



GEM Bulgaria

Annual Conference 2016

ENTREPRENEURSHIP:
Trends
Impact
Growth

3-4 October
2016

Rainbow Plaza
Sofia

P R O G R A M M E #GEMBG16 (FINAL)

PRE-CONFERENCE: 2 October 2016

19.00 Welcome drinks - ARTarea, 112 Rakovska str.

DAY 1: 3 October 2016, Monday

Rainbow Plaza, Sofia

08:30 - 09:30 Registration

09:30 - 09:40 Welcome by the 7 founders of GEM Bulgaria

Iskren Krusteff, Mira Krusteff, Monika Panayotova, Veneta Andonova, Petar Sharkov, Nusha Spirova, Svetozar Georgiev

09:40 - 10.00 FOCUS | Entrepreneurship – ticket to growth

Why does everyone talk about entrepreneurship, startups, pitches, ideas? The seven elements of the ecosystem. What's the hype and what does it mean to young and old – those living here, those abroad, and those returning, the students, the investors, the business climate?

Iskren Krusteff, GEM Bulgaria

10:00 - 10.30 REPORT | State of Bulgarian entrepreneurship ecosystem

In what shape is the Bulgarian entrepreneurship ecosystem? GEM Bulgaria presents the first ever national report of the [Global Entrepreneurship Monitor](#) – the foremost study on entrepreneurship in the world! Primary data, independent expert opinion, trusted and transparent methodology, globally comparable data, recommendations for the range of stakeholders. An independent report analyzing not only the environment for doing business in aspects such as policy, education, market, infrastructure, finance and more, but most importantly, the attitudes and aspirations of the Bulgarians toward entrepreneurship, fear of failure, intention to start a business, plans for growth, preferred choices of finance and other insights.

with Veneta Andonova - Universidad de los Andes and author of the report and Mira Krusteff, GEM Bulgaria

10.30 - 11.00 Coffee break

11:00 - 12.00 STORIES OF GROWTH | Scotland, Poland, UAE, Netherlands

Moderator: Boyan Benev - Gain.im

Jonathan Levie – University of Strathclyde, Scotland

Anna Tarnawa – Polish Agency for Enterprise Development

Nihel Chabrak – United Arab Emirates University

Niels Bosma - Utrecht University School of Economics, The Netherlands

Q&A Session

12:00 - 13.00 Lunch & Networking

Business meeting rooms provided by our platinum partners **Wolf Theiss**

13:00 - 14.20 KEYNOTES | THE SIX ELEMENTS - 10-15 min/each

6 high-profile keynotes talk about the factors that affect the entrepreneurship in Bulgaria, reflecting on the GEM report and sharing their perspective on the topic.

Moderator: Kiril Petkov, Proviotic

CULTURE:	Vassil Terziev, Progress
SUPPORTS:	Nikolay Denkov - Sofia University
HUMAN CAPITAL:	George Parvanov - CTeam group
MARKETS:	Richard Clegg, Wolf Theiss
POLICY:	Anton Gerunov - Council of Ministers
FINANCE:	Evgeny Angelov, Bulgarian Venture Capital Association / Economic advisor to the President of the Republic of Bulgaria

Q&A

14:20 - 15:00 DISCUSSION PANEL | THE SIX ELEMENTS

Selection of experts reflect on the Keynotes

Moderator: Kalin Manolov, journalist

Markets:	Peter Ivanov - Microsoft Bulgaria & Macedonia
Human Capital:	Denitsa Sacheva, Deputy Minister, Ministry of labour and social policy
Policy:	Lyuben Petrov - Deputy Minister of the Ministry of Economy
Culture:	Sasha Bezuhanova - Edit.bg
Supports:	Andre Kalstad - Innovation Norway
Finance:	Jordan Stoyanov - Unicredit Bulbank

15.00 - 15:30 Coffee break

15.30 - 16.30 ON STAGE: Money talks

Entrepreneurs go to VCs for money. What if the tables were turned and investors had to pitch to entrepreneurs? We put investors in the hot seat and them on stage to do just that. Pitches from investors operating in Bulgaria and on the Balkans; entrepreneurs asking the questions:

Host: Nikola Yanev, President Start it Smart

Pitching: Filip Genov - Unicredit Bulbank;

Ivailo Gospodinov - Blackpeak Capital;

Andrey Novakov - European Parliament

Mariyana Hamanova - Climate-KIC RIS

Discussion moderator: Dea Markova - Innovate Finance

Judging panel:

Svetozar Georgiev - Progress

Genoveva Hristova - Ligna group

Assen Vassilev - Center for Economic Strategy and Competitiveness

16:30 - 17.10 FUTURE: The high potential sectors for competitiveness

Practice makes it right – which are the sectors that thrive no matter the challengers? Which are the high impactors? Where is innovation taking us? Keywords: cyber, medical, ICT, pharma, automotive

Moderator: Boyan Ivantchev, Co Chair of Millennium Project Bulgaria Mode

George Sharkov - European Software Institute

Krassimira Chemishanska - Amgen

Filip Mutafis - Paysera, BASSCOM management board

Ivan Mihaylov - Visteon

Volkswagen representative

17:10 Closing and networking

20:00 GEM Awards & VIP dinner* (Speakers, special guests and VIP ticket holders)

Location: Sky Plaza, National Palace of Culture

The [GEM Awards](#) will acknowledge exemplar individuals and partnerships between organizations, institutions, individuals and businesses with positive impact for the entrepreneurship in Bulgaria. Event's partners are [Sofia Philharmonic](#).

DAY 2: 4 October 2016, Tuesday

08:30 - 09.30 Registration

09:30 - 09.45 Greeting from H.E. Rosen Plevneliev, President of the Republic of Bulgaria

09.45 - 11.00 POLICY | Choosing the right priority: leadership and governance

Why is entrepreneurship key to so many aspects of public policy? How can public servants help entrepreneurs? Why leadership is lead by example? Can one safeguard its business? Participants: policy maker, government entrepreneur, regional growth actor, enterprise policy maker from the north, new generation mayor, Innovator/policymaker from Europe

Keynote: Tomislav Donchev - Deputy Prime Minister for EU Funds and Economic Policies

Moderator: Anna-Marie Vilamovska, Advisor on Healthcare Policy Innovation and Policy to the President of Bulgaria

Georgi Stoeff - Industry watch
Andre Kalstad - Innovation Norway
Tanya Hristova - Mayor of Gabrovo
Boyan Zahariev - Open Society Institute

11:00 - 11.30 Coffee break

11:30 - 12.30 BALKANS +: The opportunity

Why talk about neighbors? Are the Balkans better off as a pack? What can we learn from each other? Competition or cooperation? Where is the untapped potential? Participants: Entrepreneurship organization with Balkans reach, leading law firm in CEE, finance capital operator, HR consultant, business with Balkans markets. Moderator: Anna Rizova, Wolf Theiss

Ivaylo Guerguiev – European Software Institute
Kamen Kolchev - ELANA Financial Holding
Rumyana Trencheva - SAP
Viktor Mizo - Free zones FYR Macedonia

12:30-13.00 CLOSING SESSION: How to set Destination Growth

Are we there yet? Can Bulgaria leapfrog by not repeating other's mistakes? Which partnerships matter? Accountability for legacy.

Iskren Krusteff - GEM Bulgaria
Sasha Bezuhanova - EditBG
Kiril Petkov - Proviotic
Tzvetana Ivanova - District Information Centre - Vratza
Yavor Popov - Endeavor Bulgaria

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