

INVESTMENT DESTINATION PLOVDIV



A photograph of the European Parliament building in Brussels, featuring a large array of national flags and the European Union flag flying against a blue sky with light clouds. The building's modern architecture with glass and steel is visible in the background.

DOING BUSINESS IN BULGARIA

- **2nd** lowest Government Debt in the EU (Eurostat);
- **10%** corporate tax;
- **10%** personal income tax;
- **32nd** – Index “Economic Freedom of the World” (*Fraser Institute*);
- **49th** – Global Competitiveness Index (World Economic Forum);
- Bulgaria is in the **ERM II** and is expected to join the Eurozone in **2023**.

Photo: European Parliament

WHY PLOVDIV

- **#1** industrial leader in Bulgaria with over 71 000 employees in manufacturing;
- **2nd** biggest IT&BPO center with over 7000 employed;
- **4.5** billion euro GDP;
- **~ 800 000** population in the region;
- **Top 3** in FT's ranking for destinations with best FDI strategy;
- **Top 10** in FT's ranking for the destinations with most progressive development in the world.



Photo: International Fair Plovdiv

LOCATION ADVANTAGES

- Highway connection with Central and Western Europe;
- Well-developed road and railway network, which offers connection to the nearest ports;
- Intersection of 3 Pan-European Transport Corridors;
- Airport, serving charter and cargo aircrafts;
- Available Duty Free Zone and Intermodal Terminal offering a link between road and railway transport.



POPULATION

- Plovdiv has the biggest net annual change **(+5100)** among the Bulgarian cities, besides the capital;
- **535 000** people live 30min. from downtown;
- **795 000** people live 45min. from industrial zones;
- **9000** new inhabitants in the city for 2020;
- **20 000** expats;
- Predominantly younger population with **over 410 000** people under 45 years of age.



EDUCATION

- **24 400** high school students - **9200** in STEM fields;
- **1000** students enrolled in **57** dual education classes;
- **28 vocational** and **7 foreign language** high schools;
- **4100** high school graduates in 2020;
- **3300** foreign university students;
- **4750** university students in technical studies;
- **8** universities with **35 300** students.
- **74** vocational training centers.



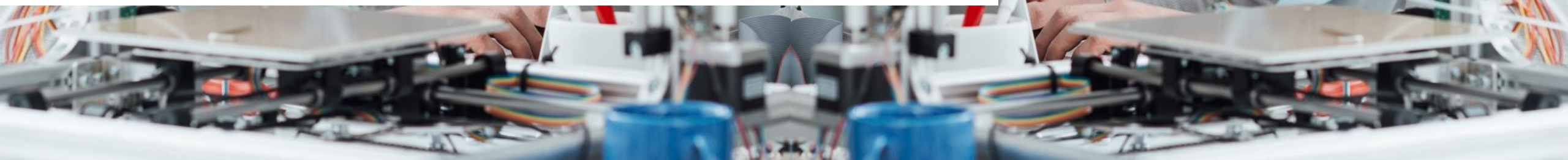
LOCAL ECONOMY

- **€4** billion value added for the Plovdiv District;
- **€19 000** value added per job, 2020;
- **€915 million** Fixed Capital Expenditures, 2020;
- **204 000** labor market;
- **8.6%** avg. annual growth of productivity, 2010 – 2020.



MANUFACTURING

- **Plovdiv is the industrial leader of Bulgaria;**
- **71 000** employed in the sector;
- **Over 200** international and local companies;
- **€1.5 billion** value added, 2020;
- **€2 billion** worth of investments in industrial & tech parks.





MAJOR INVESTORS



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TECHNOLOGY DESTINATION

- **1st** BPO pioneering destination in Europe (C&W, 2016);
- **2nd** - best developers in the world with JAVA (Hacker's Rank);
- **5th** best offshoring destination in Europe (A.T. Kearney, 2021);
- **100+** IT companies;
- **7000+** jobs in the IT&BP, 2021;
- **10** applied science institutes and labs;
- **96 000** people aged 25-64 years with university education;
- **Over 12 600** university students in IT&BPO related fields (2020/2021).

The background of the slide features a photograph of two modern, multi-story office buildings. The buildings have a distinctive facade with vertical green and blue panels interspersed with windows. The sky is a clear, light blue. The text 'IT & BPO: SUCCESSFUL EXAMPLES' is overlaid in the center in a large, black, sans-serif font.

IT & BPO: SUCCESSFUL EXAMPLES



Industrial & tech parks

1 MARITZA INDUSTRIAL ZONE

www.tez.bg

2 AGRO CENTER KALOYANOVO

www.tez.bg

3 RAKOVSKI INDUSTRIAL ZONE

www.tez.bg

4 HIGH-TECH PARK INNOVATIONS

www.tez.bg

5 INDUSTRIAL PARK PLOVDIV

www.tez.bg

6 KUKLEN INDUSTRIAL ZONE

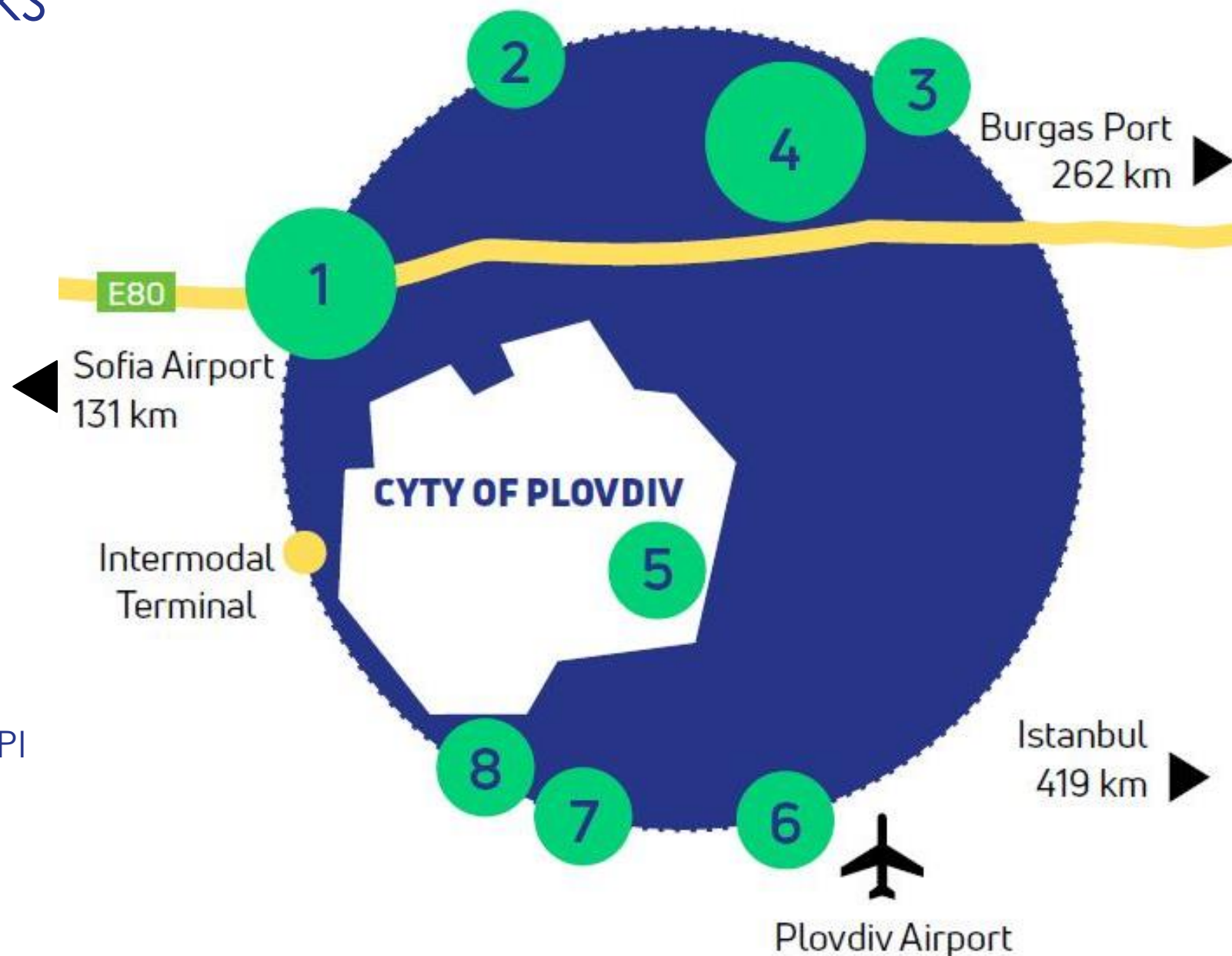
www.tez.bg

7 LOGISTIC INDUSTRIAL PARK RODOPI

www.lip-rodopi.com

8 INDUSTRIAL PARK MARKOVO

www.industrialparkmarkovo.com





Plovdiv Municipality Business Development Department

Single point of contact for:

- all administrative procedures;
 - building permits;
 - local utilities;
 - national institutions;
- establishing of public-private partnerships.

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