

## **CROSS-BORDER PROJECT BUSINESS CONSULTATIONS GATHERED YOUNG PEOPLE IN BLAGOEVGRAD**

Young people with an entrepreneurial spirit took part in group business consultations that took place today in Blagoevgrad. The meeting is part of the activities under the project "Strengthening the competitiveness and extroversion of cross-border business through the implementation of innovative and specialized actions", with acronym INNOBUS.

The purpose of the conducted business consultations is to contribute to the strengthening of business entrepreneurship in the cross-border region by providing specialized consulting support to young people in order to promote youth entrepreneurship.

The provided specialized support was aimed at young people up to 29 years of age - potential entrepreneurs who have concrete ideas and plan to start their own business or want to improve their existing business. The topics that were discussed at the meeting were determined according to the interest and stated desire of the young people receiving free business consultations within the project. The young people who joined the initiative, received focused individual and targeted support and consulting services covering various topics and sectors. The consultations contributed to the development, improvement or start-up of a new business and helped young people's ideas reach the necessary maturity for implementation.

Advice and experience was shared with the young entrepreneurs by engineer Radoslav Goshenkov - a successful young entrepreneur, whose company designs and builds photovoltaic plants, energy-saving lighting, gasification and other investments in green energy. He and his team talked on various topics related to the requirements for investments in green energy and mainly for the construction of photovoltaic systems for the needs of the company or for the development of a solar energy business. Examples of various green solutions with required budget and benefits of their implementation by the business were presented.

The young entrepreneurs had the opportunity to discuss specific business cases, as well as to get ideas and inspiration from their peers, already successful businessmen. In an informal setting, there were discussed innovative ideas and ways to implement them in the cross-border region Greece and Bulgaria.

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