

BUSINESS ORGANIZATIONS CONSULTED YOUNG ENTREPRENEURS UNDER THE INNOBUS PROJECT

The project "Strengthening the competitiveness and extroversion of cross-border business through the implementation of innovative and specialized actions", with the acronym INNOBUS, brought together young entrepreneurs and representatives of various institutions and organizations in Blagoevgrad. The purpose of the second group meeting was to provide business consulting and support for the strengthening of entrepreneurship in the cross-border region Greece and Bulgaria and promotion of youth entrepreneurship.

The participants in the forum were young people under the age of 29 - potential entrepreneurs or youth who already started with their business idea and want to develop it and make it more competitive and more visible to future customers and partners. They had the opportunity to receive guidance and advice from representatives of Business Incubator - Gotse Delchev, Chamber of Commerce and Industry - Blagoevgrad, Southwest University "Neofit Rilski", Regional Information Center - Blagoevgrad and Student Council at the College of Tourism - Blagoevgrad.

How to start a business idea and how to develop it so that it is competitive, who and how can help us in its implementation, what are the opportunities for financing and business development? This was the topic presented by Rositsa Djambazova - director of Business Incubator - Gotse Delchev. With concrete steps and examples, she explained to the attendees the role of advance preparation and marketing, as well as how to prepare a feasible business plan to follow in order to achieve success. The director of Business Incubator - Gotse Delchev presented also the services and support that the organization provides for assessing business idea viability, business planning and starting a business.

The role of the Chamber of Commerce and Industry - Blagoevgrad as a mediator and consultant in the implementation and development of business ideas was presented by Tatyana Kukoleva - head of the "International Contacts and Programs" department. With its municipal representations in almost all municipalities of the Blagoevgrad region, the Chamber can be a reliable partner for young entrepreneurs from all over the region, commented Mrs. Kukoleva. The possibility of information, training and consultations by the team within the EIC "Europe Direct" and the Regional Center for Professional Training, of which CCI - Blagoevgrad is the host organization, was also presented.

The role of social entrepreneurship for each individual and for society as a whole was presented by Mariela Bogdanova.





What are the possibilities for financing of various economy sectors with the support of European funds, presented the expert from the Regional Information Center - Blagoevgrad, Elena Mihova. Upcoming business procedures under the Competitiveness and Innovation in Enterprises Program 2021-2027, the Human Resources Development Program 2021-2027, as well as the currently open procedures for the business under the National Recovery and Sustainability Plan were discussed.

The chairman of the Student Council at the College of Tourism - Blagoevgrad, Radoslav Paralov, presented to the audience little-known types of tourism that can be developed in Southwestern Bulgaria, known for its natural and historical attractions.

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