowest tax rate and one of the lowest labor costs in the EU coupled with special incentives for investors
- EU funding – more than €10 bn in EU funds over the next years

Bulgaria has exemplary macroeconomic fundamentals

2011 Economic Snapshot:	
GDP (€ in bn):	38.5
Exports (€ in bn):	25.6
Net FDI* (% of GDP):	3.5
GDP growth (%):	1.7
Unemployment (%):	10.4
Inflation rate (annual change, %):	3.4
Government deficit (% of GDP):	2.1
Government debt (% of GDP):	17.0
Current account balance (% of GDP):	0.9
Long-term credit ratings:	
Moody's:	Baa2 stable
S&P:	BBB stable
Fitch:	BBB stable

Source: Bulgarian National Bank, Eurostat, sovereign rating companies' websites

Government debt and government deficit in Bulgaria, Romania, Poland and EU 27, 2010

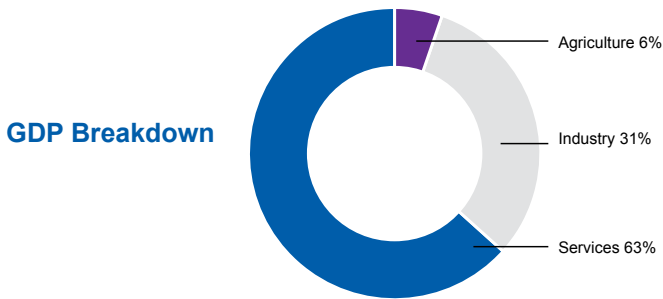


- The Bulgarian economy had a constant growth of above 6% in the period 2000-2008
- The economy stabilized in 2011 with GDP growth of 1.7% for 2011, which is forecasted to recover to 2.8% in 2012
- The budget deficit in Bulgaria is one of the lowest in Europe for 2011 - 2.1%
- There are no currency fluctuations due to a currency board, introduced in 1997 – the Bulgarian Lev is pegged at 1.95583 to the Euro
- Bulgaria has the second lowest government debt to GDP ratio in the EU27 in 2011

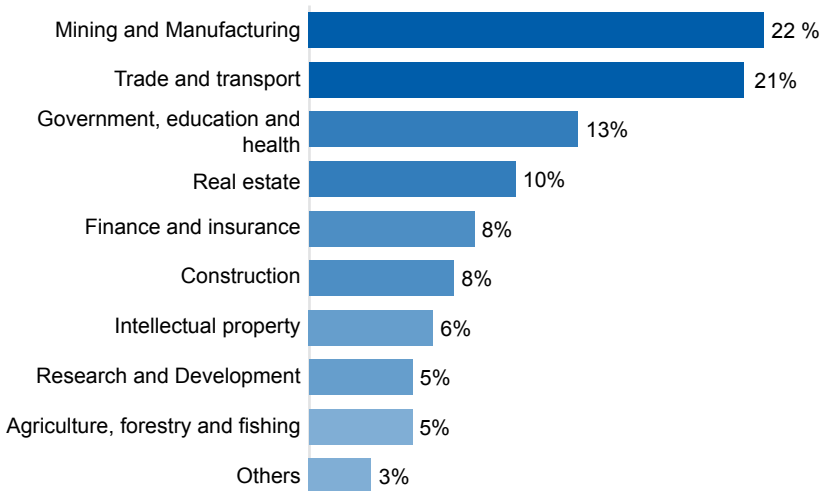


Bulgaria is the only European country with an increased credit rating by Moody's since the beginning of 2010.

- The World Bank ranks Bulgaria sixty-fifth position in the world regarding GDP per capita (purchasing power parity) of \$13 780
- The contribution of the service sector to the GDP has increased more than 2 times in the last 20 years

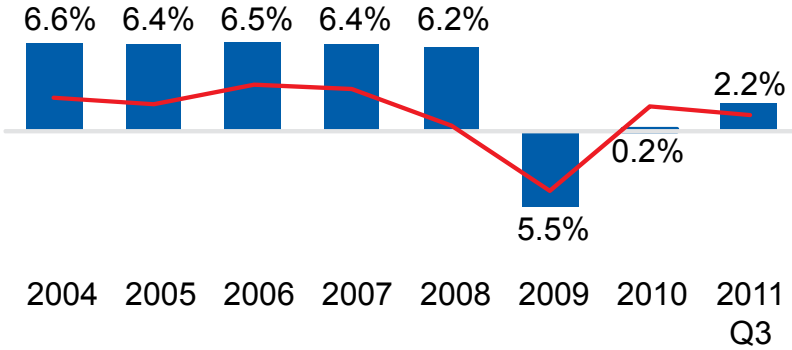


GDP breakdown by main subsectors (2010)

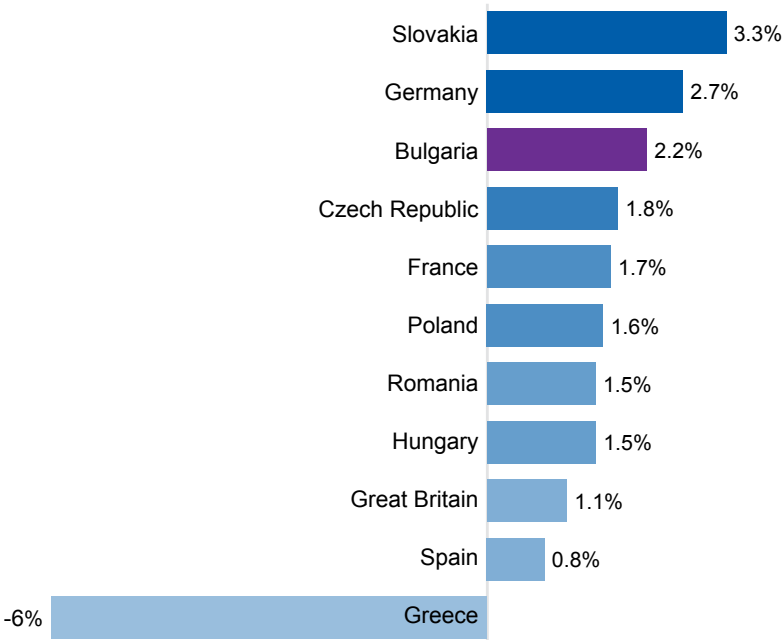


GDP Growth of Bulgaria

— Average growth of the EU 27 countries



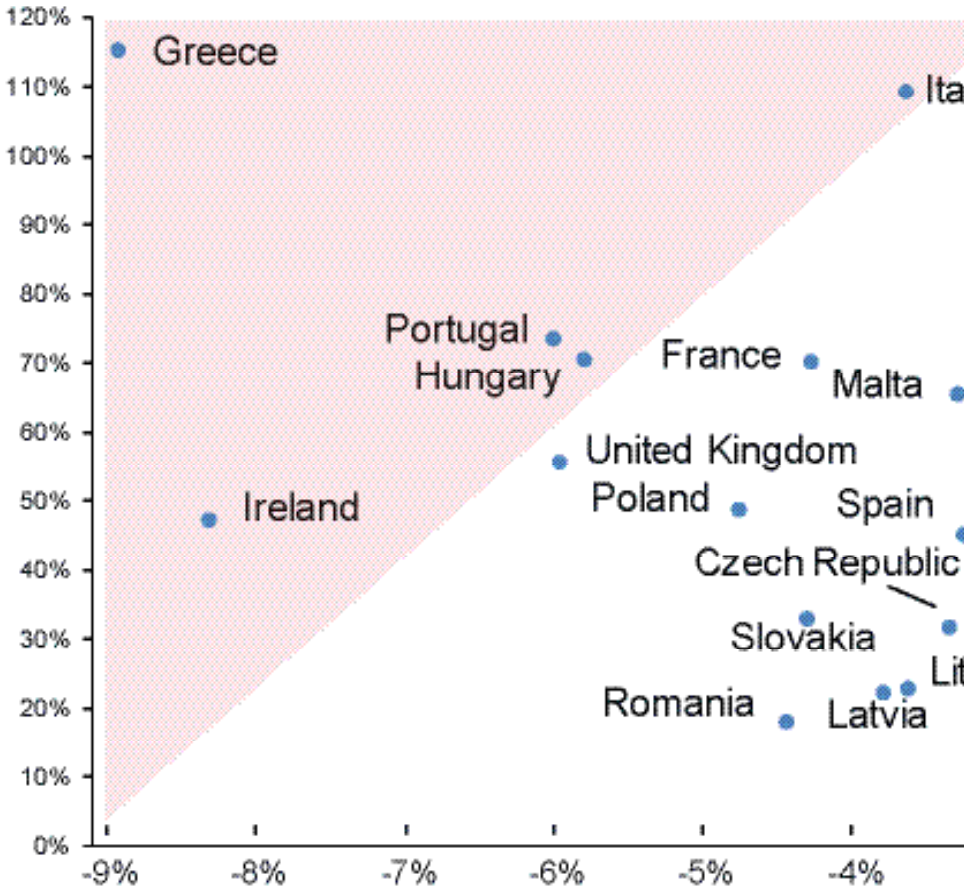
GDP Growth : Bulgaria vs. European Peers (2011E)



Budget deficit levels are minimal...

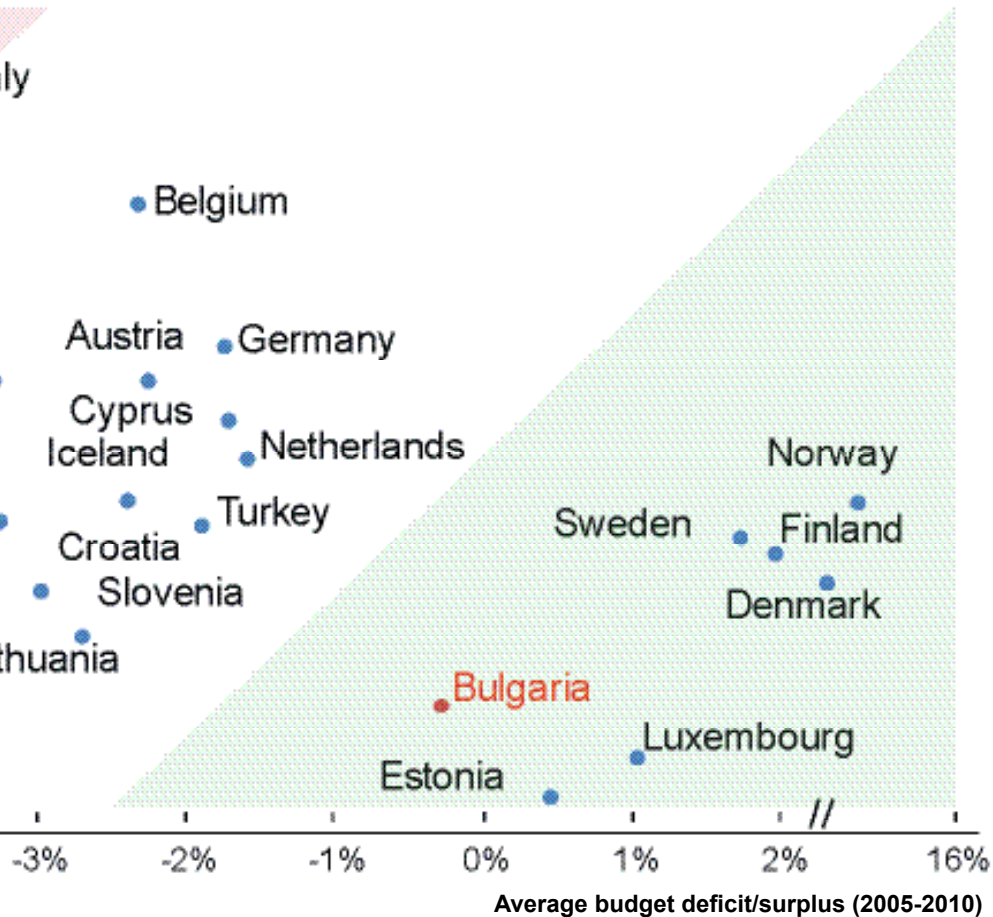
- Bulgaria continues to boast one of the lowest budget deficits in the region and the European Union
- The government imposed fiscal consolidation and structural reforms, privatization of unprofitable assets and a more conservative budget for 2012

Average government debt (2005-2010)



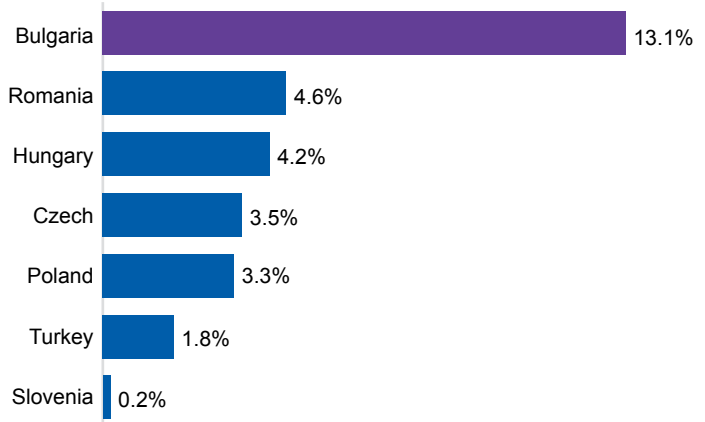
...and tamed by a low public debt

- Bulgaria has one of the lowest public debts in Europe, following the consistent reduction policy of the last three governments
- In response to the financial crisis, Parliament passed a strict debt ceiling in 2010



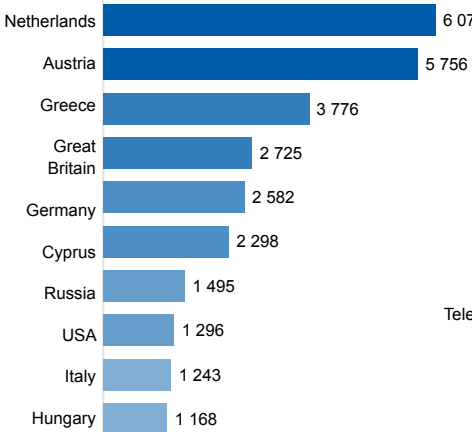


FDI of GDP, average % for 2007 – 2011

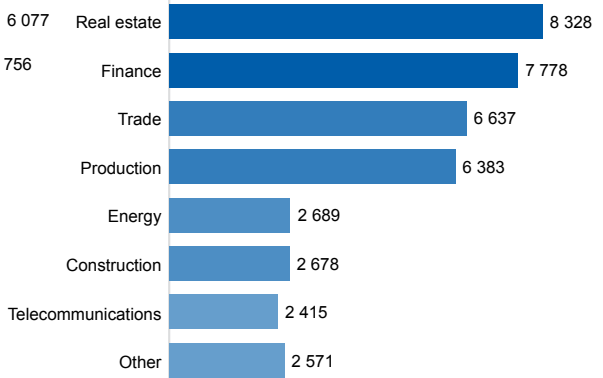


- More than 80% of the FDI come from the EU countries
- Before the crisis, investments were mainly concentrated in the real estate and financial sectors, whereas in the past two years they tend to divert to the manufacturing sector

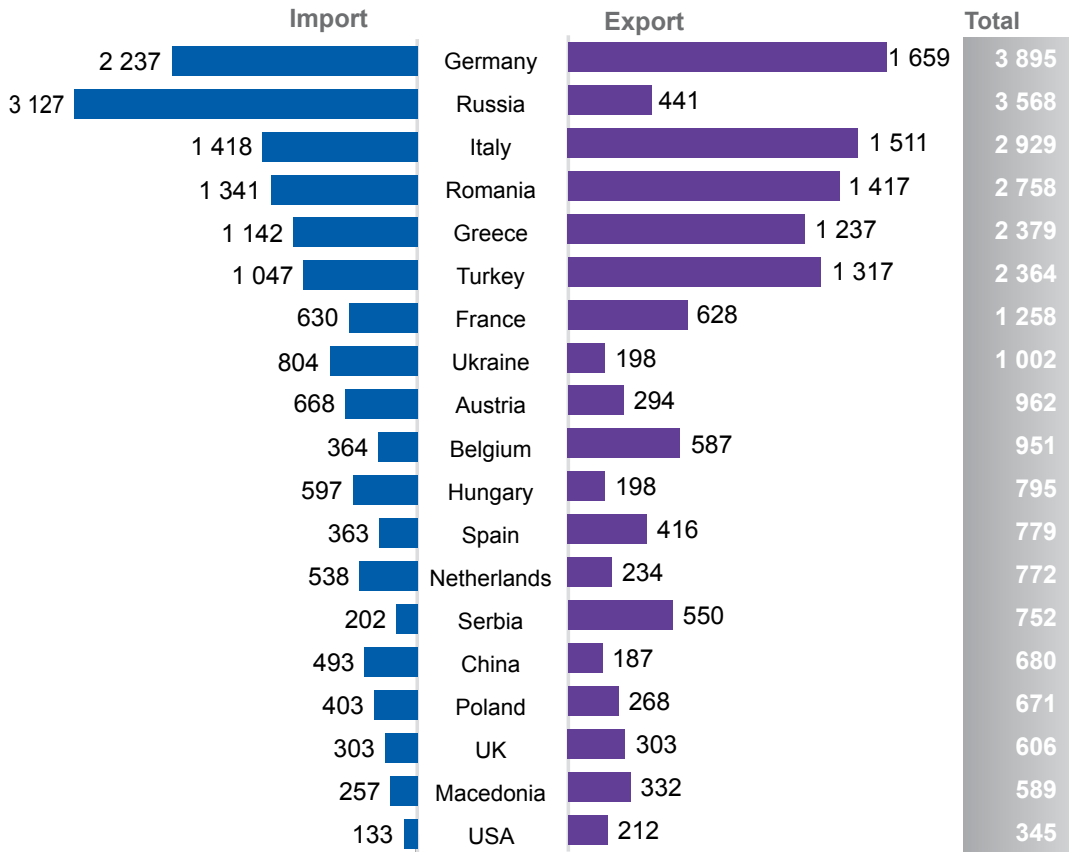
Amount of FDI by country, 1996-2011 (€ m.)



Amount of FDI by industry, 1996-2011 (€ m.)



Trade by countries, 2010 (€ m.)



Top 50 companies by revenue in Bulgaria, 2010 (BGN m)

Position	Company	Sector	Revenue
1	Lukoil Neftochim Bourgas	Petrochemicals	5 464
2	Lukoil Bulgaria	Trade	3 349
3	Aurubis Bulgaria	Metals	3 215
4	National electricity company	Energy	3 087
5	OMV Bulgaria	Trade	1 621
6	Bulgargaz	Energy	1 265
7	CEZ Bulgaria	Energy	1 169
8	Mobiltel	Telecommunications	1 103
9	Bulgarian Telecommunications Company	Telecommunications	1 101
10	Naftex Petrol	Trade	1 083
11	Overgas	Energy	9 667
12	Cosmo Bulgaria mobile	Telecommunications	827
13	METRO Cash and Carry Bulgaria	Trade	816
14	Nuclear Power Plant Kozlodui	Energy	749
15	E-ON Bulgaria	Energy	730
16	Stomana Industry	Metals	709
17	Kaufland Bulgaria	Trade	700
18	EVN Bulgaria	Energy	652
19	K&K Electronics	Trade	608
20	Petrol	Trade	557
21	Bent oil	Trade	544
22	Non-Ferrous Works	Metals	530
23	Thermal power plant Maritsa Iztok 2	Energy	523
24	Shell Bulgaria	Trade	511
25	Sofia Med	Metals	498



Position	Company	Sector	Revenue
26	Nafta Trading	Trade	493
27	Electricity System Operator	Energy	484
28	Billa Bulgaria	Trade	483
29	Toplofikacia Sofia	Energy	467
30	Mines Maritsa Iztok	Mining and quarrying	448
31	Enel Maritsa Iztok	Energy	431
32	Sopharma trading	Pharmacy	406
33	Saksa	Trade	404
34	Eko Bulgaria	Trade	391
35	Ideal Standard- Vidima	Machines and equipment	386
36	Libra	Pharmacy	379
37	Bulgarian Maritime Fleet	Transport	371
38	CEZ distribution Bulgaria	Energy	364
39	Sting	Pharmacy	350
40	EVN Bulgaria	Energy	347
41	Rometrol Bulgaria	Trade	337
42	Agropolychim	Chemistry	332
43	Tabac Trading Partner	Cigarettes	330
44	Bulgaria Air	Transport	313
45	National Company Railway Infrastructure	Transport	312
46	Solvay	Chemistry	297
47	Liebherr Hausgeräte	Machines and equipment	293
48	Coca-Cola Hellenic Bottling Company Bulgaria	Food and beverages	291
49	Papas oil	Food and beverages	287
50	Bulgartransgaz	Energy	287





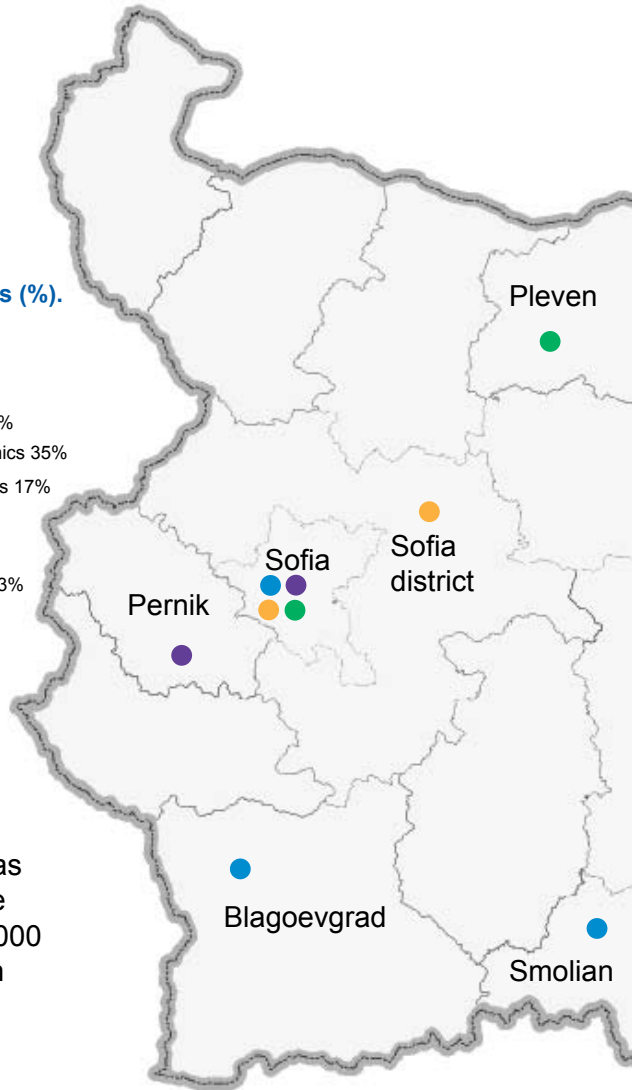
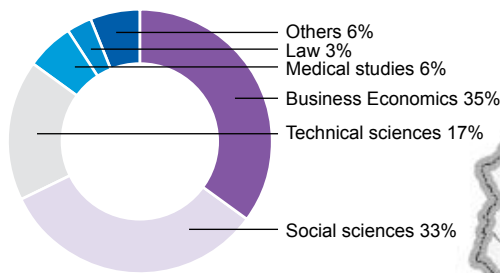
HUMAN RESOURCES



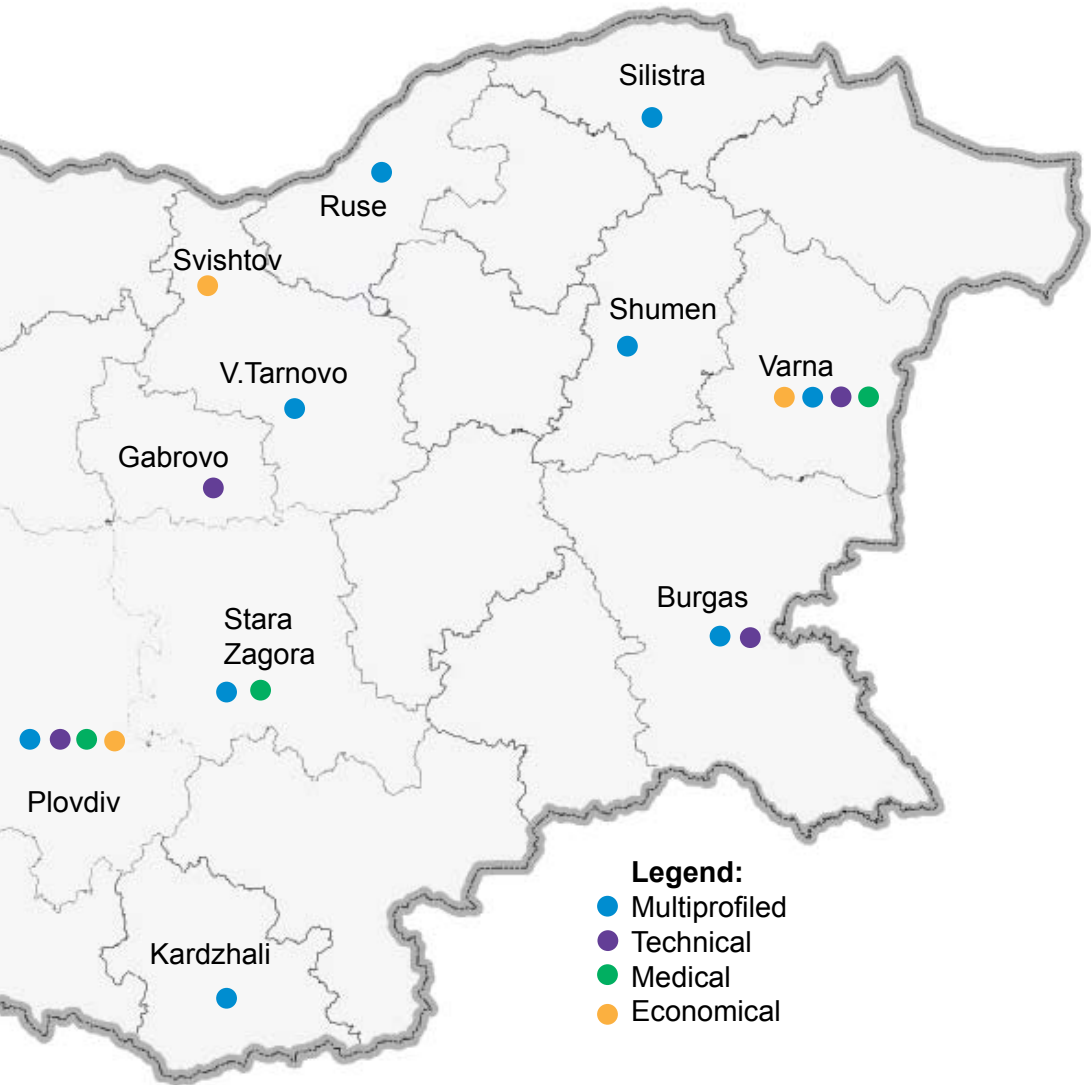
Distribution of the universities in Bulgaria

- Bulgaria has 51 universities, with over 60 000 well-prepared graduates per year

Distribution of the students by majors (%)



- The number of students has increased by 32.6% for the last five years – from 215 000 in 2005/2006 to 285 000 in 2010/2011





Medical University - Sofia

- Faculty of Medicine
- Faculty of Dental Medicine
- Faculty of Public Health
- Faculty of Pharmacy
- Students are trained at the 13 university hospitals: “Alexandrovska”, “Sveta Ekaterina”, “Tsaritsa Joanna”, “Maichin Dom” and others
- Approximately 4 000 students are in training, including 800 foreign students from 51 countries
- Around 2 000 are teachers and researchers, and 2 300 are training for specialists



Medical University - Pleven

- Faculty of Medicine
- Faculty of Public Health
- Faculty of Healthcare
- Medical College
- Specialties: medical rehabilitation and occupational therapy, public health and health care management, nurse, midwife, medical laboratory technician and X-ray technician and others
- Around 800 students are trained there
- Approximately 4 100 Bulgarian and 600 foreign students from 29 countries have received their education at MU Pleven



Medical University - Plovdiv

- Faculty of Medicine
- Faculty of Dental Medicine
- Faculty of Public Health
- Faculty of Pharmacy
- Medical College
- Specialties: medical laboratory technician, radiology laboratory technician, physical therapist, dentist, pharmacy, health inspector
- Around 2 500 students and 200 PhD students are trained there

Sofia University

- 25 000 students
- Winners of prestigious regional and global competitions
- Laboratories run by IBM, Oracle; affiliate center of Harvard University
- Faculties of Modern languages, Philosophy, Law, Pedagogy, Journalism and Communication, Economics and Business Administration, Mathematics and Informatics, Natural Sciences
- Double diploma programs with Paris Sorbonne and Bordeaux IV, City University of Seattle; Business and technical majors taught in English, French, or German



University of National and World Economy- Sofia

- 16 000 students
- Faculties of Economics, Business, Management and Administration, Finance and Accounting, Infrastructure and Economics, International Economics and Politics, Law, Applied informatics and Statistics
- The specialized center for language studies assures the students' proficiency in business or diplomatic English, French, German, Russian, and Spanish (each student chooses a first and a second language)



American University in Bulgaria, Blagoevgrad

- 1 200 students
- One of the most famous American universities in the region
- 63% international students
- Departments of Languages and Literature, Business, Computer Science, Economics, Journalism and Communication, Mathematics and Science, Political Science





Varna University of Economics

- 12 000 students
- Faculties of Finance and Accounting, Business, Management, Informatics, Modern Languages
- The department of language studies offers training in English, German, French, and Russian to all bachelor and masters students, as well as optional courses in Japanese, Korean, Spanish, Italian, Dutch, and Danish



Ruse University

- 8 000 students
- Works with Cornell University in a Special Partnership Program
- Faculties of electronics, business and management, transport and logistics, law, natural sciences optional English, Russian, French, or German courses
- Besides the numerous national and European projects and initiatives carried on by the University, there is a special focus on cross-border cooperation with Romania



Plovdiv University

- 12 000 students
- Faculties of Economic and Social studies, Mathematics and Informatics, Modern languages, Law, Philosophy and History
- The University collaborates with other educational institutions from the EU, India, Indonesia, Canada, Columbia, Mexico, Russia, and Turkey, among others



Svishtov Economics Academy

- 10 000 students
- Faculties of Economic Accounting, Finance, Management and Marketing, Production and Commercial Business, IT
- The Academy takes part in Programs of the European Union in collaboration with European Universities

Varna Free University

- 12 000 students
- Departments of International Economics and Politics; Administration and Management; Informatics; Law; Psychology
- 12 Languages offered in the curriculum
- Hosts the first Balkan Russian center, as well as a large Media Center, comprised of TV and radio studios and an information agency working with international and regional agencies and news outlets



Veliko Tarnovo University

- 14 000 students
- Renowned for its faculty of Modern Languages
- Faculties of Economics, Law, Mathematics and Informatics, Philosophy, History
- Hosts international cultural and language centers for advanced studies



Burgas Free University

- 6 000 students
- Centers for economic and management studies, informatics and technical studies, humanities, law
- Takes part in major international academic and research programs, hosts a CISCO academy and partners with major Bulgarian and international banks and companies for career placement





Technical University of Sofia

- 14 000 students
- Faculties of automatics, electronic and electrical engineering, mechanical engineering, engineering, etc.
- Sole representative of BEST for Bulgaria. BEST unites students from 67 technical universities of 27 European countries and organizes engineering competitions and trainings



Technical University of Varna

- 8 000 students (more than 500 foreign students)
- Course of Chemical Machine Engineering
- International Specialized Labor Exchange with employers from Germany, Norway, Denmark, among others
- A Bulgarian TU Varna student won an international competition for an ergonomic device project for Electrolux



University of Chemical Technology and Metallurgy – Sofia

- 4 000 students
- Courses accredited by the European Federation of National Engineering Associations /FEANI/
- Courses: Chemical Engineering taught in German, Industrial Chemistry taught in French, Material Sciences taught in English
- Cooperation with universities such as Queen Mary University of London, Hamburg University of Technology, National Polytechnic Institute of Toulouse, among others



University of Mining and Geology “St. Ivan Rilski” – Sofia

- 5 000 students
- Foreign students from almost 40 countries
- Departments of geology, engineering mechanics, automation, chemistry, environment protection, etc.
- Complex training and qualification center and local Cisco Networking Academy

Bulgarian University students design their first electric car

A team of students from the Technical University - Sofia (TU) designed the first Bulgarian student's electric vehicle and won a contest organized by Shell Bulgaria and FullCharger Bulgaria.

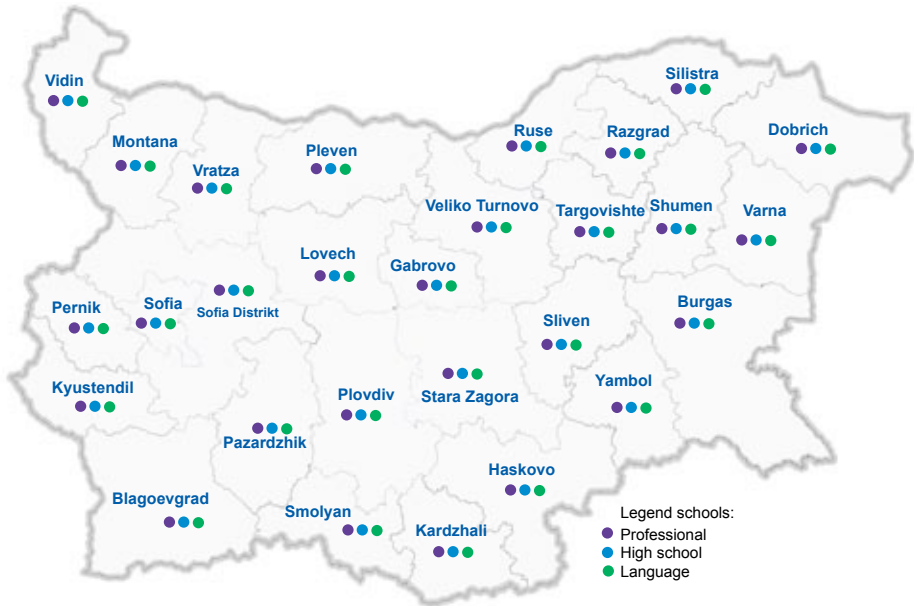
Electric vehicle of TU-Sofia will weigh around 120-125 kg and will develop a speed of 30-40 kilometers per hour. Battery power with 600-700 W will power electric motor that weighs only 1.3 kg and is the size of a human fist, said the captain of the team Blagoy Bourdin.

Two more universities projects took part in the contest – of Technical University - Varna and the branch of the Technical University-Sofia in Plovdiv. A High School team also participated– a team from the vocational school in Chepelare.

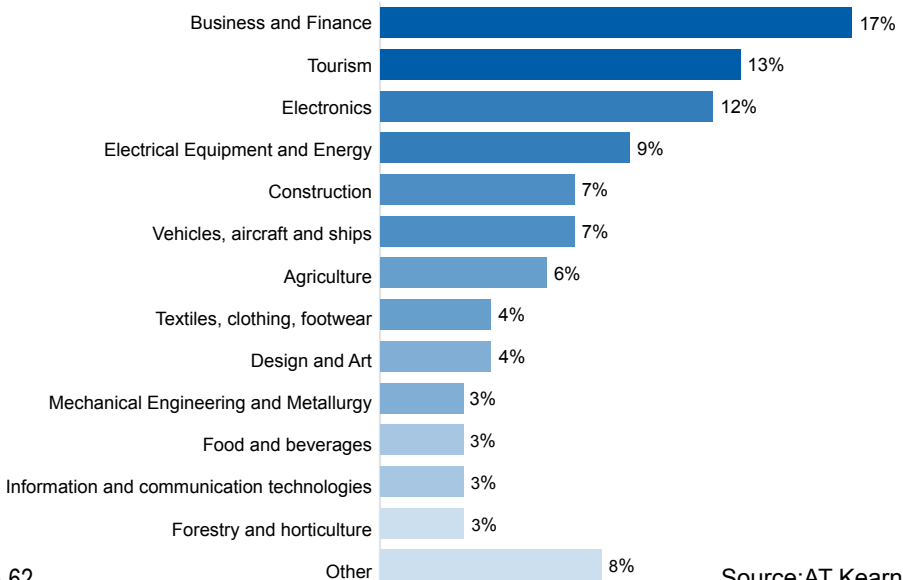
The winners will represent Bulgaria in the international contest for fuel economy in the Netherlands.



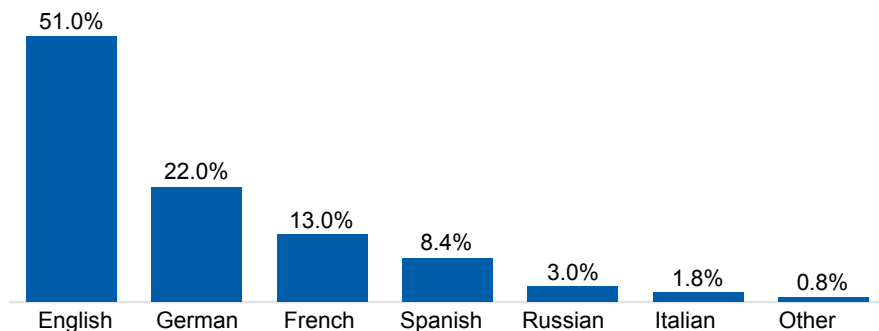
Secondary schools in Bulgaria



Students in vocational secondary schools by specialties (total = 149 300)



Breakdown of students by languages studied at foreign language schools



In Bulgarian secondary language schools, students learn a foreign language intensively for a year, after which study all major subjects in that language. Additionally, a second foreign language must be chosen.

- In Bulgaria there is a system for early foreign language teaching of students from first through fourth grade (7 - 11 years), 84.3% of them study a foreign language, mainly English
- 98% of secondary school students have foreign language courses and 73% study two or more languages
- In 2006/2007 the share of computers with Internet access in the Bulgarian schools was 85.2%, while in 2010/2011 the percentage reached 94.1%





German Language High School, Sofia

- About 140 students per grade, the best 50 receive a German diploma, the rest – a Sprachdiplom (Certificate for German Language Proficiency)
- Classes taught by German professors, study trips in Germany
- Best students awarded with prestigious scholarships for prestigious German universities
- Advanced courses in English as a second language, first places in national Olympiads in English



Sofia High School of Mathematics

- Over 150 golden, silver and bronze medals in international mathematics Olympiads since 1970
- Medals also in international Olympiads in Informatics, Mathematical Linguistics, Physics, Music
- Graduates continue their education in world's top universities
- Focus on English and German – 5 classes per year study English and Mathematics and one class – German and Mathematics



First English Language School, Sofia

- All subjects except Bulgarian language and literature are taught in English
- UNESCO associated school since 1978
- Regular Open Society and Fulbright scholarships for tertiary education in the US and UK
- International students from Albania, Moldova, Romania, Russia, Turkey, Vietnam, etc.



National Trade and Banking High School, Sofia

- Established in 1912 by Sofia Chamber of Commerce
- The largest economic professional school, 1200+ students
- Offers Professional Diploma in: Banking, Commerce, Customs and Tax Administration, Operational Accounting, Business Administration, Informatics
- Internships in large banks and companies
- Students have won 93 team and individual awards in the US, Switzerland, France, Germany, Finland, Slovakia and Bulgaria between 2001 and 2012

Vocational Secondary School of Electrical Engineering and Automation – Sofia

- 700 students
- Courses: Automated Systems, Automation of Continuous Production Processes, Electrical Machines and Apparatuses, etc.
- Every year the school participates in the Manager for a Day initiative organized by Junior Achievement Bulgaria
- Production practice is a compulsory element of the education process



Pravets Vocational School of Computer Technology and Systems

- Accredited by the Technical University of Sofia in 1986.
- Over 2000 ICT graduates
- Curricula includes advanced classes in microprocessor techniques, computer architecture, multimedia, etc.
- 957 hours of English are provided



Professional High School of Lifting, Construction and Transport Equipment – Sofia/

- About 90 students graduate each year
- Focus towards five professions in the field of transport technology
- Evening courses offering professional qualification in crane operating, road construction equipment, fork and electric lift driving
- Additional courses for corporations in accordance with their needs and desired aims



Robopartans – School of Robotics



A group of young Bulgarian enthusiasts interested in Electronics and robotics have started an ambitious and interesting project – School of robotics “Robopartans”.



The aim of the school is to provoke and strengthen the interest of children of all ages and students in electronics, mathematics and technical sciences as a whole.



In the School, students are empowered to play, think, make mistakes, create and be original and at the same time develop knowledge and experience in technical sciences.



Using robots in the education process provides a lot of advantages. Students construct and program robots, which helps them acquire the knowledge faster using real objects than using formulas and abstract notions.

The mentors of the children are young professionals, some of them still students, others in the early stage of their professional career in technologies and electronics.

Bulgarian high school students take the first place in mathematics and information technologies competitions each year.

Total number of medals (2008-2011):



The first Olympiad in Informatics took place in the town of Pravets, Bulgaria, in May 1989.

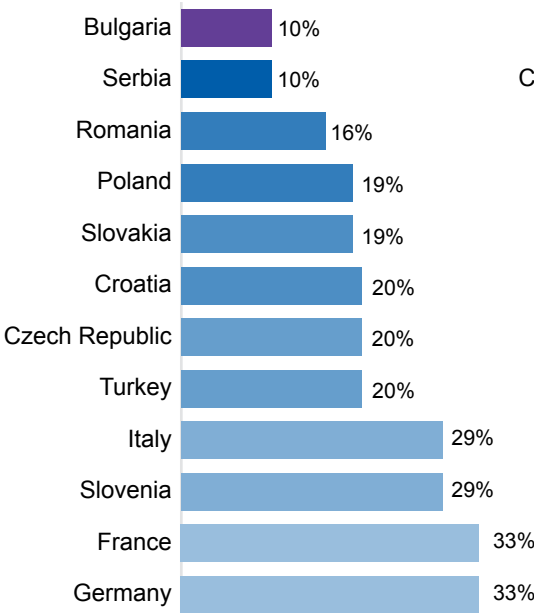
- International Olympiad in Mathematics, Physics and Informatics (Kazakhstan)
- International Olympiad in Mathematics in Indonesia 2011 (including Champions Cup and the first team prize) and Thailand 2010
- 20th, 21st, 22nd and 23rd International Olympiad in Informatics (Egypt, Thailand, Canada, Bulgaria)
- 49th, 50th, 51st and 52nd Olympiad in Mathematics (Spain, Germany, Kazakhstan and the Netherlands)
- International competition “Wizards at Mathematics”, India, 2009 (including gold and silver team award)



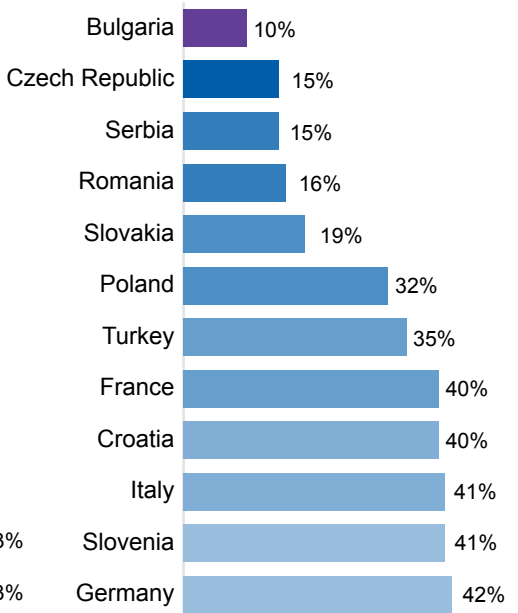
COST OF DOING BUSINESS



Corporate tax rate



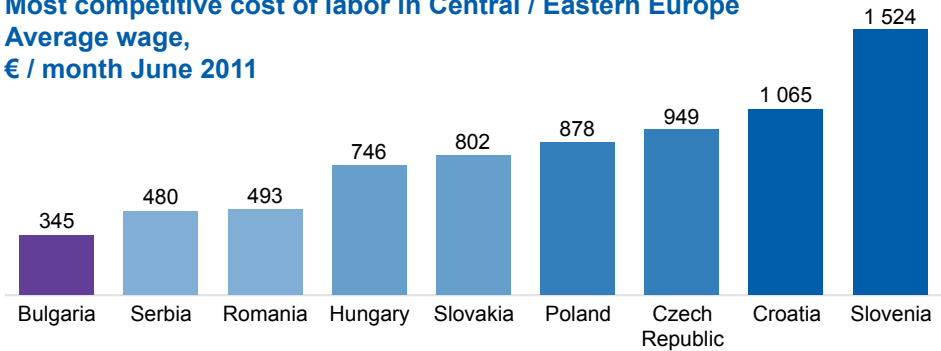
Personal income tax



- 2 years VAT exemption on equipment imports for investment projects over EUR 5 million, creating at least 50 jobs
- 5% dividend tax (0% for EU citizens)
- 61 treaties for avoidance of double taxation and over 60 agreements on mutual protection and promotion of foreign investments

Most competitive cost of labor in Central / Eastern Europe

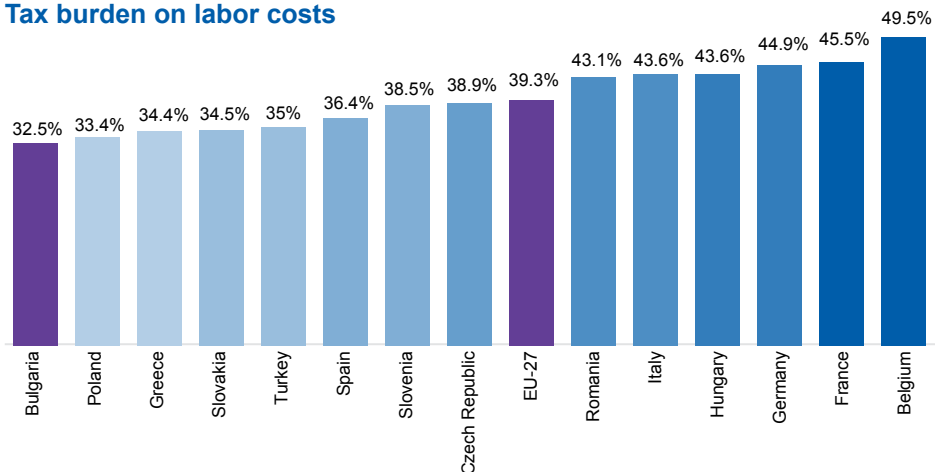
Average wage,
€ / month June 2011



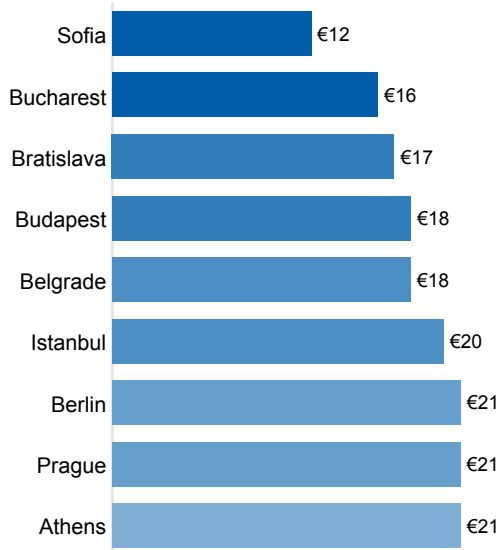
Average gross monthly salary by sectors (2011, €)

Public Sector	381
Agriculture, forestry and fishing	269
Manufacturing	313
Production and distribution of electricity, gas and water	739
Construction	594
Logistics	305
Information and communications	763
Finance and Insurance	670
Real Estate	411
Healthcare and social work	354

Tax burden on labor costs

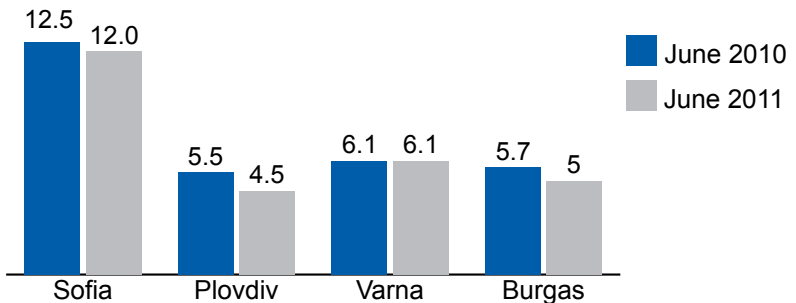


Average monthly prime office rent in Sofia and other selected European cities, € per sq m

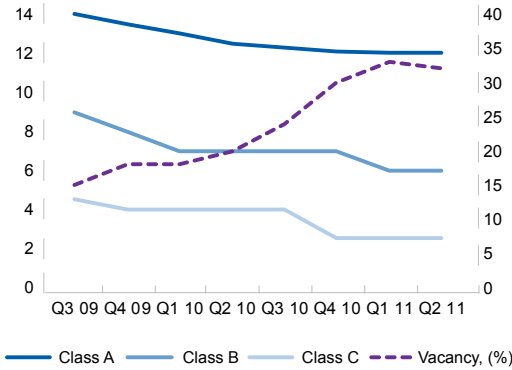


- Office space rents in Bulgaria are the lowest in the region
- The modern office stock in Sofia is 1 405 700 sq m of which 45% is Class A
The office space under active construction stands at 306 000 square meters
- Average prime office rent in Sofia is €12/ sq.m., and the vacant office space is 30%

Average office rent, Sofia compared to other Bulgarian cities, € per sq m/month, 2010 vs. 2011



Office rents (€ per sq.m. per month, left) and vacancy (% , right) in Sofia, 2010 - 2011



Business Park Sofia is the largest office park in Southeastern Europe with a total built up area of 300 000 sq.m. It is a genuine multifunctional high-tech business park, located within 15 minutes’ drive from the city center and Sofia Airport.



Business Park Varna is a multifunctional office building complex located on an area of 67 430 sq.m. It has a unique design and excellent infrastructure. Its location is within 5 minutes’ drive from Varna Airport and 10 minutes’ drive to Varna city center.



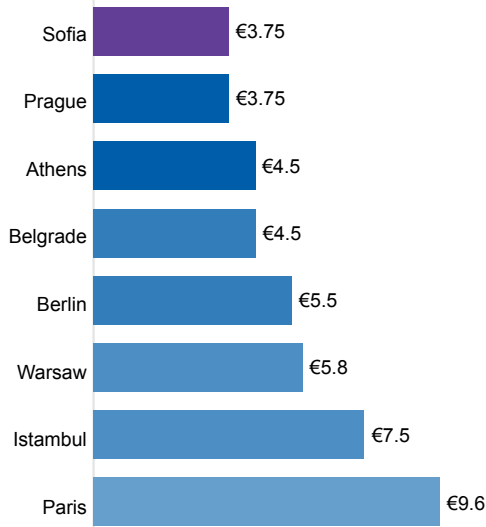
European Trade Center in Sofia Bulgaria, opened in 2010 and has an office area of 72 300 sq.m. It is located at a 10 minutes’ drive from Sofia city center and just a few minutes drive from Sofia Airport.



- Prime industrial and logistics space in Sofia is about 628 000 sq.m. with approximately 67 000 sq.m. of new supply in Q2 2011
- An estimated additional 32 000 sq. m. of industrial space is currently under construction
- Vacancy rate is about 8% and rents of industrial facilities are among the lowest in Europe and rent levels in the rest of Bulgaria are even lower

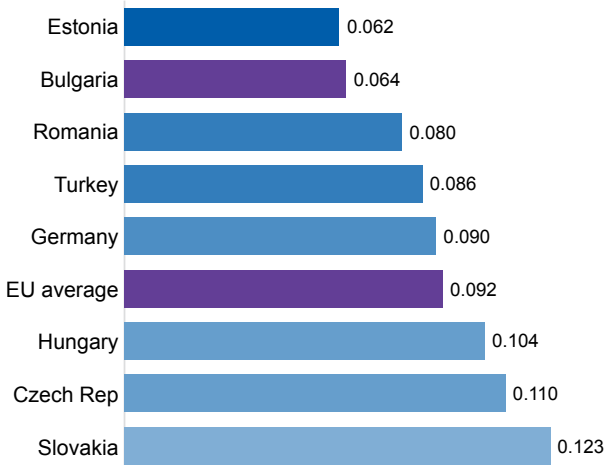


Average monthly industrial rents in Sofia compared to other European cities, € per sq m/month (Q3 2011)



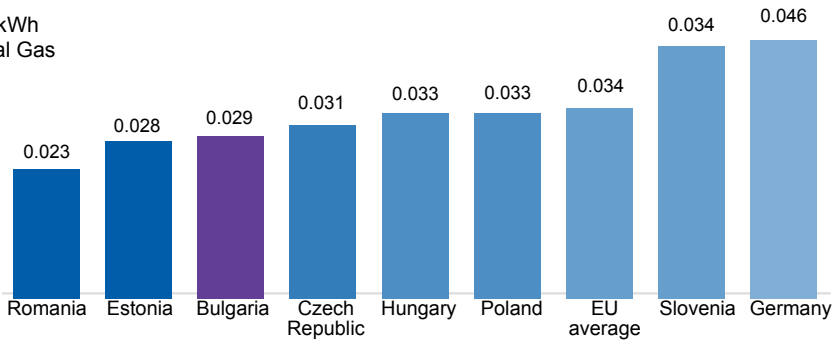
Bulgarian cost of electricity for industrial users is 70% of the European average

€/kWh, 2011



Bulgarian cost for natural gas for industrial users is 85% of the European average

€ per kWh
Natural Gas



Water supply costs € 0.84 for industrial use in Sofia city

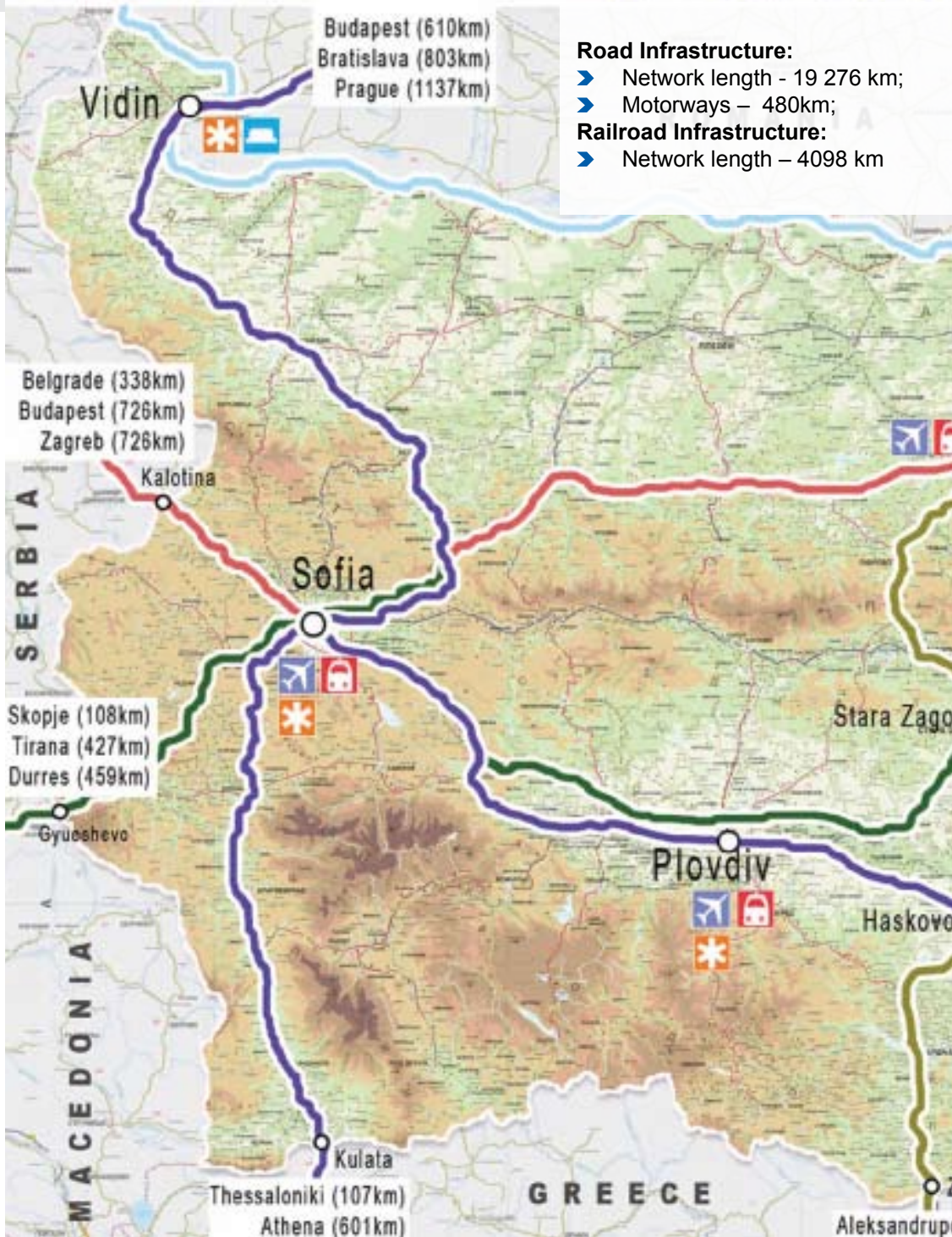


Bulgaria is the 22nd largest electricity exporter in the world among 211 countries.



INFRASTRUCTURE



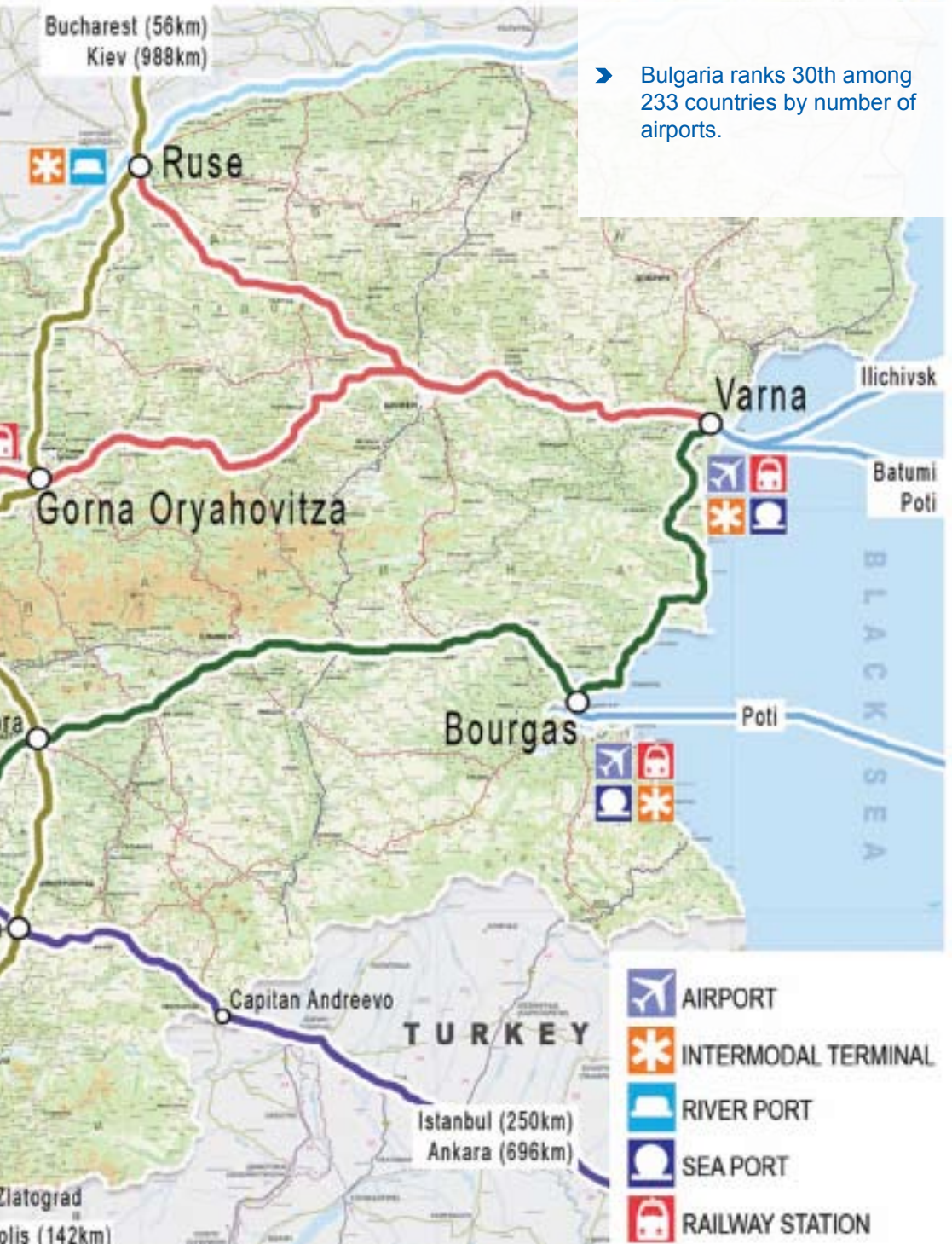


Road Infrastructure:

- Network length - 19 276 km;
- Motorways – 480km;

Railroad Infrastructure:

- Network length – 4098 km



Sofia – Bozhurishte Industrial Park

- Convenient for light and semi-heavy industries, warehouses, logistics and distribution centers, showrooms, among others
- Located on the international road Belgrade - Sofia - Istanbul, 5 km from Lyulin Highway, 30 km from Hemus Highway, 23 km from Sofia Airport, 150 km from Lom River Port
- Gas supply; local road network and railway line; direct transport connections to the capital

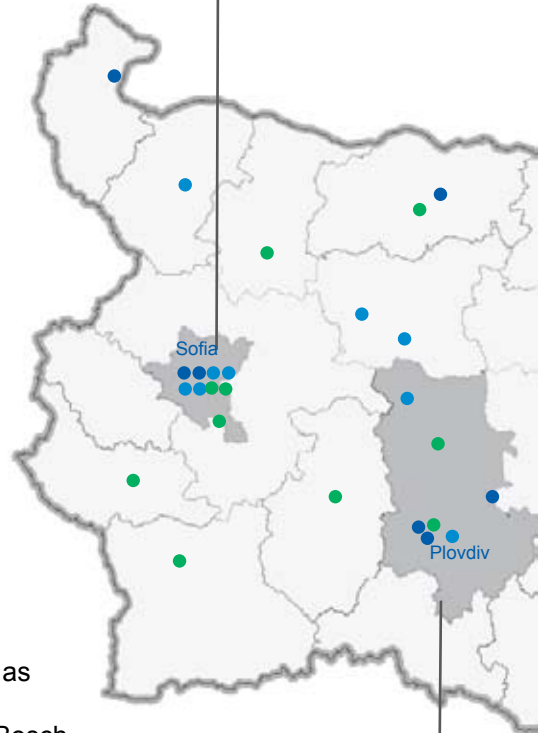
Location:

Bozhurishte - Sofia

Total space: 1 914 000m²



About 60 industrial zones in Bulgaria offer free spaces and well-developed infrastructure.



Plovdiv

- Direct connections to Pan-European Transport Corridors IV, VIII, X
- Chosen by international names such as Liebherr - Holding GmbH, Ferrero, Schneider Electric, Mercedes Benz, Bosch Group
- Internal road network, gas supply; customs office
- Near Trakia Highway; 18 km from Plovdiv Airport
- Construction of industrial facilities with lease financing from banks and with the required initial permits

Location: Plovdiv

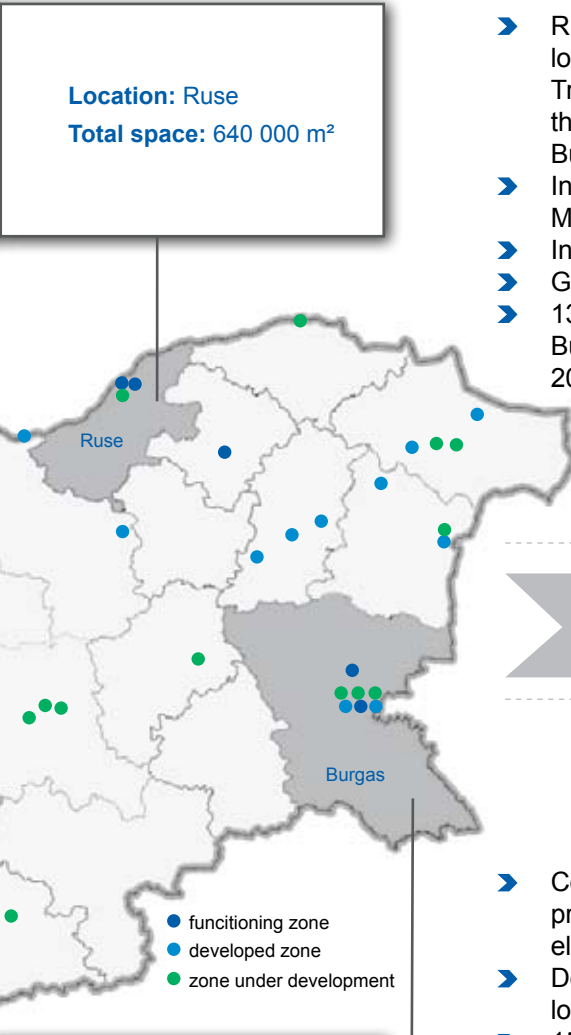
Free space/Total space:

800 000/ 3 000 000m²

Ruse Industrial Park

Location: Ruse
Total space: 640 000 m²

- Ruse is a big international transport center located on the crossroad of Pan-European Transport Corridors VII and IX and featuring the only bridge over the Danube connecting Bulgaria and Romania
- Investors: Montupet, Keros Bulgaria, MBM Metalwork
- Internal road network
- Gas supply
- 130km from Hemus Highway, 70 km from Bucharest Airport, 190 km from Varna Airport, 200 km from Port Varna



A catalogue of Industrial Zones in Bulgaria is available at: <http://www.investbg.government.bg/>

Burgas

Location: Burgas
Free space/Total space:
 30 000/60 000 m²

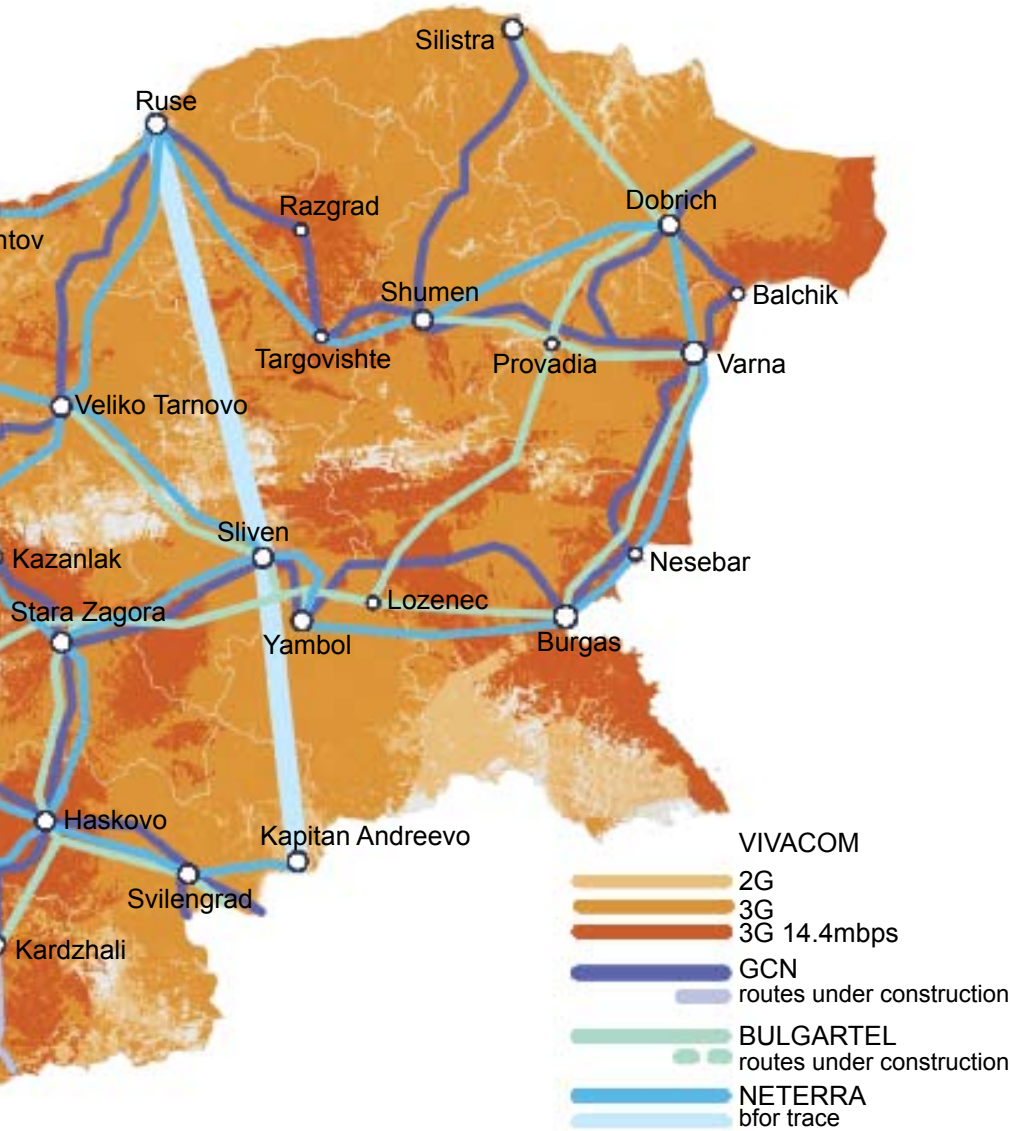
- Convenient for: environmentally friendly productions such as IT, textile, engineering, electrical installations
- Developed infrastructure and complete logistics solutions
- 15km from Trakia Highway, 12 km from Burgas Airport, next to Port Burgas which handles 2/3 of national imports and exports
- Internal road network, own railway line
- Fast and facilitated customs services

Optical network and 3G coverage of



Recent study by Pando Networks shows that Bulgaria ranks third in the world in terms of fastest internet connection (1,611 Kbps download speed)

the main telecom operators (2011)





GOVERNMENT SUPPORT

The government of Bulgaria provides advantageous conditions for doing business through incentives for foreign investors and local companies as well as substantial EU funds

Bulgaria achieved a vast improvement in terms of ease of starting a business, leaping from 81st position out of 183 countries in the 2009 Doing Business report to 59th in the 2012 report



Governmental and European support for the business in Bulgaria includes:

- Incentives provided by the Investment Encouragement Act
- Tax incentives
- Employment and training incentives
- EU Funds:
 - For the program period 2014-2020 Bulgaria will have access to EU funding amounting to more than 8 billion euro of EU funds
 - 66% of EU funds set aside for Bulgaria for the program period 2007 -2013 are contracted



The Investment Promotion Act (IPA) also provides several types of incentives for Foreign investors

The Investment should be in manufacture or services sector and be related to the setting up of a new establishment, expansion, output diversification into new additional products or a fundamental change in the overall production process of existing establishments.

Investment classes A and B depending on the value (€ m.), region and sector allocation of the investment:

Region or Sector	Class B	Class A
General case	<10	>10
In municipalities with high unemployment rate	<3.5	>3.5
In high-tech activities	<3.5	>3.5
In high-tech activities in the services sector	<2	>2

Incentives include:

- Financial support for vocational training of persons for obtaining professional qualifications
- Ownership rights over real estate (private state or private municipal property) without a tender
- Subsidies for infrastructure building (for class A)
- Accelerated administrative services

Priority investment projects

- All the incentives for Class A and B
- Financial grants of up to 50% for education and R&D projects and up to 10% for manufacturing projects;

Other incentives

Tax relief:

- Opportunity for R&D expenditure write-off
- 2 - year VAT exemption for imports of equipment for investment projects for over 5 million euro, creating at least 50 jobs
- Possibility to use annual rate of tax depreciation up to 50% for computers, computer peripheral equipment, software, etc.



Employment and training incentives:

- Up to 1 year minimum salary and reimbursement of social / health care security for employing young people and disadvantaged people through the Employment Agency
- An employer who provides maintaining and improvement of the qualification of the hired workers and employees can apply for granting of half of the maximum determined amount necessary to train one person (the maximum sum is BGN 450 according to the National Operative Employment Plan).

Development of rural areas program

- Total budget – € 3.2 bln
- Eligible applicants are SMEs agricultural producers and municipalities
- Schemes are periodically reopened.
- Investments, directed at environmental protection are considered priority
- Measures under this program provide funding ranging from € 200 000 to € 4mln and can be implemented for:
 - Modernization of Agricultural Holdings
 - Adding value to agriculture/forestry products
 - Diversification into non-agricultural activities
- **Eligible activities:**
 - Purchase of equipment and machinery
 - Building of agricultural facilities (greenhouses, livestock farms, orchards, etc.)
 - Production and sale of renewable or bio-energy
 - Investments in tourism accommodation and amenities of business-oriented private entities etc.



Operational Program Competitiveness

- Eligible applicants for projects under the OP Competitiveness:
 - Legal entities or sole traders registered under the Commercial Law
 - Headquartered in Bulgaria and directly responsible for implementation of project activities

Energy efficiency and green economy

- Eligible candidates: SMEs
- Maximum size of the grant: € 200 000 - € 1mln

- **Eligible activities:**
 - Purchase of new equipment to reduce energy consumption in the enterprise;
 - Establishment of systems for heating and ventilation of renewable energy sources
 - Acquisition and implementation of software systems for energy management and others, etc.



Human Resources Development Program

Qualification and training for employed people

- Budget: €17mln
- Eligible candidates: SMEs
- **Eligible activities:**
 - Provision of general or specific training courses for further professional training or qualification of employees.





KEY SECTORS + SUCCESS STORIES



Advantages of Bulgaria in the sector Food and Agriculture

- Unique environmental conditions support wide variety of crops, fruits and vegetables
- 50% of the territory is agricultural land and prices are among the lowest in Europe
- Environmentally clean and fertile soil - a great variety of the soil cover - presented by 15 soil types, divided in 42 subtypes
- Very high quality organic products (ban on GM products)
- Established local manufacturers and strong traditions in the sector
- EU food legislation integrated in the Bulgarian legislation
- Health and environmental standards make Bulgarian food products fully prepared to meet the highest and most sophisticated demands from consumers
- Significant foreign investment in sectors such as confectionery, dairy and beverages
- Rising demand for novel and ethnic food and drink across Western Europe and beyond will boost demand for traditional Bulgarian production and beverages



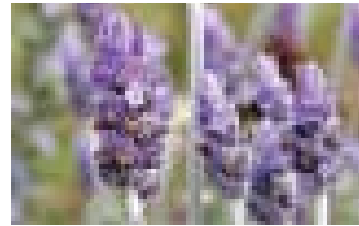
- The Rural Development Program has the largest budget in Bulgaria – €3.279 bn (EU – €2.642 bn; national co-financing – €637 mn)
- The Program has the highest fund absorption rate – about 20% – in the country

Bulgaria is one of the top eight EU member states in terms of the growth of the average income from agriculture. In 2010, Bulgaria’s average agriculture income grew by 23% compared with 12.3% for the EU 27.



The contribution of the sector to the country’s external trade is quite significant – 8.5% of total exports and 9.1% of total imports for the national economy.

Bulgaria is the biggest lavender oil producer and exporter in the world as of 2011.



Bulgaria was the world’s second-largest exporter of bottled wine in the 70s and 80s and of rose oil, used worldwide for perfume production in the 1990s.



- During the ‘80s former state factories used to produce up to 1 mln tons of canned food and Bulgaria was the main exporter of processed fruits and vegetables for ex-communist countries.
- Bulgaria was the first country in the former Communist bloc where Coca-Cola was produced – since 1965. The representative offices of Coca-Cola formally enter Bulgaria in 1992.



Established: 1991
Location: Sofia, London
Employees: 290
Products: manufacturers and exporters of Bulgarian wine



- Many years of experience, generations of talented oenologists, precise laboratory work combined with the use of most modern production techniques
- In the period of economic transition, Domaine Boyar became one of the largest and most prestigious manufacturers and exporters of Bulgarian wines in Europe, North America, Africa, and Asia
- The company’s diverse portfolio includes over 120 products of various types and styles of assortments
- In 2010, the Santa Anna Ventures investment company purchased 100% of the company’s stock

 Domaine Boyar and Sinite Skali are the only Bulgarian wines to make it to the prestigious British ranking “Top 50” of AC Nielsen.

Domaine Boyar cellars:

- Sinite Skali Winery, Sliven
- Korten Cellar
- Shumen Winery



 Every year, Domaine Boyar wines win prestigious awards from national and international competitions.

Domaine Boyar is one of the largest exporters of Bulgarian wine in the world, with 80% of its produce exported to world markets. The company’s main markets are the UK, Benelux, Russia, Canada, the USA, and Scandinavian countries.



Established: 2001

City: Village of Ognqnovo,
Pazarjik.

Products: production of red
and rosé wines



- The winery has a production capacity of 1 million bottles of wine and processing of 1000 tones of grapes in classical French technology
- For the entire period of existence of the winery have been produced a total of 1.78 million bottles
- A significant part of the production is exported to Europe, Asia and North America

Enira 2007 won first place in the competition. “The best wine you can drink in Japan 2011”.

The wines being produced in the valley are:

- “Enira”
- “Enira Reserve”
- “Enira Rose”
- “Easy”
- “Syrah by Enira”
- “BV by Enira”



The winery was founded by Count von Neipperg - one of the oldest noble families in Europe, that has been dealing with wine production for about 800 years.



In 2010 the winery “Bessa Valley” reported a 25% increase in domestic sales and a 62% increase in exports. The winery had sales of 130 000 bottles on foreign markets and 90 000 bottles on the domestic market.

The harvests have won many awards over the years : Golden Riton from the Winery of 2006., Golden Barrel 2006., Gold Medal from the 2007 Winery., 2007 Golden Grail. and others.



Danone Serdika

Established: 1995

Location: Sofia

Employees: 250-500

Products production of fresh dairy products



- Danone is the world’s largest yoghurt producer
- Danone Sredika is an undisputed leader in the Bulgarian market of fresh dairy products
- The company’s portfolio includes five brands with over 50 high-quality products
- Investments made over the years exceed BGN 100 million

The company has won numerous awards, including Gold Star for Quality by the World Quality Support Committee in Madrid and gold medals from the International Plovdiv Fair.

Danone Serdika has a well-developed distribution network both within Bulgaria and the Greek and Adriatic markets.

A new machine was commissioned in 2010, introducing the next-generation Tetra technology. Danone Serdika is the only company in Bulgaria to manufactures products in Tetra Top format.



Danone Serdika was the first company in Bulgaria to hold an accredited International Certificate of Food Safety.





Established: 1965/1991
Location: Sofia
Employees: 200
Products: production and export of dairy starter cultures and technologies



- LB Bulgaricum is a technology leader in the dairy industry in Bulgaria
- The company is a leader in the export of know-how, technology and starter cultures for Bulgarian yoghurt and dairy products
- LB Bulgaricum holds top positions in the export of Feta cheese and kashkaval

The company operates two production plants: in Sofia and Vidin, and a modern Research and Development Centre which developed a new generation of starter cultures and healthy food formulas over the past 10 years. The R&D Centre maintains a unique collection of over 900 lactic acid bacteria and more than 100 different combinations of starter cultures.

LB Bulgaricum holds:

- 11 patents for Bulgarian dairy products
 - 45 trademarks registered in Bulgaria
 - a corporate trademark registered in 26 countries
 - 6 designations of origin
-



... For 30 years, the company's starter cultures and technologies have been used to produce yoghurt under Bulgarian license in Japan, Germany, Switzerland, the Netherlands, Cyprus, Finland, the Philippines, France, and Austria.



Established: 1995

Location: Razgrad

Employees: 1 000

Products chicken meat products



- Ameta is the largest supplier of chilled chicken meat in Bulgaria
- The company is one of the largest companies in the Food & Beverage sector and a leader in the production of chicken meat.
- Its share amounts to approximately 30% of the industrial production of broiler chickens in Bulgaria.
- Ameta is a first-class poultry complex and has all the physical resources needed to ensure its economic growth
- Ameta sells its key products under the trade mark “Ludogorsko Pile”

The company is a regular supplier to customers in Greece and Romania, and also exports its products to the Netherlands, France, Germany, and Britain.



Ameta exercises complete control over all separate processes: from purchasing fresh grain to turning it into fresh, nutritious and tasty chicken products.



Established: 1992

Location: Plovdiv

Employees: 4 000

Products Meat processing
company



- Bella Bulgaria is the biggest food producer in the country, and occupies a leading position in the meat processing market
- The company owns 5 meat processing factories
- Since November 2004, the entire production cycle is certified under the HACCP system
- Direct deliveries are made to 10 000 points
- Bella Bulgaria successfully operates in the Romanian market, too; the company has established its own marketing units
- The company exports its products to over 20 countries on four continents: Turkey, Slovenia, Moldova, Belgium, the Netherlands, Malta, Italy, Spain, Switzerland, Dubai, Lebanon, the U.S.A., Australia, Great Britain, Greece, and others

Bella Bulgaria: Investor of the year 2011 ...

...In 2011, the holding invested BGN 1.2 million. Investments since 2000 amount to over BGN 10 million.



Bella exports its products to markets with a population of 500 000 000.



Established: 1939
Location: Sofia
Employees: 1 100
Products: Chocolate and confectionery products



- In 1994, NESTLÉ purchased the biggest manufacturer of chocolate and confectionery SHZI Sofia
- Nestle Bulgaria is one of the largest strategic investors in the Bulgarian food industry
- The product range of Nestle Bulgaria includes: baby food, culinary products, chocolate, desserts, chocolate and pastry biscuits, dairy products, cereals, pet food etc.

 Nestle is the first food producer to partner with the Fair Labor Association - FLA.



The company's sales in 2010 increased by 2%, reaching BGN 260 million.

 Between 1994 and now, the company has invested over BGN 80 million fixed assets and training programmes for its employees.



Some varieties of the Kit Kat chocolate bar products are made entirely in Bulgaria and exported to various countries around the world.



Established: 1924
Location: Svoge
Employees: 600
Product: chocolate products and packaged coffee



- In 1993, Kraft Foods entered the Bulgarian market after buying the chocolate factory in the town Svoge
- Kraft Foods Bulgaria is a subsidiary of Kraft Foods Inc., the second largest company worldwide in the food industry
- The company is a leader in the production of coffee and chocolate in Bulgaria

 Nova Brazilia is the undisputed leader in the Bulgarian market for packaged coffee. Every second packet of coffee sold in Bulgaria is Nova Brazilia.



The company owns well-known and favourite brands such as Nova Brazilia, Jacobs, Milka, Tobleron Suchard, Svoge.

 Approximately 25 % of Kraft Foods Svoge products are intended for export, the main destinations being Romania, the former Yugoslav republics, Turkey, and North America.



The annual production capacity in the mix of products manufactured by the Svoge factory is about 12 000 tonnes.



Established: 1995

Location: Sofia

Employees: 700

Products: production and sales of croissants



- Chipita Bulgaria is part of Chipita S.A. - a Greek company with strong presence in 35 countries
- The company has invested € 45 million in our country for the past 10 years
- Chipita Bulgaria holds 75% of the market in croissants and packaged snack food in Bulgaria
- Brands: croissants, rolls and pastry 7DAYS, Bake Rolls and others

Chipita Bulgaria conquered the market with the new croissant it recently started producing. The “Double” croissants are part of the newest flavours which captivated croissant lovers, and Chipita’s the trademark.

The company owns well-known and favourite brands such as Nova Brazilia, Jacobs, Milka, Tobleron Suchard, Svoge.

New Millennium Award for 2001.



Chipita Bulgaria factories hold certificates from the American Institute of Baking and other certificates required by European partners.



Established: 1912

Location: Gorna Oryahovitsa

Employees: 800

Products: production of sugar, confectionery and ethyl alcohol



- Zaharni Zavodi is the largest food-manufacturing complex in Bulgaria
 - The Zaharni Zavodi group includes: sugar & confectionery producing plants, ethyl alcohol production facilities, a print house, a TPP, and a repair plant
 - In 2006, the sugar factory was separated as an independent company under the name Zahar EAD
 - To meet the increased demand for industrial steam and electric energy, in 1960 the company built its own thermal power plant
 - 1970 saw the opening of a plant specialising in the production of packaging from paper, cardboard, polyethylene, polypropylene, aluminium foil and other materials
-
- Sladeya Sugar won the Gold Medal for Quality from the International Plovdiv Fair in 2003 and 2004**
-
- Zaharni Zavodi is a market leader in the sales of hard candy and Turkish delight in the Bulgarian market.



The consolidated annual turnover of Zaharni Zavodi AD and its subsidiary companies in 2010 was EUR 54.4 million.



Established: 1965

Location: Sofia

Employees: 1300

Products: Production and bottling of non-alcoholic drinks



- Coca-Cola entered the Bulgarian market in 1965 and it became the first country in the former Socialist Bloc to manufacture this soft drink in a joint venture with the local company Texim
- In 1992, Coca-Cola Hellenic Bottling Company Bulgaria acquired the factory
- The company is the largest soft drink producer in the country.
- The company's portfolio includes: Coca Cola, Coca-Cola Light, Fanta, Sprite, Cappy, Schweppes, Bankya, Nestea
- In Bulgaria, Coca-Cola operates three bottling plants: Kostinbrod, Targovishte, and Bankya

In the autumn of 2011, Sofia was chosen from among 14 European cities, including some capitals, for a major investment of group Coca-Cola Hellenic – the opening of the United Center for Human Resource and Financial Services.





- Zagorka AD is the successor of an old brewery tradition with over 100 years of history which began with the first brewery established in Stara Zagora in 1902
- Zagorka AD maintains a balanced portfolio of successful brands in all price segments: Zagorka, Ariana, Stolichno, and the corporate brands: Heineken, Amstel, Starobrno and Kaiser



The first beer museum: The World of Zagorka is the first beer museum certified by the Bulgaria Ministry of Culture.



- Kamenitza entered the brewing industry in Bulgaria in 1881
- Kamenitza holds more than 16 prestigious awards



In 2004, Kamenitza AD started production of the only Bulgarian non-alcoholic beer, which to this day remains unmatched in the beer market in Bulgaria. This is Kamenitza 0%.



- Carlsberg Bulgaria is the successor of one of the oldest breweries in Bulgaria - Shumensko Pivo, which it acquired in 2002
- In September 2004, Shumensko Pivo and Pirinsko Pivo pooled their resources and assets under the name of Carlsberg Bulgaria.
- Carlsberg Bulgaria is the only beer company in the country which continued its growth in 2010 and the first two months of 2011. It's a leader in the Bulgarian beer market.

Advantages of Bulgaria in the IT sector

- The total size of the Bulgarian IT market in 2011 is around \$947mln, up from \$902mln in 2010 and it is expected to grow annually by 6% during the 2011-2015 forecasted period
- Three Bulgarian companies are included in the 2011 Deloitte ranking of the 50 fastest growing technology companies in Central Europe
- Bulgaria holds 3rd place in Europe and 10th position worldwide regarding the absolute number of certified ICT professionals
- The country has established strong NGOs in the IT sector
- 50% of the software companies' sales for 2010 are realized abroad. About 60% of them go to Europe, and 35% - to North America

Bulgaria is well-prepared for becoming a regional hub as it hosts a number of world and local IT leaders



According to The Third Annual Broadband Study by Cisco, Bulgaria ranks 5th in the world and 3rd in Europe in broadband quality.

“ Bulgaria stands for a critical mass of highly-qualified, well-educated professionals who bring together proven practical understanding of business with high-level theoretical skills to deliver efficient, cost-effective international solutions.


”
A.T.Kearney

“ Hundreds of small software companies do contract programming for some of the biggest customers in the world, including Boeing, BMW and Nortel. Other giants, such as SAP and Computer sciences have local labs in Sofia.

”
Business week

“ Bulgarian IT labour market is among the fastest developing in Europe, with remuneration packages, qualifications of professionals and development opportunities reaching the highest levels in Bulgaria’s labour market.

”
Goal Europe

 Bulgaria was the largest manufacturer of PCs within the CMEA, its biggest market being the former USSR.

In 1981 the Bulgarian Microcomputer was represented in an exhibition for robotics in England. It controlled the robot “Robko-01”. It was a 1st time a robot was controlled by a microcomputer.





Established: 2001

Employees: 500

Activities: Automotive Research & Development, Engineering



- Created more than 120 electronic devices which you can see in 8 out of 10 cars in Europe
- Performs testing and validation of products safety
- Has 8 centers worldwide for research and development of new products, but the one in Sofia is the largest for car electronics
- Created software for the operation of electronics in the dashboard and multimedia systems in models of almost all car companies
- Funds programs in four technical and one business-oriented universities and has an internship program



Client: Peugeot

Description: Johnson Controls – Bulgaria recently was named a winner of a 2010 PSA Peugeot Citroen Innovations Award for this head up display, The product software was developed entirely in Bulgaria.

This optional device displays key vehicle information such as speed, cruise control, speed limiter status and distance alert times, directly in the driver's primary field of vision, so there is no need for drivers to take their eyes off the road.



Established: 1998

Employees: 60

Activities: Mobile & Wireless
Software Solutions

- Provides consulting services and delivers technology solutions to clients around the Globe
- Projects range from Telecom-grade back-end services to enterprise and consumer mobile applications



iMediaShare - Experience Personal TV

- iMediaShare transforms the smartphone into a remote control, allowing seamless streaming of online media on TV, and requires no setup or cables
- Allows one-click wireless streaming of personal and favorite online multimedia to home media centers via a mobile phone
- Addresses the issue of convenient on-demand access to online video content from home TVs and access to channel subscriptions anywhere on any device
- The service aims to provide distribution technology to media companies and video pre-roll ad space for targeted advertisement



Established: 1997
Employees: 85
Activities: Embedded Software,
 OSGi Solutions

- The company was founded in 1997 in Cologne, Germany
- Software development is entirely made in Bulgaria or in cooperation with the offices in Germany and South Korea, with the leading role of the Bulgarian team
- Production is entirely exported

In 2000 half of the employees of the company was formed ProSyst 1, which was bought by SAP and later became SAP Labs Bulgaria.

ProSyst has a truly global customer base ranging from Fortune 100 corporations to individual developers:

Philips, Audi, BMW, Samsung, Deutsche Telekom, Nokia, Siemens, Motorola, Alcatel-Lucent, Cisco, Miele, Johnson Controls, SAP, HP, Bosch, Telefonica etc.



ProSyst's OSGi implementation mBS was sold over 4 000 000 times.

The Busch-ComfortTouch



- The Busch-ComfortTouch combines the functions of a house control, a home infotainment centre and entertainment centre
- With the Busch-ComfortTouch, you can operate or dim the lights, control your blinds, regulate the room temperature, play MP3 or video files, access email, surf the web or set the wake up alarm – even by remote control
- Busch-ComfortTouch runs ProSyst mBS OSGi technology



Established: 2000
Employees: 500
Activities: Software research
 & development, maintenance
 & support



As a technological center involved in the R&D of SAP's platforms for developing business processes and applications, the Lab contributes to the foundation of the on-premise deliveries such as SAP NetWeaver, Composition Environment, BPM, PI, Enterprise Portal – including their administration and lifecycle management. In the on-demand space, the Lab is delivering the major part of SAP's Java OnDemand Platform.

Eleven years ago SAP came to Bulgaria to fill out a concrete product gap and stayed because of the talent. By leveraging that potential, over the last years the SAP Labs Bulgaria grew to more than 500 employees and managed to position SAP as a key player in the worldwide Java community. The Sofia Lab investment into the Enterprise Java space powers up practically all Java-based products at SAP.

Plamen Tilev, Managing Director, SAP Labs Bulgaria.



SAP NetWeaver Platform Development.

The Lab is one of the pioneers and leaders in applying Lean thinking and agile methodologies to large-scale software development in Bulgaria.

It also collaborates with Bulgarian universities under the SAP University Alliances program.

The company received the International Investor in South East Europe prize and was nominated for European Business awards.



Established: 2000
Employees: 135
Activities: Software development, Multimedia

- Own products (30 mobile apps):
- 200,000 app downloads per month
 - Over 10 million devices host Melon Apps



The Smart Museum project under the European 6th framework program was awarded during the World Summit Awards in Abu Dhabi in 2010 competing with over 420 projects from nearly 100 countries. With SmartMuseum, visitors of museums and special sites can register via their mobile devices and receive a full-featured audio-visual guided tour of the site on-the-go.



Pre-installs for Nokia, est. 5,000,000 devices:

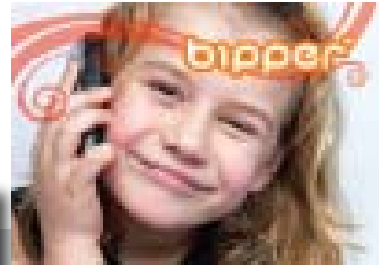
Since 2007 Nokia has licensed a fully functional version of Advanced Call Manger for global distribution with the Nokia E71, E66 and E63 thus making the application instantly available to Nokia users as part of the standard preloaded software offering. Advanced Call Manger, Advanced Device Locks and SMS Spam Manager have been included as part of the built-in software set for the Nokia E-series in the APAC region. Full versions of SMS Spam Manager and Easy Reject are preinstalled on a range of Nokia E-series and N-series phones in Nokia India.



Melon's Battery saver application for Symbian was downloaded by 1mln users in 6 months .



Established: 2008
Employees: 10
Activities: Mobile software development



Sirma Mobile developed Bipper – first of its kind mobile parental control system. The innovative solution won several awards such as Mobile Premier Award 2010, SIMagine 2010, Bully Award 2010, The Rosing Prize 2010, and few more.

The planned localization allows you to determine the time your child to be localized via sms. A touch of a button gives the location of your child. Requests are free of charge.

Panaton Standard allows you to:

- Start conference fast and easy with your mobile phone
- Real time conference call management in your browser or desktop
- Manage conferences from all OSs
- Email and SMS notifications
- Integrates with your CRM
- Share address books
- Automatically place conferences in Outlook and Google calendars etc.

“ We have highly educated IT specialists, fast broadband, stable economy and transparent financial & tax policy as a part of EU which makes Bulgaria a successful hub for support of foreign start-ups. ”

Momchill Zarev
 Head of Sirma Mobile



Established: 2011 (through the acquisition of Siemens IT Solutions and Services in Bulgaria)

Employees: 100

Activities: Homeland security systems, Cloud



- Ranked #1 System integrator in Bulgaria for 2010 (According to Computerworld IT Top 100 Companies in Bulgaria)
- The largest SAP integrator in Bulgaria (ERP, CRM, BI, HR) with more than 60 implementations on the local market



Official Global IT partner for the Olympics in London 2012, for the Winter Games in Sochi in 2014 and Rio de Janeiro in 2016.

The Bulgarian subsidiary of the company will be a part of the project. Atos integrates, manages and backups the giant IT system that sends the competition results and athlete information to the various audiences and media representatives in less than 0.3 seconds. As Worldwide IT Partner of the International Olympic Committee, Atos is responsible for leading the consortium of IT partners to design, build and operate the massive, mission critical IT infrastructure and solutions that will support the London 2012 Games.



Bulgaria could be a perfect provider of boutique IT services as well as the EU platform for penetration in the smaller Eastern European markets. The country's biggest advantage is its macroeconomic predictability and the risk management capabilities of Bulgarian software engineers.

Veska Davidiva, CEO, Atos, Bulgaria



Established: 1999

Employees: 100

Activities:

Software development,
System integration

- Bulgaria is one of the few locations worldwide for CISCO's software development core activities
- Completed major infrastructure projects for Bulgaria's largest telecom companies

Investor in educational initiatives:

Cisco has a long history in education and talent development with Cisco Networking Academy. Cisco Networking Academy program was launched in Bulgaria in 1999. Currently there are 50 academies and over 3 500 students participating in the program across the country. Since the launch of Cisco Networking Academy, over 17 000 Bulgarian students participated in networking academy courses.



Sofia R&D Office

Cisco Sofia R&D office is a part of the Cisco Enterprise Collaboration Platform. Currently employs around 70 people who work in various roles covering the full spectrum of software research and development.

Bulgaria is the perfect location for a small and medium investment in the IT sector, which needs a wide spectrum of services provided by qualified multilingual human resources at optimal price.

Borislav Dimitrov, General Manager,
CISCO Bulgaria



Established: 2008 (acquisition of Software Company OBS by CSC)

Employees: 640

Activities: Software development, integration and Maintenance



GraphTalk A.I.A is the preferred Insurance software solution of many multinational Insurance Companies.



CSC Bulgaria is part of GraphTalk A.I.A Competency Centre involved in the development of the industry-leading insurance administration software solution for life, pensions, health and general insurance.

CSC Bulgaria manages projects in their entirety (writing of specifications, developments, tests, integration and maintenance).

The stable political, macroeconomic and financial environment are only some of the reasons to choose Bulgaria as a place to do business. Another essential reason are people. They are highly skilled, multilingual and very committed to their job.

Jean-Charles Miginiac,
Managing Director, CSC Bulgaria

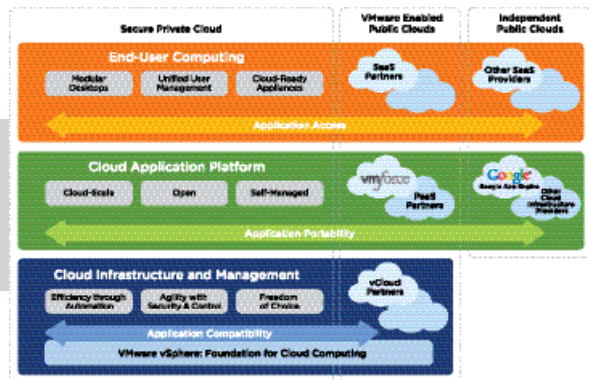




Established: 2007
 (by acquiring the outsourcing company Sciant)
Employees: 300
Activities: Cloud and Infrastructure, Management, Automation and Availability

- The largest Global Development Center for the company in the EMEA region and the 3rd largest R&D site for VMware globally
- Recognized as the most mature site outside of Palo Alto and one the most successful VMware R&D centers throughout the world

Products driven by the team in Bulgaria are: vSphere Client, VC Orchestrator, PowerCLI. The team has significant contribution towards: vCloud Director, Virtual Center, Site Recovery Manager, vCOPs.



VMware has made and continues to make significant investments in Bulgaria. The team in Sofia is adding strategic value to the overall product portfolio of the company and the plan is for a continuous growth and development.

The company also invested in a state of art office facilities for 400 people, high-quality in-house lab space, and a co-location datacenter, which is hosting equipment for the EMEA R&D Engineering teams.

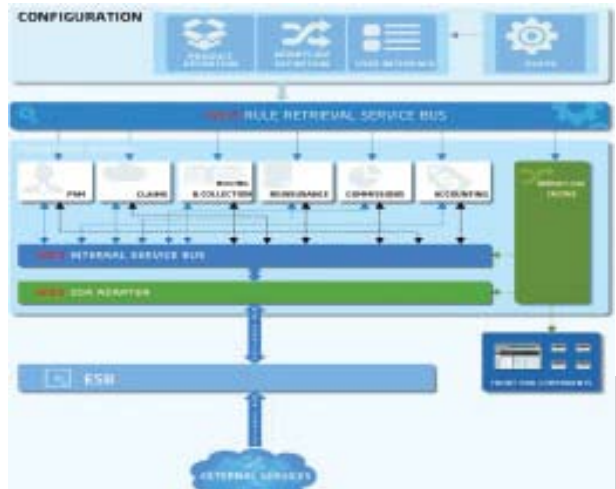
Diana Stefanova, Managing Site Director for VMware Bulgaria



Established: 1990
Employees: 170
Activities: Software development and implementation

- Provides global distribution system and supports subsidiaries as well as partners' network in more than 20 countries
- Completed over 180 projects across Europe, Middle East, Africa, Asia, and America

- Software for insurance business of companies selling Property & Casualty, Life & Pension and Health policies
- Modular solution that provides full coverage of all aspects of insurance business area both horizontally and vertically



- Global customer base with more than 40 installations for insurance companies
- Organizing the straight through processing, which may be activated by INSIS, external systems, customer web sites and agency portals
- Ranked N1 in all but 1 areas of analysis in the latest Gartner report discussing the Critical Capabilities for European Non-Life Policy Administration Systems
- Recognized for its ability to expand with the business in multiple countries and companies, its flexibility through its rules approach and customer-centric concept

Netage.

Established: 1998

Activities: Web design & development

Specialties: Online media, E-shops, Corporate websites, SEO

- Clients: **220 +**
 - Projects: **350 +**
 - Awards: **70 +, 3 times**
- “Agency of the Year”**

Clients include:

- The World Bank
- Fibank
- Colliers International
- Lindner etc.

Completed over 350 projects for more than 220 large corporate clients in the United States, Europe and Bulgaria, building web sites to international quality standards.

Developed highly sophisticated systems for online media content management, e-shops, portals, intranets.

Integrated clients’ corporate websites with ERPs, CRMs and other 3rd party software.



NetageSolutions

Your Edge™

is the premier provider of CRM software and online reporting systems for the alternative assets industry, including private equity and venture capital firms, hedge funds, real estate investment firms, funds of funds, prime brokers, family offices, and institutional investors.

With over a decade of industry experience, Netage Solutions’ Dynamo™ is the proven platform for more than 200 of the world’s premier alternative investment firms. Collectively, company clients manage \$400 billion in assets.



Established: 2000
Employees: 200+
Activities:
 Software development,
 System integration,
 Embedded & Mobile Apps



- The first Bulgarian company to receive International award “Software Excellence” in category “Small and Medium Enterprises” for the successful certification at CMMI Level 3 by the European Software Institute (2010)
- Sponsors the National Informatics and Mathematics Team
- Annual expenditures of the company for R&D and innovations form 10% of total expenditures



The purpose of Musala Soft's educational games is to provide children with the opportunity to learn while playing. The games help develop logical thinking, creativity and guidance of children through complex geometric shapes. The first games are iOS based (iPhone / iPad / iPod) but the team considers opportunities to include other popular platforms / devices (Android, Nokia OVI, WP7).

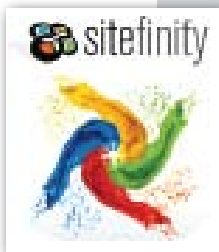
Smart Source Analyzer - platform for upgrade, audit and quality management of software development systems .Using the methods of static analysis and artificial intelligence the platform identifies and analyzes software systems, problematic elements and anti-models. Partners in the project are Sofia University, Technical University - Sofia, Bulgarian Academy of Science.



Established: 2002
Employees: 350
Activities: Software development

- Over 100 000 organizations in 94 countries use Telerik products
- Telerik customers include many Fortune 500 companies, as well as renowned educational, governmental and non-profit institutions
- 9 offices worldwide

In October of 2007, Deloitte Touche Tohmatsu ranked Telerik 3rd in its “Rising Star” Technology Fast 50 program for the 50 fastest growing technology companies in Central and Eastern Europe, The award is based upon the percentage revenue growth over the previous three years.



The next-generation web platform for public websites and intranets

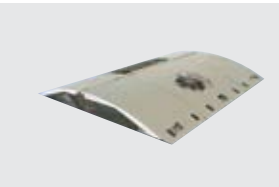
Sitefinity – the next-generation web platform for public websites and intranets trusted by over 8,000 customers, among which Heathrow Airport, Toyota, Coca Cola, BASF, Bayer, AT&T, IKEA and many other leading companies in various industries.

Telerik is Microsoft Gold Certified Partner. Microsoft announced Telerik as winner of the 2010 Central and Eastern European Partner of the Year Award. The company was selected based on its Sitefinity content management system (CMS).

Products:

- Data Access – OpenAccess, a convenient tool for building powerful data layers for all popular databases through a visual designer
- TeamPulse – the tool that helps teams organize their work, collaborate and share knowledge

Advantages of Bulgaria in the Electrical Engineering and Electronics Sector



What is manufactured in Bulgaria?

- World class batteries for submarines, yachts, trains, airplanes, helicopters, military applications
- High performance transformers for the needs of the electric power industry. Bulgarian manufactured power transformers are equipped with the most advanced manufacturing and testing equipment
- High end energy saving sensors for various applications in different industries ranging from automotive through food and beverage production to agriculture equipment
- Top quality amplifiers and high frequency power products used in the radio communication sector
- Wide range of capacitor and capacitor banks used by electrical distribution utilities and large industrial power users
- Semiconductors and semiconductor products used in medical, machine building and automotive manufacturing globally by companies such as BMW, GM, Mercedes
- Wire harnesses and cables for the automotive industry in France and Spain
- Top quality household and commercial refrigerators and freezers for the needs of the European market
- Printed Circuit Boards (PCBs) and microelectronic components for industrial applications used all over the world
- LED chips and LED lighting equipment according to the modern trends in the lighting industry

Bulgaria has particularly strong traditions in the electrical engineering and electronics sector

- In the 1980s Bulgaria supplied more than 40% of the mainframe and personal computers in Eastern Europe
- More than 130 000 people were employed in the sector at its peak during the 1980s
- Electrical Engineering and Electronics Sector comprised of more than 25% of total Bulgarian manufacturing at the time

The Bulgarian born NASA engineer and scientist Peter Petroff invented the digital watch and the wireless heart monitor in the 1960s.



The first electronic computing machine was created by John Atanasoff, an American scientist of Bulgarian descent.



Ballasts and lighting equipment manufactured by the Bulgarian company Electrostart are used in the lighting of historic monuments in Peru, including the legendary “lost city of the Incas” Machu Picchu.



Established in Bulgaria: 1999

Employees: 450+

Activity: electric distribution products, renewable energy, industrial automation



- French multinational company - world leader in energy savings, electric distribution products and industrial automation

Schneider Electric in Bulgaria:

- The first manufacturing facility in Bulgaria started in 1999 but the company had commercial presence in Bulgaria since 1990
- Schneider Electric Bulgaria operates two manufacturing facilities in Perushtitsa and Plovdiv
- 60% of the components used in the Bulgarian manufacturing are supplied by local companies
- Schneider Electric received “Investor of the year in the industrial automation industry” award in 2007



Schneider Electric is a world leader in energy saving technologies and the Bulgarian operation was first in the world to manufacture company’s energy saving timers and switches.

Key Products manufactured in Bulgaria:

- Energy saving electric switches
- PLCs
- Buttons
- Sensors
- Energy saving timers





Established in Bulgaria: 1993

Employees: 440

Activity: production of magnetic sensors and automation applications



- 100% owned by the German company Festo AG & Co.KG
- Since 1997 Festo Bulgaria has been specializing in manufacturing of sensors and sensor applications
- Operates two manufacturing facilities in Sofia and Smolyan

In 2012 planning to build a new manufacturing facility with total area of 7 600 sq. m.

Festo Bulgaria manufactures over 880 different products distributed by Festo AG all over the world.

Key Products manufactured in Bulgaria:

Production of fluid and magnetic sensors with various applications in automotive, machine building and other industries.

Cable applications for sensors and valves.





Established in Bulgaria: 1989

Employees: 100

Activity: designs, manufactures and sells worldwide audio and radio amplifying technology



- Started its business from a small garage in 1989
- 100% of company production is exported
- The first company from Bulgaria to supply electronics for the most competitive markets in the world simultaneously – USA, Germany, Japan
- Experiencing 5% growth in sales for existing products and developing a large portfolio of new innovation technologies which can be used in varieties of industries with higher organic growth rates



ACOM is innovation based company that serves customers from 110 countries around the globe.

In 2011, ACOM started a joint venture with a large global private equity fund for development of other innovative products outside the pure amplification technology.

Key Products:

- High Frequency (HF) equipment used in radio communication industry
- HF antennas for commercial, government and amateur markets
- Antenna crank-up masts
- Systems for short range network radio communications



ACOM is working closely with young engineers program at the Sofia Technical University.



Established in Bulgaria: 1996

Employees: 300+

Activity: high and medium voltage electrical equipment, automation parts, engineering solutions



- Global leader in power and automation technologies and electrical equipment
- The ABB group of companies operates in 100 countries and employees 130 000 people
- ABB has five locations in Bulgaria



ABB companies in Bulgaria export their products in Russia, Iraq, Romania, Mexico, Brazil, Sweden, Norway, China, Germany, France.

Key Activities and Products manufactured in Bulgaria:

Circuit breakers and disconnectors for industrial purposes

Capacitor banks used by electrical distribution utilities and large industrial power users

Generating sets

Automation parts used in manufacturing industries

Engineering solutions





Established in Bulgaria: 2007
Employees: 3 400
Activity: manufactures electrical wire harnesses for the automotive industry



- Owned 100% by the Japanese Yazaki Corporation
- Present in 50 countries and employs more than 170 000 people worldwide
- Holds 35% market share of the world wire harnesses for the automotive industry



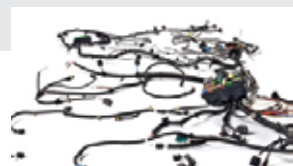
Yazaki Bulgaria main customers are the automotive manufacturers in France and Spain.

Yazaki Bulgaria:

Established in Yambol industrial zone, investment of more than EUR 30 mln

Bulgarian facility spreads on 50 000m2, with 24 250 m2 of the area dedicated to manufacturing facility

Yazaki Bulgaria has not only an assembly department but also an engineering division providing wire harnesses for the automotive industry





Established in Bulgaria: 1993 as EPIQ
Employees: 2 000+
Activity: electronic assembly, module assembly, development & manufacture of plastic injection moulds & factory automation equipment



- In July 2011 the Belgian EPIQ group sold, EPIQ Electronic Assembly EOOD to Integrated Microelectronics, Inc (IMI), a Philippines based company
- IMI subcontracts for well-known names in the automotive sector, including Valeo, Denso, Brose and EF
- IMI manufactures components for famous brands in the consumer electronics like Tefal, Rowenta, De Longi



IMI manufactures more than 230 products and exports them mostly to the European markets.

IMI Bulgaria:

IMI Bulgaria is located in Botevgrad, 60 km from Sofia

Main Activity includes PCB Assembly and Testing, System Product Integration Tooling and plastic injection

The Bulgarian operations are among the leading international suppliers to the automotive, consumer electronics and industrial appliance markets





Established in Bulgaria: 2007
Employees: 600+
Activity: tubular lead acid industrial batteries



- World leader in the manufacturing of industrial batteries and specialty batteries
- EnerSys and its predecessor companies have been manufacturers of industrial batteries for over 100 years
- Operates manufacturing and assembly facilities in 12 countries for customers in over 100 countries



EnerSys Bulgaria manufactures batteries weighing more than 300 tons for UK and German submarines.

- EnerSys facilities in Bulgaria cover 206 000 sq.m., incl. 58 600 sq.m. of buildings
- Bulgarian production of tubular lead acid batteries serves the markets of motive power and reserve power applications, as well as the rail and mining markets

Key Products manufactured in Bulgaria:

- Submarines batteries
- Solar batteries
- Batteries for the mining industry
- Railway batteries
- Explosion proof batteries
- Stationary batteries





Established in Bulgaria: 1997
Employees: 650+
Activity: production of power and distribution transformers, high voltage apparatuses, tap changers, solar power systems



Hyundai Heavy Industries Co. Bulgaria manufactures oil-filled power transformers for power substations, hydro-electric & thermal power plants, industrial enterprises.

All power and special transformers are equipped with Tap Changers developed and manufactured in Bulgaria.

Tap Changers manufactured in Hyundai Heavy Industries Co. Bulgaria are installed in a wide range of transformers and are currently in operation in Russia, South Korea, Romania, United States and many other countries in Asia, Europe, South and North America.



Hyundai Heavy Industries Bulgaria exports its transformers and tap changers to more than 50 countries in Europe, Asia, America, Africa.

Key Activities and Products manufactured in Bulgaria:

- Power Transformers
- High Voltage Apparatuses
- Tap Changers
- Solar Power Systems





Established in Bulgaria: 2000
Employees: 1 700+
Activity: manufacturing of refrigerators and freezers for domestic and commercial use, railway vehicle equipment



Liebherr Hausgeraete Marica Ltd. is a 100% owned subsidiary of Liebherr Hausgeräte Ochsenhausen GmbH–Germany

Liebherr Hausgeräte employs a workforce of approx. 22,000 in more than 100 companies on 6 continents



Liebherr Hausgeraete Marica has the capacity to manufacture more than 600 000 refrigerators annually.

Liebherr Hausgeräte Marica :

Liebherr Hausgeraete Marica EOOD is located in Marica Industrial Zone in Plovdiv region

Total investment in the company’s Bulgarian operations is approximately EUR 86 mln

Liebherr’s facilities are built on 200 000 sq. m., of which 55 000 manufacturing facilities and warehouses

97% of the Liebherr Marica output is exported to the EU markets





Established in Bulgaria: 2000
Employees: 300+
Activity: microelectronic component manufacturing, sensors, IC's for the automotive industry



- Melexis is a Belgian company, leading manufacturer of advanced mixed signal semiconductors, sensor ICs, and programmable sensor IC systems
- Melexis is present in 12 countries worldwide



Melexis Bulgaria IC's are used in the vehicles of companies like Mercedes-Benz, BMW, Audi, VW, Suzuki, Toyota, GM and Ford.

Melexis Bulgaria:

Melexis Bulgaria is based in Sofia in a 7 800 sq. m. facility containing office space, R&D, test areas, and over 1 000 m² clean rooms for handling semiconductors

In 2006 and 2007 Melexis invested over EUR 13 m to improve its Bulgarian operations

Melexis Bulgaria is involved in component manufacturing, R&D and testing activities



SIEMENS

Established in Bulgaria: 1991
Employees: 500+
Activity: manufacturing of equipment for transformers, energy engineering, industrial engineering and medical engineering solutions



Siemens is a multinational conglomerate, the largest European based electronics and electrical engineering company

The company and its subsidiaries employ more than 400 000 people worldwide



Siemens chose Bulgaria for the home of its engineering outsourcing centers for house automation systems and conventional energy sources, servicing 12 countries .

Key Activities and Products manufactured in Bulgaria:

- Ingredients for high tension measure transformers used in the energy sector
- High voltage electrical engineering components for the electric industry
- Automation and control devices used in manufacturing industry
- Engineering solutions

Siemens has been represented as a company in Bulgaria since the end of the 19th century when it participated in the building of the national telegraph network.

The Bulgarian branch of the company offers its full range of engineering solutions and services.

A state of the art facility in Pravets Bulgaria was built in 2011 and manufactures high voltage electrical engineering components.

Siemens Bulgaria has been cooperating with all local technical universities in developing future engineers through establishing masters programs and engineering labs and workshops.



Established in Bulgaria: 1959

Employees: 575

Activity: manufactures starter batteries, stationary batteries, solar batteries, batteries for military applications, locomotive batteries, LED production, recycling



Monbat is a Bulgarian company with almost 60 year history and traditions in the manufacturing of batteries.

One of the fastest growing battery companies in SEE with 2010 revenues in excess of EUR 80 million.

Operates two battery manufacturing facilities in Bulgaria located in the towns of Montana and Dobrich.

Owns two recycling facilities in Romania and Serbia.

Monbat maintains intensive R&D activities in cooperation with the Bulgarian Academy of Science.

Works in cooperation with many large international companies such as Vodafone, Ericsson, Huawei.



Monbat exports 85% of its products. 24% of the sales are realized on the German market.

Advantages of Bulgaria in the Healthcare and Medical Tourism

- Excellent geographical, climatic and environmental conditions
- The unique combination of seaside, mountains and mineral water makes Bulgaria a suitable place for health promotion throughout the year
- Long-standing tradition in balneology and spa tourism
- Refurbished world-class medical and rehabilitation centres and hotels
- Highly qualified and experienced healthcare staff
- Relatively low cost of medical services
- Well-developed network of private cosmetic surgery and dental clinics





“Bulgaria is among the countries combining low prices for medical services with experienced medical personnel and has the potential to become a destination of choice for the so-called health tourists”.

Reuters, from the report of the **Economist Intelligence Unit**,
September 2011

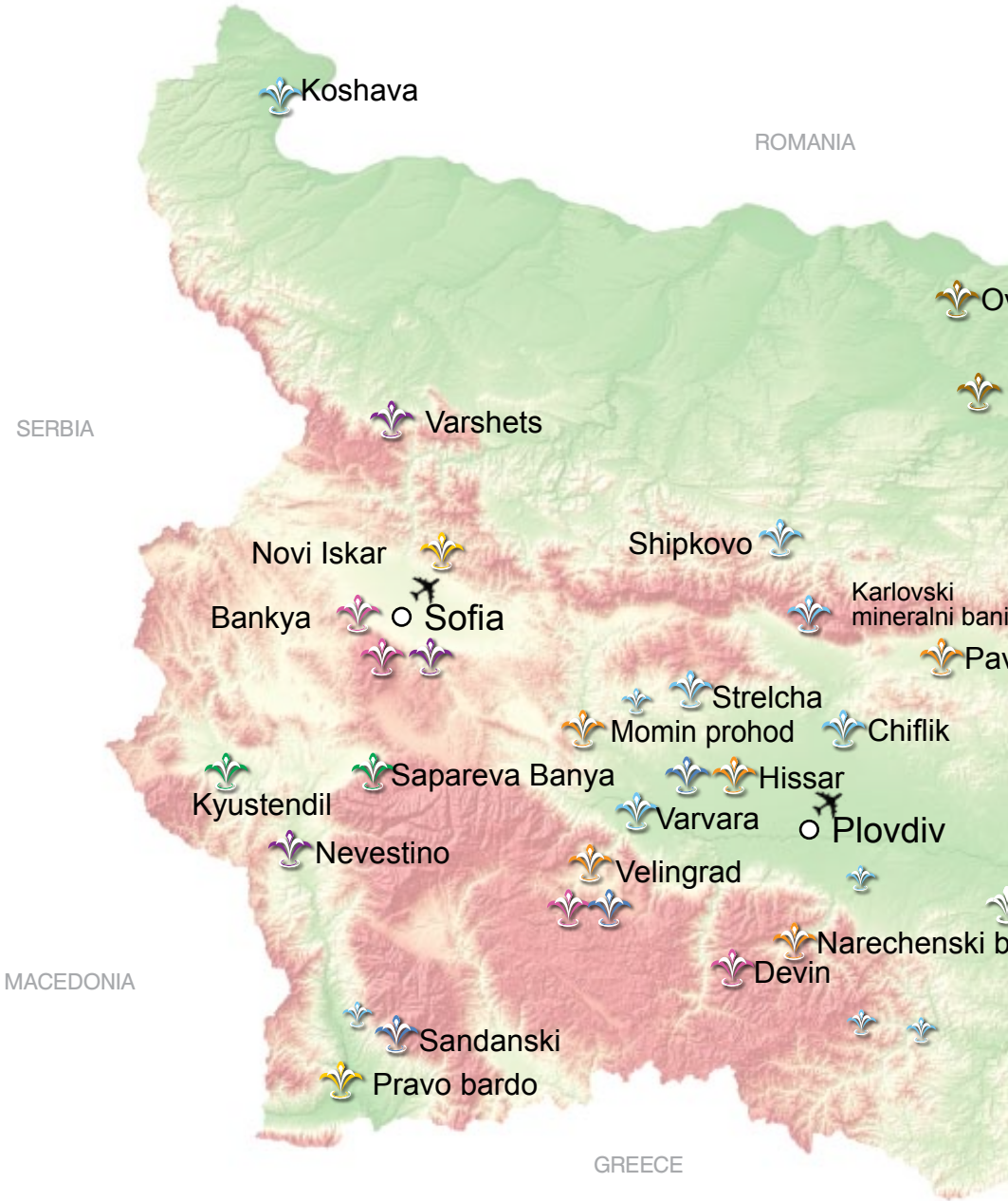


Bulgaria ranks second in Europe after Iceland and is well ahead of countries with proven tradition in balneology in terms of existing, developed and registered (certified) mineral water resources. Every known type of natural mineral water has its representative in Bulgaria.

	Czech Republic	Hungary	Bulgaria
Number of mineral springs	463	450	600
Average temperature of mineral water	70 ° C	65-70 ° C	70-75 ° C
Warmest spring geyser	73 ° C	96 ° C	103 ° C

- In Bulgaria there are huge reserves of underground mineral springs
- The total usable annual volume of mineral water reserves is over 100 million cubic meters, but only 6% of these deposits have been well studied

Bulgaria's biggest advantage is that mineral



water is available throughout its territory



The most significant effects of mineral water treatment in Bulgaria are:

- Lowering blood pressure and improving heart functions
- Regeneration and strengthening of the immune and cardiovascular systems
- Improved metabolism
- Elimination of functional disorders
- Anti-inflammatory effect
- Some mineral waters enhance the body's resistance to radiation effects
- Beneficial effects for bronchitis, joint, kidney, skin, gynaecological diseases and others
- Health-enhancing underwater massages and underwater gymnastics



Evidence of the healing properties of Hissar mineral water is the local Museum of Kidney Concrements - a collection of about 10 000 stones excreted during and after medical treatment in Hissar.

Bulgaria provides significant recreation and tourism potential with its 102 resorts

- 34 of national importance (five mountainous and ten at the seaside)
- 68 of local importance (spa, forest and seaside)

Velinograd

The Spa capital of the Balkans with 80 mineral springs

- The city called the “Pearl of the Bulgarian SPA” offers numerous sanatoriums, clinics, modern spas and hotels



Sandanski

The town recognized as the best natural “hospital” in Europe for bronchial asthma

- Studies show that climatotherapy in Sandanski leads to complete curing of clinical symptoms such as breathlessness, coughing and expectoration in 80% of patients, reducing the need for medication



The resort has more than 20 springs with similar characteristics - hyper thermal (72 ° -81 °), low mineralized, silicic, mildly fluorine, suitable for drinking and spa

Pomorie

The most popular and modern mud therapy centre in the country

- Curative mud is a natural product with inorganic and organic composition, formed as a result of geological, chemical, biological processes and physico-geographical factors: climate, soil, water, flora and fauna





Hissar

A resort with a millennial history, used by the Thracians and in Roman times

- Hissar differs from our other resorts on the abundance of its hot springs and their diverse chemical composition, temperature and treatment properties. Each source has its own application, name and romantic legend...



Pavel Banya

Resort with seven mineral springs located in the unique Rose Valley.



St.St. Constantine and Elena

- The oldest resort on the Bulgarian Black Sea coast, with a specific microclimate, purifying negative ions, old deciduous forest and mineral springs



Sofia and Bankya

- In the outskirts of Sofia there are about 50 hydrothermal deposits, which are environmentally friendly sources, springing from a great depth



Each resort has its thermal springs with curative effects on various organs and body parts.

Mineral waters are also edible.

Most resorts are located in the mountainous regions of Bulgaria and provide fresh air and perfect conditions for recovery.

2006 saw the largest foreign investment in healthcare:

Tokuda Hospital Sofia

Tokushukai Medical Corporation is now one of the largest hospital chains in the world, operating over 280 hospitals in Japan and one in Bulgaria! Over 120 million Euro was invested in Bulgarian healthcare.

The general hospital features:

- 32 clinics and wards
- 3 operating units in 22 surgical rooms
- Modern diagnostic centre
- High-tech equipment
- Centre for Preventive Medicine



- Tokuda marked its fifth anniversary by making a strategic investment in **medical tourism**, by opening the first international hospital ward for the so-called “medical” tourists
- More than 8 000 patients from other countries are treated at Tokuda - 400 from the U.S., 800 from Canada, 1 000 from the EU and 350 from Russia and the CIS, 200 from the Middle East and from Serbia, Greece, Macedonia, and Romania
- Tokuda Hospital Sofia provides world-class medical care to patients at significantly **lower prices** and no waiting lists

The international ward was created in response to growing interest in **Bulgaria as a medical tourism destination**. Globalization and free access to information enabled millions of people to travel to receive diagnosis, treatment and rehabilitation in countries providing state-of-the-art facilities, high technology, qualified staff and competitive prices.

Dr Georgi Simeonov , Executive Director of DCC Tokuda

Advantages of Bulgaria in the BPO sector

- The average BPO company provides services in more than 25 languages
- Bulgaria prides itself on the system of foreign language secondary schools where after a year of intensive study of a foreign language students switch to studying main subjects in the respective foreign language
- About 60,000 students graduate annually from all Bulgarian universities. About 50% of the graduates get their degrees in majors applicable to the needs of the BPO industry
- 98% of the students enrolled in secondary school in Bulgaria study a foreign language, 73% study at least two foreign languages
- Office rents in Sofia are the lowest in the region and are likely to remain low due to oversupply of office space
- Attrition rate in most Bulgarian BPO centers is several times lower than that in Europe



“ The winners in Europe are Bulgaria and Romania, which continue place to stay comfortably in the upper half of the index, at 13th and 19th, respectively. Members of the European Union but with lower cost profile than most other member states, they are the new offshoring stars in Europe.

Source: Shifting Geography of Offshoring, A. T. Kearney Global Services Location Index™, 2009 ”

- Most BPO firms expect the size of the Bulgarian outsourcing market to increase by up to 100% over the next 3 years
- IT & Internet, followed by tourism, telecommunications and retail are expected to generate the biggest interest in the Bulgarian outsourcing services
- The number of employed in the Bulgarian BPO sector grew from 0 to around 15,000 over the last 10 years

“ The opening of HP Global Delivery Centre in 2006 put Bulgaria on the BPO&ITO investment map of the world. The selection of Bulgaria as one out of the six HP strategic hubs in the world in 2010 reconfirmed the quality of Bulgarian specialists.

Sasha Bezuhanova, Public Sector Director, HP Central and Eastern Europe ”





Established: 2006
Employees: 3500 +
Languages: 15
Activities: Customer Interaction Services, IT/ Software operations



- HP Global Delivery Centre was officially opened in May 2006 and serves as a delivery platform for support, engineering and IT outsourcing services for HP customers in EMEA region
- Bulgaria was chosen among 14 other countries – candidates for the investment
- In 2010 Bulgaria became one of the 6 designated delivery hubs that support client demand for cost-efficient, scalable services that effectively meet business needs



In 2010 Bulgaria became one of the six HP target logistic centers worldwide.

Customers include 21 companies from 2011 Fortune Global 500.

HP Global Delivery Centre exported services for €66 mln in 2010

Bulgaria is a strategic site for HP Global IT Outsourcing operations. As one of our core delivery centers globally, we place a significant amount of critical operational responsibilities in Bulgaria. We are extremely satisfied with the quality of talent, productivity, and the passion for customer service of the Bulgarian employees who have joined the HP family and look forward to even more contributions in the future.

Pete Karolczak, SVP, GM IT Outsourcing, Enterprise Services at Hewlett-Packard HP's University program in Bulgaria



Established: 2007
Employees: 530
Languages: 27
Activities: Customer Relationship Management, Finance & Administration



In 2007 IBM opened a Global Delivery Center in Bulgaria. Out of Sofia, IBM currently provides end-to-end business process services for IBM needs in the region and all over the world.

The procurement team processes all purchase orders of office stationary and equipment for IBM offices in the entire CEE region.

Customers include:

- Bulgarian National Bank
- National Social Security Agency
- National Revenue Agency
- Ministry of Defense
- Ministry of Finance
- National Customs Agency
- Coca Cola Bulgaria
- Xerox
- Skype



30+ Nationalities represented in Bulgaria

Sofia GDC is considered a strategic location for IBM. The qualified young team has allowed it to innovate and establish best practices that are implemented across the IBM network of global delivery centers.

Joseph Lazarus
 General manager, IBM GDC Bulgaria

Our experience in the Bulgarian labour market pool is not only that we have been able to attract very educated and talented, multilingual individuals but also that most of those individuals possess an immense drive for their own growth and self-development.

Boyka Docheva
 HR Partner, IBM GDC Bulgaria



Established: 2004
Employees: 650
Languages: 15
Activities:
 Customer interaction services
 HR services
 IT operations



- Largest Bulgarian BPO provider
- Member of ISO/PC 259 and ISO 37 500
- 57% growth in annual sales revenue for H1 2011

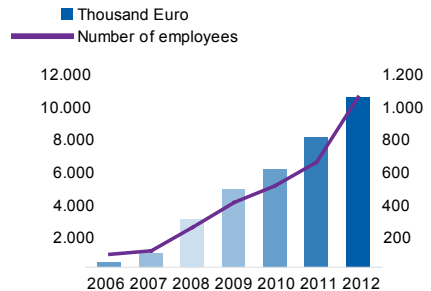
“ The potential of the smaller cities in Bulgaria is still undiscovered. **Stefan Bumov**, CEO Sofica Group ”

Customers:

- Hewlett Packard
- Oracle
- Coca-Cola
- Stream Global Services
- Microsoft
- Telecom Austria Group

Sofica and All Data Processing hosted the first meeting of the Project Committee in 2011.

The international standard will be a guide for outsourcing of business processes, lifecycle and giving a description of the definitions, concepts and processes identified as good practices. The standard will also address the requirements for working environment and security of information that is directly related to risk management.





Established: 2008

Employees: 260

Activities:

Customer interaction service,
Back office transactions,
F&A



Finalist of the UK Award for Operational Excellence 2011, organized by the National Outsourcing Association

Clients include:

- Leading anti-virus companies
- Leading PC hardware manufacturer
- Leading banking and insurance company
- No.1 North America e-learning company

Sutherland’s plan in the next 18 months is to continue with the expansions in Varna and 2 other cities in Bulgaria

75% of clients are in the Fortune 500 space

Bulgaria is the top performing geography of Sutherland with 100% referencable clients and best talent when it comes to technical capabilities. Smaller Delivery team compared to our own delivery locations like Philippines, US or India but services provided are with higher complexity with a stress on language, skill and medium.

Satish Ramachandran,
Senior Director – Service Delivery,
Sutherland

➤ Sole provider of customer service in Europe for one of the largest international telecom companies.

➤ Sutherland’s headcount has grown 7 times since 2008. 40% of the current middle management are home grown.



Established in 2008

Employees: 360

Languages: 17

Activities:

Customer interaction services

Back office transaction



- In May 2008 began its activity with three international projects and investment of over €1.2 mln
- Second office in Sofia opened in September 2011

Sofia was chosen for 3 main reasons – the convenient location of the airport, the availability of highly motivated and educated labour, the quality of the buildings and technical infrastructure.



60K maintains links with universities in Sofia. The company CEO leads lectures at Sofia University.

“ We are currently looking at setting a third call center here, probably in one of the other major cities such as Plovdiv, Varna, Burgas, Veliko Tarnovo.

John Gladwish, CEO, 60K ”



Annual attrition rate is less than 3%, as compared to European and Global average of 24%. (Times News New York)

“ Bulgaria has a lot of potential with respect to technical infrastructure, human resources, location in comparison to the UK and mainland Europe and legislation here is favourable to investment.

John Gladwish, CEO, 60K ”



Established: 1999
Employees: 290+
Languages: 30+
Activities:
 Knowledge Processes
 Outsourcing



Besides in Sofia, the company is also located in Veliko Tarnovo, where it has an ongoing internship program in the local university.

“Boasting one of Southeast Europe’s most stable monetary systems, Bulgaria is in prime position to offer a sustainable macroeconomic environment, low risk levels and solid economic growth.”
Iliya Krastev, CEO, All Data Processing

case study



is a business and financial news and information provider which brings access to detailed coverage on the fast-growing companies, economies and markets of ten Southeast European nations. It allows you to access major index data including index pricing, indices’ constituent lists and top indices’ gainer and loser data, company, price and other market information from all active stock exchanges in the region and spot and cross rates for all SEE currencies.

Customers:
All Data Processing has customers from over 75 countries:

- News Corporation,
- Thomson Reuters,
- Bloomberg,
- APA,
- LexisNexis,
- Reed Elsevier,
- EBSCO, etc.



Established: 2004
Employees: 550
Languages: 20+
Activities:
 Customer Interaction Services
 Transformation Solutions
 Financial and Accounting
 Services



- Bulgarian BPO company, 3 office locations
- 50+ clients from the EU and the USA

2004 - Founded by Philippe Ougrinov and Xavier Marcenac in Sofia.

2009 - Opened Plovdiv office.

2011 - EBRD becomes shareholder in CallPoint. This is the first investment for the bank in business process outsourcing in BG.



Aims at expanding its portfolio of services, with heavy focus on F&A services. Plans to hire up to 2000 people in 3 years.



Bulgaria is a small, boutique country, with very flexible legal framework and no restrictive regulations for this business at all.

Phillipe Ougrinov, CEO, CallPoint New Europe



2010 in Numbers

10 million	Customer interactions processed
200 000	Outbound calls per month
600 000	Inbound calls per month
100 000	Handled e-mails per month
65%	CAGR (for the past five years)



Established: 2006
Employees: 546
Languages: 22
Activities: F&A, Technical support, Customer Care, Back office



- Bulgarian office received an award for best operating company location in Europe (the Mean More Award, based on quality/cost analysis, value added, employee satisfaction, and operational depth)
- Received Sitel President Award for Q1 2011

Cooperates with foreign cultural institutes in Bulgaria, as well as with:

- Sofia University
- Technical University Sofia
- University of National and World Economy
- New Bulgarian University
- AIESEC

“The education system in Bulgaria is well structured and gives still good basis. This assures the faster assimilation and learning of new skills.

George Uzunov,
Site Director, Sitel Bulgaria”

“Bulgarian people are highly motivated for working in an international environment and give their best at the job, since these companies offer career development opportunity.

George Uzunov,
Site Director, Sitel Bulgaria”

Advantages of Bulgaria in the Mechanical engineering sector

- Established traditions and experience in the Transport equipment and mechanical engineering sector
- Continuous growth between year 2000 and the time of crisis
- Qualified assembly workforce at affordable cost
- Availability of experienced engineers
- More than 50 000 people working in the sector
- Export oriented sector
- Infrastructure well suited for the needs of the manufacturing industry
- Easy access to EU, Russian/CIS and Middle East markets
- Close to the CEE automobile clusters
- Network of technical universities and colleges
- Vibrant mix of international and local companies from the mechanical engineering sector with successful operations in Bulgaria
- Component manufacturers are active in producing high precision and endurance components for various European customers



FDI growth in the sector is 134 % in 2010 compared to 2007.

About 57000 are the students in Bulgaria for 2010/2011 that study transport, machine, electrical and other relevant technologies in 22 universities and colleges in the country.

There is a very positive business climate, which can be further improved with a better support from the authorities and the people's strong will to learn and progress.

Philippe Peroz
Managing Director at SKF Bearings Bulgaria



Bulgaria is still among the main producers of universal lathes in the world.

Customers of Bulgarian companies are companies like BMW, Renault, Peugeot, Ford, Audi. For example, Montupet plant in Bulgaria produces engine heads for the whole series "Q" of Audi.



The production of forklift trucks in Bulgaria is a leading sector, ever since the country has become specialized in it as a member of the former economic union, COMECON. Three decades ago, the Bulgarian producers generates 20% of the world production with an annual production of more than 80 000 forklift trucks, thus the holding company at that time Balkancar Holding was among the three biggest suppliers of engine driven and electric driven forklift trucks in the world – together with the American company Clark and Japanese company Toyota.



- Lufthansa Technik is a world company, specialized in the maintenance and repair of aircrafts
- Lufthansa Technik Sofia was founded in 2007 as a joint venture between Lufthansa Technik AG and Bulgarian Aviation Group
- More than 400 highly qualified engineers and mechanics are working for the company.
- The only repair base of Lufthansa Technik for Eastern Europe is located in Bulgaria.
- Initial investment of EUR 20 million, with which it acquired Class A certificate for investment
- In Bulgaria the company performs D-check – the most comprehensive and demanding check for an airplane
- Since 2008, more than 50 heavy checks have been performed for customers like BMI, Bulgaria Air, Oman Air, Ural Airlines and many others.
- In 2011 Lufthansa Technik Sofia decided to expand its activity and to invest another EUR 13 million
- On 14.09.2011 the company was awarded for a second time with a certificate for class A investor for its expansion
- The company is working very well with the biggest technical universities for the recruitment of its employees

Lufthansa Technik Sofia is the first foreign site with German EASA 145. It was successfully obtained after audits on 28th of October 2008. The hangar, which is one of the most modern in the MRO (Maintenance, Repair and Overhaul) industry offers:

- 2 bays for 2 narrow body aircraft simultaneously, 3 more under construction
- IL-/D- Checks capability incl. full painting

D-check is the most comprehensive and pedantic check for the aircraft serviceability. It is also known as Heavy Maintenance Visit (HMV).

Lufthansa Technik Sofia manages to perform only within 16 days the quickest D1 check on Airbus A320 among the whole group of 31 companies.



- Automobile manufacturing plant established by Litex Motors Corporation in cooperation with the Chinese Great Wall Motor Co Ltd
- Class A investment issued by InvestBulgaria Agency
- Location - Bahovitsa Village, Lovech Region
- The plant started operation in February, 2012 with capacity 50 000 automobiles per annum. The expectations are that the investment of EUR 96.4 million will open approximately 2 000 job places



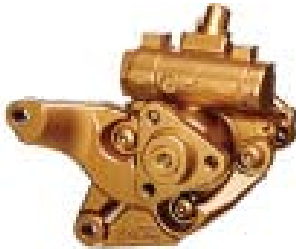
The best advantage of Bulgaria as a place for business development is the highly qualified work force, the youth's potential, and the good business climate in the country.



The company is the only Chinese producer of automobiles, who presently sells on the European market and holds the respective type approval for its products pursuant to the European Community requirements.

Why Bulgaria?

Bulgaria has experience in the production of automobiles. In the country, for example, a series of facilitations are available, related to the tax legislation for class A investors. From this point of view we think that there are good conditions for the automotive industry development in the country.



**Premium³
Mobility. Dynamics. Innovation**

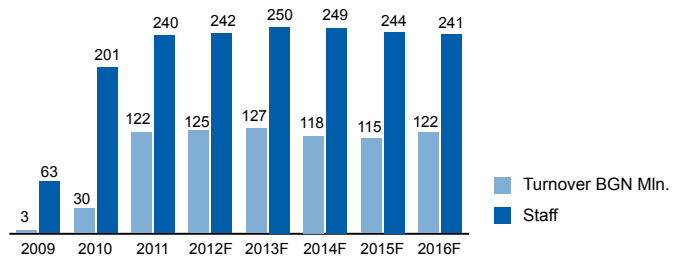
One of the world's leading manufacturers of hydraulic and vacuum equipment used in engine management, transmission, suspension and braking systems of vehicles.

IXETIC in Bulgaria

- The second largest factory for the company is in Bulgaria
- Some of its biggest clients are Mercedes and BMW, for which IXETIC produces hydraulic pumps
- From first hole to an operating plant within only 11 months – times quicker than in Western Europe
- Bulgaria has been preferred to Romania, Poland, Slovakia and the Ukraine due to the stability and the traditions in the machine building sector
- More than 250 employees
- Certified as class A investor since July, 2008
- Clients: BMW, Mercedes, Toyota, Porsche, Audi, Volkswagen, Ford, Honda, Renault, MAN, Navistar, Daimler, ITEC, Scania and Volvo

It is already possible to develop a highly technological business in Bulgaria and the foreign companies know that.

Ivaylo Petrov



We have intentions for plant expansion, as well as for doubling of production and staff by 2015.



- Innovative and powerful know-how in the development and production of technical solutions for locking and latching systems
- Production Locations in Asia, South America, North America and Europe
- About 70 employees in Bulgaria
- Common development of technological high-quality locking and latching systems
- Main customers are the most automobile manufacturers in Europe
- Further development is assured in August 2008 by establishing WITTE Automotive Bulgaria EOOD in the town of Ruse. Starting as office for Design and Purchasing activities, it was enlarged by starting production in May 2010 with the first WITOL (Tolerance compensation system) products
- In 2011 WITTE Automotive Bulgaria increased the Production volumes for more than 4 times in comparison to those of 2010
- Plans for 2012 are to enlarge the production capacity for 100% again and to increase the number of employees to 130 people at least in the Bulgarian location





Montupet (France) - manufacturer of aluminum parts for the automotive industry (cylinder heads, engine blocks, inlet & exhaust manifolds, brake parts, structure)

Montupet Bulgaria

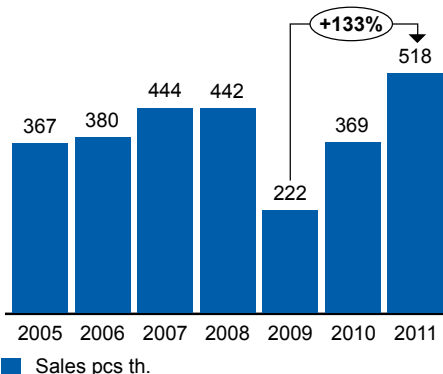
- Greenfield investment in Ruse 2006
- Size of investment: EUR 80 million for the period 2005 – 2010
- Planned expanding in 2012
- Products – parts for engines, chassis and brake systems
- Estimated turnover: EUR 50 million
- Employees: 667
- Certified by external auditors according to the ISO/ TS 16949(automotive) and ISO 14001 standards
- Main clients of the plant are Renault, Peugeot, Audi, BMW, Ford and Volvo
- Produced quantities of components for car engines 1 255 000

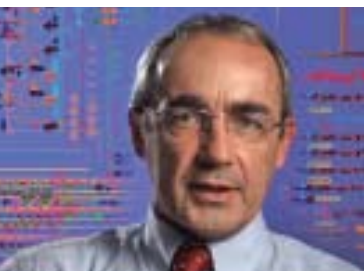


In Bulgaria, the Montupet plant produces engine heads for the whole series “Q” of Audi



- M+S Hydraulic is a leading producer of hydraulic motors, servo-steering s, valves, brakes and accessories, used in all machine building industries. The products find application in the agricultural industry and transport
- Founded in 1963
- Privatized in 1997
- Location: Kazanlak
- About 1000 employed
- Turnover: BGN 63 million
- The products of the company find application in the agricultural industry and transport
- Exports its production to European and other world markets
- The company occupies 6th place in the world for the production of hydraulic and orbital motors for application in the mobile and industrial systems with geometric volume from 12 to 800 cm³
- 133 % increase rate of production in 2011 compared to 2009
- M+S Hydraulic is developing many new types for all of its products and has turned into one of the main world producers of hydraulic motors
- Certificates: ISO 9001:2008, OHSAS 18001:1999 and ISO 14001:2004
- The company has R&D unit to improve the products and develop new ones compliant to the market requirements





- World producer of bearings and seals
 - Came to Bulgaria in 1925
 - Markets of the products manufactured in Bulgaria: Europe, America and Asia, but major clients are the automotive manufacturers in Europe, such as: Mercedes, BMW, Volkswagen, Ford, Renault, Peugeot and many others
 - The company creates employment for more than 1500 people from the region
 - Own educational center for R&D activities is built in the city of Sopot
- Open Doors Days for students from the Technical universities – Sofia and Plovdiv

Future development?

- SKF Bearing Bulgaria will continue to invest and industrialize new products for main European customers.

What is the biggest success of your company since it started business in Bulgaria?

- The post 2008 crisis development has been very rapid, with a more than 20 % growth per year in 2010 and 2011.

Philippe Peroz
Managing Director at SKF Bearings Bulgaria

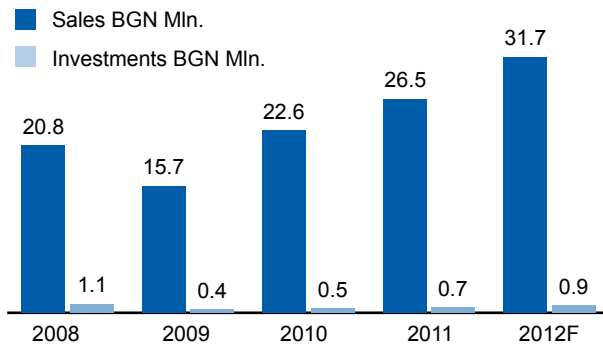


- World producer of seat systems and automobile interior systems
- 1997 – the first plant of Grammer in Bulgaria
- More than 695 employees
- Net sales – BGN 44 million
- Export to Europe, USA, South America and Asia
- Major clients are: Deutsche Bahn, Mercedes, Liebherr, Iveco, Toyota, Linde, Man, Renault Trucks, Scania, Siemens, Audi, Land Rover, Seat, Saab, Skoda, Volkswagen, Ford, GM, BMW, Opel, etc.
- Produces driver’s seats for trucks and self-powered machines, tractors, construction equipment, passengers’ and driver’s seats for trains, tourist and city buses, trolleybuses, etc.



Future development

- For 2012 increase in the production rate and the number of the employees up to 900 people. Start of the production of new products. The aim is to create a complete chain and to manufacture all products here in Bulgaria.

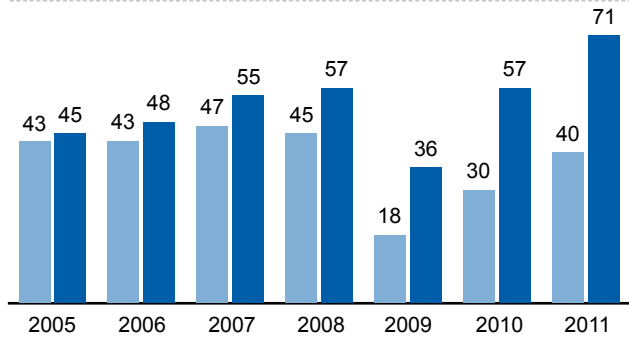




- HES designs, produces and services hydraulic cylinders, which find application in the transport equipment, as well as in construction machines and ships
- Founded in 1968
- Location: Yambol
- Privatized in 1997
- 565 employed
- Turnover: BGN 39.7 million
- Main client in Bulgaria is Palfinger Austria, for which the company is a main supplier of hydraulic cylinders
- Over 95% of the production of the company is sold on the West-European market and in Russia

There are wonderful perspectives for the development of the company and the sector as whole during the next 5 to 10 years.

Main advantage of the company: quality, accuracy of the supplies, flexibility and competitive prices.



■ Output (thousand BGN/person)
■ Sales (BGN mln)



- Established in 1985.
- Location Dimitrovgrad
- Privatized in 1991
- 174 employed
- The company exports its production to Rumania, Greece, Russia and USA
- Certificates: ISO 9001:2008

- “HIMMASH” AD is a main producer of apparatuses and equipment from stainless, carbon, and bimetal steel for the chemical, biotechnological, foodstuff industries, power engineering, metallurgy and construction.
- It manufactures reservoirs, reactors, heat exchangers, auto valves, boilers for metal refinement, metal structures, nuclear power plants within short terms and with high quality



Citation: Definitely, we are expecting positive development of the company in the future. Entering the American market with the production of sand and carbon filters according to an American standard.



Advantages of Bulgaria in the Transport and Logistics sector

Bulgaria is ideally located to provide easy access to the markets in Europe, Russia, the CIS countries, Turkey, and the Middle East.

Bulgaria is an inexpensive place to do business...

- Lowest costs of utilities in Europe
- Lowest price for rents of industrial and office space in Europe
- 10% flat corporate tax, being the lowest in Europe
- Competitive labor costs
- About 3 000 university students graduate from transport and logistics majors per year

Bulgaria has established a very comprehensive infrastructure...

- 6 Motorways
- 230 Railway stations with capability of loading/unloading cargo
- 4 international airports
- 2 major seaports on the Black Sea
- 4 major river ports on the Danube
- 60 industrial zones





Established in 1889

Employees: 150

Activities: european land traffic, domestic distribution, rail solutions, airfreight, ocean freight, logistics, fairs removal



- Headquarters in Sofia
- 7 Branch Offices:
 - Sofia (2), Varna, Plovdiv,
 - Burgas, Ruse, Sevlievo
- Brand new investments in Varna & Sofia

Schenker Varna

- 300 sq. m cross-docking
- 3 000 sq.m warehouse for 4 000 pallets
- 164 sq.m office building
- 6 loadingbays with hydraulic ramps
- Bonded Warehouse & customs services
- Highest Technology Standard

Schenker Sofia

- 2 000 sqm cross-docking
- 3 000 sqm warehouse for 4 000 pallets
- 3 600 sqm Office building
- 30 loadingbays 20 with hydraulic ramps
- Own Railway Siding
- TAPA Level A certified





Established in 1991

Employees: 200

Activities: road, rail, sea freight, combined services, project business, distribution and logistics



- The Bulgarian branch of the company is a regional center for Romania, Greece, Serbia, Macedonia and Hungary
- The company has extensive network of offices in the country covering all border crossing points, ports and major industrial areas
- Continuously ranked in the last years by NSBS, the national freight forwarders' association as Bulgaria's largest forwarding company

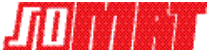
Market served from Bulgaria - EU, Tunisia, Morocco, Algeria, China, Japan, USA, Turkey, Russia, Turkmenistan, Aserbaidshan, Kasachstan, Armenia, Georgia, Macedonia.

Intermodal Terminal Sofia

- Covered warehousing area: 25 000 sq.m
- Open warehousing area: 30 000 sq.m
- Types of warehouses: groupage, under customs' control, tax
- Railway loading platform
- Location: Modern suburb – Obelya Industrial Zone, at the crossroad of three entry points for Bulgaria – from Romania, Serbia and Greece



Miltizer und Muench is co-operating with the Bulgarian Academy of Science on a project for optimization of energy consumption and waste management.



Established : 1960

Employees: 1300

Activities: road and water transport, full logistics services, including combined logistics



- Logistics network of 74 terminals and offices in 23 countries in Europe and Asia. Part of Willi Betz Group
- 40 000 sq. m. warehousing facilities in Sofia, Vidin, Rousse, Burgas and Pazardjik – open and covered areas, warehouses under customs’ control, specialized facilities for wind turbines components
- Own ports in Vidin (and in Passau)
- SOMAT is the first European company to create multimodal technology connecting Europe, Asia and the Caucasus region by water
- Currently, SOMAT operates in 2 Ro-Ro terminals on the Danube river:
 - Vidin, with total area of 68 000 sq.m
 - Ruse, with total area of 23 203 sq m



The company manages operations in Europe, Russia, CIS countries, the Middle East and North Africa from its office in Bulgaria.

Clients: Metro, Billa, Carrefour, Kaufland, OMV, Danone, KAI Group Kaolin, Bosch, Ikea, Festo, Ideal Standard, HP, Henkel, Daimler Chrysler, BMW, Toyota, Kraft foods.



SOMAT contributed for the development of the TRACECA corridor.



Established: 1947

Employees: 130

Activities: freight forwarding, transports, customs, warehousing, and logistics



Why Bulgaria?

Bulgaria has an excellent location, trained staff, and available infrastructure which are more than enough to take advantage of the market opportunities and start a stable business.

- Over 21 000 sq.m terminals and warehouses with special equipment
- Over 49 000 sq.m open storage area
- **Head office:** Sofia
- **Branch offices:**
 - Ports of Burgas & Varna on the Black sea
 - Ports of Lom, Vidin & Ruse on the Danube River
 - Plovdiv – important economic area in the middle of Bulgaria
 - Railway stations in Dragoman, Dimitrovgrad & Svilengrad
 - Kalotina checkpoint with Serbia Kapitan Andreevo checkpoint with Turkey





Established: 1991

Employees: over 650

Activities: domestic and International transportation, warehousing, logistics



The company is transporting all kinds of loads, including ADR, from Bulgaria to all European destinations and back. Main directions are UK, Benelux, Spain, France, Italy, Germany, Austria, Czech Republic and back to Bulgaria, Romania and Greece. In the recent years BIOMET has expanded its office network in order to secure excellent coordination and control.

Major partners:

- Shell Bulgaria, OMV Bulgaria, Air Liquid, Vitogaz Bulgaria
- Kaufland, Penny Market and Lidl

Sevlievo logistics center

Biomet and Ideal Standard International hold the second-largest logistics center in Bulgaria with a total area of 40000m². The logistics centre serves the production of the factories and the import of Ideal Standard subsidiaries from Western Europe and Egypt.

- 23 000 pallet spaces
- Loading platforms: 15
- Trucks ready for forwarding: Up to 60 per day





Established: 2004

Employees: 840

Activities: Distribution of FMCG, Logistics, Co-Packing and Transport



Kaven Orbico has set up warehousing facilities in 11 key locations in Bulgaria, equipped with temperature/humidity/odour control in addition to the available refrigerators. The company is the official distributor of Procter & Gamble, Globul, SC Johnson Wax, Mars, Philip Morris, Shell Lubricants and a logistics partner of Kraft, Wrigley, Shell petrol stations and Intersnack. KAVEN ORBICO provides the whole set logistic services for Varta in the regions of Bulgaria and Romania.

Following their contract with leading universities in Bulgaria, precisely UNWE, The American College and European Business School London, Kaven Orbico have no difficulty in recruiting qualified young professionals.

- The company plans to extend its activity to Romania, Macedonia, Serbia, Croatia and Turkey in the following years
- The increasing demand in their business is influenced by the increasing number of manufacturers following the world trend of 3PL and 4PL Outsourcing





Established: 2006

Employees: 363

Activities: transportation, distribution, Integrated logistics services



- Cross-docking service for the transportation of frozen and chilled products
- Daily transportation in Bulgaria and European countries
- Owns a fleet of over 90 specialized refrigerator trucks and vans with capacity of 1 to 20 tons
- The only robotized and certified warehousing facility with capacity of 15 000 pallet-space stored under temperature regime from +4°C till – 20°C on the Balkans

A strategic position in the industrial area of the city of Plovdiv

- In the centre of Bulgaria
- With direct access to Trakia highway
- At the crossroads of Pan-European corridors IV, VIII and X

Fresh Logic Plus: Logistics Centers in Sofia and Varna:

- Storage capacity for over 2 800 pallet-space
- Dedicated fleet of over 30 vans serving the city and the region



Advantages of Bulgaria in Chemistry and related industries

- Due to its favorable geographic location, Bulgaria exports chemical products to many markets across five continents
- The country is a leader in the manufacture of chemical products such as soda ash, phosphorus and nitrogen fertilizers and medicinal products
- The country has rich reserves and fields of salt, sand, clay, limestone, kaolin, in proximity to existing industrial areas and complexes
- Bulgaria combines highly qualified professionals in the sector with competitive prices of labor and high relative labor productivity
- The country has well-developed electricity and gas networks



Bulgaria benefits from the advantage of being the Eastern gate to Europe. Its location also contributes to shorter delivery times, which is often very important.

Aydan Faik, Executive Director, Plastchim - T

There are incredible conditions for investment here. The country has a large capacity for local production of raw materials.

Achille Bardelli

Member of the Board of Directors of Orgachim-one of the first foreign investment in the country, dating from 1901.

The three factors which contributed to a decision in favor of Bulgaria as a place to invest included: access to our core raw material, country's geographic location and the current tax situation.

Ingrid Janker, CEO, Knauf Bulgaria



The glassware factory of Şişecam Bulgaria hosts the biggest glass furnace on the Balkans. Major customers include IKEA, Coca Cola, Tesco, Walmart, among others.

The flat glass factory is the first of its kind on the Balkans.



In Bulgaria is situated the biggest soda ash plant in Europe and the largest oil refinery in the Balkans.



Established in Bulgaria: 1999

Employees: 3000

Products: pharmaceuticals



Actavis Bulgaria is part of Actavis Group - an international generic company specializing in the development, production and sale of high quality generic drugs, which has 10 000 employees in 40 countries around the world.

It offers the most comprehensive product portfolio in Bulgaria - 320 medicinal products.

Pharmaceutical plants in Dupnitsa and Troyan are part of Actavis Group since 2000. Since then, on the three production sites a massive investment program is being held in order to renovate and modernize them in accordance with the international quality standard of the products produced 'Good Manufacturing Practice "(GMP) ". The quality systems were fully-upgraded, new production facilities were built , while others were reconstructed.

About 40% of the plants' production is sold on the Bulgarian market. The rest is destined for foreign markets, including the traditional ones -Russia and CIS countries, Ukraine, Belarus. In recent years the Bulgarian plants' products are entering the markets of EU countries such as Slovakia, Poland, Baltic states, Romania and others.

Bulgaria is considered as the fifth largest market of our company and that is an extremely high assessment of the activities of Actavis in BG. The massive investment program regarding our production facilities in Dupnitsa and Trojan ranks our plants among the leaders in the pharmaceutical production.

Frank Shtaud - Executive Vice President "Corporate Communications"



Established: 1933 (2000 – after privatization)

„Sopharma” becomes a private pharmaceutical company)

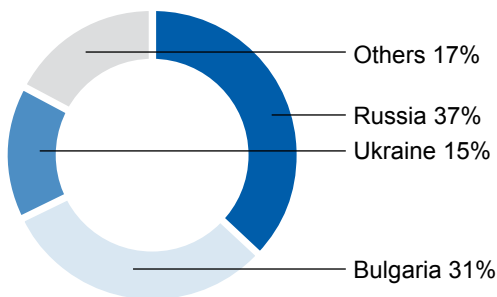
Employees: 1841

Products: pharmaceuticals



- The product portfolio of “Sopharma” AD contains more than 200 products, nearly 25% original developments, and over 60% of their own trademarks
- “Sopharma” AD has a total of 15 drug plants, including in Ukraine and Serbia
- All major production facilities of the company are certified by GMP
- In 2010 “Sopharma” AD was been declared a company with the largest contribution to the Bulgarian capital market

The main markets on which the company sells its products are:



In 2012 “Sopharma” AD will open a new plant for solid dosage forms in Sofia. The investment amounts to 35 million euros.



Established: 2005
Location: Ruse
Employees: 150
Products: ceramic tiles



- Bulgaria was chosen as a place to invest mainly because of its location on a cross road and near customers
- As transport costs account for 25% of the product’s end price, low transport costs and small distances are advantages of Bulgaria
- Company’s investment amounts to € 26 m.
- 85% of production is for export
- Keros Bulgaria serves the Balkan, Russian and Middle East markets
- The Bulgarian factory is equipped with a newer generation technologies compared to the one in Spain
- The company plans to double its capacity, investing €12 m in the next 2 years

Bulgaria has enormous potential and I believe that in the next 5-10 years more Spanish companies will be attracted by the business environment in the country.

Salvador Ferrer Ballester
 Executive director Keros Bulgaria

The environment in Bulgaria is very welcome, in particular the higher authorities were of great help.

Salvador Ferrer Ballester
 Executive Director

In Bulgaria, it is easy to find well-trained people speaking foreign languages, but that is not the case in Spain.

Salvador Ferrer Ballester
 Executive Director, Keros, Bulgaria



Established: 2004
Location: Sofia, Lukovit
Employees: 85
Products: clay bricks



- The factory in Lukovit is an investment of €30 m, implemented in just 10 months
- A pioneer for Bulgaria in the production of higher-quality large format clay blocks with vertical perforation
- The clay of the Lukovit field has proved to be among the top-quality materials in Wienerberger Group
- Qualified and motivated staff; 90% of employees are people from the region
- The factory operates entirely on natural gas to achieve environmentally friendly production
- 2008 – the new Wienerberger factory in Bulgaria is the world's facility of the group (among 260 other). It is a prototype of the latest generation of mega factories – fully robotized and automated
- Innovative technologies implemented in this plant were used later in Group's other expansions
- Wienerberger Bulgaria is among the first five top-ranking companies of the group in terms of low energy consumption, cost effectiveness, operating profit, health and safety at work

Bulgaria offers traditions in the production and use of ceramic tiles as well as rich reserves of quality raw material. The market hides great potential.

Atanas Buglov, Manager,
 Wienerberger EOOD





Established: 1954
Location: Devnya
Employees: 700
Products: soda ash and sodium bicarbonate



- Solvay's biggest European factory for manufacture of soda ash with a capacity of 1.5 million tons per year
- 85% of company's output is exported to Eastern and Western Europe, Russia, the Middle East, South America, Asia and Africa
- 1997-2011 investments at € 306 m (€ 150 m in the past three years)

The company accounts for about 1% of Bulgaria's exports.

Cogeneration – the most innovative energy production method:

Within the new production capacity investment program, a circulating fluidized bed boiler worth €75 m was commissioned in Deven Thermoelectric Power Plant in 2010. The installation is with emissions levels fully compliant with the latest European CO₂ and other emissions standards. This is the biggest thermoelectric cogeneration plant on the Balkans.



Solvay Group is the first main partner and technology partner of Solar Impulse – the zero-fuel airplane. The prototype was first exhibited in Bulgaria on the Day of Chemistry at Solvay Sodi, Devnya, on 1.10.2011.



Established: 2005
Location: Targovishte
Employees: 1500
Products: flat glass, household glass, auto glass, processed glass FLT



- The glassware factory hosts the biggest glass furnace on the Balkans. Major customers include IKEA, Coca Cola, Tesco, Walmart, among others
- The household glassware factory manufactures processed glass for the ovens and refrigerators of Indesit, Bosch, Electrolux, etc.
- The flat glass factory is the first of its kind on the Balkans. Flat glass is a high-tech product used mainly in the construction, car-making and furniture industries, in household appliances and agriculture, in energy-generation solar collectors and solar cells
- Şişecam's latest project in Bulgaria is its 2011 investment in an auto glass factory whose customers include Audi, BMW, Dacia, Ford Europe, and Renault
- Capacities generate €128 m in annual revenues (€ 113 m in international sale revenues)



Şişecam Bulgaria delivered 6 m glasses for the 2006 Football World Championship in Germany, or half of total order. In 2010, the company delivered the whole order of 13 m glasses for the championship in South Africa.





Established: 1974

Location: Devnya

Employees: 950

Products: nitrogen and phosphorus fertilizers



- Manufacture of complex fertilizers (DAP, MAP) has been launched

Environmental investment projects at more than € 50 m in value.

Major ones include:

- Ammonium nitrate installation with design capacity of 1250 t/24h.
- Water treatment plant for the waste water from phosphorus production – implemented in cooperation with the Danish Environmental Protection Agency DEPA
- Liquefied ammonia terminal with a capacity of 10 000 t.
- New phosphor-gypsum waste depot with a total capacity of 7.3 m tons.

- Agropolychim plans to construct in cooperation with Port Varna West a unique logistics hub for liquid cargo
- Share of exports in production varies between 55% and 70%
- Markets: Europe, Latin America, Middle East, Asia
- 2010 exports total 390 thousand tons

Studying the market in order to make our investment, we found out that this was the best place for doing business in the region. Start-up requirements were very clear and the available assets provided a good basis.

Krasimir Berbenkov, Executive Director, Agropolychim





Established: 1901

Location: Ruse

Employees: about 500

Activities: manufacture of paints, lacquers, resins, phthalic anhydride



- One of the first foreign investments in Bulgaria – in 1901 two Jewish citizens found a shoe polish and lacquers factory
- Majority owner is the English RC2 Fund and the parent company is the Romanian Policolor
- More than 60% of the paints and lacquers are intended for the Romanian market and about 80% of the resins are exported to countries such as Romania, Serbia, Belgium, Austria, etc.
- Since 2009 the entire manufacture of paints and lacquers has been moved from the Romanian factory to Bulgaria



The EuroBioRef project where Orgachim AD is one of the 28 partners from 14 countries was launched in 2010. The project addresses the complete process of biomass transformation from the agricultural product to the commercial end products.

Bulgaria has talented young people open to learning and adopting others' experience. I feel at home here.

The investment conditions here are wonderful. The country has large capacity to produce raw materials locally.

Achille Bardelli
Member of the Board of Directors

- The company invests about €2 m annually in production automation, capacity enhancement and improvement of working conditions
- As a Responsible Care member, in 2011 Orgachim organized an open-doors day



Established: 1967

Location: Tervel (Dobrich district)
Aksakovo (Varna district)

Employees: 800

Products: flexible packages, film



- Company's products include polypropylene yarn and film, BOPP films, polypropylene sewn bags, bottom bags, flexible packages (Flexible Intermediate Bulk Container)
- Close to €30 m in investment over the past 9 years
- More than 80% of production is sold at the markets of Central Europe. Expansion to Western Europe and North Africa is pending

Bulgaria benefits from the advantage of being the Eastern gate to Europe. Its location also contributes to shorter delivery times, which is often very important.

Aydan Faik, Executive Director, Plastchim - T

- Since 1998, Plastchim – T is the only Bulgarian producer holding a Portabulk license by Hydro Packaging (Cronus Packaging System). Since 2006 it also holds a Levoloop license

Future investment plans:

- Increase flexible packages (big bags) production capacity by 25%
- Cast polypropylene production, capacity 8500 t/year
- New biaxial polypropylene film line with a capacity of 30 thousand tons/year (the capacity of the two existing lines is 25 thousand tons/year). This will be a unique production for Bulgaria as well as for many countries of the region – a top-ranking technology



Established: 1999
Location: Sofia
Employees: 85
Products: industrial gases



- The company supplies its products to customers in many Bulgarian industries, including metallurgy, food, pharmacy and medicine, environment protection, among others
- The company offers a wide range of logistical solutions and technical expertise
- Exports to Romania, Greece, Serbia and other countries of the region
- Air Liquide produces gases in Bulgaria whereas most of the other companies rely on imports

In 2010 and 2011, the company invested € 25 m in the air separation installations of its two biggest production facilities in Pirdop and Pernik, as well as in Gabrovo.

“ We believe that our company will continue to invest in this country.
 Francis Bucquet, CEO, Air Liquide Bulgaria ”

The in-house communication and training system facilitates the global exchange of technologies and skills within the group.



“ It is a pity that Bulgaria is not a wide-known investor destination because the country has enormous development and growth potential. It has the necessary production tools and installations, motivated business people, competitive costs and a growing market. Bulgaria is a financially well managed country.
 Francis Bucquet, CEO, Air Liquide Bulgaria ”



Established: 2001
Location: Kostinbrod
Employees: 82
Products: construction and technical mortars



- 2009 – first plant for dry mixtures and mortars with a capacity of 100 thousand tons opened in Kostinbrod
- 2011 – second plant opened near Varna, as well as end-user consulting centers in Plovdiv, Burgas, Varna and Sofia
- To date, investment in Bulgaria totals €12 mln
- Winner of the 2009 Best Employer Award in the SME category, ranking 4th in the Hewitt Associates' study
- The company launched in Bulgaria its innovative product: dust-free light tile adhesives
- 100%-recyclable, waste-free, no-water technology is implemented in the factories



Weber is one of the first members of the Green Circle of Bulgarian Companies established in June 2010.

- Currently, the company focuses on the local market
- Company's perspectives lie mainly in developing the professional network in the field of thermal and hydro-insulation, rehabilitation and reconstruction of existing buildings



Established: 1993

Location: Sofia

Employees: 190

Products: plaster board, gypsum fiber board panels



- The company has two factories in Bulgaria:
 - M&A Project 1997 – Vidin, gypsum fiber board panels factory, exports to 25 countries globally
 - Greenfield project 2007 2007 – Mednikarovo, plaster board factory – export to Romania
 - Expansion project – Mednikarovo - mortars factory – in the design phase
- To date, investment totals € 85 m.
- Cooperation with the German Bulgarian Institute in Pleven for dry construction training. More than 1000 erectors have been awarded certificates so far
- Each year the company participates in and sponsors the Panorama of Vocational Education organized by the Ministry of Education. The winning team goes to Knauf's international competition (Knauf JuniorTrophy)

“Knauf's investment projects in Bulgaria were implemented smoothly compared to other company's projects in other countries. Therefore we believe that Bulgaria is a very good place to invest.



The three factors which contributed to a decision in favor of Bulgaria as a place to invest included: access to our core raw material, country's geographic location and the current tax situation.

Ingrid Janker, CEO, Knauf Bulgaria



Established: 1999
Location: Devnya
Employees: 350
Products: cement



- Offers on the market more than 30 different types of specialized products
- Italcementi Group invested more than €200 m in Bulgaria
- Company's location is a key to its success. The enterprise continues to expand its land and sea exports – mainly to neighboring countries and the Black Sea markets
- According to company's director, these exports are favored by the historical relations of the countries in the region
- The company continues to expand its operations in Bulgaria building a new modern nature-friendly cement installation



Devnya Cement AD recently started exporting to Russia as a major supplier for the 2014 Winter Olympics in Sochi.





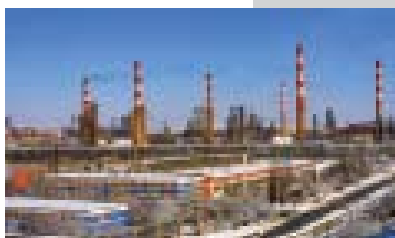
Established: 1999 (through the acquisition of 58% of the shares of “Neftochim” for 101 million dollars)

Employees: over 4000

Products: petrochemical



The company has a processing capacity of 9.5 million tons of oil per year. The technological chain of the refinery has capacity for the primary oil processing - systems for atmospheric and vacuum processing, and It also has a highly developed chain for secondary processing of oil derivatives.



In 2010 the construction was completed and three new installations producing an output in accordance with the last European standard Euro-5 were put into operation. In the next few years “LUKOIL” is planning the construction of a super powered technological complex. For deep processing of gudron whose capacity is 2.5 million tones/ year the investment will amount to over \$1.0 billion. In progress is the opening design of the complex, with which the company will be among the only a dozen refineries around the world having such a technology for deep processing.



COMPANIES IN OTHER SECTORS

TPP “AES Galabovo” is the largest investment project in Bulgaria for the last 20 years. The amount of investment is € 1,3 billion and the created jobs are 414.



- The project includes the construction of new thermal power lignite plant with two power units with total capacity of 670 MW
- The plant and the depot fully meet the environmental standards and the best practices in the world, putting into service the latest technology and equipment



EVN Bulgaria has invested over 450 mln euro in improving infrastructure and services for the period 2005 - 2011.



- In 2011 “EVN Bulgaria” JSC put into operation a new cogeneration plant in Plovdiv amounting to € 50 million , which will increase its coefficient of efficiency from 70% to 90%
- The number of the workers and contractors engaged in the project is over 300 people, 20 companies and over 50 suppliers from Bulgaria and abroad



CEZ Group has been on the Bulgarian energy market since the end of 2004.



Towards 2010 the total investment of CEZ in Bulgaria is estimated at over € 800mln.



Telelink is an approved supplier to NATO under a contract for basic supplies to NATO C3 Agency

Activities:

- wireless Networks
- system Integration
- smart buildings
- complete Office Solution

- In 2010 it generated revenues of over 45 million euro
- The group has over 700 employees in the offices in 7 countries in Central and Eastern Europe, about 300 of them are in Bulgaria
- It has a leading role in building new generation networks, and it was among the initiators of the ADSL and triple play imposition
- Clients of the company are the three major Bulgarian telecom operators



During the first year of its existence the company was declared the largest greenfield investment and was awarded "Investor of the Year". At that time were invested over 600 mln euro in the development of GLOBUL network and services.

In August 2005, 100% of the company's shares were purchased by COSMOTE Group - a major player on the telecommunications market in Greece, Romania, Albania and Macedonia.



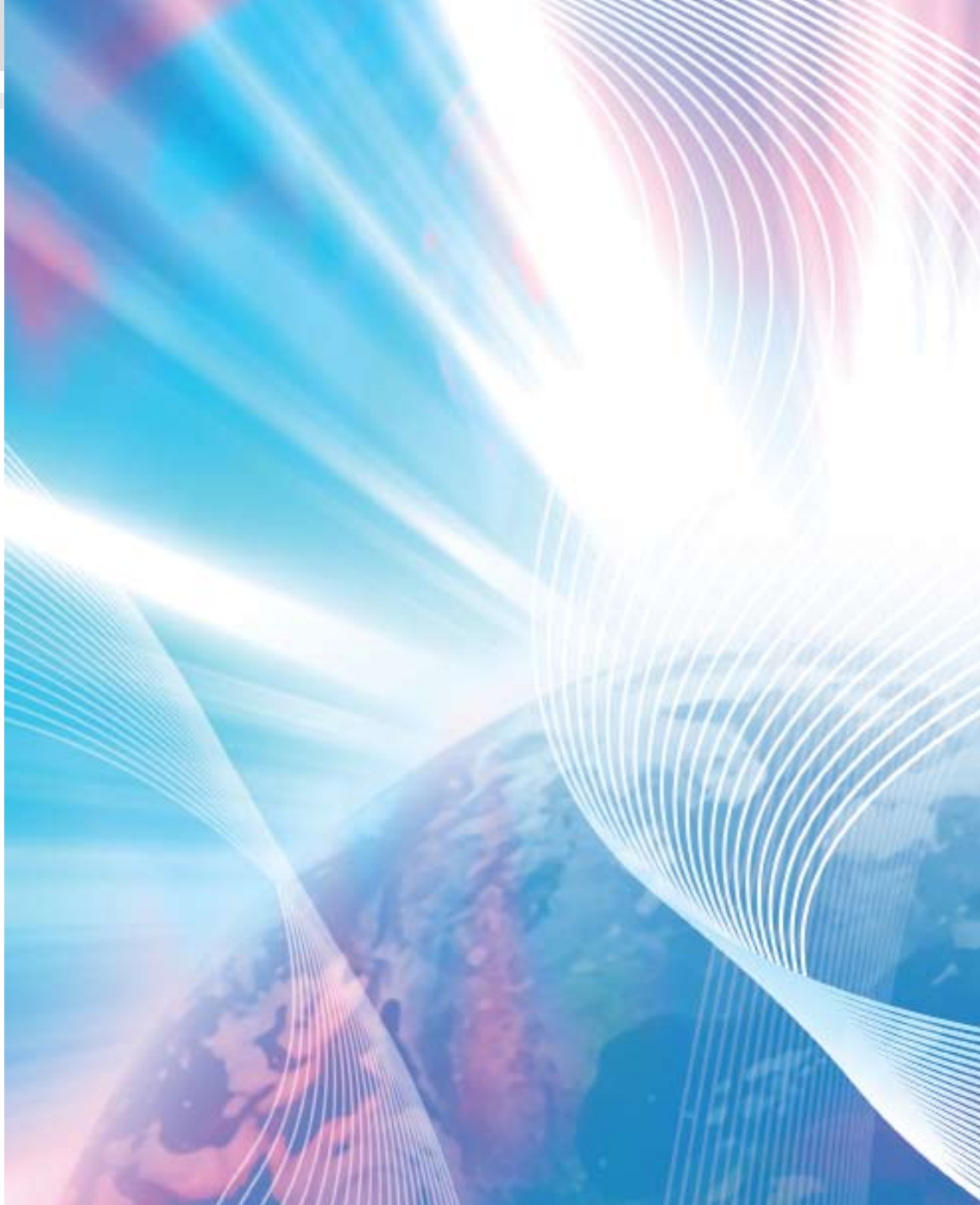
In 2004 M-Tel was the largest telecom operator in Bulgaria, and the following year it became a part of Mobilkom Austria Group. That deal was the largest foreign investment in the economic history of Austria.

M-Tel is the first telecom operator in Bulgaria and the sixteenth in the world to implement in its 3G network the modern technology High Speed Package Access (HSPA) and thus offering data transmission speed up to 21 Mbps.



In June 2004 the Bulgarian government sold 65 percent of Bulgarian Telecommunication Company to Viva Ventures Holding, a subsidiary of the U.S. private equity fund Advent International.

The integrated management system of VIVACOM is certified under the quality standard of ISO 9001:2008 and the environmental management standard of ISO 14001:2004 with a range of providing electronic communications services, including fixed voice service, mobile voice service in GSM and UMTS, TV, internet access and more.



OTHER INFORMATION



Countries whose citizens are not



Europe

-  EU member states
-  Norway
-  San Marino
-  Monaco
-  Croatia
-  Andorra
-  Lichtenstein



North America

-  Canada
-  USA
-  Mexico
-  Costa Rica
-  Panama
-  Honduras
-  Guatemala
-  El Salvador
-  Nicaragua




South America



-  Argentina
-  Brazil
-  Venezuela
-  Paraguay
-  Chile
-  Uruguay

required to have entry visas



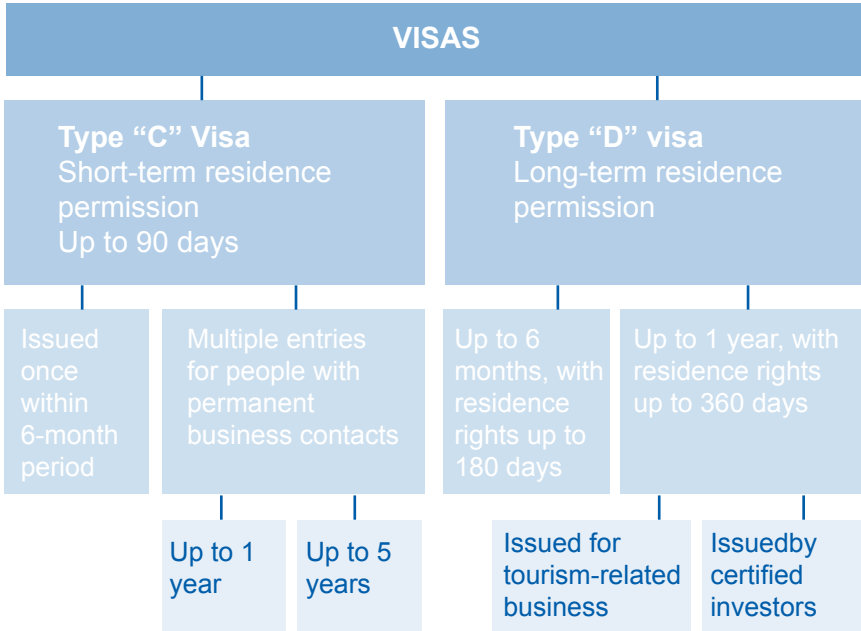
- Asia**
-  Israel
 -  Malaysia
 -  Republic of Korea
 -  Brunei
 -  Singapore
 -  Japan



- Australia and Oceania**
-  Australia
 -  New Zealand

Holders of valid Schengen visas are allowed to enter Bulgaria and stay for 90 days within a 6-month period. They are allowed to stay in Bulgaria for 90 days within each 6-month period.

There are several types of visas in Bulgaria:



Permission for permanent residence could receive the foreigners:

- Who have legally and continuously resided in the country in the last 5 years, or
- Who have invested more than \$500 000 in the country
- Family members of Bulgarian citizens, provided that they have continuously resided in the territory of Bulgaria in the last 5 years

Citizens of EU countries, Iceland, Liechtenstein, Norway and Switzerland are subject to the following regime:

- 1** Entering and departing Bulgaria is possible with ID card only (no passport required), for a period of 3 months.
- 2** When this period expires, the foreigners are obliged to register themselves and certify that they work, study or have enough money to be self-supporting.
- 3** Hotels and individuals, who host foreign citizens, are obliged to register them at the administrative control offices
- 4** Required documents for registration required include: - Identification card - Document for signed labor contract - People who have been residing Bulgaria for more than 5 years are issued a citizenship.

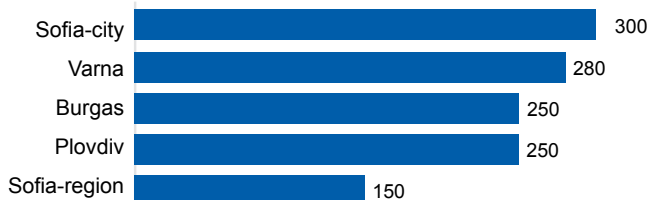
In general, EU, EFTA, and Switzerland citizens need a work permit which is issued under simplified procedure by the Employment Agency. Only the foreigners who have already received their long-term or permanent residence do not need a work permission.



One could easily rent or buy a home in Bulgaria



Average monthly price for renting a two bedroom apartment home, 2011 (in €)



Cost of living in Bulgaria

Food

- Lunch in an average-priced restaurant in downtown Sofia costs approx. €10-15. Dinner for two costs approx. €30-50.
- A small bottle of water or a cup of coffee could be purchased for about €1
- Many of the restaurants offering specialized cuisine such as Chinese, Indian, Italian, are relatively reasonable price



Transportation

- A taxi from the centre of Sofia to the suburbs costs approximately €7-10, and the average price per km is around €0.4
- Roundtrip airplane ticket from Sofia to one of the main tourist centres of the Black sea – Varna – costs €100, while the bus ticket costs €26



Opportunities for business

Every citizen of EU could register a firm in Bulgaria. Furthermore, each firm registered in a country which is an EU member could register an agency, branch or subsidiary. The registration takes 18 days and 4 procedures.



Healthcare in Bulgaria

Healthcare contributions in Bulgaria are obligatory for Bulgarian citizens as well as for foreigners who permanently reside in the country. The obligatory healthcare contribution is 8% of the monthly salary. The employer pays 60% of the contribution, while the employee – 40%. The obligatory healthcare insurance provides a basic package of healthcare services.



Holidays

Each employee or worker is allowed to have at least 20 days paid vacation per year. If the worker/employee takes up duties for the first time, they can use their annual paid vacation provided that they have at least 8 months length of service.





IBA Services:

- Macroeconomic information
- Legal advice
- Information on operational costs
- Regional data on unemployment, availability of skilled labour force, level of education, infrastructure, foreign investors and industrial zones
- Recommendation of vacant land
- Identification of potential suppliers, subcontractors or joint venture partners
- Individual administrative services
- Contacts with the central and the local authorities
- Contacts with industry chambers, local universities and NGOs organizations

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**NATIONAL
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2007 – 2013**



OP "Development of
the Competitiveness
of the Bulgarian
Economy" 2007-2013



Project "Promoting the advantages of investing in Bulgaria"
BG 161PO003-4.1.01-0001-C0001, with beneficiary InvestBulgaria Agency, has been
implemented with the financial support of the European Union through the European Fund
for Regional Development and the national budget of the Republic of Bulgaria.

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