



Invest Bulgaria – your success is our mission



About us

- One-stop-shop
- End-to-end support
- Enhance investment climate
- Synergies with the ecosystem
- Support for future expansions



Tailor-made solutions



Long-term partnership approach



Added Value



Agility

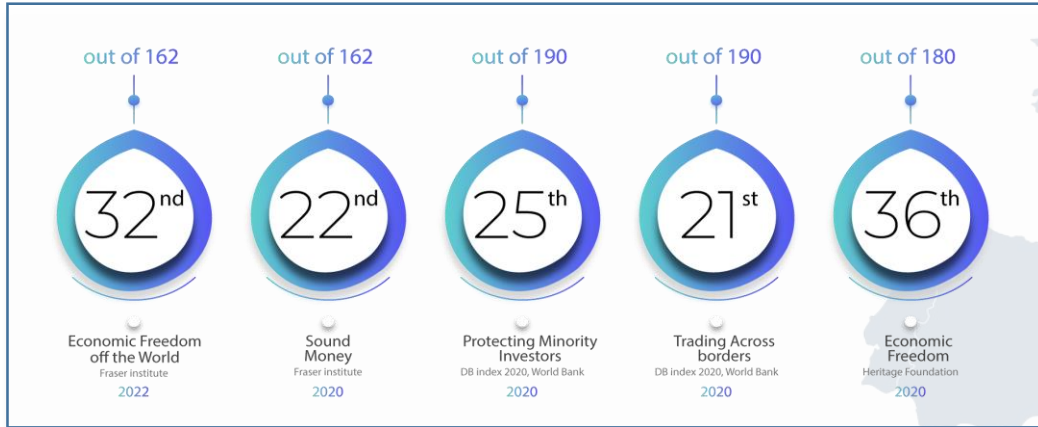
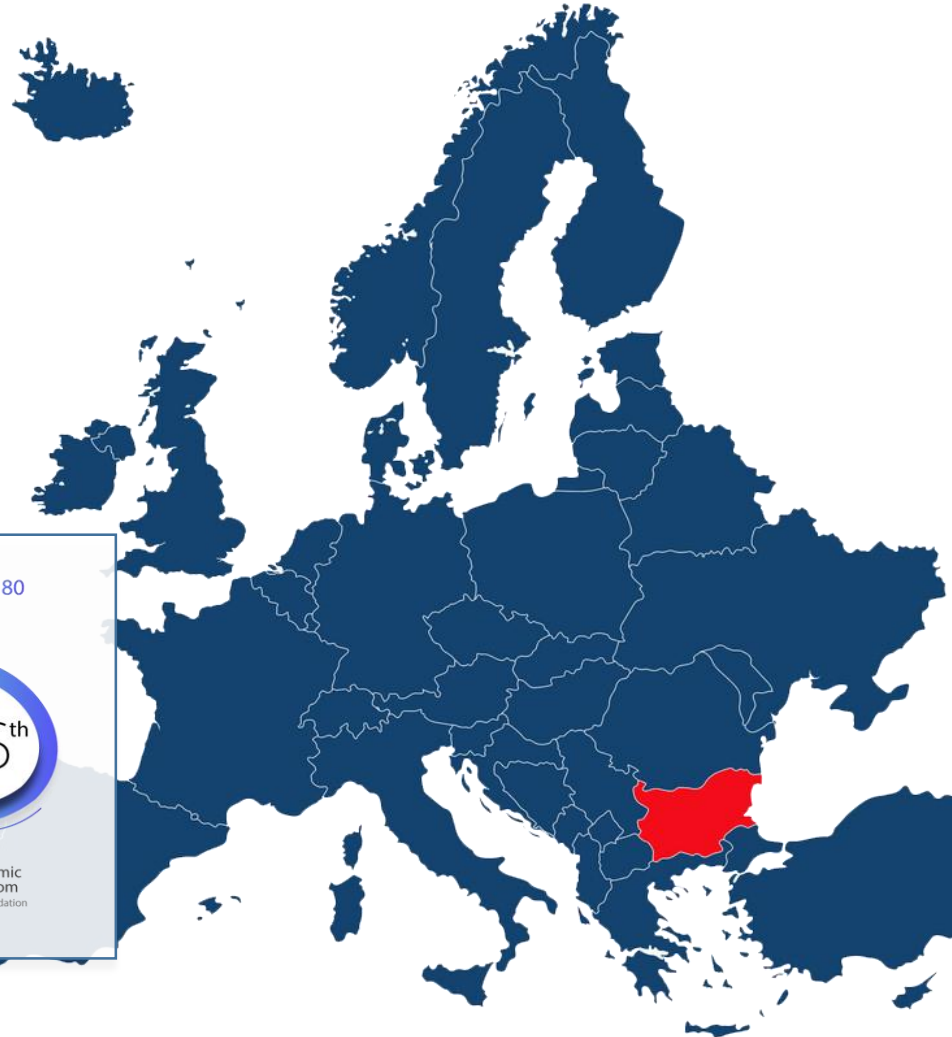
Bulgaria

TOTAL AREA - 110,994 km²

POPULATION - 6.8 million

CAPITAL CITY - Sofia

MEMBER OF EU, NATO, IMF, WTO



Why Bulgaria

Market

Free export to the EU

Access to 1.3 bn customers

Connecting point to Asia and Middle East

People

One of the strongest IT and engineering talent pools in EU

50% speak at least one foreign language

Labour force – 3,3 mln people with 5,3% unemployment rate

Competitive

GDPR and EU expertise

Access to +\$20 bn of national and EU funding by 2030

Resilient infrastructure and low operational costs



Competitive in the EU

- In 2022, GDP **grows by 3.4%**
- Among the first in terms of annual **growth of industrial production** in the EU **+17%**
- **Resilient electricity and gas supply** at one of the most competitive prices in the EU
- One of **most favorable cost of living among** major CEE countries
- The **most competitive operational costs** in the EU

Did-you-know

Bulgaria is in Top 10 countries in the world with fastest mobile internet connection

Bulgaria ranks 3rd in terms of IT specialist per capita

Bulgarian Olympiads are at the top of the world rankings in mathematics, informatics and physics

First world-class AI research and deep-tech institute in Eastern Europe

Transportation and Logistics

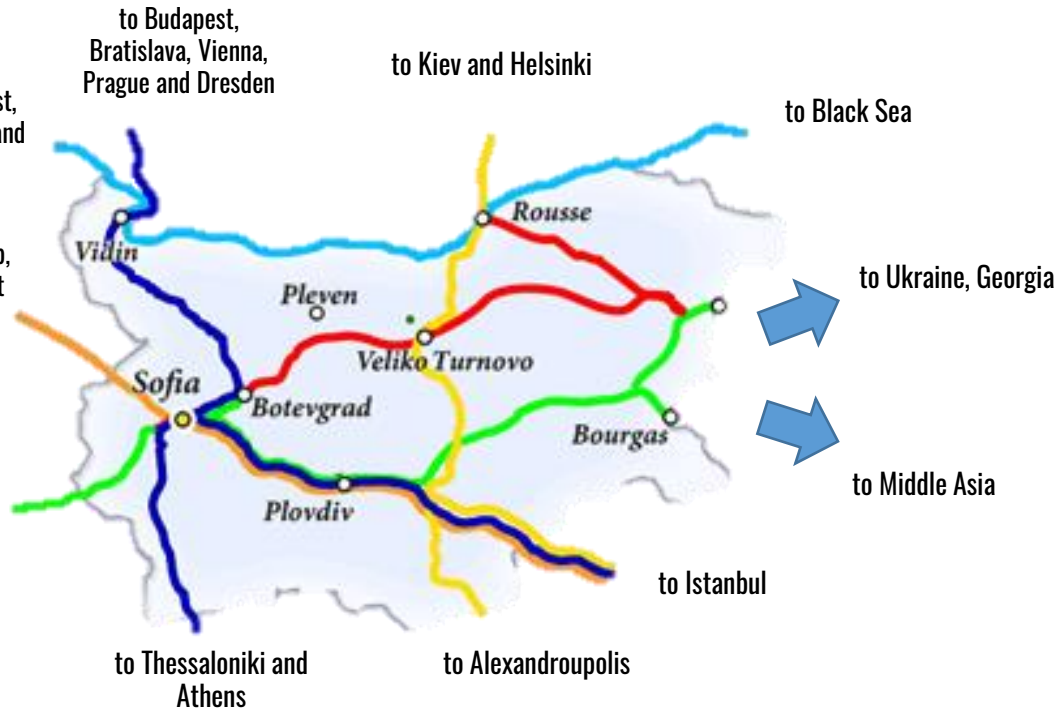


to Budapest,
Bratislava, Vienna,
Prague and Dresden

to Budapest,
Bratislava and
Vienna

to Belgrade, Zagreb,
Ljubana, Budapest
and Vienna

to Skopje, Tirana, Bari
and Valona



Energy

- Secured energy supply – 3rd biggest net exporter of electricity in Europe for 2022 (balancing systems in the neighboring countries)
- The country exports 33% of its domestic electricity consumption
- Diversified energy sources
- Sustainable natural gas supply
- Projects for energy storage under planning and development
- 1.4 GW of new RES by the end of 2026
- Project for biggest hydrogen valley in EU



Bulgaria has made a commitment to reduce carbon emissions by 40% by 2026 as part of the EU green transition

Taxation rates

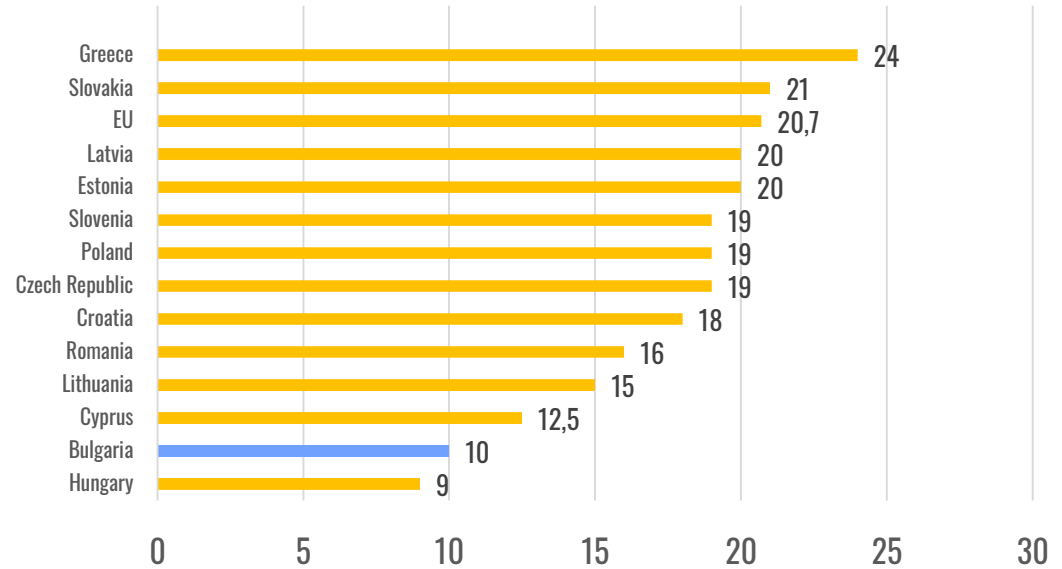
One of the lowest in the EU

10 % Corporate income tax - flat

10 % Personal income tax

General VAT is 20 %

CIT rates



The image features a blue-tinted background showing the front end of a car. A semi-transparent wireframe grid is overlaid on the car's body panels. Several numerical values are scattered across the image, including (001), 3.254, 21.365, 3.254, 4.215, 4.287, 6.214, 2.367, 5.236, and 4.287. A large blue triangle is positioned in the top right corner.

AUTOMOTIVE IN BULGARIA

Automotive



EUR 0.5 Bn
Turnover



9 000
Workers



9 of 10
Export



30
Companies



1
R&D center



< 1 %
of the GDP

2012

Automotive



EUR 8 Bn
Turnover



75 000+
Workers



9,9 of 10
Export



350+
Companies



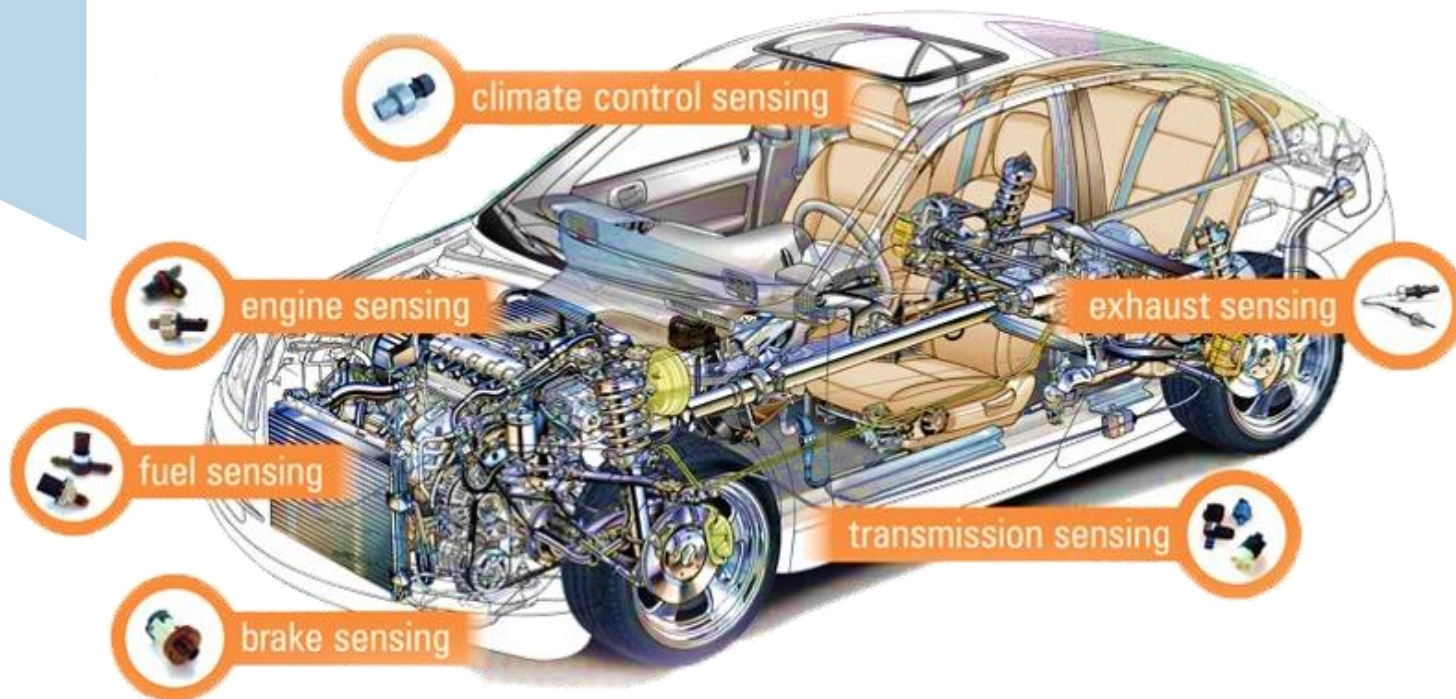
36
R&D center



10-11 %
of the GDP

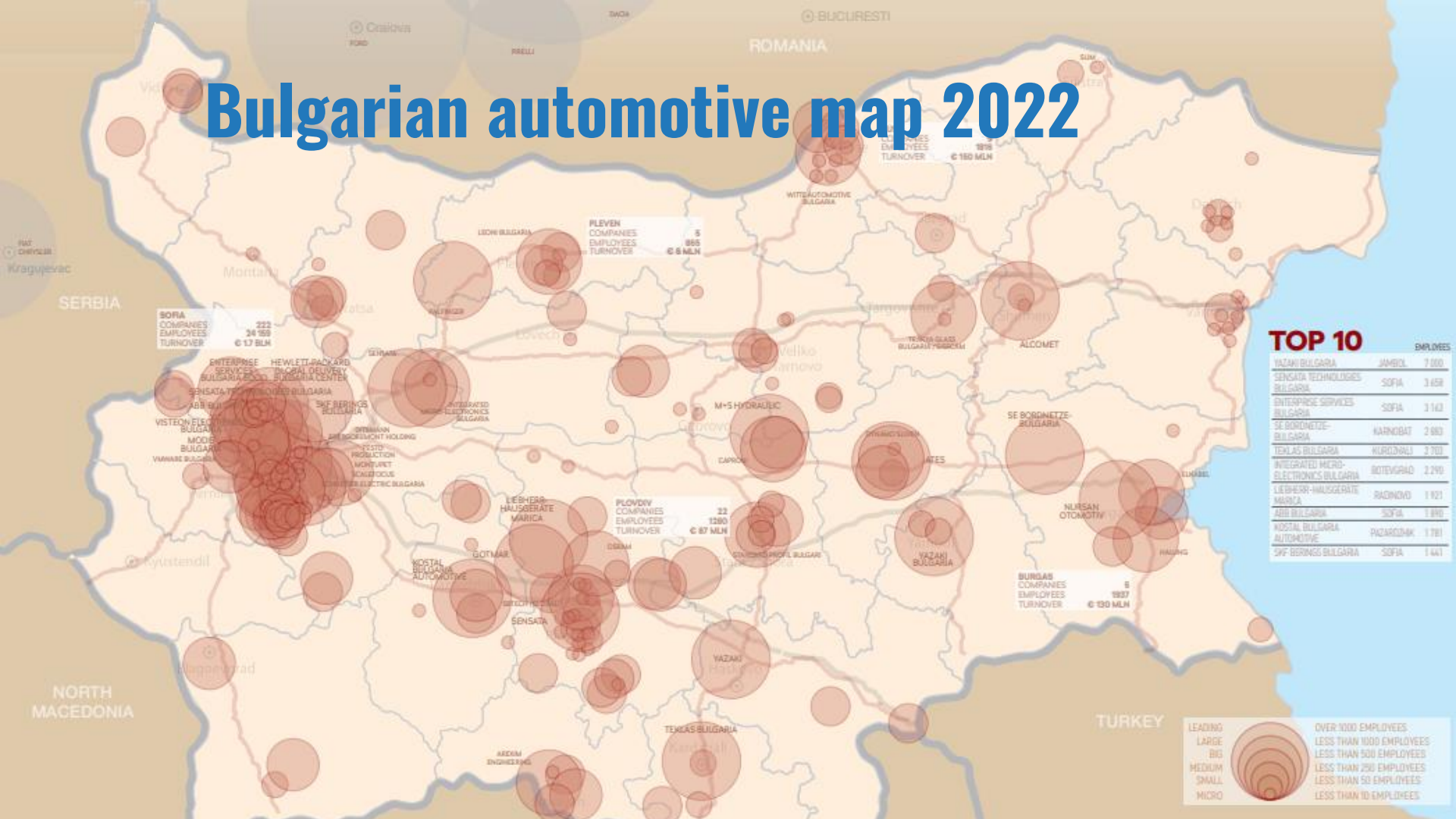
2022

80% OF THE SENSORS IN ALL EUROPEAN CARS ARE MADE IN BULGARIA



AUTOMOTIVE IS THE BOOMING PART OF THE INDUSTRY IN BULGARIA

Bulgarian automotive map 2022



SOFIA
COMPANIES
EMPLOYEES
TURNOVER
222
24 158
€ 17 BLN

PLEVEN
COMPANIES
EMPLOYEES
TURNOVER
5
865
€ 8 MLN

PLOVDIV
COMPANIES
EMPLOYEES
TURNOVER
22
1280
€ 87 MLN

BURGAS
COMPANIES
EMPLOYEES
TURNOVER
5
1937
€ 130 MLN

TOP 10			EMPLOYEES
YAZAKI BULGARIA	JAMBOL		7 000
SENSATA TECHNOLOGIES BULGARIA	SOFIA		3 658
ENTERPRISE SERVICES BULGARIA	SOFIA		3 143
SE BORDNETZE-BULGARIA	KARNOBAT		2 883
TEKLAS BULGARIA	KURDZHALI		2 703
INTEGRATED MICRO-ELECTRONICS BULGARIA	ROTEVGRAD		2 290
LEIBERH-HAUSGERATE MARCA	RACINOVO		1 921
ABB BULGARIA	SOFIA		1 890
KOSTAL BULGARIA AUTOMOTIVE	PAZARSIK		1 781
SKF BERINGS BULGARIA	SOFIA		1 441

LEADING		OVER 1000 EMPLOYEES
LARGE		LESS THAN 1000 EMPLOYEES
BIG		LESS THAN 500 EMPLOYEES
MEDIUM		LESS THAN 250 EMPLOYEES
SMALL		LESS THAN 50 EMPLOYEES
MICRO	LESS THAN 10 EMPLOYEES	



Developing a better ecosystem

- The state together with Bulgarian companies plans to develop training methods through digital and mixed reality for experts in a specific segment - production, assembly, development, even before the investment happens and the plant is built.
- Collaboration with different organizations to build this type of training centers.

Bulgaria plans to build development units for Bulgarian companies to be prepared for Tier 1,2 suppliers, so that large manufacturing investors with big requirements can work with the Bulgarian ecosystem.

Education and innovation

INSAIT the first world-class AI research and deep-tech institute in Eastern Europe

Affiliated by... **ETH** zürich **EPFL**

- ❖ World-class academic standards, industry support and scientist
- ❖ PhD students, researchers, deep-tech IP, start-ups creation, and exchanges
- ❖ Access to one of the world's strongest talent pools in the AI and computing in general: Eastern Europe

650

Start-ups &
Scale-ups

\$100M initial
government funding



63

Research centers and
independent software schools

\$15M industry
support



20

Private software
academies

Certification criteria

Under the Investment Promotion Act (IPA)



EMPLOYMENT ESTABLISHMENT

Creating new working places is within the requirements for receiving certificate by the investor.



ECONOMIC ACTIVITY

The targeted sectors are defined by the State and high-tech, high-value-added projects are prioritized.



LOCATION

Locations with higher unemployment rates are prioritized and more incentives could be provided by the State.



Government incentives

Financial incentives

- Financial support for training;
- Social security cash back;
- Financial support for construction of the elements of the technical infrastructure;
- Acquisition of private-municipal or private-state owned land.



Provision of Tailor-made Incentive package for Priority Investment Projects

Non-financial incentives

- Shortcut on administrative terms;
- Individual administrative and information support;
- Interdepartmental task force for institutional support;
- Establishment of public-private partnership with municipalities, universities and other organizations;
- Acquiring real estate (private state or private municipal property) without a tender or a competitive bidding procedure.

Investor's success is our mission



Alcomet

"...We were supported by **InvestBulgaria Agency** during the implementation of our investment program, with all possible financial and human resources."



Nestlé
Petar Stoilov
Member of the directors board

"...**Bulgaria** has a huge potential to attract more **strategic investors** to develop and implement innovations with the support of the highly qualified Bulgarian specialists."



Schneider Electric Bulgaria
Radoslav Koshkov
Manager

"...**Schneider Electric** has an excellent relationship with InvestBulgaria Agency since the time of our first investment in production, more than **20 years ago**. We are successfully partnering with IBA in the mission to show advantages of Bulgaria as an investment destination."



Victor Karadjov
Head of GBS Center



Acronis
Stanislav Protassov
Technology President and Co-founder

"...The country has good traditions in IT and experienced specialists in the field of computer science and software engineering. Bulgaria is a unique place for **Acronis**, as this is where the company's main and largest **R&D center** is located."

"...**Palfinger** chose **Sofia** for its Global Business Service Center because of the accumulated knowledge in the field of business services and presence of established specialists in the industry."

Why Bulgaria?



STABILITY

- ❑ EU, NATO & WTO member
- ❑ Currency board
- ❑ Low budget deficit and government debt



EDUCATED AND SKILLED WORKFORCE

- ❑ 80 000 students
- ❑ 25 % of population hold university degree
- ❑ 49,5 % of population speak at least one foreign language



EASY MARKET ACCESS

- ❑ European Union
 - ❑ Turkey
 - ❑ Middle East
- 1,3bn customers**



REDUCED COST AND RISK

- ❑ Attractive taxation system
- ❑ Competitive cost of labor
- ❑ Favorable office rents and low cost of utilities



GOVERNMENT INCENTIVES

- ❑ Social security benefits
- ❑ Tax benefits
- ❑ Government grants

InvestBulgaria Agency

📍 23 Vrabcha Str., Sofia 1000, Bulgaria

✉ iba@investbg.government.bg

☎ +359 2 985-5500

www.investbg.government.bg

THANK YOU!



INVESTBULGARIA
AGENCY