



## **6<sup>th</sup> ANNUAL BBLF-AMBASSADORS MEETING**

### **Bulgaria 2022: Innovations That Lead to Success**

*Thursday, 30 June 2022, 10:00 a.m., InterContinental Sofia, Ballroom*

#### **AGENDA\***

*\*Bulgarian-English-Bulgarian interpretation provided*

<b>9.30-10.00</b>	<b>Registration and coffee</b>
<b>10.00-10.15</b>	<b>Welcome addresses</b> <ul style="list-style-type: none"><li>• Levon Hampartzoumian, BBLF Chairman</li><li>• Maxim Behar, BBLF Board Member, CEO of M3 Communications Group, Inc.</li><li>• Ministry of Foreign Affairs</li></ul>
<b>10.15-10.30</b>	<b>Keynote speech: Innovations for Success</b> <ul style="list-style-type: none"><li>• H.E. Florence Robine, French Ambassador to Sofia</li></ul>
<b>10.30-11.10</b>	<b>Bulgaria's Potential: Prospectives, Policies</b> <ul style="list-style-type: none"><li>• Asen Vasilev, Minister of Finance</li><li>• Daniel Lorer, Minister of Innovation and Growth</li></ul>
<b>11.10-11.35</b>	<b>Open discussion on transformation, innovation, sustainability</b> <ul style="list-style-type: none"><li>• Moderator Maxim Behar, BBLF Board Member, CEO of M3 Communications Group, Inc.</li></ul>
<b>11.35-11.45</b>	<b>Conclusions</b> <ul style="list-style-type: none"><li>• Levon Hampartzoumian, BBLF Chairman</li><li>• H.E. Florence Robine, French Ambassador to Sofia</li></ul>
<b>11.45-13.00</b>	<b>Networking cocktail</b>