



European Union
European Regional
Development Fund

Policy instrument

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3, October 2019, Barcelona

Policy instrument



REPUBLIC OF BULGARIA
Ministry of Economy

Policy instrument addressed by the project - Operational Programme "Innovation and Competitiveness" (OPIC), Priority Axis 2 Entrepreneurship and Capacity for growth of SMEs.

Measure 1 – Technological modernisation of SMEs

Measure 2 – Internationalisation of SMEs

Responsible Policy Organisation – Ministry of Economy, European Funds for Competitiveness
Directorate General



Ministry of Agriculture,
Food and Forestry

OP"Rural Development Programme" (OPRDP)

NB :

- ✓ *Centralised system of economic planning, 6 planning regions, they have no autonomy*
- ✓ *Additional measures are realized in the agroindustry sector to support it at regional level*

Activities of BCCI regarding the topic of the project

- ✓ Officially recognised social partners
- ✓ Active role in the policy-making process
- ✓ Participation in a number of decision making, advisory and control committees and working groups on sectorial or sub-sectorial level
- ✓ Participation in all groups and committees involved in the implementation of the measures of all Operational programmes
- ✓ Participation in in:

Monitoring Committee of Operational Programme “Innovations and competitiveness” 2014-2020 (OPIC)

Monitoring Committee of Operational Programme Rural Development 2014-2020

Working Group for the development of OP “Innovations and competitiveness” 2021-2027

Working Group for the Development of the Strategic Plan for Agriculture and Rural Development for the Programming Period 2021-2027

Joint Committee for elaboration of European partnership agreement 2021-2027

Good practices (1)

Prestige 96 Ltd

Production of confectionary

Project financed by OPIC 2007-2013 for the amount of 2 MLN BGN (50% grant)

Main objective of the project:

Increase of the competitiveness of the company through investments in new equipment that will lead to business expansion

Results(benefits) of the project:

reduced production costs, new products developed, improved position of the company at Bulgarian and European markets, increased production capacity



Good practices (2)

Pain D'Or AD

Production of bread and pastry

Project financed by OPIC 2007-2013 for the amount of 1,1 MLN BGN (50% grant)

Main objective:

Increase of the competitiveness of the company through investments in new equipment

Results: improved quality of the products, improved working conditions, increased export, diversification of the products



Good practices (3)

SP Svetlini

Production of beverage

Project financed by OPIC 2007-2013 for the

Amount of 20 000EUR (50% grant)



International
Organization for
Standardization

Main objective:

Increase of the competitiveness through introduction of quality standards

Results: ISO standards 14 000 and 22 000 introduced; equipment purchased; high quality products available

Cupfee

- Biodegradable, edible wafer cups, offering tasty and eco-friendly alternative to traditional disposable cups
- The product was first launched in 2018
- **Example of circular design in practice**
 - use of natural grain ingredients
 - shortest possible way of transport
 - environmentally friendly production,
 - manual packaging
 - cupholder and shipping carton made of recyclable paper,
 - free of artificial ingredients, preservatives and GMOs
 - stylish protective label, which makes it easy to handle without a direct contact
- The cup can withstand temperatures of up to 95 degrees C and the wafer stays crispy for duration of 40 minutes
- Weight 40 grams
- The company was nominated for WINNER in the competition for production of ECO-Products 2019 among 65 companies participating from 13 countries of Danube Region



Harmonica

Bio Bulgaria Ltd

- Trade mark: **Harmonica** one of the most famous brands of healthy food in Bulgaria
- The main idea of the founders:
“to give real food to their families”
- Philosophy:
“we make food the right way – tasty and organic, honest and simple”
- 18 product groups: dairy products, vegetables, jam and marmalade, syrups
- Bio origin of all components of the products
- Products - the products have the BG-BIO-02 certificate, according to EU Regulation 834/2007 and 889/2008

harmonica[™]

Expectations

- Exchange of good practices with the partners
- Best practices or parts of them to be applied in BG for the preparation of the Action Plan
- Improvement of the skills and knowledge of the interested stakeholders through participation in the study visits and information campaign
- Elaboration of measures to be included in the OPIC(Operational Program Innovation and Competitiveness) for the new programming period 2021-2027





Thank you!

Questions welcome



Project smedia