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EUROPEAN  
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European Regional  
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NATIONAL  
STRATEGIC  
REFERENCE FRAMEWORK  
2007 – 2013



OP "Development of  
the Competitiveness  
of the Bulgarian  
Economy" 2007-2013



Project "Promoting the advantages of investing in Bulgaria"  
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# INFORMATION TECHNOLOGY IN BULGARIA





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# INTRODUCTION

# Bulgaria has strong traditions and skilled workforce in the ICT sector...

“ Stock of high-skilled and low-cost programmers; known as the Silicon Valley of Eastern Europe.

Business Monitor International

” Hundreds of small software companies do contract programming for some of the biggest customers in the world, including Boeing, BMW and Nortel. Other giants, such as SAP and Computer sciences have local labs in Sofia.

Business week

“ Bulgaria offers a good mix of high skills, fairly low labor costs and good production quality.

” Accelerance

“ Bulgaria was among the only four SEE countries to be placed and even show improvement in its position in the IT Industry Competitiveness Index 2011, issued by The Business Software Alliance (BSA) and The Economist Intelligence Unit.



In 1981 the Bulgarian Microcomputer was represented in an exhibition for robotics in England. It controlled the robot “Robko-01”. It was a 1st time a robot was controlled by a microcomputer.



Bulgaria was the largest manufacturer of PCs within the CMEA, its biggest market being the former USSR.



## ...and has already become a hub for high value added and R&D IT services



In 2010 Bulgaria became one of the 6 designated delivery hubs that support the client demand for cost-efficient, scalable services that effectively meet business needs.



Bulgaria is one of the few locations of SAP Labs worldwide.



The center for research and development of new products in Sofia is the largest one of all 8 centers for car electronics worldwide.



The largest Global Development Center for VMware in the EMEA region and the 3rd largest R&D site for VMware globally.



Bulgaria is one of the few locations worldwide for CISCO's software development core activities. The Sofia center provides hot-line support for Cisco for entire Europe through Sutherland's Bulgarian site.



The largest SAP integrator in Bulgaria (ERP, CRM, BI, HR).



The software development is entirely made in Bulgaria or in cooperation with the offices in Germany and South Korea, with the leading role of the Bulgarian team.



# Bulgaria offers excellent infrastructure and HR quality providing conditions for the future development of the sector

“...If you want first-class mathematicians, try looking in Bulgaria.

William Fitzsimmons, Dean of Admissions and Financial Aid, Harvard College

“Bulgaria – 5<sup>th</sup> in the world, 3<sup>rd</sup> in Europe in broadband quality.

Annual Broadband Study by Cisco, 2010

Bulgaria holds 3<sup>rd</sup> place in Europe and 10<sup>th</sup> position worldwide regarding the absolute number of certified IT professionals (third place world-wide according to certificates per capita).

Cisco

“Bulgaria’s software sector registered a growth of 5.3% in sales and of 3% in profit in 2010 year-on-year.

Bulgarian Association of Software Companies (BASSCOM).

Three Bulgarian companies are included in the “Deloitte” ranking of the 50 fastest growing technology companies in Central Europe.



In 2010 the ITO sector had 25% share in the national outsourcing sector and generated 27.5% of revenues.



# OVERVIEW OF BULGARIA





## Bulgaria has a strategic location, political stability and low costs of doing business



Bulgaria is strategically located and provides access to the following markets:

- South-East Europe – a 122 million inhabitant, high growth market
- European Union - Bulgaria offers the lowest cost access to a market of 500 million people
- Russia/CIS, Middle East and North Africa

Bulgaria offers a combination of political and macroeconomic stability and incentives for doing business:

- Stable parliamentary democracy, EU, NATO and WTO member
- Bulgaria's currency is fixed to the Euro under a currency board arrangement
- Lowest tax rate and one of the lowest labour costs in the EU coupled with special incentives for investors
- EU funding – more than €10 bln in EU funds over the next years

## Bulgaria: Summary Statistics

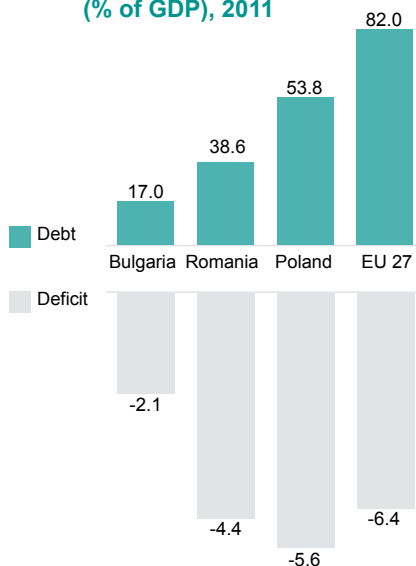
Population:	7.4 million
Labour force:	4.6 million
Urban Population:	73%
Capital:	Sofia
Time zone:	EET (UTC+2)
Summer (DST):	EEST (UTC+3)
Total area:	110 879 sq. km
Land area:	108 489 sq. km
Water area:	2 390 sq. km
Climate:	temperate
Languages:	
Bulgarian (official)	85.2%
Turkish	9.1%
Roma	4.2%
English, German, Russian, French:	widely spoken
Religions:	
Christian Orthodox	76%
Muslim	10%
Other	14%
Currency:	Lev (BGN)
Fixed exchange rate:	€1 = BGN 1.95583
Corporate income tax:	10%
Personal income tax:	10%
VAT (standard):	20%
Government type:	Parliamentary Democracy
Supreme legislative power:	Unicameral 240-seat National Assembly
Executive state body:	Council of Ministers, head: Prime Minister
EU member since 2007	
NATO member since 2004	
WTO member since 1996	

## Bulgaria has exemplary macroeconomic fundamentals

2011 Economic Snapshot:	
GDP (€, bln):	38.5
Exports (€, bln):	25.6
Net FDI (% of GDP):	3.5
GDP growth (2012F, %):	1.7
Unemployment (%):	10.4
Inflation rate (%):	3.4
Government deficit (% of GDP):	2.1
Government debt (% of GDP):	17.0
Current account balance (% of GDP):	0.9
Long-term credit ratings:	
Moody's:	Baa2 stable
S&P:	BBB stable
Fitch:	BBB stable

Source: Bulgarian National Bank, Eurostat, sovereign rating companies' websites

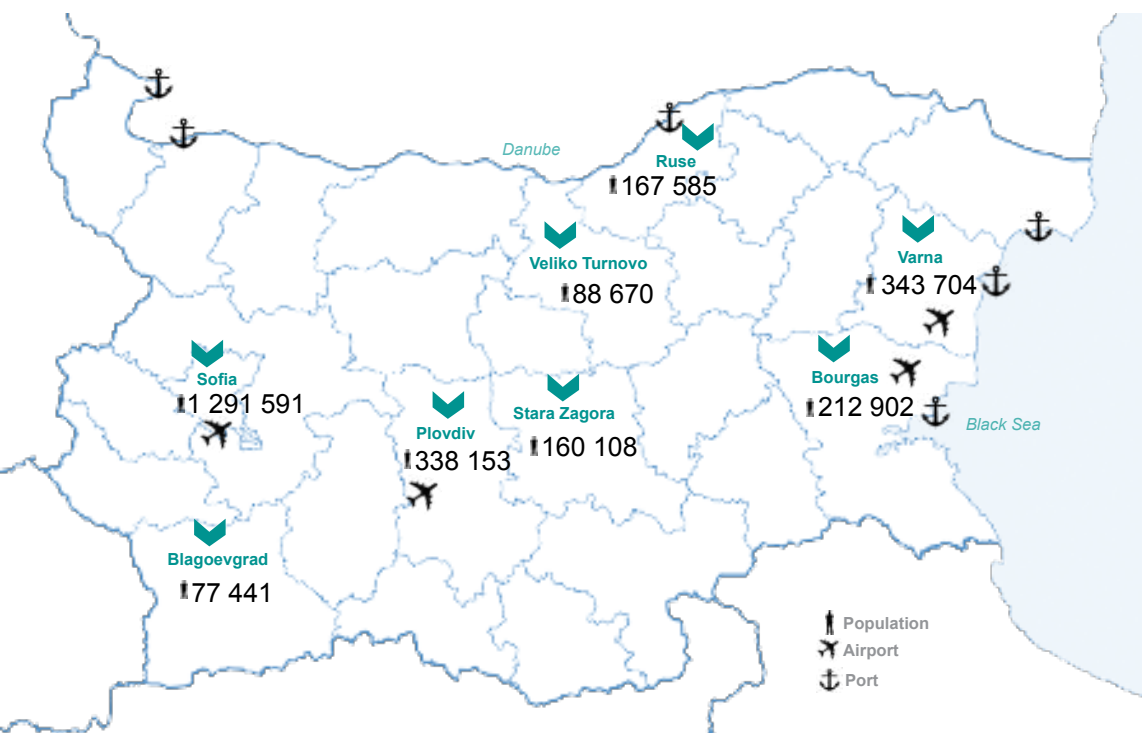
Government debt and government deficit in Bulgaria, Romania, Poland and EU 27 (% of GDP), 2011



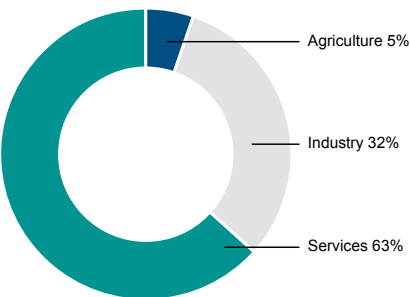
- The Bulgarian economy had a constant growth of above 6% in the period 2000-2008
- The economy stabilized in 2011, with real GDP growth of 1.7%, which is forecasted to recover to 2.8% in 2012
- The budget deficit in Bulgaria is one of the lowest in Europe in 2011 - 2.1%
- There are no currency fluctuations due to a currency board, introduced in 1997 – the Bulgarian Lev is pegged at 1.95583 to the Euro
- Bulgaria has the second lowest government debt of GDP in the EU27 in 2011



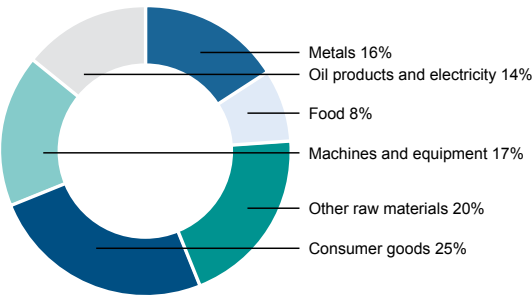
Bulgaria is the only European country with an increased credit rating by Moody's since the beginning of 2010.



GDP Breakdown



Exports Breakdown



## Bulgaria offers a unique lifestyle experience within easy reach of Sofia...



...vibrant cities with many art galleries, festivals, concerts, museums

...emerging world-class golf courses

...beautiful coastline with white and golden sand beaches

...numerous spa resorts

...ski resorts including the 2012 World Cup host town of Bansko

...hiking and adventure sports in the beautiful Rila, Pirin, Rhodopes and Balkan mountains

...fine cuisine and boutique wineries



Bulgaria is an attractive destination even for outsourcing of Hollywood productions starring actors such as Arnold Schwarzenegger, Sylvester Stallone, Bruce Willis, Chuck Norris, Scarlett Johansson.



## ... and boasts some of Europe's greatest historical treasures

...Thracian and Roman ruins and artifacts



...Medieval fortresses and artifacts from the time of the First and Second Bulgarian Kingdoms



...monasteries and temples dating back as far as 4<sup>th</sup> century AD

...picturesque villages from the period of the Bulgarian National Revival



Sofia is among the oldest capital cities in Europe and the only city besides Jerusalem with an Orthodox church, a Catholic cathedral, a mosque and a synagogue within a square kilometer.



# INDUSTRY SNAPSHOT



## Bulgaria has remarkable long-term experience



The Atanasov–Berry Computer (ABC) is the world's first electronic digital computer. The machine was not programmable, but solved systems of linear equations and employed parallel computation.



A court ruling in a patent dispute found that the patent for the 1946 ENIAC computer derived from the Atanasoff–Berry Computer.



"Pravec 16" – Initially made under the name IMKO-4 was an analogue of IBM PC/XT. Bulgaria started producing 60 000 computers/year, thus becoming the number one producer and exporter for USSR and CMEA.

1937

1973

1984

1967

Established the first Factory for Computing Technology in Bulgaria.



1980

1st Bulgarian Microcomputer "IMKO 1" (Analogue of Apple II plus) was made.

1984-  
1986

"Pravec 8M" was made – very modern for its time with more memory and 2 microprocessors. Apple did not have such analogue. The military version introduced QWERTY keyboard used for the 1st time.

and traditions in the IT sector



Came in Bulgaria through the purchase of part of ProSyst company.

2000

The Global IT IQ Report by Brainbench Inc. ranked Bulgaria (with 8,844 Certified Professionals) 8th in a ranking of the top 10 countries based on number of certified IT professionals.

2002



Three Bulgarian companies were included in the "Deloitte" ranking of the 50 fastest growing technology companies in Central Europe.

2011

2006

80% of Bulgarian software companies' revenues already resulted from contracts with European and US partners.

2010

The first Bulgarian Internet Browser was created.



Bulgaria is well prepared for becoming a regional hub because it hosts a number of world and local IT leaders



...and has established strong NGOs in the IT sector



Bulgarian association of software companies is the industry association of leading Bulgarian software development companies. It was established in 2001 and to date has more than 50 members.



One of the core centers of cluster knowledge in Bulgaria. It is a member of several European cluster platforms and networks and maintains relationship with many European and world clusters.



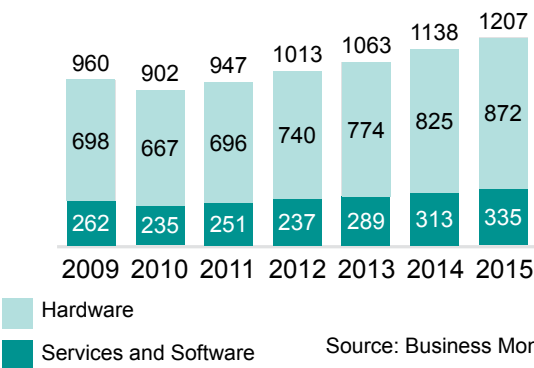
Activities are directed to the benefit and defense of legal entities and natural bodies, working on design, arrangement, organization, realization and hosting of Internet sites, web design and Internet advertisement.

**bait**

Bulgarian association of information technologies was established in 1995 and to date has nearly 100 members.



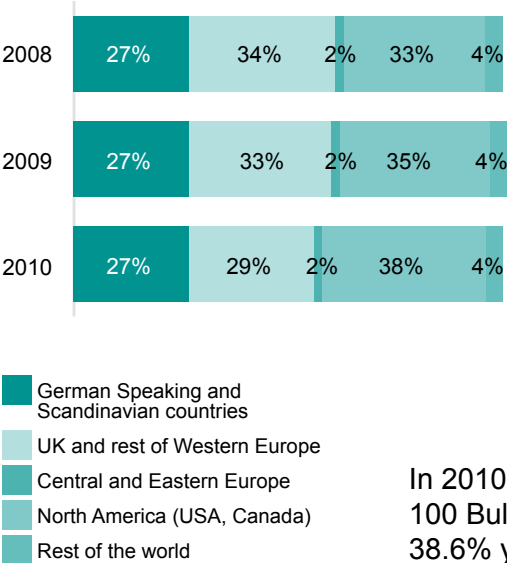
The total size of the Bulgarian IT market in 2011 is around \$947mIn, up from \$902mIn in 2010 and is expected to grow annually by 6% during the 2011-2015 forecasted period



Source: Business Monitor International, 2011



Export destinations of Software products



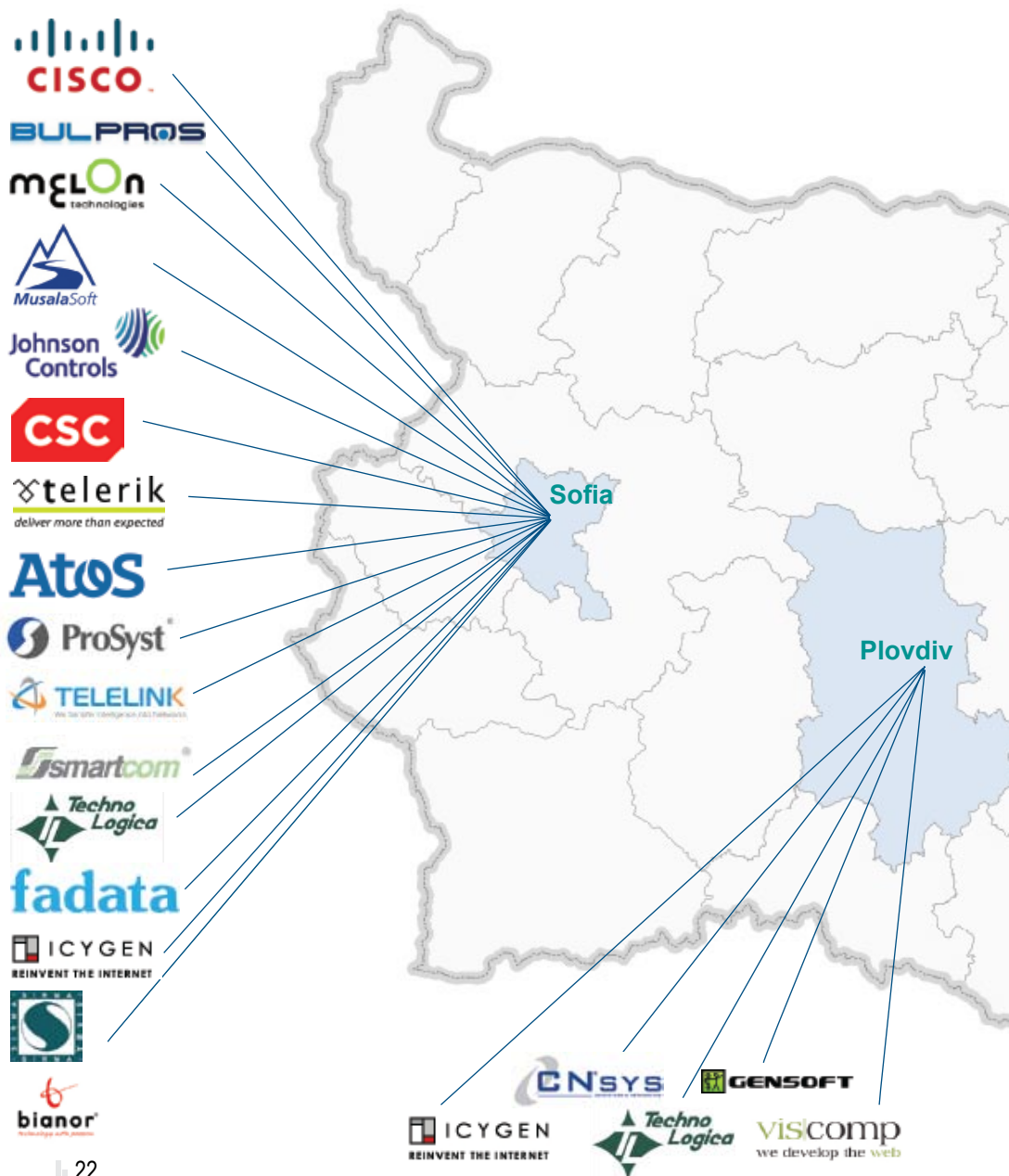
Over 50% of the Software companies' sales for 2010 are realized abroad.

Exports to the US (38%) are increasing, those to Europe (60%) show slight decrease.

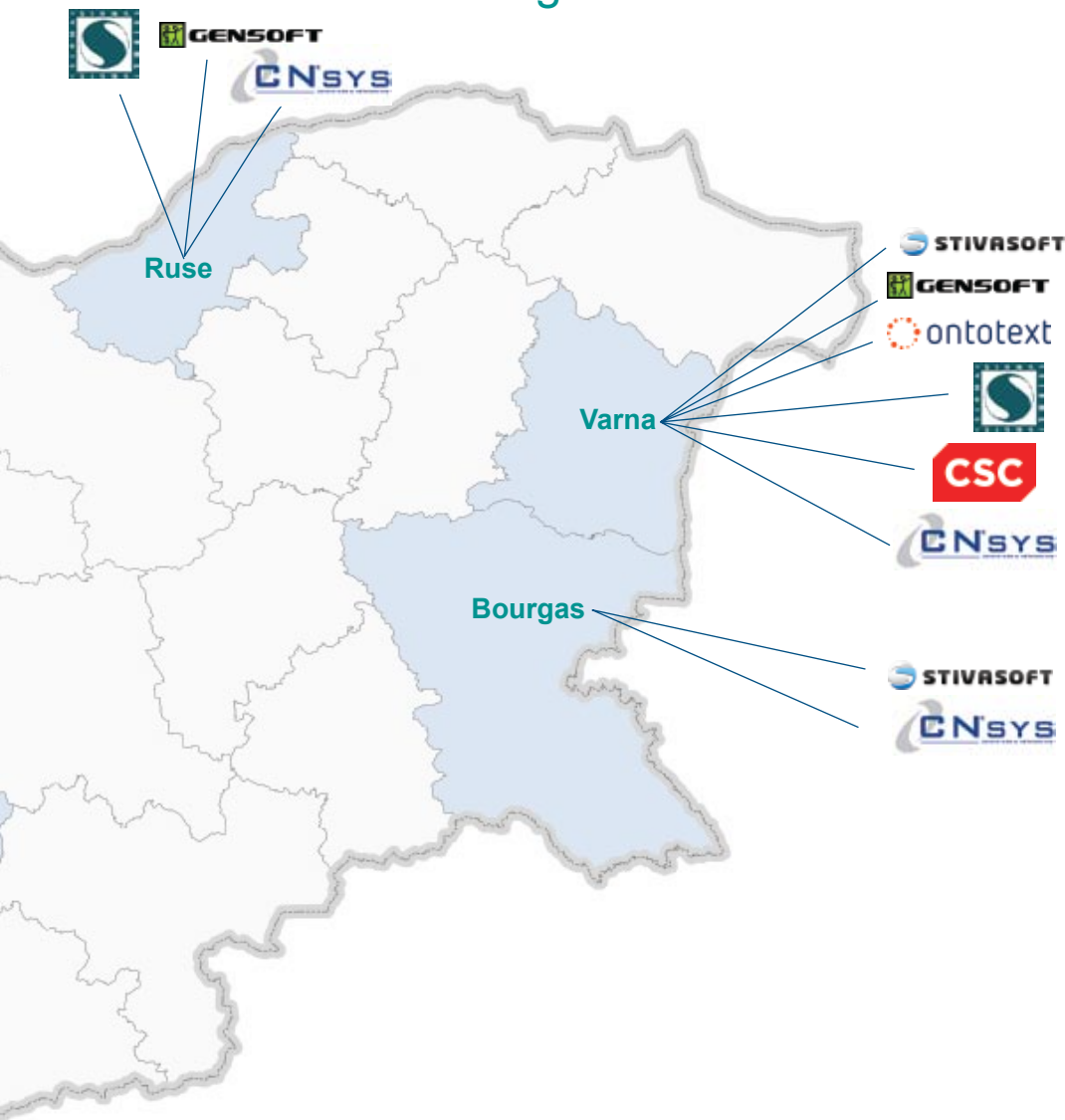
UK receives more than half of the exports for Western Europe.

In 2010 the total exports of the leading 100 Bulgarian IT companies went up by 38.6% year-on-year.

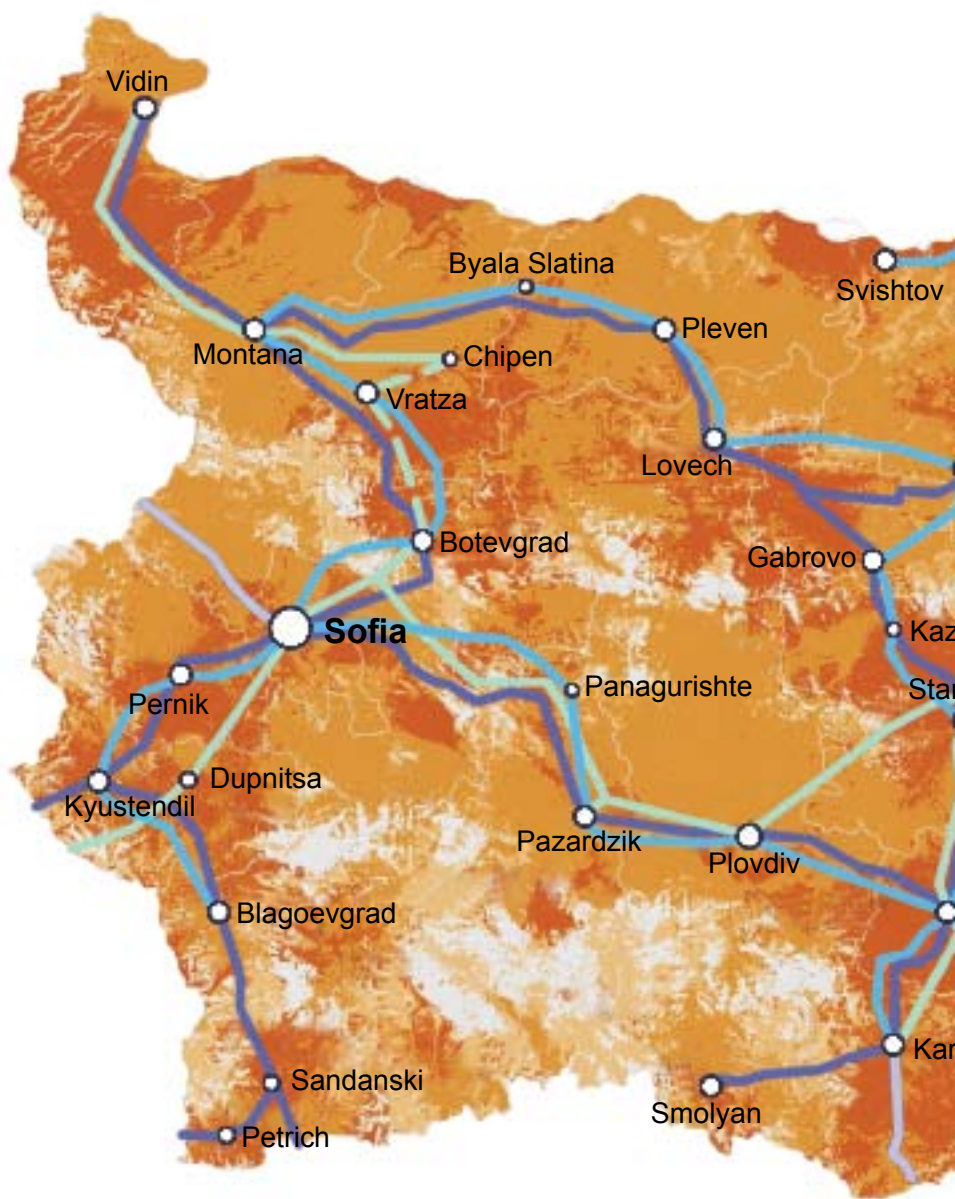
The IT sector is concentrated in Sofia, but destinations for foreign companies



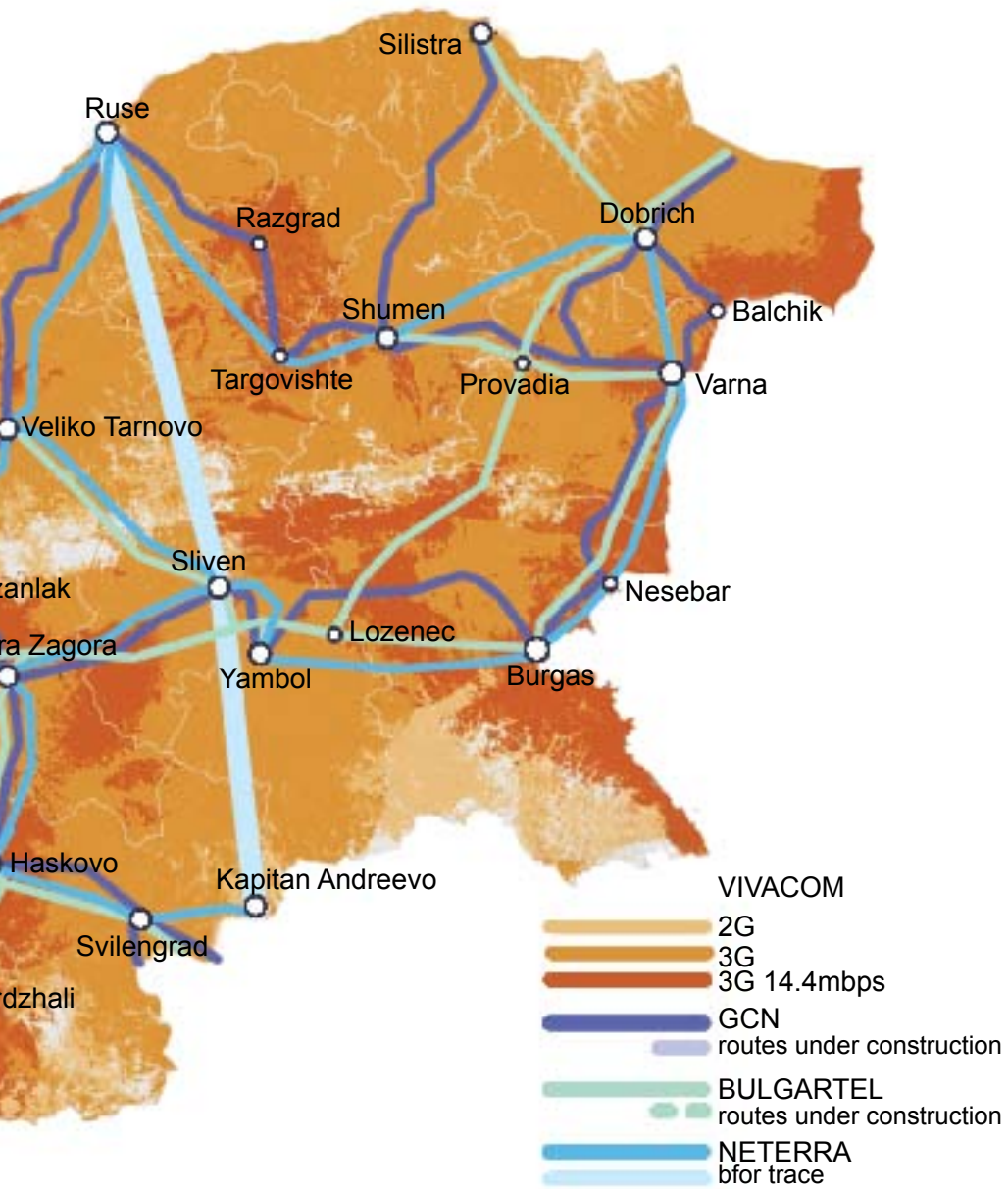
other big cities also represent outsourcing or branches of Bulgarian ones



## Optical network and 3G coverage of



the main telecom operators (2011)





## Bulgaria offers excellent internet infrastructure



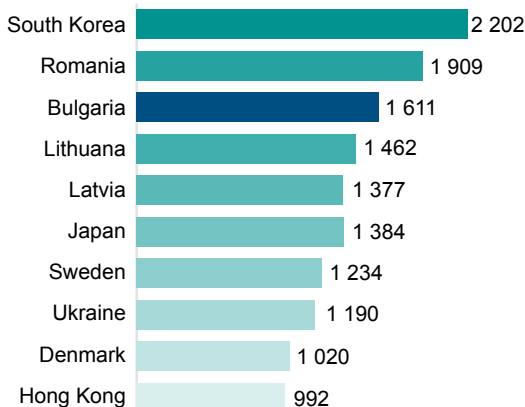
According to the third Annual broadband study by Cisco, Sofia ranks 11th in quality of the Internet connection and 6th out of European cities.



“ Having in mind the internet speed, I would like to live in Sofia.

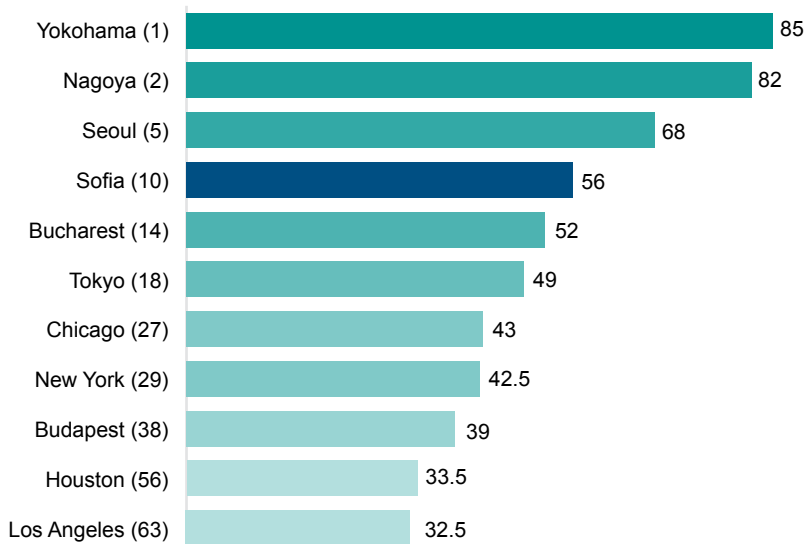
Fernando Gil de Bernabe, senior director at Cisco

**A recent study shows that Bulgaria ranks third in the world in terms of fastest internet connection (download speed Kbps)**





## Sofia is among the worldwide leaders in broadband quality (Broadband Quality Score 2009 (BQS))



The third annual study from Saïd Business School, Oxford University, looks at broadband quality in 72 countries and 239 cities. Bulgaria was among the 14 of them already prepared for the Internet “applications of tomorrow“, such as high definition Internet TV and high quality video communications services (consumer telepresence) etc.

**By this criteria Bulgaria topped the list of Efficiency-driven economies with a 57% increase in BQS.**



Sofia has about 10 public and more than 125 private free Wi-Fi zones.



## Bulgaria also provides advantageous conditions for foreign investors and local companies

Bulgaria achieved a vast improvement in terms of ease of starting a business, leaping from 81<sup>st</sup> position out of 183 countries in the 2009 Doing Business report to 59<sup>th</sup> in the 2012 report.



Bulgaria, Romania and other locations on the outskirts of Europe are plying a new twist on the craze for sending technology development offshore.

Business Week

Substantial EU funding available following Bulgaria's EU accession.

Business Monitor International

Under the EU Competitiveness and Innovations Programme for 2007-2013, Bulgaria will receive € 728mIn to promote the use of ICT.



### case study

Under OP Competitiveness the IT company Datex received funding in the amount of €600 000 in order to expand and update its workshop for installation of printed circuit boards. The result was increased quality and export of production with reduced production costs.



# HUMAN RESOURCES

## Bulgaria's solid traditions in informatics education bring high-qualified ICT specialists to the market



Bulgaria stands for a critical mass of highly-qualified, well-educated professionals who bring together proven practical understanding of business with high-level theoretical skills to deliver efficient, cost-effective international solutions.

A.T.Kearney

### Key facts on Human Resources Availability:

- 220 high-schools with ICT-focused curricula backed up with a solid language preparation
- Over 15 Universities offering majors in ICT
- A range of ICT Certificate programs available, ranking Bulgaria 3rd in Europe with regard to ICT Certified professionals
- Substantial supply of specialists, including educated abroad
- Competitive wages

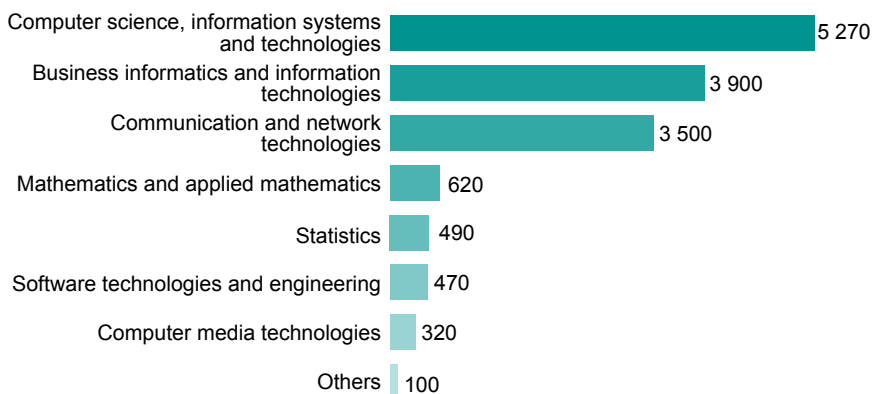
Bulgaria has an unusually well-developed educational system specializing in electronics, engineering, and computer sciences.

Outsourcing Center – an Alsbridge Company



3500 students get a degree in IT from Universities in Bulgaria each year. Data indicate an upward positive trend as total enrollment has doubled since 2001.

#### Breakdown of enrolled students per IT curriculum



#### Around 90% of the employees have graduated from two universities:

- Technical University – Sofia: 41.5%
- Sofia University: 38.8%



### Sofia University

- 25 000 students
- Faculty of Mathematics and Informatics has around 2 500 enrolled students annually
- Attracts winners of prestigious regional and global competitions
- Laboratories run by IBM, Oracle
- Affiliate center of Harvard University
- 16 Faculties: Modern languages, Law, Economics and Business Administration, Natural Sciences, etc.
- Double diploma programs with Paris Sorbonne and Bordeaux IV, City University of Seattle
- Business and technical majors taught in English, French or German

[www.uni-sofia.bg](http://www.uni-sofia.bg)



### Technical University of Sofia

- 14 000 students
- Faculties in Electronics, Computer Science, Machine Building, Transport, Telecommunications, Business Administration
- Three Engineering faculties with foreign language tuition, respectively English, French and German
- Partnerships with international technological companies such as Siemens, Ericsson, Hewlett-Packard, Microsoft, Daimler Chrysler, Globul, etc.

[www.tu-sofia.bg](http://www.tu-sofia.bg)



### New Bulgarian University Sofia

- 12 000 students
- Private university
- Specializes in Social sciences, Natural Sciences and Technologies, Arts
- Affiliated by the Open University in Great Britain
- Attracts honorable lecturers from all over the world
- Modern equipment and established research activity

[www.nbu.bg](http://www.nbu.bg)



**American university in Blagoevgrad**

- 1 200 students
- Private University
- Departments of Languages and Literature, Business, Computer Science, Economics, Journalism and Communication, Mathematics and Science, Political Science
- Provides graduates with the opportunity to continue their education at prestigious universities in the United States and Europe, such as Harvard Business School, Columbia, UCL, MIT

[www.aubg.bg](http://www.aubg.bg)

**Varna Technical University**

- 4 500 students
- IT majors include:
  - Software and Internet Technologies
  - Computer systems and technologies
- The University offers 7 specialized laboratories with the latest IT technologies
- The project developed by the department “Integration of Virtualization and Mobility for Learning” won a world award for 2009 in “HP Innovation in Education 2009 Grant Initiative”

[www.tu-varna.bg](http://www.tu-varna.bg)

**University of Plovdiv**

- 12 000 students
  - Faculties of Economic and Social studies, Mathematics and Informatics, Modern languages, Law, Philosophy and History
  - Collaboration with other educational institutions from the EU, India, Indonesia, Canada, Columbia, Mexico, Russia and Turkey
- [uni-plovdiv.bg](http://uni-plovdiv.bg)



## Bulgaria holds 3rd place in Europe and 10th position worldwide regarding the absolute number of certified ICT professionals



- IBM, Microsoft, and ESRI offer a variety of intensive training programs



- 56 CISCO Academies:  
- 3 000 students annually  
- 17 000 persons were trained in Cisco programmes over the past five years



- SAP University Alliances program:  
- Sofia University  
- Sofia Technical University  
- University of National and World Economy



- Oracle Academy works with high schools and universities' IT departments



- Over 1 000 Bulgarians have received accreditations in HP Education Centre Bulgaria



53% of employees in ICT have a master degree.

53% of network specialists have obtained recognized ICT certificates.

Currently there are **220 schools** in different regions in Bulgaria that offer specialized preparation in ICT.

- Approximately 15 000 students receive a solid background in ICT right after graduating from school
- English is the language offered in addition to ICT training in most schools (82%) with German and French programs being also widely spread

Bulgarian schools are traditionally providing high-quality education in the fields of mathematics and informatics. In the last 15 years Bulgarian students have won 10 gold, 22 silver and 22 bronze medals at the International Olympiad in Informatics.

Bulgarian high school students were awarded 5 medals at the 2011 International Olympiad in Informatics.



... The International Olympiad in Informatics was proposed by the Bulgarian Professor Sendov, delegate to the UNESCO.

... The first Olympiad took place in the town of Pravets, Bulgaria, in May 1989.

... The Olympiad returned to Bulgaria 20 years later, in 2009 in Plovdiv.

[International Olympiad in Informatics Official Site](#)

## Bulgarian high schools - Examples



### Pravets Vocational School of Computer Technology and Systems

- Accredited by the Technical University of Sofia in 1986
- Over 2 000 ICT graduates
- Curricula includes advanced classes in microprocessor techniques, computer architecture, multimedia, etc.
- more than 950 hours of English are provided
- Teachers in the school are outstanding lecturers from the Technical University of Sofia



### Sofia High School of Mathematics

- Specializes in mathematics and informatics for students between the grades of four and twelve
- Intensive language programs introduced in the curricula
- Regular participation in contests in mathematics and informatics
- A record of Champions from the International Mathematics and Informatics Olympiads



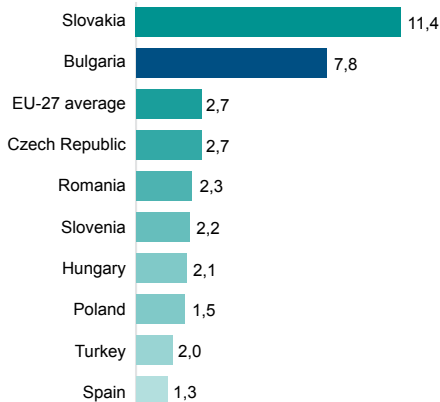
Bulgarian secondary education is among the best in the world: this country ranks 5th in the world in sciences, 11th in mathematics.

World Bank and The Economist ranking

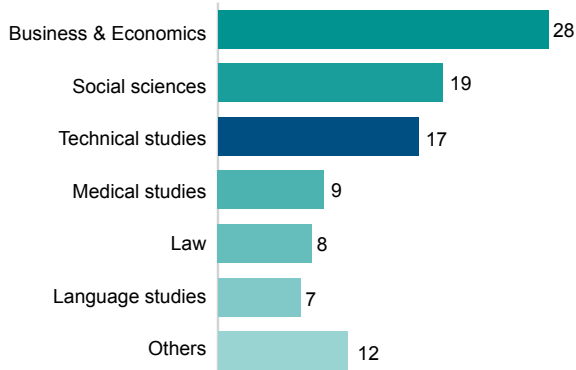
Bulgaria has one of the highest proportions of students abroad from all European countries and 17% of those returning to the country have majored in Technical studies.



**Students in another EU / EEA country, (%) of all**



**Breakdown of students who returned to Bulgaria by university majors, 2006-2010 (%)**



Besides the good working environment and attractive remuneration, an IT specialist has a lot of opportunities to build a career and gain experience in Bulgaria. Most of my colleagues in Vienna have either returned to Bulgaria or plan to do it after their graduation.

Jordan Naydenov, Software engineer at ProSyst, Bachelor degree in Informatics and Management, Vienna Technical University



### According to Deutsche Welle...

...Bulgarians represent the second largest foreign student community in Germany, after Chinese.

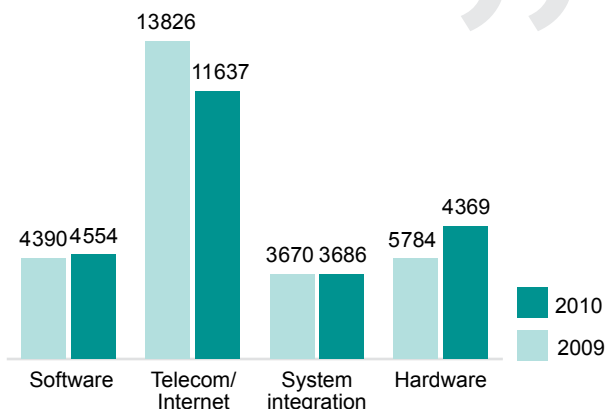
...Economics and Computing are the most popular majors among them.

## Bulgaria boasts with very well supplied IT sector in terms of qualified specialists...

Bulgarian IT labour market is among the fastest developing in Europe, with remuneration packages, qualifications of professionals and development opportunities reaching the highest levels in Bulgaria's labour market.

Goal Europe

Total employment by sectors



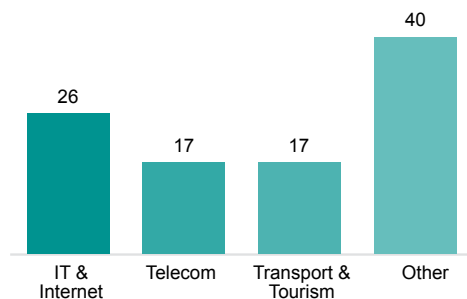
- Concentration of ICT experts in Sofia and large cities with population over 100 thousand (74% of workers in the sector)
- Basically young professionals - 74% are aged under 45 years
- The majority of ICT professionals work in Bulgarian private companies (69%)

Source: ICT Top 100, Computerworld, 2011

New business model (i.e. Co-employment) allows for the development of IT projects of global companies in Bulgaria through employing Bulgarian specialists to develop their basic platforms and applications. "Bulgaria has a tradition in the IT sector and the demand for specialists of foreign companies will continue to strengthen in 2012."

Source: QSGB

Expected biggest source industries for new contracts in Bulgaria (%)



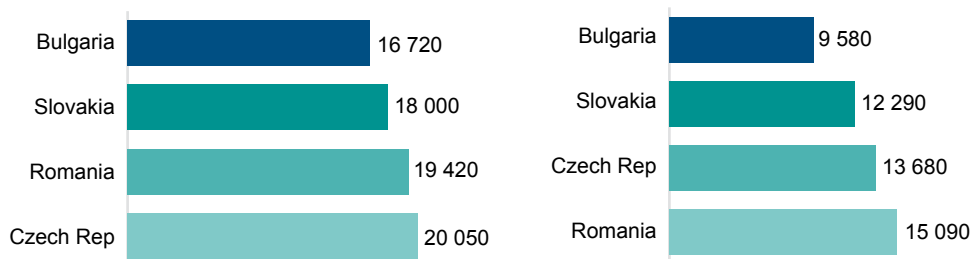
Source: exentix, 2011



## ...working at competitive wages

- Wages in Bulgaria for ICT specialists remain relatively lower compared to neighboring countries and vary significantly among different cities
- Salaries in the ICT sector are dependent on several factors: location, education, qualifications and experience.
- 2011 indicated minor drop in wages and annual bonuses.  
However, salaries remain among the highest compared to other sectors

### Average annual salary for senior & junior software engineers, (€)

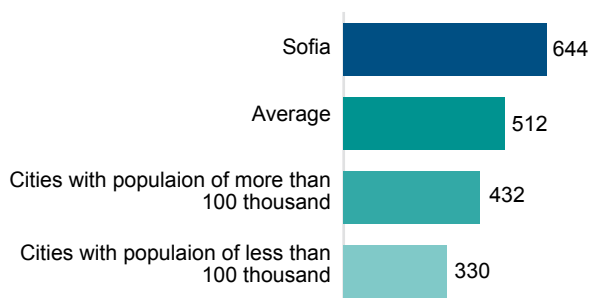


Note: Depending on the experience the salaries could be higher

Source: Payscale 2010

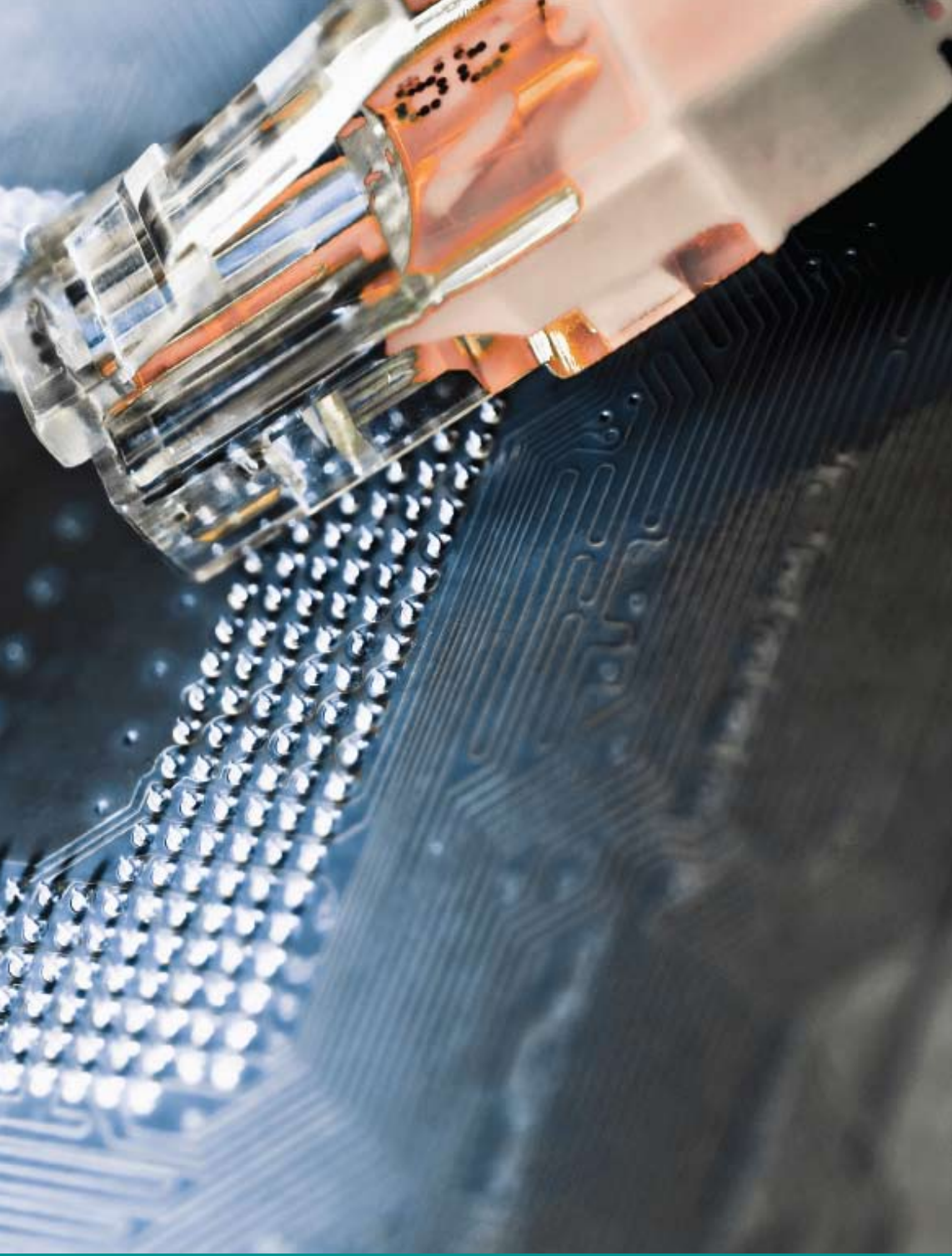
ICT remuneration in Sofia is around 20% higher than the average for the country.

### Comparison of Net Salary in Sofia and other Bulgarian cities (€/month.)





**SUCCESS STORIES**





**Established:** 2011 (through the acquisition of Siemens IT Solutions and Services)

**Personnel:** 100

**Activities:**

Homeland security systems, Cloud

<http://bg.atos.net/bg-bg>

- Ranked #1 System integrator in Bulgaria for 2010 (According to Computerworld IT Top 100 Companies in Bulgaria)
- The largest SAP integrator in Bulgaria (ERP, CRM, BI, HR) with more than 60 implementations on the local market



Official Global IT partner for the Olympics in London 2012, for the Winter Games in Sochi in 2014 and Rio de Janeiro in 2016.

**The Bulgarian subsidiary of the company will be a part of the project.** Atos integrates, manages and backups the giant IT system that sends the competition results and athlete information to the various audiences and media representatives in less than 0.3 seconds. As Worldwide IT Partner of the International Olympic Committee, Atos is responsible for leading the consortium of IT partners to design, build and operate the massive, mission critical IT infrastructure and solutions that will support the London 2012 Games.



Bulgaria could be a perfect provider of boutique IT services as well as the EU platform for penetration in the smaller Eastern European markets. The country's biggest advantage is its macroeconomic predictability and the risk management capabilities of Bulgarian software engineers.

Veska Davidiva, CEO, Atos, Bulgaria



**Established:** 1999

**Personnel:** 100

**Activities:**

Software development,

System integration

[www.cisco.com/web/BG/index.html](http://www.cisco.com/web/BG/index.html)

- Bulgaria is one of the few locations worldwide for CISCO's software development core activities
- Completed major infrastructure projects for Bulgaria's largest telecom companies

#### Investor in educational initiatives:

Cisco has a long history in education and talent development with Cisco Networking Academy. Cisco Networking Academy program was launched in Bulgaria in 1999. Currently there are 50 academies and over 3 500 students participating in the program across the country. Since the launch of Cisco Networking Academy, over 17 000 Bulgarian students participated in networking academy courses.

#### Sofia R&D Office

Cisco Sofia R&D office is a part of the Cisco Enterprise Collaboration Platform. Currently employs around 70 people who work in various roles covering the full spectrum of software research and development.



Bulgaria is the perfect location for a small and medium investment in the IT sector, which needs a wide spectrum of services provided by qualified multilingual human resources at optimal price.

Borislav Dimitrov, General Manager,  
CISCO Bulgaria





**Established:** 2008 (acquisition of Software Company OBS by CSC)

**Personnel:** 640

**Activities:** Software development, integration and Maintenance

[www.csc.com](http://www.csc.com)

GraphTalk A.I.A is the preferred Insurance software solution of many multinational Insurance Companies.

CSC Bulgaria is part of GraphTalk A.I.A Competency Centre involved in the development of the industry-leading insurance administration software solution for life, pensions, health and general insurance.



CSC Bulgaria manages projects in their entirety (writing of specifications, developments, tests, integration and maintenance).

“The stable political, macroeconomic and financial environment are only some of the reasons to choose Bulgaria as a place to do business. Another essential reason are People. They are highly skilled, multilingual and very committed to their job.”

Jean-Charles Miginiac,  
Managing Director, CSC Bulgaria





**Established:** 2007

(by acquiring the outsourcing company Sciant)

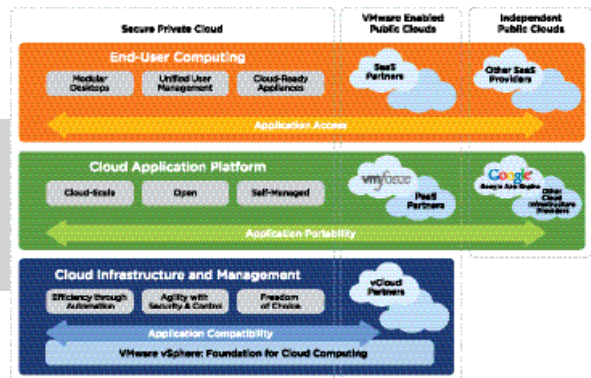
**Personnel:** 300

**Activities:** Cloud and Infrastructure, Management, Automation and Availability

[www.vmware.com](http://www.vmware.com)

- The largest Global Development Center for the company in the EMEA region and the 3rd largest R&D site for VMware globally
- Recognized as the most mature site outside of Palo Alto and one the most successful VMware R&D centers throughout the world

Products driven by the team in Bulgaria are: vSphere Client, VC Orchestrator, PowerCLI. The team has significant contribution towards: vCloud Director, Virtual Center, Site Recovery Manager, vCOPs.



“VMware has made and continues to make significant investments in Bulgaria. The team in Sofia is adding strategic value to the overall product portfolio of the company and the plan is for a continuous growth and development.

The company also invested in a state of art office facilities for 400 people, high-quality in-house lab space, and a co-location datacenter, which is hosting equipment for the EMEA R&D Engineering teams.”

Diana Stefanova, Managing Site Director for VMware Bulgaria.



**Established:** 2001

**Personnel:** 500

**Activities:** Automotive Research & Development Engineering Center

[www.johnsoncontrols.com](http://www.johnsoncontrols.com)



- Created more than 120 electronic devices which you can see in 8 out of 10 cars in Europe
- Performs testing and validation of products safety
- Has 8 centers worldwide for research and development of new products, but the one in Sofia is the largest for car electronics
- Created software for the operation of electronics in the dashboard and multimedia systems in models of almost all car companies
- Funds programs in four technical and one business-oriented universities and has an internship program



### Client: Peugeot

**Description:** Johnson Controls – Bulgaria recently was named a winner of a 2010 PSA Peugeot Citroen Innovations Award for this head up display, The product software was developed entirely in Bulgaria.

This optional device displays key vehicle information such as speed, cruise control, speed limiter status and distance alert times, directly in the driver's primary field of vision, so there is no need for drivers to take their eyes off the road.



## Client: BMW

**Description:** BMW PL6IC is a high end instrument cluster product with several variants (high line, mid line, Rolls Royce and M-sport) for BMW L6 carline (including F01, F10, Rolls Royce, M-Sport and others) It was designed to serve as a multifunctional device with main features related to representation of driver information on its own big TFT display, control lamps, stepper motors, etc. It also generates the picture on the Head-Up Display. It is developed by JCI (develops the Cluster Sub System) and Robert Bosch (develops the Graphics Sub System).



## Client: Ford

### Description:

The cluster is inheritor of well known Ford HEV cluster and is especially developed for Lincoln cars. As its predecessor, it has 2 TFT displays (800 x 480 pix) and a central speedometer pointer.

### There are few software extra additions:

- New Lincoln color graphics (the gray gauges on the picture)
- New Lincoln warning sounds
- ECO flowers on the right hand screen – with this new feature, Ford's idea is in form of a game to motivate people to drive more efficiently and ecologically (to have more flowers, you should drive more efficiently)

**Microsoft****Established:** 1999**Personnel:** 50**Activities:** System

Administration &amp; Support

[www.microsoft.com/bulgaria](http://www.microsoft.com/bulgaria)

Microsoft Bulgaria is the biggest investor in Bulgarian education from the private sector. Within the period 2003-2011 the company has invested more than 1.5 mln USD through its program Partners in Learning to support projects and initiatives in the secondary education in Bulgaria, aligned with national priorities in the field of IT.

With the overall implementation of DigiKlazzz project, as part of the Program, Microsoft Bulgaria was awarded "Investor in Knowledge" for 2010 by the Bulgarian Business Leaders Forum.



Bulgarian students have excellent results at Microsoft's Imagine Cup - the world's largest student technology competition. More than 400 students participated within 2007-2011:

- Bookvars, winner of the final in 2007, improving education
- Atlas, winner of the final in 2008, environmental sustainability
- Envision, winner of the final in 2009, primary education
- IThink, winner of the final in 2010, education etc.

The Bulgarian Company Abbaty was awarded Microsoft Partner of the Year 2011 for the successful implementation of Census 2011 with system based on Microsoft technologies.



**Established:** 1998

**Personnel:** 60

**Activities:** Mobile & Wireless  
Software Solutions

[www.bianor.com](http://www.bianor.com)

- Provides consulting services and delivers technology solutions to clients around the Globe
- Projects range from Telecom-grade back-end services to enterprise and consumer mobile applications



### iMediaShare - Experience Personal TV

- iMediaShare transforms the smartphone into a remote control, allowing seamless streaming of online media on TV, and requires no setup or cables
- Allows one-click wireless streaming of personal and favorite online multimedia to home media centers via a mobile phone
- Addresses the issue of convenient on-demand access to online video content from home TVs and access to channel subscriptions anywhere on any device
- The service aims to provide distribution technology to media companies and video pre-roll ad space for targeted advertisement



**Established:** 1997

**Personnel:** 85

**Activities:** Embedded  
Software,  
OSGi Solutions

[www.prosyst.com](http://www.prosyst.com)

- The company was founded in 1997 in Cologne, Germany
- Software development is entirely made in Bulgaria or in cooperation with the offices in Germany and South Korea, with the leading role of the Bulgarian team
- Production is entirely exported

Several projects have been awarded from leading service providers in EU, US and Asia



In 2000 with half of the employees of the company was formed ProSyst 1, which was bought by SAP. In the process of negotiations and commercial transactions, it was renamed InQMy, then became part of the software giant SAP and its technology center under the name SAP Labs Bulgaria.

ProSyst's OSGi implementation mBS was sold over 4 000 000 times



ProSyst has a truly global customer base ranging from Fortune 100 corporations to individual developers: Philips, Audi, BMW, Samsung, Deutsche Telekom, Nokia, Siemens, Motorola, Alcatel-Lucent, Cisco, Miele, Johnson Controls, SAP, HP, Bosch, Telefonica etc.



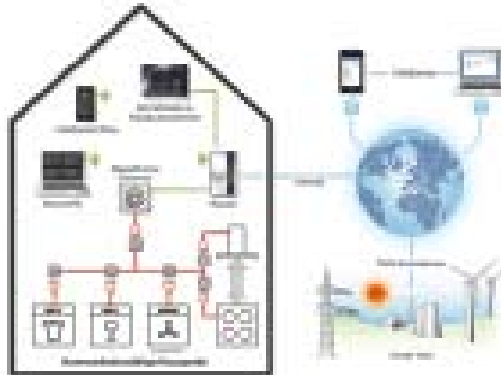
### The Busch-ComfortTouch

- The Busch-ComfortTouch combines the functions of a house control, a home infotainment centre and entertainment centre
- With the Busch-ComfortTouch, you can operate or dim the lights, control your blinds, regulate the room temperature, play MP3 or video files, access email, surf the web or set the wake up alarm – even by remote control
- Busch-ComfortTouch runs ProSyst mBS OSGi technology



### Miele@home – features:

- With SuperVision, the current status of networked appliances can be read in a central location, for example on the display panel of the oven
- The connectivity feature allows communication between hobs and cooker hoods, with results being a good room climate and protection of the environment as unnecessary energy consumption is avoided
- With the “InfoService” function, appliances can send status updates, instructions and error messages by e-mail – accompanied by tips on how to resolve them



- With the use of a Miele Gateway, networked household appliances are integrated into the existing domestic bus system. This allows the remote control and management of connected household appliances, for example from a personal computer via the internet, or a mobile phone
- In a Smart grid, electricity prices vary throughout the day and reflect supply and demand. With smart grid technology, Miele appliances are able to use lower-rate tariffs offered by electricity boards



**Established:** 2000

**Personnel:** 500

**Activities:** Software research  
& development, maintenance  
& support

[www.sap.com/bulgaria/index.epx](http://www.sap.com/bulgaria/index.epx)

SAP is the world's largest business software company – with more than 54 000 employees and development locations in more than 50 countries worldwide.

Eleven years ago SAP came to Bulgaria to fill out a concrete product gap and stayed because of the talent. By leveraging that potential, over the last years the SAP Labs Bulgaria grew to more than 500 employees and managed to position SAP as a key player in the worldwide Java community. The Sofia Lab investment into the Enterprise Java space powers up practically all Java-based products at SAP.

Plamen Tilev, Managing Director, SAP Labs Bulgaria.



Bulgaria is one of the few locations of SAP Labs Software development worldwide.



As a technological center involved in the R&D of SAP's platforms for developing business processes and applications, the Lab contributes to the foundation of the on-premise deliveries such as SAP NetWeaver, Composition Environment, BPM, PI, Enterprise Portal – including their administration and lifecycle management. In the on-demand space, the Lab is delivering the major part of SAP's Java OnDemand Platform.

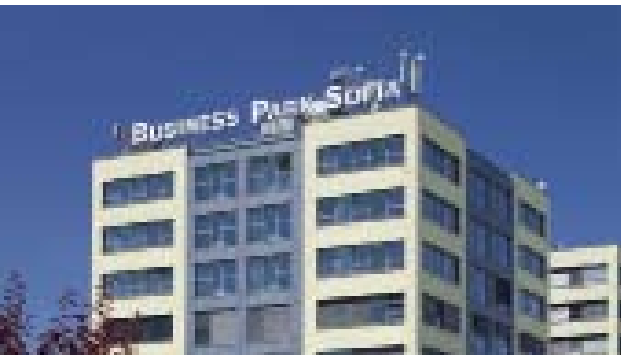


SAP NetWeaver Platform Development.

**The Lab is one of the pioneers and leaders in applying Lean thinking and agile methodologies to large-scale software development in Bulgaria.**

The company is an active member of the Bulgarian business community organizing and supporting business events with focus on software development. It also collaborates with Bulgarian universities under the SAP University Alliances program.

SAP Labs won Hewitt Best Employer Award in Bulgaria for 2006 and 2008. The Lab became ICT company of the year for 2008. It also received the International Investor in South East Europe prize and was nominated for European Business awards.

**BULPROS**  
BUILD ON OUR EXPERIENCE**Established:** 2010**Personnel:** 70**Activities:** Software Development, Customer Services, Web & Mobile, Development and System Integration.[www.bulpros.com](http://www.bulpros.com)

- **BULPROS Contract Management Builder Suite** is the main company solution which is based on MS Sharepoint technology and serves all aspects of ECM, Document Management, Workflow Management and Process engineering
- **BULPROS WebDesigner Solution Kit** is the company solution for delivery of high class web and mobile applications
- **BULPROS** is acting globally with clients from Australia, Germany, UK, Eastern Europe, USA etc.



....“With its strong cultural and geographic links to Western Europe and the large number of graduates from Technical universities, Bulgaria offers excellent conditions for IT outsourcing activities.”

Ivaylo Slavov, CEO of Bulpros



**Established:** 1990

**Personnel:** 170

**Activities:** Software development and implementation

[www.fadata.bg](http://www.fadata.bg)

- Software for insurance business of companies selling Property & Casualty, Life & Pension and Health policies
- Modular solution that provides full coverage of all aspects of insurance business area both horizontally and vertically

- Provides global distribution system and supports subsidiaries as well as partners' network in more than 20 countries
- Completed over 180 projects across Europe, Middle East, Africa, Asia, and America



- Global customer base with more than 40 installations for insurance companies
- Organizing the straight through processing, which may be activated by INSIS, external systems, customer web sites and agency portals
- Ranked N1 in all but 1 areas of analysis in the latest Gartner report discussing the Critical Capabilities for European Non-Life Policy Administration Systems
- Recognized for its ability to expand with the business in multiple countries and companies, its flexibility through its rules approach and customer-centric concept



**Established:** 2000

**Personnel:** 135

**Activities:** Software  
development Multimedia

<http://melon.bg>

Own products (30 mobile apps):

- 200,000 app downloads per month
- Over 10 million devices host Melon Apps



smartmuseum

The Smart Museum project under the European 6th framework program was awarded during the World Summit Awards in Abu Dhabi in 2010 competing with over 420 projects from nearly 100 countries. With SmartMuseum, visitors of museums and special sites can register via their mobile devices and receive a full-featured audio-visual guided tour of the site on-the-go.



**Pre-installs for Nokia, est.  
5 000 000 devices:**

Since 2007 Nokia has licensed a fully functional version of Advanced Call Manager for global distribution with the Nokia E71, E66 and E63 thus making the application instantly available to Nokia users as part of the standard preloaded software offering. Advanced Call Manager, Advanced Device Locks and SMS Spam Manager have been included as part of the built-in software set for the Nokia E-series in the APAC region. Full versions of SMS Spam Manager and Easy Reject are preinstalled on a range of Nokia E-series and N-series phones in Nokia India.





## E-Learning products and services

- Learning Management Platform and Authoring Tools
- 50 000+ learners use Melon products and content

## Software development services for

- Enterprise Customers (Coca-Cola Hellenic, Nokia, Philips, Egmont, Selecta)
- 25+ Startups, 1/4 based in London (Bookatable.com, fotoalbum.eu)
- Software Companies/Outsourcing Agencies in EU and USA



The Battery saver application for Symbian was downloaded by 1mln.users in 6 months.



**Established:** 2000

**Personnel:** 200+

**Activities:**

Software development,

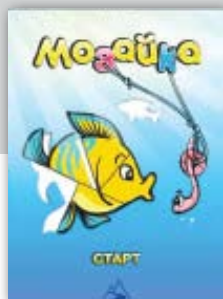
System integration,

Embedded & Mobile Apps

<http://musala.bg>



- The first Bulgarian company to receive International award “Software Excellence” in category “Small and Medium Enterprises” for the successful certification at CMMI Level 3 by the European Software Institute (2010)
- Sponsors the National Informatics and Mathematics Team
- Annual expenditures of the company for R&D and innovations form 10% of total expenditures



The purpose of Musala Soft's educational games is to provide children with the opportunity to learn while playing. The games help develop logical thinking, creativity and guidance of children through complex geometric shapes. The first games are iOS based (iPhone / iPad / iPod) but the team considers opportunities to include other popular platforms / devices (Android, Nokia OVI, WP7).

**Smart Source Analyzer** - platform for upgrade, audit and quality management of software development systems. Using the methods of static analysis and artificial intelligence the platform identifies and analyzes software systems, problematic elements and anti-models. Partners in the project are Sofia University, Technical University - Sofia, Bulgarian Academy of Science.

# Netage<sup>®</sup>

**Established:** 1998

**Activities:** Web design & development

**Specialties:** Online media, E-shops, Corporate websites, SEO

[www.netage.bg](http://www.netage.bg);

- Clients: **220 +**
  - Projects: **350 +**
  - Awards: **70 +, 3 times**
- “Agency of the Year”**

**Clients include:**

- The World Bank
- Fibank
- Colliers International
- Lindner etc.

Completed over 350 projects for more than 220 large corporate clients in the United States, Europe and Bulgaria, building web sites to international quality standards.

Developed highly sophisticated systems for online media content management, e-shops, portals, intranets.

Integrated clients' corporate websites with ERPs, CRMs and other 3rd party software.



## NetageSolutions

Your Edge<sup>™</sup>

[www.netagesolutions.com](http://www.netagesolutions.com)

is the premier provider of CRM software and online reporting systems for the alternative assets industry, including private equity and venture capital firms, hedge funds, real estate investment firms, funds of funds, prime brokers, family offices, and institutional investors.

With over a decade of industry experience, Netage Solutions' Dynamo<sup>™</sup> is the proven platform for more than 200 of the world's premier alternative investment firms. Collectively, company clients manage \$400 billion in assets.



**Established:** 1998

**Personnel:** 150

**Activities:** Software development services, Consulting, Product development

<http://nemetschek.bg>



- Has been selected for Best Employer in Bulgaria and is listed in the Top 10 ranking for Best employers in Eeastern Europe
- It is among the first 3 Bulgarian software companies, certified against Capability Maturity Model Integration
- Nemetschek has provided software development services through its partners to end customers like Chrysler, Rolls Royce, Maserati, Honda, Biticino, Allianz and others
- Provides software development services to one of the international leaders in EDMS (Electronic Document Management System) DocuWare and additionally implement their solution in organizations like Bulgarian Ministry of Culture, Sofia Municipality, National Assembly, National Library and others
- The CAD (Computer-Aided Design) systems, developed by Nemetschek Bulgaria for its US partner have turned into worldwide leaders and one of the most preferred in Japan



Bulgarian IT sector is mature enough to offer good specialists and technological know-how. What makes it different, is the added value provided to the customers.

George Brashnarov, General manager of  
Nemetschek Bulgaria



**Established:** 2001

**Personnel:** 700

**Activities:** Telecommunications,  
Intelligent buildings, Wireless Networks,  
System Integration, Intelligent  
Buildings, Complete Office Solution



- In 2010 generated revenues of over € 45 million.
- The group has over 700 people staff in offices in 7 countries in Central and Eastern Europe, about 300 of them work in Bulgaria.
- Has a leading role in building the next generation networks, and is among the main companies taking part in the imposition of ADSL and triple play (voice, data, TV).
- The first system integrator in South Eastern Europe to have been certified partner for Cisco Powered Managed Services offering (Managed Services) WAN, LAN, security and IP communications.



Among the company's customers are the three main Bulgarian telecom operators.

Telelink is an approved supplier to NATO under contract for basic supplies to NATO C3 Agency.

Among the initiators of intelligent building management and facilities in Bulgaria, Serbia and Macedonia.



Sirma Mobile

**Established:** 2008**Personnel:** 10**Activities:** Mobile software development<http://sirmamobile.com>

**Sirma Mobile developed Bipper** – first of its kind mobile parental control system. The innovative solution won several awards such as Mobile Premier Award 2010, SIMagine 2010, Bully Award 2010, The Rosing Prize 2010, and few more.

The planned localization allows you to determine the time your child to be localized via sms. A touch of a button gives the location of your child. Requests are free of charge.



**Panaton Standard allows you to:**

- Start conference fast and easy with your mobile phone
- Real time conference call management in your browser or desktop
- Manage conferences from all OSs
- Email and SMS notifications
- Integrates with your CRM
- Share address books
- Automatically place conferences in Outlook and Google calendars etc.





## Mobile innovation...

### Where Am I

#### Let people know where you are!

This application can send SMS or email with your coordinates and link to Google Maps. This link also opens in Maps application on Android and iPhone, and can be used as an endpoint for driving directions.

#### Features

- Send current location via SMS or e-mail
- View current location on map
- Send meeting point to friend



### Sofspirka

Depending on your location calculated by the integrated GPS receiver, the program gives you information about the closest stops and buses that you can use; detailed information about the number of bus lines, their direction, times of arrival and distance from you and Google Map that you can use to reach the desired station.

We have highly educated IT specialists, fast broadband, stable economy and transparent financial & tax policy as a part of EU which makes Bulgaria a successful hub for support of foreign start-ups.

Momchill Zarev  
Head of Sirma Mobile



**Established:** 1991

**Personnel:** 70

**Activities:** Telecommunications,  
Networking and Microelectronics

[www.smartcom.bg](http://www.smartcom.bg)

- Provides design, system integration and system support services
- More than 100 completed projects throughout the EMEA region
- Awarded the 2010 Bulgarian Innovation award in the medium sized enterprise category

In the field of microelectronics the company develops Electronic Design Automation (EDA) software and provides Design Enablement services. The EDA department research agenda includes also modeling, design and simulation of radio-frequency (RF) and microelectromechanical systems (MEMS).

### Strong Access Family



- An integrated approach to Active Ethernet based Fiber to the Home (FTTH) triple and quad play services
- Uses DHCP relay that allows user identification and better subscriber management
- Applies Quality of Service (QoS) and Bandwidth Control mechanisms to ensure high level end user services
- Has advanced remote configuration monitoring and management



**Established:** 2002

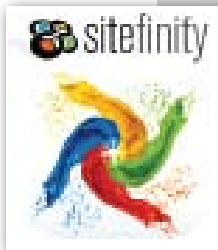
**Personnel:** 350

**Activities:** Software development

[www.telerik.com](http://www.telerik.com)

- Over 100,000 organizations in 94 countries use Telerik products
- Telerik customers include many Fortune 500 companies, as well as renowned educational, governmental and non-profit institutions
- 9 offices worldwide

In October of 2007, Deloitte Touche Tohmatsu ranked Telerik 3rd in its “Rising Star” Technology Fast 50 program for the 50 fastest growing technology companies in Central and Eastern Europe. The award is based upon the percentage revenue growth over the previous three years.



#### **The next-generation web platform for public websites and intranets**

Sitefinity – the next-generation web platform for public websites and intranets trusted by over 8,000 customers, among which Heathrow Airport, Toyota, Coca Cola, BASF, Bayer, AT&T, IKEA and many other leading companies in various industries.

Telerik is Microsoft Gold Certified Partner. Microsoft announced Telerik as winner of the 2010 Central and Eastern European Partner of the Year Award. The company was selected based on its Sitefinity content management system (CMS).

#### **Products:**

- Data Access – OpenAccess, a convenient tool for building powerful data layers for all popular databases through a visual designer
- TeamPulse – the tool that helps teams organize their work, collaborate and share knowledge



## IBA Services:

- Macroeconomic information
- Legal advice
- Information on operational costs
- Regional data on unemployment, availability of skilled labour force, level of education, infrastructure, foreign investors and industrial zones
- Recommendation of vacant land
- Identification of potential suppliers, subcontractors or joint venture partners
- Individual administrative services
- Contacts with the central and the local authorities
- Contacts with industry chambers, local universities and NGOs



Investing in your future



**EUROPEAN  
UNION**

European Regional  
Development Fund



**NATIONAL  
STRATEGIC  
REFERENCE FRAMEWORK  
2007 – 2013**



OP "Development of  
the Competitiveness  
of the Bulgarian  
Economy" 2007-2013



Project "Promoting the advantages of investing in Bulgaria"

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