



Invest Bulgaria – your success is our mission

---

---



# About us

- ➔ One-stop-shop
- ➔ Promoting Bulgaria as attractive business destination
- ➔ Providing in–depth information about Bulgarian business environment
- ➔ Assisting investors during their country assessment process, connecting business with the government institution
- ➔ Certification procedure and Incentives application
- ➔ Support in the implementation process of the investment project, post-investment support

# New interactive investment map of Bulgaria

## INTRODUCTION

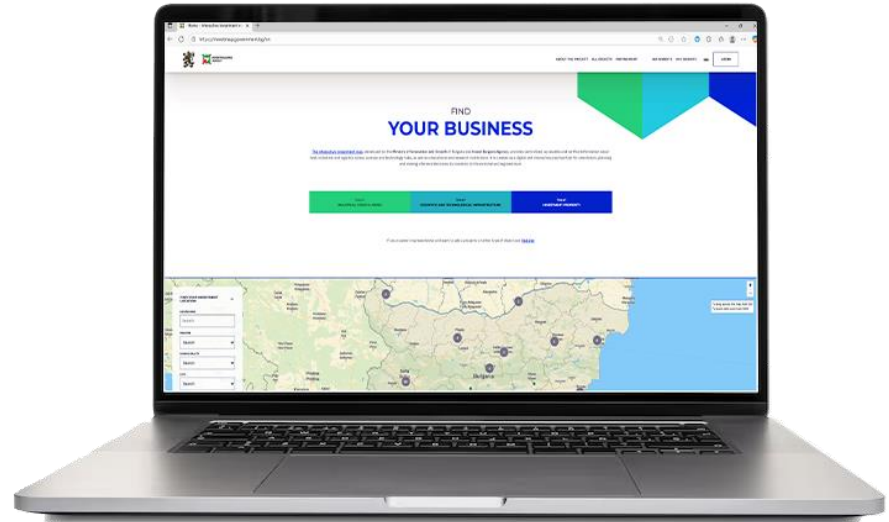
➔ Centralized interactive map with industrial zones, objects and research & technology infrastructure for investors;

## WHAT THE PLATFORM INCLUDES

➔ Detailed profiles with key technical parameters, documents and links to related objects and partners;

## BENEFITS FOR INVESTORS

➔ Tool for comparing locations, accessing verified data and ensuring transparency on infrastructure readiness.





Bulgaria's most  
appreciated assets  
according to the investors



# Strategic and geopolitical location

- ➔ Member of the European Union, Schengen Area, NATO, IMF, WTO;
- ➔ “Made in the EU” commercial label;
- ➔ Not only nearshoring but a friendlyshoring destination;
- ➔ 5 international road corridors pass through the country;
- ➔ Access to 1.3 Billion customers – Europe & Middle East;
- ➔ Since January 1<sup>st</sup> 2026 the Euro is the official currency.



# Macroeconomic stability and constant growth

**3.2 %** ↑

GDP  
(Q3 2025)

**€ 2.98 Bn**

FDI  
(Jan-Nov 2025)

**27.7 %**

Government  
debt to GDP  
ratio (Q3 2025)

**3.4 %**

Unemployment  
rate (Q3 2025)

- ➔ **Free export** to the EU;
- ➔ **Attractive taxation system** – 10% flat rate of Corporate and Personal Income Tax; 5% Withholding tax rate;
- ➔ **Competitive operating costs** - resilient electricity and gas supply at one of the most competitive prices in the EU; favorable office rents and low cost of utilities.

# Taxation rates

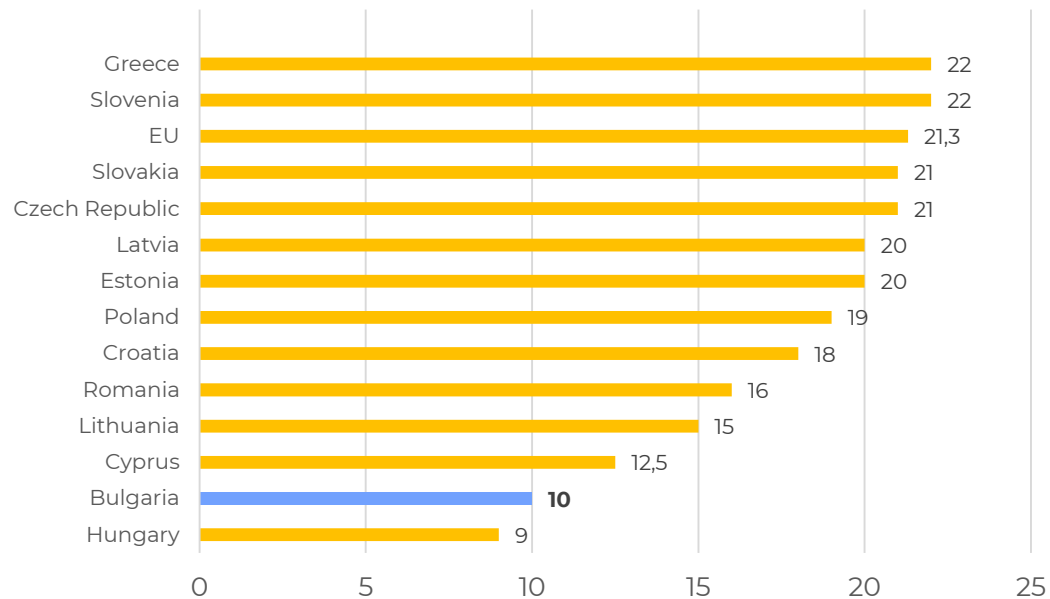
**One of the lowest in the EU**

**10 % Corporate income tax - flat**

**10 % Personal income tax**

**General VAT is 20 %**

## CIT rates



# Cost of business



## **Electricity**

January '26: € 148.56/MWh (average)



## **Natural Gas**

February '26: € 32.30/MWh



## **Water & Sewage**

€ 1.65–3.20 (m<sup>3</sup>)



## **Rents**

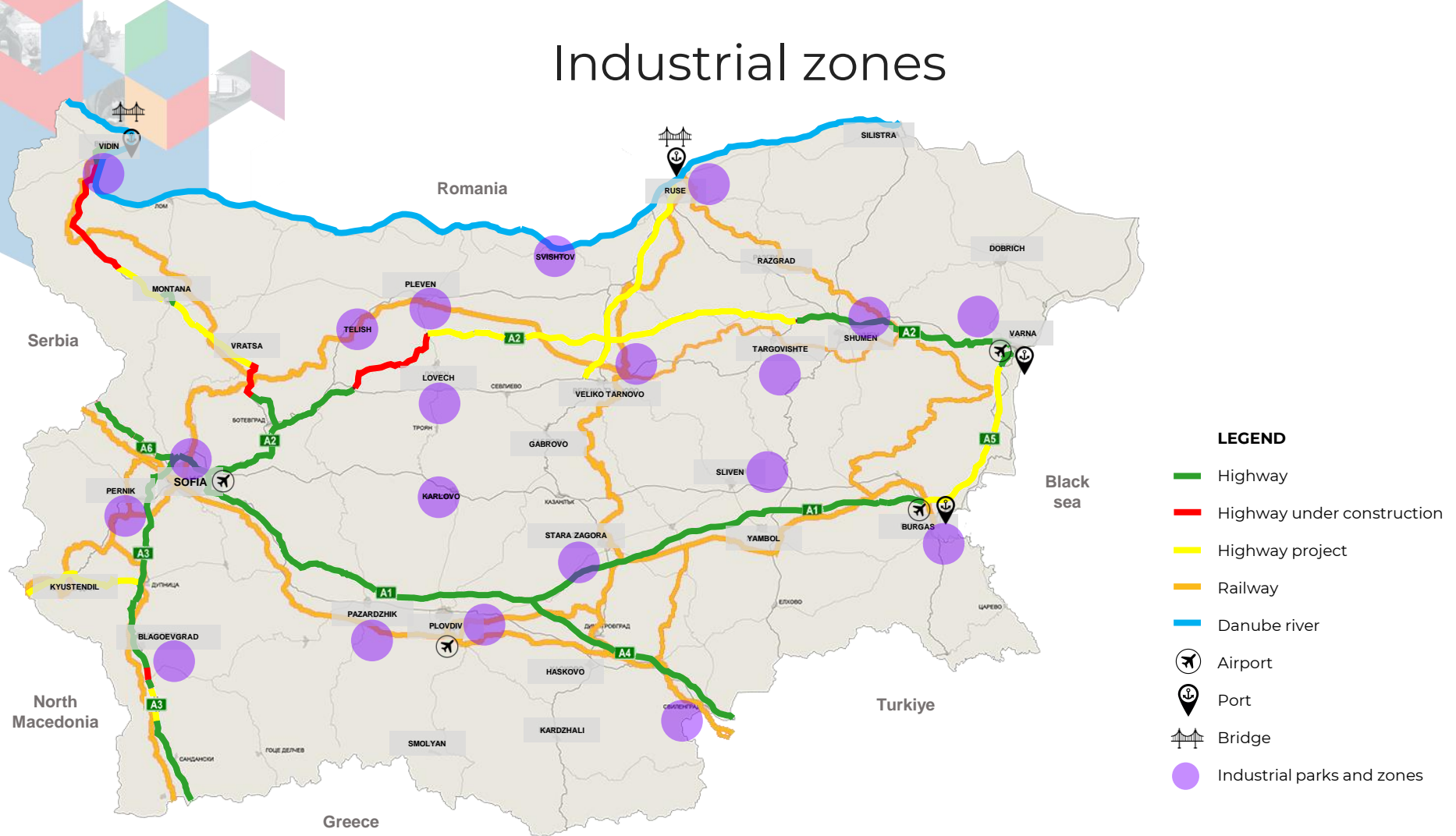
Industrial: € 3-5.8; Offices: € 9-16 (m<sup>2</sup>/month)



## **Labor Cost**

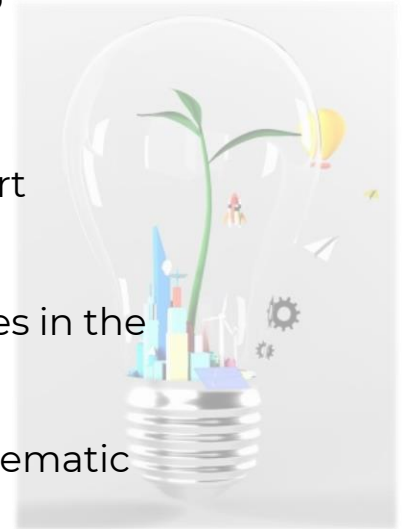
Average: € 1 303; minimum: € 620.20 (gross, monthly)

# Industrial zones



# Fast growing technology and innovation hub (1/3)

- ➔ Initiative for making Southeast Europe an innovation hub
- ➔ Favorable conditions for startups and investing in R&D
- ➔ Aim to attract talents, encourage partnerships, build smart specialization and technological capacity
- ➔ Establishing partnership agreements with all the countries in the SEE region
- ➔ Cooperation can be based around smart specialization thematic areas and trends such as IT and ICT, mechatronics and microelectronics, biotech and clean techs



# Fast growing technology and innovation hub (2/3)



Bulgarian companies can apply for DIANA (Defense Innovation Accelerator in the North Atlantic)



Bulgaria joined NASA's Artemis Accords which define the basic principles for global cooperation in outer space



Signed cooperation agreement with Intel in the field of artificial intelligence

# Fast growing technology and innovation hub (3/3)

**INSAIT**

Institute for Computer Science,  
Artificial Intelligence and Technology

The first world-class AI research and deep-tech institute in Eastern Europe

- ✓ World-class academic standards, industry support and scientist;
- ✓ PhD students, researchers, deep-tech IP, start-ups creation and exchanges.



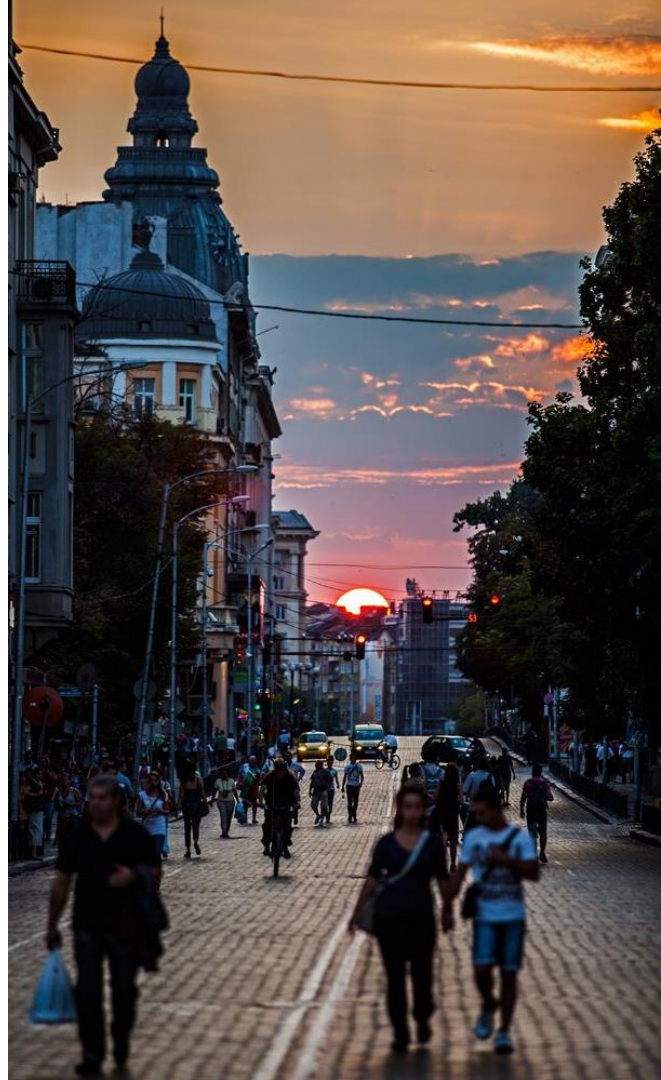
Located in Sofia Tech Park, Discoverer is a Petascale supercomputer capable of executing more than 4.2 Petaflops Rmax and over 6 petaFLOPS Rpeak

# Talent

- ➔ One of the strongest engineering talent pools in the EU;
- ➔ Strong local IT talent - Bulgaria ranks 3rd in terms of IT specialists per capita;
- ➔ Capacity to think out of the box;
- ➔ Women in leading management positions;
- ➔ 50% speak at least one foreign language;
- ➔ 25% of the population hold university degree;
- ➔ 100 000 students per year;
- ➔ Bulgarian Olympiads are at the top of the world rankings in mathematics, informatics and physics;
- ➔ Labor force – 3.3 million people.

# Quality of life

- ➔ Security of living in Bulgaria;
- ➔ Good international schools;
- ➔ Private and public healthcare;
- ➔ Active cultural life;
- ➔ Fervent international community;
- ➔ Friendly people open to foreigners;
- ➔ Rich historic and cultural heritage;
- ➔ Beautiful nature – mountains, seaside and plains with continental climate and;
- ➔ Winter, summer, spa, cultural, religious and medical tourism.



# Access to national and EU funding

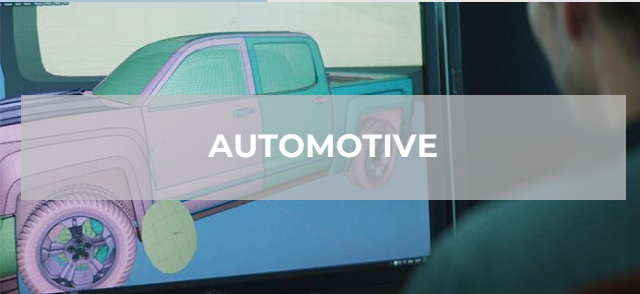
➔ Recovery and Resilience Plan

➔ Operational programs:

- ✓ Innovation and competitiveness;
- ✓ Research, innovation and digitalization for smart transformation;
- ✓ Development of the Regions;
- ✓ Human Resources Development;
- ✓ Environment etc.



# Fastest growing sectors



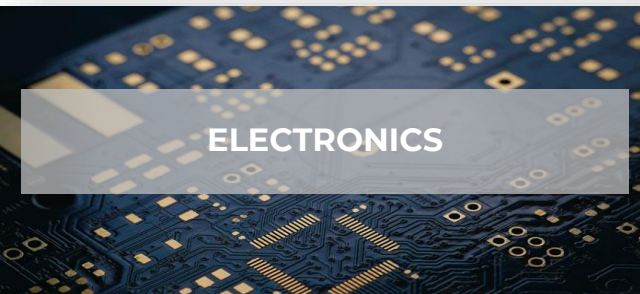
**AUTOMOTIVE**



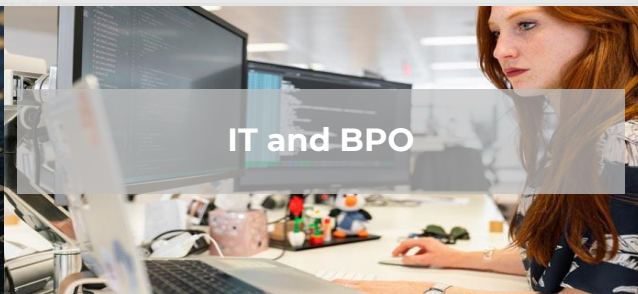
**MECHANICAL ENGINEERING**



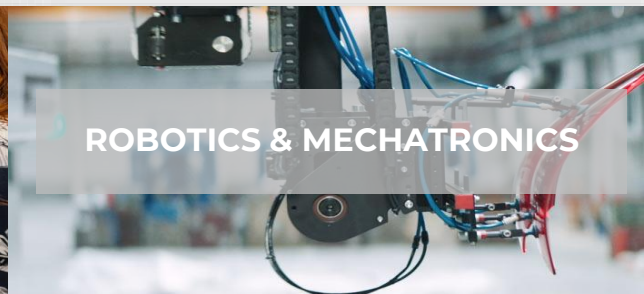
**HEALTH & LIFE SCIENCE**



**ELECTRONICS**



**IT and BPO**



**ROBOTICS & MECHATRONICS**



**AUTOMOTIVE**  
**IN BULGARIA**

The image features a blue-tinted background of a car's front end, overlaid with a white wireframe grid. Several numerical values are scattered across the scene, including: (001), 3.254, 21.365, 2.367, 3.254, 4.215, (001), 6.214, 2.367, 4.287, 5.236, 0.82, 0.82, 5.236, and 2.287. A large blue triangle is positioned in the top right corner.

# Automotive



**EUR 0.5 Bn**  
Turnover



**9 000**  
Workers



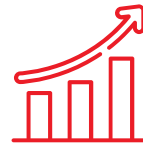
**9 of 10**  
Export



**30**  
Companies



**1**  
R&D center



**< 1%**  
of the GDP

**2012**

# Automotive



**EUR 10 Bn**  
Turnover



**85 000+**  
Workers



**9.9 of 10**  
Export



**380+**  
Companies



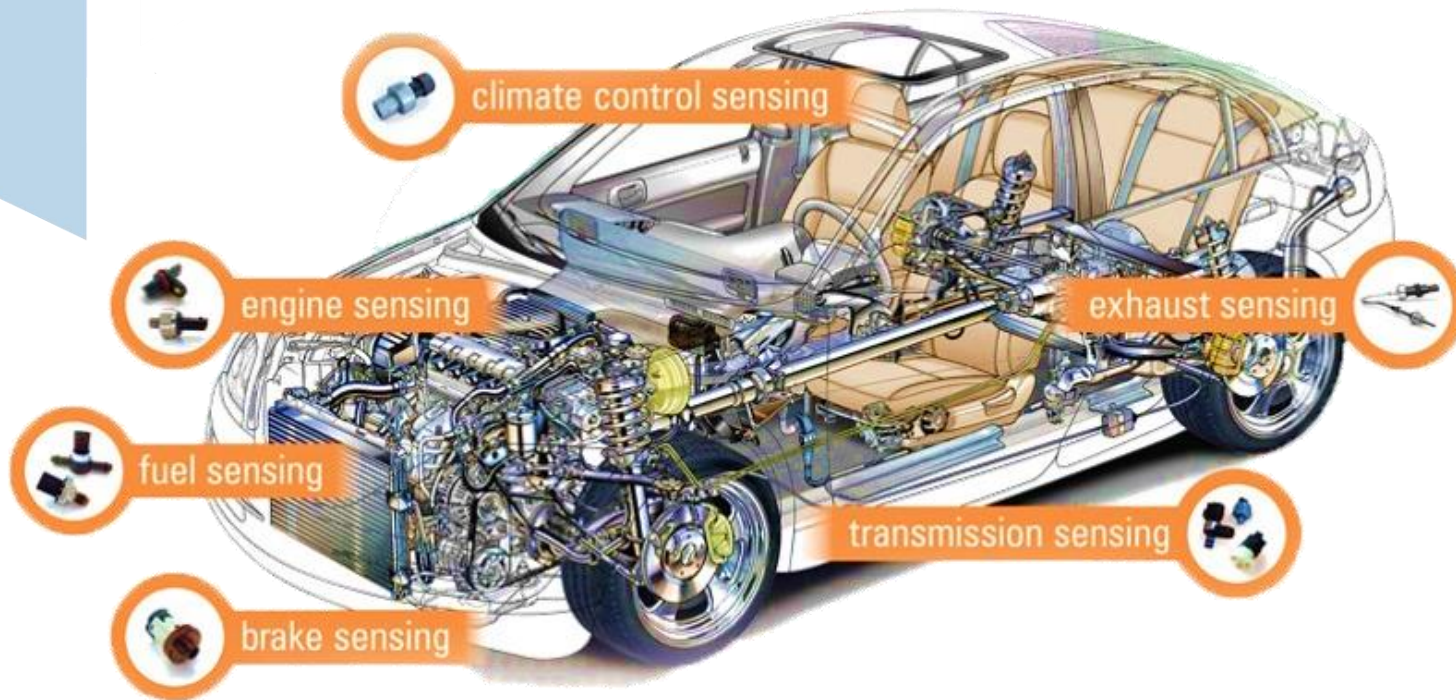
**38**  
R&D center



**11 %**  
of the GDP

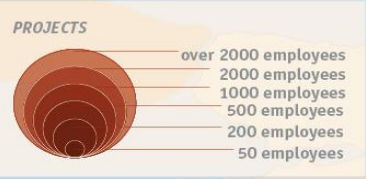
**2024**

80% OF THE SENSORS IN ALL EUROPEAN CARS ARE MADE IN BULGARIA

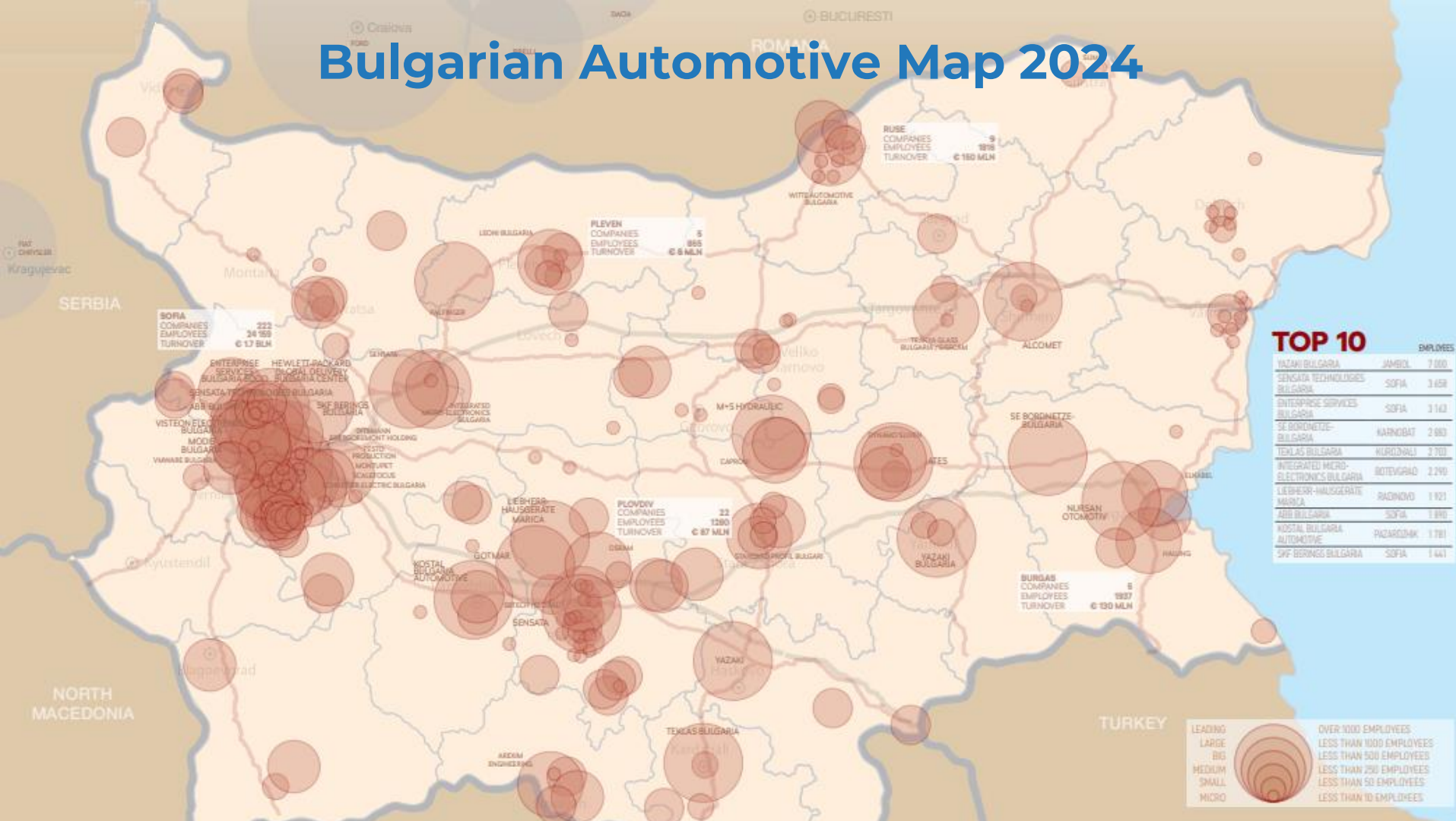


*AUTOMOTIVE IS THE BOOMING PART OF THE INDUSTRY IN BULGARIA*

# Bulgarian Automotive Map 2000



# Bulgarian Automotive Map 2024



## TOP 10

| COMPANY                               | LOCATION  | EMPLOYEES |
|---------------------------------------|-----------|-----------|
| YAZAKI BULGARIA                       | JAMBOL    | 7 000     |
| SENSATA TECHNOLOGIES BULGARIA         | SOFIA     | 3 658     |
| ENTERPRISE SERVICES BULGARIA          | SOFIA     | 3 143     |
| SE BORDNETZE-BULGARIA                 | KARNOBAT  | 2 883     |
| TEKLAS BULGARIA                       | KURDZHALI | 2 703     |
| INTEGRATED MICRO-ELECTRONICS BULGARIA | ROTEVGRAD | 2 290     |
| LEIBHERR-HAUSGERATE MARICA            | RACINOVO  | 1 921     |
| ABB BULGARIA                          | SOFIA     | 1 890     |
| KOSTAL BULGARIA AUTOMOTIVE            | PAZARSIK  | 1 781     |
| SKF BERINGS BULGARIA                  | SOFIA     | 1 441     |



# IT AND BPO SECTOR IN BULGARIA

# IT & BPO

- ➔ Bulgaria remains a leading performer in competitiveness within the South East Europe region;
- ➔ The country boasts a skilled labor pool, supported by a growing number of universities offering specialized programs in fields such as IT, STEM, and languages;
- ➔ Bulgaria's international presence is growing, with companies from major markets like the USA, Germany and the Netherlands;
- ➔ Interest from foreign investors and large international corporations demonstrates the appeal of Bulgaria as a competitive and cost-effective sourcing destination.



# IT & BPO

## Education and labor force

- Wide network of secondary schools with an intensive focus on languages, mathematics and science
- 51 universities across 14 cities (37 offer majors related to the sourcing industry)
- 15 500 students enrolled in in areas closely linked to the sourcing sector, 5 900 in foreign language for the last academic year
- Private ICT colleges and academies

### **Number of Schools and Universities Preparing Students for Potential Sourcing Jobs:**

88

Language schools

140

High Schools of Mathematics, Science and Economics

37

Universities in Language, Economics or IT Majors

# IT & BPO

Software development



**EUR 5 Bn**  
Revenue



**60 000**  
Employees



**4 600**  
New companies



**#1**  
In service export



**EUR 1.3 Bn**  
Paid in taxes



**4.9 %**  
of the GDP

**2024**

# IT & BPO

## Wages

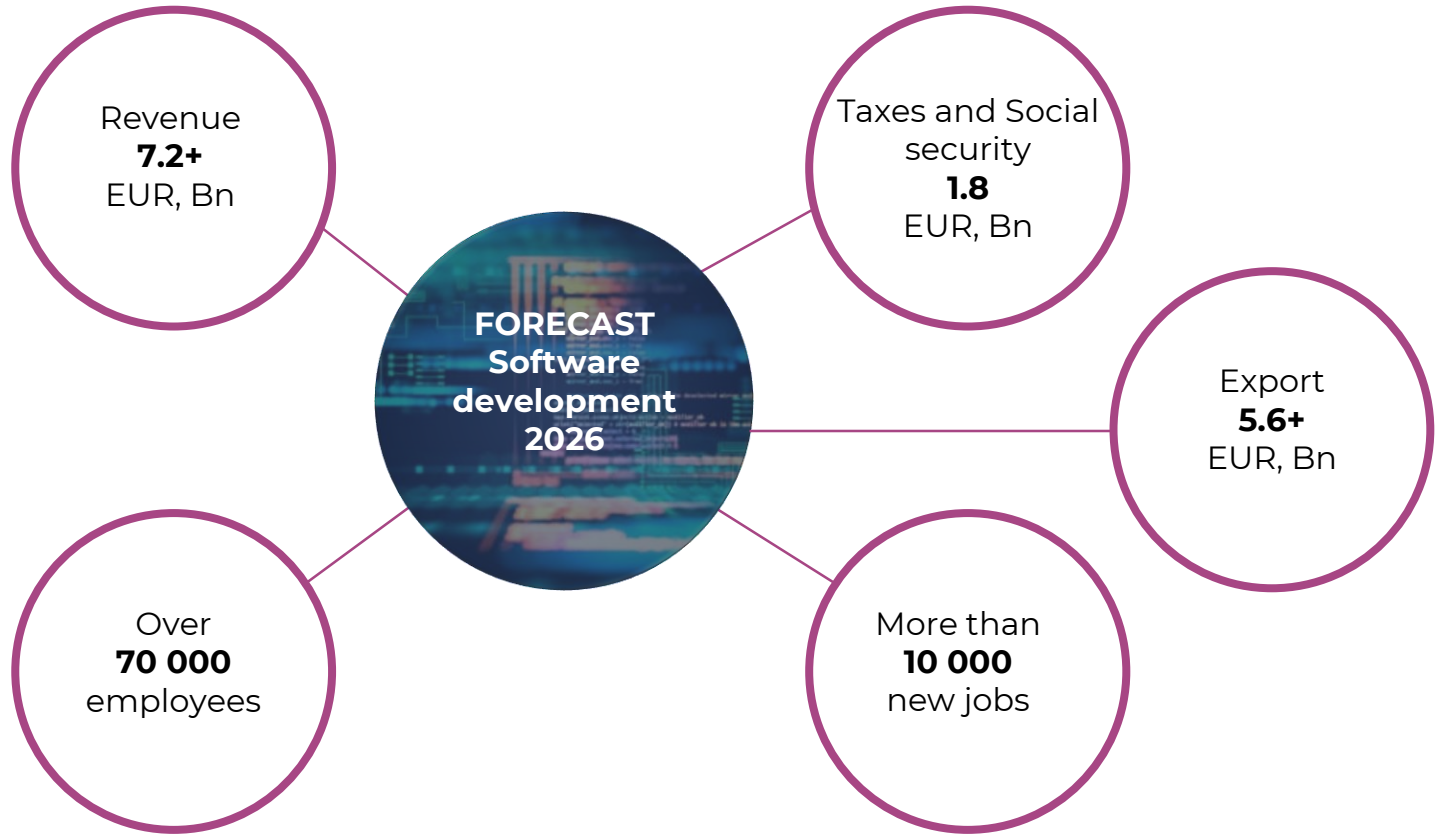
**The salary of software specialists in Bulgaria is expected to continue to outpace similar levels in the UK and Germany.**

| Gross per year                                   | Wage              |
|--|-------------------|
| Average for Bulgaria                             | <b>EUR 29 800</b> |
| Equivalent of Bulgaria in the UK (through PPP*)  | <b>62 220 GBP</b> |
| Average for UK (software engineer**)             | <b>37 984 GBP</b> |
| Equivalent of Bulgaria in Germany (through PPP*) | <b>EUR 64 468</b> |
| Average for Germany (software engineer**)        | <b>EUR 54 316</b> |

\*Calculated through purchasing power parity ratio using The World Bank Purchasing power Parity conversion factor

\*\*Median of the reward for the profession of software engineer

# IT & BPO



# IT & BPO

FinTech



**156** FinTech  
Companies



**11** Payment  
Institutions



**8** E-money  
Institutions



**11 000**  
employed in  
the industry



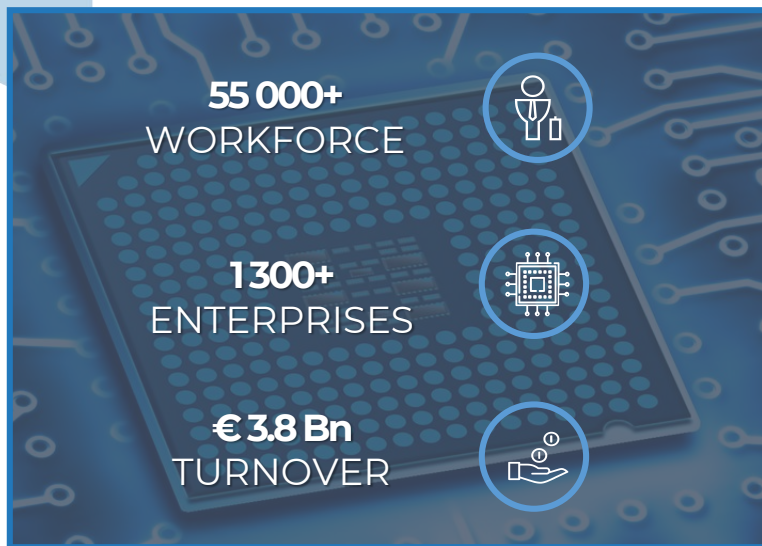
**18** universities  
teaching  
Computer Science

*THE FIRST BULGARIAN BORN UNICORN IS IN THE FIELD OF FINTECH*



# **ELECTRONICS AND ELECTRICAL ENGINEERING IN BULGARIA**

# Overview of the sector



The electronics and electrical engineering sector, represented by electric machines, as a product group, has achieved the most significant progress in the export of the country.

*The sector is one of the leading exporters in the country.*

The background of the slide is an aerial photograph of a university campus, showing several large, multi-story buildings with red-tiled roofs and green spaces. On the left side, there is a decorative graphic consisting of overlapping, semi-transparent geometric shapes in various colors (blue, red, green, orange, purple) that form a stylized, abstract shape.

# High potential and capacity of the educational system

- ➔ More than half of the students study a profession after 7th grade;
- ➔ Increasing numbers of students studying specialties where there is an expected shortage on the labor market;
- ➔ 52 universities in the country;
- ➔ 16 universities in the country with electrical engineering and electronics;
- ➔ 20 000+ students enrolled in engineering, 4 300 graduates.

# HEALTH & LIFE SCIENCE IN BULGARIA



# Health & Life science

## Chemistry Key figures

Manufacture of chemical products, rubber, plastic products and pharmaceuticals



Manufactured  
production worth  
**EUR 5.3 Bn**



**2 300**  
Enterprises



**EUR 5.8 Bn**  
Turnover



**54 000** directly  
employed; about 100  
000 additional jobs for  
indirectly employed  
persons

# Health & Life science

## Biotechnology



- 128 medical centers engaged in research
- 27 000 students in the fields of healthcare, medicine, pharmacy and dentistry
- 2 000 students enrolled in Biotechnology and Biology programs

Bulgaria is part of the initiative MEGA (The Million European Genomes Alliance) to give access to 1 million genomes in Europe by 2020. Bulgaria is one of the 14 countries in this alliance. The initiative aims to enable secure access to genomics and the corresponding clinical data across Europe for better research, personalized healthcare and health policy making.

# Health & Life science

## Healthcare



The health sector in Bulgaria relies on experienced professionals (doctors, dental technicians, nurses, therapists, pharmacists, researchers)



Internationally recognized medical doctors in various specialties such as heart disease, orthopaedics, oncology, dentistry and others



Opportunity to build private medical centers to make use of the existing workforce, adequate legislation, manufacturing of medical supplies, devices and pharmaceuticals



Established private health insurance funds




# Health & Life science

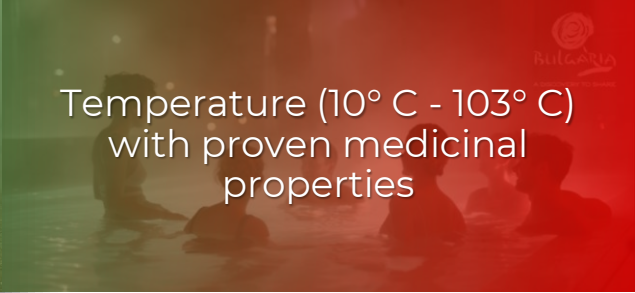
## Balneology



Bulgaria has natural resources that offer perfect conditions for ALL-YEAR TOURISM



Bulgaria has about 600 operating deposits of mineral water and 1 600 springs



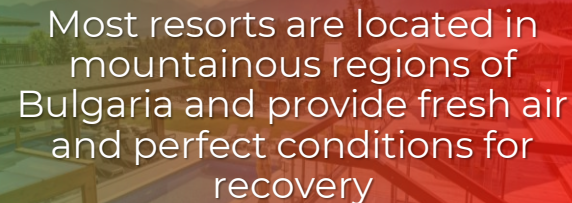
Temperature (10° C - 103° C) with proven medicinal properties



There are more than 65 balneological resorts



Mineral waters are fit for human consumption



Most resorts are located in mountainous regions of Bulgaria and provide fresh air and perfect conditions for recovery

The image shows a factory floor with two large industrial robotic arms in the foreground. They are positioned over a workpiece, and bright sparks are being emitted from their welding tips, indicating an active welding process. The background is filled with the complex metal framework of the factory, including beams and pipes, under industrial lighting. A large blue and white geometric shape is overlaid in the top right corner of the image.

# ROBOTICS & MECHATRONICS IN BULGARIA

# Robotics & Mechatronics

*Bulgaria ranks among the top 15 countries with a trade surplus in industrial robots.*

**45**


Workers have been supported by one robot in the manufacturing industry of automotive components



In the Mechanical engineering one robot is helping about **70** workers



# Robotics & Mechatronics

- 
- ➔ The sector is export-oriented and plays a key role for the Bulgarian economy;
  - ➔ Bulgarian universities offer specialized programs in mechatronics and robotics, with training including artificial intelligence and automation;
  - ➔ Availability of scientific infrastructure with a focus on innovation.

# Education

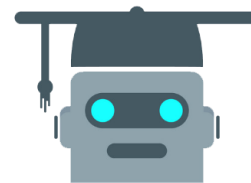


**8**

universities with  
Robotics and  
mechatronics  
specialties



**1371** Classes in the  
country



**60**

academies for kids and  
teens across the country  
teaching robotics and  
developing interest in  
STEM field



РЕПУБЛИКА БЪЛГАРИЯ  
Министерство на иновациите и растежа  
REPUBLIC OF BULGARIA  
Ministry of Innovation and Growth

МИНИСТЕРСТВО  
НА ИНОВАЦИИТЕ И РАСТЕЖА

[www.mig.government.bg](http://www.mig.government.bg)

# GOVERNMENT INCENTIVES IN BULGARIA

[www.mig.government.bg](http://www.mig.government.bg)

МИНИСТЕРСТВО  
НА ИНОВАЦИИТЕ И РАСТЕЖА

[www.mig.government.bg](http://www.mig.government.bg)

MINISTRY  
OF INNOVATION  
AND GROWTH

МИНИСТЕРСТВО  
НА ИНОВАЦИИТЕ И РАСТЕЖА

[www.mig.government.bg](http://www.mig.government.bg)

MINISTRY  
OF INNOVATION  
AND GROWTH

МИНИСТЕРСТВО  
НА ИНОВАЦИИТЕ  
И РАСТЕЖА  
[www.mig.government.bg](http://www.mig.government.bg)

[www.mig.government.bg](http://www.mig.government.bg)

MINISTRY  
OF INNOVATION  
AND GROWTH  
[www.mig.government.bg](http://www.mig.government.bg)

МИНИСТЕРСТВО  
НА ИНОВАЦИИТЕ И РАСТЕЖА

[www.mig.government.bg](http://www.mig.government.bg)

МИНИСТЕРСТВО  
НА ИНОВАЦИИТЕ И РАСТЕЖА

[www.mig.government.bg](http://www.mig.government.bg)

MINISTRY OF INNOVATION  
AND GROWTH  
[www.mig.government.bg](http://www.mig.government.bg)

МИНИСТЕРСТВО  
НА ИНОВАЦИИТЕ И РАСТЕЖА  
[www.mig.government.bg](http://www.mig.government.bg)

MINISTRY  
OF INNOVATION  
AND GROWTH



# Certification criteria

Under the Investment Promotion Act (IPA)



## AMOUNT OF INVESTMENT

Different investment thresholds depending on economic activity.



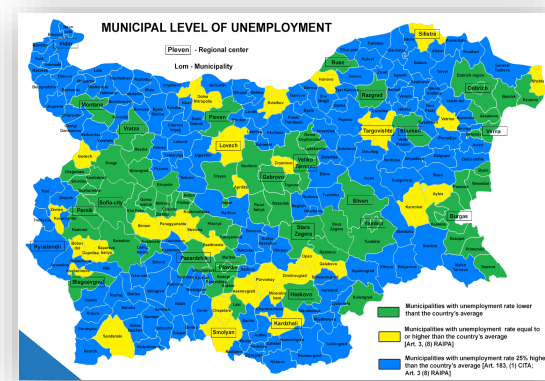
## EMPLOYMENT ESTABLISHMENT

Creating new working places is within the requirements for receiving certificate by the investor.



## ECONOMIC ACTIVITY

The targeted sectors are defined by the State and high-tech, high-value-added projects are prioritized.



## LOCATION

Locations with higher unemployment rates are prioritized and more incentives could be provided by the State.



# Eligible economic activities

## Manufacturing

**Investments in manufacturing (code C 10-33.2)** which comply with the requirements of Regulation (EU) No 651/2014 in eligible economic activities defined according to the Statistical Classification of Economic Activities in the European Community (NACE Rev. 2.1), respectively KID-2025 in the Republic of Bulgaria are promoted.

## Services

- *High-tech activities in information technology and services;*
- *software publishing;*
- *accounting and auditing activities;*
- *research and development;*
- *human health and medical-social care activities with accommodation;*
- *education;*
- *warehousing and storage of goods;*
- *architectural and engineering activities;*
- *technical testing and analysis, etc.*

## Priority investment projects

**All economic activities** are promoted, **except** investment in:

- *fisheries and aquaculture;*
- *primary production and trade of agricultural products;*
- *coal mining; steel;*
- *transport and related infrastructure and the transport of goods by pipeline;*
- *electricity generation and distribution and energy infrastructure, gas, steam and air conditioning production and distribution*



# Issuance of an investment class certificate

in accordance with the Investment Promotion Act

## **The investments must meet the following conditions :**

- to be related to the creation of a new enterprise, the expansion of an existing enterprise, the diversification of the enterprise's production with new products or a substantial change in the overall production process of an existing enterprise;
- to be carried out in economic activities according to the Statistical Classification of Economic Activities in the European Community (NACE Rev. 2.1), respectively KID-2025 in the Republic of Bulgaria;
- at least 80 per cent of the future total revenue is from the products (goods and services) produced from the realization of this investment;
- to create new jobs and be maintained for at least 5 years for large enterprises and 3 years for SMEs in the region concerned;
- the investment must be completed within three years from the date of start of project work until its completion.

# Government Incentives

|  | PRIORITY CLASS  | CLASS A                              | CLASS B                                  |
|--|---|--------------------------------------|--|
| INCENTIVES   | THRESHOLDS<br>€ 10 / 15 / 25 / 37.5 / 50 M<br>20 – 100 JOBS | € 1 / 1.5 / 2 / 5 M<br>25 – 100 Jobs | € 0.5 / 0.75 / 1 / 2.5 M<br>10 – 50 Jobs |
| ADMINISTRATIVE FAST TRACK  | ✓   | ✓                                    | ✓  |
| NO TENDER – NO COMPETITION FOR ACQUISITION OF STATE / MUNICIPAL LAND | ✓   | ✓                                    | ✓  |
| FINANCING VOCATIONAL TRAINING  | ✓   | ✓                                    | ✓  |
| SOCIAL SECURITY CASH BACK  | ✓   | ✓                                    | ✓  |
| FINANCING TECHNICAL INFRASTRUCTURE                                   | ✓   | ✓                                    |  |
| INDIVIDUAL SERVICES  | ✓   | ✓                                    |  |
| BUYING PUBLIC LAND ON FAVOURABLE PRICES                              | ✓   |                                      |  |
| NO TAXES ON CHANGING LAND STATUS                                     | ✓   |                                      |  |
| <b>CASH GRANT</b>  | ✓   |                                      |  |
| INTERDEPARTMENTAL WORKING GROUP                                      | ✓   |                                      |  |

Financial Incentives

Non-financial incentives



# Investment classes A and B depending on the amount, region and sector allocation of the investment

## Criteria – Investment value (EUR million)

| Region or Sector  | Class A | Class B |
|---|---------|---------|
| Activities in the manufacturing industry  | 5       | 2.5     |
| In municipalities with unemployment rate equal or more than the country average   | 2       | 1       |
| High-tech activities in the manufacturing industry for the entire country   | 2       | 1       |
| Activities in the service sector such as:<br>- warehousing and storage  | 1.5     | 0.75    |
| High-tech activities in the service sector such as:<br>- ICT and computer technologies, BPO<br>- R&D<br>- education<br>- human health care<br>- accounting and auditing<br>- architecture and engineering | 1       | 0.5     |

## Number of jobs created (+ Investment value)

| Region or Sector  | Class A              | Class B               |
|---|----------------------|-----------------------|
| General case:<br><b>Manufacturing industry</b>  | € 2 M and 100 jobs   | € 1 M and 50 jobs     |
| General case:<br><b>Services sector – warehousing and storage</b>   | € 0.5 M and 100 jobs | € 0.25 M and 50 jobs  |
| In municipalities with unemployment rate equal or more than the country average   | € 0.05 M and 25 jobs | € 0.025 M and 10 jobs |
| High-tech activities in the manufacturing industry for the entire country   | € 0.05 M and 25 jobs | € 0.025 M and 10 jobs |
| High-tech activities in the service sector such as:<br>- ICT and computer technologies, BPO<br>- R&D<br>- education<br>- human health care<br>- accounting and auditing<br>- architecture and engineering | € 0.05 M and 50 jobs | € 0.025 M and 25 jobs |

# Cash grant

Methodology for determining the amount

## **For Priority Investment Projects in Manufacturing:**

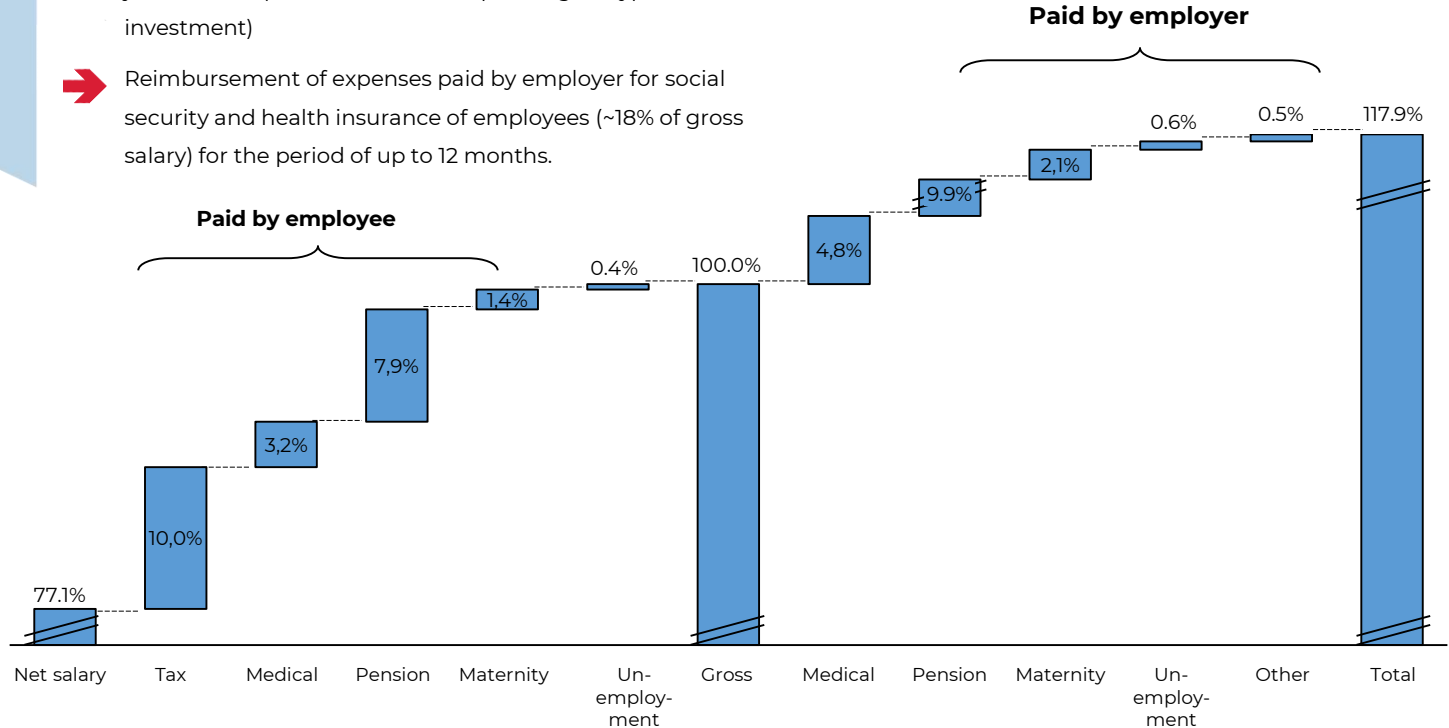
- ➔ EUR 25 million and 100 new jobs (economic activities in Manufacturing C 10-33.2)
- ➔ EUR 25 million and 50 new jobs in municipalities with high unemployment
- ➔ EUR 15 million and 100 new jobs / EUR 37.5 million and 20 new jobs in high-tech manufacturing activities

### Scoring indicators:

- ➔ Level of development of the economic region in which the investment is implemented
- ➔ Value of jobs
- ➔ Level of added value of economic activity
- ➔ Fiscal effect
- ➔ Export orientation of production
- ➔ Promoting high-tech, medium-high-tech and medium-low-tech industries
- ➔ Integration into global value chains
- ➔ New activity/new investment
- ➔ Contribution to the Green Transition

# Reimbursement of labor costs paid by the employer

- ➔ Introducing additional criteria for certification – number of jobs created (minimum 10-100 depending on type of investment)
- ➔ Reimbursement of expenses paid by employer for social security and health insurance of employees (~18% of gross salary) for the period of up to 12 months.



# Tax incentives

## Law on corporate income tax levying

### 10% corporate tax (flat rate)

### 0% corporate tax in areas with high unemployment

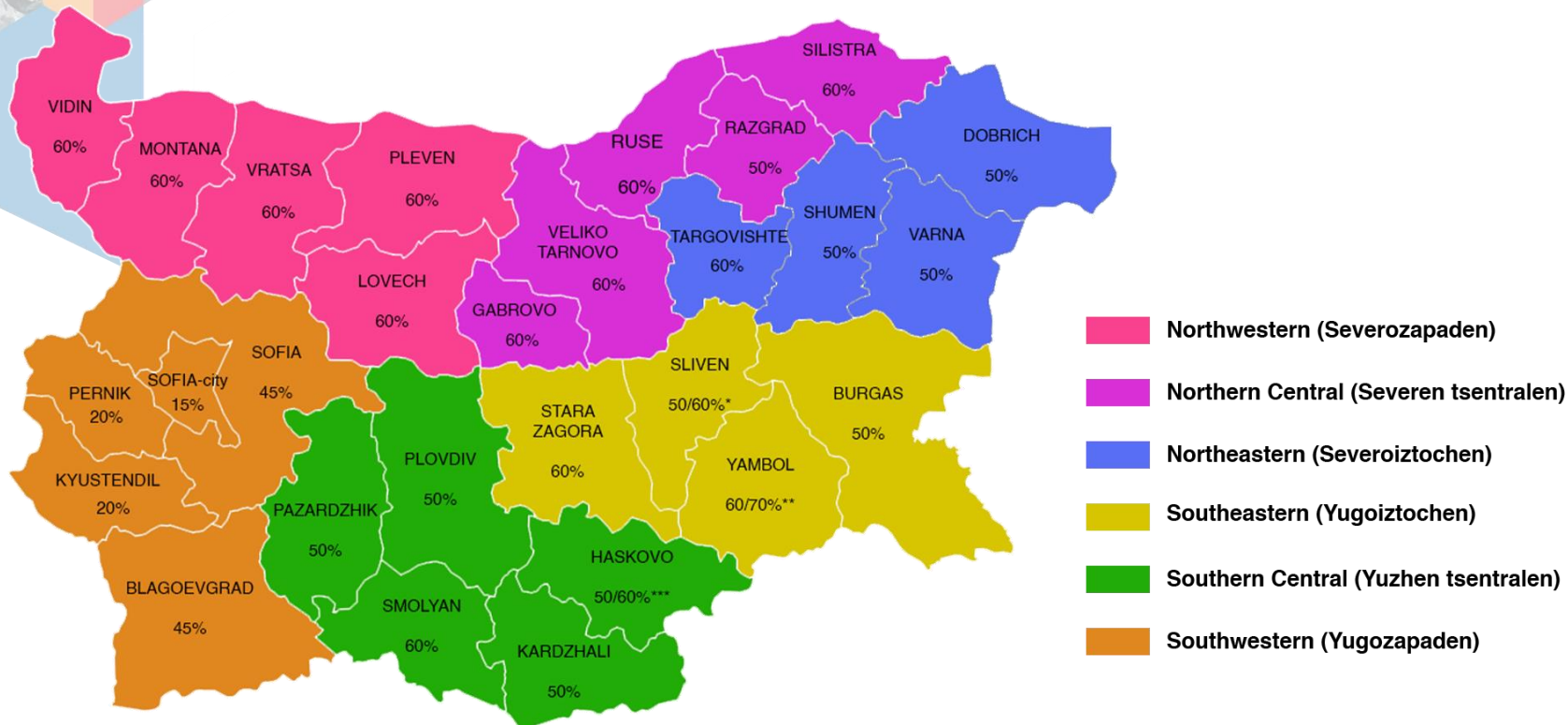
(25% higher than the country average, when the following conditions are fulfilled):

- during the all fiscal period the taxable person maintains not less than 10 job positions, and 50 per cent of them are being occupied directly in the carried out production activity;
- during the all fiscal period, not less than 30 per cent of the staff are persons, who have their permanent address in the municipality in which the unemployment rate was at least 25 % higher than the country's average ;
- the assets are located entirely within the administrative boundaries of the municipality with high unemployment;
- tax has been invested in acquiring tangible and intangible assets necessary for the production activity for a period of up to four years after the year for which the cession is used;  
the amount of the admissible expenses for intangible assets in the initial investment shall not
- exceed 50 per cent of the amount of the admissible expenses for tangible and intangible assets in the initial investment.



# Map of regional aid

Maximum state aid intensity



\***partially:** 60 % only in SLV16 Nova Zagora; SLV20 Sliven

\*\***partially:** 70 % only in JAM07 Elhovo; JAM25 Tundzha; JAM26 Jambol

\*\*\***partially:** 60 % only in HKV09 Dimitrovgrad; HKV29 Simeonovgrad; HKV32 Topolovgrad; HKV33 Harmanli; HKV34 Haskovo

A: Sofia Tech Park, 111 Tsarigradsko Shose  
Blvd., Incubator Building, 2nd floor  
Sofia 1784

E: [iba@investbg.government.bg](mailto:iba@investbg.government.bg)

T: +359 2 985-5500

[www.investbg.government.bg](http://www.investbg.government.bg)



# THANK YOU!

