

INTRA Good Practice Card No2 Si2

Name of the Good Practice:	Internationalisation in Bulgarian enterprises through the organization of international events and providing of information services
Name of the Good Practice holder (Country):	Bulgarian SMEs Promotion Agency (Bulgaria)
How is the Good Practice financed:	- national funds - ERDF
Is the Good practice linked to a policy instrument and how:	-THE OP “Innovations and competitiveness” 2014-2020, Priority Axis 2: Priority 2 “Entrepreneurship and capacity for development of SMEs”, Specific purpose 2.2. “Raising the productivity and the export potential of the Bulgarian SMEs”. Within the current Programme is foreseen a procedure for supporting the internationalisation of SMEs by direct provision of financial support: BG16RFOP002-2.003 “Creating conditions for sustainable development and successful integration of the Bulgarian SMEs on the European and international markets by supporting the activity of BSMEPA” -National Strategy for Small and Medium-Sized Enterprises 2014-2020. In the strategy are indicated the recommendations of the EC for Bulgaria to follow the good practices emanating from the Small Business Act. -National Strategy for encouraging SMEs development 2014-2020. During the period covered, the main priority for this policy of internationalisation is the encouragement of SMEs to enter the markets of third countries.
What are the main features and the purpose of the Good Practice:	Providing financial support for Bulgarian SMEs for participation in international exhibitions and trade missions; Organization of international events within international exhibitions, promotional events, business forums and information meetings on the territory of the country. Free information and consultancy services for raising the export potential of SMEs, including through the development of sectoral strategies, analyses and policies for 18 export-oriented sectors, the development of more than 170 product-oriented marketing researches and analyses The practice uses a combination of various instruments for stimulating and sustainable developing the internationalisation of SMEs in Bulgaria.
What are the results to date and the main successes of the Good Practice:	For the period 2010-2015, the number of enterprises received financial support “de minimis” for participation in international events and trade missions is 2195 For the period 2010-2015, the amount of grants provided for stimulating the activities of SMEs is 9 637 933 EUR For 5 years the raising of the export in SMEs as a result of international exhibitions , trade missions and delegations is 40%
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	The ways of support are direct grants for export-oriented Bulgarian SMEs, as well as non-financial support for raising the capacity, promoting and developing the export activity of the companies.

INTRA Good Practice Card No3 Si4

Name of the Good Practice:	National Export Portal
Name of the Good Practice holder (Country):	Bulgarian SMEs Promotion Agency (Bulgaria)
How is the Good Practice financed:	- national funds - ERDF
Is the Good practice linked to a policy instrument and how:	OP “Innovations and Competitiveness” 2014-2020, Priority Axis 2: Priority 2 “Entrepreneurship and capacity for development of SMEs”, Specific purpose 2.2. “Raising the productivity and the export potential of the Bulgarian SMEs”. The activities, implemented under the project contribute to the achievement of the strategic purposes, laid in the activity of BSMEPA for the period 2014-2020
What are the main features and the purpose of the Good Practice:	<p>The National Export Portal is a tool for supporting the introduction and successful positioning of Bulgarian SMEs at international markets.</p> <p>It supports and helps the enhance of SMEs internationalisation by providing current and useful information for encouraging the export activities.</p> <p>The practice helps by playing an intermediary function in finding partners and in offering products and services.</p> <p>The practice supports the SMEs by maintaining data base with information about export-oriented Bulgarian companies.</p>
What are the results to date and the main successes of the Good Practice:	<ul style="list-style-type: none"> -The number of registered users is 6496 for 3 years; -The number of registered visits in the portal is 185 063 for 3 years; -The number request received by foreign companies, searching for Bulgarian business partners is 138 for 3 years; -for 2014 the market analyses and researches published in the portal is 70.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	One or several of the services, proposed by the Portal can be transferred, by alternative instruments developed and proposed by public or private providers of SMEs support services). The activity of the Portal (or just a part of its activity) can be transferred in other countries or regions in the EU

INTRA Good Practice Card No8 Si1

Name of the Good Practice:	Guarantee Agreement under COSME – support for business development
Name of the Good Practice holder (Country):	CI Bank JSC - Bulgaria
How is the Good Practice financed:	EU funds – other (COSME, EFSI)
Is the Good practice linked to a policy instrument and how:	The GP is financed by the COSME programme. COSME is the EU programme for the Competitiveness of Enterprises and SMEs running from 2014-2020. COSME has a budget of over €1,3 billion to fund the instruments that facilitate access to loans and equity finance for SMEs where market gaps have been identified.
What are the main features and the purpose of the Good Practice:	The selected GP is a tool which offers financing for SMEs on advantageous terms such as attractive interest rates, a grace period suited to the needs of businesses. The more financing is provided, the more competitive enterprises are, and the more international markets are reached.
What are the results to date and the main successes of the Good Practice:	For 2015-2016 period, the number of signed loan contracts is 200. For 2015-2016 period, the contracted amount is 36 mln. euro
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	A tool which offers financing for SMEs on advantageous terms such as attractive interest rates, a grace period suited to the needs of businesses.

INTRA Good Practice Card No 9 Si4

Name of the Good Practice:	Sectoral Export Portal
Name of the Good Practice holder (Country):	Bulgarian Branch Chamber of Woodworking and Furniture Industry (BBCWFI) - Bulgaria
How is the Good Practice financed:	-private funding (self-financed) -other
Is the Good practice linked to a policy instrument and how:	OPIC 2014-2020 is the instrument, directly related with the achievement of the EC purposes for growth and jobs, smart growth (Priority Axis 1, 2). The SME support for internationalisation is included in Priority Axis 2: "Entrepreneurship and capacity for SMEs growth"; Investment Priority 2.2.; Specific purpose 2.2. OPIC includes many measures for stimulating the export, including raising the SMEs competitiveness, improving their management capacity, etc. There are no, however, measures addressing the SMEs by regions, especially tailored for those in remote areas.
What are the main features and the purpose of the Good Practice:	The practice is a tool that provides to the chambers' members information for foreign markets; guidelines for export and marketing on foreign markets; contacts; trade representatives and works as a hub for offers and inquires from foreign companies towards the Bulgarian companies (members). The main advantage of the GP is providing of a high quality sectoral focused internationalisation support with a high level rate of success thorough the members of the BBCWFI.
What are the results to date and the main successes of the Good Practice:	Since the establishment, the number of Enterprises using the portal as members is 319.
What aspect makes this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	One or several of the services, proposed by the Portal can be transferred, by alternative instruments developed and proposed by public or private providers of SMEs support services).

INTRA Good Practice Card No10 Si2

Name of the Good Practice:	Hosted Buyers Programme
Name of the Good Practice holder (Country):	Bulgarian Branch Chamber of Woodworking and Furniture Industry (BBCWFI) - Bulgaria
How is the Good Practice financed:	Private funding (self-financed)
Is the Good practice linked to a policy instrument and how:	OPIC 2014-2020 is the instrument, directly related with the achievement of the EC purposes for growth and jobs, smart growth (Priority Axis 1, 2). The SME support for internationalisation is included in Priority Axis 2: "Entrepreneurship and capacity for SMEs growth"; Investment Priority 2.2.; Specific purpose 2.2. OPIC includes many measures for stimulating the export, including raising the SMEs competitiveness, improving their management capacity, etc. There are no, however, measures addressing the SMEs by regions, especially tailored for those in remote areas.
What are the main features and the purpose of the Good Practice:	The practice aims both to bring foreign investors in Bulgarian companies and to connect members with potential international buyers and partners. The main advantage of the practice is the possibility to internationalize the companies through participation on the national exhibitions and fairs by attracting investors and companies from abroad on a reasonable price.
What are the results to date and the main successes of the Good Practice:	The number of participants attracted for 4 years period is 150; The number of countries reached for 4 years is 40.
What aspect makes this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	The cost effective approach for hosting of foreign investors in Bulgaria which ensures possibilities for much more companies to internationalise their activity.

INTRA Good Practice Card No 11 Si2

Name of the Good Practice:	Trade missions specialized for the Furniture sector
Name of the Good Practice holder (Country):	Bulgarian Branch Chamber of Woodworking and Furniture Industry (BBCWFI) - Bulgaria
How is the Good Practice financed:	Private funding (self-financed)
Is the Good practice linked to a policy instrument and how:	OPIC 2014-2020 is the instrument, directly related with the achievement of the EC purposes for growth and jobs, smart growth (Priority Axis 1, 2). The SME support for internationalisation is included in Priority Axis 2: "Entrepreneurship and capacity for SMEs growth"; Investment Priority 2.2.; Specific purpose 2.2. OPIC includes many measures for stimulating the export, including raising the SMEs competitiveness, improving their management capacity, etc. There are no, however, measures addressing the SMEs by regions, especially tailored for those in remote areas.
What are the main features and the purpose of the Good Practice:	The practice provides specific high quality service for woodworking and furniture sector for successful participation in trade missions and b2b meetings. The main advantage of the GP is providing of a high quality sectoral focused internationalisation support with a high level rate of success thorough the members of the BBCWI.
What are the results to date and the main successes of the Good Practice:	There are 13 missions organized for 2014-2017. The number of the participating companies is 156.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	Application of a specific know-how in organization and presentation of members of the organization in such events.

INTRA Good Practice Card No12 Si2

Name of the Good Practice:	Organization of international B2B meetings and participation in international fairs and exhibitions
Name of the Good Practice holder (Country):	Bulgarian Industrial Association – Union of the Bulgarian Business/ International Economic Relations Center
How is the Good Practice financed:	Private funding (self-financed)
Is the Good practice linked to a policy instrument and how:	OPIC 2014-2020 is the instrument, directly related with the achievement of the EC purposes for growth and jobs, smart growth (Priority Axis 1, 2). The SME support for internationalisation is included in Priority Axis 2: “Entrepreneurship and capacity for SMEs growth”; Investment Priority 2.2.; Specific purpose 2.2. OPIC includes many measures for stimulating the export, including raising the SMEs competitiveness, improving their management capacity, etc. There are no, however, measures addressing the SMEs by regions, especially tailored for those in remote areas.
What are the main features and the purpose of the Good Practice:	International B2B meetings – also known as business “speed dating” – bring together businesses and other organizations looking for partners to take their projects forward. It supports the internationalization of SMEs looking for new business partners and markets. International B2B meetings are key instrument for internationalization helping business to find new partners and to go international through networking and matchmaking. The B2B meetings, exhibitions and fairs are facilitating those requirements and thus supporting the SME internationalization
What are the results to date and the main successes of the Good Practice:	Since the establishment, the number of supported enterprises is more than 300, and the number of technology agreements signed is more than 100.
What aspects make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	Methodology and know-how for organization and holding of B2B meetings of that kind is the core requirements for successful internationalization.

INTRA Good Practice Card No13 Si2

Name of the Good Practice:	Cooperation with Foreign Embassies and Trade Offices
Name of the Good Practice holder (Country):	Bulgarian Industrial Association – Union of the Bulgarian Business/ International Economic Relations Center
How is the Good Practice financed:	Private funding (self-financed)
Is the Good practice linked to a policy instrument and how:	OPIC 2014-2020 is the instrument, directly related with the achievement of the EC purposes for growth and jobs, smart growth (Priority Axis 1, 2). The SME support for internationalisation is included in Priority Axis 2: “Entrepreneurship and capacity for SMEs growth”; Investment Priority 2.2.; Specific purpose 2.2. OPIC includes many measures for stimulating the export, including raising the SMEs competitiveness, improving their management capacity, etc. There are no, however, measures addressing the SMEs by regions, especially tailored for those in remote areas.
What are the main features and the purpose of the Good Practice:	The organization utilizes its network and position to facilitate easier access to international services for the enterprises. It therefore directly influences the internationalisation and promotes the services of foreign providers. This is a good practice in order to help the Bulgarian business to find support on operational level abroad in organization of business trade missions, forums and delegations.
What are the results to date and the main successes of the Good Practice:	-number of enterprises exported: 100+ -number of enterprises supported: 300+ -number of entrepreneurs involved in any overseas cooperation: 10+ -number of technology agreements signed: 10+
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	It is a cooperation between business support organization and Bulgarian embassies abroad in order to assist SMEs in interantionalisation - IERC communicates with the BIA representatives abroad and cooperates for the implementation of services based on agreements with more than 70 business organizations from other countries.

INTRA Good Practice Card No14 Si2

Name of the Good Practice:	Remote Commercial Office
Name of the Good Practice holder (Country):	Bulgarian Industrial Association – Union of the Bulgarian Business/ International Economic Relations Center
How is the Good Practice financed:	Private funding (self-financed)
Is the Good practice linked to a policy instrument and how:	OPIC 2014-2020 is the instrument, directly related with the achievement of the EC purposes for growth and jobs, smart growth (Priority Axis 1, 2). The SME support for internationalisation is included in Priority Axis 2: “Entrepreneurship and capacity for SMEs growth”; Investment Priority 2.2.; Specific purpose 2.2. OPIC includes many measures for stimulating the export, including raising the SMEs competitiveness, improving their management capacity, etc. There are no, however, measures addressing the SMEs by regions, especially tailored for those in remote areas.
What are the main features and the purpose of the Good Practice:	The Center’s core mission is internationalisation of enterprises and the practices implemented are all in support of that. This practice allows Bulgarian SMEs to have commercial offices without the need to maintain staff abroad. Assuming almost all functions that fall under the responsibilities of the local representative of the company on the foreign market and to enhance the export readiness and capability of the company.
What are the results to date and the main successes of the Good Practice:	-number of enterprises exported: 5+ -number of enterprises supported: 5+ -number of technology agreements signed: 5+
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	<ul style="list-style-type: none"> - To facilitate effective international partnerships; - To lower the costs for companies willing or in the process of internationalization; - To provide easier access to foreign markets.

INTRA Good Practice Card No15 Si2

Name of the Good Practice:	Association for the Promotion of Agricultural Cooperation between China and the CEE Countries
Name of the Good Practice holder (Country):	Ministry of Agriculture and Food of Republic of Bulgaria
How is the Good Practice financed:	National funds
Is the Good practice linked to a policy instrument and how:	no
What are the main features and the purpose of the Good Practice:	The association works as an internationalisation central hub covering all CEE countries and promoting their trade on the Chinese market and vice versa. This practice facilitates internationalisation by providing an unified platform to seek markets, partners and investors.
What are the results to date and the main successes of the Good Practice:	The number of enterprises to which is provided access to international markets is 128 for a period of 3 years.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	The association works as an internationalization central hub covering all CEE countries and promoting their trade on the Chinese market and vice versa. This practice facilitates internationalization by providing an unified platform to seek markets, partners and investors.

INTRA Good Practice Card No16 Si2

Name of the Good Practice:	Trading platform for the promotion of agricultural products from CEE countries to China market
Name of the Good Practice holder (Country):	Ministry of Agriculture and Food of Republic of Bulgaria
How is the Good Practice financed:	National funds
Is the Good practice linked to a policy instrument and how:	no
What are the main features and the purpose of the Good Practice:	The association works as an internationalisation central hub covering all CEE countries and promoting their trade on the Chinese market and vice versa. This practice facilitates internationalisation by providing a unified platform to seek markets, partners and investors.
What are the results to date and the main successes of the Good Practice:	The number of enterprises to which is provided access to international markets is 128 for a period of 3 years.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	Facilitating internationalization by providing a unified platform to seek markets, partners and investors.

INTRA Good Practice Card No17 Si2

Name of the Good Practice:	Industrial Center of the Republic of Bulgaria in Moscow, Russia Federation (ICRB-Moscow)
Name of the Good Practice holder (Country):	Ministry of Economy of the Republic of Bulgaria
How is the Good Practice financed:	National funds
Is the Good practice linked to a policy instrument and how:	OPIC 2014-2020 is the instrument, directly related with the achievement of the EC purposes for growth and jobs, smart growth (Priority Axis 1, 2). The SME support for internationalisation is included in Priority Axis 2: “Entrepreneurship and capacity for SMEs growth”; Investment Priority 2.2.; Specific purpose 2.2. OPIC includes many measures for stimulating the export, including raising the SMEs competitiveness, improving their management capacity, etc. There are no, however, measures addressing the SMEs by regions, especially tailored for those in remote areas.
What are the main features and the purpose of the Good Practice:	ICRB – Moscow is a structure, governed by the Ministry of Economy. It has a diplomatic status and is part of the work zone of the Republic of Bulgaria’s embassy in the Russian Federation. The center assists and supports the minister of economy in carrying out the country’s policies with the focus to extend the economic, trade and technical relations between the Republic Bulgaria and the Russian Federation. More specific, in the development of the two-sided economic connections, expansion of the Bulgarian export and tourism, and the attraction of investments. By providing international partnerships and thus facilitating and bringing closer the commercial activities of SMEs from Russia and Bulgaria.
What are the results to date and the main successes of the Good Practice:	Since 1997 to 2017, the number of partnership agreements is 64.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	Business missions and trips to the Russian Federation entities, exhibitions and presentations are organized in the implementation of the program. A number of trade, economic and information cooperation agreements have been signed. These activities are directly related to supporting the internationalisation of SMEs.

INTRA Good Practice Card Si3

Name of the Good Practice:	BSMEPA - Trainings
Name of the Good Practice holder (Country):	Bulgarian Small and Medium Entrepreneurship Promotion Agency (BSMEPA)
How is the Good Practice financed:	-National funds -EU Funds - ERDF
Is the Good practice linked to a policy instrument and how:	PROJECT BG161PO003 – 4.2.01-0001 , “PROMOTION OF THE INTERNATIONALISATION OF THE BULGARIAN ENTERPRISES” through “Development of the competitiveness of the Bulgarian economy”2007-2013 OPIC 2014-2020 is the instrument, directly related with the achievement of the EC purposes for growth and jobs, smart growth (Priority Axis 1, 2). The SME support for internationalisation is included in Priority Axis 2: “Entrepreneurship and capacity for SMEs growth”; Investment Priority 2.2.; Specific purpose 2.2. OPIC includes many measures for stimulating the export, including raising the SMEs competitiveness, improving their management capacity, etc. There are no, however, measures addressing the SMEs by regions, especially tailored for those in remote areas.
What are the main features and the purpose of the Good Practice:	-Increasing the knowledge and capacity of the Bulgarian companies to export on international markets -Educating the SMEs on instruments for promoting export, managed by the government institutions as Bulgarian Export Insurance Agency, Bulgarian Investment Agency, Bulgarian Development Bank and other promotional institutional and international programs -Promoting the export in the priority sectors
What are the results to date and the main successes of the Good Practice:	For the period of 2011-2013: -Introductory and info seminars held – 90; -Specialized sectoral trainings held – 36; -Number of enterprises participated in trainings, seminars, information meetings and/or consultations – 3500.
What aspect make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:	Providing free of charge trainings for SMEs focused on internationalisation.