



## **Press Release**

### **Leaders Shared Their Visions for Ruse**

*How could Ruse attract both capital and people was the focus of the discussion held between the business community, local and central government and academia in the first meeting held by the Bulgarian Business Leaders Forum and the Ministry of Economy under the motto of Regional Business Perspectives*

Ruse has a serious potential to attract capital and human resource and the efficient cooperation between businesses, the local administration, the executive and academia is of key importance to realising it, it emerged at the Regional Business Perspectives: Ruse organised by BBLF and the Ministry of Economy on 14 October 2016 at Dohodno zdanie, Europe Hall in Ruse.

Русе има сериозен потенциал да стане притегателен център за капитали и хора, а ефективното сътрудничество между бизнеса, местната и изпълнителната власт и учебните заведения е от ключово значение за реализирането му, стана ясно по време на дискусиата „Регионални бизнес перспективи: Русе“, организирана от Българския форум на бизнес лидерите (БФБЛ) и Министерството на икономиката по-рано днес в Русе.

The event aimed at providing a platform for dialogue between leading companies, the municipal authorities and the government on successful strategies for economic development and prosperity of Ruse and the region.

The high-profile event was joined by Daniela Vezieva, Deputy Minister of Economy, Dr Strahim Krapchanski, Deputy Mayor of Ruse in charge of European development, and Valentin Kolev, Deputy Regional Governor of Ruse. Attendees included Hristo Beloev, Chairman of the Municipal Council and Velizara Pencheva PhD, Rector of Ruse University Angel Kanchev.

„While working on the Strategy for Smart Specialisation along with businesses and academia we have identified four focus areas. Mechatronics and technologies, particularly the IT sector are the areas that will be developed in Ruse”, Deputy Minister Daniela Vezieva said.

„In today’s economy of ideas it is clear that many of the challenges we are facing can be overcome by new ideas and entrepreneurship in innovation, value added products, new technologies. We believe Ruse has a huge potential that can and must be realized and are glad to see this same vision is shared by all shareholders: the business community, the local authorities, the executive and academia. We are certain that our partnership will boost the local economy contributing to the quality of life in the region”, BBLF Chairman Iravan Hira said upon opening the event.

The discussion moderated by Maria Shishkova, BBLF Board Member was also attended by managers of companies from Ruse and the region, entrepreneurs and members of the local budding startup ecosystem, educators and students.

В дискусиата, модерирана от Мария Шишкова, член на УС на Форума, участваха и мениджъри на компании от региона, стартиращи предприемачи, преподаватели и студенти.

Guest speakers included Momchil Boyadzhiev, Commercial Director and Board Member of Orgachim, Tunio Zafer, pCloud Executive Director, Emiliyan Enev, Startup Factory Chairman, and Dr. Krum Bardarov, Inobiotech manager, who shared their companies’ success stories.

The audience also appreciated the presentations of Georgi Georgiev, expert with the Regional Governor’s Office, Maria Mrankova, senior expert with the SME Promotion Agency and Tim Buisseret, Head of UK Trade & Investment with the British Embassy.

Интерес предизвикаха и презентациите на Георги Георгиев, експерт от Областната администрация в Русе, Мария Мрънкова, старши експерт в Изпълнителната агенция за насърчаване на малки и средни предприятия, и Тим Буйсере, ръководител на отдел „Търговия и инвестиции“ в Британското посолство в София.

Members of the audience had their say during the lively discussion raising a number of issues ranging from the interaction between businesses and schools to support for the startup ecosystem to infrastructure and attracting investment. Representatives of the business community mentioned their ideas for support of the municipal authorities and the Ruse University.

. The issues they raised included По време на дискусиата бяха повдигнати редица въпроси като по-доброто взаимодействие между бизнеса и учебните заведения,

подкрепата за местни предприемачески организации, развитието на инфраструктурата, привличането на инвеститори. Бяха направени и конкретни предложения от страна на бизнеса за подпомагане на работата на общината и на Русенския университет.

BBLF, this country's most renowned association devoted to business ethics and CSR responsibility has started a series of regional discussions between the private and public sector to foster a social change for good.

### *За БФБЛ*

*Лидерският форум обединява организации със споделени ценности, които развиват бизнеса си по отговорен, прозрачен и етичен начин. Ние сме платформа за обмяна на добри практики и идеи за развитие на бизнес и социалната среда в България. Ангажираме и приобщаваме ключови фигури от политиката, бизнеса, дипломацията, неправителствения сектор и медиите, за да трансформираме заедно обществото. Визията ни е България да стане добро място за инвестиции, работа и живот. Още на [www.bblf.bg](http://www.bblf.bg).*