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The Labour Market is Changing Course

Mr. and Mrs. Economy Awards is now 30

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Life Outside The Matrix

A Green Link in the Circular Economy

The Eco-services and the Interest that Nature Imposes on us

Experience allows us to see the paths our future holds and to follow them

Businesses are Increasingly Helping Local Communities

InterContinental Sofia - Bulgaria’s Leading Hotel

Ford’s light commercial vehicle range is ready for operation 24/7

The Delicious Secrets of Traditional Dishes

A Letter from Izmir
We are sending off an unpredictable and difficult year, a year in which every citizen and every business is fighting for their health and well-being. The unprecedented health crisis closed down schools and universities, businesses and stores, we learned how to work from home, to keep "social distance", we changed the way we communicate.

But thanks to digitalization and the financial assistance from many companies in the country, the severe consequences have been mitigated. It is namely because of the significant role of managers both during the crisis and in recent years, that in 2020 Economy magazine and the largest employers organization - the Confederation of Employers and Industrialists in Bulgaria (CEIBG), we decided to give credit to the "engines" of the Bulgarian economy. Therefore, as tradition has it, at a special ceremony we presented the anniversary "30 years of Mr. and Mrs. Economy Awards". This year they are for people who have been driving business forward and giving jobs and better prospects to thousands of Bulgarians over the past three decades.

We are sure that their efforts to preserve and even create additional jobs, investments, new technologies and services will not cease. And together we will protect ourselves and continue to discover new opportunities for development in these difficult times, in order to come out even stronger!

Enjoy your reading and stay healthy!
Трудовият пазар сменя курса
The Labour Market is Changing Course

Татяна Явашева Tatyana Yavasheva

Пазарът на труда е огледало на случващото се в икономиката, технологииите, общувството. Динамиката е непрестана, но понякога настъпват осезаеми обрати и през тази година точно пандемията се прояви като катализатор за отпръщването на нови трендове и за смяна на

The labour market is a mirror of what is happening in the economy, technology, society. The dynamics are constant, but sometimes there are tangible changes and this year the pandemic served as a catalyst for unleashing new trends and changing course, if
we use this term from navigation. It also proved to be the destructive force, which, however, prompted the accelerated implementation of digital solutions, including in people management, which opened a new page in the development of technologies and their application.

“Flexibility” and “finding opportunities” have become

the new mantra

But in the end, each company took action according to its readiness to adequately respond to an unexpected situation and according to its company culture. With the new course of the labour market, the opportunities for remote work increase and the need for physical relocation of people to the office, but also to certain cities or countries decreases. Conditions for equalization of wages between regions and countries are being created.

Opportunities for remote work are increasing, the maximum salary is going up
Dr. Irina Yoncheva, Chartered MCIPD, Human Resources Manager at Adecco Bulgaria:
The time has come for a flexible work model

People are... 
- ... adaptive, including to digitalisation, but the purely human needs for communication, exchange of emotions and direct contact will not be replaced in the near future.

- Key changes in the labour market? 
- In recent years, the market has been dominated by job seekers, at the moment there is a balance of power between employers / candidates. Unemployment is expected to rise, probably with the exception of the IT sector. Businesses are adopting more flexible work patterns, including working hours, place and type of employment.

- A clear trend? 
- The growing role of digitalization, which was a trend even before the pandemic, is obvious. It gives a boost to businesses that are able to reach their customers from a distance.

- The office as a place to work? 
- Remains a centre for socialization and integration with the company.

- Remote work... 
- ... is a double-edged sword and must be carefully balanced with office work. Although many employers (mostly foreign ones) have overcome their fears that employees are not productive at home, questions remain about effective communication, working hours and a sense of organizational belonging.

- The team? 
- Key challenges have existed for virtual teams before due to the remote nature of the interactions: building a sense of belonging to the company, measuring productivity and strengthening emotional attachment. Significantly more efforts are being made to integrate new employees and manage the changing organizational culture.

- Business and global markets? 
- Switching to remote work will facilitate outsourcing not only to cheaper countries, but also to cheaper locations within the same country, which will affect wage and employment levels.

- Positives and negatives, as a consequence of the new situation?

The time has come for a flexible work model

Dr. Irina Yoncheva, Chartered MCIPD, Human Resources Manager at Adecco Bulgaria: 

The time has come for a flexible work model

The time has come for a flexible work model

The time has come for a flexible work model

The time has come for a flexible work model

The time has come for a flexible work model
- Digitalisation in certain sectors is likely to encourage alternative forms of employment - self-employment, entrepreneurship, project or part-time work as options to increase income and the feeling of freedom. In the context of a pandemic or inflation for the older generations, this may also mean a change in the stereotype of typical work - secure, with constant pay, fixed working hours and additional benefits.

- Changes in the HR business?
  - Selection is mostly affected by business shrinkage, but many areas of HR are being transformed to meet the new situation - training, performance measurement, outplacement, communications, employer branding, organizational change management and culture.

- Recommendation to employers?
  - Remote work is not for managers who are obsessed with having control and management should be focused on results, not on the actions and operations of employees.

- The role of the state?
  - Adequate and timely changes in the labour legislation are required, in order for the companies to operate in a legal, but also competitive way.

- Those, looking for a better realization?
  - Digitalization requires upgrading not only your IT skills, but also many social skills - for remote communication, self-organization and a high level of independence, adaptation to changing work patterns. These are a new type of competencies that employers are looking for.
There are more and more professions that allow you to live in Bulgaria and receive a Western income.
- If people see that their profession is not in demand, they should retrain quickly. And they shouldn’t wait for the unemployment benefits or the money saved to finish.
- Sectors that are going up?
  - E-commerce, without the sale of luxury goods. Couriers are hardly coping with the volume of orders. The financial sector is having quite good results, as it managed to quickly adapt to the changes. Food, cosmetics, disinfectants – all of them are growing.
- Changes in the HR business?
  - Trainings and job interviews have gone almost entirely online. Those who are flexible and creative enjoy good results in our business, as well.
- Top management?
  - Many of the Western companies are reviewing their presence in our country and reducing the high managerial positions. GlaxoSmithKline is closing 16 of its offices in the region, including Bulgaria. The optimization that many giants implement is for the CEO and CFO, as well as the HR manager, to be responsible for several countries. Opportunities for high management levels are declining and the alternative is either a lower position or developing your own business.
- Recommendation to employers?
  - Be human and do not cut people lightly, but find new opportunities for your business, as Mebeli Videnov, A1 and many others did.
- The role of the state?
  - To support the preservation of each job. Legislative changes are needed to regulate the employment record e-book, the flexible labour market and temporary employment. There is an electronic diary in schools and the employment record book is still on paper.
- Challenges for the leadership?
  - To keep calm in a complicated situation, to make a short-term Plan A, B, C and to move forward.
- Those, looking for better realization?
  - To be active and even aggressive to discover opportunities. Here is a joke. A job applicant appears in an interview and is asked what his strengths are. Persistence, he fires right away. They say they will call him in a week about the result. I prefer to wait here, the candidate replied.
- The optimistic end of the conversation?
  - This too, will pass.
Industrialists are strong people and history has proven that. I would like to thank to the employers and the largest employer organization CEIBG for our partnership over the years, said the publisher of Economy magazine Boyan Tomov.
The Mr. and Mrs. Economy Awards were held once again during this challenging year for the business and society as a whole, and so they turned 30 years old. Due to the anti-epidemic measures, the ceremony was different, there were no friends and guests of the Economy magazine and CEIBG, but it still took place. The Mr. Economy and Mrs. Economy awards are more special this time and are for people who have made a significant contribution to the development of the Bulgarian economy over the past three decades. These are industrialists, entrepreneurs, business leaders and managers, whose paths go in parallel to the changes in the country, which lead to a developed market economy, modernization and digitalization. Today, these people continue to work and cope in the context of the crisis caused by the pandemic.

Why is this event important

“We are celebrating an impressive anniversary - 30 years since the beginning of the Mr. and Mrs. Economy Awards. It has established itself as one of the most successful contests with the highest reputation. In it we distinguish the most deserving companies and leaders in the Bulgarian economy. I am glad that in the last six years the Confederation
Covid-19 is an exceptionally severe challenge for business, but he continues to produce and ensure remuneration for the workers in the enterprises, to keep the job market, to pay taxes, so that the state can continue to exist and develop. In his words, Bulgaria is one of the countries with the smallest GDP and industrial production, which shows that in this “war”, people from business do their job well.

“Industrialists in Bulgaria are also on the front line and make a contribution to save the country’s economy. Their biggest task is to keep job opportunities and continue to make efforts to build a strong economy and a strong country, because without business, no country can function and develop.” This was said by Boyan Tomov, executive director of “Media Economy Bulgaria”, publisher of the magazine “Economy” and organizer of the contest.

The world could be better if women were in power. They do everything thoughtfully and in moderation – with this thought of the famous financier and banker Atanas Burov, Minister Kiril Ananiev announced that Violina Marinova is Mrs. Economy 2020. Her professional path is entirely related to DSK Bank.

Together with business we will continue to meet the challenges and we will make sure that the labor market is in good health”, pointed out the Minister of Labour and Social Policy Denitsa Tsacheva. She presented the award to Prof. Ivan Todorov.
Chairman Kiril Domuschiev. He noted that the year of Covid-19 was extremely difficult for the business, but he continued to produce and provide wages to employees, to keep jobs, to pay taxes, so that the state could continue to exist and develop. According to him, Bulgaria is among the countries with the smallest decline in GDP and industrial production, which shows that in this “war” business people are doing their job well.

“Industrialists in Bulgaria are also at the forefront, and contribute to save the country’s economy. The biggest task before them is to keep jobs and continue their efforts to build a strong economy and a strong state, because without business no country can function and develop.” This was stated by Boyan Tomov, Executive director of Media Economy Bulgaria, publisher of Economy magazine and organizer of the competition.

To whom did the big prizes go

Four gentlemen and one lady received the “Fisherman and the Golden Fish” statuette by Stavri Kalinov for their contribution over the years. The Mrs. Economy title was for Violina Marinova, a member of the Supervisory Board of the DSK Bank, and her award was given by the Minister of Finance Kiril Ananiev.

Mr. Economy in 2020 went to:

• Prof. DSc. Eng. Tzolo Voutov, President of “Geotechmin”;
• Prof. DSc. Eng. Nikolay Vulkanov, Chairman of the Board of Directors of “Minstroy Holding”;
• Ph.D. Ognyan Donev, Executive Director and Chairman of the Council of Directors of “Sopharma”;
• Prof. Ivan Todopov, Managing Associate in the Law firm “Georgiev, Todopov and Co”.

“It takes great courage, despite the pandemic, not to...
At the time of the global pandemic, mobile technologies have helped us adapt ourselves and our businesses to work in extreme conditions, said Mila Marechkova. She presented the award to Jason King.

"Something very good happened this year - the Bulgarian lev became part of the European Monetary Mechanism, and Bulgaria joined the European Banking Union. We are happy to have reached this historic goal and will make every effort to accelerate our integration into the euro area." This was pointed out by the Minister of Finance Kiril Ananiev, who presented the Mrs. Economy award to Violina Marinova.

The Minister of Energy Temenuzhka Petkova noted that the award goes to a representative of the Bulgarian mineral raw materials industry, which shows how important the role of this sector is. She presented the award to Prof. Nikolay Valkanov.

"In a period of crisis and unprecedented tension on a global scale, the Bulgarian economy continues to operate", said with pride the Minister of Economy Luchezar Borisov, who presented the statuette to Ognyan Donev.

"I would like to thank the Bulgarian employers for the fact that together we have managed to preserve jobs and keep unemployment low", said Minister of Labour and Social Policy Denitsa Tsacheva. She presented the prize to Prof. Ivan Todorov.
You have shown generosity and donated a lot to people who needed it the most - said Tim Kurt from “Aurubis Bulgaria”, who presented the award to Angel Zhelyazkov.

**Four special awards**

Traditionally, Economy magazine and KPIB also awarded some special prizes.

The Executive director of “Coca-Cola Helenic Bottling Company Bulgaria” Juerg Burkhalter received an award. In 2020, Coca-Cola celebrated its 55th anniversary in Bulgaria with the “55 years of Coca-Cola in Bulgaria in 55 stories of 55 words” campaign. Our country is the first in Eastern Europe to produce the iconic drink with a Cyrillic logo. Juerg Burkhalter received the award from the Chairman of the Board of CEIBG Kiril Domuschiev, who noted: “Coca-Cola is an example of how American investments in our country are not only long-term, but also very sustainable. It is important for our country to attract and support this type of investors.”

Telenor Bulgaria’s Chief Executive Officer Jason King received the “Business Leadership at a time of crisis” award because the company was among the largest private companies in the country which made charitable donations at the height of the pandemic. It donated medical equipment,
The ceremony was hosted by Anna Angelfva

The ceremony was hosted by Anna Angelfva

Церемонията беше вдъхновена от Анна Ангелова

personal protective equipment worth more than $ 400,000, smart phones for medics, school computers and centers for children at risk. In many ways, Telenor is an example of how to go beyond what is possible and expected during a crisis. The award was presented by the Managing director of “British American Tobacco Bulgaria” Mila Marechkova. “Telenor inspires us with its success, but also with its care for society, as well as its focus on the development of young talents, which are the most valuable asset of any nation”, she said.

The Executive Director of “Biovet” Angel Zhelyazkov was awarded for the social initiatives of the company, which has supported citizens, medics, schools and local administrations and communities during the crisis. In the spring, “Biovet” donated BGN 250,000 worth of food, medicine and protective masks to disadvantaged people in Peshtera, and in November, with the help of the company, BGN 50,000 were raised to provide a mobile X-ray system for the hospital in Razgrad. “Biovet” is one of the leaders in the biotechnology industry in Europe. This is a company for which corporate social responsibility is a value. The award was presented by Tim Kurt, Executive Director and Vice President of “Aurubis Bulgaria”: “The award is given at a time when we are all aware of how vulnerable we can be”, he said.

Kalin Dimchev, Chief Executive Officer of Microsoft Bulgaria, received an award for his contribution to the establishment of a sustainable IT system in Bulgaria. He is responsible for all country managers from 24 countries in the region. This award was given by the Minister of Transport, Information Technologies and Communications Rosen Zhelyazkov. “Fifty years ago, the founders of Microsoft wanted everyone to have a computer to work on one day. This dream came true, thanks to the open window of Windows”, these are the words with which he presented the special award.

The official ceremony was held at the John Atanasov Forum in Sofia Tech Park and was broadcasted on the Bulgarian National Television. The participation of Nely Petkova and Viktor Kalev was a sign that even during a pandemic, we do not forget about art.
Let’s set the foundations for better days ahead

This award is an honor for me and my teams of professionals with whom we have worked together for 30 years ever since the founding of “Geotechmin” until today. It is recognition of our joint efforts and achievements with our employees, partners and supporters, because no one achieves everything alone. Congratulations to everyone nominated and awarded in it from 1990 until today - scientists, economists and entrepreneurs! All who, with their work, innovation and generosity, have an exceptional contribution to the economic progress of Bulgaria and the well-being of our society. Be healthy, purposeful and determined and lay the foundations for better days ahead!

Prof. Dsc. Eng. Tzolo Voutov is an entrepreneur and scientist, awarded the Order Stara Planina, First Degree and a number of other prestigious awards for contribution to the economy, science and society. He is one of the founders of Geotechmin OOD, which is the parent company in the industrial group GEOTECHMIN.

It all started in 1990 for the group. Today Geotechmin coordinates the activities of 22 responsible companies in various business units: mining, construction and infrastructure, trade, energy and environment, agriculture, tourism and services. Among them are Ellatzite-Med AD, Geostroy AD, Geotrading AD, Patstroy-92 AD, Explosiveprogress-GTM EOOD, etc.

The group has over 4000 employees, there are 27 industrial sites and over 2000 machines and equipment. The companies have implemented over 1000 high profile projects and created partnerships with more than 250 local and foreign companies.

PROF. DSC. ENG. TZOLO VOUTOV, President of “Geotechmin”
We go together - I have been working at DSK Bank for almost 50 years, and Mr. and Mrs. Economy has been around for 30 years. I believe that with my work, with my perseverance and determination, I have helped the bank to be a stable pillar of the banking system. This is not achieved by one person, but is done together with the people we work with. I would like to thank my colleagues on the Board and all the employees of the bank. In a period of pandemic, we have managed to merge with a bank, which is not small at all. This award is for our employees.

It is also for our customers who show understanding. We noticed that they operate mainly digitally, which is evident from the reduction of cash transactions.

Violina Marinova is a symbolic figure in the Bulgarian banking industry and a face of DSK Bank, starting her career at the lowest level - as a Banking Service employee, going through all the levels to reach the position of Chief Executive Officer, which she has held since 2005. She continued to manage the merged DSK Bank after the acquisition of Societe Generale Expressbank in 2019.

Under her leadership, the financial institution went through its digital transformation, becoming one of the most modern banks in Bulgaria - with innovative offices, up-to-date products and personalized solutions for over 2.5 million customers.
These 30 years, during which the competition has existed, have passed before my eyes, through my life. In 1990, I had just become CEO of Minstroy, perhaps the largest company at the time. It employed over 15,000 workers. Suddenly, the orders in Bulgaria stopped and we had to shift our focus outside the country. We survived. Then came our new successes.

Even today, more than 4,000 people regularly receive their salaries, they are insured. We thank for the support that the government is giving us. During these years, the mining industry has established itself as the strongest one, there has been no decline. The investments are huge.

Prof. Dr. Sc. Nikolay Valkanov is a Bulgarian industrialist, a public figure and an investor - one of the most recognizable names in the mining industry not only in Bulgaria but also on the Balkans. His professional path is connected with "Minstroy" - a company established more than 70 years ago. Since 1991, Prof. Dr. Sc. Valkanov has been the owner of "Minstroy Holding" AD, where he is currently the Chairman of the Board of Directors.

"Minstroy Holding" AD has long-standing traditions and experience in the extraction, processing and enrichment of metallic minerals, construction, energy infrastructure, production of electricity from renewable energy sources, and now in the hotel industry, as well.
I would like to thank our thousands of employees in production and trade, who give their best around the clock to avoid a shortage of the most important thing that is in demand today - medicine. Doctors are the heroes of the new age. Bulgarian pharmacy has always had a good positioning both at home and abroad. But the drugs we produce for other therapies are not widely used now. It is time to unlock the health system for the treatment of other diseases. Of course, the most important thing is that people are healthy and need our medicine less.

Ognyan Donev, PhD, has been among the most significant names in the Bulgarian business for the last 30 years. He is the Executive Director and Chairman of the Board of Directors of “Sopharma” AD - a leading manufacturer and distributor of health-related products. Today, the Sopharma Group, uniting 97 companies, employs over 8,000 people in 7 countries. The company takes pride in the fact that there has not been a single job cut in its entire history.

It is represented in more than 45 countries, the key markets being Bulgaria, Russia, Ukraine, Kazakhstan and Poland.
I’ve always loved practicing law. Things turned out for me in a way that in addition to law, I had the chance to develop a number of businesses: book publishing, book sales, software, as well as activities in other areas. Regardless of what has been said about Bulgaria, I can say that this is a country that gives a lot of opportunities for business. I have always tried to ensure that in the companies where I have a significant influence on decision-making, people have the security that their employer is behind them and that they can rely on that. During these 30 years there has been no salary delay and no one has said that they regret having worked for us.

Prof. Ivan Todorov is the managing partner in “Georgiev, Todorov & Co.” Law Firm. He is also the head of the Department of Public Law at Plovdiv University “Paisii Hilendarski” and is a professor of administrative law at another university.

Prof. Todorov has significant experience in both in relation to theoretical and practical legal matters. He has led some of the most significant administrative procedures in Bulgaria and the lawsuits following them such as the privatization of the Bulgarian Maritime Fleet and the Bulgarian Telecommunications Company, the licensing of the second and the third GSM operators, the national licensing of Nova Television, the concessions of Varna Airport and Burgas Airport, the privatization of “Boyana Film”, as well as many successful lawsuits abroad.

He is also the founder of the Bulgarian Association of European Law.
Charity is part of our corporate policy. On behalf of all 2,400 people who work at “Biovet”, and on behalf of our shareholders, I will say that we are glad if we have been able to help with what we have done. It is important for us to inspire hope, faith and positivism. It is important to believe that things will change and better times will come. The company is stable, we have changed some of our goals and priorities, but we are looking ahead and developing. Whenever there is a crisis, you lose something, but there are also opportunities.

ANGL ZHELYAZKOV, Executive Director of “Biovet”

We are looking ahead and developing

Now the distance separates us with this remote connection, but there are common values and vision for our development as a country that connect us. The role of technology companies, such as Microsoft, is important to society and the local technology ecosystem. We have always believed that the greatest results are achieved together. This is especially important in situations like today, full of with uncertainty and challenges. We need to keep the focus on the most valuable - health, education, the economy, preserving and creating new jobs. It is a real achievement that Bulgarian education managed to go digital in just days.

KALIN DIMCHEV, Chief Executive Officer of “Microsoft Bulgaria”

Together we can achieve the best results
Нека България да е все така сила

Преди 55 години България беше първата страна в Източна Европа, в която започнахме да продаваме нашите продукти. Оттогава насам се чувстваме част от прекрасното семейство на нашите потребители и клиенти, на хората, които живеят и работят тук. Гледаме с надежда към бъдещите 55 години, които ще имаме в България. И нека страната да продължи все така да е сила.

JEURG BURKHALTER, Executive Director of “Coca-Cola Helenic Bottling Company Bulgaria”

May Bulgaria continue to be that strong

55 years ago, Bulgaria was the first country in Eastern Europe where we started selling our products. Since then, we have felt part of the wonderful family of our users and customers, of the people who live and work here. We look forward to the next 55 years we will have in Bulgaria. And may the country continue to be that strong.

ДЖЕЙСЪН КИНГ, главен изпълнителен директор на „Теленор България”

Лидерството е визия, фокус и постоянство

Все още сме насред пандемията, но имаме искрица надежда, че скоро ще се измъкнем от нея. Последните месеци бяха предизвикателни за „Теленор” и за всички бизнеси в България. За всеки. Лидерството не е свързано конкретно с някоя, а е визия, фокус и постоянство. Работа в екип и спазване на ангажиментите. За това съм благодарен, че разполагаме с изключителния екип на „Теленор”, който се грижи така добре за общността, както и за нашата компания.

JASON KING, Chief Executive Officer of Telenor Bulgaria

Leadership is vision, focus and perseverance

Leadership is vision, focus and follow-through

We’re still in the middle of this pandemic, although we now have a glimmer of hope that we will emerge from it soon. The past months have been challenging for Telenor and for all businesses here in Bulgaria. For everyone. Leadership is not about any one individual, it’s about vision, focus and follow-through. Teamwork and keeping to your commitments. For that, I’m grateful that we have an exceptional Telenor team who care as much about our society as they do about our business.
Списание „Икономика“ е на годините на демокрацията в България и това не спира да удивява всеки, който разбере този факт. Миналата година тържествено чествахме своя 30-годишен юбилей. През тази година конкурсът “Мистър и Мисис Икономика” стана на 30. И въпреки това ние спираме друг хоризонт: след настоящия бр. 99 следва бр. 100 от новото ампуре на списанието, което от 2011 г. е с нова издателска линия, с нов облик, който в постоянно променящия се свят също не спира да се променя.

Сп. „Икономика“ се утвърди като издание със свой характер. То превозва и на английски език, с което многократно разширява своята аудитория. В ерата на засилената дигитализация наше хартиено издание, което има и онлайн присъствие, успява да намери място в живота на модерния човек.

Предлагаме мнението на няколко представители от бизнеса в България, които имат свой полес като сп. „Икономика“.

Сега 99, а после 100
For 31 years now, Economy magazine has been showing its different faces and the development continues.

Now 99, and then 100

Economy magazine is at the same age as democracy in Bulgaria and this fact never ceases to amaze anyone who hears about it. Last year we celebrated our 30th anniversary. This year the “Mr. and Mrs. Economy” awards turned 30. And suddenly another horizon opened before us: after this 99th issue comes issue number 100 of the new face of the magazine, which has had a new publishing line since 2011, with a new look, which also does not stop changing in this constantly changing world.

Economy magazine has established itself as a publication with its own character. It has also started speaking in English, which significantly expanded its audience. In the era of increased digitalization, our paper edition, which also has an online presence, manages to find a place in the lives of modern people.

We offer the opinions of several business representatives in Bulgaria who have their own view on the Economy magazine.
Александър Димитров, председател на Управителния съвет и главен изпълнителен директор на A1 България:

Имаме обща цел - да се справим с кризата

Първите 99 броя на списание „Икономика“ го позиционираха като една от малкото качествени бизнес медии в страната, които се фокусират върху развитието и постиженията на бизнеса и хората в него. Надявам се това да е само началото за медията, защото обществото и бизнесът се нуждаят от такива издания и това в особено голяма степен е в същността на днешната ситуация. В момента бизнесът и медиите имаме общата цел – да се справим заедно с пандемията. И докато бизнесът може да помогне с отговорно поведение, то медиите като сп. „Икономика“ са тези, които ще възприемат и ще информират обществото за правилните действия, които всички трябва да предприемем.

Alexander Dimitrov, Chairman of the Management Board and Chief Executive Officer, A1 Bulgaria:

We have a common goal – to deal with crisis

The first 99 editions of Economic magazine positioned it as one of the few quality business media outlets in the country that are focused on the development and accomplishments of the business and people in it. I hope that this is just the beginning for the media, because the society and the business need such kind of publications which is especially true in the current situation. The media and the business have a common goal at the moment – to deal with the crisis. While businesses can help to set a responsible behavior, it is the outlets like Economic that can encourage it and inform the society of the proper actions that must be taken.
At Dundee Precious Metals, we appreciate Economy magazine. Business needs a supportive environment and a positive note, especially in the context of this pandemic. Economy magazine offers us exactly this kind of perspective, which gives further encouragement that our efforts are worthwhile and noticeable. It is important to me that you give a forum to women in business, as well.

I like that the magazine maintains a column for presenting good business practices. And my recommendation is that after the pandemic is over, journalists from the magazine start visiting on-site businesses and companies that succeed. I am convinced that the journalistic eye will find an interesting point of view on what is happening with the specific business in Bulgaria.

I will admit that I love Economy magazine mostly because of the journalists in it. I follow the innovations and novelties you are talking about with interest. I am excited about the stories of successful people and especially those who stayed in Bulgaria and found great realization here. The inspiring example will make many young people stay in their homeland. The pandemic has shown us that we can change quickly. So, we can! I wish for Economy magazine to continue to inspire everyone with the confidence that we are knowing and capable.
Христо Нейчев, сериен предприемач и партньор в ST6.io:

Ценен комуникационен канал за предприемачите

Списание „Икономика” покрива много теми в различна насоченост и от различна перспектива. То осигурява комуникационен канал за предприемачите, бизнеса, активните хора, в които мислите се обединяват и на едно място може да бъдат открити някои от най-добрите практики, мнението на най-добрите експерти, което е полезно за първите шеви и нови възможности. Списание предлага обмен на идей в най-различни сфери. В това време на бум на социалните медии е важно да има добри журналисти, защото те са в състояние да стигнат до сърцето на всяка история, на всеки проблем и да поднесат същината на читателя. Пожелавам на списанието да продължава да следи новите трендове в бизнеса и предприемачеството, да е стъпка преди всичко, за да може от него да научаваме за някои от новостите.

Hristo Neychev, serial entrepreneur and partner in ST6.io:

A valuable communication channel for entrepreneurs

Economy magazine covers many topics in a variety of areas and from different perspectives. It provides a communication channel for entrepreneurs, businesses, active people, in which thoughts are united and some of the best practices and opinions of the best experts can be found in one place, which is useful for those seeking knowledge and new opportunities. The magazine offers an exchange of ideas in various fields. At this time of social media boom, it is important to have good journalists, because they are able to get to the heart of every story, every problem, and present the essence to the reader. I wish the magazine to continue to follow the new trends in business and entrepreneurship, to be a step ahead of everyone, so that we can learn about interesting novelties from it.
Въпреки променливата и динамична среда, списание „Икономика“ се утвърди като място на сериозна журналистика. Превърна се в едно от най-значимите икономически издания на българския медиен пазар заради умението си безпристрастно да наблюдава и задълбочено да анализира най-актуалните икономически, бизнес, финансова и пазарни процеси. То е предпочитан източник на достоверна и задълбочена информация за мениджъри, специалисти и предприемачи, както и за всеки, който иска да е добре осведомен за икономическите процеси в днешния свят. Юбилейният брой 100 идва след края на 2020 година, в която светът претърпя трансформация на всички нива, а утрешният ден е несигурен. В тази обстановка гласът на списанието е особено важен като трибуна на обективните анализи и достоверните прогнози. Останете критични, енергични и любопитни към света около нас.

Гласът на списанието се чув

Веселка Вуткова, директор „Корпоративни комуникации“ във VIVACOM:

The voice of the magazine is heard

Vesselka Voutkova, Corporate Communications Director at VIVACOM:

Despite the changing and dynamic media environment, Economics magazine has established itself as the place of serious journalism. It has become one of the most important economic media on the Bulgarian market due to its ability to impartially monitor and to thoroughly analyze the latest economic, business, financial and market processes. It is a preferred and important source of reliable and in-depth information for managers, professionals and entrepreneurs, as well as for anyone who wants to be well informed about the economic processes in today’s world.

The 100th anniversary issue comes after the end of 2020 - a year in which the world has undergone a transformation at all levels, and the future is uncertain. In this situation, the voice of the magazine is very important as a platform for objective analysis and reliable forecasts. Stay critical and curious about the world around us.
There are no secrets to success. It is the result of preparation, hard work and learning from failure” - says General Colin Powell, a prominent statesman and military man from the United States. In business, as it turns out, it is more or less the same. Companies created immediately after the democratic changes are already turning 30. Of course, only those that still exist have an anniversary. Some have realized that developing a business in an ever-changing environment was too complicated, and gave up. Others simply could not withstand the competition and closed down. There are many companies that came across the “Stop” sign and stopped. But there are those whose creators, business leaders and managers have managed to find a way to move forward in these turbulent years of initial enthusiasm, of crises, of
част от тях избраха да останат български компании, други под чуждестранен бранд продължиха да рабо-
тят в България.
Представяме четири дружества, стартирали преди 30 години и повярвали в бъдещето на пазарна-
tа икономика. Двe от тях не спират да растат – по свой начин и със свой темп на развитие, другите
gve, вече веднъг, и то само като марка, продължават да работят за образователната кауза, за която са
създавени.

Business requires perseverance, resilience, honesty and being in good shape to keep “rowing”

Метростанция „Джеймс Бачер“, еден от емблематичните проекти, изградени от „Геотехмин“ ООД
в периода 2010-2012 г.

The “James Bouchier” subway station, one of the signature projects built by Geotechmin Ltd. between 2010 and 2010
**ЮБИЛЕЙ ANNIVERSARY**

**ГЕОТЕХМИН винаги намира решение**

**Компанията:** Компанията: ГЕОТЕХМИН е създадена на 12.12.1990 г. като частна консултантска инженерна компания.

**Основатели:** Трима млади инженери - проф. Величко Стоянов, проф. Димитър Субашки и научният сътрудник инж. Цоло Вутов.

**Разбиване:** Дружеството прерасна в индустриална група, която обединява над 20 значими и отговорни компании с принос за българската икономика. Групата ГЕОТЕХМИН е осъществила редица знакови проекти в областта на миннодобивната индустрия, строителството, инфраструктурата, околната среда. Доказателство за приноса е редица авторитетни награди, получени от компанията и нейния управител проф. Цоло Вутов, за преодоляване на проблемите и постиженията в областта на науката и инженерните дисциплини.

**Тайната на успеха през погледа на проф. Цоло Вутов:** Успехът е процес. Заг успеха на всяка компания стоят екипната работа и постиженията на нейните служители, мотивацията и удовлетворението им от работата. Важен елемент е желанието за отговорност на нуждите на клиентите и решаване на проблемите им по нов начин, с внедряване на нови технологии и иновации. Това винаги се оценява. Един бизнес модел не може да бъде успешен, ако експертът на компанията не се стреми към морал и етика в обществото. В ГЕОТЕХМИН винаги сме събирани на честните отношения, на почтеността и коректността с нашите партньори и съмишленници. Възмутира на всички, които имат принос за развитието на ГЕОТЕХМИН през първите 30 години от историята ѝ.

**Компаниите:** "Анубис" и "Булвест 2000" са еталон за образователно съдържание

**Компанията:** „РИСК Електроник“ е една от първите ИТ компании в България. 

**Основател:** Йордан Кисьов рискува да се хвърли в дълбокото море на едва проходящия частен бизнес. Дотогава гради научна кариера в БАН, след като завършва информация техника в Германия и през 1981 г. защитава докторантство.

**Разбиване:** „РИСК Електроник“ e със стратегически подход в консултирането и е иноватор в създаването на инфраструктури и цялостни бизнес решения, базирани на най-новите технологии в светодиодно упътване.”

**Тайната на успеха през погледа на Йордан Кисьов:**

ИТ бизнесът е изхабяващ. Човек трябва да предвключва от една технология на друга, иначе бизнесът дерайлира. Когато започнах, всичко беше аналогово, сега е дигитално. Няма рецепта за успех, защото управляването на IT компания е като ракфинг – не знаеш какво те очаква, гребеш на посоки и гладаш да оцелееш. Трябва физическа и психическа кондиция да издържиш на темпото.

**“Анубис“ и „Булвест 2000“ са еталон за образователно съдържание**


**Основатели:** „Анубис“ е основана от Николай Табаков, а „Булвест 2000“ – от Владимир Тоненчаров и Чавдар Стефанов.

**Разбиване:** Марките „Анубис“ и „Булвест 2000“ са познати и обичани от поколения ученици и учители и проръчват да бъдат вървят за българската преподавателска професия и училища.

**Тайната на успеха през погледа на Владимир Колев:** Заложи на това, което имаш, преви го поемаш в ново направление. Марките „Анубис“ и „Булвест 2000“ са изградени и утвърдени с десетки години опит и традиции в образованието в много български училища. Те са еталон за образователно съдържание, в което ние като възпитатели продължаваме да инвестираме и да развиваме. Няма по-ценна тайна за успех от тази, която клиентът е на първо място. Така винаги печелиш! :)
GEOTECHMIN always finds a solution

**Company:** GEOTECHMIN was established on 12.12.1990 as a private consulting engineering company.

**Founders:** Three mining engineers - Prof. Velichko Stoyanov, Prof. Dimitar Subashki and a research associate Prof. DSc. Eng. Tzolo Voutov.

**Development:** The company has grown into an industrial group, which unites over 20 significant and responsible companies, contributing to the Bulgarian economy. GEOTECHMIN Group has implemented a number of landmark projects in the field of mining, construction, infrastructure and environment. In proof of this contribution came a number of authoritative awards received by the company and its manager Prof. Dr. Tzolo Vutov - for contributions in the field of economics and industrial relations, research and development, as well as for various charitable initiatives.

**The secret of success through the eyes of Prof. DSc. Eng. Tzolo Voutov:** Success is a process. Behind the success of each company are the teamwork and the achievements of its employees, their motivation and job satisfaction. An important element is the desire to respond to customer needs and solve their problems in new ways, with the introduction of new technologies and innovations. This is always appreciated. A business model cannot be successful if the company’s team does not strive for morality and ethics in society. At Geotechmin we have always insisted on honest relationships, honesty and fairness with our partners and supporters. I would like to thank everyone who has contributed to the development of Geotechmin during the first 30 years of its history.

IT rafting with RISK Electronic

**Company:** RISK Electronic is one of the first IT companies in Bulgaria.

**Founder:** Yordan Kisyov took a risk throwing himself into the deep sea of the newly developing private business. Until then, he was building a scientific career at the Bulgarian Academy of Sciences, after graduating in Information technology in Germany, defending his doctorate in 1981.

**Development:** RISK Electronics has a strategic approach in consulting and is an innovator in creating infrastructures and complete business solutions based on the latest technologies of world-renowned IT leaders.

**The secret of success through the eyes of Yordan Kisyov:** the IT business is exhausting. One has to switch from one technology to another, otherwise the business derails. When I started, everything was analog, now it’s digital. There is no recipe for success, because running an IT company is like rafting - you don’t know what awaits you, you row in different directions and try to survive. You need to be in a good physical and mental condition to keep up with the pace.

“Anubis” and “Bulvest 2000” are a benchmark for educational content

**Companies:** “Anubis” and “Bulvest 2000” were established independently in 1994 and 1993, and since 2006 they have been under joint ownership. At the beginning of 2018, the German publishing group Klet acquired the majority package from “Anubis Publishing House”, “Bulvest 2000 Publishing House” and their exclusive distributor “Anubis-Bulvest Ltd.”, and from the beginning of 2019 the three companies merged into “Klet Bulgaria Ltd.”, turning it into a leading educational publishing house in our country.

**Founders:** “Anubis” was founded by Nikolay Tabakov, and “Bulvest 2000” - by Vladimir Topencharov and Chavdar Stefanov.

**Development:** The “Anubis” and “Bulvest 2000” brands are known and loved by generations of students and teachers and continue to hold leading positions for the Bulgarian teacher in his choice of teaching materials.

**The secret of success through the eyes of Vladimir Kolev, manager of “Klet Bulgaria”:** Put your trust in what you have before taking new directions. The brands “Anubis” and “Bulvest 2000” are built and established with decades of experience and traditions in the education of many Bulgarians.

They are a benchmark for educational content in which we as a leading publisher continue to invest and develop. There is no more valuable secret to success than to always put the quality for the customer first. That’s how you always win!
In less than four years, outgoing US President Donald Trump has achieved what, historically, only devastating wars had done: recast the global order. With his isolationism, wannabe authoritarianism, and sheer capriciousness, Trump gleefully took a sledgehammer to the international institutions and multilateral organizations his predecessors had built from the ashes of World War II and maintained ever since. What now?

Many hope that, when President-elect Joe Biden takes over, liberal international arrangements can be salvaged, and even renewed. That would certainly be desirable. Unfortunately, it is an unrealistic hope. A post-Trump order appears to be more about a return to the inter-bloc competition of 1945 than to post-Cold War liberal euphoria.

For starters, the Biden administration will be consumed by the daunting tasks of healing the domestic wounds that Trump has inflicted and correcting America’s critical weaknesses, laid bare by the pandemic. The US’ recovery from the most divisive presidency in its history will be neither quick nor painless. Reforming America is a prerequisite to restoring its capacity for global leadership.

Even if Biden’s administration had infinite capacity, there would be no turning back the clock. The status quo ante sprang from a kind of post-Cold War euphoria, animated by the belief that Western liberal democracy had secured a definitive victory over the rest, and the world had reached, in Francis Fukuyama’s famous formulation, the “end of history.”

In the 1990s and 2000s, when the United States was the world’s unrivaled economic, military, and diplomatic power, the logic of liberal hegemony was compelling. But,
In today’s rapidly changing multipolar world, it no longer is. This has been true for more than a decade, which is why the US was retreating from global leadership long before Trump took office.

Although Trump’s isolationism is often portrayed as anomalous, it reflects a strain of American thought stretching back to the country’s founding. Had German submarines not attacked American merchant ships in 1917, the US may well have stayed out of World War I. Likewise, it was only when Japan attacked Pearl Harbor in December 1941 that the US entered World War II. And after the war, US efforts to preserve peace (by deploying troops) and restore prosperity in Europe (by implementing the Marshall Plan) were driven by fear of Soviet expansion, not some sense of moral duty.

It was also in America’s interest that Trump’s predecessor, Barack Obama, in whose administration Biden served as vice president, and even George W. Bush before him, took steps to scale back US foreign policy’s hegemonic project. Like Trump, both Obama and Bush voiced frustration about inadequate burden-sharing by America’s NATO allies.

The US retreat from hegemony reflects history that
ma, and Bush expressed frustration with the inadequate sharing of responsibility among American allies in NATO.

The departure of the United States from the dominance of the past reflects the history that Biden cannot undo: America’s loss of credibility as a result of its long, costly, and inconclusive Middle East wars, and the 2008 global financial crisis, which exposed the downside of globalization and the shortcomings of neoliberal orthodoxy. Far from fulfilling the promise of broadly shared prosperity, it became clear, the free-market ethos of the last few decades had facilitated the emergence of obscene inequalities and the collapse of the middle class.

This combination of never-ending war and rising inequality fueled the nationalist backlash that propelled Trump to victory in November 2016. The same frustrations were reflected in the United Kingdom’s Brexit vote that June, France’s Yellow Vest protests in 2018, and even the COVID-19 crisis.

A pandemic would seem like an unmissable opportunity for cooperation. Yet it has been met with border closures and competition over supplies and future vaccine doses, not to mention curbs on civil liberties. Biden cannot undo: America’s loss of credibility as a result of its long, costly, and inconclusive Middle East wars, and the 2008 global financial crisis, which exposed the downside of globalization and the shortcomings of neoliberal orthodoxy. Far from fulfilling the promise of broadly shared prosperity, it became clear, the free-market ethos of the last few decades had facilitated the emergence of obscene inequalities and the collapse of the middle class.

This combination of never-ending war and rising inequality fueled the nationalist backlash that propelled Trump to victory in November 2016. The same frustrations were reflected in the United Kingdom’s Brexit vote that June, France’s Yellow Vest protests in 2018, and even the COVID-19 crisis. A pandemic would seem like an unmissable opportunity for cooperation. Yet it has been met with border closures and competition over supplies and future vaccine doses, not to mention curbs on civil liberties.
and expansion of surveillance capabilities, including in democracies. Simply put, just when we need global cooperation the most, our broken multilateral system has driven us back to the bosom of the nation-state.

So, the world seems to be returning to a Westphalian order, in which sovereignty prevails over international rules. Trump’s “America First” stance fits neatly within such an order. And while China touts international cooperation in some realms, multilateralism is a fundamentally alien concept to it. It would oppose the revival of a world order based on liberal precepts. Other big nationalist powers (such as Brazil, India, Russia, and Turkey) and smaller ones in Eastern Europe (Hungary and Poland) move broadly within the same illiberal realm.

The Biden administration should aspire to lead the world’s democracies in their competition with a rising authoritarian bloc, while upholding the multilateral institutions and structures most essential to peace. To this end, it should immediately abandon its predecessor’s connivance with Turkish President Recep Tayyip Erdogan, and replace his bellicose strategy toward Iran with an effort to reach a revised, durable nuclear agreement. Fortunately, it appears set to do both.

At the same time, the Biden administration will need to treat America’s alliances more as collective enterprises, which the US ideally leads without dominating. From the allies’ side, this shift has already begun, with European leaders, especially French President Emmanuel Macron, increasingly recognizing the need to take Europe’s security into their own hands. The US should work with an empowered European Union to contain Russia’s revisionism on NATO’s borders and end its hybrid war on Western democracies.

Similarly, to manage its ongoing strategic confrontation with China, the US will need to work with its Asian allies, such as a rearmed Japan and South Korea. With China having all but abandoned its “peaceful rise” strategy, avoiding violent conflict will be a delicate balancing act.

More broadly, the US will need to galvanize the world’s liberal democracies to forge a bloc capable of standing up to the world’s authoritarians. This should include efforts to counter the forces of disintegration within the EU and, potentially, to transform NATO into a broader security alliance of democracies.

Crucially, the two blocs would also need to cooperate effectively in key areas of shared interest, such as trade, non-proliferation, climate change, and global health. This will require diplomatic skills that Trump could scarcely imagine, much less muster.
A Pandemic We Can Prevent

By Thomas Cueni

Thomas Cueni, Director-General of the International Federation of Pharmaceutical Manufacturers & Associations, is Chair of the AMR Industry Alliance and Founder of the AMR Action Fund.
Geneva – More than one in five Americans hospitalized with COVID-19 also contracts a bacterial infection. Absent effective antibiotics, those lucky enough to beat the coronavirus might die at the hands of these not-so-novel pathogens.

Unfortunately, the pipeline of new antibiotics is running dry. Less than 100 years after the development of penicillin, drug-resistant superbugs are threatening to gain the upper hand in our fight against bacterial infections.

Superbugs already take an enormous toll on health-care systems around the world. About 700,000 people globally die each year due to antimicrobial resistance (AMR). Without new and better treatments, that figure could rise to ten million by 2050.

Researchers are currently developing more than 550 innovative treatments and vaccines for COVID-19 – a pathogen unknown just a year ago. But although AMR has been a known and growing problem for decades, only one new class of antibiotics has been discovered since 1984. The hugely successful biopharmaceutical industry, whose expertise and resources are responsible for most of the medicines we use today, has been unable to take on this vital challenge.

The reason is simple: whereas the industry has built its strong and unprecedented COVID-19 response on a robust innovation ecosystem, the market for antibiotics is broken.

Firms that successfully develop a cutting-edge new antibiotic face major challenges. Navigating regulatory approval and potential safety issues is expensive and time-consuming, requiring skills that smaller drug makers often lack. But prospective sales pose an insurmountable problem. New antibiotics should be used extremely sparingly to prevent bacteria from evolving and growing immune to them. Ideally, they should serve as weapons of last resort against bacteria resistant to more common antibiotics.

Probable sales for any new antibiotic will therefore be very low; hospitals will have just a few doses – all under lock and key – for emergency use only. Unfortunately, this means the potential market return is too low to justify the necessary investment in research and development.

At the heart of this upside-down economics is the issue of how to recognize the value of a treatment that must be used only infrequently. John Rex, the chief medical officer of the British biotech firm F2G Ltd., compares advanced antimicrobials to fire extinguishers: absolutely essential, but ideally rarely needed.

A handful of companies are still doggedly pursuing this line of research against the odds. They include Merck, GlaxoSmithKline, Shionogi, and Roche – as well as Pfizer, which recently acquired Arixza Pharmaceuticals, a small, California-based company developing new antibiotics for drug-resistant infections. But many drug makers have abandoned antibiotics research. Big firms like Novartis, AstraZeneca, and Sanofi exited the market long ago – and in the last two years, at least four smaller antibiotic-focused companies have gone bankrupt.

Although the global health community is – fortunately – beginning to recognize the urgent need for new antibiotics, there has so far been much talk and little action. A few players are experimenting with some alternative ways of financing the development of new medicines. But in general, unsurprisingly, so far political leaders find it easier...
To sign up to declamatory statements at high-level meetings than to sign billion-dollar checks to fix the broken market. That is why many of the world’s largest drug makers helped to launch the AMR Action Fund in July. The Fund will invest $1 billion in smaller biotech firms, with the aim of bringing 2-4 new antibiotics to patients by 2030 by helping to bridge the so-called “valley of death” between lab research and clinical trials. The initiative took a year to set up, and politicians and the public-health community, including World Health Organization Director-General Tedros Adhanom Ghebreyesus, as well as scientists already researching treatments to combat drug-resistant bacteria, have widely welcomed it.

While we wait for new antimicrobials, doctors, governments, and the public can buy time by further curbing the overuse of existing antibiotics in medicine and agriculture, which is partly what caused the problem. Government regulation has reined in the worst excesses, by scaling back use, including in cleaning products and farm animals. Still, more careful use of the most widely adopted antibiotics is needed to slow the spread of AMR. For example, we should not expect our doctors to give us antibiotics to combat viruses, against which they are useless.

But, ultimately, slowing the spread is not enough. We must fundamentally change the way we value new antibiotics. Rather than linking their price to the quantity used, we should instead regard them as an insurance policy for medicine and health services. The United Kingdom’s independent
2014-16 Review on Antimicrobial Resistance, chaired by the economist Jim O'Neill, estimated that averting the worst-case scenario of ten million annual AMR deaths by 2050 would require an investment of $42 billion over the course of a decade. But that would represent a mere fraction of the huge economic cost of AMR between 2015 and 2050, which the review said could top $100 trillion.

The US Senate is considering a possible legislative remedy. The proposed Pioneering Antimicrobial Subscriptions to End Upsurging Resistance (PASTEUR) Act would award federal contracts of up to $3 billion each to drug makers in exchange for breakthrough antibiotics. The companies would be paid on a subscription basis, regardless of how much of their drug was used.

Other countries are experimenting with different models to support antibiotic research. But one way or another, as the WHO has pointed out, governments will need to establish incentives that reward biotech companies for successfully developing antibiotics. Next year’s G7 summit in the UK will, one hopes, produce long-awaited real commitments rather than merely more talk and a few pilot initiatives.

The world is locked in an arms race against superbugs. For now, the bugs are winning. But by fixing long-standing problems in the antibiotics market, we can begin to turn the tide.
Красимир Димитров:
Икономиката се гмурва надолу

„Одата на радостта“ свърши, въпреки е да се върнем към здравите основи на производството

Krassimir Dimitrov:
The Economy is Sinking

The Ode to Joy is over, it is time to return to the sound foundations of production

Къде му стяга обувката на българския бизнес – с този въпрос ще се обръщаме към предприемачи и мениджъръ. Красимир Димитров е собственик и управител на „ИннДев“ ЕООД - малка фирма, която е представителство на големи германски машиностроителни компании. Този бизнес е силно засегнат от ограниченията, въведени заради пандемията. Ето как Красимир Димитров обобщава ситуациата:

Бизнеса до стяга навсякъде. Малките фирми в България са оставени да се спасяват както могат.

Дълбоката криза

terryza zaplocha и предстои големото преструктуриране на световната икономика. Очаква се до пролетта на 2021 г. свиването на реалната икономика на Европа да е с 20% и повече. Но според него няма да се говори тозава, а някои десетилетия ще се върви надолу. Такъв е резултатът от последните 30 години, в които икономическите в Европа търсеха лесно. Европейците сбижаха Чичо Сам да ги пази, а Китай да произвежда вместо тях срещу паника. Те печатаха банкноти и пееха "Одата на радостта". Но... радостта изчезна съвсем, след като бяха грабнати азарийнати спирачки на световната икономика. Кризата вече е била набрана инерция. Ако не бяше пандемията, тя щеше да се разея, макар и по-бягно.

Сътресението

обаче няма да е толкова голямо и свиването толкова дълбоко. Всичко това просто няма да се случи, щом светът е задържал с 325% Върху БВП. Дълговете са толко-
България винаги е била в криза, сега пак е в криза. Но се хвърлихме, че съществуват правилата в Европейския съюз, които като индустриална страна могат да си правят колего от западните страни, защото тъй като развитите страни си мислеха, че може някой друг да работи за тях.

Въпреки това, България все е била в криза, сега пак е в криза. Но се хвърлихме, че стояме най-добре в Евросъюза, тъй като индустриалните страни на запад се заемаха с някои производства, а ние само с 8%, макар на практика да са поне 12%. Вече приказваме монотонни колези от Западна Европа да пускат клапаните при шумовете на кризата, което е проявяване на незаплашен тук е билата фактура на света. И отново да се споменем как да произвеждаме всичко сами, как да създаваме стойност.

Българската икономика е сюрреалистична. Има валутен щур, който е параван, икономиката е рудиментарна, EU фондовете се разпределят сред големите играчи. Индустрията е една трета от онова, което са си били преди 30 години, потвърдено в показателите на ООН. Човешката потенциална способност е създавана главно в областта на технологиите, а не в професорите и статистиките. Макар и със статистика за пандемията, тук се ражда ситуацията с пандемията и големата част от населението, което са се върнали в България, ще се изрази на бъдещето.

Тук се развива бизнесът, който се е изобразил със създаването на стабилност. Но държавната поръчка не създава стойност, тъй като това се изразява в пари, изтеглени от населението, след което се дадени на няколко компании за превръщане на основно китайски стоки. Експортният бизнес пък е зависилен от пазарите, които са най-вече в Европа. И ако там има дълбоки съществуващи национални пречки, това е стимулиране на стабилността в икономиката, поради което е емблематично намиране.

Бъдещето не може да се планира, но трябва да се управлява.
Crises – A Harbinger of Change

Thoughts that help us more easily overcome the difficulties caused by the pandemic

The world economy has been hit hard by the corona virus, but it will firmly recover afterwards. In addition to halting all growth, the crisis has led to reconsidering many things, including our over-reliance on international air travel. People are now looking at work, shopping, travel and meetings in a new way. When we get out of this crisis, we will be completely different. The economy will recover faster than we anticipate, as it will not face a number of obstacles, as it has done in traditional financial crises. And for investors looking forward to the horizon, the markets are already opening up huge opportunities.

Larry Fink, American billionaire and CEO of BlackRock - the world’s largest cash management company
Sometimes we emphasize the danger of a crisis without focusing on the opportunities that exist. We must give up the arrogance that isolated individual actions will solve this crisis. Our policies need to change.

Al Gore, American politician, winner of the Nobel Peace Prize
Today, the state is required to monitor the pulse of the socio-economic development and to have a quick and adequate response to the ever-changing circumstances and needs. Business in Bulgaria expects the state not only not to hinder it, but also to help it with reasonable solutions and measures. There are a number of steps that are not costly, but would save time, which is also money.

The pandemic is rearranging everything, but that does not mean we should leave the crisis management on autopilot. According to a number of business representatives, the existence of a strategy for economic development and education in the new conditions would be a potential catalyst for growth, but there is no such strategy. What else is killing Bulgarian entrepreneurs, managers and business leaders? We offer a critical look on the topic…
Todor Gigilev, Managing Partner at Dreamix:

Aggressive investments in education are needed

The lack of sufficient investment in education hinders the IT business, which is booming these days due to the mass digitalization. Our sector is doing a lot to make up for the lack of aggressive investments by the state for the development of education, oriented towards the market needs. And if we want to develop a knowledge-based economy, education is a key factor in that. That is why the priorities in the training and qualification of people must be adapted accordingly.

An indirect obstacle

for business operations is the lack of electronic prescriptions and electronic referrals. Now is the time to focus on telemedicine. This would save staff time and protect doctors and patients from being in contact with infected people. Following the example of Estonia, we could digitalize many of the services, as is the case there with notary transactions.

I will admit that a lot of good things have been done for the development of innovation - for example with the support of the Fund of Funds. Such investments are important for the higher added value of Bulgarian business. However, our business, unless it is tied to public procurement, does not directly depend on the state, but is influenced by the overall environment in the country.
Administration is a brake on development

We spent millions to repair the damage caused by the industrial explosion at the Svilosa plant at the end of June. But in order for the repaired facility to be accepted for exploitation, I must have an investment intention, as if I am now starting to build it. They demand that we collect four folders of documents for the commission to come and accept it, and not when it has to, but when it decides to do so. During this time, workers stay and wait to receive wages. Rules have been invented and there is no earthly force to overcome this endless series of absurdities. I already feel tired of these obstacles.

The big problem

of those in power is that, in an effort to be useful to people and business, they have abandoned right-wing politics and gone to the other extreme by getting on the "sleigh" of the unions. Now it is not about making money, but about giving it away. And the recipe for economic recovery is for business to work, but the administration is the big brake.

Now the mind set is not about making money, but about giving it away
Tourism has the weakest support in the pandemic

The tourism industry in Bulgaria is not able to clearly articulate the exact measures needed to rehabilitate the sector and offer them to the government. In the field of tourism, various activities are included - hotels, restaurants, tour operators and agents, tour guides, mountain guides, ski instructors ... The hotel industry, for example, includes from mountain huts to five-star hotel complexes.

The problem for business in Bulgaria is that it does not have clear statistical and economic data. There is no information on the exact economic effect of the measures that have been taken to support the business. Jobs in tourism have been cut in large, and the government must say whether this high rate of unemployment is acceptable to them, whether there is a way to keep more staff in the sector, so that it can continue working from now on.

Communication is led by inexperienced people who talk about how money is needed, and the government expects concrete proposals from the industry.

According to our Institute, a measure in support of hoteliers is to have vouchers for rest and health prevention through a change in Ordinance 7. It is important for tour operators to have an operating guarantee fund. We propose to create cooperatives of guides and to assign them a guided tour of the 100 national tourist sites, so that these people can have an income. We propose measures and have visions for tools through which the tourism business can continue to exist.

A plan for the overall stabilization of the companies in this branch is needed, but the line of conversation between the business, the state administration, the executive and the legislative power is broken.

Another problem is that the hotels are hardly working, but they still pay a high “Household waste” tax, and some municipalities like the one in Nessebar have even drastically increased the tax, no matter that no waste is generated when there are no tourists. However, the “noose” needs to be tightened a little more to realize that tourism will eventually die. For now, it is still breathing.
In the business world, the rear-view mirror is always clearer than the windshield, says Warren Buffett, the multi-billionaire who turned 90 at the end of August and is still in the Top 5 of the world's richest people. Who is the Oracle of Omaha, let's take a look in the rear-view mirror...

He is a legend, an icon, a guru and has a reputation as the most successful investor, which confirmed by his wealth, until recently calculated as the third, and now as the fourth largest in the world. Having all this wealth, he is still a legend, an icon, a guru and has a reputation as the most successful investor, which confirmed by his wealth, until recently calculated as the third, and now as the fourth largest in the world. Having all this wealth, he is still a legend, an icon, a guru and has a reputation as the most successful investor.

Buffett entered the tenth decade of his life, meanwhile managing to build an image of an accessible person. Tens of thousands of people who have invested in his Berkshire Hathaway empire go to his hometown of Omaha each year to attend the company’s general meeting. However, Buffett remains a modest man, who prefers simple clothes and an unpretentious lifestyle.

As Buffett has said, "I don't need fancy clothes. I don't need fine cuisine", the billionaire, who likes to wear a classic suit and consume average American food.

Even at the age of 90, the Oracle of Omaha still remains a guru from whom there is always something to learn.*

*The material is not a recommendation for stock trading
meeting. This is comparable only to a pilgrimage.

His approachability

also has another dimension – the charity lunches with the multi-billionaire, for which there is always bidding. The last such meeting took place in 2020 at a restaurant, for which Justin Sun, an entrepreneur in the field of cryptocurrencies and founder of the Tron platform, paid 4.8 million dollars.

And yet how did he start and how did he accumulate this wealth?

Warren Buffett was born on August 30, 1930 in Omaha, the youngest of three brothers. He turned to business after reading the book “One Thousand Ways to Make $1000”.

His first steps

include “door to door” selling and working in his grandfather’s groceries. Little Warren’s first deals involved selling chewing gum, Coca-Cola bottles and weekly magazines. Filling out his first tax return in 1944, he managed to get a tax reduction of $35, because while delivering newspapers, he used his asset - his bike. Engaged in this activity, he even intended to abandon his studies, but his father, who is a parliamentarian, resisted. At age 17, he attended a trade school in Wharton, Pennsylvania. Later, after failing the Harvard exams, he enrolled at Columbia University in New York. There he studied finance with Benjamin Graham - one of the most famous investors of the XX century, a supporter of the so-called “investing in value” - an investment approach in which the goal is to buy shares of stable, secure and profitable companies that are undervalued by the market. He began his career on Wall Street, but in 1956 he founded his own investment company - Buffett Partnership, which in 1965 merged with the textile company Berkshire Hathaway. In 1985, he closed the factory, but continued to use its name.

In nearly half a century, he turned the company into a conglomerate valued at more than $530 billion and became known for his skilfully selected investments.

The activities

which he has chosen are varied - from paintings to railways, consumer products, energy, clothing, banks, air transport, as well as fast food. He has stakes in the largest American companies, including Apple, JPMorgan

Popular advice

✓ Invest only in a business you understand.
✓ You don’t have to do amazing things to get amazing results.
✓ Be afraid when others are greedy, and be greedy when others are afraid.
✓ The price is what you pay. Value is what you get.
✓ Only when the tide passes, it becomes clear who has been bathing naked.
✓ If you are among the one percent of the luckiest, you are obliged to think about the other 99% of humanity.
Chase, Coca-Cola, American Express. Among his favourite “children” is the insurance company Geico, known for its mascot - a lizard that speaks with a British accent. The investor Buffett did not invest in Google, Amazon, Facebook or Uber, but during the crisis in 2008 he helped large American companies, such as Goldman Sachs.

Apart from the good business acumen, his management methods also contributed to the building of the Buffett empire. He seeks to delegate as much power as possible, while maintaining control over the capital. Behind his seemingly good-natured image, however, lies a ruthless businessman. An example of this is the ketchup company Heinz, in which he has been a shareholder since 2015. In order to maintain profits, the management of Heinz undertook mass layoffs.

### During the credit crisis years

The billionaire has concluded a series of risky operations, which he explains with the words “We have accumulated a lot of money in times of chaos. When it rains gold, you have to take out the bucket, not the thimble.” In all his investments, however, he is guided by the rule to buy only things he would be happy with if the market would stop for 10 years. He explains his success with his habit of reading and thinking more and making less impulsive decisions than most people in business. You can’t make a good deal with a bad person, warns Warren Buffett. He is a good analyst and psychologist, who has both patience and quick reactions. Obviously, age is not a vice.
Подкрепяме европейските икономики на най-високо ниво

Благодарим на клиентите за доверието да работим заедно и на колегите за тяхната отдаденост.

УниКредит е отличена като:

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Банка за важните неща.
Днес науката е жизнено важна и бизнес, който не се базира на доказани научни данни, няма бъдеще. Науката винаги е била в основата на човешкия прогрес и е помагала на хората да се справят с променящите се условия на живот. Но промените вече не стават с векове, а с декади и трябва да сме готови за бърза адаптация, каза доц. д-р Милена Георгиева от Института по молекулярна биология при БАН – учен с високи научни постижения в областта на молекулярната биология, генетиката и епигенетиката. И тя идва да сподели това:

Наука и технологии са на върха на своето развитие. Вече можем да сравняваме геномите на различни видове организми и да правим сравнителни еволюционни анализи. IT специалистите смятат, че това е "черешката на торта", но скоро те ще бъдат дентонирани от геномните технологии и науката за живота, която ще вземе това място. Био киберсигурността е хибриден термин, който обединява двата вида сигурност. Тя е гореща тема, тъй като ние носим генетичен код, който може да бъде използван за криминални цели или за скрининг на заболявания. Но все пак, науката може да ни помогне да работим защо ние, за да се справим с тези проблеми.
законова неурегуленост
създава голям въпрос. Биохакерството е нова тенденция, насочена към ползване на знания в молекуларна биология и генетика. Това се „самозагадъка“ и „самосъздаване“ на жизнените функции, без да има безспорни медицински доказателства, че даден метод работи на ниво хора. Концепцията на създаване на науката и технологията, която се споделя в мрежата, отвори вратите за тази заплаха. Познавайки човешкия геном, всеки генетик може да гада много точна информация за заболявания, които не се разпознават през рехабилитация. Това би било важно застрахователните фирми например, но етично ли е?

Смисълът на напредъка
В молекулната биология е гада се справя с редица заболявания. Това е красивата страна на научно-технологичния разцвет. Но така се стига и до по-дълбоко познаване на идентичността на даден човек. Вече има техника за редактиране на човешки геном с 99% точност. Успех на молекулна генетика е, че намира начини за диагностика и за справяне с наследствени заболявания. Но от етична и правна гледна точка се появява много въпроси, свързани например с дизайнерските бебета и свръххората. Светът бе скандалиран от появата на първите генно редактирани близнаци в Китай през 2018 г. Това наруши мораториума за работа с човешки ембриони и постави темата за биосигурност. Добрата новина е, че Нобеловата награда за химия за 2020 г. отиде при французейката Еманюел Шарпантие и американката Дженфър А. Даудна. Те откриха един от най-трайните инструменти в генетичните технологии - генетичната ножица, която позволява редактиране на генома.

ИМА ЛИ ВЕЧНА МЛАДОСТ
Стареенето е процес, еволюционно закодиран в нашите клетки. Колкото по-добре го познаваме, толкова по-силно ще можем да му влияем. Изследват се и хора, достигнали столетие, като се търси отговор какво в техния живот е побързано, за да достигнат тази възраст. Храненето, физическата активност, взаимодействието с хората, справянето със стрес – това са всички фактори, които може да моделират работата на нашите гени, твърди доц. Миlena Георгиева.

 DOES ETERNAL YOUTH EXIST
Aging is a process evolutionarily encoded in our cells. The more we know about it, the stronger we will be able to influence it. People who have reached the age of one hundred are also examined, looking for answers to what has influenced their lives, in order to reach that age. Nutrition, physical activity, interaction with people, coping with stress - these are all factors that can model the work of our genes, says Assoc. Prof. Milena Georgieva.

passport. There is unconsciousness, unreadiness and, hence, legal disarray
related to these issues. Biohacking is a new trend aimed at using knowledge in molecular biology and genetics. It aims at “self-repairing” and “self-modelling” of vital functions, without conclusive medical evidence that a certain method works at human level. The concept of freedom of science and technology shared on the web has opened the door to this threat. Knowing the human genome, any geneticist can provide very accurate information about the diseases to which an individual is predisposed. This would be important information for insurance companies, for example, but is it ethical?

The purpose of the progress
in molecular biology is to be able to deal with a number of diseases. This is the amazing value of scientific and technological prosperity. But it also leads to a deeper knowledge of a person’s identity. There is already a technique for editing the human genome with 99% accuracy. A real success of molecular genetics is that it finds ways not only to diagnose but also to deal with hereditary and genetic diseases. But from an ethical and legal point of view, many issues arise, such as designer babies and superhumans. The world has been scandalized by the appearance of the first genetically modified twins in China in 2018. This violated the moratorium on human embryos and raised the issue of biosecurity. The good news is that the Nobel Prize in Chemistry 2020 was awarded to Emmanuelle Charpentier and Jennifer A. Doudna. They have discovered one of gene technology’s sharpest tools: the genetic scissors, which make genome editing possible.

Regulations, law, and ethics usually go “after the fact”. Many tests are performed, a huge amount of biological information is accumulated and there must be a clear regulation of how it is collected, used and destroyed.
Alexander Stamenov: Let's Learn to See Ahead and Sideways

Яна Колева

My understanding of being a leader: Someone who understands how things work and has ideas on how they can be improved. Who is connected with people and is an optimist.

- To be in the lead means to pursue what you want, without denying others to pursue what they aspire to.
- The way forward is with turns, ups and downs. One should also look sideways.
- Today it is time to look at the next generation and the one after - there is a lot to see.
- The technologies of tomorrow are a product of our dreams today. Let’s start dreaming now.
- When I hear the word security, I take out my notebook - someone is in need.
- My definition of cybersecurity - the only way to have 100% cybersecurity is being by the river with a fishing rod and no phone.
- One click is a measure of information.
- CLICO wants to share everything it knows and can.

Питай и слушай внимателно - това е моята формула за разгледание на бизнеса

Ask and listen carefully - this is my formula for business development
- Balkania би била добро място за какво ли не, само да можехме поне веднъж да се обединим и да го решим.
- Максимата, която обобщава моята житейска философия: Ще се повторя, но е важно – At the end everything will be okay - Накрая всичко ще се оправи (виж по-горе мотиватор).
- Не забравяйте, че всичко рано или късно излиза наяве и има по-силни сили от нашите.
- Препоръчвам да опитате без Facebook само една седмица (по-трудно е от спиране на цигарите, но си струва).

**Company Profile**

**CLICO Bulgaria** is a specialized distributor of cybersecurity solutions, part of the Polish company CLICO and has been active on the Bulgarian market since 1996. It successfully introduces and promotes technology companies with unique solutions, which subsequently take leading positions in their segments. The Bulgarian office of CLICO is in the top rankings of the Top 50 IT companies, and for 2018 it is ranked for its highest growth and highest efficiency in the sector.

- **My motivator is** if it’s not Okay now - it’s not the end.
- **My formula for business development** Ask and listen carefully.
- **A principle I do not deviate from** Tell the truth!
- **The profession made me** both trusting and suspicious.
- **Bulgaria would be a good place for** anything, if only we could unite at least once and decide upon it.
- **The maxim that summarizes my philosophy in life** I will repeat myself, but it is important - At the end everything will be okay (see my motivator above).
- **Remember that** sooner or later everything comes to light and there are more powerful forces than us.
- **I recommend** trying to live without Facebook for only a week (it’s harder than to quit smoking, but it’s worth it).
Веселина Велинова: Винаги с няколко хода напред

Опитният финансов директор вижда проблемите там, където никой друг не ги забелязва.

Веселина Велинова е финансов директор на „Мнемоника“ АД от май 2017 г. Тя трупа професионален опит от 2003 г. в дружества в сферата на услугите, търговията, медицината, добивната промишленост. През 2008 г. вече е главен счетоводител на група от компании, занимаващи се с търговия на едро, електронна търговия и адвокатски услуги.

**An experienced CFO sees the problems where no one else notices them**

**Veselina Velinova has been the CFO of Mnemonika AD since May 2017. She has gained professional experience since 2003 in companies in the field of services, trade, medicine and mining industry. In 2008 she became the Chief Accountant of a group of companies engaged in wholesale, e-commerce and legal services.**

**Veselina Velinova: Always a Few Steps Ahead**
Модерният финансиов директор е усмихнат, мислещ по непрекъснат начин, гъвкав, геистъваш. Тои е съчетание и баланс между строгост, консервативност и иновативност.

- Най-големият предизвикателство за всеки финансиов директор през тази година е да преодолее непредвижимото.
- Когато управление финансиите на една компания, трябва да умееш да гледаш в бъдещето и да проектираш правилно.

- Моята професия засега казва: добър комуникация на всички нива и способност да възприема незабележимите проблеми там, където нийкъто друг не ги съзира.

- Диаграмата трансформация е нещо, което чакам от години. Технологическите, които се появяват в бизнеса, трябва да са гъвкави, интуитивни и наддържащи самия бизнес. Цифровизацията не е само прехвърляне на хартията в цифровия свят, а е промяна на мислене, процеси, като човешката намеса се фокусира най-вече върху проблемата, с която машините не могат да се справят.

- Как ние компании да продава повече и по-добре, ако има добър продукт, добро предоставяне и наш-бажното - добре следпродажбена поддръжка. Както клиентът успява да използва пълнозен продукта, ще се върне за още работещи решения.

- Опитът ми в финансист се научи, че мисля никога хора напред и винаги да имам план Б. Решенията се взимат бързо, дори понякога да не са на-точните.

- Избягвах да налагам мнението си на всеки цена.

- - Моята глътка свеж въздух – морето.

- Моята гълтка свеж въздух – морето. Яна Колева

- Казах „Не“ много често.

- Най-добрият ми помощник в работата - Excel.

- Ключовият фактор за бъсоките финансови резултати: екзажажа, умен, решителен лидер, но също мотивиран и сплотен екип. с правилата на работата: съхранение и обработка на данни, упаковане, превозване на товари и т. н. без ограничение на нивата и способност да виждаш и да прогнозираш правилно.

- В криза като сезашната "лимонада" става "лимонада", ако знаеш как да го изцедиш.

- Урокът, който изобразява тази про- грама е, че от бръмба на пръстите въобще не се изцедиш, ако не се гледаш къде съм и кой е с мен.

- Избягвай да вървя със своята екипаж и неразбираемо, твой като трябва да работи през лятото, за да се експонира и да не се изцедиш, ако не се гледаш къде съм и кой е с мен.

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- Когато управляваш финансиите на една компания, трябва да умееш да гледаш в бъдещето и да проектираш правилно.

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- Моята глътка свеж въздух – морето.
ЕКСПЕРИМЕНТЪТ е дъвжещата сила

Инфлуенсърите в развитието сега вече не са хора, които сляпо рекламират, тъй като Елица Крумова

Маркетингът днес е немислим без автоматизация и дигитализация. Той все по-силено се свързва с технологиите и това е едно от най-важниите, тъй като Елица Крумова. Неизменно професионализъм и определено място в престижната класация Women in Tech: Top 50 Women Influencers to Follow in 2020 (Топ 50 жени инфлуенсъри през 2020 г. в света на технологиите), както и членство в съществата класация Top 100 Thought Leaders & Influencers Division - IoT Premier League.

Новите технологии помагат на маркетинга, като му предоставят автоматизация и възможност за анализ на данни. Елица Крумова позволява да се предвижда поведението на потребителите, като се прави тщателен психологически профил и да се наблюдава интересът и отношенията им към продукта, което тя ползва. Маркетинг специалистите могат да следят отговорите и на всичка маркетингова стратегия, пусната в действие.

Елица използва много експерименти, тъй като именно експериментът може да предизвика новата вълна на успеха. Тя добре знае, че понякога, като например пандемията ни връща в невизibilitа, се случава неочаквано променен психологически профил, което дадат силно отражение на бързо поведението на потребителите. Всеки риск залага, което реалността ни показва, е напомене, че бизнесът трябва постоянно да е нащрек и да е в крак с търсенията на своите клиенти.

Инфлуенсърите се движат от тази точка. По света такива хора, които имат съответните години и съзнание за мащаба на новата вълна на успеха. Елица Крумова разбира, че важно е да се работи с темата на инфлуенсърите и технологиите за развитие на индустриите. Инфлуенсърите се движат също така и на разпространение на новите технологии и на инфлуенсърите в сфера на технологията. Както е написано в съобщенията, в светла на инфлуенсърите е комбинацията на инфлуенсърите и технологиите, които се съчетават в подходящия начин, за да се противопоставят на новите технологии и инфлуенсърите.
Marketing today is unthinkable without automation and digitalization. It is increasingly more interconnected with technology and becomes part of it, says Elitsa Krumova. Her professionalism secured her a place in the prestigious Women in Tech: Top 50 Women Influencers to Follow in 2020 rankings, as well as top positions in the weekly Top 100 Thought Leaders & Influencers Division - IoT Premier League rankings.

New technologies

help marketing by providing automation, artificial intelligence and fast data analysis. All this allows to predict the behaviour of consumers, to build their psychological profiles and to track their interests and attitudes towards products that they use. Marketers can also track the reactions to any marketing strategy put into action.

Elitsa is doing a lot of experiments, because it is namely experimenting that can drive the new wave of success. She is well aware that sometimes, as the pandemic has suddenly stricken us, for example, unexpected changes occur that have a strong impact on consumer behaviour. Every sharp turn that reality puts before us is a reminder that business must be constantly alert and in line with the needs of its customers.

Influencers

become good assistant to marketers. Around the world, such people, who have their own channels of influence, give impetus to development. They are able to predict the future of industries and technologies, but they also have the power to move the world forward. Bulgaria has not yet reached such a stage of growth of the so-called influencers. Through networks like Twitter, waves are rising around the world that are really changing businesses, industries, people, while in our country Facebook and Instagram are the social media with the widest penetration. Many companies in the country rely on paid campaigns on these two platforms, while in the West many businesses have boycotted such an opportunity.

Influencers are business partners

but they are not people who blindly advertise. They are already entering the role of a “controlling body”, as influencer marketing already has a tangible impact in areas, such as technology, science and everything related to consumption, says Elitsa Krumova.

In the transition to Industry 5.0 and Industry 6.0, where revolutionary new technologies are changing the reality, a good synergy between humans and machines will be vital. An exciting future awaits us, predicts Elitsa Krumova. And she adds: It is important that development happens at a well-measured pace, so that our human identity does not get lost.

EXPERIMENTING is the Driving Force

Influencers in the developed world are no longer people who blindly advertise, says Elitsa Krumova.

Personal profile

Elitsa Krumova is a specialist in marketing and advertising. She has worked for IBM and Google and is currently part of the team of Stone Computers AD. She has qualifications in Creative Advertising - MA Creative Advertising at Southampton Solent University, UK; in Marketing and Advertising - BA Hons. Advertising & Marketing Communications at London Metropolitan University, Great Britain; in Informatics and Computer Science - at Varna Free University.
Online commerce is growing rapidly. It makes it easier to buy even farmers products and there are already some good examples.

**Speed**

Everyone has the right to have access to quality and clean food - this is the philosophy of EBAG - the company whose innovative service helps farmers products find their way straight to our tables. Their business model is unlike that of other e-shops, as the behaviour of FMCG consumers is quite different. More and more Bulgarians are looking for quality food and are interested in convenient ways to get it, commented Konstantin Bachvarov. He has been the marketing director of EBAG since 2019, and the company has been operating since 2015. He has taken upon the challenge for farmers products to reach a wider range of people in a very short time. Delivery is made within three hours after the order has been placed.

**Expansion**

We deliver only from the best Bulgarian farms, assure from EBAG. To become their partner, farmers must prove that they follow high standards in technology for growing fruits, vegetables or animals. Farmers are scattered throughout the country and need a reliable supplier to arrange for the products to be transported quickly to the customer’s home. First in Sofia, then in Plovdiv, and the next step is the expansion of EBAG to the Black Sea coast, where Varna will be the first location. The company also looks towards markets in neighbouring countries. And in all this path of development and expansion, the marketing specialist, according to Konstantin Bachvarov, is the eyes and ears of the brand.

**Symbiosis**

We are playing on the same team with the producers, because our efforts help them realize the fruits of their labour, says Bachvarov. He is convinced that every company must always keep their senses wide open and when it finds the right formula for its business, only the sky is the limit for its growth. There are many difficulties, but they teach professionalism.
Advice from Konstantin Bachvarov

Successful marketing has one magic key and that is for each brand to give its customers a clear answer to three questions: What, why and how a product reaches them. Of course, service, product, quality and price are important to the consumer.

 Intentions to increase sales must go hand in hand with convincing clarity on how exactly a significant increase in results will be achieved.

 How - is a proposition that must accompany any marketing proposal.

 If an effort does not lead to increased sales and financial results, it is useless.

 Every business must constantly monitor how its products and services are received.
How to increase sales

The client knows the answer to how to change the business in the current situation, says Nevi Koeva

Nevyana Koeva has her own way in business. She started her career as a programmer, but the emergence of problems, the search and finding of solutions gradually led her to marketing and turned her into an entrepreneur with a number of skills. When she started offering her own line of IT products, she learned that each of them is just a tool, and the basis is the person. Her passion is the digitalization of processes for the purpose of scaling. Business can grow in two ways - through people or through technology. Growth through technology is the first step. And when everything possible has been automated, it’s time to focus on the people in the company. That is why Nevi Koeva created a Business Academy, through which she conducts trainings, but also offers complex consulting services that help small and medium-sized businesses to gain a holistic view of their activities. In the current emergency situation for business, her help may be a matter of survival. Here are her views and recommendations:

It is said that there are not enough people. However, there are valuable professionals on the market, but no one wants to take less than a diamond. They are expensive and much of the business is no longer in a sound financial position. Therefore, people who have certain skills and personal qualities can be further trained. Ako biznes процесите на компаниите са добре описани, новопостъпващите лесно ще навлизат в работата. В момента скоростта е изключително важна

but because of the pandemic, communication with clients was lost, and communication between people in the teams also suffered. This led to a slowdown in sales and affected the transparency of business management systems, which also affected the results. It is crucial for any company to create a database of its current customers.

Communication

with them must be activated in order to achieve further sales. The next step is to build a customer base with potential customers. Every business can communicate with its customers and partners in an appropriate way.
The fact is that there is a rearrangement and companies are in a peculiar period because of the pandemic. And in this new situation, they have to determine what their most important tasks are to solve. Of course, in order to revive the business, sales must be revived first. Structural changes within companies can wait. So if you haven’t done it yet, update your client database and have at least two channels for access to each client - email and phone. Messenger bots are also effective. Especially during the holiday period, lotteries and games can be organized to collect a new database, if the specifics of the activity allow it.

Companies need to set current business goals. They certainly need a new communication strategy made after an analysis of current consumer behavior and the clients. They should be interviewed periodically to clarify what they themselves need and what would benefit them. Analyze the products and services you offer and consider how to adjust to the new demand. This will give birth to innovations that will be of interest. Business needs to change fast. But how? Only the client knows this answer.
Великият пазарен диктатор

Един ден пред портите на голям град се появила Смъртта.
– Тук съм, за да взема сто души – отговорила Смъртта.
Войникът веднага тръгнал из улиците и започнал да предупреждава хората за грозящата ги заплаха. Но в края на деня се оказало, че са умрели не сто, а хиляда човека. Вечерта, когато неканената гостенка си тръгвала, войникът я спрял:
– Ти каза едно, а стана съвсем друго. Защо прибра толкова много хора?
– Аз удържах на думата си и взех само сто души, за които бях дошла. Другите станаха жертва на страха, който ти създаеш.

The Great Market Dictator

One day Death appeared at the gates of a large city.
"Why did you come?", a soldier of the city guard asked him.
"I’m here to take a hundred people", Death replied.
The soldier immediately took to the streets and began to warn people of the impending threat. But at the end of the day, it turned out that not a hundred but a thousand people had died. In the evening, when the uninvited guest was leaving, the soldier stopped him:
"You said one thing but that is not what happened. Why did you take in so many people?"
"I kept my word and took only the hundred people I had come for. The others fell victim to the fear you created."
Fear is a powerful engine and the ones who know how to sell it well can achieve incredibly good results

 infancy, fear and anxiety are powerful engines. The one who knows how to manage them lives a good life.

A record number of drugs was sold in March and April this year. Were they taken? During this time, a record amount of food was sold, as well. Whether we have eaten it, the scales in every home will tell if people dare to weigh themselves. The administrative obligation of using masks and disinfectants has led to record high prices with the increasing demand. The sales of toilet paper have also hit the ceiling. And many other things were accelerated during the pandemic.

The only thing to fear is fear itself, as Franklin Roosevelt warned in the critical year of 1933. But in fact, today’s global panic caused by the coronavirus has threatened to bring the world to a state very close to the Great Depression. Crises are crises and each one has its own scenario. This crisis - too. It has its big losers, but also its winners, some of which in particularly large amounts - both with a minus and a plus sign. And from the vastness of what is happening, in all this uncertainty, confusion, isolation, social distance and precautions, one word emerges: DIGITALIZATION. It has been pointed out as a salvation and a cure in these harsh times in which we must put health before our limitations, including habits, work, income, interests, business, etc. Digitization unequivocally has won the right to dominate our present and our future. The world was already moving in that direction, but the pandemic proved to be the catalyst that accelerated this process. It turned out to be the turning point, the leap in the development of a world ruled by digital technologies.

Who are the biggest winners then? We should not forget that in the last twenty years, the four technology giants Apple, Amazon, Facebook and Google have established themselves as a source of inspiration, communication, information and discovery. At the same time, they acquired unprecedented access to our personal life, preferences and memories, but also to business itself. The pandemic opened the doors even wider not only to our personal world, but also to the vast majority of business. Here is just a small snippet of the
ПАНИКАТА Е МЪТНАТА ВОДА

В която става най-добрият улов.

„Започнах все по-често да постигам успех в решаващи партии. Може би, защото осъзнах нещо просто: страхът обладаваше не само мен, но и моя противник“ - това е думите на световния шампион Михаил Тал, известен с атакуващия си стил. През време на игра той гледал непрекъснато в очите на противника си и измислял някои от най-великите тактики в шахматната игра. Той е наричан "Моцарт на шахматното изкуство", "Великият актьор на шахматната сцена", "Вълшебникът от Рига". Да, и другите се страхуват. Но нека да видим кой и как печели играта.

Има време, когато трябва да вземем решения под въздействие страховете. Има време, когато трябва да преминем изцяло от страха. Но има и време, когато трябва да съживим страхът, за да го осмислим и да преодолеем. Въпросът обаче е да можем да различим тези два вида времена.

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Scott Galloway, a professor of Digital Marketing at New York University, with his book The Four: The Hidden DNA of Apple, Amazon, Facebook and Google, asked a number of questions about these four powerful corporations: How they got so deep into our lives that it’s almost unthinkable to avoid them? Is it possible for someone to oppose them in the race for market penetration? Now the world has become even more dominated by these four companies, and have we not voluntarily handed over to them the small remnant of our freedom, security and identity during this pandemic…

During a storm, as well as during a pandemic, everyone races to express their fears.

Panic is a murky water in which one can make the best catch.

"I started to succeed more and more often in pivotal games. Maybe because I realized something very simple: fear possessed not only me, but also my opponent" - these are the words of the world chess champion Mikhail Tal, known for his attacking style. During the game, he looked his opponents in the eye and invented some of the greatest tactics in the game of chess. That is why he is called "Mozart of the art of chess", "The great actor on the chess stage", "The wizard of Riga". Yes, others are afraid, too. But let’s see who wins the game and how.

There are times when you have to take advice from your fears, but there are also times when you should not listen to any of them, said US General George Patton, who is among the leading commanders in World War II. The point, however, is to be able to distinguish between those two times.

If we give in to our fears, we give full power to those who are good at managing our emotions. Thus, blindly, we will buy even an undeveloped vaccine and make a number of other decisions that we would not have made at other times.
Tour operators have stopped offering a mass product and are focusing on services tailored to a specific customer, says Vanya Ovcharova.

People generally think about tourism as recreational travelling. However, it can also be an opportunity to open your senses and provoke yourself by seeing a different nature, other people who look at life and the world in their own way. The pandemic has widened the gap between these two ideas. However, what is happening with tourism and the profession of tour operators, given that this sector is among the most affected?

Half-dead - this is the diagnosis of tourism given by Vanya Ovcharova, Manager of Elfi Tours and one of the founders of the Future for Tourism Association. This diagnosis is even more valid for the Bulgarians travelling abroad, but also for foreigners arriving in our country - it is precisely in this segment that there is a strong stagnation. However, hoteliers who do their marketing well enjoy full hotels. Thus, tourism becomes a hostage to an excellent product, but also to effective marketing. No flights - no tourists, no tourists - no flights.
дълго се чувстват специални. Ще е това понятие. Тя ще се посвети на хората, които искат ориентира към бутиковия туризъм, колкото и остаряло да от което туристът има нужда. Занапред Ваня Овчарова се време и като светъл лъч ще насочва точно към онова, ще предпази от излишното лутане и от напразното губене някого, който ще му спести разочаровани. Туроператорът прегрее нещо ново, като се довери на професионализма на той, и туроператорската дейност няма да е същата. Тя ще трябва за открите с какво точно да прибяга клиенти. Голяма ще е конкурентната за малкото на брой туристи, след като пандемията стори събраното дължение на хората. Но след рестарта на туризма, което и да настъпи там, и туроператорската деяност няма да е същата. Тя ще се посвети на хората, които искат да възървят вкуса към красивите преживявания. Всички се бяха преситили, време е да си напред-назад просто за развлечение. Сега пътуванията ще отвикнат от онова познато ходене и дълго време няма да се съвземе без държавна подкрепа – не само у нас, но и по целия свят, онова, което беше преди пандемията ще остане съвсем логичен въпрос. Ваня Овчарова смята, че подобно твърдение би било твърде пресилено. Тя има надежда, че пандемията в някои момент ще затихне и туризмът отново ще засили темпо. Допуснало ще останат само хора, които вярват в това ново, както се доказва на професионалната на някоя, що вече не е спешни разочарования. Туроператорът ще прегази от излишното лутане и от напразното губене на време и като светъл лъч ще насочва точно към онова, от което туристът има нужда. Занапред Ваня Овчарова се ориентира към бутиковия туризъм, която и остана и ще бъде точна. Тя ще се посвети на хората, които искат да се чувстват специални. Ще е дизайнър на преживявания а не човек, който организира пътувания без конкретен адресат. Туръстът няма да е побрътан, той среду малко пари ще по-многу и ще съществува без него. Така е опция Ваня няма. Новата формула е туристическата услуга да е по-малко. Тя ще се състезава на конкретния клиент. В търсенето на масовост туристическата услуга се беше обезглавила и е време тя да получи своен нов облик. За Ваня Овчарова оставането в професията е золото предизвикателство, тя като самата тя трябва да намери икономически оправдан начин да помога на туристите да получат преживяванията, за които мечтаят.

Трансформацията

В туризма църва по естествен начин. Първо дойде краят на туризмския хипермаркет, в което пътуванията и баканите бяха превърнати в масов продукт. Пандемията прегази съществуването на духа на туроператорите, които се надпреварваха да обслужват колкото се може повече хора. Ваня Овчарова е минимална в очакваната наскори, та както само тя трябва да намери икономически оправдан начин да помога на туристите да получат преживяванията, за които мечтаят.

Туръстът няма да е побрътан, той среду малко пари ще по-многу и ще съществува без него. Така е опция Ваня няма. Новата формула е туристическата услуга да е по-малко. Тя ще се състезава на конкретния клиент. В търсенето на масовост туристическата услуга се беше обезглавила и е време тя да получи своен нов облик. За Ваня Овчарова оставането в професията е золото предизвикателство, тя като самата тя трябва да намери икономически оправдан начин да помога на туристите да получат преживяванията, за които мечтаят.

The transformation

In tourism comes naturally. First came the end of the tourism hypermarket, where travel and vacations were turned into a mass product. The pandemic drove away the competitive spirit of tour operators, who raced to serve as many people as possible. Vanya Ovcharova is already a minimalist in expectations and a maximalist in efforts. She has a passion to create a new circle of clients to work with. Because the “loyal tourist” is only interested in his money and does not think about the losses that the tour operator also suffers in this great collapse that the pandemic caused.

Tourism has suffered a deadly blow and the sector cannot recover without some kind of state support - not only in our country, but all over the world. The wounds are deep and will not heal soon, claims Vanya Ovcharova. According to her, in tourism, as in any other field, what was before the pandemic will not just return triumphantly in our lives. The transformation continues and it will not be quick and painless. Gradually, people will leave behind the habit of travelling here and there just for fun. Travelling abroad is now difficult to organize, but it creates a stronger thrill. Before, everyone was fed up, now, it’s time to regain our taste for beautiful experiences. 13
Sofia Angels Ventures is the new fund, which together with business angels will make risky investments in companies at an early stage of their development.

**Shared risk**

The risk for business angels is great, too, but the good news is that they too can receive support after the launch of Sofia Angels Ventures - a fund for co-financing risky investments in companies at an early stage of their development. This is not a grant scheme, and the investment is shared 50 to 50% between the fund and another private investor (or group of investors), and it is not permissible for the fund to invest more than 50% of the collected amount. The fund does not buy companies to manage, but makes a unit investment that acts as a fuel for their development. The vision for the growth and operations comes from the entrepreneurs.

**The model**

Sofia Angels Ventures will manage 13m euros, most of it from the European Investment Fund (EIF). The rest of the funds come from the fund managers themselves. The initial investment in a particular start-up is from 200 thousand to 500 thousand euros and at least 50% of these funds must be from private investors - business angels, family offices, private funds or a combination thereof. In the second round, funding could rise to 1 million euros. There is no limit for the investment to be offered only to Bulgarian entrepreneurs, although this is the main focus of the team. The horizon of the fund is 10 years – the investments are made in the first five years, then comes the return of the investment. There are two approaches: In the first case, the business angel offers the fund to make a joint investment. In the second, if the fund finds a company with opportunities to grow, its managers can look themselves for business angels to engage. Receiving co-financing from Sofia Angels Ventures is possible only if the fund managers consider that the risk is justified for them.
Managing partners

The three fund managers are Milen Ivanov, Grigori Grigorov and Georgi Sidjimkov. Milen and Grigori are co-founders of CEO Angels Club, the largest angel network in Bulgaria. Milen was also the director for Bulgaria of the Founders Institute, one of the largest accelerators for start-ups in the world. Georgi Sidjimkov has experience in investment banking, he has worked in venture capital funds. Grigori Grigorov is Chairman of the Board of Directors of BDZ Holding and has experience in telecommunications.

The focus

The circle of companies includes technology start-ups, but also companies related to food, retail products and services, in the operations of which there is some kind of technology that implies scalability. They must be able to grow and reach a level where they can be easily sold. Investments are not made in lifestyle or consulting businesses, real estate and gambling. Support can be given to companies that have developed their idea to a certain stage and it has been validated by their potential customers. There is a requirement for the team to work full time and for the business not to be a side activity. People need to be motivated and fully committed to the mission they have set. Projects must have ambitions aimed at least at the European market, and the teams must have the ability to implement them.

Winning involves taking a risk

"If the company fails, we lose 100% of our money. We know that the risk is great, so we make a portfolio that shares the risk. If we are lucky, we can bet on a company that will return the investment between 10 and 100 times. We know that the risk is great, but we can make a portfolio that shares the risk. If we are lucky, we can bet on a company that will return the investment between 10 and 100 times. We would not like to lose a single lev, but there is no way to be sure against this", explains Milen Ivanov. According to him, a key factor for the success of a start-up is that the team consists of the right people. If this is the case, they will find a way to make a successful business, and financial and mentoring support will help them realize their intentions more easily and quickly. Insufficient investment sometimes leads to lost opportunities, but the symbiosis with the fund would be a "financial injection", through which business angels will significantly reduce the risk they take."
The Survival of Small Business

For the small businesses that we talked to, 2020 was off to a great start. Diana Aladzhova from Box to Remember, a social business for handmade gifts, says that in 14 months the company reached a stable level of sales, which allowed forecasting and planning of activities. Stoyan Angelov from the online event platform Evedo shares that they were technically advanced with their ticketing system, they had stable partnerships and concluded contracts for international events. Georgi Malchev also had high expectations for 2020 and ambitious plans for his digital agency Xplora Academy.

And then the epidemic hit us. “In less than a month, the emergency situation led to a 60% drop in sales, a negative cash flow and a high probability that we would close in the next 4 months. We have created different scenarios for our business depending on the pace of market recovery. None of them were optimistic. We decided to offer new products for the needs of our customers in the crisis, so that we have a chance to move

Diana (left) and Poli find their way to business recovery in children’s games

The Survival of Small Business
In the crisis, companies are finding new opportunities for growth

from them not optimistic. We decided to offer new products for our customers in the crisis, to have a chance to continue forward", said Diana.

Within days, all of Stoyan’s contracts were off. “Everyone cancelled their events. After 2-3 days, we decided that this situation would affect us badly in the short term, but in the long run it is an opportunity.”

Georgi’s first concern as an entrepreneur was to take care of the safety of the team, then to organize the work for clients with content and advertising that were not relevant to the situation. The team then began testing new types of content, advertising, and user paths. “The most important thing was to be “on the pulse” of their customers and to show adequate behaviour to their target users, even if they did not buy at the moment. We were able to prove how we can be useful with meaningful content in effective and adequate communication channels”, he revealed.

Stoyan found himself in a situation full of opportunities. They have just left their office and the restrictive measures encouraged him to optimize the work of his team from a distance. Thus, the company moved to work from home, but with improved organization of projects. Over time, the team introduced a hybrid mode of operation. Evedo found its way back into the game through webinars for which they created their own platform. “All promoters have become more open to testing new products and services and this has proved to be an advantage for the smaller companies in our industry. They noticed us and gave us an incentive, so next year we will undergo huge growth and metamorphosis”, he said.

Diana started a business together with her sister Poli. They both saw the possibility of a positive change in their daily lives. “Educational games and toys are expensive and most of them do not give parents any information on how to use them with the child. That is how the idea for the “Bebeznayko” boxes was born - monthly boxes for children between 0-4 years with handmade games, which are age-appropriate and are developed
Георги Малчев се ориентира към анализ на нуждите и поведението на потребителите

Georgi Malchev focuses on analysing the needs and behaviour of consumers
Bulgarian board games are still gaining ground on the market with a mix of quality and marketing approaches.

The Renaissance of Games

Bulgarian board games are still gaining ground on the market with a mix of quality and marketing approaches.
Пазарът на настолни игри в България следва световните тенденции, т.е. има постоянен ръст през последните 5-6 години, но разнообразието в момента е наистина голямо и новак потребител или инвеститор би се изгубил в него. Българските издателства превеждат някои от най-нашумелите заглавия, хоризонта се забелязват и „чудесни български настолни игри, които заслужават вниманието“, както казва ВасиЛ Лозанов, еден от организаторите на най-големия фестивал за настолни игри в България – Sofia Board Game Weekend.

През 2016 г. Лозанов става автор на Among Thieves – авторска настолна игра, която успешно се продава. Но за да пробие на пазар, пълен със скъпо произведени про- dukти, се иска голямо майсторство и сериозна инвестиция на време, пари и усилия. Важна е концепцията за играта, тя да е съобразена с аудиторията, да е с добър дизайн и ясни правила. „За мен качествената игра трябва да е преди всичко добър хумор, да е украсена, да не трябва да искаш да я слагаш по-често на масата, да е прекириевка и преграбваема“, казва Лозанов. Според него другите компоненти за успешно маркетинчарене на играта са рекламата, добрата обратна връзка от професионални ревюъри, и що се отнася за България - достъпът до книжарниците, които се връщат във втори домове на игрите, като се изключат специализираните магазини. „Съветът ми е играта да се рекламира честно. Няма нищо по-разочоряващо от това да ти обещават нещо революционно, което е по-нататъко старо, облечено в нова премяна“.

Маргарит Ралев и неговите магнитни плочки GEMJI може да са следващото голямо нещо в тази сфера. Ралев комбинира 70 компактни магнитни двулицеви плочки и се получава нещо като хибрид между настолна игра и 3D конструктор. Заради съчетанието между тактилност и звуков дизайн GEMJI се превръща в първата подходяща и за незрящи хора игра, която привлича финансирание чрез Kickstarter кампания.

Това е успешен инструмент в тази област, защото, както казва и Лозанов, „краудфъндинг платформата е напълно подходяща и за настолните игри. Изпълнението на идеята е важно и инвестирането е значително, но трябва да се има предвид, че има риски за отличителния продукт, който се прави. Важно е винаги да се има предвид, че има надежда, че ще бъде възможно да се реализира“. Същевременно той забелязва, че друга част от успеха на настолните игри в България е завоеното съдружество и споделеното опит. "В България сме имали много световни настолни игри, която са у нас, но ние трябва да се конкурираме с другите настолни игри, които са по-усъвършенствани. Важно е да се има предвид, че има риск, но и възможност за реализация на идеята. Важно е да се има предвид, че има надежда, че ще бъде възможно да се реализира. Ние трябва да се конкурираме с другите настолни игри, които са по-усъвършенствани. Важно е да се има предвид, че има риск, но и възможност за реализация на идеята. Важно е да се има предвид, че има надежда, че ще бъде възможно да се реализира."
Видим първи големи пробиви на фронта. През 2019 г. GEMJI, заедно с The King of All Bards - друга успешна българска игра, представляват страната ни на най-големото изложение за игри в Европа - SPIEL (Есен, Германия). Тези канали (Kickstarter и SPIEL-б.а.) гарантират, че играта ще бъде забележана от публика и с правилния маркетинг и с доза късмет може да стигне до много хора.

А кога играта се превръща в бизнес? Лозанов отговаря: „Всичко се върти около възможностите на техническите решения. А пазарът се справя чудесно в многообразието си от предложението да задоволи всички вкусове. Винаги съм смятал, че за да си добър предприемач, трябва да имаш конкретен нюх за тази работа“. Ралев допълва: „Само заложен играч би заложил парите си на този вид продукт. Потенциални инвеститори биха могли да бъдат собственици на магазини за игри, за играчки, производители на книги. При тях може да се търси допълнителна печалба чрез позицията им във веригата на производство и дистрибуция. От стратегическа гледна точка е важно да има инвеститори, които да бъдат способни да задоволяват и да монетизират възможности през различните части на играта.“

Значителна част от първото поколение ценители са вече семейни, но основно са хора на възраст 16 - 35 г., казва Васил Лозанов.
The Healthy Backbone of the Family Business

The Academy for Local Entrepreneurs helps in starting your own business in the tobacco-producing regions

For whom

“Our desire is to have communities whose development is sustainable because of the healthy backbone of small and family businesses that not only provide a livelihood for local people, but also keep children in schools and doctors in the city. We support entrepreneurs whose very existence is beneficial for the regions where they work. We give a shoulder to enthusiasts who are interested in business with a social or environmental footprint, but also to people who seek to revive local traditions”, said Elitsa Barakova, CEO of the BCause Foundation. With this mission, the Rinker Center was established, whose team implements the BCause’s entrepreneurial programs.

How

BCause Foundation received financial assistance from
Philip Morris Bulgaria to support start-up entrepreneurs in the tobacco-producing regions of the country. The cause to provide opportunities for the population in these places led to the establishment of the Academy for Local Entrepreneurs and its long-term vision for the sustainability of the regions. It is also a consequence of the understanding of the limitations of charity programs only, which alone cannot solve all social problems.

**Effect**

The Academy stands behind the aspirations of people who love their homeland, who want to work and live in it. The success of the program is not only measured by the specific entrepreneurs who receive direct support, but also lies in the numerous conversations about emigration and home, about opportunities and tranquility, about the choice to stay here or go elsewhere. “We believe that our biggest investment is not the money from the awards fund for entrepreneurs, but the motivation, enthusiasm and support they need. We are glad to welcome students or workers who have returned to their native places after gaining experience abroad. People having ideas for something working, and having some saved money, who want to invest in their homeland with greater confidence.”

**Feedback**

“Training at the Academy helped me to believe in myself and I started to take bold steps forward in the production of flowers. I made a business plan, which I fulfilled this year and I already have three greenhouses in the village of Oreshnik in Sakar Mountain”, said Kamen Bakardzhiev. At the beginning of 2020, he was among the entrepreneurs awarded by the Academy. The prize of BGN 5,000 has already been invested in the development of “Kamen’s Flowers”.

Entrepreneurs trained at the Academy speak enthusiastically about the results they have achieved afterwards. The seeds of knowledge continue to sprout and bear fruit.
Предприемачите виждат ключ за развитие в дигитализацията и модерната инфраструктура

Entrepreneurs see the key to development in digitalization and modern infrastructure
намалената са вече на 2 години и работят с над 250 деца от 7 до 14-годишна възраст. Клубът преподава STEM дисциплини на над 200 деца в 4 училища. Николов казва, че високите технологии и дигитализацията са път напред за региона, но поради лошата инфраструктура през изминалите години доста чуждестранни инвеститори са се отказали. Друг проблем, който често се среща, са неблагоприятните условия, които държавни и общински институции създават за насърчаване на новите бизнеси. „Ние се reklамирани е правим обучението изцяло без покрив. Опитваме се да покажем на родителите и децата възможностите на роботиката като първата стъпка за въз основа, като първата стъпка за всеки млад програмист”, пояснява той.

Йордан Грижов също вярва, че днес трябва да се поставят основите на дигиталната трансформация на региона. Той пояснява, че преработващата промишленост и шивашките услуги, които имат водеща роля в икономиката на Плевен, не създават висококвалифицирана работна ръка, възможност за кариерно развитие и висок стандарт на живот. Това води до отлив на млади и образовани кадри. „Успешен бизнес се прави с познания, свързани с иновации и технологии. А тези познания и промени се осъществяват от млади образовани и предприемчиви хора. Медицинският университет предлага качествено образование и прозъвствава висококвалифицирани лекари и фармацевти. Разполагаме с университетската фръжка болница и поне три големи частни лечебни заведения с модерна апаратура. Това е възможност да се създаде реален здравен къстър. Наличието му ще създаде благоприятни условия за здравен туризъм със специфичен социален и икономически ефект върху региона“, пояснява той.

Избък медицинския си потенциал, област Плевен има много добра перспектива в земеделския сектор. Дунавската равнина е може би регионът с най-плодородна почва и благоприятен климат в Европа, но за...
according to Teodor Balinski, for the moment the priority for the business and institutions is grain production and then the production of meat and milk, fruits, vegetables, honey, etc. Balinski is among the largest producers of honey in the region. “The support from European programs aims to increase the quality and quantity of European agricultural products and to reduce the dependence on imports. But on a local level, we do not see the promotion of this production, nor efforts to facilitate its development”, he said. Balinski sees Pleven in 5 years “either as a very run-down region in which there is no prospect, or as a place where young people return with a lot of energy for development, including in agriculture.”

Teodor Nikolov and Yordan Grizhov also share his opinion. Teodor said: “Changes are needed in our city. Better staff policies in municipal and state institutions, as well as economic measures are needed for development and change. If we work hard and in the right direction, in 5 years Pleven can be a better place for business and livelihood for more people, offering a higher standard of living. Grizhov added: “In 5 years Pleven must be changed, digitized, modernized and offer much more than today. If that doesn’t happen, I don’t see it as a suitable destination for business.”

The business climate in Pleven can be improved through adequate measures in accordance with the regional specifics of the city, says Yordan Grizhov.

出差，根据 Teodor Balinski，目前的优先级是谷物生产，然后是肉类和牛奶、水果、蔬菜、蜂蜜等。Balinski 是该地区最大的蜂蜜生产商之一。"欧洲项目的支持旨在提高欧洲农产品的质量和数量，并减少对进口的依赖。但在当地水平上，我们没有看到这种生产的发展，也没有为促进其发展做出努力"，他说。Balinski 认为 Pleven 5 年内将是“要么是一个非常衰败的地区，没有希望，要么是一个年轻人们带着很多发展能量的地方，包括农业。”

Teodor Nikolov 和 Yordan Grizhov 也分享了他的观点。Teodor 说："我们的城市需要改变。更好人员政策在市政和国家机构，以及经济措施是需要为发展和改变。如果我们努力工作和在正确的方向，5 年后 Pleven 可以成为商业和谋生更好的地方，提供更高的生活水平。Grizhov 补充说："在 5 年内 Pleven 必须进行改变，数字化、现代化和提供比今天更多的东西。如果那没有发生，我不会认为这是一个适合商业的合适目的地。"
The European Portal for Cities and Citizens
Who hasn’t heard the magic phrase “Sesame, open up” from the Arabic tale of Ali Baba and the forty thieves? It enters Europe through a French edition. The Bulgarian translator has kept the French word sёsame, which actually means… sesame. Sesame is the oldest oil plant known to mankind. It has been used since ancient times in both cooking and medicine. It entered Bulgaria in the 16th century. The region of South Sakar turned out to be favorable for its cultivation and respectively for the production of sesame tahini. In the last century, sunflower replaced sesame as an oil crop and gradually the production of tahini has died out.

The beginning

In 1995, Atanas Ivanov from Harmanli set about reviving tahini production in Bulgaria. His father, Ivan, is a technologist at a local sunflower oil factory. In search of an idea for their own business, the two came up with “Sesame, open up”. They made the first Bulgarian sesame grinding machine and started this new activity for them. Soon there were difficulties with the supply of the raw materials, their price skyrocketed and Atanas switched to beekeeping.

Reinvented

Nearly 20 years later, Sofia and Pavel, Atanas’ children, decided to take matters into their own hands. Pavel became a technologist of wine and beer, and Sofia graduated in accounting at the University of National and World Economy. Two years ago, the two returned to their hometown and joined the family business, focusing on the tradition of making tahini. Wanting to build everything in a professional way, at the end of 2019 they joined the
<p>Развитие</p>

Започват със сусамов маха и към него вече са добавили още няколко вида – от лешници, бадеми, орехи, фъстъци, тиквено семе - всеки със своите уникални вкусове, но и лечебни свойства. Суровините се сушат, а двойното им смилане става между воденични камъни, така при ниската температура обработката полезни вещества в маха се запазват. Използват семена и ядки предимно с български произход. Към бизнеса вече се е присъединил и Тихомир Нейчев, съпругът на София. Стремежът на „Атанас и фамилия“ е да достигнат до повече клиенти, за да увеличат производството и асортимента на маха и пчелен мед, като станат разпознаваемата марка за здравословна храна. В това им помага и фактът, че местната предприемаческа екосистема работи, всички взаимно се подкрепят, включват се в различни инициативи и базари, в които рекламират и продават своите продукти.
Network is Already Here

The fifth generation network of VIVACOM already has coverage in the central city parts of all 27 regional cities, as well as on the Tracia highway - from Sofia to Plovdiv. It is available to all subscribers with compatible 5G devices and they can test it for free until the end of 2020. During this period, the company provides these customers with an additional 30,000 MB of Internet traffic at maximum speed each month.

Why

Key features of the fifth-generation network are higher Internet speed, much less latency, and greater network capacity to handle the traffic of multiple connected devices. This will accelerate the development of the smart city and the automation of industry, whereas healthcare will be open to telemedicine, and education - to cloud solutions, and it will also affect the entertainment and gaming industry.
Как

Развитието на телеком инфраструктурата от ново поколение и въвеждането на изкусствения интелект и интернет на нещата ще промени качеството на живот. “Цифровизацията, базирана на 5G мрежите, суперкомпютърите и изкуствения интелект, ще спомогне за възход на икономиката”, твърди председателят на Европейската комисия Урсула фон дер Лайен в годишната си реч за състоянието на ЕС от 16 септември 2020. Комисията е подготвила пакет от финансови мерки, които държавите членки, включително България, ще могат да използват за цифровизация на своите икономики, държавното управление и общините.

Къде

5G технологията се използва в Европа от над две години, след като през юни 2018 г. финландският оператор Elisa осъществи първата 5G връзка между министрите на икономиката на Финландия и Естония. Регулярият доклад на ЕК по въпросите на 5G сочи, че до средата на 2020 г. в Европа работят над петдесет 5G мрежи, съответно в 13 държави от ЕС – Австрия, Белгия, Финландия, Германия, Унгария, Ирландия, Италия, Латвия, Нидерландия, Полша, Румъния, Испания, Швеция, както и в България, Швейцария и Норвегия.

Какво следва

VIVACOM реализира старта на 5G мрежата си чрез метода за динамичното споделяне на спектъра (DSS), при който едни и същи честоти се използват и за 4G, и за 5G услуги. Темпът ще разширява покритието и ще повишава скоростите на 5G, но е необходим още честотен спектър. Този трябва да бъде предоставен на операторите по ред, определен от Комисията за реауорд на съобщите на пакета.

Ерата на високоскоростната съобщителна система в България. Така се откриват вратите на необятните възможности за иновации във всички сфери на живота.

Има ли основания за страх

Всяко ново поколение мобилни комуникации - от 2G до 5G, веднъж качествено подобряване на услугите, при това без промяна в строежи за изкуствени излъчвания на наши интереси и въздействие на ЧОЗА. Националният център по обществено здраве и анализ на НЦОЗА съществено се уверено, че

How

The development of a new generation of telecom infrastructure and the introduction of artificial intelligence and the Internet of Things will change our quality of life. “Digitalization based on 5G networks, supercomputers and artificial intelligence will help the economy rise” said European Commission President Ursula von der Leyen in her annual State of the EU address on 16 September 2020. The Commission has prepared a package of financial measures which Member States, including Bulgaria, will be able to use to digitize their economies, government and municipalities.

Where

5G technology has been used in Europe for more than two years, since in June 2018 the Finnish operator Elisa made the first 5G connection between the Ministers of Economy of Finland and Estonia. The EC’s regular report on 5G shows that by mid-2020, more than 50 5G networks are operating in Europe, in 13 EU countries respectively - Austria, Belgium, Finland, Germany, Hungary, Ireland, Italy, Latvia, the Netherlands, Poland, Romania, Spain, Sweden, as well as the United Kingdom, Switzerland and Norway.

What’s next

VIVACOM launched its 5G network through the Dynamic Spectrum Sharing (DSS) method, in which the same frequencies are used for both 4G and 5G services. The telecom will expand its coverage and increase the 5G speeds, but greater spectrum is needed. It must be made available to operators in accordance with the procedure laid down by the Communications Regulation Commission. The era of high-speed connectivity has entered Bulgaria, as well. This opens the door to endless opportunities for innovation in all areas of life.

Is there any reason to fear

Each new generation of mobile communications - from 2G to 5G, leads to a qualitative improvement of services, without changing the strict requirements in our country for the limits of electromagnetic radiation, for which VIVACOM is controlled. The National Center for Public Health and Analysis (NCOPHA) is confident that the experimental measurements of the electromagnetic field values at 5G in some countries (including in our country) show a decrease in the total field intensity by about 10-20% compared to previous technologies. The information is published on the NCOPHA website.
Cybersecurity in this ever-changing digital world also requires perseverance. The physical world has already been replaced by the virtual one. Due to the pandemic, remote working has become a widespread practice, thus confronting security teams with increased challenges and a great demand. The protection of the office network is not enough at all, as the employees connect from all sorts of places, use all kinds of devices and through them have access to confidential internal data. The issues and problems with cyber security are growing and the Sofia CyberSec 2020 conference for cyber security, organized by Economy magazine, Economic.bg, Digital National Coalition and CLICO Bulgaria for the second year in a row gave a number of answers and practical guidelines, outlined the innovations and presented key professionals in this field.
Важен извод е, че трябва не просто да се следят тенденциите в развитието на атаките и да се вида в динамичната роля, а да има ясна стратегия за активна киберзащита – на обществените и организационни, но и индивидуална. Киберпрестъпността са безкрайни и никой не бива да си прави илюзии, че киберзащитата е нещо, което засяга само големия бизнес. Препоръката е киберсигурността да се изразява на словообразообразно съобразно децентрирано на ценностно съществуването нотата на вашия бизнес, не само в команда, а именно от тези данни зависи и в прекалено скъпи решения за защита. Ето защо според специалистите слабите места в системата ви на киберзащитата, които навреме да открият и влизат в догонваща роля, а да има a clear strategy for active cyber protection - of communities and organizations, but also of individuals. Cybercriminals are unscrupulous, and no one should be under the illusion that cyber security is something that only affects big businesses. The recommendation is to build cyber security in layers, similar to an onion. And one of the goals of the defense is to make the cybercriminal cry while, figuratively speaking, “cutting the onion”, which means making the valuable content as hard to reach as possible. It is the responsibility of every company and every employee, every administration, but also everyone who surfs the Internet, to keep the security of their information. Anyone can incur both financial and reputational losses as a result of cyber attacks, and some may even lose their business. And it is precisely good cyber security professionals who are able to offer tailor-made solutions.

In order to not chase after the wind

when the worst has already happened, you can trust "white" hackers to spot vulnerabilities in your defense system on time. Threats are lurking everywhere, but you don’t have to shoot sparrows with a cannon. That is why, according to security experts, it is essential to assess what data the company is collecting, how high is the risks for a potential cyber attack and what the damage from it may be for the particular company. If a given asset and the information related to it has little value, it is pointless to invest a lot of resources in security solutions and in overprotection. However, in case the existence of your business depends on this data, do not wait for the worst to happen. Thus, good prevention is synonymous with reliable and proportionate protection.
The best innovation is the one that solves a significant problem. The clash with reality and the unsuccessful attempts to completely overcome a health problem turn Lubomir Vasilev into a social entrepreneur and innovator in the aids for people who want to stand up in the literal and figurative sense.

Stand up!

Will the Bulgarian robot for people with spinal disabilities be able to reach them?

Ще успее ли българският робот за хора с гръбначни увреждания да стигне до тях

Изправи се!

He best innovation is the one that solves a significant problem. The clash with reality and the unsuccessful attempts to completely overcome a health problem turn Lubomir Vasilev into a social entrepreneur and innovator in the aids for people who want to stand up in the literal and figurative sense.
meri пряк път до хората с двигателни увреждания. Но се оказало, че разработката е „на-леката” част от проекта. „Костеливия орех” не е и патентът, а сертификацията и достъпът до пазари.

Винаги има решение

Любомир оптимизира производствени мощности и работи по различни проекти, което му дава възможност да поддържа жив този най-важен проект на живота си. Има опит в производството на електро- и мотокари, в продуктните разработки и управлението на инженерни екипи. Така се оказва тонните човек за решението на проблема. И добратата новина е, че съпругата му вече води напълно независим живот. Заради достъпната среда е избрала Виена като място за живеене. Работи в козметичен салон и нейните клиенти получават като добавена стойност нейния вдъхновяващ пример. Какво по-силно доказателство за качествата на български омнибот…

Пробив, който предстои

Любомир Василев е убеден, че голямата промяна в технологията става чрез малки стъпки. Той е мечтател, който иска да покаже, че и в България може. “Телерик” даде увъреждане, че софтуерът ни е на световно ниво. IRISE вдъхва надежда, че и в хардуера имаме сили да направим пробив. 

THE ROAD PASSES THROUGH VIENNA

The omnibot has received many awards. Recently, it was recognized in Dubai as one of the ten most important startups in the world. But even that didn’t suddenly open the door to the $ 250 billion-a-year global market for aids, in which robotic devices now account for just one-hundredth.

In Bulgaria, venture capital is focused mainly in the IT field. There is no sector here related to the development and production of high-tech aids for disadvantaged people. That is why there are no mentors, the investor interest is weak. IRISE is the company that is currently paving this road. It is looking for investors in other countries and, so far, the strongest response has been in Vienna.
Here, “under one roof” entrepreneurs and scientists can find the support they need, says Natanail Stefanov.

“София Тех Парк” е благодатната среда за иновации

Sofia Tech Park Creates a Fertile Environment for Innovation
Тех Парк” (СТП). До голяма степен СТП вече е такова място. И още:

рите, казва Натанаил Стефанов, зам.-председател на УС на „София Тех Парк” (СТП). До золата степен СТП вече е такова място. И още:

Предприемачеството е важно не просто како икономическа деяност, но най-вече като

НАЧИНА НА МИСЛЕНЕ

което може да е ползен за всеки. При него на проблемите се гледа като на потенциални решения. Ето защо България е перфектното място за предприемачите – тук има изобилие от предизвикателства, които чакат решение. В допълнение – науката е не само от обществено значение, но и в основата на устойчиво икономически растеж. Казвам, че човек дава пари за кауза, която му е важна. Верно е, че след 1989 г. науката заема едно от последните места по финансиране в България, но Вие вървам, че това скоро ще се промени.

В „София Тех Парк” се стараем да

попомагаме приложната наука

Наша цел е проектите, основани на научноизследователска и развойна деяност, да бъдат комерсиализирани, запозная научно-техноложкия трансфер за нас е важна тема. Победието български компании рядко имат осъзнание интерес за влагат научни разработки в производството си заради допълнителните инвестиции, а чуждестранните компании с офиси в страната имат съвсем други разнообразни центрове. Отчитаме се за бъдещ създаването звено между науката и бизнеса, така правилните хора ще намерят правилните решения и заедно ще изминат неизвестен път до пазара. В тези усилия не сме сами – Фондация „Карол Значие” има програма „Предприемачи в науката”, Център за приложна изследване и иновации на КУ подготвя студенти от научни специалности за предприемаческа деяност. Партньор сме и на програмата „Наука с бъдеще” на фондацция „Америка за България”.

СТП има за цели да подпомога и на други нужди на сречата. Оказваме

менторство и бизнес подкрепа

- както за стартиращи технологични компании, та и за научни разработки. Често помагаме да осъществят контакти с инвеститори и с подпомагат иновациите организации. Разполагаме с 11 лаборатории и учените в тях са готови да открият на реалните потребности на бизнеса и на обществото. През февруари 2020 отваряме споделено работно пространство. Нарекохме го Groworking Space, защото предлага възможности и подкрепа в процеса на развитие. Средъм се да изразядим среща, в която етническият и бизнесът да имат благода̀рна почва за развитие, в която всеки новатор да намери и подкрепящата го общност от хора.

При нас „под един покрив” предприемачи и учените могат да намерят всичко, от което имат нужда, за да осъществят идеите си - работни места, лаборатории, съвети, контакти, финансиране, но и партнерство в лице на малко, средни и големи компании. Имаме

програма за новатори

чрез което даваме по-бърз отговори в развитието на иновативни идеи. Същевременно в СТП съществува нейното център за иновативния бизнес. Имаме още много идеи и проекти, които са в развитие. Експерти ни продължава да работи усилено за превръщането на парка в център на иновациите не само в региона, но и на световно ниво.
Татяна Явашева

Твърдите дом, в който да се чувствате в хармония с природата? В природата няма прави ъгли, а има сферични форми. Това е само една от причините основателят на Сферата 123 инж. Алина Попова да се насочи към дървените куполни къщи.

Началото

Преди четири години Алина завършва второ висше образование в Техническия университет в София и избира “Автономно енергийно независимо селище” за тема на дипломната си работа. Започва да търси решения за къща, позволяваща максимална економия на енергия за климатизацията й, и така стига до сферичната форма. При защитата на разработката преподавателите й питат само кога ще построи първата куполна къща.

Път

Житото външните стени, уверена е инж. Попова. Тя е електропроектант с над 20-годишен опит. Родена е в Украйна, но от 1993 г. живее в България. Дървените куполни къщи стават нейната професионална мисия и вече три години тя върви по този път. Намира много съмишленици, като повечето от тях допринасят по един или друг начин. Арх. Стефан Вълканов например създава визуализациите за сайта на Сферата 123. В решаващ момент се появява Мария Головина, която има богат опит в строителството с дърво, например в Красноярск. Тя също допринася от проект и става съдружник в нея.

Първият инвеститор

Алина влага много средства в развитие на идеята, но липсва инвеститор, който пръв да повярва в изграждането на такъв дом. Точно когато е на крачка да се откаже, съдбата й поднася желаната възможност. 2020-та ще е паметна, тъй като през тази година Сферата 123 изградя първата куполна къща - в гориста местност край гр. Бяла, недалеч от морето. Първият инвеститор също е жена – Алоел Кристал от Канада, която се пресели в България. Тя е холистичен лекар и е пръвият на екологичния начин на живот към „матрицата“. Намеренето й е да създава напълно автономна ферма и да се занимава с биодинамични помладежки, като го е пратикувал в Канада. Енергийните нужди на стопанството ще се осигуряват от off-grid фотоелектрическа система, ще събират дъждовна вода за поливане на градината, ще се използват соларни колектори за гореща вода и ще е в най-същността си в абсолютна хармония с природата. В търсене на правилните хора, които да построят нейния нов дом, се обръща към Сферата 123. Осигурява финансирането, с което Алина и Мария да изградят комфортното жилище.

Накъде

Пандемията открила възможността да се работи от дистанция и все по-вече хора от големите градове по света тръгват обратно към природата и в това навярно ще даде шанс на Сферата 123 Куполни къщи да разгърне по-тенциала си.

Инж. Алина Попова успя да изгради първата модерна куполна къща в България

ЕКОСТРОИТЕЛСТВО • ECO-BUILDING

Живот извън матрицата

ПРЕДИМСТВА НА КУПОЛНАТА КЪЩА

Днес младите човек се движат в метални кутии и живеят в метални клетки, което влошава енергийната обстановка, тя е съвместима се в екранирано и отслабено магнитно поле, както като някои от ресурсите, нужни за къща с куварна, проходяване или други форми. Още Петер Дънов е казвал, че къщите на бъдещето ще са сферични.
Are you looking for a home where you can feel in harmony with nature? In nature there are no right angles, but there are spherical shapes. This is just one of the reasons why the founder of Sphere 123, Alina Popova, turned to the wooden dome houses.

**The Beginning**

Four years ago, Alina graduated from the Technical University of Sofia getting her second higher education degree and choosing "An Autonomous Energy Independent Settlement" as the topic of her thesis. She started looking for solutions for a house, allowing maximum energy savings for its air conditioning and that is how she found the advantages of the spherical shape. At the defense of her project, the only thing her professors asked was when she would build the first dome-shaped house.

**Path**

Life leads ahead those who are willing to go, Eng. Popova is convinced. She is an electrical designer with over 20 years of experience. She was born in Ukraine, but has lived in Bulgaria since 1993. The wooden dome houses became her professional mission and she has been following this path for three years now. She has found many like-minded people, most of whom have contributed in one way or another. Arch. Stefan Vulkano, for example, created the visualizations for the Sphere 123 website. At a crucial moment, Maria Golovina appeared, who had extensive experience in wood construction, accumulated in Krasnoyarsk. She was inspired by the project and became a partner in it.

**The first investor**

Alina has invested a lot of money in the development of the idea, but no investor appeared who would be the first to believe in the construction of such a home. Just when she was about to give up, fate offered her the desired opportunity. 2020 will be memorable, because this is the year when Sphere 123 built their first dome house - in a forest area near the town of Byala, not far from the sea. The first investor was also a woman - Aloel Crystal from Canada, who moved to Bulgaria. She is a holistic doctor and a supporter of the ecological way of life outside the "matrix". Her intention was to create a fully autonomous farm and engage in biodynamic agriculture, as the one she practiced in Canada. The energy needs of the farm would be provided by an off-grid photovoltaic system, it would collect rainwater for watering the garden, and it would be in absolute harmony with nature. In search of the right people to build her new home, she turned to Sphere 123. She provided the funding with which Alina and Maria could build the comfortable home.

**Where to**

The pandemic has unlocked the opportunity to work remotely and more and more people from the big cities around the world are heading back to nature. This will probably give the Sphere 123 Dome Houses a chance to develop its potential.
Over 1 million tons of sludge are generated in waste treatment plants in Bulgaria. The start-up company Atlas Agro Science has found a way to turn the waste product into a resource for a liquid biostimulant for plants. This success would have hardly come so quick if it were not for the mentoring support of Cleantech Bulgaria and the participation in the network of the EIT Climate-KIC accelerator program, followed by the EIT Food Innovation Prize award for innovations in the agricultural sector.

How
Atlas Agro Science is a company of enthusiasts working in the field of sales and science. For a while, they have been trying to create a product that was part of the circular economy. The idea of fertilizer from waste has gradually developed and the microbiologists Assoc. Prof. Georgi Beev and Assistant Professor Diana Dermendzhieva from the Thracian University have a key role in its realization. So far, two products have been developed for agriculture and floriculture.

For whom
The team is growing at a fast speed. Alexandra Velkova is responsible for marketing, advertising and sales, and Nikolay Minkov is the financier and economist at the company.

A Green Link in the Circular Economy
Atlas Agro Science has found a way to turn sewage sludge into a biostimulant for plants

How
Atlas Agro Science is a company of enthusiasts working in the field of sales and science. For a while, they have been trying to create a product that was part of the circular economy. The idea of fertilizer from waste has gradually developed and the microbiologists Assoc. Prof. Georgi Beev and Assistant Professor Diana Dermendzhieva from the Thracian University have a key role in its realization. So far, two products have been developed for agriculture and floriculture.

For whom
The team is growing at a fast speed. Alexandra Velkova is responsible for marketing, advertising and sales, and Nikolay Minkov is the financier and economist at the company.
да бъдат намерени в търговската мрежа. От компанията твърдят, че иновацията помага не само за увеличаване на добива и за намаляване на разхода за агростопаните, но и за преминаване към по-здравословна и устойчива хранителна продукция.

**Накъде**

Най-трудното, което остава невидимо за потребителя, е времето за разработване. Добрата симбиоза между хората в Atlas Agro дава възможност за около две години да създадат готов продукт за продажба. Амбициите на компанията не се изчерпват с покриване само на вътрешния пазар, но замислят и международна експанзия в следващите 5 години. ЕС имат голямо потребление на този вид продукти и компанията вече крои планове за проникване на тези пазари, още повече защото в момента няма аналог, който да ги конкурира.

**Какво**

Производствената база е в Стара Загора, така че е близо не само до суровината, но и до агропроизводителите. От растежа на компанията ще зависи използването на цялото количество утайки, което пречиствателните станции генерират. Пазарът за биостимуленти расте и има място за иновацията на Atlas Agro. Тя попада в "синия океан" на една ниша за биопродукти, в която все още конкуренцията е слаба. 

Both are of the opinion that for any start-up company the most difficult period is until the product develops and enters the market. Atlas Agro is ready for this “jump”. Agricultural products are aimed at large farmers, and biostimulants for flowers will soon be available on the market. The company claims that the innovation helps not only to increase yields and reduce costs for farmers, but also to move to healthier and more sustainable food products.

**Where to**

The most difficult part that remains invisible to the consumer is the time for development. The good symbiosis between the people in Atlas Agro allowed them to create a ready-to-sell product in about two years. The company’s ambitions are not limited to covering only the domestic market, but they also plan for international expansion in the next 5 years. EU countries have a large consumption of this type of product and the team is already making plans to penetrate these markets, especially since there is currently no analogue to compete with them.

**How much**

The production base is in Stara Zagora, so, it is close not only to raw material, but also to the agricultural producers. The growth of the company will depend on the utilization of the total amount of sludge generated by the waste treatment plants. The market for fertilizers and liquid stimulants is growing and there is room for Atlas Agro’s innovation. It falls into the “blue ocean” of a niche for organic products, in which competition is still weak. 

The magic ingredients of a successful start-up

1. A key factor is choosing the right team
2. Failure is not possible if the company has good control over the flow of information, financial and other resources
3. Motivation and desire to work are an integral part of having a “chance”
4. To be 100% successful, invest 110% energy
Природата е ту щедра към нас, ту ни демонстрира съвършена мощ по плашещ начин. Сушите и наводненията са две страни на водната стихия, от които човешеството открива времето на страданията. Замърсената въздух и негодната за пиене вода са резултат от човешкото въздействие. Проявяваме ли безлъчестие в опазването на околната среда, в отговор ще виждаме тъмната страна на природата. Как да намерим баланса е въпрос, който отговаряме към проф. Нешо Чипев, учен и преподавател по екология:

В света, и в Европа се развива процес на промяна в концепциите за взаимодействието на човека с екосистемите. И тук основен стожер във философския подход трябва да е фактът, че човек не е извън заобикалящата го природа, а той е в нея и е част от нея. Обществото и средата, в които съществува, формират т. нар. социоекологична система. То се разбива, използвайки екосистемния капитал, който стои успоредно с финансовия, човешкия и природния капитал. Екосистемният капитал предоставя екосистемни стоки и услуги като вода, дървесина, както и всичко, което добивната индустрия осигурява. Услуга е и красотата, за която обаче никой не плаща, но туризмът разчита на нея. Регулиращите екосистемни услуги също са особено важни – те помагат в борбата с нарушаването на равновесието средата и биоразнообразие. Има и образователни услуги – познанието как функционира природата помага да се вземат по-правилни решения при използване на природните ресурси. Наблюдава се обаче дефицит на това познание, тъй като хората предпочитат безпощадно да експлоатират природата, без да се замислят за последствията.

Обикновено хората инвестират в превантивни мерки, когато става дума за нарушаване на природата. Но това не е достатъчно, казва проф. Нешо Чипев.

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Usually people start investing in preventive measures only after the disaster has already happened, says Prof. Nesho Chipev.
нарушения баланс

се крие в липсата на добра комуникация с науката. Към нея не бива да се обръщаме само когато стане бележно. Науката не може да се развива от време на време, само когато ни потрябва. За да има учен, които да знаят какво да се прави, някой трябва във времето да я осмислява и устойчиво финансира. Инвестициите в науката винаги се изплащат, защото възникне ли проблем, специалистите могат да анализират вече събранныте данни и съответно да вземат по-адекватни решения за неговото отстраняване. Докосвайки тезата в България беше, че учените трябва да си осигуряват сами проектно финансиране и така да съществуват. Но искаме ли да пазим националния си интерес и да разполагаме с надеждни национални данни, то държавата трябва да има ангажимент към това. Екологията е наука, която изследва взаимоотношенията между организмите и тяхната среда на развитие като система. Човекът е част от тази система. Нарушението се балансът, веднага се появяват проблеми. Но в природата постоянно съществуват нови отношения – динозаврите са изчезнали, а на тяхно място са се появили нови видове.
Човешкото отношение спрямо промените в околната среда е
реактивно и превантивно

В единия случай, когато човечеството претърпи катаклизъм, то ежедневно реагира. Човекът обаче има и прогнозични възможности и може да предприеме мерки преди нещастията да го сползат. Но общоприето хората бягат след вятъра и инвестират в превантивни мерки ежедневно слабо като лошото се случи.

Усещането е, че България изостава от глобалните процеси, свързани с преодоляване на климатичните промени и подобряване качеството на живот. Има страни, в които общество, икономика и околната среда са в сравнително здравословно взаимодействие, но България не се вписва сред тях. И ключовият момент в това е липсата на системно отношение към проблема, наружен с неговото неусловно и непрекъснато. Мислим си, че има време, че не е толкова страшно, че бизнесът стои над грижата за опазване на околната среда. Но често смекката не излиза защото екосистемната услуга не може да бъде пренебрегната. Тя има цена, която ако не я уредим сега, по-късно ще я платим с лихвите. Това се върнеше върху тази "смеквата" по начин, по който само природата умеет да си отмъщува. В натрупана страна нямаме реално действуваща стратегия, нито налична пълна карта за опазване на околната среда, но има наказателни акци от време на време, които обаче се провеждат избирателно и са неефективни.

Сливката на излиза

know what to do, someone must have provided sustainable funding over time. Investments in science always pay off because if a problem arises, specialists can analyze the data already collected and make more adequate decisions for its elimination, accordingly. Until recently, the thesis in Bulgaria was that scientists should provide their own project funding and exist that way. But if we want to protect our national interest and have reliable national data, then the state must be committed to this.

The human attitude towards changes in the environment is

reactive and preventive

On the first occasion, after humanity has suffered a cataclysm, only then it reacts. However, humans also have predictive capabilities and can take measures before disasters befall them. But usually people chase after the wind and invest in preventive measures only after the disaster has already happened.

It seems that Bulgaria is lagging behind the global processes related to overcoming climate change and improving the quality of life. There are countries in which society, economy and environment are in relatively healthy interaction, but Bulgaria is not among them. And the key point in this is the lack of a systematic attitude to the problem, along with its underestimation. We think there is still time, that it is not so scary, that business is taking care of the environment. But often numbers do not add up because the ecosystem service cannot be neglected. It has a price and if we do not pay it now we will pay it with interest later. Bypassing the law and common sense and opening the doors of lobbying and serving certain interests, often turns against those "interests" in a way that only nature can take revenge.

In our country we do not have a real strategy or a road map for environmental protection, but from time to time, there are legal actions, which, however, are selective and ineffective.

Nature does not accept bribes, does not tolerate procrastination, but sometimes waits and takes everything with interest.
ИКОНОМИКА

Шеф Орсов: Поверително от кухнята
"In the beginning, there was..."

The company was founded at the time when private business was emerging in Bulgaria. "CIELA" was established at the end of 1990 as both a legal consulting and a book publishing firm, and later, in 1996, expanded into software development.

In 1997, the legal consultation side of the company was separately developed into what is now one of the largest and most renowned legal offices in Bulgaria, "Georgiev, Todorov and Co".

Since 2000, we have been involved in many large-scale projects related to the e-government and the development of business process management systems. Under the "Ciela" brand operates the largest chain of bookstores in the country in terms of annual turnover, as well as the online bookstore www.ciela.com.

"Ciela" is the largest publishing house in Bulgaria in terms of the number of titles published annually.

"The difference between life and art is that art is more bearable." (Ch. Bukowski)

We try to look at art as a business endeavour and at book publishing in particular as the largest cultural industry in Bulgaria. We strive to meet the need of readers for quality professional, educational and entertainment publications.

If a person publishes only the books that he likes, he will not make any profit. If he publishes them only for financial gain, readers quickly realize that their interests are not taken to
To date, "CIELA" portfolio has over 3,000 titles, among which are the most prominent names in world literature.

"Inspiration comes only during work." (Gabriel Garcia Marquez)

We cannot help but be inspired by what we do, because growth and success make us continue to pursue our professional goals.

This year "Ciela Norma" AD became the owner of the largest book exchange in Bulgaria - Iskar Book Exchange in Sofia, and this is another achievement of our team.

These days I find that as a company we have contributed a lot to improving the quality of book distribution by creating a healthy competitive environment. We have never been driven by the motive of only selling our own publications. We have always seen bookstores as a separate business that is useful for book publishing and especially for the readers.

Our bookstores sell all the good books in Bulgaria.

"If you want to gather honey, don't kick over the beehive" (Dale Carnegie)

This idea is very appropriate for Cielo Norma's legal information products. With the rapid development of the software industry, some of these products are more than 20 years old now, but have been developed consistently and innovatively so that they continue to be profitable and, above all, give value and quality to the professionals, for whom they are intended.

Legal information systems - such as "Cielo Regulations" - provide fast and reliable information related not only to current legislation, but also to corporate intelligence.

"Cielo Info" summarizes information from many sources, some of which are difficult to access or the information in them is in bulk. The system allows access to large databases which, after additional processing and integration, bring value to their users. With just a few clicks, they can gather information and use it in their business and marketing analysis.

During all these years, CIELA's clients have received products with exceptional quality. With the acquisition of new knowledge and the development of technology, we are even more determined to maintain our leading role on the market in Bulgaria.

The experience and professionalism of the team working at the company allow us to see the ways ahead, and to turn them into reality.

heart. So a complex balance needs to be struck.
Мариана Векилска е едно от любимите лица от телевизионния екран. От мази есен тя е част от екипа на БНТ и едновременно с преславен „България в 60 минути“ се радва на все по-широк кръг от почитатели. Мариана има дългогодишен опит като журналист в бTV. Работила е и в пресцентъра на Министерски съвет по времето на Иван Костов. През 2019 г. заинтригана за Брюксел, където работи в преговарен екип към голяма международна организация. В момента води корпоративни обучението по публично общуване и бизнес етикет и провежда индивидуални консултации. В свободното си време се отдава на предизвикателства като катерене, плуване с катамаран и йога курсове, които я обозначават не само откъм професионални умения, различни от журналистиката, но и с много интересни личности.

Мариана Векилска: Бизнесът все повече помага на местните общества

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Се притеснявам да си носим храни от вкъщи. Затова решихме да го направим популярно и модерно и започнахме кампанията „Храна в кутия“.

- Работихме в Брюксел. Какви добри примери можем да извлечем от общественото там, което биха били приложими и приети в България? Общините и политиците, които предприемат за благото на общностите, може ли да се сравнявам с тези у нас?
- Да започнем оттам, че в Европа хората масово си носят храна в кутия, включително и в организацията, в която работех в Брюксел. Там обаче имаше чудесни условия за това – във всеки коридор имаше огромни общи помещения, обособени като кухни с маса за хранене, големи хладилници, мивки, прибори, гори печки и тенджери. Допаднаха ми още бензиностанциите на самообслужване и системата за събиране на боклук – няма контейнери, а боклукът се събира в определени дни по специфичен график – един ден хартия, един ден биологични отпадъци, един ден стъкло... имаш право да си изнесеш пакетираната боклук пред къщата между 8 вечера и 8 сутринта на следващия ден.

Като цяло решенията там се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност. Защото решенията се взимат според обществения интерес, а не на базата на популярност.
повече търси начини за повишаване квалификацията на персонала си в различни направления, което подпомага и общността.

- Кои са най-интересните инициативи на локални бизнеси и предпринимачи, които са проследили ефир вашите кореспонденти от страната?

- Екстремният маратон, който стартирва и финишира в Златоград, традиционният празник на еленския бут в Елена, празника на розите, на тиквата, на кестените... харесва ми как местните хора взимат една традиция или типичен за района им продукт и ги превръщат в запазена марка – така привличат туристи и създават свой характерен облик. Като най-съкровишна благотворителна инициатива ми впечатли „Нощ на ангелите“ в Пловдив на 17 септември – празник на вярата, надеждата, любовта и мъдростта. Тогава 200 заведения се обединиха в помощ на един болен баща с три деца, като отделиха процента от оборота си. Впечатлява ми инициативите, които обединяват местните общности и името на добър кауз. Това някак пробужда доброто в хората, събързва ги и ги връща към човешката им същност.

В предаването „България в 60 минути“ на БНТ показваме добrite инициативи, които обединяват

"Bulgaria in 60 minutes" - what are the most interesting local businesses, projects and initiatives that you were surprised to have been developed in our country?

- I am very pleasantly impressed by some businesses that are developing locally in our country. Especially by the cultivation of the super food kale, not far from Plovdiv. The producers have closed the circle and make products from this vegetable, such as healthy chips - sweet and salty - much tastier than potatoes. The family business near Varna for growing hot peppers and producing sauces and jams from them is also interesting. I am also curious about the truffle harvesting business in our country, for which there is no legal regulation. This, in turn, hinders its development.

- In the program you showcase the lives of people outside Sofia. To what extent do you think local businesses are willing to support local communities and take care of the development of cultural life in Bulgaria?

- Local businesses are just beginning to mature to support the development of their communities. At the moment, if someone sponsors a cultural event, it is with the idea of advertising and nothing more. That’s not bad, of course, but the idea and the sustainable effect of this type of support is for the community to develop, and the market and the business to develop with it, as well. Placing benches in the park with the company logo is a good thing, but not essential. But Bulgaria is a small market and this puts limitations in everything. At the same time, however, we are witnessing impressive exceptions - large companies position their business in a small town and begin to invest in it and their staff. In addition to the trainings I conduct - in public communication, presentation skills and etiquette - I notice that the management of companies is increasingly looking for ways to improve the skills of its staff in various areas, which also supports the community.

- What are the most interesting initiatives of local businesses and entrepreneurs that have been broadcast by your correspondents from the country?

- The extreme marathon, which started and finished in Zlatograd, the traditional feast of the smoked deer meat in Elena, the Rose festival, pumpkin fests, chestnuts fest... I like how the locals take a tradition or a typical product of their region and turn them into a trademark - so they attract tourists and create their own distinctive look. The most recent charity initiative that impressed me was the Night of the Angels in Plovdiv on September 17 - the holiday of faith, hope, love and wisdom. 200 restaurants came together to help a sick father with three children, setting aside a percentage of their turnover. I am impressed by initiatives that unite local communities in the name of a good cause. This somehow awakens the good in people, connects them and brings them back to their human nature.
Congratulations on your amazing achievement in becoming Bulgaria’s Leading Hotel for 2020! Such a big accomplishment only 2 years after the hotel’s opening – what is the secret?

The World Travel Awards™ has been recognizing excellence in the tourism and hospitality industry for 27 years. The awards are defined as the most prestigious in the world.

InterContinental Sofia is named Bulgaria’s Leading Hotel for a second consecutive year and for us this is a great recognition. I have always believed that the key element for success is the relationship with the team and we have always put our efforts into this – to ensure a safe and pleasant working environment for our colleagues. Our main goal is to provide a truly luxurious hotel experience, and the current challenges in the hospitality sector and the competition from the new five-star hotels in Sofia, encourage us to continuously improve the product we offer, applying the latest practices in the industry. This award is a result of all these efforts and we are extremely proud that it was given to InterContinental Sofia.

- If you can choose 3 things you are
In your work in Sofia, what would you be most proud of?

- InterContinental Sofia determines the development of the luxury segment in the capital, and the experience we offer to our guests has contributed to the affirmation of Sofia and Bulgaria as desired tourist destinations. I am also extremely proud that as a result of the uncompromised health and safety measures and impeccable service quality, Floret Restaurant and Bar remains the preferred place in Sofia for business lunches, celebrations of special occasions, corporate cocktails or drinks with friends. Last but not least, I am pleased that with the owners’ support, we are able to constantly upgrade and innovate the product and service we offer - we have recently completed our boutique spa center, which will open very soon. We have 194 luxury rooms and suites, and a unique Presidential suite. We offer flexible options for meetings and events in our conference center, taking into account all security measures and clients’ requirements.

- The current global circumstances with COVID-19 caused extremely challenging times for the travel industry. How did you manage the situation and remained the leading five-star hotel in the country?

- Health and safety have always been our main priorities and now we need to be more careful than ever. We introduced the IHG Clean Promise and IHG Meet with Confidence programs, providing guests with extra reassurance. Respecting all brand standards, InterContinental Sofia operates with updated cleaning protocols, social distancing in all common areas, staff protective equipment in all departments and adjusted working hours of the outlets according to the most recent local regulations.

About InterContinental Sofia

Located on the iconic yellow cobblestones in the heart of the capital, InterContinental Sofia offers a truly luxury five-star experience and breathtaking views of St. Alexander Nevski Cathedral and Vitosha Mountain. The hotel is part of InterContinental Hotels Group (IHG®), a leading company in the hotel industry with 5,977 hotels in operation and 1899 under construction worldwide.
Лекотоварната гама на Ford е с готовност за работа 24/7

С ултратемерни технологии, възможности и показатели като: товароносимост, икономичност и функционалност, издръжливоност на предизвикателни пътни условия и ниски разходи за поддръжка, гамата лекотоварни автомобили на Ford включва множество модели, налични в пътнически и товарни версии, с разнообразни габарити и функционалност. Това са Courier, Connect, Custom, Transit и пикапът Ranger.

Работливи гени

Лекотоварният похвален Transit през 1965 г. е най-големият моновобиколен в света със задно модулно бебе. От първата поява на Transit през 1965 г. са произведени 8 000 000 автомобила, които се предлагат в над 120 държави на 6 континента. В България Transit е лидер в класа си над десетилетия и може да се похвали с над 12 000 броя продадени у нас от 1991 г., като всяка година се продават над 1 000 автомобила. Transit 2020 година е най-продаваният модели лекотоварни автомобили до 3,5 т (LCV) според данни на АСЕА, 8 кл. за първите 6 месеца на 2020 г.

Функционалност

Многократно отличавана, лекотоварната гама на Ford остава най-добър в Европа. Transit Custom точно сега се предлагая с ценово предимство до 10 000 лв. Разберете кой Transit подхожда най-точно на бизнес нуждите ви на www.ford.bg.

Надежден помощник, гръбнак на бизнеса, №1 в Европа – лекотоварното семейство Ford Transit точно сега се предлага и с ценово предимство до 10 000 лв.

Работливи гени

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Постройки

Многократно отличавана, лекотоварната гама на Ford остава най-добър в Европа. Transit Custom точно сега се предлагая с ценово предимство до 10 000 лв. Разберете кой Transit подхожда най-точно на бизнес нуждите ви на www.ford.bg.
Ford’s light commercial vehicle range is ready for operation 24/7

With its state-of-the-art technology, leading load capacity, economy and functionality, challenging road endurance and low maintenance costs, Ford’s light commercial vehicle range includes many models available in passenger and cargo versions, with different lengths and heights for optimal dimensions and load capacity. These are Courier, Connect, Custom, Transit and the Ranger pickup.

Working genes

Ford light commercials have legendary and remarkable history of over 60 years. Since the first appearance of the Transit model in 1965, nearly 8,000,000 cars have been produced, which are available in more than 120 countries on 6 continents. In Bulgaria, Transit is a leader in its class for over two decades and boasts over 12,000 units sold in Bulgaria since 1991 as new.

Ford light commercial models have proven their practicality for challenging conditions such as the Bulgarian roads. There is a Transit that has traveled 1.3 million km on its native roads in 7 years, which is equivalent to 33 orbits of the Earth or the distance from the Earth to the Moon and back almost 2 times. The name Transit is synonymous with reliability, strength and durability among consumers. All models of the family share these genes of proverbial endurance, suitability for harsh conditions, superior performance and functionality. Reduced operating costs are achieved thanks to extended service intervals, shortened service times and low fuel consumption. Because of all this, the range has a warranty of 5 years or 250,000 km, whichever comes first.

Achievements

Repeatedly distinguished, Ford’s light commercial range recently boasted the prestigious awards International Van of 2020 for Transit Custom and International Pickup of 2020 for Ranger. Ford is repeatedly the best-selling light commercial brand of up to 3.5t (LCV) according to ACEA, incl. for the first 6 months of 2020.

Discover No.1 light commercial vehicle range in Europe for 2020, all vehicles on stock till 31.12.2020 are with a special bonus of up to BGN 10,000. Find out which Ford Transit best suits your business needs on www.ford.bg.
The Delicious Secrets of Traditional Dishes

Alexander Orsov is a product manager of RepEat / K-Express. He raises the curtain around the secrets in the kitchen, the use of new technologies and products without preservatives and glutamate.
еф Орсов, как се запалихте по кулинарията?
- Храната бива е заемала Важна част в живота ми. Приготвянето ѝ започнала да става все по-Важно и необхо-димо, когато и Любовностото ми към различните вкусове нараства. Оттам и усвояването на различни кулинарни техники и подходи към продуктите.

- Как стигнахте до „Кенар“?
- Израснал съм с продуктите на марката и за мен беше много интересно да се потопим в атмосферата и процес на приготвянето им. Всичко е на много Високо ниво и клиентите нямат опасение да ставаме все по-добри.

- Трудно ли е да се постига и поддържа Високо качество на всичко продукти?
- Постигането на Високо качество вина на било основна цел за нас. Поддържането му вина на било предизвикателство, но именно това ни помага да ставаме все по-добри.

- Любимата ми рецепта е лазаня със спанак и сирене. За нея не се използват изкуствени овкусители или концентрирани пу-рята. Лазанята е направена с продукти, които всеки може да разпознаят.

- Какви предпочитате вкусове в приготвянето и крайния продукт?
- Вкусовете на приготвянето и крайният продукт се изразяват пряко на процеса на приготвянето им в произво-дството им. Всичко е на много Високо ниво и клиентите почувстват Вкус, Вид и чистота. Качеството, което мозам да разпознаят.

- Каква е вашата любими рецепта и бихте ли разкрили някои от тайните в приготвянето и крайния продукт?
- Извинявайте, аз нямам такава рецепта. Управлението ми е много голямо и не мога да се засили върху конкретна рецепта, защото мисля, че всяка вкусна стараем се да бъде както винаги.

- Какво бихте препоръчали накратко любителите на кулинарията?
- Накратко, да. Органолептичното контрол е неизменна част от контрола на процеса на приготвяне и крайния продукт.

- Имаш ли някакъв въпрос за постигането на вкус, който не може да се забра-ви?
- Трудно ли е да се постига и поддържа Високо качество на всичко продукти?
- Вкусовете на приготвянето и крайният продукт се изразяват пряко на процеса на приготвянето им в произво-дството им. Всичко е на много Високо ниво и клиентите почувстват Вкус, Вид и чистота. Качеството, което мозам да разпознаят.

- Каква е вашата любими рецепта и бихте ли разкрили някои от тайните в приготвянето и крайния продукт?
- Извинявайте, аз нямам такава рецепта. Управлението ми е много голямо и не мога да се засили върху конкретна рецепта, защото мисля, че всяка вкусна стараем се да бъде както винаги.

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- Имаш ли някакъв въпрос за постигането на вкус, който не може да се забра-ви?
Нови заглавия от Сиела

*Симфонията на времето*

Автор: Алваро Арбина

„Симфонията на времето“ съчетава по неповторим начин любовна драма, семейна сага, историческа интрига – героите на Алваро Арбина кръстосват между столиците на света в началото на ХХ век – Лондон, Мадрид, Париж и Виена, а действието се пресича и с африканските джунгли, и до бреговете на Куба. Всички четат това трябва да се изправят срещу призраците на миналото.

Цена: 19,90 лв.

*The Symphony of Time*

Author: Alvaro Arbina

“The Symphony of Time” combines in a unique way love drama, family saga and a historical plot - the characters of Alvaro Arbina roam around the capitals of the world in the early twentieth century - London, Madrid, Paris and Vienna, and the action extends to the African jungle, and off the coast of Cuba. Everyone longs to know what awaits them in the future - but before that they must face the ghosts of the past.

Price: BGN 19.90

*От любов*

Автобиография на Веселин Маринов

С 39 години на сцена, 23 студийни албума и почти 100 концерта годишно Веселин Маринов остава едно от най-разпознаваемите и обичаните лица на родната музикална сцена, а размахът, с който работи, отдавна се е превърнал в еталон за професионалност. В първата си автобиография изпълнителят разказва за мечтите си и за дългия път към нейното сбъдване.

Цена: 25 лв.

*Out of Love*

The Autobiography of Veselin Marinov

Having 39 years on stage, 23 studio albums and almost 100 concerts a year, Veselin Marinov remains one of the most recognizable and beloved faces on the local music scene, and the scope with which he works has long become a benchmark for professionalism. In his first autobiography, the singer talks about his dreams and the long road to their realization.

Price: BGN 25

*Метаморфозата*

Автор: Франц Кафка

За Кафка творчеството е „форма на мисъл“, метафизичен експеримент за улавяне на невъзможни визуални, едновременно забранен и необходим чрез силата на словото да придобие мистериозното същество. В това луксозно издание, носещо името на една от най-означителните повести на Кафка, са събрани 11 произведения, всичко различно, но представящи особен плът, хипертрофцирани четвърти, възвести същността на човешкото съзнание, но носят се скрит смисъл.

Цена: 17 лв.

*Metamorphosis*

Author: Franz Kafka

For Kafka, creativity is a “form of a prayer”, a metaphysical experiment for capturing vague visions, both forbidden and necessary through the power of the word to encompass the mystery of existence. In this luxury edition, named after one of Kafka’s most significant stories, 11 works are collected, all of them different, but each representing a special parable, embracing the reader in the absurd, inexplicable, unreasonable reasoning – the one that lies beneath the surface of human consciousness, but carries a hidden meaning.

Price: BGN 17
When you work with paint, you have to get your hands dirty with it, in order to get a real sense of it, says Shukran Tumer. She organizes workshops in which she demonstrates the art of making prints on paper and fabrics from cotton, linen and silk. He was in Sofia at the invitation of the Sofia Paper Art Festival 2020 at the San Stefano Gallery.

**Trademark**

Shukran Tumer is teaching fashion design at Ege University in Izmir and at the city’s Crafts High School. She was born in Bulgaria, but when she turned 8, her family emigrated to Turkey.

She has embraced as her mission to preserve the old techniques and handicraft practices. Together with her students, she makes replicas of traditional costumes and recently presented the “We have a letter from the Balkans” collection in Turkey.

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**Писмо от Измир**

A Letter from Izmir

Татяна Явашева

Tatyana Yavasheva

Когато работиш с боя, трябва да си изцапаш ръцете с нея, за да я усетиш, казва Шукран Тюмер. Тя организира работилници, в които демонстрира изкуството да се правят шампи върху хартия и тъкани от памук, лен и коприна. В София бе по покана на „София Хартиен арт фестивал 2020“ в Галерия „Сан Стефано“.

**Почерк**

Шукран Тюмер е преподавател по моден дизайн в Университета Еге в Измир и в Занаятчийската гимназия в града. Родена е в България, но когато става на 8 години, семейството й се изселва в Турция. Приела е като своя мисия съхраняването на стари технологии и занаятчийски практики. Заедно със студентите си тя прави реплики на традиционни костюми и насроча в Турция представя колекцията „Имаме писмо от Балканите“. 

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120
Signs on the fabric

Yazma, or the art of “writing” with dyes on fabric, was born in the 16th century in Anatolia and became a traditional Turkish craft. The matrices are made of linden wood, as it is the easiest to process and retains the most water. Today, however, there are almost no such masters left and they are being made of other materials. The ornaments are used for scarves, towels, curtains, tablecloths, bedroom sets and there is a great variety of motifs. Turkish artist and poet Bedri Rahmi Eyuboglu has practiced this art and is still recognized for his multicolored fish prints. The signature of Mustafa Kemal Ataturk is widely used today, as this politician has left a deep mark in the people’s memory.

With a new voice

The art of Yazma as a craft is becoming obsolete, but it is still practiced – rather as a hobby. Handicraft brings solace, making prints on paper and fabrics is captivating and is a memorable experience during which time seems to stop. That is why Shukran Tumer’s workshops enjoy great popularity.

Shukran Tumer is a fashion designer and a teacher, she has a mission to preserve old techniques and handicraft practices.

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Язма, или изкуството да се „пише“ с багрила върху плат, се ражда през XVI в. в Анадола и става традиционен турски занаят. Матриците са изработвани от липово дърво, тъй като то е най-лесно за обработка, а за дърва и най-много вода. Днес обаче почти не са останали такива майстори и вече се правят от други материали. Орнаментите са ползвани за шалове, кърпи, пердета, покривки, спални комплекти и е голямо разнообразие от мотиви. Турският художник и поет Бедри Рахми Еюбоглу е практикувал това изкуство и още е разпознаваем със своите многоцветни щампи на риби. Подписът на Мустафа Кемал Ататюрк днес е широко използван, тъй като този политик е оставил дълбока следа в народната памет.

Изважданът като занаят е на отживяване, но се практикува - повече като хоби. Ръчната работа носи успокоение, направата на щампи върху хартия и текстил ублича и е запомняща се преживяване, в което времето се спира. Запомня се и работилниците на Шукран Тюмер се радват на силен интерес.
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