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БЪЛГАРСКА ТЪРГОВСКО-ПРОМИШЛЕНА ПАЛАТА  
BULGARIAN CHAMBER OF COMMERCE AND INDUSTRY

**QUALIFY**  
Interreg Europe

**QUALIFY – *Quality standards and authenticity to  
foster competitiveness of agrifood SMEs***

# **Action plan for Bulgaria**

**2022**



# Introduction

QUALIFY has been designed to foster the competitiveness of the SMEs in the agrifood sector by tackling a challenge that affects the involved regions and the whole EU: the improvement of the quality processes of these SMEs, the fight against the fraud in the sector, and the promotion of the authenticity in their products. Overcoming the barriers related to these challenges is to foster the reduction of costs, better chain values, better processes, and better products that will allow the tackled SMEs to grow and be more competitive in the national and international markets, where they need to enlarge their presence in front of larger companies, which are much less challenged by the presented topics.

Other sub-objectives of the project are: (i) to ensure that SMEs in the sector have more efficient and effective quality standards to make them more competitive; (ii) to promote quality and authenticity standards as a key aspect for product differentiation, avoiding fraud; (iii) to set up a learning process starting from best practice identification and exchange of practice to manage ERDF-based instruments on interregional actions linked to the support of SMEs competitiveness; (iv) to support the implementation of PPs' instruments action plans, explicitly exploiting the possibility to invest ESIF in smart specialisation areas linked to agrifood industry and its SMEs; (v) to develop the notion of cross-border knowledge exchange, where all PPs build on their knowledge through other partners' experience and transferring their own; (vi) to promote the engagement of the stakeholders of the quadruple helix model in improving policy instruments; (vii) **to foster the use of the ICTs** as a main tool for competitiveness also in the agrifood sector, following the provisions of the EU's digital agenda

The main project outputs are: 7 policy instruments enlarged and improved through 7 action plans and monitoring systems, setting-up of a course with materials on the project topics for managing authorities and SMEs to foster an e-learning process, 35 stakeholder meetings, 4 dissemination events, 6 partner meetings with study visits, a continuous contact with national and EU institutions working in these topics, and over 50 best practices learned/exchanged



# Part I – General information

<b>Poject</b>	Quality standards and authenticity to foster competitiveness of agrifood SMEs (QUALIFY)
<b>Partner organization</b>	Bulgarian Chamber of Commerce and Industry (BCCI)
<b>Other partner organisations involved (if relevant)</b>	Bulgarian Small and Medium Enterprises Promotion Agency, Ministry of Economy
<b>Country</b>	Bulgaria
<b>NUTS2 region</b>	Yugozapaden
<b>Contact person</b>	Natalia Dicheva
<b>Email</b>	<a href="mailto:n.dicheva@bccci.bg">n.dicheva@bccci.bg</a>
<b>Phone number</b>	+3592 81 17 416

The action plan has been elaborated in partnership with the Bulgarian SME Promotion Agency (BSMEPA). The present document is officially endorsed by BSMEPA - endorsement letter is signed and stamped.



## Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed:

**Name of the policy instrument addressed in the submitted Application form:** Policy implemented through Operational programme "Innovations and Competitiveness" 2014-2020, Priority Axis 2: Entrepreneurship and Capacity for growth of SMEs.

**Name of the new policy instrument addressed by the Project:** Programme for Economic Transformation within National Plan for Recovery and Resilience of Republic of Bulgaria

Direction 1 "Recovery and growth" of Fund "Growth and Innovations"

The main goal of the programme is to ensure financial instruments and grants for faster recovery and growth of the Bulgarian micro, small and medium enterprises in problematic areas, which block their competitiveness and delay the transformation towards digital, low carbon and resource effective economy. The direction of the support is toward growth and innovations, effective economy, green transition, circular economy and investments in climatic neutrality and digital transformation.



# Part III – Details of the actions envisaged

## Action 1 ICT vouchers grant scheme

### Action 1.1 Development of ICT vouchers grant scheme

#### Background

The present action plan is developed on the basis of the knowledge accumulated during the project implementation – participation in consortium meeting, study visits and good practices exchanged between the participating countries. The learning process started with the kick off meeting organised by the lead partner in Barcelona, Spain. We visited two local companies – Simon Coll and Bodegues Sumarroca – where good examples from their activities were presented. The second meeting was organised by the Chamber of Agriculture of Vienne. We learned about the French system for quality control of the products, organic agriculture and on this basis, we made important conclusions what elements could be applied in the Bulgarian environment. We visited also a farm where local practices in agriculture were discussed between the participants. Our team participated on line in the next three partner meetings because of the COVID restrictions. The meeting organised by the Chamber of Estonia was very useful for us as good practices about e-commerce and blockchain technologies for food sectors were presented. On the basis of the gained knowledge, we developed one of the measures laid down in the present Action Plan i.e. provision of ICT vouchers for SMEs for activities such as blockchain technologies. The partners meeting in Greece provided useful information about good practices for the promotion of authenticity of the agrifood sector.

The Action Plan is designed also as a result of the knowledge sharing during five stakeholders' meetings organized with the participation of all interested stakeholders in Bulgaria identified at the beginning of the project implementation – public administrations, universities, branch associations, companies, civil society organizations as shown below:



The action plan describes the types of actions with relevant steps that should be implemented, the background that determined their development, stakeholders involved, timeframe, expected costs, funding resources, expected results and monitoring.

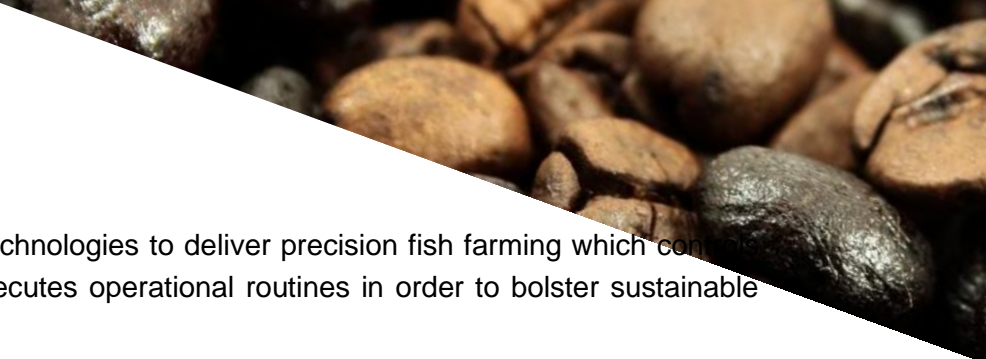
The partners identified more than 40 good practices, summarized in a catalogue <https://www.interregeurope.eu/qualify/library/> , during the phase 1 of the project implementation. The identified good practices that influenced the design of the measures of the present AP are as follows:

**SmartAgriHubs: Connecting the dots to unleash the innovation potential for digital transformation of the European Agri-food sector**

SmartAgriHubs aims at boosting digital transformation of the agri-food sector, by establishing a network of digital innovation hubs. The project aims to realise the digitisation of European agriculture by fostering an agricultural innovation ecosystem dedicated to excellence, sustainability and success.

By connecting and fostering European agricultural and IT innovation SmartAgriHubs extends digital solutions into the agri-food sector and helps farmers and their businesses to achieve real and attainable results.

The main result is the establishment of a network of Digital Innovation Hubs (DIH) in the sector of agriculture at European level. The successfully implemented activities include:

- 
- Using ICT and IoT technologies to deliver precision fish farming which controls water quality and executes operational routines in order to bolster sustainable aquaculture.
  - Implementing blockchain technology to integrate data from stakeholders across the dairy and poultry supply chain to improve traceability of products.
  - Delivering strategic advice to wheat farmers through a mobile application which processes information from the cloud and data from IoT solutions.
  - The use of digital technologies to identify grain lots, define their quality and record cultivation history to improve business models of Nordic arable farmers.

***Transfer of good practices in Bulgaria:***

- Introduction of ICT and digital solutions in the activities of the companies in order to increase their efficiency and competitiveness.
- Design of measures to be included in the new operational programme for 2021-2027 related to introduction of new technologies in daily routines of the SMEs as blockchain technologies, software solutions for optimizing and tracking the management, production and logistics processes improving the quality of the products.


**Regional Strategies 4 FOOD 4.0 Revolution REGIONS 4FOOD.**

Data has become a key asset for the food industry which is leading to innovations in technology and the development of new tools and skills. However, the large volume and diverse nature of food value chains data and actors call for specific integration and management procedures to make the most of new economic opportunities based on information, data and cognitive technologies and promote innovation-driven growth.

For this purpose, 7 regions have decided to join efforts to face new challenges by developing an exchange of experience approach and work plan which allow them to create synergies and opportunities by identifying good practice implemented in other territories.

Project partners have developed an exchange of experience approach and work plan which allow them to create synergies and opportunities by identifying good practice implemented in other regions. Partners will work in close cooperation with stakeholders to interconnect regional innovation ecosystems, and bring together the “quadruple helix” of actors involved at different stages in the food value chain. Best practices for each region will be integrated in their action plans in order to improve the targeted policy instruments governance or to implement projects that will contribute to achieving the above-mentioned goal.

Main project outputs and results will be:

- 
- Seven action plans to improve policy instruments selected by project partners according to their relevance in terms of better exploiting ICT's potential and deliver innovation to food industry and hence, smart progress and growth.
  - Reinforcing cooperation between research and business sectors and therefore, to improve the economic exploitation of R&D results.
  - Delivering strategic guidelines for new programming period.

#### ***Transfer of good practices in Bulgaria:***

- Design of measures directed to better exploitation of the ICT potential and introduction of innovations in food industry leading to smart progress and growth. This practice can be transferred in order to promote innovation and to encourage the use of ICT-based solutions.
- Involvement of all interested stakeholders in the process of preparation of strategies and implementation of measures leading to increased innovation capacity and growth of SMEs.

#### **AgroLabs: AgroFood Innovation Clusters**

AgroLabs project aimed to foster the production and distribution of innovative agro-food products of the Balkan Med area by organising local value chains, supporting SMEs and producers in their development projects and creating new markets for their products. Despite the diversity of production systems and the different degrees of obstacles, Balkan Med territories are facing common challenges that limit the development of the agro-food sector and weaken especially the small producers. Most constraints are common in rural Balkan Med areas, such as lack of digitalization, innovation and productivity, quality and food safety, difficulties in promoting typical products, access to funding and the structure of the value chain at a regional level.

The outputs benefit producers, SMEs and all parties in the agro-food value chain, local/regional authorities and the participating regions. The innovative “bottom-up” approach of AgroLabs allowed to meet the needs and the aspirations of the involved stakeholders and to ensure the appropriation of the AgroLabs clusters by building a joint strategy through cross-border exchange of experience. This led to the creation of the Balkan Med network of agro-food clusters.

#### ***Transfer of good practices in Bulgaria:***

- Development of measures oriented to small agro producers facing challenges with the production of innovative products due to the lack of digitalization.
- To design measures corresponding to the needs of the SMEs using innovations and digitalization that will facilitate the promotion of the typical products.





### **NICHE Building innovative food value chains in regions**

The food sector is faced with major challenges that arise from changes in the sector's economic and non-economic environments. The availability of safe, sustainable and healthy food has taken a new and pressing dimension in the light of an ever-growing global population and increasing environmental and sustainability concerns. By working together, the NICHE partnership aims, by 2019 and through the improvement of existing policies, achieve an average 15 % increase in the adoption of research and innovation solutions by food sector companies in their regions to give response to the demand of this sector identified as high-potential sector for their smart growth. In doing so is key the creation of the right conditions to maximize all this existing potential in the way of establishing effective open innovation ecosystems, at both regional and interregional level, that will bring together all the relevant actors to facilitate technology and knowledge exchange that will be translated in new products and services.

The main results are related to:


- Building innovative food value chains in regions with the support of food sectors companies
- Enhancement of the smart specialization sectors at regional levels: one way to increase the competitiveness of the region is related to the creation of high value-added niches based on technology driven innovation.
- Establishment of effective open innovation ecosystems, at both regional and interregional level, that will bring together all the relevant actors to facilitate technology and knowledge exchange that will be translated in new products and services.

#### ***Transfer of good practices in Bulgaria:***

- Introduction of model based on digitalisation and technology driven innovation in order to increase the competitiveness of the companies in agro industry sector.
- To develop measures that will contribute to the smart growth of the SMEs from agro industry sector thus creating conditions for establishment of effective innovation ecosystem.

#### **Action 1.1 Development of ICT vouchers grant scheme**

**Action 1.1** will be implemented as a grant scheme for provision of ICT vouchers within Programme for Economic Transformation of the National Plan for Recovery and Resilience of Republic of Bulgaria, Direction 1 "Recovery and growth" of Fund "Growth and Innovations".



The action will be directed to SMEs from all sectors including agro industry. The objective is to facilitate the access of the companies in rapid and effective way to information technologies and services.

The scheme is aimed at facilitating access to digital know-how and technologies for SMEs by providing incentives to connect with service providers in the field of ICT. The aim is to encourage the use of new ICT-based business models and to step up the digitization of SMEs to contribute to the development of their business and increase of the competitiveness. The scheme will be managed by the Bulgarian SME Promotion Agency, responsible policy organisation. Representatives of the Agency took participation in the organised by BCCI meetings of the interested stakeholders. They learned and applied elements from the above-mentioned best practices in the process of the development of the grant scheme.

**The challenges addressed by the action are:**


- Low level of digitalization of enterprises - the Digital Economy and Society Index (DESI) indicated that Bulgaria significantly lagged behind in terms of digitalization of the economy, ranking 27th in Integration of Digital Technologies (for 2021) – a level well below the EU average
- Low innovation capacity of SMEs from agro industry sector.
- Low competitiveness of SMEs because of low level of digitalization and ICT usage.
- Lack of financing targeted to the optimization of management, production and logistical processes in order to improve the quality of the products.
- Limited financing for technologies and innovation activities for enterprises.

**1st action Preparation of the grant scheme and announcement of the call for proposals**

- Elaboration of all relevant documentation, including Guidelines for Applicants, Application Form, template of a contract between SME and contracting authority, Project Implementation Guide etc.
- BSMEPA will launch a procedure for collecting applications from SMEs applying for vouchers through submission of project proposals. The call for proposals will be announced on the Single Information Portal [www.eufunds.bg](http://www.eufunds.bg) and the site of BSMEPA [www.sme.government.bg](http://www.sme.government.bg)

**2nd action Submission of proposals, evaluation and signature of contracts**

- Application process for SME during the announced start of the call and deadline for submission. The application forms will be submitted on line through the information system for management and monitoring of EU funds in Bulgaria <https://eumis2020.government.bg/en>

- 
- Assessment of received application forms by evaluation committee following methodology developed for the voucher scheme
  - Ranking of the eligible project proposals submitted. Announcement of the projects approved and the SMEs beneficiaries.
  - Preparation of grant contracts and signature with the Managing Authority.

### **3rd action Implementation**

- Production and printing of vouchers for ICT services to be provided to the SMEs.
- Submission of request for printing of vouchers for ICT services.
- Production and printing of vouchers for ICT services by a specialized printing house.
- Provision of the vouchers to the companies.

The scope of the vouchers will include support for activities such as the provision of ICT digital marketing services, web-based ICT services for platforms, websites, mobile applications, blockchain technologies, software solutions to optimize management, production and logistics processes. The scope of the vouchers will also include the introduction of measures to ensure the cybersecurity of enterprises as an important element of the process of digitalization of an enterprise. The average size of the vouchers will be around 20 000 BGN. An important element will be the provision of consulting services for the formation of skills for work and application of modern ICT through training of employees of voucher recipients.

The vouchers provided to the SMEs will cover the following costs:

- Physical capital (purchase of computers, hardware) - 40%
- Labour (costs for ICT digital marketing, web-based ICT platform services, websites, mobile applications, etc.) - 30%
- Technology (costs for acquisition of blockchain technologies, software solutions, assets for optimization of management, production and logistical processes in order to ensure good quality control of the products and foster the authenticity etc.) - 30%

### **4th action Monitoring, reporting and payment**

Monitoring and control over the provision of ICT services by the suppliers according to the rules for the implementation of the voucher scheme and verification of the activities and expenses carried out by the suppliers.

- Verification of the activities and costs incurred by ICT service providers.
- Preparation and submission of reports to BSMEPA.
- Final payments from BSMEPA to ICT service providers in connection to the provided service from the vouchers to the companies.



## Players involved

**Bulgarian SME Promotion Agency within the Ministry of Economy** is the responsible policy organization that will lead, implement and monitor the ICT voucher grant scheme. The Agency is the main actor in the preparation of the call for proposals, evaluation of the applications of the companies, award of vouchers, monitoring of all implementation process.

**SMEs** – they are the main beneficiaries from the implementation of the grant scheme for provision of ICT vouchers. As main indicator for the success of the scheme will be used the number of SMEs that received ICT vouchers.

**BCCI** is the linking unit between the SMEs and the policy responsible organisations. The Chamber will be actively involved in dissemination of information regarding the opening of the call for proposals, provision of advises for the successful preparation of application forms and use of provided ICT vouchers.

### The expected impact is related to the following:

- More than 1000 SMEs will receive ICT voucher.
- Increased capacity of SMEs to develop competitive and sustainable business that correspond to the dynamically developing markets through the use of ICT.
- Improved quality control of the production through digitalization and optimized management, operation and logistic processes.
- Increased innovation capacity of the SMEs from agro industry sector.
- Increased level of integration of digital technologies in the activities of SMEs in order to prepare them for the adoption of technologies from Industry 4.0.
- Increased competitiveness on the basis of ICT and innovations.
- Improved business environment.
- Increased level of digitalisation and ICT usage.

## Timeframe



Activity	Date
<i>Preparation of the grant scheme and announcement of the call for proposals</i>	Q2-Q3 2022
<i>Submission of proposals, evaluation and signature of contracts</i>	Q3-Q4 2022
<i>Implementation</i>	Q4 2022-Q4 2023
<i>Monitoring, reporting and payment</i>	Q4 2023 – Q4 2024

## Costs

10 MLN EUR (tbc)



## Funding sources

Programme for Economic Transformation within National Plan for Recovery and Resilience of Republic of Bulgaria

Operational Programme for competitiveness and innovations for SMEs 2021-2027

ERDF and state aid

# Action 1.2 Public awareness campaign

## Background

The good practices used for the development of sub action 1.2 are as follows:

### **Organization of training activities on food quality and fraud prevention – good practice for dissemination of information**

The practice is linked to ensuring the correct dissemination of information between the public administration and companies in the agri-food sector. Different topics have been addressed, all related to the fight against food fraud and its prevention. The training project was originated with the aim of raising awareness and offering practical and useful tools to agri-food companies to improve food fraud prevention.

To achieve the objectives in an effective way, several training sessions are held annually throughout the region of Catalonia, to reach all locations.

The interested parties and beneficiaries of these training activities are both the personnel of agri-food companies, as well as private quality and food security advisers, public personnel and / or all those whose work is related to the food sector.

### **Transfer of good practices in Bulgaria:**

- To implement measures to increase the public awareness related to apply for funding and improvement of digitalization process and ICT knowledge leading to better position of the companies at the market.
- To implement dissemination actions covering all the target region/territory of the country.
- To elaborate working model ensuring correct dissemination of information between public administration and companies permitting them to receive the right knowledge to apply for funding.



**On line tools for dissemination of information - official website about the fight against food fraud and QAliment Newsletter**

The practice is linked to the desire to promote knowledge and support to the sector with information aimed at food business operators about the fight and prevention of food fraud and food quality, mainly legislation, interpretive documentation, information sheets, news about events and conferences, control and inspection results, alerts, etc.

The practice is implemented with information and tools on:

1/ Official web of Department of Agriculture, Livestock, Fisheries and Food in different sections

2/ QAliment Newsletter of food quality and fight against fraud - A monthly newsletter to provide food companies with the information they need to comply with regulations

The main stakeholders and beneficiaries of this practice are mainly SME, which are the companies with less resources and less staff dedicated to these matters.

Through the web platform, there is a possibility to collect all the latest information and the latest updates to the regulations, as well as preparing sheets and reports to facilitate the understanding of the regulations for the agri-food companies and help them to implement protocols in a more didactic way. The basic purpose is to share all the necessary information and write it in a practical and understandable way to ensure that all food companies understand and receive this training, so that they can easily apply it and thus improve the food fraud prevention.

On the other hand, the monthly newsletter QAliment collects the most relevant news periodically and is an effective way to ensure the correct dissemination of information between public entities and private companies.

These online tools facilitate the exchange of information and knowledge among personnel in the food sector. The model is an effective channel so that both the administration and food advisors and operators of food companies can have a platform where all the information of interest is collected and is up-to-date. the latest news.

**Transfer of good practices in Bulgaria:**

- Use of on line tools to disseminate information among interested stakeholders – definition of specific web space for upload of all relevant information regarding the grant scheme.
- Regular publications to ensure the correct dissemination of information between public entities and private companies.
- Use all newsletters and other edition to disseminate information among the companies about the call for proposals.

## Action 1.2 Public awareness campaign

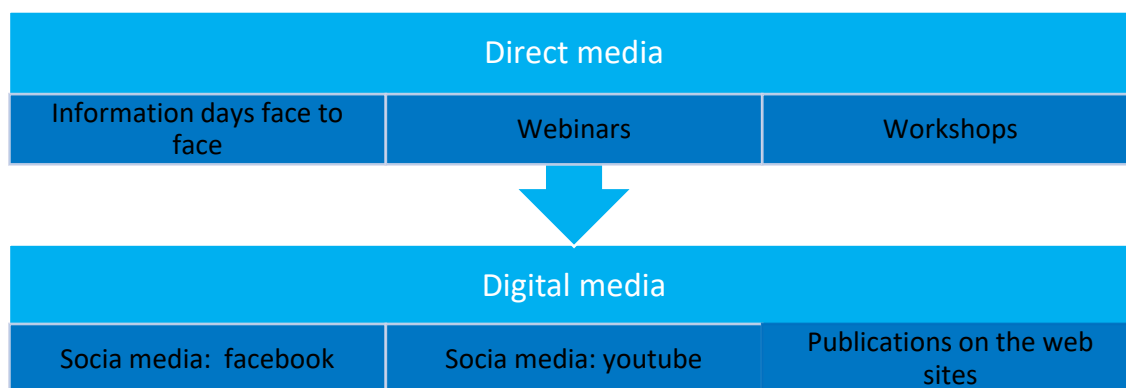
**Action 1.2** will be implemented within technical assistance of Operational Programme for competitiveness and innovations for SMEs 2021-2027. The technical assistance will provide funding for organisation of public awareness campaign in order to popularise the opportunities for applying for grants within announced calls for proposals.

The official announcement of the grant scheme will be made on the page of BSMEPA and single information portal. This will not have the desired outreach and impact without the appropriate communication and dissemination campaign for awareness rising, that should be also supported by a broad range of stakeholders and especially the Bulgarian SME Promotion Agency and industry associations and chambers of commerce.

The action will cover conducting a broad information campaign to promote the grant voucher scheme on the territory of Bulgaria. The activities will include organisation of information days, webinars and workshops all over the country; publications in social media and on the web site of the involved stakeholders.

### The challenges addressed by the measure are:

- Lack of information and practical advises for the SMEs how to apply for funding;
- Lack of knowledge to prepare successfully the project proposal documentation;
- Lack of adequate public awareness campaign to help to the companies to prepare by their own relevant project proposals;



### **1st action Organisation of information days, webinars and workshops**

- The events will be organised by BSMEPA as webinars on line or information days in site following the COVID pandemic situation. If the pandemic allows the information days will be organised in each of the six planning regions of Bulgaria.
- Announcement of the planned events will be published on the web sites of BSMEPA, Ministry of Economy, BCCI etc. Social media will be used also for dissemination of information about the workshops.





## **2nd action Allocation of dedicated to the grant scheme web space**

- Sections with detailed information about the call for proposals and all relevant documentation will be allocated on the websites of BSMEPA and BCCI. The section will help to the companies to find all relevant information, instructions and advises how to apply for funding.
- A section named “Questions and answers” will be available to the companies in order to ask for clarifications and additional information.

## **3rd action Preparation of a clip with relevant steps for submission of application form**

- Clip representing the process of filling in the relevant sections/ subsections of the application form will be elaborated. The clip will demonstrate all steps that the company should follow in order to prepare and submit its application form.
- The clip will be accessible in youtube and the web sites of BSMEPA and BCCI.

## **Players involved**

### **Bulgarian SME Promotion Agency, Ministry of Economy**


The Agency will be the main organization responsible for the conducting of the public awareness campaign for the grant scheme. They will be the managing authority of the planned grant scheme and relevant dissemination activities.

### **SMEs**

The companies are the main target group of the planned activities. They will actively participate in the information days and all relevant activities. It is expected more than 1000 SMEs to receive vouchers and to improve their quality and management process through use of digitalization.

### **Bulgarian Chamber of Commerce and Industry**

BCCI will be actively involved in dissemination of information regarding the opening of the call for proposals, provision of advises for the successful preparation of application forms and use of provided ICT vouchers. The regional network of 28 local chambers of commerce and industry through all the territory of Bulgaria will be used in order to disseminate information about the information days and the call for proposals. The daily Infobusiness bulletin of the Chamber will be used as other channel for dissemination of all relevant information regarding the grant scheme. The edition is distributed to to 4,500 subscribers – companies’ members of BCCI (more than 52 000), government institutions, regional chambers, business organizations. More than 52 000 companies and



more than 100 sectorial organizations are members of the Bulgarian Chamber of Commerce and Industry and all will be addressed by the awareness raising campaign.

**The expected impact is related to the following:**

- Increased awareness of the SMEs how to apply and submit application form for funding;
- Improved knowledge and skills of the companies to prepare by their own successful project documentation;
- 3 webinars/information days organised
- 6 workshops organised in all planning regions of Bulgaria
- Clip with the relevant steps and advises for the companies prepared

**Timeframe**

<b>Activity</b>	<b>Date</b>
<i>Organisation of information days, webinars and workshops</i>	Q3 2022
<i>Allocation of dedicated to the grant scheme web space</i>	Q3 2022
<i>Preparation of a clip with relevant steps for submission of application form</i>	Q2-Q3 2022

**Costs - tbd**

**Funding sources**

Technical assistance within Operational Programme for competitiveness and innovations for SMEs 2021-2027. In case there is no financing by that moment by the Programme we will try to organise the seminars just on line. Relevant web spaces with information about the call will be also defined.





## РЕПУБЛИКА БЪЛГАРИЯ

Изпълнителна агенция за насърчаване на  
малките и средните предприятия

Изх. 92-00-33-1

Дата 19.04.2022г.

### ПИСМО ЗА ПОТВЪРЖДЕНИЕ

Проект QUALIFY, финансиран по програма Интеррег Европа и изпълняван от Българската търговско-промишлена палата стартира през април 2019 г., като основната цел е да се подобри конкурентоспособността на МСП чрез преодоляване на предизвикателства, свързани с внедряване на стандарти за качество, борба с измамите и запазване на автентичността на произвежданата продукция. ИАНМСП се съгласи да участва в изпълнението на проекта в ролята си на институция, отговорна за реализиране на политиките, свързани с повишаване на конкурентоспособността на МСП на територията на страната (писмо Рег.N: 99-00-2-32/05.10.2021 г.).

В резултат на съвместната работа и отлично сътрудничество между БТПП и Агенцията бе разработен План за действие, насочен към повишаване конкурентоспособността на МСП, включващ следните мерки:

Мярка 1: Грантова схема за ИКТ ваучери

✓ Мярка 1.1: Разработване на грантова схема за предоставяне на ИКТ ваучери на МСП

✓ Мярка 1.2: Провеждане на информационна кампания за грантовата схема

Мерките предстои да бъдат реализирани в периода 2022-2024 г., когато е втората фаза от изпълнението на проект QUALIFY.

С настоящето писмо бихме искали да изразим съгласие с предложените мерки за изпълнение като смятаме, че те ще допринесат за повишаване на конкурентоспособността на МСП.

С уважение

**БОЙКО ТАКОВ**

Изпълнителен директор



гр. София



**РЕПУБЛИКА БЪЛГАРИЯ**  
Изпълнителна агенция за насърчаване на  
малките и средните предприятия

Ref. 92-22-33-1

Translation from Bulgarian

Date: 19.04.2022

**ENDORSEMENT LETTER**

QUALIFY project, funded by the Interreg Europe programme and implemented by the Bulgarian Chamber of Commerce and Industry, started in April 2019, with the main objective of improving the competitiveness of SMEs by overcoming the challenges related to the implementation of quality standards, the fight against fraud prevention and preserving the authenticity of the products. In its role as an institution responsible for the implementation of policies related to increasing the competitiveness of SMEs, Bulgarian SME Promotion Agency (BSMEPA) expressed its support for the project and agreed to participate in the implementation of the project (letter: 99-00-2-32 / 05.10.2021).

As a result of the joint work and excellent cooperation between BCCI and the Agency, an Action Plan aimed at increasing the competitiveness of SMEs was developed, including the following measures:

**Action 1: ICT vouchers Grant Scheme**

Action 1.1: Development of ICT vouchers grant scheme

Action 1.2: Public awareness campaign of the grant scheme

The measures are to be implemented in the period 2022-2024, when is the second phase of the implementation of the QUALIFY project.

With the present endorsement letter we would like to approve the proposed Measures of the Action Plan as we believe that they will contribute to increasing the competitiveness of SMEs.

Sincerely,

Boiko Takov /*Sign./illegible/*

Executive director

Sofia

*Stamped with the seal of BSMEPA*