



REPORT
FOR CONDUCTED BUSINESS FORUMS
(Deliverable 4.4.1)

First Business Forum

Type of event: BUSINESS FORUM FOR TOURISM under the title "Opportunities, Prospects and Good Practices"

Objective: To promote successfully implemented business models by entrepreneurs in the cross-border region, thereby stimulating the development of entrepreneurship, creating business partnerships and networking among all interested parties to achieve sustainable economic growth in the cross-border region.

Target groups: business representatives (SMEs), clusters, business centers and incubators, public and other organizations and institutions working to support business in the cross-border region and youth - current and future entrepreneurs.

Conducting period: 01 and 02.08.2023 (Tuesday and Wednesday)

Venue: city of Blagoevgrad, "Georgi Izmirliiev" square #1, hall "22 September" (Day 1) and visit to horse base "Perivolos", village of Bachevo, municipality of Razlog (Day 2)

Number of participants: a total of 89 participants in the two days of the forum (with a set minimum number of 30 participants)

Speakers - participation of 7 (seven) guest speakers - successful entrepreneurs in the field of tourism, marketing, ICT and European programs who have developed their entrepreneurial ideas into a successful business. Guest speakers: Zhivko Ivanov, Marian Kanev, Simana Markovska, Baba Deshka, Zdravka Smilenova and Boyan Milushev (Day 1 in Blagoevgrad) and Ivan Nakov and representatives of Horse base (Day 2 in Bachevo village).

Topics presented by the guest speakers and videos of their participation:

- **Zhivko Ivanov** – Creating business partnerships and networking - <https://youtu.be/MpriDnroDQs>
- **Marian Kanev** - Digital marketing and advertising - modern ICT tools - https://youtu.be/AeT__R36mQk
- **Simana Markovska** - Development of sustainable tourism around the world and in our country - <https://youtu.be/8dYvqll0vpl>
- **Baba Deshka** - House "Deshka" and the magic of rural tourism - <https://youtu.be/Cvm2Y8yp2NA>
- **Zdravka Smilenova** - Moravsko selo - with care for the planet, community and traditions - https://youtu.be/Wyz0o_A1a2Y
- **Boyan Milushev** - Demonstration presentation of VR technology - full immersion 360° - <https://youtu.be/8WE3k8WPaRs>
- **Visit to horse base "Perivolos"** in Bachevo village - <https://youtu.be/3o6kbQu8Brc>

Live video streaming via the Facebook profile of the IN FOCUS Association

Promotional video (trailer) from the event, voiced in BG and ENG – in ENG <https://youtu.be/sOanEzo5r3I>





Interreg Greece-Bulgaria INNOBUS

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Participant Information Pack including: Folder, Program, Invitation, Project Summary, Project Presentation, Writing Pads, Pen, Feedback Form, Leaflet with information of the project and printed White Book on VR - [Information and publicity materials - \(nafocus.eu\)](http://nafocus.eu).

Second Business Forum

Type of event: BUSINESS FORUM FOR TOURISM, realized under the title "Opportunities, perspectives and good practices"

Objective: To promote successfully implemented business models by entrepreneurs in the cross-border region, thereby stimulating the development of entrepreneurship, creating business partnerships and networking among all interested parties to achieve sustainable economic growth in the cross-border region.

Target groups: representatives of SMEs, clusters, business centers and incubators, public and other organizations and institutions working to support business in the cross-border region and youth - current and future entrepreneurs.

Conducting period: 04 and 05.08.2023 (Friday and Saturday)

Venue: town of Sandanski, meeting hall of the Sandanski Municipal Council (Day 1) and visit 2 real businesses in the town of Melnik - Koldopulova house - museum and Manoleva guest house (Day 2)

Number of participants: a total of 64 participants on the two days of the forum (with asset minimum number of 30 participants)

Speakers - participation of 8 (eight) guest speakers at the forum - successful entrepreneurs in the field of tourism, marketing, ICT and European programs, who have developed their entrepreneurial ideas into a successful business. Guest speakers: Zhivko Ivanov, Marian Kanev, Simana Markovska, Baba Deshka, Rositsa Tenekedzhiyska and Boyan Milushev (Day 1 in Sandanski) and Margarita Manoleva and representatives of Kordopulova House (Day 2 in Melnik).

Topics presented by the guest speakers and videos of their participation:

- **Zhivko Ivanov** – Creating business partnerships and networking - <https://youtu.be/Gd8pKHY1v88>
- **Marian Kanev** - Digital marketing and advertising - modern ICT tools - <https://youtu.be/EmVigC5RPTI>
- **Simana Markovska** - Development of sustainable tourism around the world and in our country - <https://youtu.be/QYPIkLihVGI>
- **Baba Deshka** - House "Deshka" and the magic of rural tourism - <https://youtu.be/NqSWfkyZuR8>
- **Rositsa Tenekedzhiyska** – Farming and organic products to help tourism - <https://youtu.be/YKfP475Oshw>
- **Boyan Milushev** - Demonstration presentation of VR technology - full immersion 360° - <https://youtu.be/BkYVCNxmomM>
- Visit to the **Kordopulova House** in Melnik – <https://youtu.be/yGDHJPty380>
- Visit to the **Manoleva house** in Melnik - <https://youtu.be/02xmOkmcJZo>

Live video streaming via the Facebook profile of the IN FOCUS Association



www.greece-bulgaria.eu

Проектът е съфинансиран от Европейския фонд за регионално развитие и от национални фондове на страните, участващи в Програмата за трансгранично сътрудничество INTERREG V-A Гърция – България 2014-2020





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Promotional video (trailer) from the event, voiced in BG and ENG – in ENG <https://youtu.be/eq0hTiLXFnE>
Participant Information Pack including: Folder, Program, Invitation, Project Summary, Project Presentation, Writing Pads, Pen, Feedback Form, Leaflet with information of the project and printed White Book on VR - [Information and publicity materials - \(nafocus.eu\)](https://nafocus.eu)

Published video and photo material of the business forums held under the project

Video materials created during the implementation of project activities – [Video materials \(nafocus.eu\)](https://nafocus.eu)

Photo albums of 4 business events held under the INNOBUS project – at the following links:

1st day Business Forum Blagoevgrad 01.08.2023 – <https://photos.app.goo.gl/V7s4DYm3A8116DAk7>

2nd day Business Forum Blagoevgrad 02.08.2023 – <https://photos.app.goo.gl/roUa1DmAgC1XQWkW8>

1st day Business Forum Sandanski 04.08.2023 - <https://photos.app.goo.gl/8i8dcjGfMs4wabmE6>

2nd day Business Forum Sandanski 05.08.2023 – <https://photos.app.goo.gl/WZXRsunPgFDVftLF6>

Other materials and outputs of the project distributed during the events

[Mobile App E-Tour Guide \(e-tourguide.eu\)](https://e-tourguide.eu) and nafocus.eu

[NEW GENERATION ENTREPRENEURS' GUIDE - \(nafocus.eu\)](https://nafocus.eu)



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