



**BULGARIA
ECONOMIC
FORUM**

BULGARIA ECONOMIC FORUM - LEADER OF WP COMMUNICATIONS OF THE ISTER PROJECT

Bulgaria Economic Forum (BEF) is a non-profit legal entity founded in 1998 with the main objectives to promote the business environment of Bulgaria and Southeast Europe to potential foreign investors, to facilitate the dialogue between government and business, to develop local territorial attractiveness. It currently has 40 members, which are key industrial chambers and associations, significant companies, financial institutions, public organizations, etc.

The organisation plays an important role in promoting the funding opportunities, provided by different EU funded and other donor programmes. In the last 10 years BEF has participated in the implementation of more than 20 large-scale projects related to improving business conditions in different economic sectors; building and enhancing business capacities; training of entrepreneurs; promoting innovations among SMEs.

For over 20 years, BEF has hosted the emblematic annual "Bulgaria Economic Forum", which in recent years has been carried out with the support and active partnership of the Representative Office of the European Commission in Sofia. Over the years, the forum has become an economic barometer by marking the critical areas, opportunities and prospects for business in Bulgaria based on microeconomic specifics and in the context of its geostrategic position and EU membership. With its ability to seek intersections and create dialogue at the expert level, regardless of the political and personal biases of the participants, BEF is a preferred partner in organizing international forums and events.

Within the ISTER project, the Bulgaria Economic Forum participates with its communication experience and as a leader of the C_Communications Work Package is responsible for the organization and timely implementation of communication activities by all consortium partners.