

International Center



# WHY BULGARIA

Bulgaria has a relevant strategic positioning in the center of the main EU crossroads with the most competitive enterprise costs in Europe.

## Country profile

**Capital** – Sofia

**Climate** – moderate continental with four seasons

**Population** – 6.445 mln. (2023)

**Population in working age** – 4.0 mln. (2023)

**Currency** – EUR

**Form of government** – Parliamentary republic

**Executive power** – Council of ministers, headed by Prime minister

Situated on the main roads between Europe and Asia

# LOCATION PROFILE

A photograph of a modern office interior. In the center is a black rectangular conference table surrounded by red ergonomic chairs on black swivel bases. To the left, there is a black sideboard with a flat-screen TV mounted on the wall above it. A potted plant sits on the table. The room has large windows on the right side, letting in natural light. The floor is light-colored tile. The image is framed with a red and black diagonal design.

**Four major airports** – Sofia, Plovdiv, Varna and Bourgas

**Many ports** on the Danube river

**Two seaports** – Varna and Bourgas

**Five Pan-European corridors** – IV, VII, VIII, IX, X

**Excellent trade relations** with the neighboring

countries, not EU members – Common border with Turkey, Serbia and North Macedonia

**Free export** to the EU countries

**Access to CIS region** – Market with high potential

**Access to the Middle East** – High purchasing power market

# MACROECONOMICS

A photograph of a modern office interior. The space features several bright red armchairs arranged in a lounge area. The office has glass partitions and doors, with some labeled 'LONDON'. The ceiling is equipped with recessed linear lighting, creating a contemporary and professional atmosphere.

**EU & NATO member**

**GDP = 103.7 € billion (2024)**

**Inflation = 2.4% yoy (avg 2024)**

**Low public debt – in % of GDP = 23.6% (2024)**

**Export of goods and services as % of GDP = 55.8% (2024)**

**Current account balance as % of GDP = 0.2% (2024)**

**VAT is 20% for goods and services**

**Favorable taxation:**

- ✓ 10% corporate tax
- ✓ 0% in regions with high unemployment

**2 years VAT-free period for import of equipment for investment projects over 5 million euro or project with at least 50 new working places**

**Low utility costs**

- ✓ Electricity price for industrial use / 8.7 EUR per 100 kWh
- ✓ Natural gas price for industrial use (euro per Gigajoule) / 12.4 EUR per GJ

**Bulgaria is an IT outsourcing hub for the region**



# HUMAN RESOURCES

**Lowest labor cost in EU27**

**Traditions in Agriculture, Manufacturing, Construction, Tourism**

**62% of the population is in working age**

**Highly qualified multilingual workers:**

- ✓ 99.7% of the high school students study foreign language (usually English)
- ✓ 75.9% of the high school students study second foreign language (German, Russian, Italian)

**Bulgaria is ranked 3rd worldwide in terms of number of certified IT professionals.**

**10% flat tax for income of individuals**

**Maximum social security threshold – 1 917 EUR (2024)**

**Average salary – 1 188 EUR (2024)**



# INTERNATIONAL CENTER

International Center

When you have plans to expand your business beyond the domestic market, **a strong banking partner** on your side makes things much easier.

- Supported by the international network of UniCredit throughout the world, the International Center of UniCredit Bulbank provides support in discovering new opportunities for both international and multinational companies, interested in the Bulgarian market, and also for Bulgarian companies planning to expand abroad and export to other countries.

- Our team consists of experts in various languages, with in-depth knowledge of the local market.

- Contact us at: [InternationalCenterSofia@UniCreditGroup.BG](mailto:InternationalCenterSofia@UniCreditGroup.BG)



# ONE STOP SHOP



## **Service location for you in Bulgaria**

When you are abroad you may need to have one place useful for everything related to your business.

## **Your home abroad**

We created this unique location – International Center, where you can meet your partners and clients, where you can receive advice on different topics. It's all about speeding up opportunities and making your life easier.

## **Manage your bank account**

For your business needs we will offer you fully-fledged banking services. Furthermore, since your time is precious for us, we facilitate your workflow via fast track solutions, digital services and provide full assistance by professionals located in the same building.



# WHAT WE OFFER

## **Promote your products**

Here you can promote your products using the co-marketing spaces and also enjoy the lounge services in a special bar-kitchen, designed for you.

## **B2B networking**

In the International Center you can arrange meetings with your clients and commercial partners or just use the privacy of fully-equipped office spaces, booking via Office Booking platform. Access permission for the office premises and the platform could be provided by International Center Sofia Team.

## **Meet your clients and partners**

In the International Center you can receive consultancy and advices on how to set-up a company in Bulgaria and how to use the opportunities for financing with EU funds.

## **Events management**

Here you have the opportunity to use spectacular open space and arrange product presentations, press conferences, B2B breakfasts or evening cocktails for your partners and clients.

## **Make your own event**

The space is fully technically equipped with everything needed for an event as well as with the support of high-event management expertise.





Kearney:  
Ranked Bulgaria 25th in Global Services Location Index for 2023\*

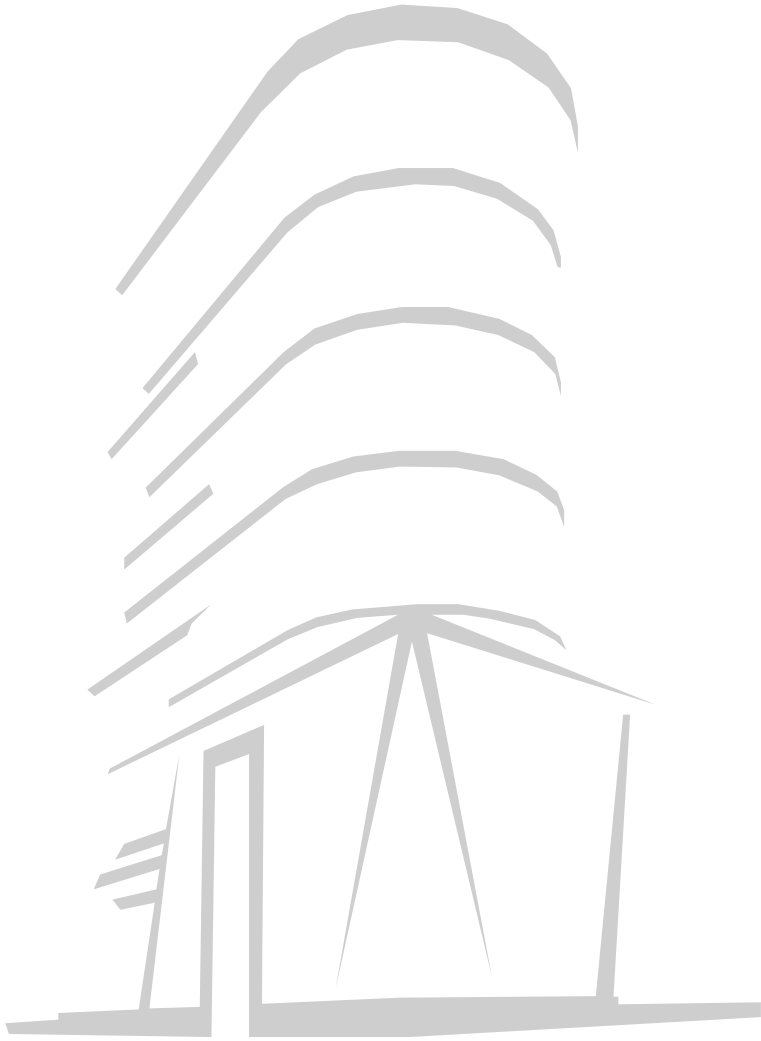
UNWTO:  
Ranked Bulgaria in 10th place among the best performing destinations for Q1 2023\*\*

\*The Global Services Location Index tracks the contours of the offshoring landscape in 78 countries across four major categories: financial attractiveness, people skills and availability, business environment and digital resonance. The index tracks also how attractive it is to offshore business services.

\*\*The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

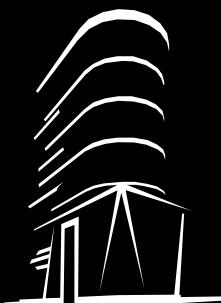
≈**66%** of the **international companies** are with UniCredit Bulbank  
≈**70%** UniCredit Bulbank coverage of **TOP 100** companies in Bulgaria  
**2** of every **3** companies in **TOP 300** are clients of UniCredit Bulbank\*\*\*

\*\*\*data as of Dec 2024



# International Center

MEET YOUR BUSINESS



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