



**BULGARIAN TRAVEL AND INVESTMENT  
DEVELOPMENT CENTRE IN CHINA**



**Ministry of Economy,  
Energy and Tourism**



**Ministry of Foreign Affairs**



**INVEST BULGARIA  
AGENCY**



**Plovdiv Municipality**

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**Bulgarian-Chinese Forum for Investments and Tourism**  
**DISCOVER AND INVEST IN BULGARIA**

**Plovdiv, May 27–29, 2013**

*Under the patronage of the President of the Republic of Bulgaria, Rosen Plevneliev*

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Partners:



**M3 Communications Group, Inc.**  
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**Bulgarian-Chinese Business Development Association**  
保中商业发展协会



## **Rosen Plevneliev**

President of the Republic of Bulgaria

Dear Friends,

The existing relationship between Bulgaria and the People's Republic of China is excellent. Bulgaria was the second country in the world to recognize the PRC. For more than 60 years

the cooperation between our two countries is continuously developing in search of new opportunities for the implementation of joint projects.

Representatives of the Bulgarian state, the different regions, and our business delegations are frequent guests in friendly China. With our traditional Bulgarian hospitality we welcomed Mr. Xi Jinping, as the vice-president of China, Ms. Chen Zhili, as the vice-chairman of the Standing Committee of the National People's Congress, General Xu Caihou, vice-chairman of the Central Military Commission of the People's Republic of China.

Today, China is one of the biggest trade partners of Bulgaria and we support Chinese investors in their desire to realize their projects within the borders of our country. China is a strategic partner and Chinese investments in all sectors of the economy are welcome. Bulgarian-Chinese cooperation has deep roots and received new impetus in recent times.

Thanks to its strategic position in the region, financial and economic stability, favorable tax and investment policies, developed transport infrastructure and skilled workforce, Bulgaria is a natural gateway to Europe for Chinese business. Bulgaria offers the lowest tax rate in the European Union and has a determined state support for the investments of companies from friendly China.

A joint effort is required to make our existing partnership worth. We welcome the twelve measures for further development of cooperation between China and the countries of Central and Eastern Europe proposed by the Chinese Prime minister, including the creation of a line of credit, investment cooperation fund, as well as joint development of economic and technological zones and bilateral working groups aiming to stimulate the trade and the investment.

This forum provides an excellent opportunity for Chinese business community to recognize Bulgaria as an attractive destination for investments and tourism, to create partnerships which are necessary for the achievement of our common goals.

Good Luck!



## **DISCOVER AND INVEST IN BULGARIA**

The main aim of the Bulgarian-Chinese Forum for Investments and Tourism Discover and Invest in Bulgaria is to stimulate the development of the business relations between China and Bulgaria. Specific projects to attract more Chinese investments and tourists in Bulgaria will be discussed at the conference. The forum Invest in Bulgaria which took place in November 2012 in Shanghai proved that the two countries are eager to strengthen their mutually beneficial partnership.

Discover and Invest in Bulgaria will focus on the expansion of contacts between Bulgarian and Chinese companies in various fields which will further enhance their cooperation in the coming years. The main task in this direction is to implement the decisions of the summit between China and the countries of Central and Eastern Europe in April 2012 in Warsaw.

A priority of the initiative is the increase and diversification of trade relations, infrastructure development, high technology and green economy, practical sharing of best practices in science, culture, and tourism. Thus, the economic potential and the competitiveness of Bulgaria and China will be increased and will create a bridge from the Asian giant to the big market of the EU.

[\*\*www.chinainbulgaria.com\*\*](http://www.chinainbulgaria.com)

# PROGRAM

## 27.05.2013, Monday – Welcome to Bulgaria \*

- **Transportation** from Sofia airport to the city of Plovdiv
- **Accommodation and leisure**
- **Dinner for the guests** organized by Mr. Ivan Totev, Mayor of Plovdiv Municipality

\* The program is available for the guests from China.

## 28.05.2013, Tuesday

8:30 - 9:00 am – **Registration**

9:00 am **Official Opening**

**Assen Vassilev**, Minister of Economy, Energy and Tourism of the Republic of Bulgaria

**H.E. Guo Yezhou**, Ambassador of People's Republic of China in the Republic of Bulgaria

**Evgeni Angelov**, Economic adviser of the President of Republic of Bulgaria

**Ivan Totev**, Mayor of Plovdiv Municipality

### PART I: INVEST IN BULGARIA

- *Strategic directions in the development of the relationships and the future economic partnership between Bulgaria and China, based on the decisions taken at the Meeting between the Prime Ministers of China and the Central and Eastern European Countries, held on April 26, 2012, in Warsaw*

**Angel Orbetsov**, Director of America, Asia, Australia and Oceania Department at the Ministry of Foreign Affairs of Bulgaria

**Ivan Todorov**, Chairman of Bulgarian Travel and Investment Development Centre in China

- *Visa policy of Bulgaria for Chinese citizens*
- Bozhidara Sarchadzhieva**, Head of National Visa Centre Department, Directorate Consular Relations, Ministry of Foreign Affairs of Bulgaria

11:00 - 11:30 am - Coffee Break – Tasting of Bulgarian dairy products

- *The geostrategic position of Bulgaria as a major transit hub on the Balkan Peninsulas and a gateway to the EU. Opportunities for Investments in Bulgaria*

**Borislav Stefanov**, Executive Director of Bulgarian Investment Agency

- *Potential for Business activities in the Bulgarian industrial zones*

**Plamen Panchev**, Chairman of the Board, Sienit Holding  
**Valery Andreev**, CEO of National Company Industrial Zones Jsc

- *Practical experience in realizing investment projects in Bulgaria*

**Aurelio Calicchia**, Key Accounts Director and Director of Sales, Huawei Technologies Co., Ltd.

12:30 - 13:30 pm - **Lunch**

13:45 pm **PART II: DISCOVER BULGARIA**

- *Bulgaria – attractive tourist destination at the heart of the Balkans*

**Ivo Marinov**, Deputy-Minister of Economy, Energy and Tourism

- *Plovdiv – a touch of art and history*

**Stefan Stoyanov**, Deputy-Mayor of Plovdiv Municipality

- *Bulgaria as a tourist destination - specialized types of tourism and thematic tours (wine, spa and golf tourism).*

*Opportunities for joint tourism programs in the Balkans*  
**Ph.D. Sonya Alexieva**, Head of Department “Tourism” at New Bulgarian University - Sofia

15:00 - 15:30 pm – Coffee Break – Demonstration of cosmetic products made from Bulgarian roses

- *Bulgaria - the country of wine*

**Krasimir Koev**, Executive Director of Executive Agency on Vine and Wine

- *Language and cultural preparation of employees to work with China*

**Prof.Dr. Alexander Alexiev**, Director of Confucius Institute in Sofia

13:30 - 18:00 pm – **Business meetings** – upon preliminary request.  
Presentation of individual investment projects

18:30 - 20:30 pm – **Gala Dinner** with tasting of Bulgarian wines

## 29.05.2013, Wednesday

9:00 - 12:00 am – **Tourist walk around Plovdiv \*** (by appointment)  
**Business meetings** (by appointment)

12:00 - 13:00 pm – **Lunch \***

14:30 pm – **Departure**

\* The program is available for guests from China.

## REQUEST FOR PARTICIPATION

Request for participation in the forum can be made by completing the registration form online.

**[www.chinainbulgaria.com](http://www.chinainbulgaria.com)**

For more information and contact:

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## BULGARIA: GATEWAY TO EUROPE



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