



Invest Bulgaria – your success is our mission



About us



- One-stop-shop
- Promoting Bulgaria as attractive business destination
- Providing in-depth information about Bulgarian business environment
- Assisting investors during their country assessment process, connecting business with the government institution
- Certification procedure and Incentives application
- Support in the implementation process of the investment project, post-investment support

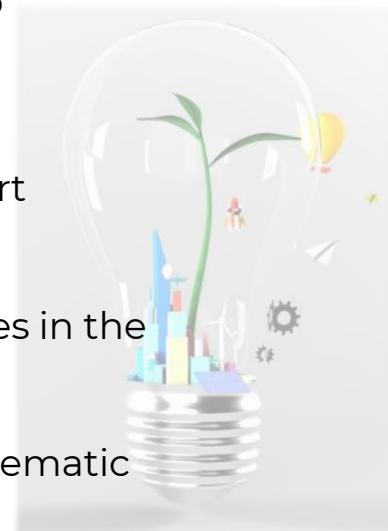
Why Bulgaria?

- Member of the European Union, Schengen Area, NATO, IMF, WTO;
- “Made in the EU” commercial label;
- Not only nearshoring but a friendlyshoring destination;
- 5 international road corridors pass through the country;
- Access to 1.3 Billion customers – Europe & Middle East;
- Pending accession to the Eurozone.



Fast growing technology and innovation hub

- Initiative for making Southeast Europe an innovation hub
- Favorable conditions for startups and investing in R&D
- Aim to attract talents, encourage partnerships, build smart specialization and technological capacity
- Establishing partnership agreements with all the countries in the SEE region
- Cooperation can be based around smart specialization thematic areas and trends such as IT and ICT, mechatronics and microelectronics, biotech and clean techs



Fast growing technology and innovation hub



Bulgarian companies can apply for DIANA (Defense Innovation Accelerator in the North Atlantic)



Bulgaria joined NASA's Artemis Accords which define the basic principles for global cooperation in outer space



Signed cooperation agreement with Intel in the field of artificial intelligence

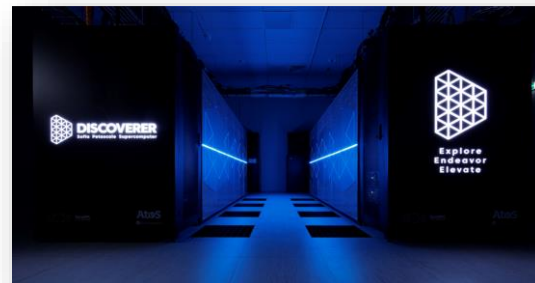
Fast growing technology and innovation hub

INSAIT

Institute for Computer Science,
Artificial Intelligence and Technology

The first world-class AI research and deep-tech institute in Eastern Europe

- ✓ World-class academic standards, industry support and scientist;
- ✓ PhD students, researchers, deep-tech IP, start-ups creation and exchanges.



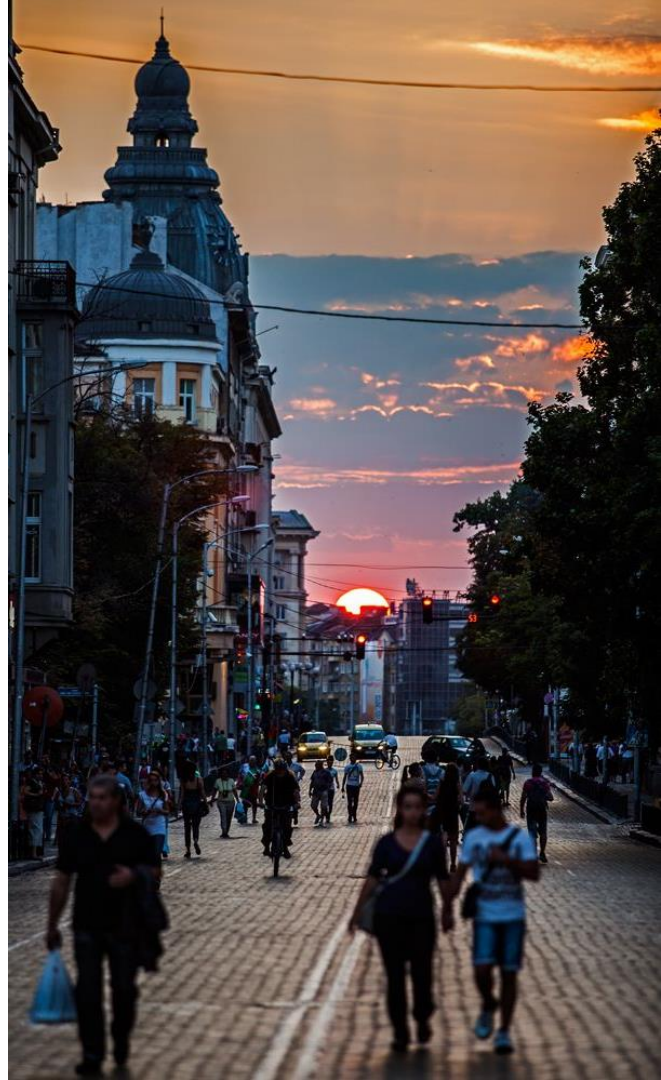
Located in Sofia Tech Park, Discoverer is a Petascale supercomputer capable of executing more than 4,2 Petaflops Rmax and over 6 petaFLOPS Rpeak

Talent

- One of the strongest engineering talent pools in the EU;
- Strong local IT talent - Bulgaria ranks 3rd in terms of IT specialists per capita;
- Capacity to think out of the box
- Women in leading management positions;
- 50% speak at least one foreign language;
- 25% of the population hold university degree;
- 100 000 students per year;
- Bulgarian Olympiads are at the top of the world rankings in mathematics, informatics and physics;
- Labor force – 3,3 million people.

Quality of life

- Security of living in Bulgaria;
- Good international schools;
- Private and public healthcare;
- Active cultural life;
- Fervent international community;
- Friendly people open to foreigners;
- Rich historic and cultural heritage;
- Beautiful nature – mountains, seaside and plains with continental climate and;
- Winter, summer, spa, cultural, religious and medical tourism.





IT AND BPO SECTOR IN BULGARIA



IT & BPO

- Bulgaria remains a leading performer in competitiveness within the South East Europe region;
- The country boasts a skilled labor pool, supported by a growing number of universities offering specialized programs in fields such as IT, STEM, and languages;
- Bulgaria's international presence is growing, with companies from major markets like the USA, Germany and the Netherlands;
- Interest from foreign investors and large international corporations demonstrates the appeal of Bulgaria as a competitive and cost-effective sourcing destination.



IT & BPO

Education and labor force

- Wide network of secondary schools with an intensive focus on languages, mathematics and science
- 52 universities across 14 cities (37 offer majors related to the sourcing industry)
- 15 500 students enrolled in in areas closely linked to the sourcing sector, 5 900 in foreign language for the last academic year
- Private ICT colleges and academies

Number of Schools and Universities Preparing Students for Potential Sourcing Jobs:

88

Language schools

140

High Schools of Mathematics, Science and Economics

37

Universities in Language, Economics or IT Majors

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Software development



EUR 4.1 Bn
Revenue



58 000+
Employees



More than
4 600
Companies



EUR 3.9 Bn
Export of services



EUR 1 Bn
Paid in taxes



4.5 %
of the GDP

2023

IT & BPO

Wages

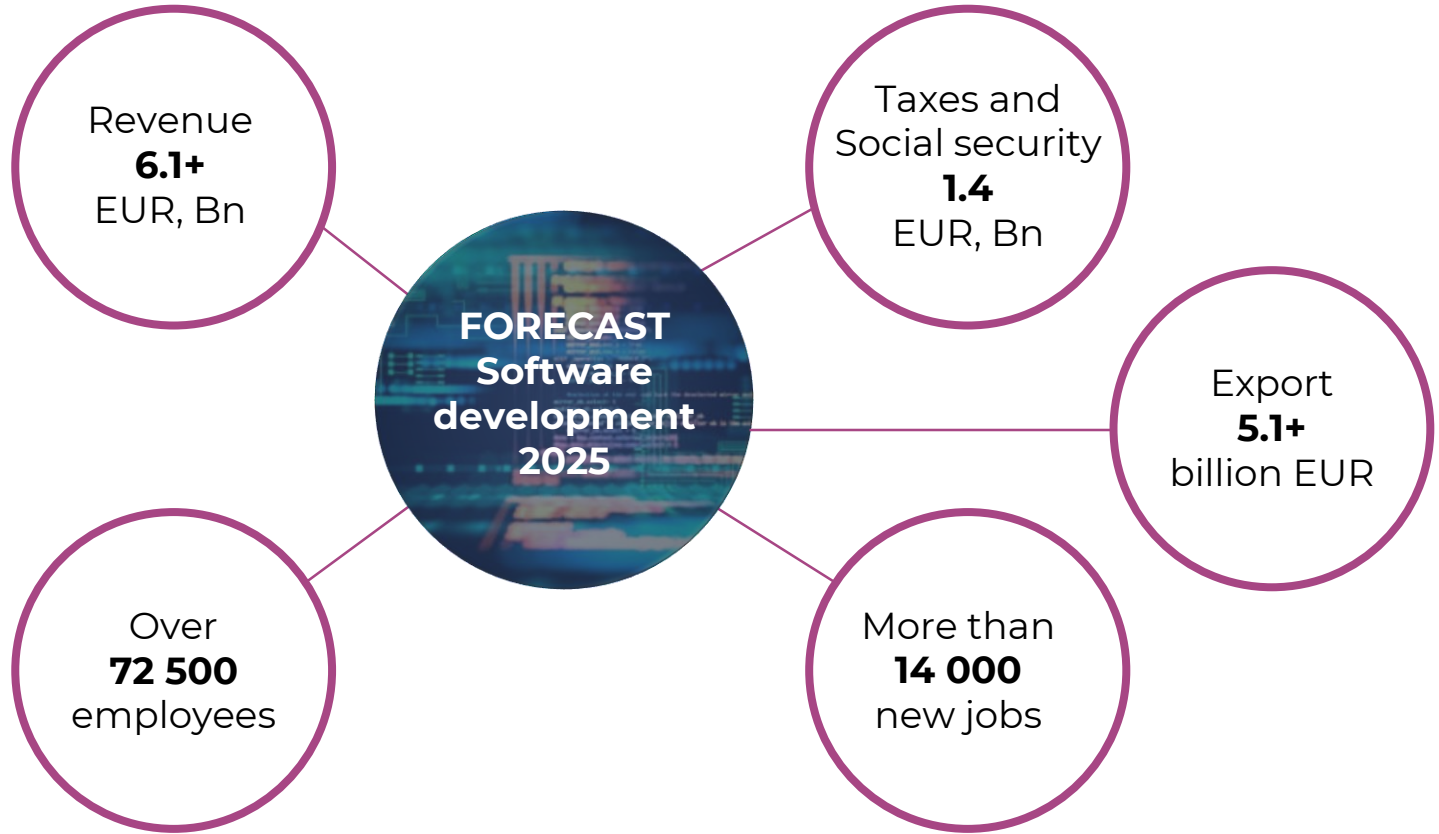
The salary of software specialists in Bulgaria is expected to continue to outpace similar levels in the UK and Germany.

Gross per year	Wage
Average for Bulgaria	EUR 29 800
Equivalent of Bulgaria in the UK (through PPP*)	62 220 GBP
Average for UK (software engineer**)	37 984 GBP
Equivalent of Bulgaria in Germany (through PPP*)	EUR 64 468
Average for Germany (software engineer**)	EUR 54 316

*Calculated through purchasing power parity ratio using The World Bank Purchasing power Parity conversion factor

**Median of the reward for the profession of software engineer

IT & BPO



Revenue
6.1+
EUR, Bn

Taxes and
Social security
1.4
EUR, Bn

Export
5.1+
billion EUR

Over
72 500
employees

More than
14 000
new jobs

FORECAST
Software
development
2025



IT & BPO

FinTech



156 FinTech
Companies



11 Payment
Institutions



8 E-money
Institutions



11 000
employed in
the industry



18 universities
teaching
Computer Science

THE FIRST BULGARIAN BORN UNICORN IS IN THE FIELD OF FINTECH

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THANK YOU!



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AGENCY