

E U R O P E A N D A Y O F T H E E N T R E P R E N E U R (Draft Programme)

OPPORTUNITIES AND CHALLENGES IN THE ENLARGEMENT OF THE EUROPEAN MARKET

Under the auspices of the Bulgarian Prime Minister Mr. Simeon Saxe-Coburg Gotha

4 November 2004 (Thursday)

Plenary Session

Hall "Vitosha", Inter Expo Centre		
Moderator: Assoc. Prof. Roumen Nikolov, Sofia University "St. Kl. Ochriski"		
<i>8.00 – 9.00</i>	<i>Registration. A cup of coffee</i>	
9.00 – 9.25	Opening	Mr. Stefan Sofianski , Mayor of Sofia Prof. Dr Boyan Bioltchev , Rector, Sofia University "St. Kl. Ochriski" Mr. Simeon Saxe-Coburg Gotha , Prime Minister H.E. Mr. Dimitris Kourkoulas , Head of the EC Delegation to Bulgaria
<i>9.25 – 9.30</i>	<i>Organisational Break</i>	
Moderator: Ms. Sasha Besuhanova, Vice-President, Bulgarian International Business Association		
9.30 – 9.45	Policy of the Bulgarian Government for Entrepreneurship Encouragement ➤ Topic...	Ms. Lydia Shouleva , Deputy-Prime Minister and Minister of Economy
9.45- 10.00	➤ Policy of the Ministry of Finances for Encouragement of the Entrepreneurship	Mr. Stamen Tassev , Vice-Minister of Finances
10.00 - 10.15	➤ Challenges to Bulgarian business in the context of Bulgaria Accession to the EU	Ms. Meglena Kuneva , Minister of European Affairs and Chief Negotiator
10.15 - 10.30	On the Road to the European Union – Opportunities and Challenges ➤ Opportunities and Challenges for Bulgaria Based on the Innovation Scoreboard	Mr. Franck Dupont , European Commission, DG Enterprise, "Innovation Policy" Unit
10.30 - 10.45	➤ Regional Nodes of the Economic Growth: Institutional Topology of the Entrepreneurship and Innovation	Mr. Takis Damaskopoulos , Executive Director, European Institute for Interdisciplinary Research, France
<i>10.45 - 11.15</i>	<i>Coffee Break</i>	
Moderator: Assoc. Prof. Roumen Nikolov, Sofia University "St. Kl. Ochriski"		
	Position of the Bulgarian Entrepreneurs	
11.15 – 11.30	➤ The Public-Private Partnership	Mr. Vassil Vassilev , Chairman of the Management Board of the Employers Association in BG.
11.30 – 11.45	➤ The Multinational Companies – an Agent of Speeding the Bulgarian Economy Integration into the European Market	Ms. Sasha Bezuhanova , Vice-President, Bulgarian International Business Association
11.45 – 12.00	➤ Readiness of Bulgarian Companies to Join the Single European Market	Mr. Bojidar Bojinov , President of Bulgarian Chamber of Commerce and Industry (BCCI)
12.00 – 12.15	➤ Economy Competitiveness	Mr. Kamen Kolev , Managing Director "Industrial Development", Bulgarian Industrial Association (BIA)
	Pre-accession and Structural Funds of the EU	
12.15 – 12.30	➤ European Funds and Programs for Encouraging Entrepreneurship	Ms. Boriana Pencheva , Director "Absorption and Management of EU Funds", Ministry of Finance
12.30 – 12.45	➤ National Plan for Development for the Period 2007-2013	Mr. Roumen Borissov , Director "Agency for Economic Analysis and Forecasting", Ministry of Finance
12.45 – 13.00	➤ EU Financial framework for the period 2007 – 2013	Ms. Ingrid Shikova , Information Centre at the Delegation of the European Commission to Bulgaria
<i>13.00 – 14.30</i>	<i>Lunch</i>	

PANEL SESSIONS, 4 NOVEMBER 2004

	Hall "Vitosha"	Hall "Rodopi"	Hall "Rila"	Hall "Pirin"
15. 00 – 16. 30	<p>Panel Session 5 Encouragement of Innovation Moderators: Ms. Maria Stefanova-Pavlova, Director, CITT_Global, Ms. Christina Andonova-Chitrova, Development of the Business Environment" Dept., Directorate "Enterprise policy", Ministry of Economy</p>	<p>Panel Session 7 The initiative i-Bulgaria – EU Programmes in the field of IT, Oriented towards the Business Moderator: Mr. Alexander Ognyanov, Director IS&IT, Ministry of Transport and Communications</p>	<p>Panel Session 11 Investors in People – best practices Moderator: Ms. Tanya Boyadjieva, Director "HR Consultant Services, Deloitte Bulgaria</p>	<p>Panel Session 13 Transfer from Entrepreneurial to Professionally Managed Company Moderator: Mr. Kiril Todorov, Director of Entrepreneurship Development Centre</p>
	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Ms. Emilia Radeva, Senior Expert, ME: "Innovation Strategy of Bulgaria" ➤ Mr. Pol van der Bergen, Representative of the Netherlands Chair of EUREKA: "EUREKA and the conversion of knowledge into new business" ➤ Mr. Svatopluk Halada, Representative of the EUREKA Secretariat: "How to Develop Eureka Project. Successful EUREKA Stories" ➤ Ms. Zoya Damianova, Senior Counsellor, ARC Fund: "Bulgarian Experience in Development of Regional Development Strategies" ➤ Mr. Andreas Lutz, Gründer Regio M: "Bavaria Policy for Development of Innovation Centres" ➤ Acad. Borislav Boyanov, Chairman of AASIE, "Project for development of Information Business Incubator" ➤ Ms. Sasha Bezuhanova, Vice-President, Bulgarian International Business Association: "IT strategy as an Element of the Innovation Policy" ➤ Mr. Kiril Jeliakov, Mr. Benislav Vanev, Mr. George Shivarov, BIA: "Companies Competitiveness and the Cluster Approach" 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Mr. Alexander Ognyanov, Director IS&IT, MTC: "The Initiative i-Bulgaria" ➤ Mr. Krassimir Simonski, Project manager, Project "Telecentres": "Innovations in i-Centre" ➤ Mr. Ashod Derandonyan, Business and Financial Analyst of Project "Telecentres": "Business Processes in i-Center" ➤ Mr. Petko Ruskov, Content Coordinator of Project "Telecentres": "Processes of Aggregation and Dissemination of Content in i-Centre" ➤ Ms. Polina Ilieva, Telecentre Manager, Project "Telecentres": "Best Practices in the Pilot i-Centres" ➤ Ms. Irina Tzakova, Lawyer: "The e-municipality: legal aspects" 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Ms. Sonia Angelova, Executive Director, Bulgarian Human Resources Management and Development Association: "Presenting the BHRMDA activities" ➤ Ms. Jenny Lozeva, HR Manager, "Bravo" Ltd, "Challenges in front of HR in the small and medium-sized business. Examples from the practices of an industrial enterprise" ➤ Mr. Angel Angelov, Manager "D&A Consult": "Consulting and Training for Small Enterprises" ➤ Ms. Tanya Boyadjieva, Director "HR Consultant Services, Deloitte Bulgaria: "Relations between the organisational culture and the company's productivity" ➤ Discussion on the topic "Role of HR in Small and Medium Enterprises" 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Mr. Kiril Todorov, Director of Entrepreneurship Development Centre: "Principal Moments in the Transfer from Entrepreneurial to Professionally Managed Company" ➤ Mr. Kostadin Kolarov, Manager in Entrepreneurship Development Centre: "The Transfer from Entrepreneurial to Company Culture" ➤ Mr. Iliia Kereziev, PhD student in Department "Industrial business and entrepreneurship", University of National and World Economy: "Managing Development of the New Economy Companies" ➤ Discussion on the topic "Entrepreneurs"
16. 30 – 17. 00	<i>Coffee Break</i>			
17. 00 – 18.30	<p>Panel Session 6 Business and Innovation – Cooperation in the Name of Success. NETWORK FOR TECHNOLOGICAL TRANSFER Moderator: Mr. George Voutev, Director of GIS Transfer Centre, Bulgarian Academy of Sciences</p>	<p>Panel Session 10 Compulsory Requirements for the Entrepreneurs in the EU Moderator: Mr. Borislav Georgiev, Director International Economic Relation, Bulgarian Industrial Association</p>	<p>Panel Session 2 Approaches and Instruments to Support the Investors in Bulgaria Moderator: : Mr. Yulian Balchev, Expert, Bulgarian Investment Agency</p>	<p>Panel Session 14 Cultural Tourism in Bulgaria – Challenges and Advantages Moderator: Ms. Kremena Tzvetkova-Nedyalkova, Senior Expert, Direction "Development of the touristic product", Tourism Agency</p>
	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Mr. Mircho Mirchev, MSI Bulgaria, Bulgarian Industrial Association: "Innovation for Business" Initiative" ➤ Mr. Angel Milev, Coordinator, Innovation Relay Centre, Bulgaria ➤ Mr. George Voutev, Director of GIS Transfer Centre, BAS: "Electronic Technology Market" ➤ Mr. Dimitar Christov, Manager, "Hiron MC": "European Virtual Incubator for Education and Support to High-tech Entrepreneurship" ➤ Mr Nikolay Minkov, Chairman of the Energy and Utilities Committee at Bulgarian International Business Association: "Infrastructure and Innovation" ➤ Discussion 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Ms. Galia Bojanova, Director Vocational Education and Training, Bulgarian Industrial Association: "Healthy and Safety Work Conditions" ➤ Mr. Dimitar Brankov, Director Clean Industry Center, Bulgarian Industrial Association: "Ecological Requirements" ➤ Mr. Borislav Georgiev, Director International Economic Relation, Bulgarian Industrial Association: "Non-Tariff Trade Policy Measures" ➤ Ms. Olga Manafova, Vice-President of the State Agency for Metrology and Technical Surveillance: "Transposition and Implementation of European Technical Legislation in Bulgaria" 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Mr. Yulian Balchev, Bulgarian Investment Agency: "Municipal Network for Support of Investors in Bulgaria" ➤ Mr. Yulian Balchev: "The New Act on Support of Investments in Bulgaria" ➤ Ms. Lillia Sofia Poggantcheva, Consultant: "Bulgarian Investment-Information Network (BIIN)" ➤ Ms. Lillia Sofia Poggantcheva: "Bulgarian Investment Portal" ➤ Ms. Violetta Kunze, Lawyer: "Legislative-Organisational Entities According to the Commercial Act and Investments" 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Ms. Liliana Vesselinova, Senior Expert, Ministry of Economy: "Bulgarian Cultural-Historical Heritage, Presented by Handicraft and Traditions"; ➤ Mr. Yavor Koynakov, Director of Euro-Bulgarian Cultural Centre: "Financing Projects in the Field of Culture" ➤ Discussion
18. 30	<i>Cocktail</i>			

5 November 2004 (Friday)

Plenary Session

Moderator: Prof. Kiril Topalov, Chairman of the European Integration Commission to the Sofia Municipality Council

Hall "Vitosha", Inter Expo Centre

Policy of the Bulgarian Government for Entrepreneurship Encouragement and ...		
9.00 – 9.15	➤ Role of the State for Support of Innovation in the Field of High Technologies"	Mr. Nikolay Vassilev , Deputy-Prime Minister and Minister of Transport and Communications
9.15 - 9.30	➤ Regional Innovation Strategies – One Necessary "motor" for Speeding Regional Development"	Ms. Petya Gegova , Deputy-Minister of Regional Development and Public Works
9.30 – 9.45	➤ Negotiations of Bulgaria with the EU on Chapter "Agriculture" and the Reform of the EU Common Agricultural	Ms. Meglana Plugchieva-Alexandrova , Deputy Minister of Agriculture and Forestry
9.45 – 10.00	... the Position of the Bulgarian Entrepreneurs ➤ Development of Interrelation Society-State-Business – Technological and Structural Aspects"	Mr. Christo Traykoff , Alliance for Strategies and Development of Information Society
10.00 – 10.15	➤ Are the Grant Schemes and Projects Acceptable for Financing Entrepreneurship Activities?	Ms. Magdalena Ivanova , CMC Manager
10.15 – 10.30	➤ Bulgarian agriculture producers - between national and EU policies	Ms. Andriana Sukova-Tosheva , Executive Director, Bulgarian International Business Association
<i>10.30 – 11.00</i>	<i>Coffee Break</i>	
11.00 – 11.15	Entrepreneurs Encouragement by Good Management at a local Level	Mr. Stefan Sofianski , Mayor of Sofia
11.15 – 11.30	The New Act on Public Procurement – Transparency and Publicity	Ms. Miglana Pavlova , Director, Public Procurement Agency at the Ministry of Economy
11.30 -11.45	PAXIS Network. Best European Practices, produced in the Network ➤ TRANSACT Project – the Transfer of Start-up Support Mechanism to Different Contexts, project results and conclusions	Ms. Petra Brüning , Innovation und Bildung Hohenheim GmbH, Germany
11.45 – 12.00	➤ Region Sofia as an Associated Member of PANEL Network	Mr. Marc Jochemich , Project manager, Gründer Regio M, PANEL/PAXIS
12.00 – 12.15	Presentation of the Bulgarian Network for Researchers' Mobility ➤ Official launch of the Bulgarian Researchers' Mobility Network and Portal	Prof. Kamen Velev , Deputy Minister of Education and Science
12.15 - 12.30	➤ The European Network ERAMORE	Mr. Bruno Schmitz , Head of Unit "Research Training Networks", DG "Research", European Commission
12.30 - 12.45	➤ Presentation of the Bulgarian Network and Portal for Researcher's Mobility	Mr. Roumen Nikolov , Vice-Dean, Faculty of Mathematics and Informatics, Sofia University "St. Kliment Ohridski"
12.45 – 14.00	<i>Lunch</i> Press Conference on Presentation of the Bulgarian Network for Researchers' Mobility	

PANEL SESSIONS, 5 NOVEMBER 2004

	Hall "Vitosha"	Hall "Rodopi"	Hall "Rila"	Hall "Pirin"
14.00 – 15. 45	<p>Panel Session 3 Projects for Encouragement of the Innovative Entrepreneurship Moderator: Ms. Silvia Ilieva, Institute of Parallel Processing, Bulgarian Academy of Sciences</p>	<p>Panel Session 1 Financing Entrepreneur Activities Moderator: Mr. Evgeni Tzolov, Project Coordinator, Centre for Information Society Technologies, Sofia University "St. Kliment Ohridski"</p>	<p>Panel Session 9 Mobility of Researchers– a Key for Success? Moderator: Mr. Roumen Nikolov, Vice Dean FMI, Sofia University "St. Kl. Ohridski":</p>	<p>Panel Session 15 Women in Science and Business Moderator: Ms. Snejanka Grozdanova, President of "Women in Industry" Club at Scientific and Technical Union of Mechanical Engineering</p>
	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Ms. Petra Brüning Innovation und Bildung Hohenheim (IBH) GmbH, Germany: "TRANSACT Project" ➤ Mr. Petr Holec, Brno University: „EU Projects for the Support of the Innovation Activities (Proton Europe and Global Start)“ ➤ Ms Elina Zicmane, CARSA, Spain: "PROPLUS Project" ➤ Ms. Silvia Ilieva, Institute of Parallel Processing, BAS: "IDEAL-IST services for SMEs" ➤ Ms. Galina Doynova, Senior Expert, Agency for Small and Medium-sized Enterprises: "SMEs Go Lifesciences" Project 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Mr. Uffe Bundgaard-Jørgensen, InvestorNet (G2G network of venture capitalists): "Venture Capital Needs Versus Potential Portfolio Companies. Creation of New Venture Capital and Seed Capital Markets in the Eastern European countries (EU 10)" ➤ Mr. Vittorio Modena, University of Pavia, Italy "Financing Entrepreneurship: Rationale, Strategies and Practices for South-eastern European Countries" ➤ Mr. Elen Georgiev, Director, International relations, Encouragement Bank AD: "Bulgarian Small and Medium-sized Entrepreneurship: Priority or Periphery" ➤ Mr. Evgeni Tzolov, Project Coordinator, Centre for Information Society Technologies, Sofia University "St. Kliment Ohridski": "High Quality Business Plan" ➤ Mr. Kostadin Munev, Manager Financial Leasing, Project JOBS: "Financial Leasing – Access to Financing for the Small Business" 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Mr. Bruno Schmitz, Head of Unit "Research Training Networks", DG "Research", European Commission: Researchers' mobility - Challenges for Europe ➤ Ms. Albena Vutsova, Director, Scientific Research and Projects Directorate at Ministry of Education and Science: "The mobility of the highly-skilled Bulgarians" ➤ Ms. Elisaveta Gurova, Project Manager, Centre for Information Society Technologies, Sofia University "St. Kliment Ohridski": "International mobility - new opportunities" ➤ Discussion 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Ms. Veselinka Koch, AASIE, Sofia and Gründer Regio M, Munich: "Munich Experience in Encouraging Women's Entrepreneurship" ➤ Ms. Katja Vladimirova, Professor in UNWE and NBU: "Results of the Bulgarian-French project for Investigation of Women's Labour" ➤ Ms. Tanya Naneva, Freelance consultant: "Encouraging Entrepreneurship for Unemployed Women with Engineering and Secondary Technical Education" ➤ Ms. Zoya Spiridonova, Project Coordinator, RBC Pernik: „Conclusions about Women's Entrepreneurship, Drawn from the project "Stimulating the Entrepreneurship by Establishing Stable and Mutually-Sustaining Environment of Contemporary Consulting and Entrepreneurial Practices" ➤ Mrs Tzvetanka Aleksandrova, President of "Consult commerce" Ltd: „Suggestions for Encouraging the Relation Science – Entrepreneurship of Women"
15.45 – 16.15	<i>Coffee Break</i>			
16.15 – 18.00	<p>Panel Session 4 EU Programmes Oriented Towards Business Moderator: Mr. Eli Anavi, Director "Enterprise policy", Ministry of Economy</p>	<p>Panel Session 8 Telecommunication Services in favour of the Entrepreneurs Moderator: Mr. Antoni Slavinski, President of Managing Board of Association Telecommunications</p>	<p>Panel Session 12 Project management Moderator: Mr. Alexander Apostolov, Bulgarian Project Management Association</p>	<p>Panel Session 16 Encouraging the Entrepreneurship among Disabled People Moderator: Mr. Latin Bankov, Member of the management Board of the Union of the Invalids in Bulgaria. Entrepreneur</p>
	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ PHARE Project: "Free Aid for RTD Activities" ➤ PHARE Project: "Consulting Services for SMEs and Technological Grant Scheme" ➤ PHARE Program: "Projects for SMEs" ➤ Ms. Maya Christova, Ministry of Economy: "Participation of Companies in PSO Programme of the Netherlands Government" ➤ Ms. Reneta Kopandanova, Senior Expert, Ministry of Economy, DG "Policy on Enterprise": Project "Establishment of Competitive Start-ups" ➤ MRDPW, DG " PHARE Executive Agency": Transborder Cooperation ➤ Ms. Tashka Gabrovska, Project Manager JOBS Project: "The Business Centres as a Factor for Local Business Development" ➤ EBVR Programme for Financing Business Consulting Services (BAS programme) 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Mr. Christo Christov, Sales Director, SIEMENS I&C: "Siemens and the future of telecommunications" ➤ Mr. Petar Statev, SmartCom Bulgaria Plc.: "Utility Sector – Powerful Catalyst in the Contemporary Market of Telecommunication Services" ➤ Ms. Tzvetelina Dimitrova, Executive Director, Interactive Technologies, Plc.: "The Satellite Communications, DTH services and Solutions for the Last Mile" ➤ Mr. Ivo Georgiev, ESI Centre, Bulgaria: "The Technologyl Centres, Parks and Clusters – Basis for Demonstration of the Entrepreneurship Spirit" ➤ Discussion 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Mr. Adesh Jain, Vice President of International Project Management Association: "Project Thinking" ➤ Project Management Association ➤ Mr. Evgeni Tzolov, Project Manager, Centre of Information Society Technologies, Sofia University "St. Kliment Ohridski": "Controlling Method for Project Management with Respect to Planning" 	<p>PROGRAMME</p> <ul style="list-style-type: none"> ➤ Ms. Ekaterina Marinova, Counsellor on EU Enlargement, Social Policy and Employment", Ms. Tania Kitanova, Art-therapist; Ms. Tzveteta Sergieva, Chairman ALIZ, Pernik: "Best Practices for Professional Training and Integrated Occupation of Disabled Youths in the Applied Arts Ateliers" ➤ Ms. Elii Georgieva, Horizons Association: "Prejudices towards People with Disabilities" ➤ Ms. Krassimira Tomova, Union of Invalids in Bulgaria: "Encouraging the Entrepreneurship among Disabled People" ➤ Mr. Vesselin Spiridonov, Vice Chairman of Board of Managers of Bulgarian Telework Association: "Application of Information Technologies in the Occupation of Disabled People" ➤ Discussion
18.00	<i>Closing</i>			

PARTICIPANTS IN THE FORUM HAVE A POSSIBILITY TO RECEIVE FREE OF CHARGE CONSULTATIONS

- **LEGISLATIVE CONSULTATIONS**, given by Lawyers bureau "Djingov, Guginski, Kyuchukov and Velichkov";
- Mr. **UFFE BUNDGAARD-JØRGENSEN**, Expert, representative of InvestorNet (G2G network of venture capitalists). Individual consultations for investors and entrepreneurs, Friday, 5 November 2004;
- Consultations on the development of high-quality **BUSINESS PLAN**. After a preliminary preparation of the client, the Consultants will be able to deliver this service free of charge using a specialized software. Instructions on the preparation for receiving consultations you can find at: http://www-it.fmi.uni-sofia.bg/ede2004/business_p.htm;
- Consultations on the participation in **EUREKA PROGRAMME**, coordinated by the Ministry of Economy;
- Presentation of the **GATE2GROWTH**, initiative, supported by the European Commission. Gate2Growth is a Pan-European platform which meets in the virtual space the interests of the: Entrepreneurs searching for finances; Units dealing with Knowledge Transfer; Investors; Managers of Technological Incubators; Entrepreneurial research structures; Innovative companies searching for expert services.