

# **Final Project**

**Industrial Trade Networks in Bulgaria**



**14.06.2010**

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## **EXECUTIVE SUMMARY**

The purpose of this report is to investigate the industrial trade networks of Bulgaria for the manufacturing of machines, parts, tools and mechanical equipment. It was assigned by the marketing consultancy KommaNet in order to find out why its main client, the Dutch Centre for Promotion of Imports (CBI), has been unable to make connection with Bulgarian companies and include them in its industrial trade network. The research aims to help CBI in deciding whether there is a potential for cooperation between the participants in its Export Coaching Programme 'Engineering Products' and Bulgarian companies.

It becomes clear that after the collapse of the Soviet market, crucial production networks broke down. The challenge of the reorganisation of the production process and developing a new industrial trade network placed Bulgaria in an unequal position when exposed to the fierce competition of the integrated European market. Even though the European Union had a positive effect on the market orientation and trade, Bulgaria was unable to fully adjust to the competitive environment of Western Europe and make connections. After the crisis experienced, the output of machines, tools, spare parts and equipment has been growing, as the demand for engineering products. There are a great number of manufacturers of the above-mentioned products which are potential clients of CBI. However, the Soviet legacy has led to lack of knowledge and experience, which has affected the current situation of the Bulgarian trade and networks. As a result, Bulgarian companies have missed the opportunity of purchasing supplies from developing countries and their main export target has become neighbouring countries of Bulgaria.

The paper concludes that there is a potential for cooperation between Bulgarian companies and exporting clients participating the CBI programme 'Engineering Products'. The problem of finding Bulgarian companies that CBI has had can be attributed not to the lack of such, but to their Soviet past and the difficult reorientation of their production network and trade to the West. Connecting the exporters of the CBI programme with Bulgarian companies would certainly be of benefit for them in order to find European buyers and develop their trade. On the other hand, buying supplies from developing countries would contribute to the cost efficiency and competitiveness of the Bulgarian manufactured goods.

CBI is recommended to contact Bulgarian companies and connect them with its exporting clients of engineering products from developing countries. It is advisable that the exporters start their export activities to Bulgaria through intermediaries. After they have gained experience and knowledge of the Bulgarian market, CBI should provide its clients with contact information of manufacturing companies. They can be found through a variety of sources, such as associations, online databases and events. In addition, CBI should prepare its clients for export to Bulgaria through the information provided on market access requirements and Bulgarian business culture.

## Table of Contents

<b>1. Introduction .....</b>	<b>6</b>
<b>1.1 Research Methodology .....</b>	<b>7</b>
1.1.1 Desk Research .....	8
1.1.2 Interview .....	8
1.1.3 Survey .....	8
1.1.4 Sample .....	8
1.1.5 Limitations .....	8
<b>2. Industrial Networks .....</b>	<b>10</b>
2.1 Introduction .....	10
2.2 Interview .....	11
2.2.1 Introduction to CBI .....	11
2.2.2 Results .....	11
2.2.3 Discussion .....	13
<b>3. Transition into Market Economy in Bulgaria .....</b>	<b>14</b>
<b>4. European Union Influence .....</b>	<b>16</b>
<b>5. Current Situation of the Industrial Trade and Networks in Bulgaria .....</b>	<b>18</b>
5.1 Introduction .....	18
5.2 Bulgarian Manufacturers .....	19
5.2.1 Survey Results .....	20
5.2.2 Discussion .....	21
<b>6. Conclusion .....</b>	<b>24</b>

<b>7. Recommendations .....</b>	<b>26</b>
7.1 Market Entry Strategies .....	26
7.2 Market Access Requirements .....	30
7.3 Doing Business in Bulgaria .....	31
7.4 Conclusion.....	32
<b>8. References .....</b>	<b>33</b>

#### **Appendix 1- Importers of Engineering Products**

#### **Appendix 2- Potential Clients of CBI**

## 1. INTRODUCTION

Most goods go through several production stages which are normally organised by ‘inter-firm networks’ (Keren & Ofer, 2001, p.6). Both market and centrally planned economies have such networks, however, organised and functioning in a different way. Along with the collapse of the Soviet market, there was a breakdown of the Soviet trade network. Thus, Bulgaria was faced with the challenge of reorienting its trade to the West and creating new trade connections.

On the other hand, The Dutch Centre for Promotion of Imports (CBI) has a vast network of companies. One of the programmes that CBI is involved in is called ‘Engineering Products’. Some examples of engineering products are ‘drives and transmissions, handling equipment and systems, tooling, dies and moulds, hydraulics, electric motors and pneumatics’ (‘The Engineering Products Market in the EU’, 2009, p.2). They are mainly used for the machine building industry, as well as for manufacturing of parts, tools and equipment. Even though the above-mentioned industries constitute a great share of the Bulgarian manufacturing and exports, the network does not include Bulgarian manufacturers or traders.

The purpose of this research is to investigate the industrial trade networks of Bulgaria for the manufacturing of machines, parts, tools and equipment. It aims to answer the following research question: Why has CBI been unable to make connection with Bulgarian companies?

The results of the research should answer several specific sub-questions. CBI wants to know how the transition into market economy has affected the industrial trade networks of Bulgaria. It is also important for CBI to find out what the impediments to joining CBI and international trade networks in general are. Lastly, the existence of potential buyers of engineering products, as well as the effects of cooperation with CBI on Bulgarian trade should be determined.

The research aims to help CBI in deciding whether there is a potential for cooperation between participants in the programme ‘Engineering Products’ and Bulgarian manufacturers. It should determine whether CBI should direct its efforts to reach Bulgarian companies and recommend them to its exporting clients.

Chapter 2 gives an overview of the essence of industrial trade networks. It also explains the difference between industrial trade networks in a market and a centrally planned economy. Chapter 2.1 introduces CBI. It is followed by an interview with a Senior Consultant of CBI in chapter 2.2, which gives an

insight into the activities and the trade network of CBI, as well as information on current trends and developments in trade networks.

Chapters 3 and 4 investigate the historical trade development of Bulgaria. Chapter 3 in particular looks at the transition into market economy and its effects on industrial networks in Bulgaria. It is followed by chapter 4 which focuses on the influence that the European Union had on the integration of Bulgarian companies in Western industrial trade networks.

The next chapter of the paper explores the current situation of Bulgarian trade and trade networks. General information about the market of machinery, tools and equipment in Bulgaria is presented. This information is supported by a survey of 38 Bulgarian manufacturers. Useful information about their production chain and impediments to their inclusion into a Western industrial network could be derived. In addition, important connection between the current situation and the Soviet past is made.

On the basis of all findings, important conclusions regarding the difficulties of including Bulgarian companies in the international industrial trade network of CBI is be made and the potential for cooperation with Bulgaria is determined.

## **1.1 RESEARCH METHODOLOGY**

Two research methods were used in order to investigate the industrial trade networks of Bulgaria for the manufacturing of machines, parts, tools and equipment and answer the research question- desk and field research. For the first research method, a variety of sources were used to collect data, such as databases of governmental and intergovernmental bodies, educational institutions, a library, as well as search engines. The second research method included an interview and a survey.

### **1.1.1 DESK RESEARCH**

Desk research was necessary in order to obtain general information on trade networks and the past trade development in Bulgaria. A variety of studies and articles were used. Studies undertaken by the Bulgarian Ministry of Economy, Energy and Tourism, the World Bank proved to be very useful. In addition, an article from the Economic Policy in Transitional Economies journal and studies carried out by different academic institutes and universities, such as the Timbergen Institute and the Institute of Economics of the Bulgarian Academy of Science were used. Information on how to successfully

import to Bulgaria was also researched. Websites of industry association, such as The Bulgarian Small and Medium Enterprises Promotion Agency, Bulgarian Branch Chamber of Machine Building and Bulgarian Chamber of Commerce and Industry were used in order to create the lists of importers and manufacturers. The online catalogue of the Bulgarian publisher, El Media and other online databases were also very useful.

### **1.1.2 INTERVIEW**

An interview of the Senior Consultant for the Dutch Centre for Promotion of Imports (CBI), Peter van der Sman, was conducted. This was in order to obtain information about CBI and its industrial trade network. The information provided by Mr. van der Sman was extremely useful and valuable in order to get an insight into the international trends and developments in trade and the role of industrial networks in order for Western European companies to be competitive.

### **1.1.3 SURVEY**

In order to find more specific information on the nature of the trade networks of Bulgarian manufacturers and the impediments to joining the one of CBI, a survey was conducted through sending a questionnaire to Bulgarian manufacturers.

In order to deliver the questionnaire, the online survey website 'Survey Monkey' was utilised. This method has proven to be the fastest and the most efficient in order to reach the greatest number of respondents. The questionnaire could only contain a limited number of questions- ten. Thus, the questions were carefully selected, so that the most useful information is derived. It was sent to 453 manufactures.

### **1.1.4 SAMPLE**

The main sources of information for finding Bulgarian manufacturing companies were the websites of trade and industry association, as well as online databases. Some examples are the Bulgarian Branch Chamber of Machine Building, The Bulgarian Small and Medium Enterprises Promotion Agency and the Bulgarian Chamber of Commerce and Industry.

The main target was manufacturers of machinery, parts, tool and equipment. All companies selected are export companies and the majority of them supply their raw materials, components technology from out of Bulgaria.



### **1.1.5 LIMITATIONS**

The research has the following limitations:

- Previous research: There has not been significant research dealing directly with the industrial trade networks in Bulgaria specifically for the production of machines, tools, parts and equipment.
- Available resources: There is a lack of a single complete source of information about Bulgarian companies. Some of the contact information of Bulgarian companies provided on the Internet is not correct.

## **2. INDUSTRIAL NETWORKS**

### **2.1 INTRODUCTION**

The opening up of markets has provided great opportunities to global trade. It has been enhanced by the technological advance in communication, transportation and access to information. Those factors have given rise to development of international trade networks. The networks are built on interrelations between companies throughout the chain of production, such as suppliers, producers, distributors etc. (Keren & Ofer, 2001, p.3).

Companies from Western Europe have a long history of international trade dictated by demand. They have highly developed professional networks for industrial products with little governmental intervention. The opening of markets has created a highly competitive environment in which traders cannot survive if they do not add value in the chain. Thus, they are in a continuous search for 'components from the most appropriate suppliers around the world' due to pressure to reduce costs, improve efficiency, innovate and increase competitiveness (Johnson & Whittington, 2008, p.302). Efficient communication and customer care in this process are prerequisites.

The centrally planned market of the former Soviet Union was organised by networks which differ completely by nature. Under the communist regime most production units in Eastern European countries were state owned. Bulgarian producers were highly protected and their supplies, production and distribution secured. The ties among the agents in the chain of production were long-term and rigid (Keren & Ofer, 2001, p.5). In the thoroughly planned production process, demand was not considered. The lack of competition was impeding the improvement of quality, resulting in a small assortment that did not satisfy customer desires (Keren & Ofer, 2001, p.6). In this situation commercial skills were not much developed.

After the collapse of the Soviet Union, Bulgaria has been going through a transition to a market economy. A great part of the transition is the breakdown of the traditional planned network of supply and trade, and building up a new one. Bulgaria, however, has faced difficulties in this respect.

## **2.2 INTERVIEW**

### **2.2.1 INTRODUCTION TO CBI**

The personal knowledge and experience of experts in the field of international trade is extremely valuable and useful in order to get an insight into the CBI network and the role of industrial networks in general. Therefore, a person working for the Dutch Centre for Promotion of Imports (CBI) was interviewed.

CBI is an agency of the Dutch Ministry of Foreign Affairs. It has a vast knowledge on markets in various countries, as well as current trends and developments in different markets and industries. Moreover, it provides guidance in improving products and processes, and competitiveness for the European market. With its long experience and export marketing knowledge, CBI is able to provide information and services on market entry ('Mission, Competences, Organization', 2010).

Clients of CBI are European companies who would like to purchase from developing countries. Clients are also companies from developing countries wishing to export to the European market. Thus, CBI acts as a matchmaker, connecting potential partners. In order for the companies from developing countries to meet the European market requirements, 'export marketing and management support' is provided by CBI through 'Export Coaching Programmes' ('Mission, Competences, Organization', 2010).

### **2.2.2 RESULTS**

An interview with the Senior Consultant for the Dutch Centre for Promotion of Imports, Peter van der Sman, was conducted. One of the programmes he is involved in is the Export Coaching Programme 'Engineering Products'.

An Export Coaching Programme involves coaching of industrial companies from developing countries how to successfully import into the European Union. The first step is an audit of the participating companies in the programmes by consultants of CBI. In this way their eligibility and export potential is determined. Then advice is given on what needs to be improved on in order to meet the requirements of the European market, such as certifications, marketing mix etc. Under the coaching of the consultants, the companies create Export Marketing Plan and attend seminars in the Netherlands.

Right after the seminar comes one of the most important steps, according to Mr. van der Sman. This is the participation in an international exhibition in the particular industry. This is in order for them to make connections with European companies for possible future partnerships.

The current trends in the trade of industrial products were discussed. He suggests that the role of companies from developing countries in industrial trade has increased dramatically. Europeans consume products with high value added. Cost efficiency in the value chain is fundamental in order to maintain competitiveness. Therefore, Western Europe has made use of imports from countries like India and China. Cost efficiency is the reason why global outsourcing is increasing due to low labour costs in those countries. For sophisticated industrial products, labor takes a great part of the value added. Thus, Europeans are always looking for ways to save money, whether by smart purchasing or change of operations in order to be competitive on the EU market.

One thing that does not change in industrial purchasing is the personal contact. Due to the importance of personal contact, an extremely important role of CBI is to connect industrial companies from developing countries not only with Dutch importers, but also with importers from other European countries. Many years ago CBI connected industrial companies from developing countries with Dutch importers only. However, nowadays the situation is different and CBI embraces other countries of the European Union including some of the new entrants from Eastern Europe. This change is due to several reasons. Firstly, there is no second governmental agency as CBI in other countries. Also, the mission of CBI is not that the Netherlands benefit only. Its mission is development cooperation. Therefore, CBI helps companies from developing countries develop themselves, through trading with the European Union.

However, this network does not include Bulgaria. Within the CBI export coaching programmes, business-to-business contacts all over Europe, including Eastern Europe are necessary. CBI would like to include Bulgarian importers and distributors in their broad network of companies throughout Europe, however, it lacks information on the situation of industrial trade and networks in Bulgaria. They are not seen at exhibitions or other international events, which would give them a chance to create connections, find partners and develop their trade network.

### **2.2.2. DISCUSSION**

The interview with the Senior Consultant of CBI, Peter van Der Sman, provided very valuable information regarding CBI and industrial networks in general. On the basis of his insights, several conclusions can be derived.

The first one is the role of networking, cooperation, partnerships and personal contact for industrial trade. Due to the long history of trade governed by commercial forces in Western Europe, there is highly developed professional distribution network for industrial products. This network enables companies to become cost efficient in the value chain. Thus, Western European companies have been exploiting the opportunities offered by exporters from developing countries for a long time. They are able to find suppliers of raw materials and machines with the best price in relation to quality, as well as customers for their products. This is not the case for Bulgaria and other Eastern countries, however.

The second one is the growing tendency of including developing countries in international trade. The share of developing countries, such as South Africa, China, India, North Africa in EU imports of parts and components is increasing. This is because they offer high quality, at much lower prices. On the other hand, their role has increased with the sub-contracting opportunities due to the low labour costs. Therefore, Bulgaria will have to resort to suppliers from developing countries in the future in order to maintain competitiveness.

On the basis of the results of the interview, the lack of competitiveness of Bulgarian companies can be linked to the undeveloped trade network. Machinery producers are pressured nowadays to produce high quality products which require new technologies. Therefore, Bulgarian producers of machinery, tools and equipment have to take measures to develop their trade network in order to be able to find the technology and components from the most appropriate suppliers.

In conclusion, CBI is a governmental agency that has a great knowledge about markets and current trends. Through its vast network, it makes connection between companies from developing countries and European ones. This network turns out to be crucial for industrial trade. However, it does not include Bulgaria, which has contributed to the loss of competitiveness of Bulgarian producers.

### **3. TRANSITION INTO MARKET ECONOMY IN BULGARIA**

In order to find out the impediments to including Bulgaria in the industrial trade network of CBI, political and economic changes in the last twenty years are looked at. There is a particular focus on changes in trade flows and output, which provide useful information in order to make reasonable conclusions.

Bulgaria is one of the countries from Central and Eastern Europe that experienced a transition from a central to a market economy during the last two decades. The transition started in 1990-91 for Bulgaria with opening up of the economy, liberalisation of trade and privatisation of state-owned companies (Kaminski & Ng, 2006, p.4). The highly protected and secured organisation of production process and rigid ties among the different agents collapsed. The high dependence on its former market made Bulgarian producers vulnerable to changes in the environment and a loss of its market (Dobrinsky & Yaneva, 1997, p.33). Thus, Bulgaria was in a process of a complete reorganisation of its production while faced with the competition from foreign countries.

The attempts to dismantle the central planning and overcome the deep transformational depression failed when the central control was restored again (Kaminski & Ng, 2006, p.4). The processes of application of structural reforms and creation of entrepreneurial conditions faced a lot of impediments due to weakness of the state. As a result, Bulgaria, together with Romania and Moldova, became the only former centrally planned countries that went through a second recession since the collapse of the Soviet Union (Kaminski & Ng, 2006, p.4).

The most fundamental change for Bulgaria was in the geographical orientation of trade, which used to be mainly directed to the Soviet market. In comparison with other countries, Bulgaria was more dependent on this market. As it can be seen on Table 1, in 1980s the exports constituted around 80-85% and the imports- 75% (Dobrinsky & Yaneva, 1997, p.35). Since the collapse of the Soviet market the trade with this market decreased dramatically- exports made up 20% and imports around 37% (Dobrinsky & Yaneva, 1997, p. 35). The leading export product of 1980s- machinery lost ground since the disintegration of the Soviet market. Bulgaria had difficulty reorienting its trade to Western countries, because of differences in 'technical and quality standards' and requirements for products entering the market (Dobrinsky & Yaneva, 1997, p.36). This factor created a major impediment to entering the Western market. After the collapse of the Soviet Union, Bulgarian producers lost their competitiveness, managing to reorient only a small part of their export offer to new markets. Their

neighbouring Balkan countries became the main target markets for trade cooperation in the new environment.

Table 1. *Geographical orientation of Bulgarian trade*

<b>Destination/ Origin</b>	<b>1989</b>	<b>1990</b>	<b>1992</b>	<b>1994</b>
<i>Exports</i>				
Former CMEA	84.0	80.5	27.5	20.6
EU	5.5	5.0	29.4	33.5
EFTA	1.5	1.5	3.7	2.6
Others	8.7	13.0	39.4	43.3
Total	100.0	100.0	100.0	
<i>Imports</i>				
Former CMEA	75.7	70.4	33.9	37.0
EU	10.3	9.6	31.1	34.1
EFTA	3.9	3.2	6.0	6.2
Others	12.1	10.8	29.0	22.7
Total	100.0	100.0	100.0	100.0

Source: Impediments to Exports in Small Transition Economies: The Case of Bulgaria

Due to the loss of the Soviet market, Bulgaria has experienced a shortage of raw materials. This was caused by a 'breakdown of complex chains of production' attributed to the transition from a centrally planned economy (Moraga & Viaene, 2000, p.2). As a result, there was a dramatic decline in output.

As a consequence of the loss of the Soviet market and the shortage of raw materials, there was a change in the type and the quality of the export products. Generally, the export of 'highly processed goods with relative high technological content', such as machines and tools decreased dramatically (Dobrinisky & Yaneva, 1997, p.40). As a result, 'low technology, labor intensive goods, which are less processed and have relatively low potential and value-added content' started dominating Bulgarian exports' (Dobrinisky & Yaneva, 1997, p.40).

In conclusion, the transition from central planning to a market economy is a very difficult process, which leads to political instability, collapse of existing trade systems and reorientation of trade flows. For Bulgaria this process was even more complex due to the second transitional recession caused by the restoration of central controls. A great part of a transition is the breakdown of crucial chains of production due to the collapse of the highly protected and secured production process. As a result of this breakdown, Bulgaria faced a shortage of raw materials which caused collapse in production, especially in machines and tools. It becomes clear that developing of a new network was vital for overcoming the transition and building up export potential. In order to be able to reorient itself to the Western market, however, creation of state capacity, market conditions and general macro stability were required.

#### **4. EUROPEAN UNION INFLUENCE**

After the second transformational crisis of 1996-97, Bulgaria showed its first signs of stabilisation, motivated by potential European Union membership (Building on Trade Integration and Investment Integration, n.d., p.1). With the new government which came into power in 1997, the Bulgarian political economy started working towards the development of market orientation. As a result, Bulgaria was invited to start the EU accession process in 1999 (Building on Trade Integration and Investment Integration, n.d., p.1).

The process of the preparation for accession into the EU, however, overlapped with the one of transition from a central to a market economy for Bulgaria, as well as for other countries in Central and Eastern Europe (Angelov, n.d., p.3). Bulgaria was going through dramatic changes in the economy and the trade system during the transition. All these had to be combined with the implementation of structural reforms and adoption of the 'acquis communautaire' of the European Union. Furthermore, producers had to meet the 'technological, ecological, and other standards', which necessitated a large increase in costs and led to further loss of competitiveness (Angelov, n.d., p.3). Thus, with much less resources, in an unfavorable domestic environment, the development of a functioning market economy took much longer (Angelov, n.d., p.3).

During the period 2000-03, there was a reorientation of the Bulgarian trade to the European Union (Kaminski & Ng, 2006, p. 13). The economy opened up to the global market and a competitive export performance was crucial. However, the export offer was still dominated by low value-added products (Kaminski & Ng, 2006, p. 14). In addition, the managers of former socialist companies were lacking commercial skills in an environment in which adoption of market orientation is vital. Thus, due to the transition and the Soviet legacy, Bulgaria faced numerous barriers to adjusting to the Western market and benefiting from the Pan-European trade.

On the other hand, due to the restructuring that Bulgaria was going through, there was a need of capital goods and therefore growth in industrial spending. The imports of machinery and raw materials, such as engineering products from the European market increased dramatically, 'from 58 percent in 2000 to 77 percent in 2003' (Building on Trade Integration and Investment Integration, n.d., p.6). The increase in imports of capital goods from Pan-European countries was a sign of the beginning of the industrial restructuring in Bulgaria. It has also contributed to development of export potential and the increase of



‘competitive pressures on producers’ (Building on Trade Integration and Investment Integration, n.d., p.6).

In addition, in this period Bulgaria achieved a great progress in the implementation of the structural reforms and the conversion to the ‘acquis communautaire’. This considerably enhanced the business climate, which was crucial for attracting investments and improving trade performance. In 2003 Bulgaria was declared as ‘a fully functioning market economy’ (Building on Trade Integration and Investment Integration, n.d., p.6). Soon after the accession requirements were met and the chapters of the ‘acquis communautaire’ closed, Bulgaria joined the European Union in 2007 (Building on Trade Integration and Investment Integration, n.d., p.6).

The growth within the EU in 2003 boosted the expansion of production and exports to the EU. Bulgaria’s export offer of machinery and parts has been the main driver of this growth. Their value increased ‘in 2000-03 by 105 percent (machinery) and 85 percent (parts)’ (Kaminski & Ng, 2006, p. 19). However, low technology and added value activities continue dominating Bulgaria’s exports.

In conclusion, the European Union has had a great contribution to the stabilisation and the development of market orientation in Bulgaria. Increase in the import of capital goods and raw materials was a sign of a progress in the industrial restructuring and building up a production capacity. However, the process of preparation for the accession into the European Union took longer in comparison to other member states due to the difficulties of the transition. Bulgarian producers faced pressure to become market-oriented in order to overcome the transitional shock and develop capacity beyond the low-value added exports. Thus, even though Bulgaria experienced growth, it did not benefit fully from the integration with the European Union market and the European trade networks. Successful adjustment to the highly competitive international markets was vital.

## **5. CURRENT SITUATION OF THE INDUSTRIAL TRADE AND NETWORKS IN BULGARIA**

### **5.1 INTRODUCTION**

The preparation and the accession into the European Union have resulted in a steady growth of trade. When it comes to Bulgarian exports, they are dominated by manufacturing products whose share has been around 90% during the last years (Ministry of Economy, Energy and Tourism, 2010, p.107). Bulgarian manufacturers have had some success in the exports of spare parts, machinery and equipment (Ministry of Economy, Energy and Tourism, 2010, p.111). The export products, however, are low value added, which are very vulnerable to changes in the environment. Some manufacturing products of medium to high technology emerged after 2002-03 (Kaminski & Ng, 2006, p. 19). However, the manufacturing does not focus on innovation, rather on obtaining of know-how, new to the Bulgarian but not to the foreign markets (Ministry of Economy, Energy and Tourism, 2010, p.107). All those factors have made it very difficult for the Bulgarian companies to be competitive abroad.

Technological upgrading and modernisation are crucial for enhancing the export potential and competitiveness (Ministry of Economy, Energy and Tourism, 2010, p.109). In this way companies can develop a sustainable competitive advantage, rely on quality rather than price, and step on the international stage. Steps are being taken to modernise old processes, products, machines and improve management, however, the industry is still in 'a developing stage with a lot of old machines' ('The Engineering Products Market in Bulgaria', 2009, p.2). The experienced progress in the last few years is attributed to the increased foreign direct investment in Bulgaria, especially in production facilities in the machine building. It has been increasing annually by 19% during the last 5 years. A lot of foreign companies have transferred their production activities to Bulgaria, which presents an opportunity for developing countries since Bulgaria will have to resort to supplies from developing countries in order to remain competitive (The Engineering Products Market in the EU, 2009 p.14).

As mentioned above in most cases the products are dependent on imports of raw materials and components from abroad (Ministry of Economy, Energy and Tourism, 2010, p.107). Thus, the demand for engineering products has been growing by 40% per year since 2003 (The Engineering Products Market in Bulgaria, 2009, p.1). Therefore, there are opportunities for imports from the developing countries in the CBI programme.

## 5.2 BULGARIAN MANUFACTURERS

There are a great number of manufacturers of machines, equipment, tools and parts in Bulgaria. Most of the raw materials and components that companies in these sectors need are the ones in the category 'engineering products' under the programme of CBI. The number of companies that the databases of the following association contain can be seen below.

- Bulgarian Branch Chamber of Machine Building- it has 180 member companies from all branches of machine-building ('About BBCMB', 2010)
- The Bulgarian Small and Medium Enterprises Promotion Agency- it has 300 members in the subdivision 'machines, mechanical appliances and equipment' ('Company Search', 2007)
- The Bulgarian Chamber of Commerce and Industry- it contains 92 companies with machine-building and metal-working activities. 36 of those companies import their raw materials and components
- Equipment, Machines, Tools- Catalogue of the Companies in Bulgaria- it contains 418 manufacturers and traders

In order to be able to make reasonable conclusions about the factors impeding Bulgarian companies nowadays to join Western industrial networks, such as CBI, a deeper research on Bulgarian companies is necessary. Therefore, a questionnaire was sent to Bulgarian trading manufacturers in order to find out information on their production chain, their choices and attitudes as well as the difficulties to internationalisation that they face.

The questionnaire was sent to 453 manufactures of machinery, mechanical parts, tools and equipment selected from the above-mentioned databases. However, 126 of the questionnaires were returned as undelivered due to non-existing or wrong e-mail addresses. The number of companies that filled in the questionnaire was 38.

### 5.2.1 SURVEY RESULTS

The questionnaire was filled in by companies having a variety of machinery, tools and equipment as main export products. According to the results, more than around 80% of those companies export to neighbouring countries and half of them to other European Union countries. Most of the respondents that export out of the European Union have specified the former Soviet Union countries as their export market.

When it comes to the supply of raw materials, components, machinery and equipment, most of the respondents have answered Western European countries. The majority of the respondents point out Germany. Other examples of countries from which manufacturers buy raw materials, components, machinery and equipment are Austria, France, Italy and UK. Raw materials and components are also bought from Bulgaria by nearly 30%.

The companies were also asked about their export strategy. The results show that around 85% of the companies rely on low prices in relation to perceived quality.

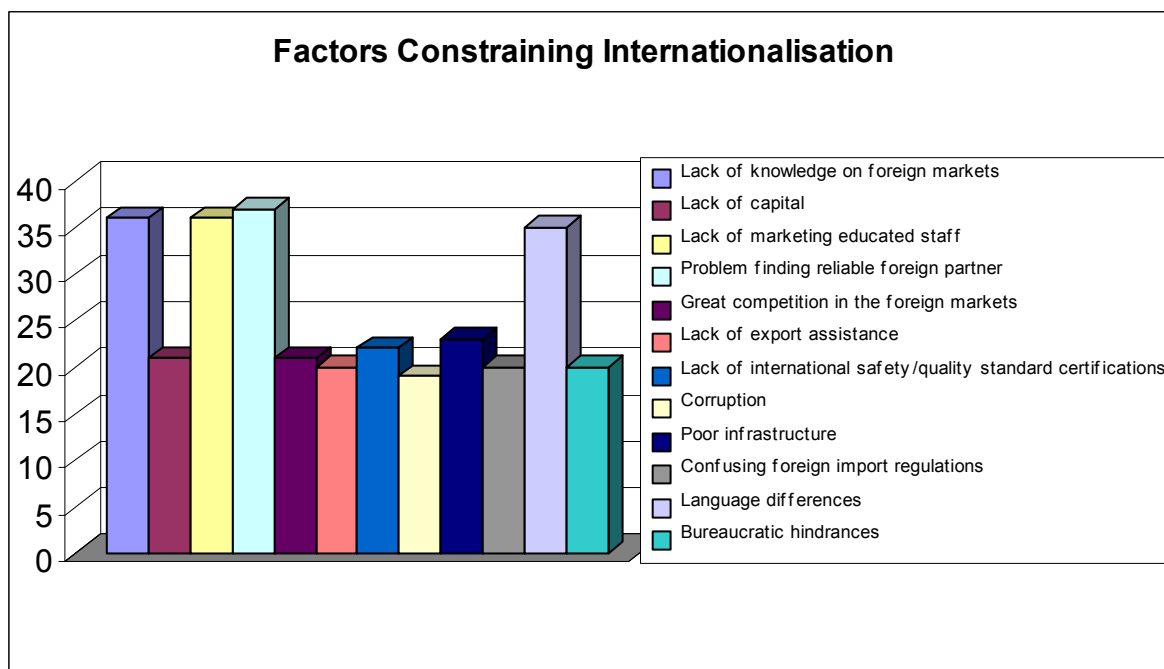
The ways Bulgarian manufacturers learn about export opportunities was also of interest for the questionnaire. It turns out that the majority of the companies do not make use of databases available from European networks and portals, as well as information from industry associations. Most of them do their own research using other sources. In addition, around 60% of the respondents feel somewhat informed about export opportunities and one fourth- uninformed.

The knowledge of foreign languages is of extreme importance for trading companies. Therefore, the questionnaire asks about the number of people who speak English in the company. The majority respond that a few people speak English and the 'Nobody' was not chosen by anyone as an answer.

Next, the companies were asked about the concrete factors constraining internationalisation that they face. As it can be seen from the chart below, all the factors listed seem to be constraining for them, because the majority of the companies have chosen most of the factors. Conclusions can be made taking into consideration the number of people that have chosen the particular options and the number given to the different factors constraining internationalisation. Problem finding reliable foreign partners, lack of knowledge on foreign markets and marketing educated staff for export planning seem to be the greatest barriers. Even though in all the companies there is at least one person speaking English, language differences turn out to be of a great importance. This factor was chosen by 35 of the

respondents. The great competition in the foreign markets and poor infrastructure also play a great role. Chosen by a great number of respondents, however, with a lower degree of constraint are the lack of export assistance (guarantees, insurance etc.), lack of international safety and quality standard certifications, and a lack of capital.

Figure 1. *Main factors constraining internationalisation*



Even though Bulgarian manufacturing companies seem to have a great number of barriers to trade, their attitudes are positive. More than half of the respondents actively look for export market information. Around 30% of them attend export market seminars and trade fairs. Around 60% would like to expand our export activities, but have little experience and knowledge about foreign markets.

### 5.2.2 DISCUSSION

As mentioned above, the questionnaire was sent to 453 companies. However, around one fourth of them were returned as undelivered due to non-existing username. Displaying wrong contact information on professional websites such as trade associations represents a great burden to initiating contact. The purpose of such databases is to enhance cooperation and search for potential trade partners. This, however, would be impossible and therefore hinders cooperation and trade.

The markets of neighbouring countries are especially attractive to Bulgarian exporters. This can be explained with the proximity from the point of view of transportation costs. Apparently, after the

collapse of the Soviet production and distribution network, Bulgarian producers have had difficulties finding Western clients for their products. This can be attributed to the fact that they have less knowledge on the market, consumer demand, as well as lack of contacts.

The results regarding supply of raw materials, components, machinery and equipment show that Bulgarian companies purchase mainly from Western Europe. The countries mentioned are Germany, Austria, France, Italy and UK. The fact that most of the Bulgarian companies have answered Western European countries means that they have not chosen the most cost efficient way. This contributes to the loss of competitiveness of the Bulgarian manufacturers, since machinery and raw materials can be purchased from developing countries at much cheaper prices with the quality. This has probably led to the inability of the Bulgarian companies to develop capacity beyond production of low-value products, sensitive to changes of the international environment and focus on innovation. Not surprisingly, around 85% of the companies rely on low prices in relation to perceived quality.

The fact that all the factors constraining export listed are chosen by most of the Bulgarian manufacturers means that there is still a long way to go until they become competitive and are integrated in international trade. According to the results, the biggest problems they face are finding reliable foreign partners, lack of knowledge on foreign markets and marketing educated staff for export planning. This shows that there is a lack of marketing knowledge and research on foreign markets. It also shows the need to develop industrial network in order to find the best foreign suppliers. In order for this network to be created and developed, the number of English speaking employees has to increase.

Furthermore, the respondents admit that they are not well-informed about markets, market opportunities and trends. Strikingly, around one fourth have no information in respect. Not surprisingly, companies do not make use of databases available from European networks and portals and information from industry associations which are very useful and reliable sources of information.

On the basis of the results, it can be concluded that the state has not been able to create conditions for the development of trade. The poor infrastructure, the lack of export assistance, capital, and the bureaucratic hindrances play a great role.

In conclusion, the collapse of the Soviet market has affected considerably the current situation of the Bulgarian trade. The challenge of the reorganisation of its production process and developing a new

industrial trade network has placed Bulgaria in an unequal position when exposed to the fierce competition of the integrated European market. The accession into the European Union has had positive effects on Bulgaria and the creation of a favourable trade and investment environment. However, the past development has left a legacy which is difficult to overcome. It creates impediment to its market orientation which is crucial for the inclusion of Bulgarian companies into the industrial trade network of CBI.

## 6. CONCLUSION

European companies have professional international industrial trade networks which they have been developing for decades. Through these networks they have been able to find the most appropriate suppliers, distributors and clients from around the world. The role of developing countries in particular as suppliers of raw materials and components has been of extreme importance and has experienced considerable growth. Those factors have enabled Western European companies to improve cost efficiency, maintain high quality and develop sustainable competitive advantage.

Attempts to find Bulgarian companies and include them in the industrial trade network of CBI have not been successful. This can be attributed to the influence of the former regime in Bulgaria. Within the centrally planned economy the supply, production and distribution of products were organised by the state. The market of what was produced was almost guaranteed in that centralised system. After the collapse of the Soviet market there was a collapse of the whole production chain. Unlike before, when everything was planned for manufacturers, in market economy they had to arrange their activities themselves. The lack of experience and skills, and the great competition have prevented a great part of them from reorienting to the Western European market and industrial trade networks.

It becomes clear that the Soviet legacy has left a deep mark on Bulgarian companies and trade. The biggest problems they face are lack of information on foreign markets, marketing educated staff and difficulty finding reliable foreign partners. They lack marketing and commercial skills which are of extreme importance for industrial trade. The results show that Bulgarian companies fail to make use of industry and European community sources of information available, as well as other networks and portals. These factors have forced companies to direct its export activities to neighbouring countries, due to similarities with the Bulgarian market.

Even though, there are a lot of factor that have created barriers between Bulgarian manufacturers and CBI, it can be concluded that there is a potential for cooperation. There are a lot of manufacturers of machines, equipment, tools and parts in Bulgaria. After the crisis in output, there has been growth in production in those sectors during the last ten years and consequently growth in the demand for engineering products. Bulgarian manufacturers would like to expand their activities and find foreign partners, however, they lack information. In addition, the results show that in every company there is at least one person able to communicate in English. Thus, CBI is recommended to connect Bulgaria companies and recommend them to their exporting clients.



Taking into consideration the importance of industrial networks nowadays and the collapse of the Bulgarian one, inclusion in the industrial trade network of CBI would surely be beneficial for Bulgaria. It would contribute to the reorganisation of the production process of Bulgarian manufacturers, as well as to their competitiveness in the foreign markets.

Through CBI and its 'Engineering Products' programme, Bulgarian manufacturers can find suppliers and technology from developing countries at better prices. This would surely have positive effects on the competitiveness of the products and the general industrial trade development of Bulgaria. This would contribute to meeting the increased demand for engineering products which are needed for the production of machines, tools and equipment. In addition, purchasing good quality raw materials at better prices from developing countries would enable Bulgarian manufacturers to invest in innovation and improve their competitiveness in foreign markets. Making a connection with exporters of engineering products from the CBI programme would certainly be beneficial for the Bulgarian foreign trade development.

Developing industrial trade network is also of extreme importance for upgrading and modernisation of the production technology. It would enable companies to develop capacity beyond the production of low added value products, sensitive to changes of the international environment, which dominate Bulgarian exports. Bulgarian manufacturers have relied on a relatively low price in relation to quality. However, in the competitive environment nowadays, low prices cannot present a sustainable competitive advantage. Upgrading and modernisation would enhance the export potential and improve the quality of the products, as well as their competitiveness in foreign markets.

On the whole, in order to overcome the transitional shock and develop capacity beyond the low-value added exports, Bulgaria was faced with reorganisation of its network and reorientation to the West. The resulting lack of information and commercial skills has created nowadays barriers between Bulgarian manufacturers and CBI. However, there is a great potential for cooperation taking into consideration the progress during the last ten years, as well as the growth in production and demand for engineering products.

## **7. RECOMMENDATIONS**

Global competitiveness has made international cooperation crucial in order to create and maintain a competitive advantage. CBI enables the connection between European companies and exporters from developing countries with the aim of trade development and cooperation. Bulgaria has a great number of companies producing machines, tools, spare parts and equipment that need supplies of engineering products. They are potential clients of the companies from developing countries participating in the 'Engineering Products' programme of CBI. CBI is recommended to connect with Bulgarian companies and recommend those contacts to their exporting clients.

In order to facilitate the export of engineering products to Bulgaria, recommendations on how to successfully export to Bulgaria is provided below. It will help CBI to find the most appropriate business partner for its clients. CBI should also prepare the companies of the 'Engineering Programme' for export to Bulgaria by teaching them about the market access requirements and the Bulgarian business culture.

### **7.1 MARKET ENTRY STRATEGIES**

#### **7.1.1 INTERMEDIARIES**

As the exporters from the CBI programme have no experience and knowledge about the Bulgarian market, they are advised to use intermediaries in order to minimise trade risks. This includes importers that supply manufacturing companies in Bulgaria. Thus, they can make the connection between exporters from developing countries from the CBI programme and Bulgarian manufacturers. Bulgarian importers know local markets thoroughly and have a very good network. Their activities are increasingly focused on additional services around the product itself, e.g. quality assurance, stock keeping and fast delivery. They are well informed about their customers and the market, making maximum use of information sources and the available infrastructures. This enables them to supply customers fast, making sure that the production process can continue. Refer to appendix 1 for a generated list of Bulgarian importers and distributors of products offered by the exporters included in the CBI programme 'Engineering Products'.

### 7.1.2 DIRECT APPROACH

This approach is recommended after the exporters have gained some experience and knowledge about the Bulgarian market. It is because through direct approach, the exporter should personally handle every aspect of the exporting process- from market research and planning to foreign distribution. Consequently, a significant commitment of management time and attention is required to achieve good results. However, this approach may also be the best way to achieve maximum profits and long-term growth. Several sources of information for finding Bulgarian companies are suggested below:

#### ➤ ASSOCIATIONS

Industry associations and other trade organisations and agencies such as CBI are important agents for enabling the development of foreign trade cooperation. Bulgaria has a number of associations which collect and provide information about markets and industry sectors in Bulgaria. In addition, those associations contain databases and catalogues of companies through which potential clients can be found by choosing the sector or the particular product of interest. Some examples of useful sources to find clients are listed below:

- The Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA)

[www.sme.government.bg](http://www.sme.government.bg)

BSMEPA is an agency of the Ministry of Economy. It contains a database of Bulgarian manufacturers divided into 21 categories of different branches ('About BSMEPA', 2007).

- Bulgarian Branch Chamber of Machine Building (BBCMB) - [www.bbcmb.dir.bg](http://www.bbcmb.dir.bg)

The association protects the interest of its members, as well as assists them in different matters. It contains a database of 180 companies from all branches of the machine-building industry ('About BBCMB', 2010).

- Bulgarian Chamber of Commerce and Industry (BCCI) - [www.bcci.bg](http://www.bcci.bg)

The mission of the chamber is 'to promote, represent and protect the business of its members' ('Articles of the Association', 2010). It contains 5914 companies, divided into different categories. Ninety-two of them are in the area of machine building and metal working.

- Bulgarian Industrial Association (BIA) - [www.bia-bg.com/?lang=en](http://www.bia-bg.com/?lang=en)

Members of BIA are more than one hundred Bulgarian branch association. It contains a database with the contact information of different association divided into industries ('Branch Associations', 2008).

### ➤ **ONLINE DATABASES**

There are a number of online databases collecting information about Bulgarian companies. Their aim is to promote cooperation and enable the search for business partners in Bulgaria. Those databases contain search engines through which companies in a particular industry, sector or a product area can be found. The most complete and reliable databases are listed below:

- El Media- <http://industria.elmedia.net/?hmenu=4>

El Media is a Bulgaria company which publishes catalogues, one of which focuses on machines, equipment and tools. The web page of El Media contains a 'specialised directory focused on manufactures, trade and service companies for industrial equipment and installations, machines, tools, mechanical parts, electrical installations and control system' ('About us', 2010).

- Catalog - <http://catalog.bg/?lg=2>

Catalog is an online database of around 140 000 Bulgarian companies divided into different categories, including machinery and equipment. It contains information about their products, services, history, as well as contact information ('About us', 2006).

- Golden Pages - [www.goldenpages.bg](http://www.goldenpages.bg)

Golden Pages is a search engine for Bulgarian companies ('About Golden Pages', 2008). Very specific types of companies can be easily found by submitting the product or service needed.

- Focus- [www.fokus.bg](http://www.fokus.bg)

Through a search engine, companies can be found by their specific product or activity. In addition, a database of all the companies can be found, divided into industries, sectors, as well as very specific areas, products or activities searched.

### ➤ **POTENTIAL TRADE PARTNERS**

Online databases and association can be very useful sources for finding Bulgarian companies. As mentioned above not all of the emails provided there are correct. In addition, there are a number of databases, however, Bulgaria lacks a complete database containing all companies. Therefore, a list of two hundred potential clients of CBI was created to enhance the cooperation between developing countries and Bulgaria. It includes manufacturers of machines, tools, equipment and parts, whose main supplies are in the category of products under the 'Engineering Products' programme. The companies

were carefully selected, making sure that they have a functioning email and they can be reached easily. Refer to Appendix 2 for the list of potential clients.

### ➤ **EVENTS**

A good way to find suitable trade partners and promote the exporting company and products is to participate in exhibitions or trade fairs. As already mentioned, Bulgarian manufacturers are rarely seen at international events in Western Europe. Thus, a great opportunity for exporters would be to attend such events in Bulgaria. Some examples of international trade events are presented below:

#### **- The International Technical Fair**

It is the most prestigious Bulgarian forum of investment goods and technologies which attracts the greatest numbers of exhibiting companies from this sector. It presents the latest developments of the world's leading companies in 'machine building, automobiles, transport, information technologies, software, electronics, electrical engineering, construction, chemistry, power engineering, ecology, water management, etc.' (International Fair- Plovdiv, 2010). It is held in Plovdiv and this year it will take place from September 27 until October 2.

#### **- MachTech Expo**

It is an annual international event, organised by the Bulgarian Branch Chamber - Machine Building and Bulgarreklama Agency. Participants of the exhibition are producers, suppliers and importers of 'machine-tools, metal-working machines and tools, hydraulic and other equipment items for machine building, welding equipment and laser systems, steel and cast-iron castings, castings of non-ferrous alloys' (Inter Expo Centre- Sofia, 2010).

#### **- Others**

An overview of all events throughout the year can be found in the 'Calendar of the Fairs and Exhibitions in Bulgaria' published by the Bulgarian Chamber of Commerce and Industry ('Fair and Exhibitions Department', 2010)

## 7.2 MARKET ACCESS REQUIREMENTS

Having established the market entry strategy, the next step is to make sure that the exporting companies meet the requirements of the Bulgarian market.

As a European Union member-state, Bulgaria was obliged to adopt the standards of the European Union. The State Agency for Standardisation and Metrology (BDS) is the organisation in charge of the standardisation and ratification of laws in Bulgaria (Alibaba, 2004). Its purpose is to harmonise these standards with the European ones. The engineering products imported to Bulgaria should meet the European Union technical standards. Examples of legislation relevant for engineering products:

### ➤ **Product safety**

Product safety requirements are established in the New Approach Directives with various scopes. Products that fall within the scope of one or more of these directives must meet the requirements as established in these directives and as further defined in standards. Within the New Approach Directives is the legal requirement for CE-marking. Having CE-marking means that the product complies with these minimum product safety requirements (European Commission, 2010). A product that is marked with CE may enter all countries of the EU.

### ➤ **Environmental requirements**

They are expressed as substances that are restricted in products marketed in the EU. For the engineering sector, relevant substances are cadmium or ozone-depleting substances, depending on the exact product (United Nations, 2009, p.3).

### ➤ **REACH**

REACH is the new EU chemicals legislation. Importers of articles, such as construction materials or electronic components which contain substances included in a list of 'substances of very high concern' or which are released during their use are not allowed to enter the European Union (European Chemical Agency, 2007).

### **7.3 DOING BUSINESS IN BULGARIA**

After choosing the most appropriate market entry strategy and looking at the market requirements, exporters should take into consideration the business culture of Bulgaria. Understanding culture has become a prerequisite for success in the global business environment nowadays. Failing to do so can cause misunderstandings and affect the relationship with business partners. Several characteristic of the Bulgarian business culture are discussed below:

#### **➤ Meetings**

Bulgarians prefer doing business face-to-face. Therefore, visiting regularly the country to meet the local partners and customers is vital. Appointments can take some time to arrange, depending on the seniority of the person you wish to meet. It is recommended to seek appointments in advance of a visit. Punctuality is valued in Bulgaria and visitors are expected to arrive on time for an appointment. Meetings tend to be formal and follow a strict routine of introductions, handshakes and an exchange of business cards (Articlesbase, 2009). Often they go past the allocated time. The formality of Bulgarian business culture is also reflected in the importance placed on using the correct titles, even with Bulgarian colleagues of equal status.

#### **➤ Working Relationships in Bulgaria**

As a collectivist society which places the group in front of individuals, relationships are a vital part of the Bulgarian business culture. Often a meal will follow a business meeting or negotiations. This is an ideal way to get to know Bulgarian business counterparts and cultivate relationships. Bulgarian people have a great sense of humor and they do not hesitate to use it. They openly criticise which could be shocking for foreign partners. Relationships are often based on a sense of reciprocity (Articlesbase, 2009). If somebody has been made a favor by a Bulgarian, the person might be expected to return the favor.

#### **➤ Corruption**

Corruption is still one of the gravest problems in Bulgaria's business and investment climate, despite the Bulgarian government's numerous advances in laws and legal instruments. Transparency International rated Bulgaria the most corrupt EU nation in 2008 (Reuters, 2009). Thus, expensive gifts could be taken in a wrong way.

## **7.4 CONCLUSION**

In conclusion, CBI should recommend Bulgaria as an export market for engineering products to its clients. At the beginning stage, CBI is recommended to make a connection between its clients and Bulgarian importers to minimise the risk. After the exporting companies have gained some experience and knowledge of the market, CBI can provide their clients with contacts of manufacturers which can be found through associations, online databases, events or the list of companies generated for the CBI clients in Appendix 2. After finding the most appropriate Bulgarian business partner, exporters should make sure that the market entry requirement for engineering products are met. Furthermore, the characteristics of the Bulgarian business culture should be taken into consideration to ensure successful business relations.



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## APPENDIX I- Importers of Engineering Products

Company	Website	Email	Imports	
1 A+T '96 ЕООД	www.at96bg.com	at96@omega.bg	Range of products for the transmission of movement as belts, chains, couplings, gears and wheels and pulleys	Andrei Chakurov
2 TECHNOTRADE	www.mro-shop.com/Technotrade	office@technotrade-bg.com	Rolling bearings, seals, products seamless service for the transmission of movement	Peter Kodjeykov
3 INTRACOM TRADE	www.intracom.bg	office.varna@intracom.bg	Full product range for industrial and automotive market, industrial belts, hydraulic filters, laser systems for alignment	Dimitar Andonov
4 SIRIUS PB	www.sirius-pb.com	sirius@sirius-pb.com	Bearings, seals, Products transmitting traffic for seamless operation of linear drive	Irena Petrova
5 VICTORIAL	www.victorial-bg.com	torial_sl@abv.bg	Rolling bearings, seals, products seamless service for the transmission of traffic and related products	Kiril Maslinkov
6 VANIKO	www.vaniko.com	sasho.vajarov@vaniko.com	Injection dies, extrusion moulds, punching dies	Simeon Kitanov
7 VIGATORS	www.vigators.com	office@vigators.com	Rolling bearings, seals, products seamless service for the transmission of traffic and related products	Georgi Todorov
8 KOPTCHEB & SONS	www.koptchev.com	office@koptchev.com	Chains and accessories such as roller chains, conveyor chains, belts and lifting equipment	Miroslav Koptchev
9 SANROCK	www.sanrock.com	sales@sanrock.com	Drives and transmissions.	
10 VARUM	www.varum.com	office@varum.com	Wide range of engineering products and process equipment	
11 BELORUSKI LAGERI	www.blageri.com	blageri@blageri.com	Bearings	Tatyana Yordanova
12 HUBATA SEALS Ltd.	www.hubata-seals.com	mail@hubata-seals.com	Rubber seals and bearings	
13 SKF BULGARIA Ltd.	www.skf.com	skfbg@skf.bg	Bearings and other industrial products	
14 TANITA-T Ltd.	www.tanita-t.com	office@tanita-t.com	Barings	
TCHUGUNOLEENE	www.tchugunoleene.com	info@tchugunoleene.com	Cast iron , chrome sand, casting materials, mouldings of grey and ferrographite cast iron	Temenujka Gerova
15 PLC	m			Peter Naydenov
16 METAKOM-SCW PLC	www.metakom-scw.com	metakom@el-soft.com	Steel and cast-iron mouldings	
BALKANCAR 6			Industrial super elastic tyres; diesel and gas engines;	
17 SEPTIMVRI CO. PLC	www.balkancar-bg.com	info@balkancar-bg.com	transmissions; specific ferro-metals, components and	
18 Ltd.	www.bcp.bg	mail@bcp.bg	Components for elevation equipment	
19 BEVER-DRIVE Ltd.	www.bever.hit.bg	bever@mail.bg	Geared motors and invertors	Bojidar Rashev
20 DIMEX TRADING Ltd.	www.dimexlift.com	dimex@dimexlift.com	Components for el.driven and engine driven (forklifter) trucks	Ivan Dinov
21 LIFTKOM Ltd.	www.liftkom.com	liftbg@gbg.bg	Parts for lifts	Boris Mihaylov
	www.tradetuber.com/mdn_co/mdn_co.htm			
22 M & DN-CO. Ltd.			Metal, cast iron and metal tubes	Nikolay Avramov

### Created by Silviya Beloshinova on the basis of information from:

Bulgarian Chamber of Commerce and Industry: [http://www.bcci.bg/services/directory/catalog\\_en.htm](http://www.bcci.bg/services/directory/catalog_en.htm)

The Bulgarian Small and Medium Enterprises Promotion Agency: [http://www.sme.government.bg/ANMSP/catalog\\_en.aspx](http://www.sme.government.bg/ANMSP/catalog_en.aspx)

## APPENDIX II- Potential Clients of CBI

1	SIM PLC	www.sim-ad.com	sim@mbox.stemo.bg	Instruments, machines, non-standard equipment	Zahari Tomov
2	BP KOMEPC OOD	www.bpccommerce.com	bpcom@globcom.net	Time relays, impulse counters, inductive proximity switches, thermal regulators, photorelays, staircase electronic switches, optical incremental encoders	Violeta Koleva
3	ARCUS	www.arcus-bg.com	marketing@arcus-bg.com	Metalworking machines, Automotive spare parts, shock-absorbers, Defense-related products, keyless drill chucks	Banko Bankov
4	ARSENAL JSC	www.arsenal-bg.com	arsenal@arsenal-bg.com	Processing and non-standard equipment, cemented carbide materials and tools, milling machines	Nikolay Ibushev
5	AROUS		blroussev@hotmail.com	Metals, machines and equipment	A.Rousseva
6	AFROSOFT LTD	http://web.neeed.bg/afafrosoft	afrosoft@bol.bg	Diesel and electric forklifts, spare parts, transformers, woodworking machine, lathes	Krassimir Todorov
7	BALKANCAR	www.bc-ruen.com	oro@bc-ruen.com	Forklifts spare parts and hydraulics, Automobile spare parts	Gulub Stanev
8	BALKANCAR REKORD	www.balkancar-record.com	record@balkancar-record.com	Engine-powered forklifts, spare parts	Georgi Martchev
9	BIOMASHINOSTROEN E JSC	www.biomashin.com	office@biomashin.com	Machines and tanks for food industry	Angel Dzhoumerov
10	VAPTSAROV JSC	www.vaptsarov-bg.com	office@vaptsarov-bg.com	Hydro-power plant equipment, Mechanical and hydraulic presses,	Wladimir Popov
11	VIPOM JSC	www.vipom.com	vipom@vipom.com	Pumping equipment, pump plants	Dmitry Koristashevskiy
12	DIT - MLTD	www.ditm.visa.bg	dit1@datacom.bg	Power transformers, high-voltage bushings for transformers, on load tap changers, diagnostic and repairs of high-voltage engines, hydro-generators and turbo-generators	Bozhidar Spassov
13	EAZ JSC	www.eaz.eltechno.com	eaz@mbox.infotel.bg	Low-voltage apparatus	Pepa Pantcheva
14	BANKOV LTD	www.el-soft.com	bankov@el-soft.com	Plastic process machinery	Boyan Bankov
15	VECTOR 1 LTD	www.vector1.bg	vector1@infotel.bg	Temperature and humidity sensors, controllers, indicators, level controllers, timers, counters	Petur Todorov
16	GAMA PROECT JSC		gama@mbox.stemo.bg	Tooling equipment	Dobromir Georgiev
17	GANEV		lgg@abv.bg	Electric and engine-powered forklifts	Gantcho Ganev
18	GIP	www.gip-bulgaria.com	info@gip-bulgaria.com	Metal cutting tools and spare parts for agriculture machines	Plamen Nedkov
19	GEOMASH JSC	www.geomash.bg	office@geomash.bg	Drilling equipment, optional equipment, machine building	Dimitur Ivanov
20	GARANT JSC	www.garant-bg.com	garant_bsl@infotel.bg	Brake and clutch cylinders, hydraulic elements, industrial hydraulics, sportage-handling equipment	Petar Petrov
21	DIGA ENGINEERING		diga544@mail.bg	Machine items and spare parts	Dimitur Ganev
22	DIMEX TRADING LTD	www.dimexlift.com	dimex@dimexlift.com	Lifting and transport facilities	Dimitur Dimitrov
23	ELECTROFINES	www.elfines.dir.bg	elfines@abv.bg	Main boards manufacturer	Mihail Pentchev

24	GUDEX JSC	www.gudex-caps.com	sales@gudex-caps.com	Metal caps twist off and pilfer proof, Combustion chambers and fireplaces	K.Ivanov
25	ELPROM EMZ LTD	www.elpromemz.com	elpromemz@mbox.infotel.bg	Electrical transformers	Dimitur Arnaudov
26	ENERGOREMONT - HOLDING JSC	www.erhold.bg/en	Energorem@pc-link.net	Metal structures, Parts for vapour generating boilers	Hristo Dimitrov
27	ZSR - INCOMS TELECOM HOLDING JSC		incoms_zsr@mail.bg	Design and manufacture of metal plates press processing tools; Weak current relays, transformers, components and knots; electro-chemical covering of metal surfaces / Zn, Ni, Cu/	Spas Stoytchev
28	ZTA		zta_bansko@mail.bg	Mechanical constructions, Electronic products	Hristo Koltchakov
29	ZAT JSC	www.bgnet.bg/~zats	zat_ltd@yahoo.com	Automation, electronics, telemechanics and security sistems	
30	ZINO JSC	www.zinokz.com	zinokz@hotmail.com	Non-standard instruments and equipment, Hydraulic and pneumatic systems, elements and cylinders	Ognyan Piskov
31	INCOMS - EM JSC	www.incoms-em.ltd.bg	bulgarleasing@bulinfo.net	Steel constructions	Ventcho Krustev
32	INTERCHEMA LTD	www.interhema.com	sales@interhema.com	Water and air filters, water purifying systems	Georgi Georgiev
33	INTRANSMASH ENGINEERING PLC	www.intransmash.bg	market-itm@razvitie.bg	Warehouse systems, technological transport systems-belt transportation system, pneumatic transport, rope transport, systems for intershop transport	Aleksandar Aleksandrov
34	KRAMEX JSC	www.kramex.bg	krameks@sigma-bg.com	Tracks, metal structures, Traveling cranes	Hristo Slavov
35	LAZATEC	www.lazatec.hit.bg	lazatec@aster.net	CNC machine tools	Svetoslav Lazarov
36	METAL AGRO SERVICE TRADING		mast@pc-link.net	Hydraulic products	Stanislav Marinov
37	MICROMOTOR LTD	www.bg400.bg/micromotor	micromotor@tea.bg	Permanent magnets, ball bearings, Dental equipment	Georgi Mutafov
38	MLADOST JSC	www.mladosst-s.com	mladosst_s@dir.bg	Hydraulic valve - safety, check and throttles	Ivan Tchanev
39	TECHNOSYSTEM ENGINEERING LTD		ts_mihailov@netvisio.net	Water, oil, district heating stations, boiler stations, filters, water and steam heat exchangers	Yuriy Mihailov
40	ELMA JSC	www.elma.hit.bg	elma@tr.bia-bg.com	Standard and specialized, single and three phases electromotors	Nikolay Banev
41	ELHIM - ISKRA PLC	www.elhim-iskra.com	elhimiskra@mbox.digsys.bg	Starter batteries, traction batteries, stationary batteries	Georgi Rouskov
42	ZMM STEFAN KARADZHA JSC	www.zmm-rs.hit.bg	zmm_rs@abv.bg	Woodworking machines	Lutchezar Raytchev
43	ZPP LTD	www.pcbbul.com	vspasov@pcbbul.cm	Printed circuit boards	Spas Stamboliev
44	ISOMATIC LAB LTD	www.isomatic.com	Gnachev@isomatic.com	Single-to-3-phase converters	George Nachev
45	ILINDEN LTD	www.ilindenmachine.s.com	ilinden-manager@elsoft.com	Counter pressure and low pressure casting machines for aluminium alloys, tool equipment	Venelin Khristov
46	IMM SLIVEN JSC	www.imm-sliven.com	imm@imm-sliven.com	Machine tools, packing machines	Kolio Kolev
47	COMECO	www.comecogroup.com	info@comeco.org	Sensors and probes, transmitters, control devices, gauges	Vladimir Sakaliyski
48	COMPAX JSC	www.compax-bg.com	raev@compax-bg.com	Packaging machines, plastic thermoforming machines, blister machines from: "form - fill - seal" type	Raytcho Raev

49	CONIS COMPANY	www.conis-bg.com	conis@tea.bg	Capacitors, EMI and RFI filters	Kliment Dimitrov
50	KOTLOSTROENE JSC	www.kotlostroene.com	kotli@infotel.bg	Steam and hot-water boilers, mobile hot-water containers, vessels under pressure, gas-tight tubular membrane walls	Hristofor Barumov
51	METALAGRO JSC	www.metalagro.com	office@metalagro.com	Adapters for sunflower harvesting, agriculture machines parts	Marin Djambazov
52	NAK		nak_ld@yahoo.com	Machinery and equipment	Blagoy Rousev
53	OPTELA - OPTICAL TECHNOLOGIES JSC	www.optela.com	office@optela.com	Laser cutting systems, laser medical systems, tools marking laser machines, machines and equipment for waste water treatment	Petur Staykov
54	AVKO JSC	www.avko.bg	office@avko.bg	Woodworking machines; Asbestos articles; Expanded graphite products	Vladimir Kolev
55	VOP	www.vop-bg.com	official@vop-bg.com	Vacuum furnaces for dental ceramics, furnace for preliminary thermo treatment, system for centrifugal casting with high frequency metal melting, milling machine, parallelometers	Vassil Vatzov
56	ZMM - ZLATOGRAJ JSC	www.zmmzlatograd.com	office@zmmzlatograd.com	Machine-tools equipment	Assen Boshnakov
57	CONTRAGENT 35 LTD	www.contragent.co	dinko.pantov@contragent.com	Electric materials and equipment, Concentrated fodders	Stantcho Pantov
58	ET PETRE SPASSOV		spassov@mail.orbitel.bg	Metal-cutting machines, spare parts	Petar Spassov
59	PODEMSTROYMASH	www.pulidnisc.ideabg.com/es/podem.ph	podemstroytrash@sat.bg	Bridge and gantry cranes, mobile cranes	Yonko Simeonov
60	POINT L - BULGARIA LTD	www.pointl.com	petrov@pointl.com	Non-contact displacement sensors	Petar Petrov
61	PRISOE	www.prisoe.dir.bg	prisoemobikom.com	Spare parts, assemblies, machinery and non-standard equipment	Sava Kazakov
62	RING ENGINEERING	www.ring.dir.bg	ring@engineer.com	Automation devices PLC, regulators, timers, counters, GSM controllers	Roumen Dimov
63	ROBOTIKA	www.robotika.velingrad.com	robotika@velingrad.com	Items and assemblies for automated machines and manipulators	Vladimir Jurkov
64	ROMEX CAR	www.romex.hit.bg	romex@evrocom.net	Motor and electric forklifts trucks; Spare parts for forklifts trucks	Petar Beshirov
65	SPARTAK JSC	www.spartak.bg	spartak@spartak.bg	Industrial ventilators, axis, centrifugal, special	Kiril Yakov
66	INTERNATIONAL JSC	www.stacomint.com	stacom@stacomint.com	Technical goods; Ferrous metals	Stayko Staykov
67	BESTTECHNICA - STROUMA JSC	www.besttechnica.bg	strouma@besttechnica.bg	Construction-transporting, mining-meliorating machines	Evtim Evtimov
68	TECHNOCOMMERCE ENGINEERING LTD	www.technocom.hit.bg	Technocom_bg2001@yahoo.com	Light metals melting furnaces	Stanimir Iliev
69	TECHNOLOGICAL CENTRE	www.tcime.bg	kamen@tcime.bg	Electronic integrated circuits and micro assemblies	Kamen Filiov
70	USPEH - SSB LTD	www.uspeh.dir.bg	uspeh@dir.bg	Electrotechnical items	Vassil Dolapchiev
71	HYBRID INTEGRATED CIRCUITS (HIC) JCS	www.hic.bg	hic@hic.bg	Hybrids and assembled PCBs	Krustin Batev
72	HYDRAULIC ELEMENTS AND	www.hes-co.com	marketing@hesco.com	Hydraulic cylinders and elements	Peter Bachvarov
73	HIDROENGINEERING		hidroing@kz.orbitel.bg	Hydraulic cylinders, mini digger	Todor Kaykiev



74	ALUCOM JSC	www.alucom.mtgbg.com	mtg@mtgbg.com alfa-3alutex@el-soft.com	Aluminium castings, wheel rims, heating radiators	Georgi Popovski
75	ALFA -3 LTD	www.alfalaval.com	baltradebg@yahoo.co m	Aluminium castings	Genadi Georgiev
76	BALLTRADE LTD			Bearings	Yani Vangelov
77	BRONZ - TM JSC VSK KENTAVAR - IZ	www.bronz-tm.com	bronztm@go-link.net	Non-ferrous casts, machine building and equipment, welding equipment	Angel Mousev Mariana
78	DINAMIKA LTD	www.kentavar.com	iz@dinamika.bg manager@pribor61.co m	Small-size machinery and truck spare parts; Tool sistem for machines	Petcheyan
79	PRIBOR P 61 LTD	www.pribor61.com		Industrial fixture	Brayko Doublekov
80	METALSNAB - HOLDING JSC	www.metalsnab.com	office@metalsnab.co m	Steel products, iron products	Alexandur Kashoukeev
81	METIZI JSC CERATIZIT BULGARIA	www.metizi.ttm.bg	metizi@infotel.bg info.bulgaria@ceratizit .com	Aluminium conductors	Dimitur Popivanov
82	AG KIM - STROYMETAL LTD	www.ceratizit.com	office@chamber- gabrovo.com	Metal cutting instruments	Dimitar Radev
83			metalikrazgrad@yahoo o.com	Metal structures	Pavel Mladenov
84	METALIK CS METALURGIA COOPERATIVE STIIL NEVA	www.metalurgia.dir. bg	metalurgia@abv.bg	Aluminium articles; Manual instruments	Juliana Krasteva
85	CONSORTIUM DESON 91 - PETAR DODOV	www.steelheva.com	office@steelheva.com biljana_mbg@abv.bg	Casts, metal structures	Georgi Miltchev
86				Steel products	Penyu Donev
87				strengthening iron construction equipment	Petar Dodov
88	PRAMIZ LTD	www.pramiz.com	pramizood@mail.bg	Powder-metallurgy permanent magnets type ALNi, Alnico, Ticoal, isotropic oxide permanent magnet, magnet systems	Zhelio Popov
89	KZU PLC	www.kzu-bg.com	antonov@kzu-bg.com	Metal constructions, pipe-lines, flux cored electrode wires	Antoni Antonov
90	HEXOD LTD	www.hexod.hit.bg	bp@szeda.bg rshumanov@asarel.co m	Metal parts, units and metal processing tools	Minka Dobreva Lachezar
91	ASAREL - MEDET JSC	www.asarel.com	techno_gb@yahoo.co m	Copper concentrates, copper cathodes	Tsotsorkov
92	TECHNO LTD			Wood and metal processing instruments	Petko Hristov
93	PRK JSC	www.netplusdb.bg/p rk	office@prk.netplusdb. bg	Metal constructions; Semi-trailers, containers, replaceable superstructures, tanks, dump trucks, fire-fighting vehicles	Petur Mihaylov
94	TCHERNO MORE	www.tchernomore.co m	office@blacksea.bg conrat@conrat- bg.com	Mechanic items, structures, instruments, and tools	Petio Milkov
95	CONRAT & CO KREMIKOV TZI	www.goconrad.com		Hydraulic and pneumatic instruments and systams	Kosyu Kostadinov
96	REZBONAREZNI INSTRUMENTI	www.kremikovtzi.com	info@kremikovtzi.com	Steel products; flat and long products	Valentin Zahariev
97	GABROVO LTD		mvi@gwg- gabrovo.com petkovamariela@abv. bg	Thread cutting tools/hand and machine taps/, dies, drills, step drills, center drills, sheet drills, sinks, countersinks, hobs, mills, gear cutting tools, special tools	Rainhard Shvamberger
98	VRATSA START JSC	www.zlatenlev.co		Spare parts; Iron casting from grey, spheroidal and alloyed cast iron, cast from commercial and alloyed steel	Konstantin Dimitrov

99	SINTERMETAL JSC INDUSTRIAL TECHNIK SC	www.sintermetal-bg.com	sintermetali@yahoo.com	Structural, antifriction, soft - magnetic and high - porous metal powdered parts	Svetla Chiriliska
100	KALIBROVANI STOMANI INC	www.indtechnic.com www.geogroup.org/ EN/subMetals1.htm	sales@indtechbg.com kalibrovani@yahoo.com	Hydraulic gear pumps, valves and accessories	Dobrinka Georgieva
101	SINTER M LTD BITOVA	www.geogroup.org/ EN/subMetals3.html	sinter_yambol1@yahoo.com	Cold drawn calibrated steelwork, manufacture of steel goods	Yani Ovcharov
102	ELECTRONIKA JSC	www.bitova-electronika.com	office@bitova-electronika.com	Powder coated articles, steel and iron items production	Stoyan Stoyanov Ognyan Kostadinov
103	PLASTFORM	www.bgbuttons.com	info@bgbuttons.com	Metal and plastic details, electronic components; Metal and plastic components	Tzvetko Dimitrov
104	TEPROMETAL LTD		Lsamardjieva@steelmetbg.vionet.gr	Tailoring materials; Accessories from Natural materials	Lili Samardjieva
105	PROMET INTER		foreign.trade@steelneva.com	Hot rolled reinforcing steel for concrete constructions bars, hot rolled equal angle steel, hot rolled flat steel bars	Hristina Pencheva
106	TRADE LTD	www.steelneva.com		Hot rolled reinforcing steel for concrete constructions bars, hot rolled equal angle steel, hot rolled flat steel bars	Miroslav Borisov Nataliya Zaharieva
107	PROMET STEEL JSC	www.promet.bg	office@promet.bg	Products for the nonferrous metallurgy; Grinding machines for cars	Ivan Bliznakov
108	NATALKO LTD		natalko_f@abv.bg	Metal wares and constructions	Videlin Videv
109	STAD - BLIZNAKOV	www.stad.bg	hbliznakov@stad.bg	Metal constructions; Plastic millwork; Aluminium millwork	Christo Madijski
110	KALVACHA ENGINEERING JSC	www.kalvacha.bg	engoffice@kalvacha.bg	Consumables for the autoelectric industry, abrasive materials, metal slitting saws, diamond instruments, cables, electric equipment	Dimitar Dimitrov
111	VEMA - TRADE LTD	www.vema-trade.com	vema-trade@cablebg.net	Iron fence	Fikret Ince
112	BERG GALKO LTD		berggalco@mail.bg	Rolled and stamped products of aluminum alloys, aluminum folio	Dimo Grozev Elizabeth Nigohossian
113	ALCOMET	www.alcomet-plc.com	office@alcomet-plc.com	Wire, springs, hexagonal open nets, nails	Zahari Zahariev
114	RITI JSC	www.riti-bg.com	riti@mail.bg	Blind rivets	Ovanes Avetisian
115	MULTIEL LTD	www.multiel-bg.com	multiel@mail.bg	Instruments	Boiko Trifonov
116	HERTI LTD	www.herti.bg	office@herti.bg	Manufactures eccentric presses, rotary and piston-type compressors, guillotine shears, pumps, turbines for water power stations, water works equipment.	Nikolaos Papadimitriou
117	SHON & JHO LTD	www.shon-jho.com	shon_jho@abv.bg	Transportation belts and accessories for transporters	Deyan Penelski
118	VAPTSAROV Plc	www.vap.bg	office@vap.bg	Technology processes control systems; dosing, package and aood processing equipment	Svetlozar Apolonov
119	ABG ACTIV EL	www.abg.bg	info@abg.bg	Air-conditioning and refrigerating installations for vehicles	Avram Avramov
120	ENGINEERING	www.active-el.com	office@active-el.com	Automated electrodriving	Petar Ivanov
121	APOLON 55	www.apolon55.com	apolon55@mnet.bg	Dust collecting equipment; filter devices for processes and equipment emitting dust, hazardous gases and vapours	Simeon Ilinsky
122	ARTEH	www.arteh-bg.com	arteh-ltd@mbox.digsys.bg	L.V. switchboards, electrical control panels and distribution cabinets; machines and equipment, re-built of CNC machine tools	
123	AYAKS - PT	www.ayaks-pt.com	ayaks_pt@abv.bg		
124	AKHNATON		st@akhnaton.biz		

125	AMMANN GROUP	www.ammann-group.com	info@ammann-group.com	Asphalt and concrete mixing plants, compactors and compact excavators	Andreas Koller
126	APIES PRODUKT		apies@abv.bg	Non-standard equipment; Metal structure; Instrumental equipment for punching, drawing and clipping; Press-forms and injection mould forms	Ivan Sergisov
127	ARCO Systems		arcosyst@abv.bg	Automation systems and measuring equipment	Arnaudov
128	ASCONI	www.asconi.business.bg	asconi.ing@mail.bg	Equipment for galvanic production processes	Ognyan Simeonov
129	ATLAS TECHNIK	www.atlas-technik.com	AI_Popoff@techno-link.com	Linear guidance systems and components; Roller and plain bearings; Energy chain systems and E-chains; Clutches and other components for mechanical engineering	Alexander Popoff
130	AVTOTRADE	www.avtotrade.com	avtrade@netbg.com	Ball bearing turntables applicable for the construction of cargo trailers, agricultural and industrial machines and equipment; machined brake drums from cast iron; manufacturing of casting equipment	Oleg Yordanov
131	BAUTECHNIKWERK BENNINGHOVEN	www.zavod-str.com	ZST-Pleven@dir.bg	Screws for cement, cement silos, flaps and filters for silos	Mariyka Lisheva
132	BULGARIA	www.benninghoven.com	benninghoven.bulgaria@mail.bg	Asphalt mixing plants and additional equipment and spare parts	Hristio Vakov
133	BIBUS BULGARIA	www.bibus.bg	info@bibus.bg	Equipments for: WWTP, Food and beverage industry, light and heavy industry	Tsvetelina Bancheva
134	BENECO - VB	www.beneco.net	benev@bgnet.bg	Drying installations and technologies; boilers and fuel-air mixture systems for biomass	Vladimir Benev
135	BESTTECHNICA	www.besttechnica.bg	office@besttechnica.bg	Complete machines and equipment as well, as spare parts for the:	Sylvia Ivanova
136	BRB ENGINEERING	www.brb-engineering.com	brb@sz.inet.bg	- Power Generation, Metallurgy, Cement and Mining Industry	Boncho Bonev
137	COATTECH	www.coattech-bg.com	office@coattech-bg.com	Mechanical, pressing, fitting and other treatments of average clearance parts; Surface treatment of parts	Jordan Kostadinov
138	COOLING TOWERS CORRECT	www.coolingtowers.bg	office@coolingtowers.bg	Technologies and technics for powder polymeric coatings, powder enamelling and cable taling	Michael Anastasov
139	ENGINEERING	www.correct.bgcatalog.com	korekt07@abv.bg	Water-cooling towers with natural and ventilation draught	Stoyan Monov
140	CRAM Engineering	www.cramventilation.com	cram_bm@cramventilations.com	Bottling and packing lines, food, chemical and pharmaceutical industry equipment	Andrei B. Markov
141	DILLINGER FABRIK		dfulgaria@dfulgaria.bg	Ventilation equipment producing	
142	GELOCHTER BLECHE PROJECT	www.dfgb.de		Perforated plates with a broad product range	
143	ECOTECHNICA	www.delphineco.com	delphineco@aster.net	Water supplying and sewerage systems, water and waste water (domestic and industrial) treatment plants	Ivan Sekoulov
144	DOBRILA		dobрила@mail.orbitel.bg	Systems for automation and power distribution	Peter Boykov
145	DRAGNEV MK	www.dragnevmk.com	dragnev_mk@yahoo.com	Reduction gears, motor-reduction gears and elastic connectors as well as all types of drives	Dragni Dragnev
146	EAGLEBURGMANN	www.eagleburgmann.com	emkotek@gmail.com	Standard and Gas lubricated Mechanical Seals; Soft packing and Static seals; Seal Supply and Rotary Kiln sealing Systems; Magnetic couplings	Toshko Todorov
147	ECOTEX BG	www.ecotex-bg.com	info@ecotex-bg.com	Elements for industrial filtration of gases and liquids; Filter bags and cloths, elements for filter presses, disc and drum filters; Air slide belts; Cages for bag filters	Dobromir Tomov
148	EFTTOM	www.efttom-ion.bitex.com	efttom_ion@bitex.com	Installations for plasma nitriding and carbonitriding;	D. Dimitrov

148	ELMOT	www.elmotbg.com	elmot1@elmotbg.com	Asynchronous electric motors with conical squirrel-cage rotor and built-in brake; with cylindrical rotor with and without brake for the lifting mechanisms; Reduction gears and geared motors for traveling mechanisms; Crane kits and components	
149	ELTETE BULGARIA	www.eltete.com	office@eltete-bg.com	Cardboard transport packaging materials	Peter Petkov
150	ESMOS	www.esmos-ad.com	esmos-ad@pevil.com	Extruders and industrial lines for plastic material processing	M. Milanov
151	ECOTOP - BUSINESS GROUP	www.ecotop.bg	kirov@ecotop.bg	thermal engineering equipment; Steam condensing facilities; Industrial ventilation and dust removal; Interior gas supply systems etc.	Dimitar Kirov
152	EKOSISTEMI BG	www.ekosistemi.com	info@ekosistemi.com	Water treatment stations, separators of oil products, catchers of greases, water-meter shafts, sand catchers, galvanic tanks, reservoirs, etc	Naiden Karaivanov
153	ENSIVAL - MORET	www.em-pumps.com	emkotek@gmail.com	Industrial centrifugal pumps for chemical and petrochemical industry, cement plants, energy, metallurgy, glass factory, pulp and paper industry	Toshko Todorov
154	FORMOPLAST	www.formoplastbg.com	info@formoplastbg.com	Technical plastic articles- details for automobile industry and for black and white technics	Tsveta Karayancheva
155	GLOBAL SYSTEM GROUP	www.dion-bg.eu	office@gsg-bg.eu	Economical and compact electrical heating boilers	Ivan Ivanov
156	GUEHRING - BULGARIA	www.guehring-bg.net	guehring-bg@technolink.com	Rotary metal-cutting tools	Milena Marinova
157	HES 2000	www.hes2000-bg.com	hes2000@dir.bg	Metalworking, woodworking, measuring tools	Hristo Stoichev
158	HERZ - BULGARIA	www.herz-bulgaria.bg	office@herz-bulgaria.bg	Devices and machines for welding and thermal processing of plastics; automates for welding of geomembranes and insulations in tunnels, depots, dung-hills, hydrotechnics, pools, etc	Erol Haili
159	HIT FRIGO	www.hitfrigo.hit.bg	vitahristov@abv.bg	Refrigerating and air-conditioning equipment	Vitan Hristov
160	HYDRAULIC SERVICE ENGINEERING	www.hsbc.com	office@hsebg.com	Hydraulic and pneumatic systems and machines	
161	IDS SOLAR	www.idssolar.com	office@idsolar.com	Powerful converters and systems for wind generators and solar installations	
162	INFRABULIMPEX	www.grp-bg.com	aps@grp-bg.com	Metal working, wood working, abrasive tools; Metal working tools; Protective and welding devices	Nikola Stoyanov
163	JORDI-3	www.jordi3.com	jordi@engineer.bg	Metal articles	Rumen Tonev
164	KASI TEMPRA PACK	www.kt-pack.com	ktpack@abv.bg	Automation packing, dosing and bottling equipment	Kamen Kotzev
165	KOVENT - KLIMA	www.kovent-klima.com	office@kovent-klima.com	Axial and centrifugal fans intended for use in potentially explosive atmospheres; general industrial axial and centrifugal fans	Stefan Kostov
166	KRAB 2004		krap@abv.bg	Products made of non-corrosive materials - equipment for ships and yachts; swimming pools, parapets, etc	Belcho Belchev
167	KRES'D	www.kres-d.com	sales@kres-d.com	Industrial hydraulics, instrumental equipment, non-standard machinery, and equipment	Dimitar Krachev
168	LOGISOFT	www.logisoft-bg.com	logisoft@cablegbg.net	Module systems, based mainly on equipment for automatization from SIEMENS and VIPA	Krum Pavlov
169	MAG	www.magbg.net	mag@magbg.net	Metal articles and spare parts	Ilin Karipov
170	MAVA INDUSTRIAL	www.mavaindustrial.com	info@mavaindustrial.com	Industrial packaging machines and consumables, compressors and compressed air systems and pneumatic tools	Adrian Vladimirov
171	KOPTCHEV	www.koptchev.com	office@koptchev.com	Industrial chains - roller chains and round link chains	Krassimir Koptchev

172	HIMMASH Plc FORGING AND PRESSING PLANT	www.himmash.com	himmash@haskovo.net	Stainless steel, carbon steel and bimetallic steel apparatuses and equipment for the chemical, bio-technical, food-processing, pharmaceutical industry and for the power generation industry, metallurgy and construction industry.	
173			kpz@mail.bg	Forging and pressing products.	Georgi Stoychev
174	STROYTEHNIKA Plc	www.stroytehnika.sbl ine.net	stroitehnika@mail.bg	Compressor installations and machines for finishing operations in the construction industry.	
175	ZMM Metallic Plc	www.metallik.com	office@metallik.com	Horizontal and vertical machining CNC centres, universal lathes, drill presses, drilling and milling machines, cast iron castings.	Chavdar Mladenov
176	ZGMM Plc	www.zgmm-bg.com	zgmm@trading.bg	Lathes for machining large-size components of diameters of up to 1000 mm and length of machined part of up to 7000 mm.	
177	ZMM Pobeda Plc		pobeda@bg400.bg	Universal lathes, automated processing lines and modules, spare parts, parts and assemblies for textile machines, machines for agricultural farms.	
178	ZMM Plc Hascovo	www.erato.bg/zmm/	zmm@erato.bg	Equipment for metal-cutting machines – shafts, gears, reducers.	
179	UNITECH Plc	www.unitech-bg.com	office@unitech- bg.com	Universal lathes.	Georgi Milushev
180	ZMM Plc, Draganovo	www.zmm- draganovo.com	zmm@zmm- draganovo.com	Castings of parts and assemblies for metal-cutting machines and performs mechanical treatment of same.	
181	VSK Kentavar	www.kentavar.com	kalestrov@dir.bg	Assemblies, parts and coupling elements for metal-cutting machines, bench drills.	Vesselin Krastev
182	ZSM Plc	www.puldinjsc.ideal g.com	puldinad@yahoo.com	Grinding machines	Georgi Stoychev
183	Beroe Plc		beroe@mbox.digsys.b g	Industrial robots, automated robot complexes, equipment elements and assemblies, machines for the wood-processing, rubber-processing and ceramic industry.	
184	ZMM Ltd		sm@infotel.bg	Wood-processing tools and accessory equipment: metal-cutting tooling and accessory equipment; specialized tooling and accessory equipment.	
185	METAKOM SLZ Plc	www.metakom- sow.com	metakom@el-soft.com	Steel and cast iron castings, pattern accessory equipment, auxiliary die-casting materials.	
186	SOLIDUS Ltd		solidus@mail.bg	Steel castings of weight of between 50 kg and 6 tons; cast iron castings, machine parts for ship-building, ore-extraction and coal mining industry.	
187	FASTENER PRODUCTS Plc		ki- delchev@mbox.digsys	Metal support elements and structures including railway transport structures, semi-finished products, tooling equipment.	
188	ELPROM Plc		elprom_bg@yahoo.co m	Manufactures domestic electrical appliances.	
189	CAPRONI Plc	www.caproni.bg	y.petrov@caproni.bg	Hydraulic gear pumps, solenoid control valves, manual control valves, piston and plunger-type hydraulic cylinders, valve equipment, hydraulic sets.	Y. Petrov
190	BURGAS SHIP BUILDING COMPANY SHIP MACHINE- BUILDING Plc		bship@unacs.bg	Ship-building and ship maintenance and repair. Builds river vessels: barges, towboats, thrusters, pontoons.	
191		www.smb.hit.bg	smb@smb.bg	Ship-building equipment, floating equipment, non-standard hatch metal structures.	Ivan Daskalov
192	REKORD CAR Plc		rekord@plovdiv.techn o-link.com	Engine-driven trucks: engine-driven truck component and spare parts.	
193	ELPROM-ANN Plc	www.elprom-zem.com	elprom-ann@netcom- bg.net	Low-voltage devices: start push buttons, explosion-proof lighting fixtures, electromagnets for hydraulic directional valve, package cam switches, crane devices, limit switches.	
194	ROSSA Ltd	www.rossa.bgcatalo g.com	rossa@einet.bg	Plasma-cutting welders, planetary feeder devices and equipment. MIG/MAG welding machines.	
195	BUNAY Ltd	www.bunay.com	bunay@bunay.com	Injection moulding and pressing of all types of thermoplastic and thermosetting plastic materials.	Petar Tuhov

196	ORINCO Plc		orinco@netbg.com	Fire-proof panels, storage racks, doors, enclosures, grids, spare parts, non-standard equipment.	
197	TRADEX Plc		tradex@skat.spnet.net	Spare parts for the mechanical engineering field, chains for the cement industry, band conveyors.	
198	DZU PLC		market@dzu.inetg.bg	Electronic and mechanic equipment, components	
199	HRAMAR Ltd.	www.hramar.com	hramar_plovdiv@abv.bg	Frameworks.	
200	MACHINOEXPORT PLC	www.machinoexport.bg	office@machinoexport.bg	Machine-building	

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**Created by Silviya Beloshinova on the basis of information from:**

The Bulgarian Small and Medium Enterprises Promotion Agency: [http://www.sme.government.bg/IANMSP/catalog\\_en.aspx](http://www.sme.government.bg/IANMSP/catalog_en.aspx)

Bulgarian Branch Chamber of Machine Building: <http://www.bbcm.bizhosting.com/us/membersus.htm>

Bulgarian Chamber of Commerce and Industry: [http://www.bcci.bg/services/directory/catalog\\_en.htm](http://www.bcci.bg/services/directory/catalog_en.htm)

EI Media: <http://omi.elmedia.net/index.php?rid=31>