



BULGARIAN SMALL AND MEDIUM ENTERPRISES PROMOTION AGENCY

Potential development of companies
for growth in Bulgaria and beyond

80%

sales
growth

25%

increase
in activities

67%

realized
exports

Lachezar Petkov
Secretary General



BULGARIAN SMALL AND MEDIUM ENTERPRISES PROMOTION AGENCY

Potential development of companies
for growth in Bulgaria and beyond

105 Memorandums of
understanding with foreign
organizations

27 Memorandums of
understanding with Bulgarian
partners

We are part of

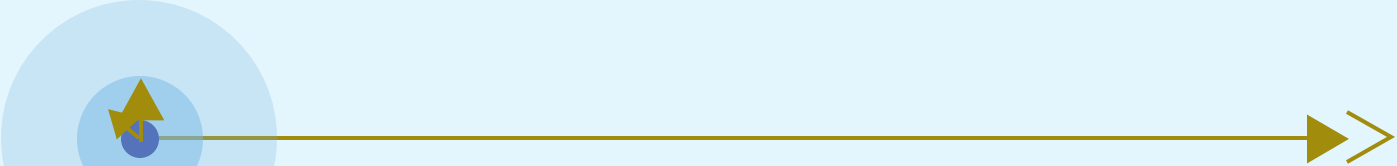
**TRADE
PROMOTION
EUROPE**
One voice for European trade promotion



INSME
LOCAL STRENGTH • GLOBAL REACH
International Network for SMEs

Latchezar Petkov
Secretary General

20+
YEARS OF
EXPERIENCE



**Internationalization and
expansion of the market
share of Bulgarian
companies abroad**

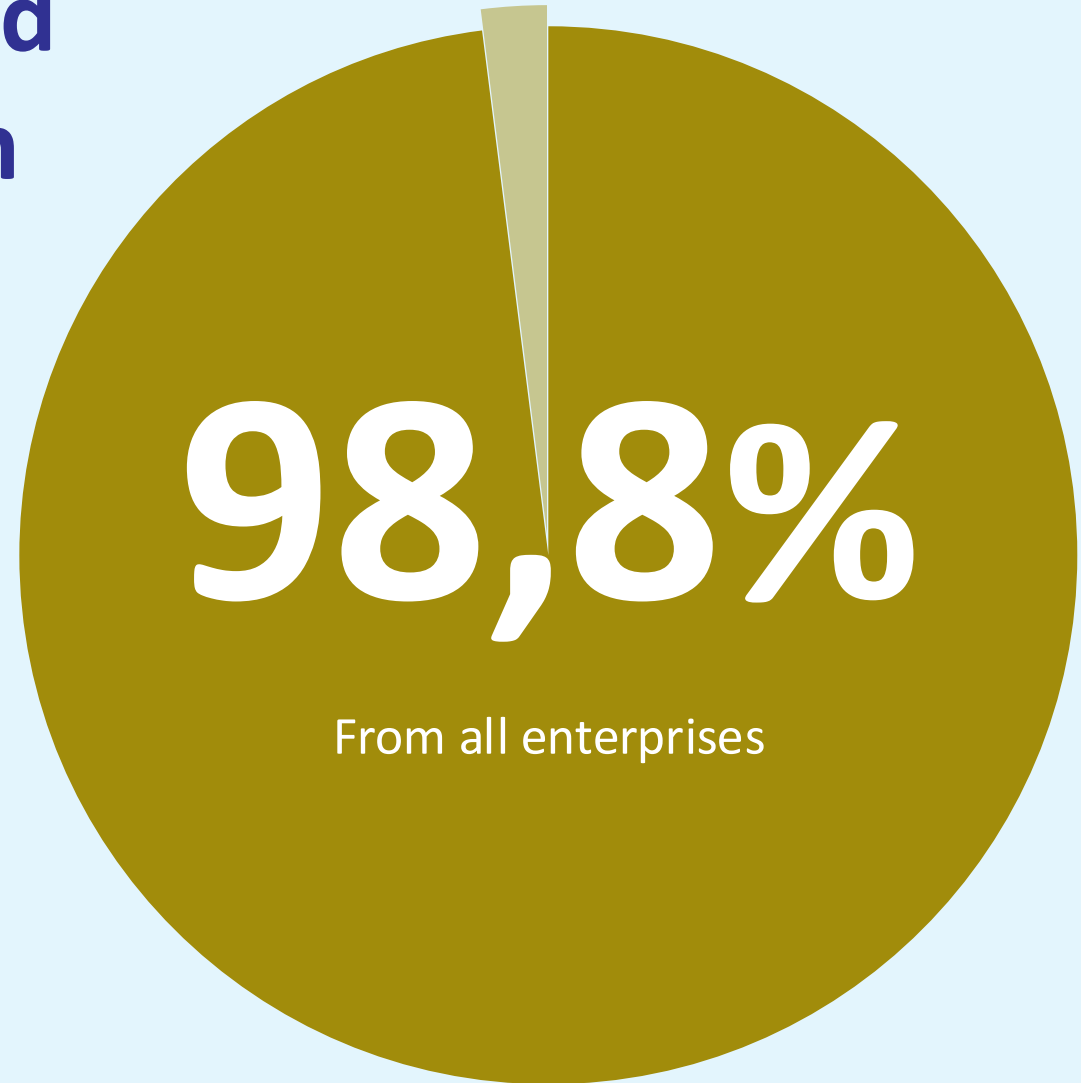
- ▶ Assistance in the digital transition of Bulgarian small and medium enterprises
- ▶ Encouraging the innovative development of the Bulgarian economy
- ▶ Increase in Bulgarian exports
- ▶ Encouraging entrepreneurship in the country

The Sector of Small and Medium Enterprises in Bulgaria



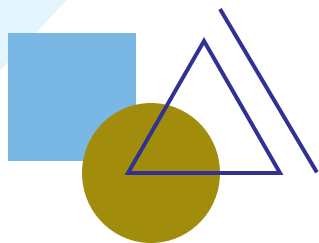
All

Sectors and branches



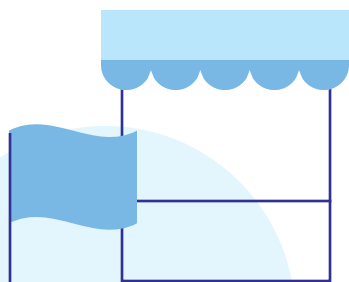
**data from 2023*

The numbers speak for themselves



Data: NSI

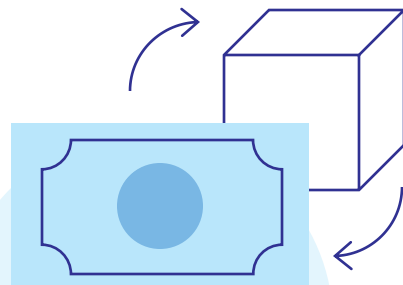
The results in numbers



380+

**NATIONAL
PAVILIONS**

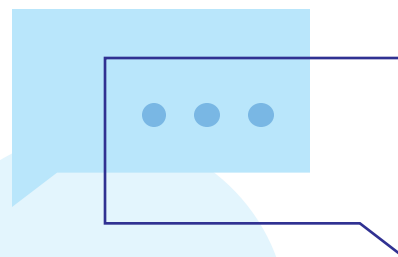
at international fairs



720+

**TRADE
MISSIONS**

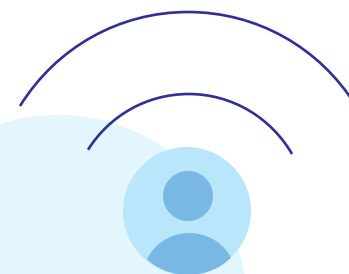
and forums



21 000+

**ORGANIZED
MEETINGS**

with business partners
and companies from all
over the world



5 500+

COMPANIES,

involved in online
events since 2019

We support Bulgarian business towards Internationalization

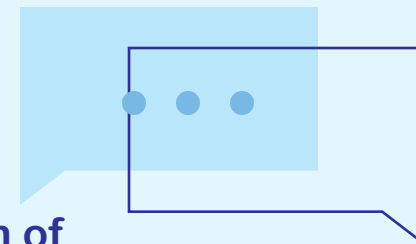
Institutional, logistical and financial support
and consultations



**BUSINESS
DELEGATIONS**
and trade missions

**BUSINESS
FORUMS**

with the provision of
bilateral meetings



Participation in
**INTERNATIONAL
EXHIBITIONS**
and fairs



**Co-funded by
the European Union**



**Bulgarian Small and Medium Enterprises
Promotion Agency**



**PROGRAMME
COMPETITIVENESS AND
INNOVATIONS IN
ENTERPRISES**

Project № BG16RFPR001-1.002-0001
**Implementation of measures for the internationalization of the Bulgarian
SMEs by supporting the activities of the Bulgarian Small and Medium
Enterprises Promotion Agency (BSMEPA)**



supporting the internationalization of Bulgarian small and medium enterprises



provision of adequate tools for successful positioning on the European and international markets



Analyzes and trainings

INCREASING THE CAPACITY OF SMEs BY PROVIDING NEW KNOWLEDGE



TRAINING FOR INCREASE OF EXPORT POTENTIAL

Improving the skills of Bulgarian SMEs:

- ✓ to export
- ✓ to draw up a business plan for export
- ✓ to define target markets
- ✓ to negotiate
- ✓ to choose successful channels for distribution and entering the European and international markets
- ✓ to use electronic channels as a means of successful sales



DEVELOPMENT OF PRODUCT AND MARKET ANALYZES

- ✓ acquisition of specific information and knowledge about the state of a given regional market
- ✓ the realization of given products and commodity groups
- ✓ commercial techniques and methods for developing and entering specific markets



Institutional stand

We cover the expenses for:

- ✓ rental of exhibition space;
- ✓ construction of an exhibition structure, equipment and furnishing of the stand;
- ✓ communications / water connection, power supply, internet connection, etc.;
- ✓ communal services / cleaning, garbage collection, security, etc./.

In addition:

- ✓ advertising costs (catalogues, advertising space in the catalogue, press releases);
- ✓ costs for accompanying events (rental of presentation rooms with the necessary technical equipment, translators, preparation of a program, preparation and sending of invitations, provision of catering, etc.)



INSTITUTIONAL STANDS

Presentation and promotion of Bulgaria as a country
with good producers and suppliers of goods and services
from various sectors

We will be at





Participation in international exhibitions

Enables Bulgarian enterprises to:

- ✓ to introduce new products;
- ✓ to expand their markets;
- ✓ to make contacts with potential partners;
- ✓ to familiarize themselves with good practices and innovations in the industry.

ORGANIZING AND CONDUCTING NATIONAL PARTICIPATIONS AT SPECIALIZED INTERNATIONAL FAIRS AND EXHIBITIONS ABROAD



SUPPORTING THE INDIVIDUAL PARTICIPATION OF SMEs AT SPECIALIZED INTERNATIONAL FAIRS AND EXHIBITIONS IN THE COUNTRY

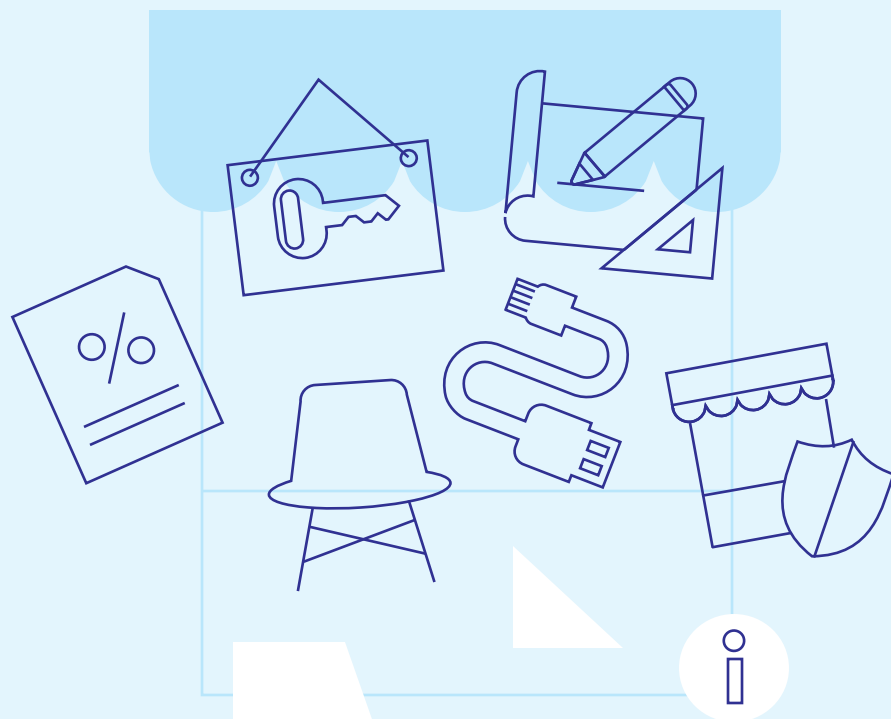


- ✓ participation, aimed mainly at small and medium-sized enterprises that have an interest and want to gain experience in participating in international exhibitions;
- ✓ enables SMEs to establish contacts and find a market for their production;
- ✓ gaining knowledge and skills about what is required of participants.



National pavilions at international fairs

Funding covers a significant part of the mandatory components of an exhibition



Registration and media **FEES**

RENT
of exhibition space

Construction of an
exhibition hall

EQUIPMENT
and furnishing the stand

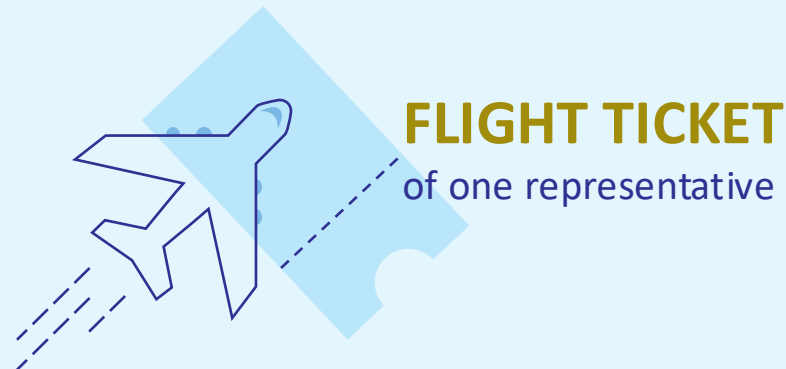
COMMUNICATIONS
Water connection, electricity
supply, internet

UTILITIES
Cleaning, garbage
collection, security



Thanks to the rich international network of contacts and partners, we organize trade missions for target markets

Financial assistance from our side may include these components:



FLIGHT TICKET

of one representative

Transfers and domestic

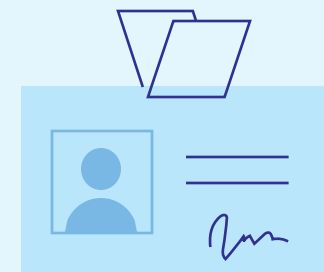
TRANSPORT



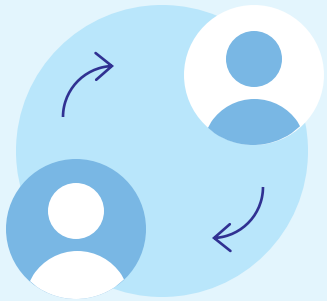
Hotel **ACCOMMODATION**

REGISTRATION FEES

during visits

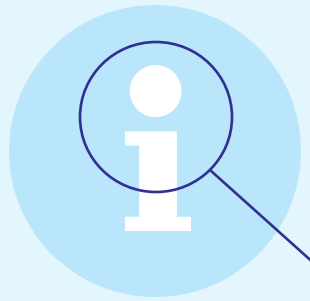


Organization and holding of business forums, conferences, contact exchanges and other business events with bilateral meetings or networking between Bulgarian and foreign companies in the country



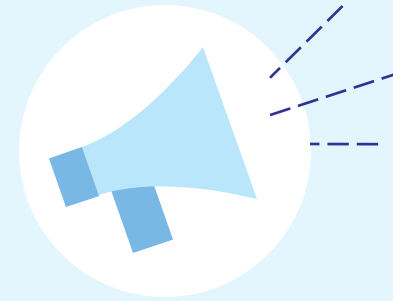
DIRECT CONTACTS

An effective tool for creating direct contacts with potential customers



INFORMATION

A method for companies to obtain information about the state and conjuncture in the sector



MARKETING

Preliminary meetings and face-to-face negotiations as an excellent field for marketing



National pavilions at international fairs

We ensure their participation in the most prestigious world exhibitions

The many successful examples we can boast of are from various industries and sectors

Food industry



Gulfood

SIAL
INSPIRE FOOD BUSINESS

HOREKA

SIHRE



Cosmetics

COSMOPROF
WORLDWIDE BOLOGNA

beautyworld
MIDDLE EAST

Book publishing

Софийски
международен
панаир
на книгата



Education



Fashion



Shoe industry

exporivaschuh
the fair that moves the world

ICT



Industrial technologies and equipment



МЕЖДУНАРОДЕН
ТЕХНИЧЕСКИ ПАНАИР



Automotive industry

automechanika
FRANKFURT

Shipbuilding

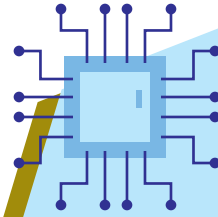


Furniture industry

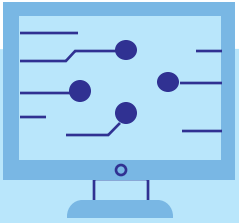
**СВЕТЪТ НА
МЕБЕЛИТЕ**



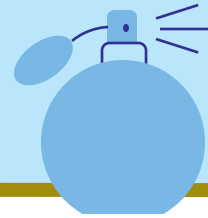
Sectors



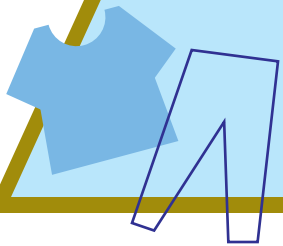
**ELECTRICAL AND
ELECTRONICS**



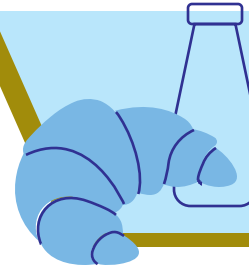
**ICT
FINTECH**



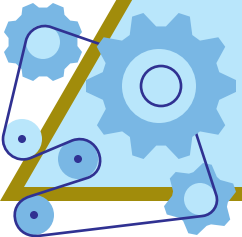
**COSMETICS, PERFUMERY
AND ESSENTIAL OILS**



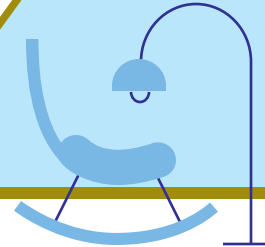
**CLOTHES AND
TEXTILES**



**FOOD
PROCESSING**



**MECHANICAL
ENGINEERING**



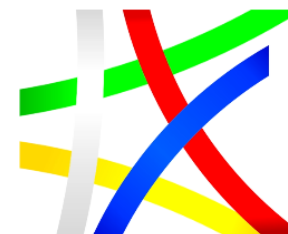
**FURNITURE AND
WOODWORKING**



Co-funded by
the European Union



Bulgarian Small and Medium Enterprises
Promotion Agency



PROGRAMME
COMPETITIVENESS AND
INNOVATIONS IN
ENTERPRISES

Regions



Regions in transition:

- Sofia – city
- Sofia – region
- Pernik
- Kyustendil
- Blagoevgrad

Less Developed Regions:

- Vidin
- Montana
- Vratsa
- Pleven
- Lovech
- Gabrovo
- Veliko Tarnovo
- Ruse
- Targovishte
- Razgrad
- Silistra
- Shumen
- Dobrich
- Varna
- Burgas
- Yambol
- Sliven
- Stara Zagora
- Haskovo
- Kurdzhali
- Smolyan
- Plovdiv
- Pazardzhik



Co-funded by
the European Union



Bulgarian Small and Medium Enterprises
Promotion Agency



PROGRAMME
COMPETITIVENESS AND
INNOVATIONS IN
ENTERPRISES



Rules for self-financing::

- An enterprise participating for the first time in promotional activities and events organized by IANMSP under the Project is not subject to self-financing. BSMEPA covers 100% of the costs incurred for it for the relevant promotional activity or event.
- Enterprise participating for second, third, etc. participation in promotional activities and events organized by BSMEPA under the Project reimburses 30% of the costs incurred for him for the relevant promotional activity or event.

Priority: less developed regions

Project implementation indicator: unique businesses*

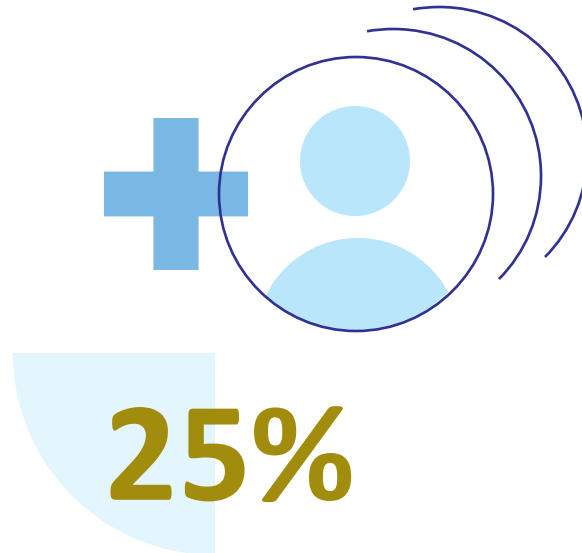
**enterprises participating in the Project for the first time. Any subsequent participation in the Project will no longer be considered unique*

The results in numbers



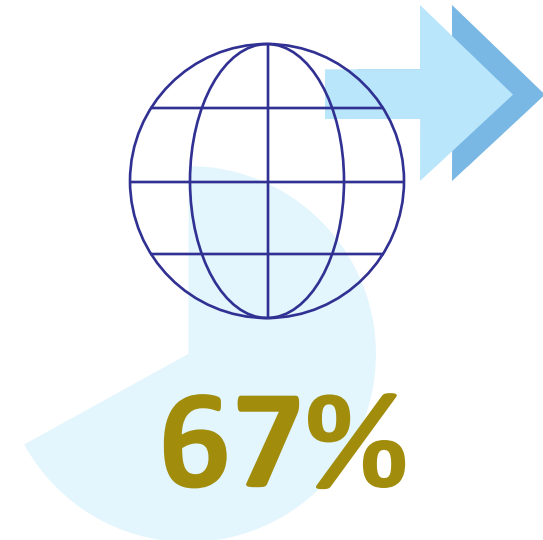
INCREASE IN ORDERS

in at least one of the three directions - new foreign market, available foreign market and Bulgarian market



NEW JOBS CREATED

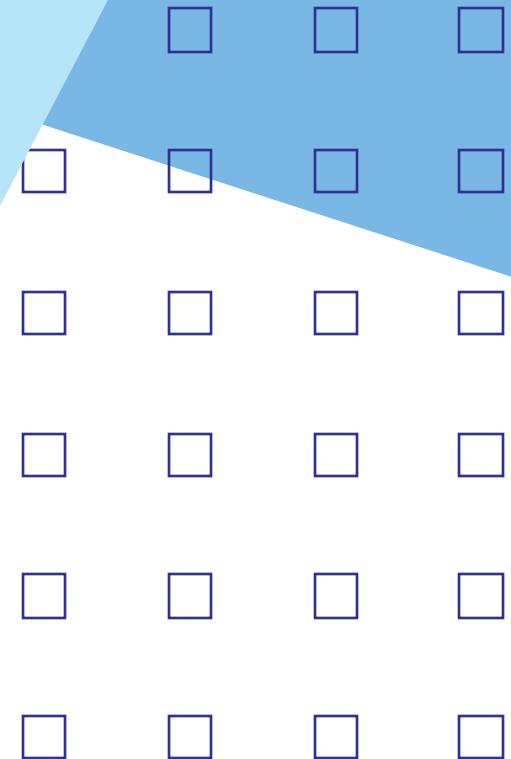
as a result of increased activity after participation in trade missions



REALIZE EXPORT

after participation

A small part of the
INITIATIVES AND PROJECTS
we develop



One of the numerous good examples of realized projects

VOUCHER SCHEME for providing ICT services for SMEs

The mission was to increase the capacity of Bulgarian SMEs to be competitive in the dynamic and rapidly developing global market.

2 TYPES OF VOUCHERS

BGN 5 000 for websites and applications

BGN 20 000 for services such as digital marketing, process optimization, cyber and information security

450 ENTERPRISES

Use the services of ICT companies included in the list of voluntarily participating providers

€9 m BUDGET

for the voucher scheme



REGIONAL DEVELOPMENT OF THE DANUBE REGION THROUGH A CIRCULAR ECONOMY

The project will use the circular bioeconomy as a tool to promote regional development by encouraging the use of biological resources and processes to develop new products and services in rural areas, catalyzing interdisciplinary cooperation between production sectors to actively address demographic changes. In this sense, GoDanuBio will work actively on the management, knowledge exchange and development of the potential of organic production chains, leading to economic development in rural areas.



PROMOTION OF THE FOOD INDUSTRY BY BULGARIA AND GREECE

The main goal of the project is to promote Bulgarian and Greek small and medium enterprises (SMEs) in the food industry by providing an interactive tool/platform, training to increase entrepreneurial success and sales, imposing foreign markets, supporting carrying out research activities in new markets and presenting the products at world fairs/exhibitions.

EXPORTHUB BULGARIA

We support the efforts of Bulgarian companies in entering foreign markets through various activities related to export promotion.

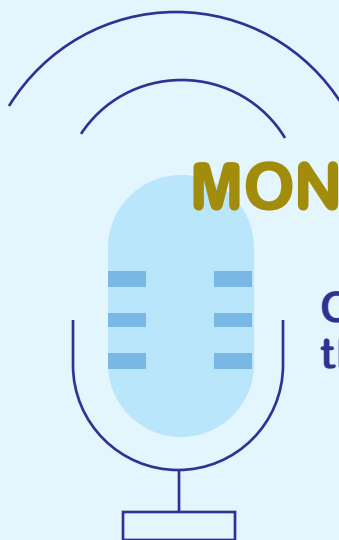
16 founders



EXPORT PROGRAM

An additional step for enriching the knowledge and development of business ideas of Bulgarian entrepreneurs.

Our partners provide the necessary resources and experts who help companies in offering their products abroad.



MONTHLY EVENTS

Online and offline seminars, trainings and forums that meet the current challenges for the companies.

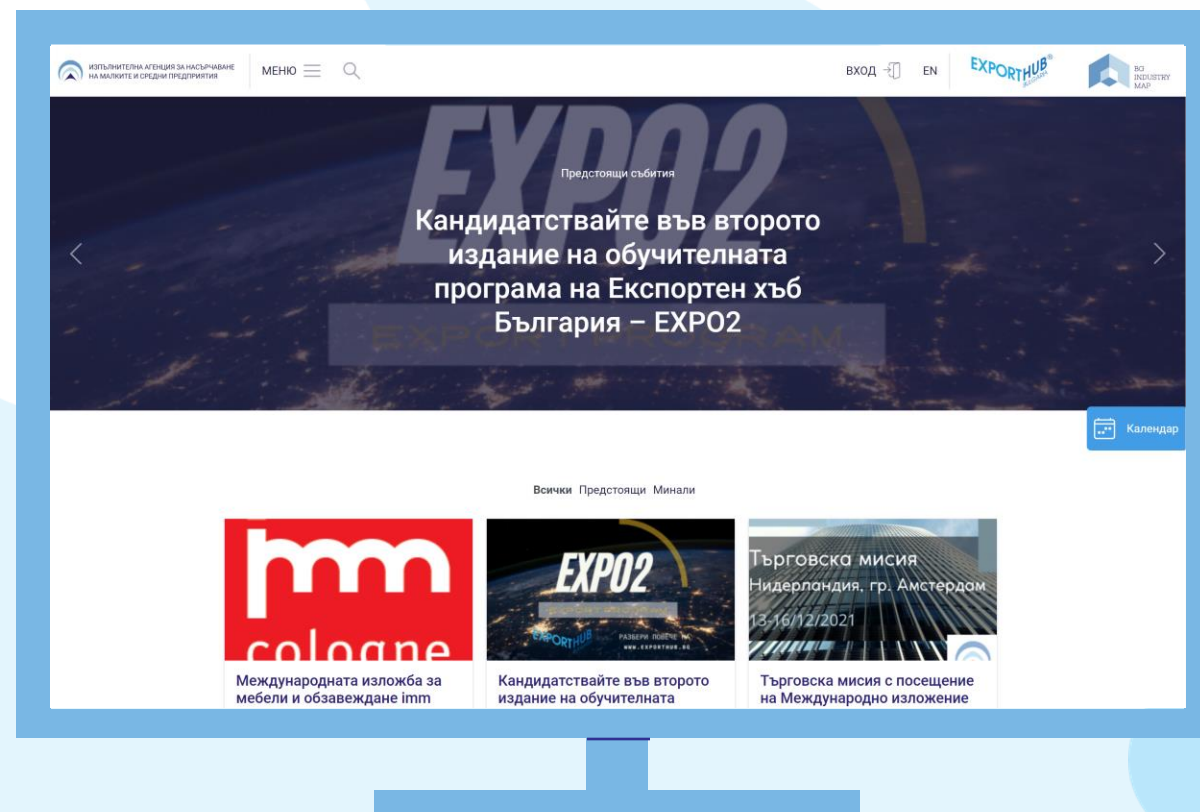
www.exporthub.bg

Business Matchmaking Platform

To increase the efficiency of the promotional events BSMEPA launched

ONLINE MATCHMAKING PLATFORM B2B CONNECT

Facilitating to the highest degree the establishment of direct business contacts between the Bulgarian companies registered in the platform and foreign companies participating in the events.



www.b2bconnect.bg

EUREKA

EUREKA is the largest trans-European network for market-oriented research and development. Bulgaria has been a full member of Eureka since 2010.

EUROSTARS 2

The program aims to support the internationalization of research and development between enterprises / organizations and the dissemination of knowledge. SMEPA is the national body for financing participants from Bulgaria. The joint R&D project aims to create a new (or significantly improved) product, technology or service.

9 PROJECTS

€1.5 m INVESTMENTS

€500 k INVESTMENT per year

EUREKA

European Partnership for Innovative SMEs/ Eurostars 3

The EUROSTARS 3/ European Partnership for Innovative SMEs program is a joint initiative of EUREKA and the European Commission (EC) under the EU's 7th Framework Program for Research and Technological Development (FP7). Its purpose is to provide funding for market-oriented scientific research and experimental development with the active participation of small and medium-sized enterprises carrying out research and development activities.

Up to **100 000 EUR grant** for each
Bulgarian participant in a project

Up to **80%** COVERAGE OF EXPENSES

500 000 EUR per year

A series of trainings with leading specialists

Providing structured and in-depth practical knowledge for digitalization, internationalization, innovation and business development



Since 2022 we've organized and conducted:

8 TRAINING PROGRAMS

80 WEBINARS

50 MENTORING SESSIONS

3 000+ COMPANIES

Had access to the above mentioned trainings



BG

OECD National Contact Point for Responsible Business Conduct

**Promotes the OECD
RBC Guidelines**

**Handles cases of
non-compliance with
the Guidelines**

**Encourages dialogue
and mediation**

The OECD guidelines on RBC cover the following topics:

- Human rights;
- Employment and Industrial Relations;
- Environment;
- Combating bribery and other forms of corruption;
- Consumer interest;
- Science, Technology and Innovation;
- Competition;
- Tax policy;
- Disclosure

www.bulgariancp.bg

Procedure № DFPO-1.007

„ Implementation of innovative combined support measures for supporting innovation and technological development and promotion of the internationalization of the Bulgarian SMEs through exchange of knowledge and experience between Norway and Bulgaria“

Project Promoter & Beneficiary: Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA)

Project Partner: “INNOVATION NORWAY”

Funding: Bilateral Fund through the Financial Mechanism of the European Economic Area and Norwegian Financial Mechanism (FM of EEA and NFM) 2014-2021

Launch date: 17. July 2023

Performance period: 29. April 2025

Total project amount: EUR 197 213,15

PROJECT OBJECTIVES

Main goal:

Increasing the capacity and competence of BSMEPA, contributing to the implementation of innovative combined measures to support the system of innovation and technological development and promoting the internationalization of Bulgarian SMEs.

Specific objectives:

- Organizing joint events for the purpose of expert consultations, training, knowledge exchange, provision of know-how and good practices;
- Development of innovative schemes and tools for monitoring and supporting the technological development of emerging companies in Bulgaria;
- Creation and expansion of transnational interdisciplinary partnership network for cooperation in order to promote the development of the internationalization of Bulgarian SMEs.

Project activity 1 - INNOVATION

PROJECT OUTPUTS:

- Monitoring the effectiveness of measures already implemented by BSMEPA to support innovation and technological development of SMEs;
- Development of methodological tools to support the selection and monitoring of projects and results of innovative Bulgarian SMEs;
- Preparation of a comparative study of the Bulgarian innovation system to identify opportunities to address innovation challenges and improve innovation capacity.

Project activity 2 - INTERNATIONALIZATION

PROJECT OUTPUTS:

- Review and evaluation of the impact of the effectiveness of measures already implemented by BSMEPA to promote the internationalization of SMEs in Bulgaria
- Identification of measures to strengthen the capacity of BSMEPA to promote the internationalization of SMEs
- Organization of study visits to INNOVATION Norway to share experience regarding the planning, monitoring and implementation of measures to promote the internationalization of Bulgarian SMEs.

Additional projects



DIGITRANS: PILOT PROJECT OF THE EUROPEAN COMMISSION AND THE WORLD BANK

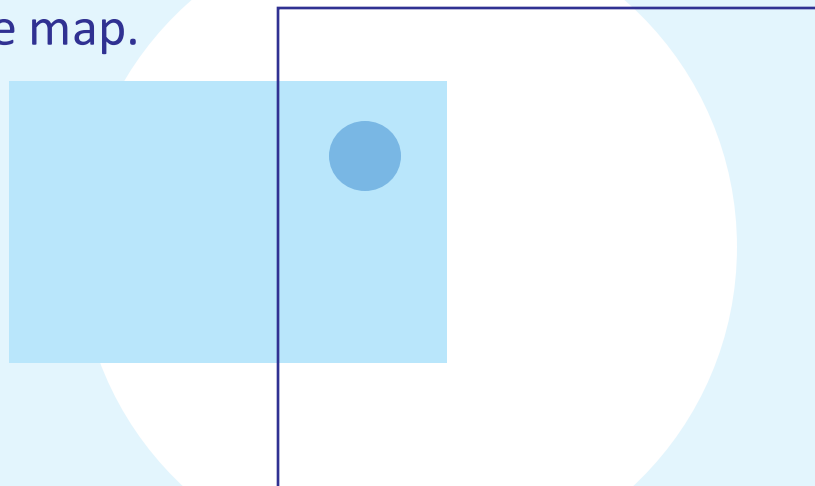
Bulgaria is one of the three EU countries selected as a result of a careful and systematic selection, together with Slovakia and Poland, to take part in the first-of-its-kind pilot project of the European Commission and the World Bank DIGITRANS to Promote Digital Transformation and Effective Governance practices.

BSMEPA will receive from the World Bank expert assistance, development and testing of a tool for digitization of SMEs. Within the framework of the project, there will be an exchange of experience and good practices between the participating countries. Barriers and challenges for companies to implement digital solutions will be analyzed, as well as the toolkit through which the state intervenes in this area, as well as where there are overlaps or gaps in the supporting ecosystem.



BSMEPA x StartupBlink

Institutional partner for the proper positioning of the Bulgarian startup ecosystem on the map.



Successful together – online shops and corporate websites



Initiative of BSMEPA, DSK Bank, CloudCard and MasterCard, which enables 130 small and medium business owners to successfully launch their business online - for free and with the necessary expert support

BSMEPA x Plug and Play

Organization and conduction of 4 exclusive online workshops for Bulgarian start-ups, on the topics:

- ✓ Business track
- ✓ Product track
- ✓ Marketing channels
- ✓ Legal way

PLUGANDPLAY

UPCOMING PROJECTS

Providing comprehensive support for sustainable development of SMEs from the Northern regions

Program “Competitiveness and Innovations” in Enterprises
2021-2027

**Enhancing SMEs
competitiveness, sustainable
development, and economic
growth**

„SCALING THE REGIONS”

Interreg VI-A – IPA Bulgaria-Serbia
2021-2027 Programme

To create more connected, innovative, and efficient support ecosystems and advisory measures provided by national and local agencies (chambers of commerce) to promote SMEs.

Bulgaria BUSiness Matching in CREATive Industries

INSME EUROMED Clusters

Increased mutual understanding and awareness of the creative industries in the South Med and Bulgaria.



Let's work together!

**Thank you for your
attention!**

sme.government.bg

