



REPORT
FOR CONDUCTED BUSINESS SEMINARS
(Deliverable 3.4.1)

First Business seminar

Type of event: Business seminar „ENTREPRENEURSHIP IS IN FOCUS“

Objective: To present good practices for innovative entrepreneurship in the Bulgaria-Greece cross-border region by guest speakers from both sides of the border.

Venue: Hall in the Para business center, Blagoevgrad

Date of event: 10.12.2022 from 10:30 a.m. to 3:00 p.m.

Number of participants: 27 people (with a minimum number of 20 participants)

Target groups: The main focus is young people up to 29 years old - current and future entrepreneurs. Other target groups are potential entrepreneurs and business representatives, representatives of public organizations and institutions, private organization as clusters, business incubators, NGOs and other organizations working to support business in the cross- border region.

Lecturers: 3 guest lecturers – 2 of Bulgarian and 1 Greek speakers

Topics covered in the agenda:

Lecturer Mrs. Rositsa Djambazova (BG) presented:

- Career development through entrepreneurship
- First steps in business or optimization of an existing business
- Trends for sustainable business development.

Lecturer Athanasios Manos (GR) presented Horizon of entrepreneurship which includes:

- Innovative methods for developing products and services, actually applied and successfully implemented on the market in various sectors
- Good practices and real stories of innovative entrepreneurship in Greece.

Lecturer Boyan Milushev presented created under the project White Book on VR application in various sectors - [White Book on VR with digital catalog - \(nafocus.eu\)](https://www.nafocus.eu/white-book-on-vr-with-digital-catalog/)

Promotional video (trailer) from the event, voiced in Bulgarian and English. Link for video in ENG

<https://youtu.be/QxcpxK6iFGI?si=tNQZqNuM0a95LNdi>

TV report of BNT "ENTREPRENEURS" - <https://youtu.be/I9b4NdEPImM?si=kgITOSnN-cEqEWii>

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





Second Business seminar

Type of event: Business seminar „Innovative entrepreneurship - good practices and trends for development “

Objective: To create a supportive environment for the development of entrepreneurship as the main engine for innovation and economic development in the cross-border region, by using modern tools and approaches to increase competitiveness and stimulate networking.

Venue: Hall of DIP - Blagoevgrad at address: Blagoevgrad, Georgi Izmirliev Square No. 5

Date of event: 03.08.2023 (Thursday) from 11:00 a.m. to 4:00 p.m.

Number of participants: 33 people (with a minimum number of 20 participants)

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

Lecturers: 4 guest lecturers – 3 of Bulgarian and 1 Greek speakers

Topics covered in the agenda:

Lecturer Mrs. Rositsa Djambazova presented innovative entrepreneurship - achievements and trends in Bulgaria which includes:

- Good practices for innovative entrepreneurship in the cross-border region;
- Implementation of digital and green solutions;
- Trends for sustainable business development.

Lecturer Panagiotis Savvidis presented innovative entrepreneurship - achievements and trends in Greece which includes:

- Good practices for innovative entrepreneurship in tourism business partnerships;
- Development trends and cooperation with media.

Lecturer Boyan Milushev presented created under the project_White book on VR and demonstrated the application of VR technology in various sectors - [White Book on VR with digital catalog - \(nafocus.eu\)](https://www.nafocus.eu)

Lecturer Desislava Atanasova presented Integrated territorial investments - opportunities for business participation in the realization of concepts for ITI at the cross-border level

Promotional video (trailer) from the event, voiced in Bulgarian and English. Link for video in ENG <https://www.youtube.com/watch?v=u7W7vtRymB0>

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





Interreg Greece-Bulgaria INNOBUS

European Regional Development Fund



Published video and photo material of the business events 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 Business Seminar in Blagoevgrad 10.12.2022 - <https://photos.app.goo.gl/BDPiEkFDKyTwSzeq5>

2nd Business Seminar in Blagoevgrad 03.08.2023 - <https://photos.app.goo.gl/Ybc1GRp5irighz8z6>

Other materials and outputs of the project distributed during the 2nd seminar

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

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



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

