

## Cooperation Programme

Interreg V-A Greece-Bulgaria 2014-2020

“Market Changer”

“MarCh”

MIS Code: 5070788

Project Website: <http://marchproject.eu>

## Deliverable 5.5.5

Networking actions (plenary and B2B sessions)



Regional Industrial Association – Kardzhali

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme



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**Author: Trainer Consult Ltd**

**Kardzhali, 2023**

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INTERREG V – A  
COOPERATION PROGRAMME GREECE – BULGARIA 2014-2020

**Market Changer (MIS Code: 5070788)**  
**MarCh**

**AGENDA**

Network actions

Thursday, October 26-th, 2023 at 14:00

Conference room, Paradise centre, 1-st floor  
Address: 9 “Pirin” str., 6600 Kardzhali, BG

| TIME          | SUBJECT  |
|---------------|--|
| 14:00 – 14:15 | Registration   |
| 14:15 – 14.30 | <b>Welcome Speech by</b><br>Mr Aliosha Sinabov, RIA                          |
| 14:30 – 15:00 | <b>The entrepreneurship in the area of Kardzhali</b><br>Mr Stoyan Dinev, RIA |
| 15:00 – 16:30 | <b>B2B session</b>   |

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**INTERREG V – A**  
**COOPERATION PROGRAMME GREECE – BULGARIA 2014-2020**

**Market Changer (MIS Code: 5070788)**  
**MarCh**

**MINUTES OF MEETING**

**Network actions**  
**Thursday, October 26-th, 2023 at 14:00**

**Conference room, Paradise centre, 1-st floor**  
**Address: 9 “Pirin” str., 6600 Kardzhali, BG**

On 26.10.2023, a Networking action was held, by Project "Market Changer", acronym "MarCh", has started, under grant agreement No 5b.3d.10 (MIS code-00397291), granted under INVESTMENT PRIORITY 3a: “Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators”, at six call of Cooperation Programme “Interreg V –A Greece-Bulgaria”, funded by the European Union , through the European Regional Development Fund and co-financed by the budget of the Republic of Greece and the Republic of Bulgaria.

It was attended by many entrepreneurs from Kardzhali region (Bulgaria), Alexandroupolis and Komotini (Greece) , interested in joining the project activities, as well as other stakeholders and representatives of local authorities and employers' organizations, etc. The entrepreneurship in the area of Kardzhali were presented, as well as the current results of the project. The representatives of local businesses were introduced a B2B contacts were established between Bulgarian and Greek companies.

It was attended by totally 23 participants, including:

**PB4 - Federation of Commerce and Entrepreneurship of Thrace**  
Mr Antonis Frantzis - President

Mrs Emmanouilidou Olga - Secretary

**From PB5 Regional Industrial Association - Kardzhali:**

Mr Aliosha Sinabov - Chairman,

Mr Vladimir Ivanov – CFO

Mr Stoyan Dinev - Consultant

**Record-keeper: Stoyan Dinev – PB5**

The Chairman of PB5- Regional Industrial Association – Kardzhali – Mr Sinabov, opened the meeting and welcome all the partners participating to the Network actions of MarCh Project.

After that Mr Stoyan Dinev have a presentation of “The entrepreneurship in the area of Kardzhali”.

At the end of the event all participants have time to make a direct B2B contacts and share information about their business interests.

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.





# Presentation of Networking Action The entrepreneurship in the area of Kardzhali

**Interreg**  
Greece-Bulgaria  
MarCh



European Regional Development Fund

**Kardzhali, 26-th of October , 2023**

*Stoyan Dinev, RIA - Kardzhali*



## Overview

Project "Market Changer", acronym "MarCh", has started, under grant agreement No 5b.3d.10 (MIS code-00397291), funded under INVESTMENT PRIORITY 3a: “Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators”, at six call of Cooperation Programme “Interreg V –A Greece-Bulgaria”, funded by the European Union , through the European Regional Development Fund and co-financed by the budget of the Republic of Greece and the Republic of Bulgaria. Duration of the project action is 12.04.2021 – 30.11.2023.



## Beneficiaries

### Project Beneficiaries:



Agency for Transnational Training and Development – Lead Beneficiary of the partnership



Center Of Hellenic Commerce & Entrepreneurship Development – KAELE



Federation of Commerce & Entrepreneurship of Thrace



Regional Industrial Association – Kardzhali

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*Alyosha Sinabov, RIA - Kardzhali*

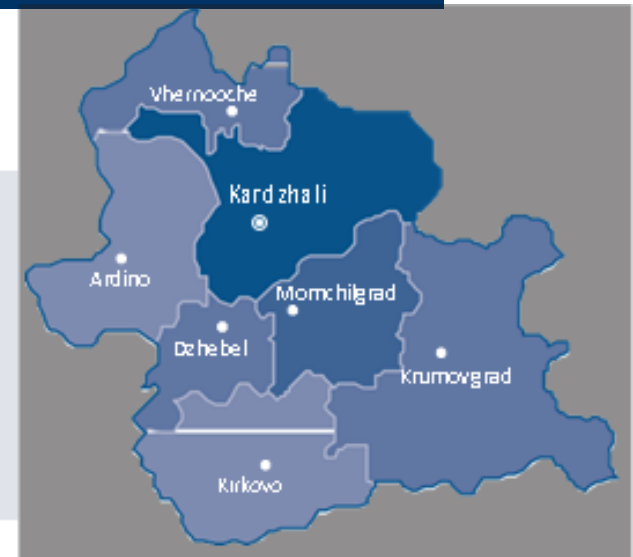


## The entrepreneurship in the area of Kardzhali.

### OVERVIEW

## KARDZHALI DISTRICT

|                                 |         |
|---------------------------------|---------|
| > Population (2020)             | 159 493 |
| > Territory (sq.m.)             | 3209,1  |
| > Number of settlements         | 468     |
| > Share of urban population (%) | 40,7    |







## The entrepreneurship in the area of Kardzhali

### INVESTMENTS

|  |       |
|--|-------|
| Number of non-financial companies per 1,000 people (2020)                  | 32.00 |
| Expenditures for acquisition of fixed tangible assets (in mln euro, 2022)  | 251   |
| EU funds (mln for municipalities) per capital (2021)                       | 1105  |
| Foreign direct investment in non-financial enterprises (in mln euro, 2022) | 418   |



## The entrepreneurship in the area of Kardzhali

### LABOUR MARKET

|  |        |
|--|--------|
| Unemployment rate of the population aged 15-64 (annual average) (2022)             | 1.00%  |
| Demographic replacement rate (2022)  | 49.05% |
| Employment rate of the population aged 15-64 (annual average) (2022)               | 69,10% |
| Relative share of the population aged 25-64 with tertiary education (2022)         | 24.30% |
| Relative share of the population aged 25-64 with primary or lower education (2022) | 21.10% |
| Economic activity rate of the population aged 15-64 (annual average) (2022)        | 70.04% |

*Stoyan Dinev, RIA - Kardzhali*



## The entrepreneurship in the area of Kardzhali

### Primary sector

- Main characteristics of the primary sector (agriculture and livestock farming) (main agricultural land, main crops, quality products, PDO-PGI, etc., products highlighting the identity of the region, export-oriented products)The region has good traditions in livestock breeding and agriculture, as well as a raw material base for the development of non-ferrous metallurgy, gold mining, timber, mineral processing, mechanical engineering and light industry.
- Traditionally developed industry for Kardzhali district is the intensive farming of freshwater fish - mainly carp, sturgeon, trout, etc. by the sat method. The breeding bases are mainly located on the large dams - Kardzhali and Studen Kladenets.
- The timber industry is very well developed. Timber is exported to the interior of the country and abroad, and the wood is not deep-processed in the region. Timber harvesting is an activity mainly carried out by the state forest enterprises, of which there are six in the territory of Kardzhali District.



## The entrepreneurship in the area of Kardzhali

### Secondary sector

- The total number of enterprises employed in the secondary sector in Kardzhali district by 2020 is over 620. The majority of them are micro and small enterprises, while the share of medium and large enterprises is less than 2%. Over 70% are employed in light industry, followed by construction, mining and manufacturing.
- Main characteristics (main forms of activity)The area has a great potential for attracting foreign investment. Significant economic growth has been recorded in the construction and textile, knitwear and food industries.
- The manufacturing industry occupies an important place in the economic development of Kardzhali district. This sector accounts for the largest share of expenditure on fixed tangible assets. Companies in the sector specialise in the processing of non-ore and ore minerals, the production of plastic products, bentonite, perlite and zeolite products, as well as post-metalworking products.
- Significant for the region sub-sectors of the manufacturing industry are the textile and clothing industry, where a significant part of foreign direct investment
- The most dynamically developing sector in Kardzhali district is construction. In this sector the expenditure on fixed tangible assets for the last year has doubled;

*Stoyan Dinev, RIA - Kardzhali*



## The entrepreneurship in the area of Kardzhali

### Tertiary sector

- Main characteristics (main forms of activity)The largest number of registered business units is in the Retail trade, repair of personal and household goods sector. The main activities are retail and wholesale. The leading companies in this sector are "Billa Bulgaria" AD, "Kaufland", "Lidl", "Vasmar" Ltd - Kardzhali, "Partners Bulgaria" Ltd, ET "Mario-73-Mariyan Stoyanov" - Kardzhali, "Galenit" AD - Kardzhali, Hypermarket Kaufland Kardzhali, BILA Kardzhali and Lidl Kardzhali.
- The next sector in terms of importance for Kardzhali District is Transport and Communications. It has been among the most progressive in recent years. Leading companies in the sector are Arpezos Bus Ltd - Kardzhali, Autotransport-Yug-2000 JSC - Kardzhali, ET Marietta-Dimiter Dimitrov - Kardzhali.
- The total number of enterprises employed in the tertiary sector in Kardzhali district by 2020 is over 2,800. The majority of them are micro and small enterprises, the share of medium and large enterprises is less than 1.8%. Over 50% are employed in retail trade, followed by service, tourism and transport firms



## The entrepreneurship in the area of Kardzhali

### Tourism

In November 2022, there were 63 accommodation places with more than 10 beds - hotels, motels, campsites, lodges and other short-term accommodation places. The number of rooms in them was 999 and the number of beds - 2 017. Compared to November 2021, the total number of accommodation establishments (operational during the period) increased by 21.2% and the number of beds in them by 21.7%. The total number of bed nights in all accommodation recorded in November 2022 was 6,959 and decreased by 1.0% compared to the same month the previous year. The number of bed nights in 1 and 2 star accommodation increased by 6.3% while the number of bed nights in 3 star accommodation decreased by 20.3%. In November 2022, 34.6% of the total number of overnight stays in 3-star accommodation were made by foreigners and 20.6% - by Bulgarians, while in other accommodation (1- and 2-star) they were 65.4 and 79.4% respectively. The highest number of overnight stays were made by foreign nationals from Turkey - 56.8% of all overnight stays.



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| 14:15 – 14.30 | <b>Welcome Speech by</b><br>Mr Aliosha Sinabov, RIA                          |
| 14:30 – 15:00 | <b>The entrepreneurship in the area of Kardzhali</b><br>Mr Stoyan Dinev, RIA |
| 15:00 – 16:30 | <b>B2B session</b>   |

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It was attended by many entrepreneurs from Kardzhali region (Bulgaria), Alexandroupolis and Komotini (Greece) , interested in joining the project activities, as well as other stakeholders and representatives of local authorities and employers' organizations, etc. The entrepreneurship in the area of Kardzhali were presented, as well as the possibilities for the sustainable implementation of the created opportunities for entrepreneurship development, in the cross-border region. The representatives of local businesses were introduced earlier in the day and a B2B contacts were established between Bulgarian and Greek companies.

It was attended by totally 25 participants, including:

**LB - Agency For Transnational Training And Development.**

Mr Athanasios (Sakis) Karamoschos - Director

**PB4 - Federation of Commerce and Entrepreneurship of Thrace**

Mr Antonis Frantzis - President

**From PB5 Regional Industrial Association - Kardzhali:**

Mr Aliosha Sinabov - Chairman,

Mr Vladimir Ivanov – CFO

Mr Stoyan Dinev - Consultant

**Record-keeper: Stoyan Dinev – PB5**

The Chariman of PB5- Regional Industrial Association – Kardzhali – Mr Sinabov, opened the meeting and welcome all the partners participating to the Network actions of MarCh Project.

After that Mr Stoyan Dinev have a presentation of “The entrepreneurship in the area of Kardzhali - opportunities”.

At the end of the event all participants have time to make a direct B2B contacts and share information about their business interests.

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Presentation of Networking Action  
The entrepreneurship in the area of Kardzhali –  
opportunities  
**Presentation of Networking Action  
The entrepreneurship in the area of Kardzhali –  
opportunities**

**Interreg**  
**Greece-Bulgaria**  
**MarCh** 

European Regional Development Fund



EUROPEAN UNION

**Kardzhali, 29-th of November , 2023**

*Stoyan Dinev, RIA - Kardzhali*



## PROJECT MARCH OUTPUTS

Development of desktop analysis of Mapping areas

Communicating Vision and Strategies to Local Communities

Counselling of 60 entrepreneurs in Kardzhali region

Development of Action Plans for BuSS

Strengths' Weaknesses' Diagnoses for 50 enterprises

Training seminars conducted on: innovation, e commerce, branding, and extroversion

Designing and Coaching Business Plans for 20 businesses

Development of:

- Digital Data Base for Branch Professionals
- Labor market digital platform
- Digital market place with business' assessment tool

Design and dissemination of informational materials



## SWOT ANALYSES OPPORTUNITIES

Promotion business through appropriate EU and national measures and programs.  
Creation of infrastructure serving farmers and those involved in fish and aquaculture (markets, laboratories, etc.);  
Promoting social entrepreneurship of various stakeholder groups in the District of Kardzhali, it is possible to develop and utilize the existing potential in social services area.  
Development of local tourism by creating conditions for building and sustainable development of tourist potential and increasing tourist flow;  
Potential for development of hunting, fishing and cultural-historical tourism in the municipality  
By using the mechanisms for initiating public-private partnership and the available and/or project transport links to further develop and fully utilize the potential for development of the industrial zone of the town of Kardzhali  
Crossborder cooperation with Greece and Turkey.  
Conversion to the cultivation of another type of industrial crops (essential oil and herbal crops)  
Restoration and construction of new high-efficiency and low-cost irrigation systems  
Reclamation of soils contaminated with heavy metals and increase of their fertility

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*Stoyan Dinev, RIA - Kardzhali*



## OPPORTUNITIES – NEXT STEPS

### **Attend Cross-Border Events:**

Participate in business events, conferences, and trade fairs that take place in the border region. These gatherings provide opportunities to meet potential partners, clients, and collaborators from both countries , including project’s MarCh events:

- Network actions, as B2B meetings, both in Komotini, Alexandroupolis and Kardzhali
- Cross Border Lab on valorizing results and improving performance of the Collective Bodies of Entrepreneurship

### **Utilize Business Associations and Chambers of Commerce:**

Join or collaborate with business associations and chambers of commerce that operate in the border region. These organizations often facilitate networking events and provide valuable resources for businesses seeking to establish cross-border connections, including project’s MarCh joint structure:

- Setting up Cross Border structure for Monitoring BuSSes



## OPPORTUNITIES – NEXT STEPS

### **Leverage Online Platforms:**

Use online platforms and social media to connect with businesses on both sides of the border. LinkedIn, for example, can be an effective tool for identifying potential partners and initiating conversations, including project’s MarCh outputs:

- Digital Data Base for Branch Professionals
- Labormarket digital platform
- Digital market place with business' assessment tool

### **Language Considerations:**

Be mindful of language differences. While English is often used as a common business language, it's beneficial to have team members who are proficient in Greek and Bulgarian to facilitate communication and build stronger relationships, as well as designed of bilingual materials and platforms.



## OPPORTUNITIES – NEXT STEPS

### **Establish Local Partnerships:**

Consider forming partnerships with local businesses in the border area. Local partners can provide valuable insights, navigate regulatory challenges, and enhance your understanding of the market.

### **Stay Informed About Regulations:**

Stay updated on business regulations and trade policies in both Greece and Bulgaria. Understanding the legal landscape is essential for smooth cross-border operations.

### **Engage in Joint Projects:**

Collaborate on joint projects with businesses from both countries. This not only fosters cross-border relationships but also allows for the sharing of expertise and resources, as well as to multiply activities and results from MarCh project.





## OPPORTUNITIES – NEXT STEPS

### **Invest in Relationship Building:**

Building strong relationships is key to successful business networking. Invest time in getting to know your counterparts, understanding their needs, and finding ways to mutually benefit from the collaboration. To make sustainable collaborations in joint MarCh project action, between project’s partners and project’s installed business structures (Bussess)

### **Consider Cross-Border Funding Opportunities:**

Explore funding opportunities that support cross-border initiatives. Governments and international organizations may provide grants or incentives to encourage businesses to collaborate across borders. To provide continuous actions/additional projects, in frame of sustainable team working, between all project’s partners of MarCh project.











**Interreg**  
Greece-Bulgaria  
MURCI €

**Project / Τίτλος: "MurCi"**  
Subsidy contract / Δράση με αριθμό 853410

Project description / Περιγραφή έργου

Project objectives / Στόχοι του έργου

Project results / Αποτελέσματα του έργου

Project partners / Συνεργάτες του έργου

Project contact / Στοιχεία επικοινωνίας

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Greece-Bulgaria  
MarsCh

Project / Проект "MarsCh"  
Subsidy contract / Договор за БФП № BG24-12

Project description / Описание на проекта

Project objectives / Цели на проекта

Project results / Резултати на проекта

Project partners / Партньори на проекта

Project contact / Контактна информация

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Greece-Bulgaria  
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Family business in Karlovy Vary

THEATRE ROYAL  
KARLOVY VARY

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