



## INTERNATIONAL FORUM

### 20 YEARS SINGLE MARKET AND 10 YEARS EUROPEAN DAY OF THE ENTREPRENEUR IN BULGARIA

15-16 October, 2012,

National Palace of Culture (NPC), Sofia

#### PROGRAMME

15 October, Monday, 2012

09:30 – 10:00	<b>Registration, Foyer Hall 8</b>
10:00 – 11:00	<p><b>Opening, Hall 8, NPC</b></p> <ul style="list-style-type: none"> <li>▪ Mr. <b>Tomislav Donchev</b>, Minister for EU Funds Management</li> <li>▪ Mrs. <b>Zinaida Zlatanova</b>, Head of the Representation of the EC in Bulgaria</li> <li>▪ Mr. <b>Evgueny Angelov</b>, Counsellor to the President and SME Envoy for Bulgaria</li> <li>▪ Mrs. <b>Victoria Petrova</b>, Adviser to Mr. Daniel Calleja Crespo, Director General of DG Enterprise and Industry, European Commission</li> <li>▪ Prof. <b>Ivan Ilchev</b>, Rector of SU “St. Kl. Ohridski”</li> </ul> <p>Moderator: Mr. <b>Mario Gavrilo</b></p>
11:00 – 11:30	<b>Coffee-break, Foyer Hall 8</b>
11:30 – 13:30	<p><b>Panel session “Single Market”, Hall 8 NPC</b></p> <ul style="list-style-type: none"> <li>▪ Single Market – Single Market Act I and II: Twelve Levers to the Growth Encouraging and Trust Strengthening: Access to Finances, Professional Mobility, Services, e-Business, Taxes, etc.; Mrs. <b>Zornitsa Dimitrova</b>, Internal Market Directorate, European Commission</li> <li>▪ 20 years on – the EU Single Market: An Unfinished Symphony; Mrs. <b>Catherine Barber</b>, Deputy Head of Mission of UK to Bulgaria</li> <li>▪ Recognition of Professional Qualifications for Access to the Labour Market at European Region; Mr. <b>Kostadin Tonev</b>, Director “Academic Recognition and Regulated Professions” Directorate, National Centre for Information and Documentation (NCID), BG</li> <li>▪ Opportunities for Consumer Disputes’ Solving in the Frame of the Single Internal Market; <b>European Consumer Centre</b></li> <li>▪ SOLVIT Network and Your Europe – Protection of Your Rights, guaranteed by the European Legislation in the Field of Internal Market; <b>Council of Ministers</b> and Mrs. <b>Galina Kostadinova</b>, Your Europe Advice</li> </ul> <p><b>Questions and Answers</b></p>
11:30 – 13:30	<p><b>Hall 1.7, NPC</b></p> <p><b>EUROPEAN ENTERPRISE PROMOTION AWARDS</b></p> <ul style="list-style-type: none"> <li>▪ Rethinking the Product; Mr. <b>Carlo Longo</b>, President of the Chamber of Commerce of Prato, Italy</li> <li>▪ Mentoring for Migrants; MMag. <b>Margit Kreuzhuber</b>, Federal Chamber of Commerce, Vienna, Austria</li> <li>▪ Helping Integration of Former Drug Addicts; Mrs. <b>Ingrida Bartkute</b>, Social Support Projects - Mano Guru Restaurant, Vilnius, Lithuania</li> </ul>

	<ul style="list-style-type: none"> <li>▪ StartUP Academy; Mrs. <b>Polina Georgieva</b>, StartUP Foundation, Bulgaria</li> <li>▪ Top Class; Mr. <b>Nikolay Yarmov</b>, Mrs. <b>Nadina Tasheva</b>, CEED Bulgaria</li> <li>▪ Bulgarian Youth Forum of Business Leaders – Mrs. <b>Dariya Mavrudieva</b>, Centre for Training Companies, Ministry of Education, Youth and Science, Bulgaria</li> <li>▪ Graduate Student Company; Mr. <b>Dobromir Dobrinov</b>, Junior Achievement, Bulgaria</li> <li>▪ Sprite Graffiti Fest; Mr. <b>Eugeniy Ivanov</b>, RADAR Bulgaria</li> <li>▪ Obstacles in front of the Business; Mr. <b>Nikolay Todorov</b>, Entrepreneur, participant in the first edition of “The Secret of Success” – the first booklet on good entrepreneurial practices and examples, issued by the European Commission</li> </ul> <p><b>Moderator:</b> Mr. <b>Ivaylo Grancharov</b>, MEET</p> <hr/> <p><b>Hall 8.1, NPC</b></p> <p><b>PROGRAMMES AND INITIATIVES FOR ENCOURAGING INNOVATION AND ENTREPRENEURSHIP</b></p> <ul style="list-style-type: none"> <li>▪ Presentation of the Agency for Innovation and Investments</li> <li>▪ Presentation of the Concept and Stages of the Technology Park-Sofia Development</li> <li>▪ Role of the EUROSTARS Programme to the EUREKA Initiative as a Platform for SMEs Cooperation; Mr. <b>Michel Vanavermaete</b>, Acting Head of the Secretariat at EUREKA Initiative</li> </ul> <p><b>Moderator:</b> Prof. <b>Kostadin Kostadinov</b></p>
13:30 – 14:30	<p><b>Break</b></p>
<p>14:30 – 16:30</p> <p><b>Two parallel seminars</b></p>	<p><b>Hall 3.2, NPC</b></p> <p><b>SINGLE MARKET – BENEFITS AND OPPORTUNITIES</b> (for Students and Business representatives):</p> <ul style="list-style-type: none"> <li>▪ Point of Single Contact (PSC) – Facilitation to Small and Medium Businesses in Europe – General Information, Benefits, Best Practices; Mrs. <b>Patrocino Nieto Moreno</b>, PSC Project Manager, Ministry of Finances and Public Administration, Spain and <b>MEET</b></li> <li>▪ EU Posted Workers Directive – Opportunities and Problems; <b>Ministry of Labour and Social Policy</b> (MLSP)</li> <li>▪ Step by Step to the Future of Europe – Campaign of the Europe Direct Vratsa; Mrs. <b>Maria Panayotova</b>, Head of “Europe Direct Vratsa”</li> <li>▪ Presentation of the European Information Networks; Mrs. <b>Maria Gerganova</b> and Mr. <b>George Filipov</b>, Information Centre of the EC</li> </ul> <p>Business Game; <b>European Consumer Centre</b></p> <hr/> <p><b>Hall 1.7, NPC</b></p> <p><b>INTERNAL MARKET INFORMATION SYSTEM (IMI)</b> (for the Public Administration):</p> <ul style="list-style-type: none"> <li>▪ Internal Market Information System – Facilitation of the Cooperation between the EU MS Administrations; <b>MEET</b></li> <li>▪ Recognition of the Professional Qualifications through the Online Environment of IMI System; Mrs. <b>Velichka Lozanova</b>, NCID</li> </ul>

## PROGRAMME

16 October, Tuesday, 2012

### 10 YEARS EUROPEAN DAY OF THE ENTREPRENEUR IN BULGARIA

<p>9:30 – 11:00</p> <p><b>Parallel Panel Sessions</b></p>	<p><b>Hall 1.5, NPC</b> <b>ENTREPRENEURIAL ENVIRONMENT AND TECHNOLOGY TRANSFER</b></p> <ul style="list-style-type: none"> <li>▪ Mr. <b>Evgueny Evgueniev</b>, Word Bank Group-BG</li> <li>▪ Mrs. <b>Krassimira Shindarova</b>, ICT Cluster “ERASMUS for Young Entrepreneurs”</li> <li>▪ ARC Foundation</li> </ul> <p>With the participation of the Network of Technology Transfer Centres</p> <hr/> <p><b>Hall 1.6, NPC</b> <b>“GREEN OFFICES” – New Entrepreneurial Culture</b></p> <p>One day training seminar Moderator: Mr. <b>Kamen Chipev</b></p> <hr/> <p><b>Hall 1.7, NPC</b> <b>ATLAS Project: e-Content and Multilingual Libraries in Service to the Entrepreneurship. Content Management Using Linguistic Technologies.</b></p> <ul style="list-style-type: none"> <li>▪ Sharing the experience in using ATLAS</li> <li>▪ Discussion on the Content Management using Linguistic Technologies; Opportunities of the ATLAS Project from the Users’ Point of View (Presentation of the i-Publisher and ASSET)</li> </ul> <p>Lecturers: Mr. <b>Ivan Koychev</b>, Prof. <b>Roumen Nikolov</b>, Mrs. <b>Stanimira Yordanova</b></p> <hr/> <p><b>Hall 1.8, NPC</b> <b>SISTER Project: Knowledge and Innovation Management</b></p> <p>One day training seminar Lecturers: Mrs. <b>Elisaveta Gourova</b>, Mrs. <b>Albena Antonova</b>, Mrs. <b>Dorina Kabakchieva</b>, Mr. <b>Krassimir Dimitrov</b></p> <hr/> <p><b>Hall 1.4, NPC</b> <b>BRIC-ITT Project: Training on international trade with the BRIC countries</b></p> <p>Moderator: Mr. <b>Vesselin Spiridonov</b>, <b>VIRTECH</b></p> <hr/> <p><b>Hall 1.2, NPC</b> <b>WESPOT Project: Training of Entrepreneurship Spirit through Research Methods and Approaches for Education</b></p> <p>Lecturers: Mr. <b>Krassen Stefanov</b>, Mr. <b>Atanas Georgiev</b></p>
<p>11:00 – 11:30</p>	<p><b>Coffee-break and the movie: „The Last Second“</b></p>
<p>11:30 – 13:00</p> <p><b>Parallel Panel Sessions</b></p>	<p><b>Hall 1.5, NPC</b></p> <ul style="list-style-type: none"> <li>▪ Innovation Management in SMEs</li> <li>▪ The “Innovative Platform” Initiative and the Enterprise Europe Network - Bulgaria</li> </ul> <p>Moderator: Ms. <b>Rayna Karcheva</b></p> <hr/> <p><b>Hall 1.6, NPC</b> <b>“GREEN OFFICES” – New Entrepreneurial Culture</b></p> <p>Continuation</p>

	<p><b>Hall 1.7, NPC</b> <b>UNESCO Departments: A Seminar of the Bulgarian UNESCO Departments</b></p>
	<p><b>Hall 1.8, NPC</b> <b>SISTER Project: Knowledge and Innovation Management</b> Continuation</p>
	<p><b>Hall 1.4, NPC</b> <b>SMART CULTURE Project: Entrepreneurship in the Field of Culture</b></p>
	<p><b>Hall 1.2, NPC</b> <b>Innovative Tools for eEducation of SMEs</b> Two projects of the Institute of Technology and Development (ITD): <b>NETCOACH</b> and <b>MOVE-ON</b> Projects Moderator: Mrs. <b>Victoria Damyanova</b></p>
13:00 – 14:00	<b>Lunch-break</b>
14:00 – 15:30 <b>Parallel Panel Sessions</b>	<p><b>Hall 1.5, NPC</b> <b>What is to be an Innovative Entrepreneur in Bulgaria?</b> – Discussion with entrepreneurs in the field of innovation Moderator: Prof. <b>Kostadin Kostadinov</b></p>
	<p><b>Hall 1.6, NPC</b> <b>“GREEN OFFICES” – New Entrepreneurial Culture</b> Continuation</p>
	<p><b>Hall 1.7, NPC</b> <b>ELLIOT Project: Internet of Things with high European added value for the citizens of united Europe</b> Moderator: Prof. <b>Roumen Nikolov</b></p>
	<p><b>Hall 1.8, NPC</b> <b>SISTER Project: Knowledge and Innovation Management</b> Continuation</p>
	<p><b>Hall 1.4, NPC</b> <b>SHEHEREZADE Project: Entrepreneurship and Adults’ Training. Telling stories in the process of adults’ education and the method’s applicability in practice</b> Moderator: Mrs. <b>Eliza Stefanova</b></p>
	<p><b>Hall 1.2, NPC</b> <b>EURAXESS Seminar: Enlarging the Opportunities for Work of Highly Qualified Specialists in the Public and Private Sectors</b></p> <ul style="list-style-type: none"> <li>▪ Introduction and Presentation – aims, programme, participants</li> <li>▪ EURAXESS for the Industry; Mrs. <b>Svetlana Dimitrova</b></li> <li>▪ Institute of Technology and Development (ITD – EURAXESS BHO for Bulgaria; Prof. <b>Roumen Nikolov</b></li> <li>▪ ICT Cluster – 1<sup>st</sup> industrial representative to the EURAXESS; Mr. <b>Peter Statev</b></li> <li>▪ Discussion by groups</li> <li>▪ Evaluation of the seminar by the participants</li> </ul> <p>Moderator: Mr. <b>Peter Statev</b>, ICT Cluster</p>

15:30 – 16:00	<b>Coffee-break and the movie: „The Last Second“</b>
16:00 – 17:30 <b>Parallel Panel Sessions</b>	<p><b>Hall 1.5, NPC</b> <b>CHALLENGES TO THE ENTREPRENEURSHIP EDUCATION</b></p> <ul style="list-style-type: none"> <li>▪ Model of a Student Entrepreneurship; Mr. <b>Bojil Dobrev</b>, Scientific Research Dept. at Sofia University “St. Kl. Ohridski”</li> <li>▪ Entrepreneurship Centres at the Universities: 5 Years after the Start – State and Problems; Mr. <b>Vladimir Ivanov</b>, Head of the Entrepreneurship Centre at Technical University, Sofia, Branch Plovdiv</li> <li>▪ I-GROW Model of excellence in business start-up and development; Mrs. <b>Gergana Pavlova</b></li> <li>▪ Challenges to the Entrepreneurship education; Prof. <b>Tsvetan Davidkov</b> and Prof. <b>Zhelyu Vladimirov</b>, Sofia University “St. Kl. Ohridski”</li> </ul> <p>Moderator: Mr. <b>Bojil Dobrev</b></p> <hr/> <p><b>Hall 1.6, NPC</b> <b>“GREEN OFFICES” – New Entrepreneurship Culture</b> Continuation</p> <hr/> <p><b>Hall 1.7, NPC</b> <b>TARGET Project</b></p> <ul style="list-style-type: none"> <li>▪ Serious Games as an Opportunity for Leadership Competences Training</li> <li>▪ Game demonstration and presentation of project outcomes</li> </ul> <p>Lecturers: Mrs. <b>Albena Antonova</b>, Mr. <b>Oleg Konstantinov</b></p> <hr/> <p><b>Hall 1.8, NPC</b> <b>SISTER Project: Knowledge and Innovation Management</b> Continuation</p> <hr/> <p><b>Hall 1.4, NPC</b> <b>OPEN SCOUT Project – Training in the field of Business Management</b> Lecturers: Mr. <b>Krassen Stefanov</b>, Mr. <b>Atanas Georgiev</b></p> <hr/> <p><b>Hall 1.2, NPC</b> <b>CLEANTECH-Bulgaria</b> <b>How to Transform an Innovative Idea into a Sustainable Business?</b> Moderator: Mrs. <b>Mariana Hamanova</b></p>