JOIN OUR SURVEY ON PROFESSIONAL DEVELOPMENT OF WOMEN IN BULGARIA

2026



ELLES

ПРОФЕСИОНАЛНО РАЗВИТИЕ НА ЖЕНИТЕ В БЪЛГАРИЯ

CCI FRANCE BULGARIE

NAOS

THE FOUNDING COMPANY OF

BIODERMA

INSTITUT ESTHEDERM PARIS

état pur

Ipsos

NAOS
THE FOUNDING COMPANY OF
BIODERMA LABORATOIRE DERMATOLOGIQUE
INSTITUT ESTHEDERM PARIS
état pur

CCI FRANCE BULGARIE

Ipsos

Women's Professional Development in Bulgaria is an annual initiative led by NAOS, the French-Bulgarian Chamber of Commerce and Industry, and Ipsos, designed to:

- understand women's professional realities
- identify barriers and opportunities
- give women a stronger voice
- support employers
- stimulate public discussion
- contribute to evidence-based policies

ELLES
ПРОФЕСИОНАЛНО РАЗВИТИЕ НА ЖЕНИТЕ В БЪЛГАРИЯ



WHY THIS INITIATIVE?

Understanding women's experiences.
Creating evidence.
Driving meaningful conversations.

Bulgaria faces demographic and workforce challenges. Women's talent is essential for economic growth, innovation, and organizational success. Yet many important questions about women's professional development remain unanswered.

NAOS
THE FOUNDING COMPANY OF
BIODERMA · INSTITUT ESTHEDERM · ëtat pur

CCI FRANCE BULGARIE

Ipsos

ELLES
ПРОФЕСИОНАЛНО РАЗВИТИЕ НА ЖЕНИТЕ В БЪЛГАРИЯ



Our first survey showed that 83%

of women in Bulgaria find their job interesting and identify with it

But...

What motivates them?
What prevents them from advancing?
What support do they need?
What would make them stay?
What helps them become leaders?

Read the 2025 Report :
Développement professionnel des femmes en Bulgarie | CCI France Bulgarie

ELLES
ПРОФЕСИОНАЛНО РАЗВИТИЕ НА ЖЕНИТЕ

NAOS
THE FOUNDING COMPANY OF
BIODERMA · INSTITUT ESTHEDERM · etat pur

CCI FRANCE BULGARIE

Ipsos

The First Survey

Qualitative research : in-depth interviews by IPSOS with women working in various organizations partners of the project. The interviews were used in the preparation of the questionnaire of the Survey.

Respondent profile:

Women at the beginning of their careers, without children – 1 in Sofia and 1 in another city
Working young mothers – 1 in Sofia and 1 in another city
Middle-aged mothers with children under 18 – 1 in Sofia and 1 in another city
More mature women with children over 18 – 1 in Sofia and 1 in another city
Women approaching retirement age – 1 in Sofia and 1 in another city

Quantitative research – partnering employers and organizations invite their female employees to respond to the questionnaire distributed via a link. Target coverage : 1,000 interviews

Consolidated report : elaborated with conclusions and recommendations on the basis of data processed by IPSOS.

Presentation of the results : Embassy of France in presence of public authorities, experts and partnering organizations

NAOS THE FOUNDING COMPANY OF BIODERMA INSTITUT ESTHEDERM étatpur

CCI FRANCE BULGARIE

Ipsos

ELLES ПРОФЕСИОНАЛНО РАЗВИТИЕ НА ЖЕНИТЕ В БЪЛГАРИЯ

Join the 2026 Survey

Why become a partner?

Partners will:

✓ contribute to one of Bulgaria's largest studies on women's careers

✓ benchmark their organization

✓ demonstrate commitment to inclusion

✓ participate in national discussions

✓ receive valuable insights for HR strategy



NAOS THE FOUNDING COMPANY OF BIODERMA INSTITUT ESTHEDERM étatpur

CCI FRANCE BULGARIE

Ipsos

ELLES ПРОФЕСИОНАЛНО РАЗВИТИЕ НА ЖЕНИТЕ В БЪЛГАРИЯ



Be part of our survey & receive some valuable insights for your company

1 Associated partner

Participation in Women's Professional Development in Bulgaria – free of charge

2 Supporting partner

Individual report on company level + comparison with the total results – 800 EUR

3 Strategic Research Partner

In-depth analysis on company level – focus group discussions & workshop – customized offer for your company

ELLES
ПРОФЕСИОНАЛНО РАЗВИТИЕ НА ЖЕНИТЕ В БЪЛГАРИЯ

NAOS THE FOUNDING COMPANY OF BIODERMA INSTITUT ESTHEDERM étatpur

CCI FRANCE BULGARIE

Ipsos

INTERESTED? CONTACT:

CCI France Bulgarie
Vessela Todorova-Mosettig, Director
vessela.mosettig@ccifrance-bulgarie.org

NAOS
Simona Popova, Director
simona.popova@bg.naos.com

IPSOS
Hristina Nikolova
hristina.nikolova@ipsos.com
Nina Denisova, PhD
nina.denisova@ipsos.com

