























PLOVDIV

INVESTMENT & TECHNOLOGY DESTINATION

2019

INVESTMENT & TECHNOLOGY DESTINATION



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WELCOME TO PLOVDIV

As a mayor of Plovdiv, I am proud and privileged to open the 2019 edition of the "Investment & Technology Destination Plovdiv" catalog.

This may be your first encounter with Plovdiv or you may update previously known facts about the region. In all cases, it is just the first step in a journey that I and my team will join you in.



Eng. IVAN TOTEV

Mayor of Plovdiv

- Plovdiv is the "industrial heart" of Bulgaria with over 75 000 jobs in manufacturing.
- ▶ Trakia Economic Zone hosts over 100 multinational and local producers.
- A local economy with predominant business profile - 70% of all value added in manufacturing and B2B services.
- ▶ IT&BPO are the fastest growing sectors outnumbering 7000 jobs and a 15% annual growth of productivity.
- City's pool of talent is expanding steadily - some 40 000 students, positive migration balance, growing expat community.

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MACROECONOMIC INDICATORS INVESTMENT CLIMATE **LABOR SUPPLY POPULATION** WORKFORCE **EDUCATION & TRAINING LOCAL ECONOMY VOLUME & STRUCTURE INVESTMENT & PRODUCTIVITY** IT&BPO **INDUSTRY ZOOM WAGES ECOSYSTEM** ATTRACTING TALENT TO PLOVDIV **COST OF LIVING** STARTING A BUSINESS FOREIGNERS IN PLOVDIV







DOING BUSINESS IN BULGARIA

MACROECONOMIC INDICATORS





Year over year change, 2018



◆ To stay in place till Bulgaria joins Eurozone

SINCE 1997

19.8%

PUBLIC DEBT (as % of GDP) third lowest in EU

Ministry of Finance, March, 2019

Bulgaria enjoys macroeconomic and fiscal stability and predictability

2.8% INFLATION

2018

1%

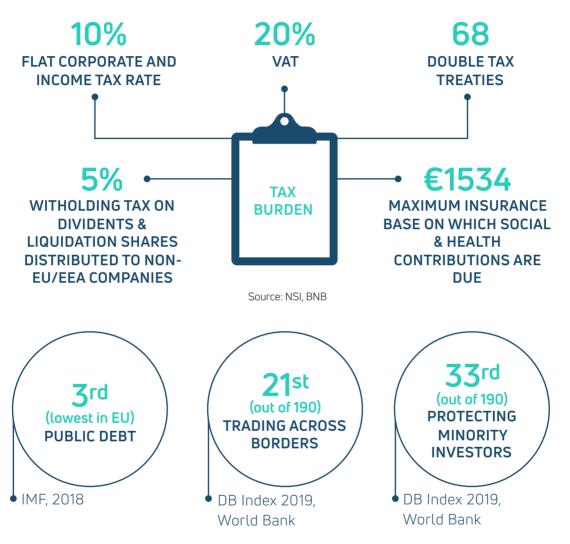
BUDGET SURPLUS (as % of GDP) 2018

5.2%

UNEMPLOYMENT 2018

Source: NSI, BNB





Cost of enforcing contracts (% of claim)			
Bulgaria	OECD high income	Europe & Central Asia	
18.6%	21.2%	26.3%	

Source: Doing Business database, 2019

2.1

LABOR SUPPLY

POPULATION



PLOVDIV Downtown



535 000

30 min. from DOWNTOWN

775 000

45 min. from INDUSTRIAL ZONES





251000

212 000

Under 20

20-44

45-64

64 -74

75+

7400 NEW INHABITANTS (city) High quality of life & a myriad of possibilities for career development constantly attract new citizens making Plovdiv the fastest growing city in Bulgaria

+2300

NET ANNUAL CHANGE (city)

+6.7‰

NET MIGRATION 20-29 YEARS (district) **3600** EXPATS

2500
INTERNATIONAL
STUDENTS

Source: Plovdiv Municipality, NSI, 2018

EDUCATION & INDUSTRY BOARD





Industry partners in the 2019 program for career orientation & motivation of primary school children

















Join the board in 2020: ei-board.org



More than any • other region in the country

26 400 WORKFORCE GROWTH FOR 2 YEARS

69.9% EMPLOYMENT RATE

(15-64 years)
EU average: 68%

Source: NSI (data on district level for 2018)

Number of industry-compatible employees

35 929
MACHINE OPERATORS

27 442

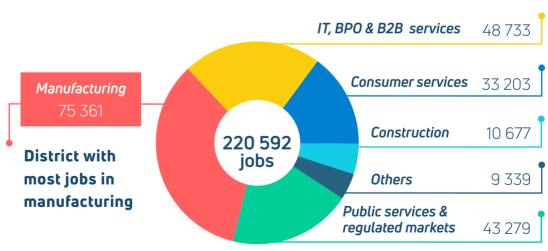
SKILLED INDUSTRIAL WORKERS

18 420

TECHNICIANS

Source: NSI (data on district level for 2017)

Local economy structure (by number of jobs)

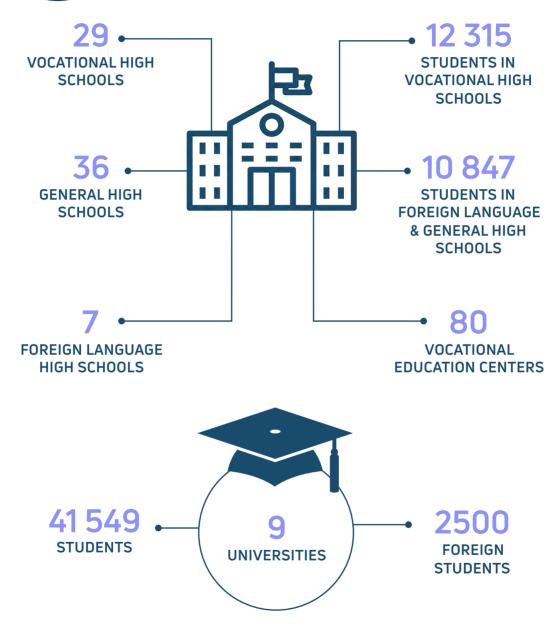


Freelancers & seasonal workers: 96 000

TOTAL EMPLOYMENT: 316 600

Source: Trakia Tech based on NSI (data on district level for 2017)

3 EDUCATION & TRAINING



Source: Plovdiv Municipality based on data from universities for 2018, NSI, NAVET

Major fields by number of enrolled students	
Business Services	7652
Engineering & technical studies	5402
Food technologies & Agricultural studies	4900
Natural Sciences	1896

Source: Plovdiv Municipality based on data from universities (data on district level for 2018)

2005
VOCATIONAL HIGH
SCHOOL
GRADUATES

2328
GENERAL HIGH
SCHOOL
GRADUATES

7641
UNIVERSITY
GRADUATES

Source: NSI (data on district level for 2017)

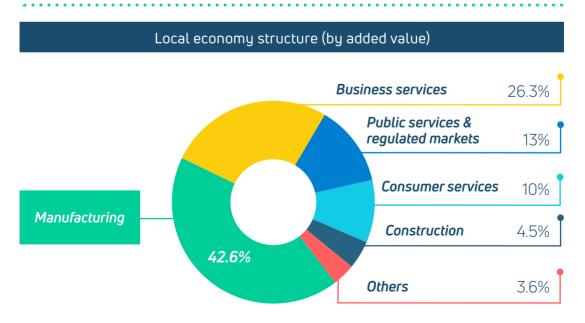
Top 5 biggest universities in Plovdiv					
UNIVERSITY	NUMBER OF MAJOR FIELDS STUDENTS				
Plovdiv University	25211	Information technology & Computer Science; Business services; Language studies			
Medical University of Plovdiv	5311	Medicine & dental medicine; Healthcare			
Agricultural University Plovdiv	4324	Agronomy; Plant protection			
University of Food Technologies	2867	Food & beverages technologies; Machine building			
Technical University Sofia - branch Plovdiv	2019	Electronics & automation; Mechanical engineering			

Source: Plovdiv Municipality based on data from universities for 2018



	Plovdiv district	South-central region	Bulgaria
TURNOVER	€13	€19	€140
	BILLION	BILLION	BILLION
OUTPUT	€8.3 BILLION	€12.8 BILLION	€86 BILLION
WORKFORCE	325	636	3326
SIZE, 2018	THOUSAND	THOUSAND	THOUSAND

Manufacturing & business services account for over 2/3 of the local economy



Source: Trakia Tech based on NSI (data on district level for 2017)

LOCAL ECONOMY INVESTMENT & PRODUCTIVITY

€4.2
BILLION
GDP

∕ €6200

> GDP PER CAPITA

5.8%

ANNUAL GROWTH 2012-2017 AVERAGE

Rise of productivity is ensured by abundant capital investment

€164

MILLION

CUMULATIVE FDI

EXPANSION IN 2017

€861

MILLION

FIXED CAPITAL

EXPENDITURES

Source: NSI (data on district level for 2017)



New construction projects in the region of Plovdiv consist largely of industrial space & warehouses

2.8 million m²

(30 million ft²)
APPROVED FOR
NON-HOUSING
CONSTRUCTION
SINCE 2013

569 000 m²

(6.1 million ft²)
APPROVED FOR
NON-HOUSING
CONSTRUCTION
IN 2018

15.8%

OF ALL PERMITS
IN THE COUNTRY

Source: NSI, 2018



Employment in IT&BPO & related business services



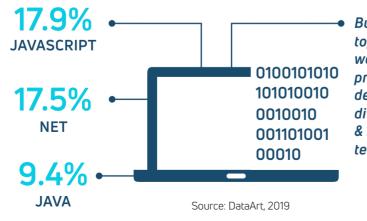
Source: NSI (data on district level for 2017)

Average annual growth in IT&telecom



Source: NSI (data on district level for 2012-2017)

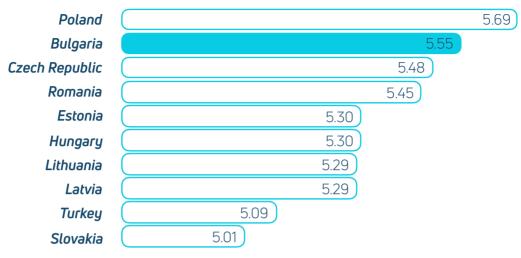
Most popular programming languages among Bulgarian programmers



Bulgaria is among the top 4 countries in the world where programmers demonstrate the widest diversity of knowledge & interests in various technologies

Global services location index

(score ranges from 0 to 10)



Source: A.T. Kearney, 2017

Bulgaria is among the most attractive outsourcing destinations not only in Europe but also in the world

IN PIONEERING & EMERGING **LOCATIONS**

Cushman & Wakefield's BPO & SSC location index, 2016

OFFSHORING DESTINATION OF THE YEAR

Global Sourcing Association, 2015

7nd

IN EUROPE

A.T. Kearney's Global Services Location index. 2017

Plovdiv has become the IT & BPO center preferred by domestic & foreign investors alike

EXCELLENCE IN ITS ECOSYSTEM DEVELOPMENT

SEE Innovation, Technology & Annual CEE Shared Sourcing Summit 2019

AMONG TOP 6 EMERGING CITIES OF THE YEAR

Services Awards, 2018

5.2 WAGES

SHARED-SERVICES CENTERS

Customer support representatives

Office managers & assistants

Sales specialists

Finance & accounting

For wages up to €1534 total labor cost includes gross wage plus 18.9% mandatory social security contributions paid by employer.

For wages over €1534 total labor cost includes gross wage plus lumpsum €290

Gross wages in IT&BPO in Plovdiv, €/Month (2020 forecast)

IT COMPANIES	ENTRY & JUNIOR LEVEL	EXPERIENCED
QA manual	660-1190	1580-2030
QA automated	790-1320	1920-2370
Developers	990-1690	1920-2830
Web content publishers & CMS administrators	530-790	990-1450
Graphic designers - pre-press	530-790	1050-1450
Graphic designers - creative	660-990	1190-1580
System administrators	660-990	1450-1800

Source: Trakia Tech survey

JUNIOR LEVEL

590-730

730-790

660-730

730-920

EXPERIENCED

860-1190

860-1190

860-990

1120-1450



List of companies

60K Gv Solutions SBND Technologies

Actsoft Heisenberg Online Marketing SBTech Global Limited

Aii Data Pro Hemisphere Commerce ScaleFocus

Angelsoft Hosting Solutions Seeburger

ASIC Depot ICYGEN SelMatic Ltd.

BankSoft Ltd. IKOM SFB

BC Technologies Javelin Group/Part of SIBIZ

BGO Software Accenture SIS Technology AD

Bisoft Kodar SiteGround

Brosix Speed

Bulanet m+w Media Networks Speedflow Communications

Bulpros MentorMate Stemo

CNsys New Era Ideas Taros Trade BG

ConsultCommerce Ltd. Novarto Ltd. TeleTech

DATA+ Nueva Trading Telus International

DeskGod OptiCentre Triumph Bulgaria

Digistore24 Orak Engineering Unicons

Enigma Software Group

Polos

Universal K

Ploydiy Software

Epic Devs Vertinity Ltd.

ETN Host Prime Holding JSC Viscomp

Euroweb Visrez

FastComet Wisdom.BG

Ranar Ranar

WILSO C

PROXIAD

Football Radar

YU ES Group

Redcorp/Bluecorp

GISmo BG Ltd. Reward Gateway etc.

Reward Gateway

6.1 COST OF LIVING

You will need twice as much money in Berlin to maintain the same standard of life as in Ploydiv



How much money will you need to buy the same things as in Plovdiv?

	Plovdiv	Warsaw	Prague	Berlin
Consumer goods	€ 100	€ 115	€ 131	€ 181
Rent	€ 100	€ 150	€ 210	€ 297
Restaurant meal	€ 100	€ 134	€ 137	€ 190
Groceries	€ 100	€ 106	€ 129	€ 170

Source: Numbeo, 2019

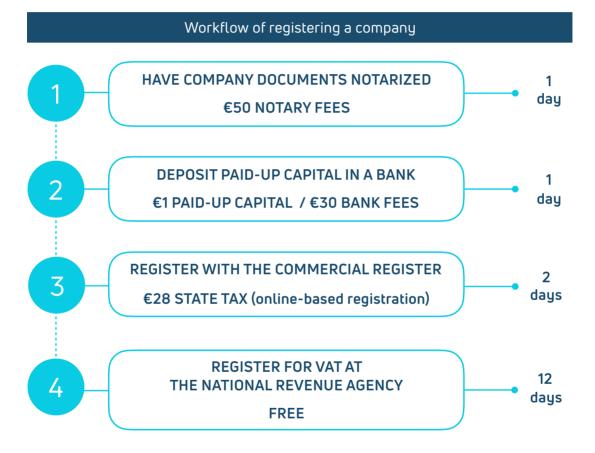
Fast internet connection at affordable prices



Source: Local ISPs

6.2 STARTING A BUSINESS

Bulgaria has aligned its regulations & institutions with the most efficient practices in business registration



+€150

LAWYER FEES FOR REGISTERING A
COMPANY



Issued to professionals with valid work contract & long-term visa



Permanent residence permit issued after an initial period of 5 years



Source: National Employment Agency

Over 3600 foreigners registered as residents according to official data.

24th
BEST CITY IN Live&work rankings BEST CITY IN THE WORLD

Source: Nomadlist (for cities with 250 000+ citizens)

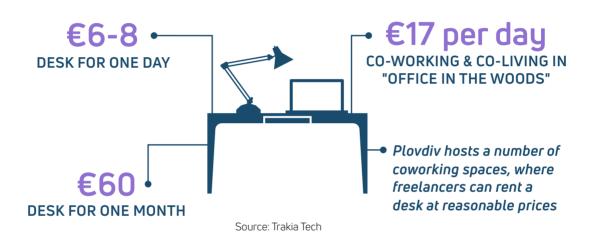
7.1 RENTS

IT&BPO companies • 9-12 €/m²

are major driver of the office market

MONTHLY RENTS FOR OFFICE CLASS A

4-6 €/m²
MONTHLY RENTS
FOR OFFICE
CLASS B



Rents of prime	office space	Co-working spaces
Dlaudiu / Bulgaria	€/sq. m./month	Biz Labs www.bizlabs.eu
Plovdiv / Bulgaria Zagreb / Croatia	15	Cat & Mouse Coworking www.catandmouse.bg
Sofia / Bulgaria	16	Incubator
Bucharest / Romania	18	Limacon Event Center www.limacon.bg
Budapest / Hungary	20	Otsreshta
Prague / Czech R.	22	www.otsreshta.com
Warsaw / Poland	22	Regus www.regus.bg

Source: Colliers, Plovdiv Municipality

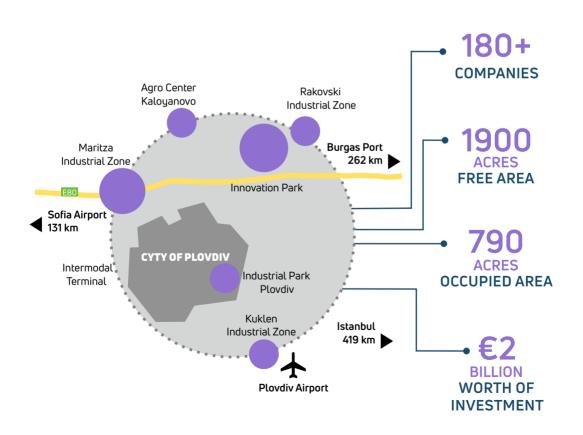
7.2 PROPERTY MARKET INDUSTRIAL ZONES

Significant demand •
for production
facilities is coming
from companies
specialized in the
automotive &
electronics sectors

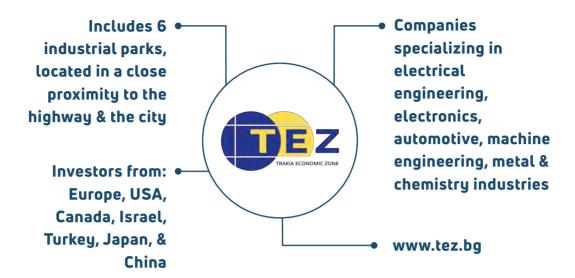
25-40 €/m²
PRICE OF PROPERTY

PRICE OF PROPERTY FOR INDUSTRIAL USE 3-5 €/m²
MONTHLY RENTS
FOR INDUSTRIAL
SPACE

Trakia economic zone



Trakia economic zone



Trakia Economic Zone provides the following services:

- Sale of ready to use facilities and plots with modern infrastructure
- Comprehensive design & engineering
- Construction & project management
- Lease of ready-to-use & buit-to-suit facilities

- All-in service package
- Law services
- Investment project management
- Relations with financial institutions
- Shared development and management of EU projects

Industrial park Markovo





Plovdiv is #1 industrial center in Bulgaria

	Volume	Share in local economy	Share in total manufacturing at national level
TURNOVER	€5.2 BILLION	37.9%	15.6%
ОИТРИТ	€4.8 BILLION	51.7%	15.0%
NUMBER OF EMPLOYEES	75 361	34.2%	14.5%

Source: NSI (data on district level for 2017)

The capital investments are mostly used to finance the purchase of state-of-the-art machinery & equipment, which improve the enterprises' competitive position

€307

MILLION

FIXED-CAPITAL

EXPENDITURES

14.4%
RISE OF CAPITAL
INVESTMENTS
COMPARED TO
PREVIOUS YEAR

€15 300

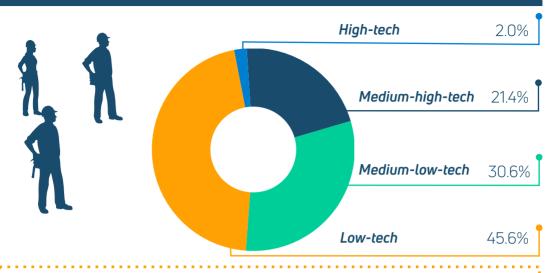
VALUE ADDED PER
EMPLOYEE IN 2017

10%
ANNUAL GROWTH OF
GVA PER EMPLOYEE

Source: NSI (data on district level for 2012-2017)

Source: NSI (data on district level for 2017)

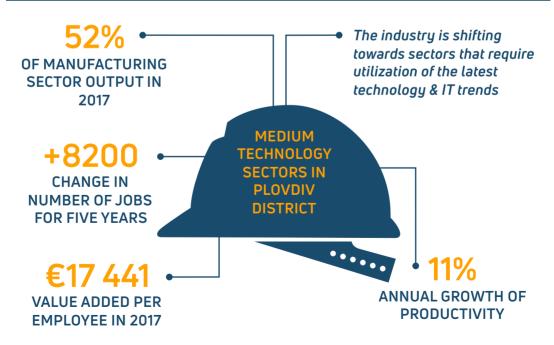
Structure of industry by level of technology (% in manufacturing employment)



Plovdiv district has a well-developed medium-tech cluster of companies, including automotive suppliers, producers of electrical and electronic equipment, rubber, plastics and metal products & machine building companies

Source: Trakia Tech based on NSI (data on district level for 2017)

Medium technology sectors in Plovdiv

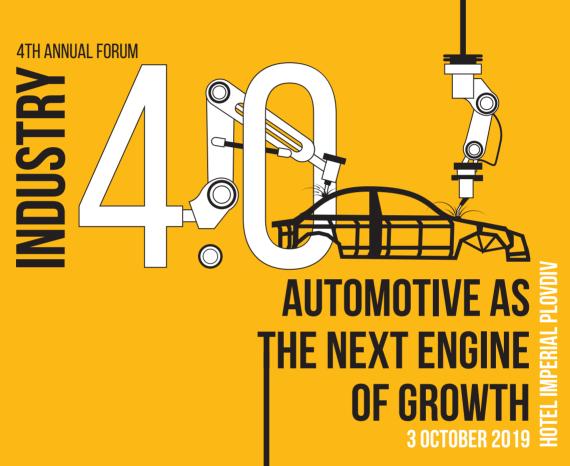


Source: Trakia Tech based on NSI (data on district level for 2012-2017)









BOOK YOUR TICKET

CAPITAL.BG/INDUSTRY

CALL FOR PARTNERSHIPS

EVENT@ECONOMEDIA.BG



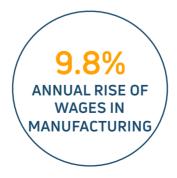
Total labor cost includes gross wage plus 18.9% mandatory social security contributions paid by employer

Gross wages in manufacturing in Plovdiv, €/Month (2020 forecast)

	ENTRY LEVEL	SKILLED WORKERS
Production assembly worker	530	690
CNC machine operators	600	860
Engineers - industrial machines and systems	800	1140
Electrical engineers	750	1060
Engineers – constructors	800	1230
First-line managers, supervisors, technicians	840	1150
Welders, lathe and metal workers	710	1130

*€1534 is the maximum insurance base on which social security contributions are due

Source: Trakia Tech on the basis of survey of net pay among employers



Source: NSI, average for 2012-2017



Consumer goods				
Agri Bulgaria	Kuminiano Fruit	Socotab		
Agromill Bulgaria	KT International	Ted Bed		
Bella Bulgaria	Leader 96	Unibel		
Brezovo	МахЕигоре	United Milk Company		
Delikates 2	Mexon	Vinprom Peshtera		
Dimitar Madzharov 2	Nova Trade	VP Brands International		
Feinjersey Bulgaria	Parvomay BT	Zobele Bulgaria		
Fermata	Philicon-97			
Jumbo Bulgaria	Simid			
	Services			
Alex Trade 2010	GBS – Plovdiv	Rozhen 1		
Astral Holidays International	Kaufland Bulgaria	Strom		
Ceramic Group	Maxlogistic	Vanichi 2008		
EVN Bulgaria	Omnicar Auto	Vedena		
Galaxy Investment Group	Primex AVG			
	Transport & logistics			
Alpetrans Bulgaria	Fresh Logic	Petko Angelov BG		
Ani 93 – G. Petkov 06	Hager Transport Bulgaria	Schenker Logistics Bulgaria		
AIT International Transport	Hebar	Truck Ferry		

Industry suppliers				
ABB Bulgaria	Hik 91	Profilink		
Agria	Hus	Schatti		
Assenova Krepost	Insa	Schneider Electric Bulgaria		
Bulsafil	Intercomplex	Shell Gas Bulgaria		
Bulltek	ITD	Steka Elektronik Bulgaria		
Drujba Glassworks	KCM 2000	TMT Elkom		
Dunapack Rodina	Kaskada	Viking		
Filkab	Kast Futura BG	Watts Industries		
Gotmar	Linde Bulgaria	Weiss Profil		
НМС	Mondi Stambolijski	Yuriy Gagarin		
Holcim	Osram	Zinc Galvanizing Plant		
I	Automotive & machine buildi	ng		
Accumalux	Intrama	SKF Bearings		
Aiger Engineering	Kemmler Electronic	SMC		
Apex 11	Latecoere Bulgaria	Techno Aktas Bulgaria		
Ataro Klima	Liebherr Hausgeraete Marica	Tomika Metal		
Autoelectric Bulgaria	Liebherr Transportation Systems	Tretek		
Biomashin	Magna Powertrain	Viko		
BRSP Autoelectronica	Mecalit Bulgaria	Willi Elbe Group		
BTL Industries	Odelo Farba Bulgaria	William Hughes Bulgaria		
BTL Industries Dimex Lift	Odelo Farba Bulgaria Prolift	William Hughes Bulgaria Wurth Elektronik IBE BG		

Getting connected to the power grid & gas pipe in up to 30 days after application

			Electri	icity			
Annual consumption in mWh, up to:	20	500	2 000	20 000	70 000	150 000	+150 000
final price incl. VAT, EUR/kWh	0.133	0.116	0.101	0.092	0.081	0.073	0.066

8 exit points of the gas transit network in the Plovdiv region

Natural gas							
Annual consumption in GJ	1000	10 000	100 000	1000000	4 000 000		
Final price, incl. VAT, EUR/GJ	11.965	11.156	9.632	7.931	7.265		

Source: NSI, July - December 2018

Central sewage & waste water treatment is available to about 75% of the urban territories

Water & sewage					
Level of contamination	I	II	III		
Final price, incl. VAT, EUR/m ³	1.19	1.35	1.52		

Source: Water & Sewage Plovdiv, 2019



	Plovdiv city	Industrial zones	
Property tax	0.18%	0.15% - 0.25%	
Waste fee	0.53% or per quantity	per quantity	

For calculating property tax & waste fee for businesses the higher value between the official tax valuation & the book value of the property is taken as basis



The standard waste collection process is once per week but companies can declare & pay in addition for each subsequent collection

Container (1100 liters / 290 US gallons)

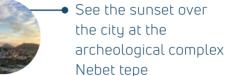
Source: Maritza Municipality, 2019



Bucket list of 700+ cultural sights

Climb the Olt Town,
which is part of
UNESCO World
Heritage tentative list





Enjoy the rich Roman heritage, whit the well-preserved Roman stadium, built in





 Watch a live concert at one of the world's best-preserved
 Antique theatres

Feel the Plovdiv vibe in the creative-industry district Kapana (the Trap)





Watch the light & water show at the Singing Fountains, situated in Tsar Simeon's garden

Visit a sports championship at the multi-sport complex Regatta venue





Visit the well preserved multicolour mosaic at the Small Basilica

Take a walk on the "main street" - the longest pedestrian street in Europe





 Join the Free Walking Tour - the free English language sightseeing

Take a photo at the a Plovdiv Together monument





Walk along Maritsa river in the heart of the city

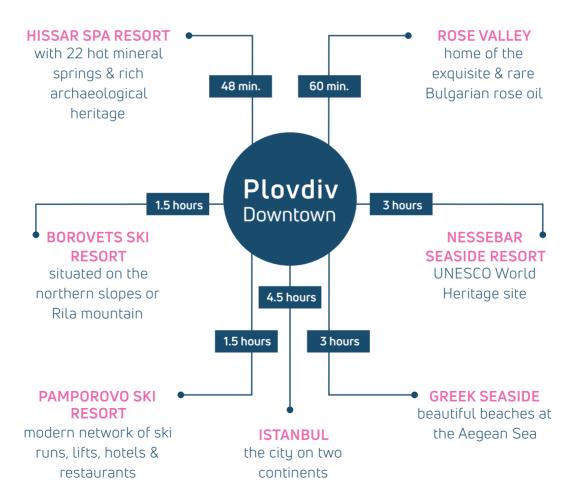


500 EVENTS, WORKSHOPS & ACTIVITIES

40+
MUSEUMS &
GALLERIES

Attend an event from the rich art & cultural program of Plovdiv - European capital of culture 2019

Places to visit around Ploydiv



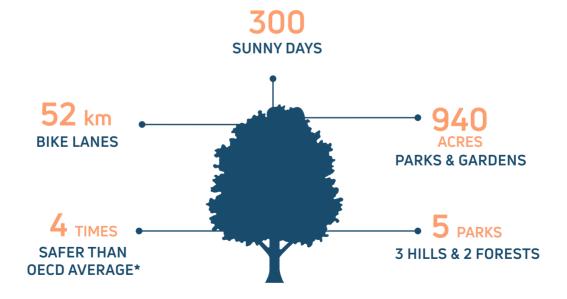
QUALITY OF LIFE SPORTS & RECREATION



SPORT HALLS & FIELDS

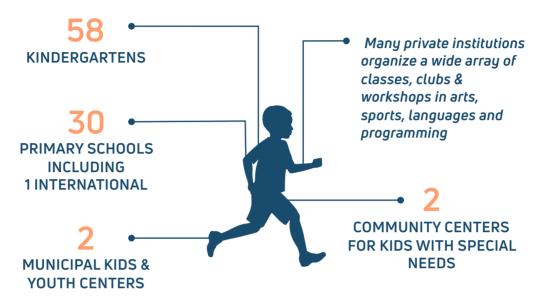
SPORT CLUBS





Source: Plovdiv Municipality, Ministry of Interior, OECD * Measured as number of intentional homicides per 100 000 inhabitants.





Source: Plovdiv Municipality



23 HOSPITALS 164
CLINICS & OTHER
HEALTH CARE
FACILITIES

PER YEAR
VOLUNTARY PRIVATE
HEALTH INSURANCE

Source: Insurance companies, NSI with data on municipality level for 2017

Main events

visitplovdiv.com | plovdiv2019.eu

CONCERTS

BREXIT BLUES - May

BALABANOV'S HOUSE MUSIC DAY - May/June

HILLS OF ROCK - June

LIEU D'ETRE 2019 - CHOREOGRAPHIC MANIFESTO FOR HOUSING PROJECTS. LARGE - June

OPERA OPEN - June/August

BALKAN YOUTH SYMPHONY ORCHESTRA "PROGRESSIVE" - Julu

WORLD FEST PLOVDIV - July

INTERNATIONAL FOLK FESTIVAL - August

PLOVDIV JAZZ FEST - November

ELECTRIC ORPHEUS - April/June/October

EDUCATION & TECHNOLOGY

EURECA! TRAVELLING EXHIBITION - January / December

PLOVDIV GAME JAM - Januaru

TEDX PLOVDIV - April

CHITALISHTE - May / October

ANNUAL OUTSOURCING CONFERENCE & AWARDS - May

TUXCON - June

KNOW-HOW SHOW-HOW - July

INTERNATIONAL TECHNICAL FAIR - September

ANNUAL BUSINESS FORUM: INDUSTRY 4.0 - October

PLOVDEV - November

CRAFTS & EXHIBITIONS

SMOKE. TOBACCO STORIES - January/March

ART LIBERTY - FROM THE BERLIN WALL TO STREET ART - January/March

SPRING CRAFT FAIR - May

BUILDING TOGETHER - CHILDREN CITY - June

DIGITAL ECOLOGIES - July / August

AUTUMN CRAFT FAIR - September

NATIONAL AUTUMN EXHIBITIONS - September

AUTUMN SALON OF ARTS - September

WEEK OF CONTEMPORARY ART / ANCIENT BATH - September

CUISINE & LIFESTYLE

VINARIA WINE FEST - February

SLOW FOOD FEST - February

HELLO HEALTH FESTIVAL - April

WINE & GOURMET PARADE - May

PULDIN ETHNO 2019 - July

ETHNO KITCHEN ON WHEELS - May/September

Mood for Food - September

LOVE SWING DANCE FESTIVAL - October

PARADE OF THE YOUNG WINE - November

AYLIAK PARADE - October / May

MOVIE & THEATER

AW (E) ARE - THEATER WORKSHOP - January

ODYSSEUS - February

"BLACK BOX" INTERNATIONAL DANCE AND THEATRE

FEST - May/June

MEDEA - June

Summer Cinema In The Park - July

THEATRE FESTIVAL "SCENE AT

CROSSROADS" - September

ONE DANCE WEEK - September/October

CINEMANIA - November

FILMGATE BG PLOVDIV- November/December

THE SMALL THEATRE FROM THE END OF THE WORLD...
OPUS II - December

STREET FESTS

FLUCA - AUSTRIAN CULTURAL PAVILION - May-October

MOVE WEEK PLOVDIV - May/June

STREET MASTERS - June

KAPANA FEST - June/September

PLOVDIV KARAVANA - June

SUMMER BY THE RIVER - August

OLD TOWN FESTIVAL - September

NIGHT PLOVDIV - September

URBAN GAMES - November

CHRISTMAS IN KAPANA - December



European Capital of Culture

Explore Plovdiv

the ancient city with a modern attitude

We invite you to be #together at the hundreds of small- and large-scale events.

Come and join us.
You are more than welcome.

You can also be #together with us on:

- f 2019plovdiv
- Plovdiv2019
- ✓ plovdiv2019
- plovdiv2019

www.plovdiv2019.eu

European Capital of Culture

CREATING A BUSINESS-FRIENDLY CITY



PLOVDIV MUNICIPALITY

Bulgaria, 4000 Plovdiv, 1 Stefan Stambolov Sq.

tel.: +359 32 656 727 | fax: +359 32 656 703

mayor@plovdiv.bg | plovdiv.bg

invest@plovdiv.bg

In partnership with

