



Interreg
Greece-Bulgaria
INNOBUS

European Regional Development Fund



*"Remember, the biggest failure is not trying."
Debbie Fields, founder of Mrs. Fields Cookies*

INVITATION

for a seminar on a topic
IN FOCUS is Entrepreneurship

Dear current and future entrepreneurs,

As part of the INNOBUS project, IN FOCUS association will hold two business seminars and two business forums in the territory of the Blagoevgrad district. The first "IN FOCUS is Entrepreneurship" seminar will be held on December 10, 2022 (Saturday) at 10:30 a.m. in the Para business center, Blagoevgrad city.

The seminar is aimed at young people up to 29 years old who want to start their own business or improve their existing business. Another target group are representatives of SMEs, clusters, business incubators and other organizations and institutions working to support business in the cross-border region.

The main objective of the seminar is to create a supportive environment for the development of entrepreneurship, as the main engine for innovation and economic development in the cross-border region, by using modern tools and approaches to increase competitiveness and stimulate networking.

Entrepreneurship is the main source of innovation in the market economy, leads to revolutionary changes in the market and stimulates the introduction of new technologies, products and services. In this context, the seminar program includes topics on career development through entrepreneurship, motivation and challenges, funding opportunities and the use of innovative methods to implement entrepreneurial business ideas. Both the main factors influencing entrepreneurial success and best practices will be addressed, presenting real stories of success and failure as part of every entrepreneur's journey.



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A successful example of an innovative entrepreneurial approach is VR (virtual reality) technology as a tool to increase the competitiveness of a wide range of businesses. Differentiated experiential marketing improves interaction with partners, customers and entering new markets. This is also the final topic of the seminar - presentation of the **White Book on VR** developed within the project by the authors - entrepreneurs of a new generation.

The topics included are suitable for both new and existing businesses in need of a new vision for innovative business planning, process improvement, expanding market share, making new contacts and boosting networking.

The seminar is organized within the framework of the INNOBUS project, financed under the Cross-Border Cooperation Program INTERREG V-A Greece-Bulgaria 2014-2020. The costs of organizing and holding the seminar are covered by the project budget and are free for all participants. Provision of transport for participation in the seminar is permissible only for participants who travel from settlements in the Blagoevgrad region, other than the city of Blagoevgrad.

The program for the seminar is attached to this invitation. If you are interested, please **register by 05.12.2022** at the following link <https://forms.gle/mftnv61sPRLS4x7k7> or at the contacts indicated below.

For additional questions and information, send an inquiry to e-mail: innobus.project@gmail.com or contact Viliana Vangelova - technical expert on the project at +359 886 400 016.

We are expecting you!



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