



YOUTH ENTREPRENEURSHIP IDEAS WERE DISCUSSED AT A SEMINAR IN BLAGOEVGRAD

Young people, representatives of small and medium-sized enterprises, business incubators and non-governmental organizations, working to support business in the cross-border region, gathered on 10.12.2022 in Blagoevgrad for a seminar "THE FOCUS IS ON ENTREPRENEURSHIP". United under the motto that the biggest failure is not trying, the organizers had prepared topics, related to the motivation and challenges for every young entrepreneur, the steps we have to go through when starting a business and the possibilities for financing ideas. Speakers at the event were experts in the field of entrepreneurship and managers with many years of experience and achievements in various sectors of the economy.

Inspiring examples of small family companies developing business for millions in Bulgaria were presented by Mrs. Rositsa Djambazova - Director of Business Incubator - Gotse Delchev, Entrepreneurship Support Center and Chairman of the Board of Directors of the National Network for Business Development. The young people learned how by motivation, innovative strategy, appropriate marketing and a qualified team, their peers from Panagyurishte managed to develop a business worth tens of millions and already sell their products in over 20 countries throughout Europe. Or how a restaurant with capacity only 12 seats in a secluded village in the westernmost part of Bulgaria can be extremely profitable and booked for half a year ahead.

What is most important if you want to be good at business? The answer to this question was given by Athanasios Manos - a long-time general manager in the field of tourism in world-famous international hotel chains. In his presentation he also showed 10 successful businesses, developed in neighboring Greece and not implemented in Bulgaria yet.

Entrepreneur Boyan Milushev told the public how a chance meeting can turn out to be the cornerstone of a successful business. A dose of luck, but also a lot of persistence, an innovative approach and a continuous pursuit of improvement are behind every great success, said Milushev. The workshop participants also learned how new technologies and in particular virtual reality (VR) can be useful in every sphere of the economic and social life. During the event he presented "The White Book on VR", developed thanks to the project and available at the following link <http://nafocus.eu/vr/>

The seminar "THE FOCUS IS ON ENTREPRENEURSHIP" is part of the activities of the project "Strengthening the competitiveness and extroversion of cross-border business through the application of innovative and specialized actions", with the acronym INNOBUS, financed by the Cross-Border Cooperation Program INTERREG V-A Greece-Bulgaria 2014- 2020.





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IN FOCUS Association implements the project in partnership with the Chamber of Commerce of Thessaloniki, Greece, the Professional Association of the Historical Center of Thessaloniki, Greece and the Association of Entrepreneurs - Gotse Delchev Region, Bulgaria.

The main objective of the project is to strengthen the factors affecting entrepreneurial success by improving competitiveness, networking and quality entrepreneurship. The activities of the project also foresee business seminars and forums, provision of free business consultations for young people up to 29 years and development of a mobile application in the field of tourism and related businesses. More information about the project at www.nafocus.eu.

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