

**Cooperation Programme**  
**Interreg V-A Greece-Bulgaria 2014-2020**

**“Market Changer”**

**“MarCh”**

**MIS Code: 5070788**

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

**Deliverable 2.4.4**

***Kick off meeting***

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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.



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

## Market Changer - MarCh INFO EVENT KICK OFF CONFERENCE JANUARY 18, 2023 at 17:00

Evros Chamber event hall, in Alexandroupolis,  
307 Dimokratias Avenue, 4th floor.

<b>17.00 - 17.15</b>	<b>Registration</b>
<b>17.20 - 17.35</b>	<b>Welcoming – Brief Presentation of entrepreneurship in Thrace</b> Mr. Antonis Frantzis, Federation of Commerce and Entrepreneurship of Thrace
<b>17.35 - 17.45</b>	<b>Greeting</b> Mr. Christos Siromachos, KAELE
<b>17.45 - 18.15</b>	<b>MarCh Presentation</b> Mr. Sakis Kamoschos, TRANSCOOP
<b>18.15 - 18.35</b>	<b>MarCh in Kardjali</b> Mr. Stoyan Dinev, RIA
<b>18.35 - 19.10</b>	<b>MarCh digital tools</b> Mr. Karageorgiou Dimosthenis, PRISMA
<b>19.10 – 19.30</b>	<b>Closing - Remarks</b>

The Project is co-financed by the European Regional Development Fund and by national resources of the countries participating in the Interreg V-A Cooperation Program "Greece-Bulgaria 2014-2020"



## Ομοσπονδία Εμπορίου & Επιχειρηματικότητας Θράκης

17 Ιανουαρίου 2023



Η Ομοσπονδία Εμπορίου & Επιχειρηματικότητας Θράκης, στα πλαίσια του έργου “Market Changer” - “MarCh”, που υλοποιείται ως έργο του Προγράμματος Συνεργασίας «Interreg V-A Ελλάδα - Βουλγαρία 2014 - 2020, διοργανώνει την ενημερωτική εσπερίδα «MarCh” Kick Off Conference”, την Τετάρτη 18 Ιανουαρίου 2023 και ώρα 17:00, στην αίθουσα εκδηλώσεων του Επιμελητηρίου Έβρου, στην Αλεξανδρούπολη.



Το Έργο συγχρηματοδοτείται από το Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης και από εθνικούς πόρους των χωρών που συμμετέχουν στο Πρόγραμμα Συνεργασίας Interreg V-A “Greece-Bulgaria 2014-2020”

#### ΚΟΙΝΩΝΙΚΑ ΔΙΚΤΥΑ



## ΟΜΟΣΠΟΝΔΙΑ ΕΜΠΟΡΙΟΥ & ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑΣ ΘΡΑΚΗΣ

### ΔΕΛΤΙΟ ΤΥΠΟΥ

Με μεγάλη επιτυχία και με σημαντική προσέλευση πραγματοποιήθηκε την Τετάρτη 18 Ιανουαρίου 2023, ενημερωτική εσπερίδα από την **Ομοσπονδία Εμπορίου & Επιχειρηματικότητας Θράκης** στα πλαίσια του έργου “**Market Changer - MarCh**” που υλοποιείται με τη συμμετοχή της ΟΕΕΘ στα πλαίσια του Προγράμματος Συνεργασίας «Interreg V-A Ελλάδα - Βουλγαρία 2014 – 2020».

Στην εσπερίδα συμμετείχαν επιχειρηματίες από όλη την Θράκη οι οποίοι είχαν την δυνατότητα να παρακολουθήσουν ενδιαφέρουσες παρουσιάσεις που αφορούν στις παρεμβάσεις των εταίρων του προγράμματος “Market Changer”.

Την έναρξη της εσπερίδας κήρυξε ο Πρόεδρος της ΟΕΕΘ Αντώνης Φραντζής παρουσιάζοντας τη σημασία του «MarCh» τόσο για τον επιχειρηματικό κόσμο της Θράκης όσο και για την Ομοσπονδία την ίδια, αλλά και τους συλλογικούς φορείς επιχειρηματικότητας της Θράκης συνολικά.

Στη συνέχεια παρουσιάστηκαν οι στόχοι και οι δράσεις του έργου «MarCh» και οι δυνατότητες αξιοποίησης τους από τους τοπικούς φορείς και τις επιχειρήσεις.

Στο «MarCh», πέραν της ΟΕΕΘ, συμμετέχουν επιχειρηματικοί και συμβουλευτικοί φορείς από την Ελλάδα, ενώ από την Βουλγαρία συμμετέχει η Ένωση Βιομηχάνων Kardzhali.

Κύριος στόχος του έργου είναι η ενδυνάμωση των συλλογικών φορέων επιχειρηματικότητας στις περιοχές του «MarCh» μέσα από τη σύσταση δομών στήριξης επιχειρηματικότητας (Business Supporting Structures) για την παροχή υποστήριξης στις μεμονωμένες επιχειρήσεις. Μια σειρά δράσεων, όπως η εκπόνηση επιχειρηματικών σχεδίων και η

παρακολούθηση της εφαρμογής τους, η παροχή συμβουλευτικών υπηρεσιών και η κατάρτιση προσωπικού και επαγγελματικών σε νευραλγικά θέματα των επιχειρήσεων έρχονται να υλοποιήσουν την παρέμβαση του «MarCh» στην πράξη.

Παράλληλα η δημιουργία μιας σειράς ψηφιακών εργαλείων αποσκοπούν στην διευκόλυνση της καθημερινότητας των επιχειρήσεων και στην βελτίωση του περιβάλλοντος λειτουργίας τους.



Το Έργο συγχρηματοδοτείται από το Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης και από εθνικούς πόρους των χωρών που συμμετέχουν στο Πρόγραμμα Συνεργασίας Interreg V-A "Greece-Bulgaria 2014-2020"





## Ομοσπονδία Εμπορίου & Επιχειρηματικότητας Θράκης "MarCh" Kick Off Conference

20 Ιανουαρίου 2023

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<https://youtu.be/wL1E-6dqn4U>

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Παράλληλα η δημιουργία

ΑΡΧΙΚΗ

ΣΥΝΕΝΤΕΥΞΕΙΣ

ΕΠΙΚΑΙΡΟΤΗΤΑ

ΑΘΛΗΤΙΚΑ

ΚΑΙΡΟΣ

ΕΠΙΚΟΙΝΩΝΙΑ

επιχειρήσεων και στην βελτίωση του περιβάλλοντος λειτουργίας τους.



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## ΚΟΙΝΩΝΙΚΑ ΔΙΚΤΥΑ





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

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

**MINUTES OF MEETING**  
**KICK OFF CONFERENCE**

**January 18, 17:00**  
**Location: Evros Chamber Alexandroupolis**

On 18<sup>th</sup> of January 2023 was held the Kick Off Conference of the MarCh Project. It was attended by:

Representatives from all the MarCh Project partners

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

**PB2 –Center of Hellenic Commerce and Entrepreneurship Development**

**PB3 - Regional Industrial Association – Karjali**

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

as well as by several entrepreneurs from all over the region of Thrace.

Record-keeper: Ms. Emmanouilidou Olga – PB4

**1. WELCOME**

Mr. Antonis Frantzis the President of Federation of Commerce and Entrepreneurship of Thrace opened the conference and welcome all the attendees of the Kick Off Conference..

**2. INTRODUCTION OF THE PARTICIPANTS**

Mr. Antonis Frantzis started by presenting the role of the Federation in MarCh Project. Following Mr Christos Siromachos, briefly referred to the role of the Hellenic Confederation of Trade and Entrepreneurship in MarCh.

**3. March Project Overview**

Mr Karamoschos made a MarCh Project overview by explaining that it is a project aiming at strengthening the competitiveness of businesses and that It aspires to intervene to the local business environment in order to support the businesses.

He made an analytical description of the objective of the project which is the mobilization and Support of the local Entrepreneurship Collective Bodies for the active and continuous support of their members – businesses.

Following he referred to MarCh Interventions by mentioning that MarCh project investigates the local market, identifies weaknesses and opportunities and suggests interventions. It creates support structures (BuSSes) for local collective entrepreneurship bodies as well as digital tools to facilitating the business environment and to provide these business structures for further utilization in the future.

#### 4. BUSINESS OVERVIEW OF KARDZHALI REGION

Mr. Stoyan Dinev made a detailed presentation of the financial environment of Kardjali district by referring to the income and living conditions, labour market, investments, infrastructures, taxes and administration, enterprise profile of the area, employment in Kardjali region and a swot analysis of Kardjali district.

Following he referred to the project's outputs such as:

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, Development of:

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

#### 5. PRISMA ELECTRONICS SA PRESENTATION OF DELIVERABLES 4.4.3, 4.4,5

Continuously Mr. Dimosthenis Karageorgiou, representative of Prisma Electronics SA, made a brief introduction of the company and following presented the Development and maintenance of the Digital Database for Branch Professionals (DEL 4.4.3). He mentioned that the particular

Deliverable aims at facilitating local businesses in meeting needs on specialized HR and, vice versa, to help professionals to contacting businesses.

It is expected to reduce operational costs, to trigger innovation, to bridge gaps between researchers and businesses, to improve access of skilled workforce to the market, to establish links between the local enterprises and the academia (and not only) of other areas.

Then he proceeded with Development and maintenance of the Digital Market Place with a users' assessment tool for the businesses in Thrace is to be hired (Del 4.4.5), by mentioning that the digital market place aims to help particularly local small businesses to promoting their products. Small businesses will have their own show-case, online Especially during the COVID-19 pandemic period latter has significantly gained in importance.

In addition, the integrated assessment tool foreseen will allow customers to express their opinion, leading this way to the improvement of the provided services and products offered by the businesses and to quality improvement.

At the end of the Conference, the attendees raised additional questions mostly regarding the digital data base presented by Mr Karageorgiou and there was a relevant discussion.

The Kick Off Conference ended at 20: 50.

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# Το Έργο MarCh

## The MarCh Project

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Kick- Off Meeting  
Αλεξανδρούπολη, 18 Ιανουαρίου 2023



Σάκης Καραμόσχος

Εταιρία Διεθνικής Εκπαίδευσης και Ανάπτυξης - TRANSCOOP

# To MarCh -

## The MarCh - Market Changer - Project

Τι είναι το MarCh?

- Ένα έργο που αποσκοπεί στην ενίσχυση της **ανταγωνιστικότητας** των επιχειρήσεων
- Φιλοδοξεί να παρέμβει στο **τοπικό επιχειρηματικό περιβάλλον** με σκοπό την υποστήριξη των επιχειρήσεων

What is MarCh?

- A project aiming at strengthening the **competitiveness** of businesses
- It aspires to intervene to the **local business environment** in order to support the businesses

# Η Ιδέα

The Idea

## Το Πρόβλημα

- Με την **παγκοσμιοποίηση** οι τοπικές επιχειρήσεις βρέθηκαν αντιμέτωπες με **διάφορες πολυεθνικές αλυσίδες** του λιανικού εμπορίου που, καθώς δρουν σε διεθνές επίπεδο, αξιοποιούν μια σειρά πλεονεκτήματα της παγκόσμιας αγοράς: φθηνό εργατικό δυναμικό (πχ Άπω Ανατολή κ.α.), φθηνές πρώτες ύλες, ευνοϊκό φορολογικό καθεστώς κλπ.

## The problem

- The **globalization** led local businesses to competing with multinational retail chains, which, as operating at global level, can exploit a number of advantages of the global market: e.g. cheap labor force (Far East and elsewhere), cheap raw materials, favorable tax conditions etc.

# Οι Συνέπειες

## The Consequences

- **Αποτέλεσμα:** η εμφάνιση πολλών ξένων brands στις τοπικές αγορές, το κλείσιμο τοπικών επιχειρήσεων, η αύξηση της ανεργίας, η πτώση των εισοδημάτων, η οικονομική και κοινωνική κρίση
- **The Result:** appearance of many foreign brands in the local markets, closure of local businesses, increase of unemployment, income reduction, economic and social crisis

# Η Πρόκληση - The Challenge

## Τι μπορεί να γίνει?

- Το παράδειγμα της INDITEX (Zara, Oysho, Massimo Dutti, Pull & Bear, Bershka, Stradivarius, Uterque) Γαλικία ES
- Πώς μπορούν να αντισταθούν οι τοπικές επιχειρήσεις απέναντι στις διεθνείς αλυσίδες?
  - Αξιοποίηση των τοπικών συγκριτικών πλεονεκτημάτων: ιστορία, παράδοση στην τοπική αγορά (εγγύτητα στον πελάτη, σχέσεις εμπιστοσύνης), γνώση των τοπικών συνθηκών, η ποιότητα του προϊόντος, τα συχνά χαμηλότερα κοστολόγια κλπ.)

## What can be done?

- The example of INDITEX (Zara, Oysho, Massimo Dutti, Pull & Bear, Bershka, Stradivarius, Uterque) Galicia ES
- How can local businesses compete with the international chains?
  - Exploitation of the local comparative advantages: history, tradition in the local market (closeness to the customer, trustful relationships), knowledge of local conditions, product quality, (often) lower costs, etc.



# Η Δράση

## The Action

- Ανάγκη σχεδιασμού κατάλληλων πολιτικών, που να ερμηνεύονται σε **συγκεκριμένες παρεμβάσεις και σε επιχειρηματική πρακτική**
- Αξιοποίηση **συλλογικής** δράσης κ συλλογικών **φορέων** (επιχειρήσεις του 1 – 5 ατ., δεν μπορούν να σχεδιάσουν ούτε να χαράξουν πολιτικές, καθώς απαιτείται εξειδικευμένο προσωπικό, έρευνα, χρόνος, πόροι...)
- Need to design appropriate policies, to be interpreted into **specific interventions and business practice**
- Utilization of **collective** action and collective **bodies** (businesses of 1-5 empl., cannot plan or draw up policies, as it requires specialized staff, research, time, resources...)

# Ο Στόχος

## The Objective

- Έτσι, ο **στόχος** του MarCh:
  - Κινητοποίηση και Υποστήριξη των τοπικών Συλλογικών Φορέων Επιχειρηματικότητας για την ενεργό και συνεχή υποστήριξη των μελών – επιχειρήσεων τους
- Hence, the goal of MarCh:
  - Mobilization and Support of the local Entrepreneurship Collective Bodies for the active and continuous support of their members – businesses

# Η Παρέμβαση του MarCh 1/3

## MarCh's Intervention 1/3

### Το MarCh

- **μελετάει** την τοπική αγορά, **προσδιορίζει** αδυναμίες και ευκαιρίες και **προτείνει** παρεμβάσεις

### MarCh project

- **investigates** the local market, **identifies** weaknesses and opportunities and **suggests** interventions

# Η Παρέμβαση του MarCh 2/3

## MarCh's Intervention 2/3

- Δημιουργεί **δομές στήριξης (BuSSes)** για τους τοπικούς συλλογικούς φορείς επιχειρηματικότητας που:
  - Σχεδιάζουν επιχειρηματικά σχέδια (για επιχειρήσεις και επαγγελματίες) (business plans)
  - Παρακολουθεί και υποστηρίζει την εφαρμογή των επιχειρηματικών σχεδίων (coaching)
  - Παρέχει συμβουλευτική (counseling)
- It creates **support structures (BuSSes)** for local collective entrepreneurship bodies that:
  - design business plans (for businesses and professionals)
  - Monitors and supports the implementation of business plans (coaching)
  - Provides counseling

# Η Παρέμβαση του MarCh 3/3

## MarCh's Intervention 3/3

- Βελτιώνει τα προσόντα του απασχολούμενου δυναμικού και των νέων επαγγελματιών (training)
- Δημιουργεί ψηφιακά εργαλεία για διευκόλυνση του επιχειρηματικού περιβάλλοντος:
  - Πλατφόρμα αγοράς εργασίας (Labor Market)
  - Πλατφόρμα προώθησης των επιχειρήσεων και των προϊόντων τους (Market Place)
  - Πλατφόρμα εξεύρεσης επαγγελματιών
- Διαθέτει τις εν λόγω επιχειρηματικές δομές για περαιτέρω αξιοποίηση τους στο μέλλον

# Η Παρέμβαση του MarCh 3/3

## MarCh's Intervention 3/3

- Improves the qualifications of the workforce and of young professionals (training)
- Creates digital tools to facilitating the business environment:
  - A Labor Market Platform
  - A Platform for promoting businesses and their products (dig. Market Place)
  - A Platform to finding professionals
- It provides these business structures for further utilization in the future.

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Ευχαριστώ για την Προσοχή σας!  
Thanks for listening

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Kick- Off Meeting  
Αλεξανδρούπολη, 18 Ιανουαρίου 2023



Σάκης Καραμόσχος

Εταιρία Διεθνικής Εκπαίδευσης και Ανάπτυξης - TRANSCOOP

INTERREG V – A  
COOPERATION PROGRAMME GREECE – BULGARIA 2014-2020  
Project: “Market Changer” – “MarCh”



# BUSINESS OVERVIEW OF KARDZHALI REGION

**Interreg**  
**Greece-Bulgaria**  
**MarCh**   
European Regional Development Fund



**Alexandroupolis, 18-th of January , 2023**

*Stoyan Dinev, RIA - Kardzhali*





## Kardzhali district overview

# KARDZHALI DISTRICT

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





## INCOME AND LIVING CONDITIONS

Gross domestic product (GDP) per capita (2020)	5,642 EUR
Average annual income per household member (2021)	3,254 EUR
Average annual gross salary (2020)	6,496 EUR
Relative share of population living in material deprivation (2021)	20.50%
Relative share of people living below the country's poverty line (2021)	25.50%



## LABOUR MARKET

Unemployment rate of the population aged 15-64 (annual average) (2021)	1.70%
Demographic replacement rate (2021)	49.05%
Employment rate of the population aged 15-64 (annual average) (2021)	67.90%
Relative share of the population aged 25-64 with tertiary education (2021)	24.20%
Relative share of the population aged 25-64 with primary or lower education (2021)	26.60%
Economic activity rate of the population aged 15-64 (annual average) (2021)	69.00%

*Stoyan Dinev, RIA - Kardzhali*



## INVESTMENTS

Number of non-financial companies per 1,000 people (2020)	32.00
Expenditures for acquisition of fixed tangible assets per capita (2020)	691 EUR
EU funds (for municipalities) per capital (2022)	883 EUR
Foreign direct investment in non-financial enterprises per capita (cumulative) (2020)	1608 EUR



## INFRASTRUCTURE

Road network density (2021)	20.20 km/100 sq.km
Railway network density (2021)	2.10 km/100 sq.km
Relative share of motorways and first class roads (2021)	11.20%
Relative share of households with Internet access (2021)	85.60%
Relative share of people (aged 16 to 74) that have used Internet in the past 12 months (2017)	68.00%
Share of roads in good condition (2021)	40.90%



## TAXES AND ADMINISTRATION

Immovable property tax for legal entities (2022)	1.80‰ ≥
Vehicle tax (commercial and passenger vehicles, 74 kW to 110 kW) (2022)	0.81 EUR /kW
Annual license tax for retailers (up to 100 sq.m. of retail space - for most favourable location of the site) (2022)	4.17 EUR/sq.m
Annual waste collection charge for properties of legal entities (2018)	9.73‰ ≥
Local tax on the sale of immovable property (2022)	2.86‰ ≥
Average annual taxi service patent tax (2022)	165 EUR



## ADMINISTRATION

Share of territory included in cadastral map (2021)	97.60%
Level of development of local government e-services (2022)	2.92/5
Level of development of one-stop shop services (2022)	2.90/5
Transparency rating (2022)	66.00%
Local Integrity System Index (2016)	2.84/5.00



## SUMMARY

### Economic development

- unsatisfactory

Income and living conditions

- average

Labour market

- average

Investments

- weak

Infrastructure

- average

Taxes and administration

- good

Administration

- unsatisfactory





## ENTERPRISE's PROFILE

Topics	Indicators	Years				
		2017	2018	2019	2020	2021
Investments	Foreign direct investment in nonfinancial corporations as at 31.12. (thousand EUR)	256 162.3	291 633.2	321 008.2	256 413.9	413 064.5
	FTA acquisition costs (BGN thousand)	148 535	200 740	615 854	217 412	233 215
	Turnover (thousands BGN)	1 730 611	1 986 421	2 024 710	2 228 378	2 547 024
	Production (thousands BGN)	1 160 505	1 380 140	1 627 734	1 799 260	2 027 500
	Value added at factor cost (thousand BGN)	446 962	540 412	663 762	890 215	948 536
Non-financial enterprise	Relative share of enterprises with up to 9 persons employed in the total number of enterprises (%)	92.0	92.2	91.9	92.6	92.4
	Relative share of enterprises with 10-49 persons employed in the total number of enterprises (%)	6.3	6.1	6.5	5.9	6.1
	Relative share of enterprises with 50-249 persons employed in the total number of enterprises (%)	1.5	1.5	1.4	1.3	1.3
	Relative share of enterprises with more than 250 persons employed in the total number of enterprises (%)	0.2	0.2	0.2	0.2	0.2



## FAMILY ENTERPRISES SHARE

	2021					
	Enterprises		Persons Employed		Employees	
	Active family enterprises in year t	Share of active family enterprises in year t	Number of persons employed in the population of active family enterprises in year t	Share of persons employed in the population of active family enterprises in year t	Number of employees in the population of active family enterprises in year t	Share of employees in the population of active family enterprises in year t
	Number	%	Number	%	Number	%
Total for the country	95839	100.00	378677	100.00	297555	100.00
Yuzhen tsentralen	19856	20.72	80785	21.33	63459	21.33
Kardzhali	1569	1.64	8882	2.35	7511	2.52

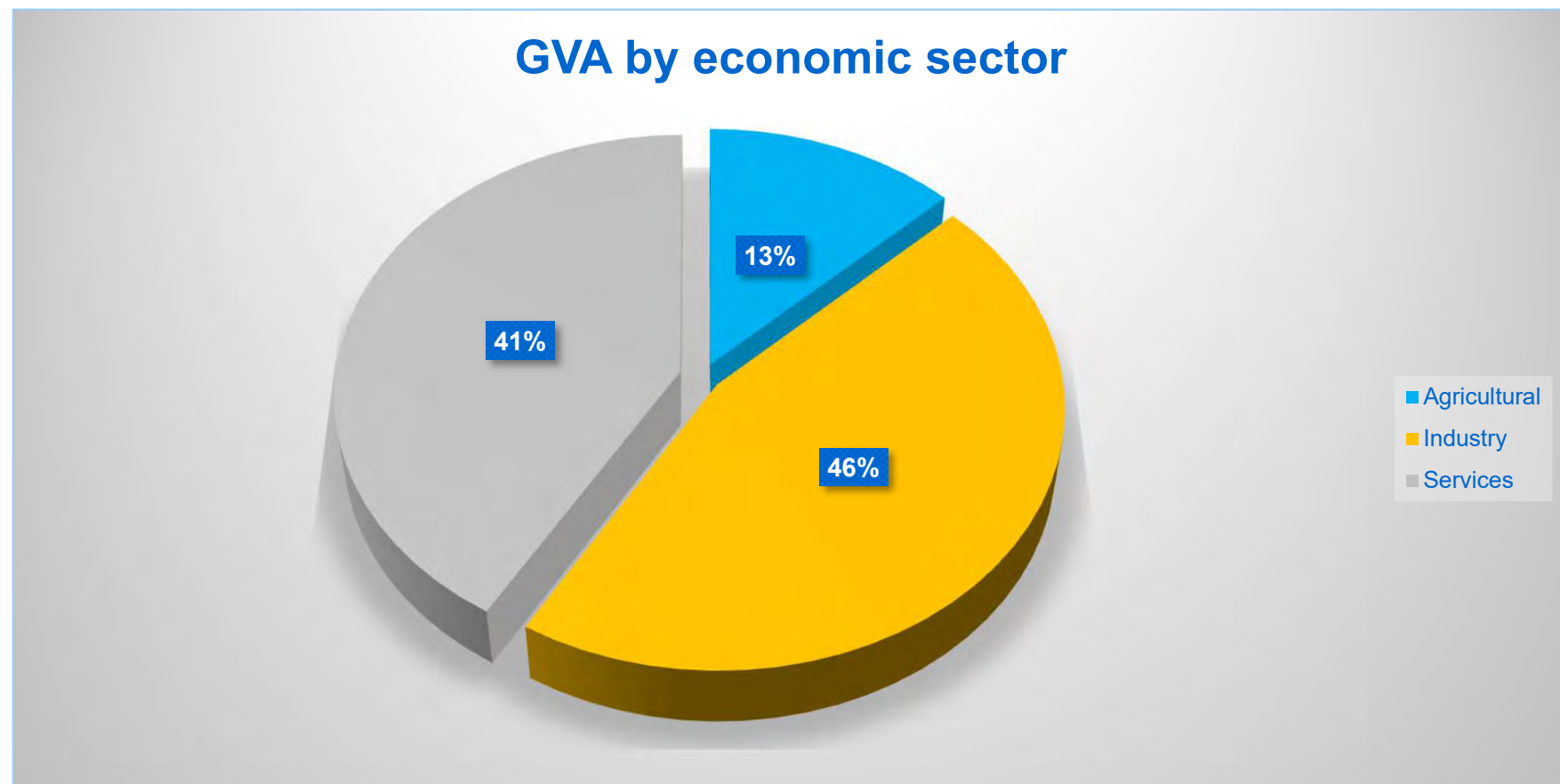


## GVA BY ECONOMIC SECTORS WITH DATA FOR 2020

		GVA by economic sector		
<u>GVA by economic sectors with data for 2020</u>		Agricultural	Industry	Services
NUTS code	Statistical area			
BG	BULGARIA	4 205	26 297	73 474
BG42	South Central Region	919	5 619	8 696
BG425	Kardzhali	197	697	632



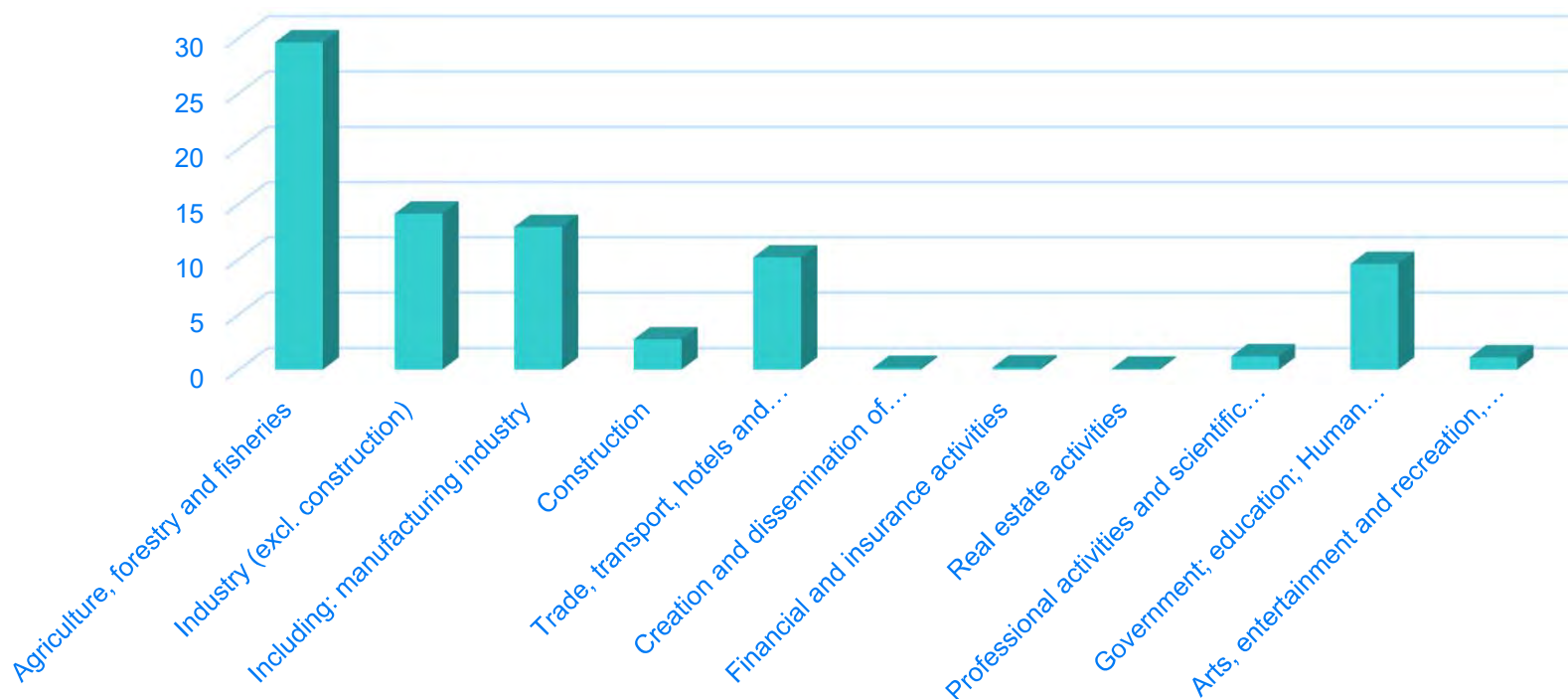
## GVA BY ECONOMIC SECTORS WITH DATA FOR 2020 - 2





## EMPLOYMENT IN KARDZHALI REGION

Employment Kardzhali Region





## SWOT ANALYSIS - STRENGTHS

Technologically modernized enterprises  
Priority developed manufacturing industry  
Development of enterprises in the automotive sector  
Developed service sector  
Increased number of export-oriented enterprises  
Suitable infrastructure for the development of small, medium and large businesses in municipal centers  
Good transport connectivity  
Strategic location of the region through which the European Transport Corridor passes (OETC) No 9  
Availability of minerals  
Availability of a favorable climate and good natural resources for agriculture and tourism  
Availability of skilled labour in specific sectors  
Availability of large enterprises and new jobs  
Existence of funding programs from the EU and national budget  
Increased foreign investment



## SWOT ANALYSIS - WEAKNESSES

High price of energy resources

Lack sustainable economic growth and the presence of crisis phenomena – wars, pandemics, etc. continued negative impact of the COVID-19 crisis - business closures in Kardzhali region

Absence of nationally significant large industrial enterprises

Expensive credit resource

Low productivity and resource efficiency in most SMEs

Low share of hightech enterprises

Business concentration in the regional center-Kardzhali

Lack of a unified approach in tourism at regional level

Insufficient number of qualified staff with appropriate education and experience

Lack of modern markets for agricultural produce in small settlements in the municipality and modern irrigation facilities;

Deepening the process of demographic ageing - Outflow of young and qualified specialists to other more developed regions and EU countries

There is no equilibrium between supply and demand for jobs, with demand repeatedly exceeding supply

Restriction of freight transport through Makaza border checkpoint

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*Stoyan Dinev, RIA - Kardzhali*



## SWOT ANALYSIS - 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*





## SWOT ANALYSIS - THREATS

Insufficient investment interest and/or inadequate qualification and lack of motivation of the local community  
Ageing skilled labour force  
Not solving environmental problems  
The continuing division of hereditary properties, which leads to a decrease in the average area of the estates  
Deepening economic crisis and lack of capacity to absorb EU funds.  
Lack of co-financing in order to implement certain projects;  
Natural disasters , pandemics and wars.  
Economic crisis and collapse of the energy sources  
The economic and social development of integrated growth zones could be undermined by a possible deepening of negative demographic processes



## PROJECT'S 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



# "Market Changer" - "MarCh" Kick Off Conference (Del 4.4.3, 4.4,5)

Wednesday, January 18, 2023  
Alexandroupoli, Greece

A grayscale photograph of a modern, multi-story building with a curved facade and large windows. A sign on the building reads "Prisma Electronics SA". A tall street lamp stands in front of the building. The image is semi-transparent, serving as a background for the text.

**32** + years of excellence and innovation ▶

# History



1991

Establishment



2007

Xenagos Knowledge Management System



2009

CERN Gold Award



2014

MEPS

120+ Ships



2016

250+ Ships



2019



2021

FDI

500+ Ships

Factory

1997



PrismaSense Technology

2008



LAROS launch

2010



Lloyd's List Technical Award

2015



210+ Ships

Solar Orbiter

2017



400+ Ships

Smart4sea Energy Efficiency Award

2020



DIGITSENSE

2022



# In a nutshell

Electronics Manufacturing Services

Research & Development

ICT Integration

Space - Maritime - Defense

IoT & Analytics



> 100  
employees

> 70%  
higher education

> 48  
R&D projects

> 6m  
turnover



Greece



# Quality Systems



ISO 9001:2008  
Cert No: 041050097



ISO 27001:2005  
Cert No: 08014045



Industrial Safety  
Hellenic Ministry of National Defence



ECSS Training  
Electronics Soldering



# Locations







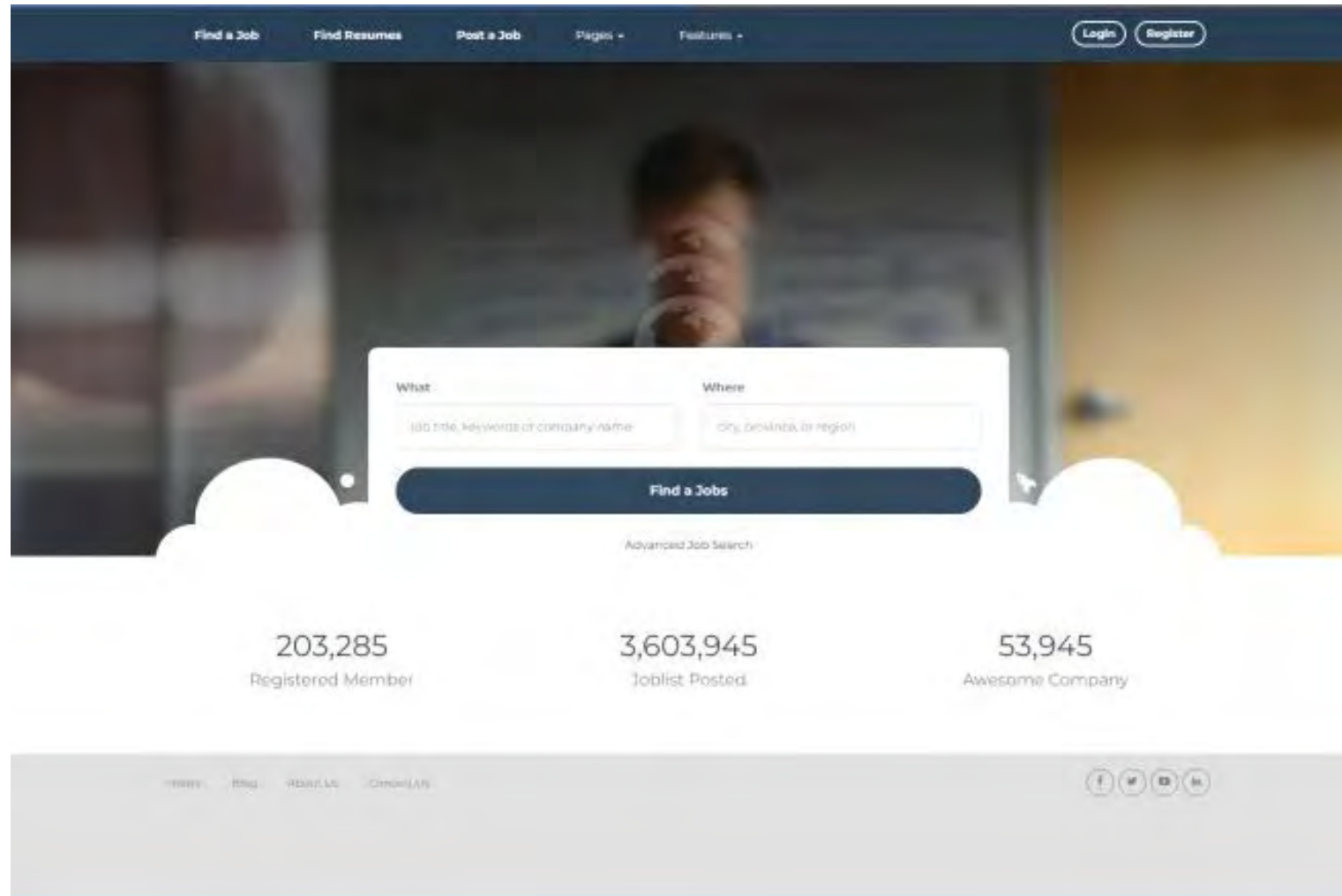
# Development and maintenance of the Digital Database for Branch Professionals

(Del 4.4.3)

The particular Deliverable aims at facilitating local businesses in meeting needs on specialized HR and, vice versa, to help professionals to contacting businesses.

It is expected to reduce operational costs, to trigger innovation, to bridge gaps between researchers and businesses, to improve access of skilled workforce to the market, to establish links between the local enterprises and the academia (and not only) of other areas.

# Digital Database (Mockup)





Development and maintenance of the  
Digital Market Place with a users' assessment  
tool for the businesses in Thrace is to be hired

(Del 4.4.5)

# Digital Market Place

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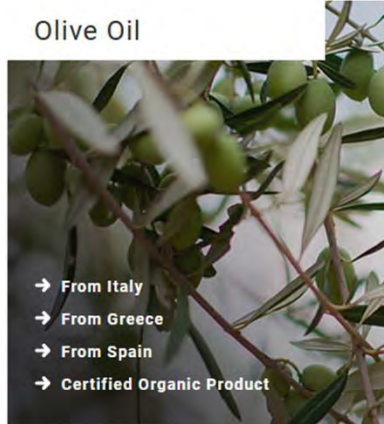


The digital market place aims to help particularly local small businesses to promoting their products. Small businesses will have their own show-case, online Especially during the COVID-19 pandemic period latter has significantly gained in importance.

In addition, the integrated assessment tool foreseen will allow customers to express their opinion, leading this way to the improvement of the provided services and products offered by the businesses and to quality improvement.

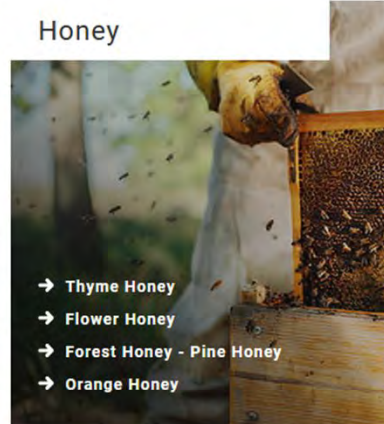
# Digital Market Place (Mockup)

## Olive Oil



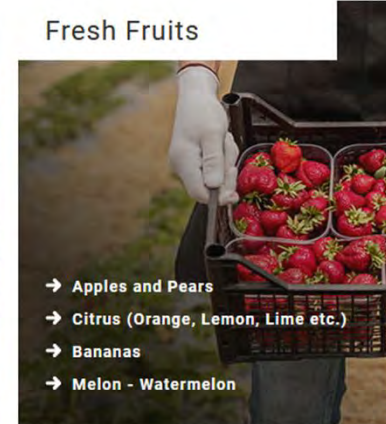
- From Italy
- From Greece
- From Spain
- Certified Organic Product

## Honey



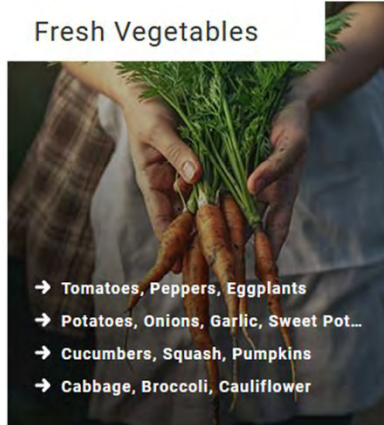
- Thyme Honey
- Flower Honey
- Forest Honey - Pine Honey
- Orange Honey

## Fresh Fruits



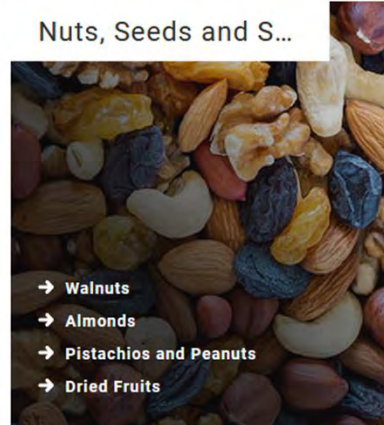
- Apples and Pears
- Citrus (Orange, Lemon, Lime etc.)
- Bananas
- Melon - Watermelon

## Fresh Vegetables



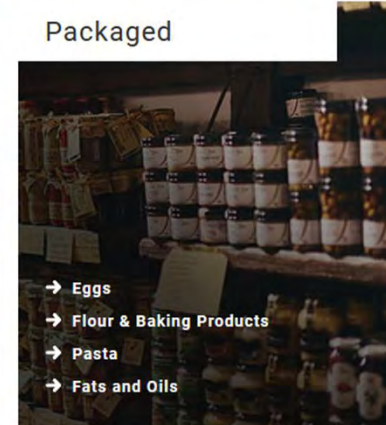
- Tomatoes, Peppers, Eggplants
- Potatoes, Onions, Garlic, Sweet Pot...
- Cucumbers, Squash, Pumpkins
- Cabbage, Broccoli, Cauliflower

## Nuts, Seeds and S...



- Walnuts
- Almonds
- Pistachios and Peanuts
- Dried Fruits

## Packaged



- Eggs
- Flour & Baking Products
- Pasta
- Fats and Oils



**Thank you for you attention**

**Dimosthenis Karageorgiou**  
**[dkarag@prismael.com](mailto:dkarag@prismael.com)**

# Digital Database



The particular Deliverable aims at facilitating local businesses in meeting needs on specialized skill sets, *inter* versa, to help professionals to contacting businesses.

It is expected to reduce operational costs, to trigger innovation, to bridge gaps between organisations and businesses, to improve access of skilled workforce to the market, to establish links between the local enterprises and the academia (and not only) of other areas.

Interreg  
Crete-Bulgaria  
MARCH





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

**INFO EVENT KICK OFF CONFERENCE**  
JANUARY 18, 2023 at 17:00

*Evros Chamber event hall, in Alexandroupolis,  
307 Dimokratias Avenue, 4th floor.*

17.00 - 17.15	Registration
17.20 - 17.35	Welcoming – Brief Presentation of entrepreneurship in Thrace <i>Mr. Antonis Frantzis, Federation of Commerce and Entrepreneurship of Thrace</i>
17.35 - 17.45	Greeting <i>Mr. Christos Siromachos, KAELE</i>
17.45 - 18.15	MarCh Presentation <i>Mr. Sakis Karamoschos, TRANSCOOP</i>
18.15 - 18.35	MarCh in Kardjali <i>Mr. Stoyan Dinev, RIA</i>
18.35 - 19.10	MarCh digital tools <i>Mr. Karageorgiou Dimosthenis, PRISMA ELECTRONICS SA</i>
19.10 - 19.30	Closing - Remarks

*The Project is co-financed by the European Regional Development Fund and by national resources of the countries participating in the Interreg V-A Cooperation Program "Greece-Bulgaria 2014-2020"*



Μετατροπείας της Αγοράς  
Market Changer

## MarCh Project

Ανάπτυξη Στρατηγικών για τις Τοπικές Επιχειρήσεις  
Developing Local Business Strategies

INMAYFIELD  
MAYFIELD  
MAYFIELD

Attendance Sheet

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Interreg  
Greece-Bulgaria  
MarCh

ΠΡΟΓΡΑΜΜΑ ΕΝΕΡΓΕΙΑΣ  
INTERREG V-A ΕΛΛΑΔΑ - ΒΟΥΛΓΑΡΙΑ 2014-2020  
"Market Change" - "MarCh"

## Το Έργο MarCh The MarCh Project

Kick- Off Meeting  
Αλεξανδρούπολη, 18 Ιανουαρίου 2023

Εθνική Αρχή Διαχείρισης  
Εταιρεία Διεθνούς Εκπαίδευσης και Ανταλλαγών - ΕΠΕΚΕΔΕ



per capita (2020) 5,642 EUR

household member (2021) 3,254 EUR

y (2020) 6,496 EUR

n living in material deprivation (2021) 20.50%

iving below the country's poverty line (2021) 25.50%

*Stoyan Dinev, RIA - Kardzhali*



