



**CAMERA DI COMMERCIO
ITALIANA IN BULGARIA**
**ИТАЛИАНСКА ТЪРГОВСКА
КАМАРА В БЪЛГАРИЯ**

General Program 2021



Italian Chamber of Commerce in Bulgaria - Association certified by Bureau Veritas **UNI EN ISO 20121: 2012** "Event sustainability management systems - Requirements with guidance for use"



ASSOCAMERESTERO
ASSOCIAZIONE DELLE CAMERE DI
COMMERCIO ITALIANE ALL'ESTERO

Founded in 2003 and recognized by the Italian Government by virtue of Law 518/70
Member of the Association of Italian Chambers of Commerce Abroad

Knyaz Alexander Dondukov Street, 13 - 3rd floor, 1000 Sofia
info@camcomit.bg - www.camcomit.bg

General Summary



CAMERA DI COMMERCIO
ITALIANA IN BULGARIA

ИТАЛИАНСКА ТЪРГОВСКА
КАМАРА В БЪЛГАРИЯ

The Italian Chamber of Commerce in Bulgaria presents its 2021 promotional plan consisting of **35** initiatives and projects, in a present and virtual format, aimed at encouraging the strengthening of bilateral relations between Italy and Bulgaria, continuing to support the internationalization process of SMEs, and the growth of investments in the countries of competence.

This promotional plan takes into account the consequences generated by the global health pandemic emergency, the Covid-19 containment measures adopted by the Italian and Bulgarian governments and the economic growth priorities of Italy and Bulgaria and is implemented in collaboration with the entrepreneurial association network and institutional (partners, trade fair bodies, chambers of commerce and trade associations, national agencies, regions, etc.), with the Italian chamber network abroad as well as with the Italian system in the country, coordinated by the Italian Embassy in Sofia.

This promotional plan is in line with what has been achieved in recent years in response to business needs and the following areas, as established by the Ministry of Economic Development: **Information, Training, Business Contacts, Assistance to Companies and Network Activities.**



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Area «Information»



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The Italian Chamber of Commerce in Bulgaria foresees the realization of a series of projects of an informative nature and updating the business opportunities existing in the two countries, as follows:

- ❑ **Bulletins, brochures, catalogs, guides, newsletters, sectoral leaflets.** It involves the production of information tools distributed in electronic and multimedia form (paper if necessary).
- ❑ **Conferences and workshops on economic / commercial / investment / internationalization issues.** This is the organization together with the bilateral chamber network in Bulgaria and / or participation in events for informational purposes only focused on specific issues involving expert speakers in the presence of an audience of operators.
- ❑ **Media advertising, seminars, information desks, websites on the Internet.** These are collaborations with local media, participation in radio and television programs, planning of press campaigns. Information points aimed at distributing information on issues (youth entrepreneurship, women's entrepreneurship) and specific sectors.



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Area «Training»



CAMERA DI COMMERCIO
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The Italian Chamber of Commerce in Bulgaria intends to continue to "focus" on the enhancement of professionalism and skills in order to contribute to making the economic activities of the associative network more performing and SMART - Specific, Measurable, Achievable, Result-Oriented and Time Bound how much of the entrepreneurial one present in the territories of competence. This includes:

- ❑ **Updated courses for chamber staff aimed at improving the chamber services offered.** This is the participation of chamber staff in the online training courses that will be provided by Unioncamere and Assocamerestero along the lines of what happened in 2020 (Focus Experience Europe);
- ❑ **Direct courses for companies.** This is the organization of technical training courses aimed at entrepreneurs to be carried out "in house" and / or using external professionals (expert schools, schools and specialized and recognized institutions). Business-oriented professional courses carried out in partnership with local government agencies and training institutes on specific issues with high added value.
- ❑ **Organization of internships for Italian students and recent graduates in companies abroad.** These are placement actions for new graduates or graduates from companies and / or at the Chamber of Commerce that will be carried out in collaboration with the following Italian academic universities: Bocconi University of Milan, Catholic University of the Sacred Heart, Ca` Foscari University of Venice , University of Padua, University of Perugia, IULM University, University of Florence - "Cesare Alfieri" School of Political Sciences, University of Salerno, University of Parma and University of Siena.

The Italian Chamber of Commerce in Bulgaria commits considerable human resources to guarantee the correct and complete training of the interns admitted following a selection (by telephone interview or via skype). This activity is of particular importance since, if on the one hand it responds to the need to offer a "job orientation" service to young undergraduates or recent graduates, on the other hand, it aims to contribute to enrich their curriculum to boost job placement in Italian companies engaged in internationalization activities.



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The continuation of the activities of the "**Ca Foscari in the World**" Desk is also part of this context, with the aim of encouraging integration between the University and the productive world abroad through the organization of internships and an offer articulated services for direct meetings between young people, the university training system and companies.

In order to facilitate professional choices through direct knowledge of the world of work and to create moments of alternation between study and work in the context of training processes, the Italian Chamber of Commerce in Bulgaria will give young students the opportunity to complete curricular training, deepen the knowledge of the tendentially innovative aspects of professionalism, technologies and work organization, understand the processes of change taking place in the working, economic and social reality and participate in the "life" of the Association.

1. carry out activities to promote the Italian training offer on site
2. to boost an ever greater integration between students and the business world
3. support international mobility.



Università
Ca' Foscari
Venezia



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Area «Business Contacts»



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As part of one of the most important areas of intervention called "Business conclusion", the Italian Chamber of Commerce in Bulgaria provides for the implementation of a series of initiatives / projects to support the promotion of Made in Italy and the internationalization of SMEs in Italy and Bulgaria in order to achieve the following objectives:

- foster knowledge, discussion and direct relationships between entrepreneurial subjects in order to develop new business contacts;
- encourage formal and targeted meetings between Italian and foreign operators to promote Italian and local entrepreneurship. Preparation of agendas for individual meetings between operators with complementary profiles and organization of appointments between Italian and local counterparts, assistance during the presentation meetings of the respective services and products. Search and localization, contact and selection of potential Italian or local counterparties for the establishment of alliances and joint ventures.
- promote a specific sector capable of encouraging the creation of business contacts through fashion shows, food tastings, etc;
- promote Italian companies not present in Bulgaria, as well as the participation of foreign operators in Italian trade fairs of the same product sector through the participation of the Chamber in trade fairs in Italy or in the country with its own stand.

The initiatives responding to these objectives correspond to:

Networking events, Bilateral meetings between Italian and foreign operators (btob), Organization of promotional events for the benefit of Italian companies, Organization of missions of foreign buyers in Italy (incoming buyers), Organization of missions of Italian operators in the country of operation of the CCIE , Organization of collective participation of Italian entrepreneurs in trade fairs in the country of operation of the CCIE, Promotion of the main Italian trade fairs in the country of operation of the Chamber and Road shows and organization of "Italy-country presentation" events in the country of operation of the ICCB.



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Upon the evolution of the pandemic emergency, the Italian Chamber of Commerce in Bulgaria intend to organize business networking events or informal meetings useful for promoting knowledge, comparison and direct relationships between entrepreneurial subjects in order to develop new business contacts.

Along the lines of what has been achieved in the past, the following are highlighted:

- ❑ **5th edition of the ITALIAN CINEMA FESTIVAL IN BULGARIA - A journey through cinema, tourism and food and wine: screenings, meetings, workshops and promotional events for a Festival dedicated to the excellence of the Italian regions**". The project will continue to be included in the 3rd edition of Fare Cinema - Week of Italian cinema in the world "promoted by the Italian Ministry of Foreign Affairs and International Cooperation in collaboration with the Ministry of Cultural Heritage and Activities (MIBAC) and part of the integrated promotion plan "Italian living", as well as included in the Italian Festival program organized by the ICE Sofia Agency. (July - September 2021).
- ❑ **6th Edition of the "MASTERPIECE OF WORLD OPERA on the occasion of Christmas celebrations"**. The project, based on the experience gained by CCIE Sofia in the organization of networking events between Italian and Bulgarian operators, in the formula of celebrating the best Italian musical traditions in support of #MadeinItaly in the economic-commercial, artistic, cultural and food and wine fields, will see integrated actions to promote the city of **Parma, Capital of Culture 2020-2021 as well as UNESCO creative city for gastronomy**. (December 2021).



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Area «Business Contacts»

Trade Exhibitions and Specialized Fairs	ICCB Activity	Location	Date
MCE Expocomfort Exhibition Conference - International exhibition of the HVAC + R sector, renewable energy and energy efficiency	Target group: buyers , in straight cooperation with Promos and Reed Exhibitions www.mcexpocomfort.it	Virtual	08.04.21
			09.04.21
HOLIDAY & SPA EXPO - International Tourism Show	Target group del progetto: visitors www.holidayfair-sofia.com/en/home/	Inter Expo Center - Sofia	22.04.21
			23.04.21
COSMOFARMA - International exhibition of the pharmaceutical, Health Care and Beauty Care sector	Target group: buyers www.cosmofarma.com	Bologna	April - October 2021
TRANSPOTEC LOGITEC - International transport and logistics exhibition	Target group: buyers and exhibitors www.transpotec.com	Fiera Milano Rho	10.06.21
			13.06.21
VINITALY - International exhibition of wines and spirits	Target group: visitors www.vinitaly.com	Verona	20.06.21
			23.06.21
ENOTIVIS IN CAMPO - Exhibition of technologies for viticulture	Target group: buyers www.enovitisincampo.it	Pico Maccario	June 2021
		Mombaruzzo (AT)	
TECHNOMEBEL - International exhibition of professional machinery in the wood and furniture industry	Target group: visitors www.technomebel.bg/index.php/bg/	Inter Expo Center - Sofia	27.09.21
			30.09.21
TUTTOFOOD - International exhibition of the agri-food sector	Target group: exhibitors www.tuttofood.it	Fiera Milano Rho	22.10.21
			26.10.21
HOST - International exhibition of the catering and hospitality sector	Target group: buyers and exhibitors www.host.fieramilano.it	Fiera Milano Rho	22.10.21
			26.10.21

Area «Business Contacts»

Trade Exhibitions and Specialized Fairs	ICCB Activity	Location	Date
SIMEI - International Exhibition of Winemaking and Bottling Machines	Target group: buyers	Fiera Milano Rho	16.11.21
	www.simei.it		19.11.21
SICUREZZA - International safety and fire prevention exhibition	Target group: buyers and exhibitors	Fiera Milano Rho	23.11.21
	www.sicurezza.it		25.11.21
MADE EXPO - International building, architecture and design exhibition	Target group: exhibitors	Fiera Milano Rho	22.11.21
	www.madeexpo.it		25.11.21
L'ARTIGIANO IN FIERA - International Handicraft Market Exhibition	Target group: exhibitors www.artigianoinfiera.it	Fiera Milano Rho	December 2021
WORLD OF FURNITURE - International exhibition of furniture, textiles and accessories for the home	Target group: visitors www.furnitureexpo.bg/index.php/en/	Inter Expo Center - Sofia	24-27.03.21
INTERFOOD AND DRINK - International exhibition of the agri-food sector	Target group: exhibitors www.food-exhibitions.bg/index.php/en/inter-food	Inter Expo Center - Sofia	November 2021
MCE Expocomfort Exhibition Conference - International exhibition of the HVAC + R sector, renewable energy and energy efficiency	Target group: buyers , in straight cooperation with Promos and Reed Exhibitions	Fiera Milano Rho	08.03.22
	www.mcxpocomfort.it		11.03.22
IPACK IMA - International exhibition specialized in food and non-food processing and packaging	Target group: exhibitors	Fiera Milano Rho	03.05.22
	www.ipackima.com		06.05.22

Area «Business Contacts»

Promotional action planning of digital training products of Online Pegaso University in Bulgaria

(01.02.2021 - 31.12.2021)

Within the framework of a synergistic agreement aimed at continuing the promotion activities of Made in Italy and within a logic of chamber network, **Italian Chambers of Commerce in Amsterdam, Budapest, Brussels, Marseille, Prague, Thessaloniki, Sofia and Warsaw** envisage the implementation of a series of online promotion and marketing actions for the digital training products of the Online Pegaso University in their respective countries with the aim of promoting the creation of institutional collaboration relationships, the dissemination of the Italian University brand on foreign markets, supporting the internationalization strategy of 'Italian Athenaeum'. [Commitment of the ICC Sofia:](#)

- ❑ **organization of a digital promotional event** in the last week of February 2021 (management of the chosen virtual platform, definition of the general program of the event, management of the interventions of the speakers, selection of guests, interpreting service where necessary, management of audience interactions participant; technical assistance to participating operators / companies, development of the graphic layout of the communication material to be transmitted electronically to the target group identified with the Customer - invitations, flyers, program, webbanner for social media, virtual background for customization of the chosen platform, press release pre and post event - local language translation of the communication material, etc.), together with the other CCIEs involved in the project. Target group: businesses and recipients of the University's university products;
- ❑ **organization of a workshop** to present the products of the Italian customer and an exhibition space at the trade fair dedicated to the promotion of Italian universities called "Study in Italy" (October 2021) lasting 1 hour with the aim of spreading the brand in as part of the largest trade fair event in the country (1,200 students present annually speaking the Italian language and interested in university courses in the Bel Paese)



Area «Business Contacts»

- **development and printing (where necessary) of an illustrative brochure** in the local language aimed at illustrating the specific characteristics of the products provided by the Pegaso Telematic University (textual content and visual elements). Target group: companies and recipients of university products of the University. Creation of an ad hoc dedicated page on the trilingual institutional website of CCIE Sofia www.camcomit.bg including contents agreed with the Customer and updated periodically on the basis of the information transmitted by the same.
- **advertisements in magazines and media - TV, radio and newspapers** (definition of contents with the Customer, identification of the most suitable press and media bodies for the type of communication and Customer type and definition of the promotional-advertising message also in consideration of cultural characteristics and the local reference target, as well as the Service Catalogue); Launch of an outdoor advertising campaign (signage, vehicle theming, etc.) with the aim of raising awareness of the brand, the products supplied and therefore increasing brand awareness, establishing a dialogue with end consumers and intercepting their needs;
- **Digital advertising:** launch of an advertising campaign on chamber media (website and newsletter) and not (media planning) throughout the year (launch and maintenance campaign), the results of which are measured through specific indices (the CTR, dem or newsletter opening rate) and volumes (visits, clicks, unique visitors, search volumes, sales, subscriptions, subscriptions, etc.). The specific actions of digital advertising include various forms of display advertising on portals, news or editorial sites, vertical sites, for the purpose of maximizing the promotion of the Customer's brand.

Area «Business Contacts»

Promotional action planning of the brand «MSC Cruises» in Eastern Europe - Press educational Tour (february - July 2021)

Following the first promotional activity organized at the end of last year, ICC Sofia, in collaboration with the **Italian Chambers of Commerce in Budapest, Bucharest, Bratislava, Prague, Warsaw** plans to organize **3 actions** to support the promotion of the "MSC Cruises" brand throughout the so-called press educational tour - itinerary, lasting one or more days, aimed at journalists, bloggers and influencers - on board the MSC Grandiosa cruise ship which, following the latest DCPM, will start again on 24 January 2021.

Commitment of the ICC Sofia:

- 1. recruitment of major local media** / sector journalists, bloggers, opinion leaders and influencers;
- 2. communication and promotion action** (development of the graphic layout of promotional material - invitation, flyer, program, development of audiovisual material - direct marketing action to the database of selected operators created ad hoc, preparation of pre and post event press releases and advertorials from disseminate on the communication tools of each CCIE - website and social media, advertising via social media);
- 3. organization of the multi-country delegation** (accompanying, pre and post event assistance, etc.);
- 4. follow-up of the results** obtained through the administration of a customer satisfaction questionnaire to measure the quality of the event and the interest in participating in the digital event, which is accompanied, in the principle of maximum attention to the Customer, by a complaints management system .



A WORLD
OF DISCOVERY

Area «Business Contacts»

Label of Quality «Italian Hospitality - Italian Restaurants and Gelaterie Worldwide»

(01.02.2021 - 31.12.2021)



With the aim of giving continuity to the promotional activities carried out by ICC Sofia in previous years, a fundamental characteristic for guaranteeing reliability, efficiency and quality of the projects, as well as to enhance the work of promotion and certification of the restaurants and gelaterie, thus highlighting the quality the Italian agri-food industry, the authenticity of the typical Italian brands (PDO / PGI / IGT) and the fight against food counterfeiting, to animate the network of already certified quality Italian restaurants, alongside following up the implementation agreement for promotion and enhancement of the Italian Hospitality Brand, owned by Unioncamere, signed at the end of 2018, the CCIE Sofia intends to continue with the activities related to the **Label of Quality «Italian Hospitality - Italian Restaurants and Gelaterie Worldwide - Edition 2021/2022»** project, despite the planning no longer falls within the planning lines of the Inter-chamber Fund for Intervention by Unioncamere.

Commitment of the ICC Sofia:

- **Maintenance and expansion of the network** of certified restaurants and gelaterie, increasingly strategic for the promotion of Italian agri-food, a tool to convey the quality offer of Italian food to the importers connected to them.
- **Assistance and information** for operators and consumers, through the "Italian Hospitality" Desk - ospitalita@camcomit.bg - institute at the Chamber offices, which will continue to operate with a view to educating foreign consumers and business operators on counterfeiting and of the genuineness of typical Italian products, also enhancing those Italian companies that have undergone traceability and also connecting with the Italian realities competent in the field (Ministries, Chambers of Commerce, trade associations, consortia). In addition, the information and promotional desk will act as a real observatory and center for information, dissemination and awareness on the subject of Italian products.
- **Communication actions and promotional events** with the involvement of the certified quality Italian restaurant and ice cream network (update of the Guide «Italian Hospitality, etc.)
- **Organization of the awards ceremony** with delivery of plaques and certificates (both for the 2020/2021 and 2021/2022 editions).

Area «Business Contacts»



SETTIMANA DELLA CUCINA
ITALIANA NEL MONDO

Initiatives to promote Italian agri-food and food and wine on the occasion of the VI Week of Italian Cuisine in the World (3rd week of November 2021)

The Italian Chamber of Commerce in Bulgaria collaborates with all the subjects of the Italian promotion in Bulgaria for the realization of promotional events of the made in Italy, in a presidential or virtual formula, in the agri-food and food and wine sectors on the occasion of the 6th Week of the Italian Cuisine in the World, an international initiative conceived and promoted by the General Directorate for the Promotion of the Country System of the MAECI for the enhancement of quality Italian cuisine abroad.

ICCB, in collaboration with the Embassy of Italy in Bulgaria and the main Italian bodies and institutions of the country, together with the Italian Federation of Chefs and the European Sommelier School - Bulgaria Sections, will manage some initiatives to promote the Italian food and wine tradition in celebration of international initiative. The 2021 edition will give continuity to the previous editions carried out with great success with the public and with the influx of fans of Italian cuisine, bloggers, media and sector operators and will see all the main players of the "Italian System" involved in promoting the gastronomy of the Belpaese in the territories of its competence. Commitment of the ICC Sofia:

- **Live cooking show with Italian and local chefs for the elaboration of typical regional Italian recipes**
- **Special tasting menus** at the restaurants of the Italian Hospitality network in the area under their jurisdiction or in other emblematic structures of the Bulgarian capital, throughout the promotion week of the initiative.
- **Media dinner with sector operators and local journalists.**
- **action to promote planned initiatives through mailing to local operators, sending press releases to specialized journalists, managing and feeding a web page entirely dedicated to the event and the use of the main social networks.**

Area «Assistance to Companies»



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The Italian Chamber of Commerce in Bulgaria continues its assistance to businesses in support of internationalization processes on the Italian and Bulgarian markets, through the provision of the following services, as defined in the "Service Catalogue":

- ▣ **Assistance to companies for entering the reference market.** Specialized services adapted to the characteristics and needs of the applicant company. Amicable resolution of disputes, but also support for the activities of arbitration chambers. Assistance points connected to partnerships with other Italian subjects for support to companies (eg Desks for special companies, Chamber of Commerce, Regions, Fairs, etc.). Carrying out country studies, research, statistical surveys on the market and on specific sectors, market analysis and strategic plans for the insertion of products in Italy and in local markets upon request (of companies or other subjects);
- ▣ **Business scouting.** Market research and scouting of potential business opportunities (sales, distributors, agents, etc.). The "Assistance point, promotion of fairs and business scouting" will proceed with the implementation of the following activities: permanent translation service available to customers; identification of Italian fairs of interest to Bulgarian operators; mediation between trade fair organizations and collective and individual participants; assistance to the government agency for the promotion of Bulgarian SMEs for official collective and trade missions at trade fairs in Italy and visits to local trade fairs to detect business opportunities for Italian SMEs.



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- ❑ **"Business Support social enterprises Unit" assistance point.** In continuity with the project actions developed in the context of corporate social responsibility by the Department for "International Cooperation - Structural Funds and Community Programs", CCIE Sofia continues its support activities for social entrepreneurship in Bulgaria, through its "Business Support Social Enterprises Unit ". Implementation of the following activities: organization of seminar and information initiatives (technical sessions); participation in local and European events on the subject e. planning of business and communication training courses related to social marketing.
- ❑ **Covid Help Desk 19.** In continuity with the project actions carried out in 2020 to support Italian SMEs, the CCIE Sofia provides for the continuation of new services with the aim of informing and assisting all entrepreneurs in the particular difficult situation, supporting them in restoring their own activities and commercial relations in both markets. Among the different services there are:
 - ✓ the **personalized assistance service** for obtaining "statements from the Chamber evaluating the circumstances of force majeure linked to the outbreak of the Covid-19 pandemic", facilitating commercial relations between Italian and Bulgarian companies.
 - ✓ **An activity of constant monitoring** of the regulations promulgated and from time to time implemented by the Bulgarian government on the free movement of people and goods, the reorganization of businesses and points of sale, health legislation and rules, extraordinary legislation on business incentives and related topics. Activities in close coordination with the Italian Embassy in Sofia, in favor of companies in difficulty. Alongside the monitoring, carrying out a survey with the dual purpose of examining the consequences of the measures to contain the spread of COVID-19 in Bulgaria and to steal the "sentiment" of the membership base made up of Bulgarian and Italian companies present in Bulgaria and Bulgarian economic operators having commercial relations with Italy.
 - ✓ **Organization of webinar series** to explore specific issues in support of bilateral relations.



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Area «Assistance to Companies »

As part of this intervention area, the Italian Chamber of Commerce in Bulgaria join "EXPORT FUND" project, a platform with integrated and complete access to information on available calls for export and internationalization and an accompanying service and "turnkey" assistance to companies for requesting funds and carrying out activities abroad. The planning, which involves the Italian chamber network abroad, includes 4 types of services offered to Italian SMEs:

1. **Fondiexport.it** - Platform constantly updated on the funds available for export and internationalization;
2. **Consulting** - Support to companies for the request of funds and presentation of practices
3. **Activities** - Preparation by the Chambers of Commerce of the activities (fairs, B2B meetings ...) with the use of funds;
4. **Implementation** - Implementation of internationalization projects with a "turnkey" formula.





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