



## BUSINESS FORUM FOR TOURISM

### AGENDA

Date: August 1 and 2, 2023, Blagoevgrad

Place: city of Blagoevgrad, "22nd September" hall, 1 "Georgi Izmirliiev" Sq.

#### DAY 1

10:00-10:30	Registration of participants and welcome coffee
10:30-10:40	Opening of the forum and a brief presentation of the INNOBUS project
10:40-11:20	Zhivko Ivanov – consulting business <b>Creating business partnerships and networking</b>
11:20 -12:00	Marian Kanev – web design, digital marketing and advertising <b>Digital marketing and advertising - modern ICT tools</b>
12:00:12:40	Baba Deshka - a guardian of the local way of life and traditions in Gorno Draglishte village <b>Deshka House and the magic of rural tourism</b>
12:40-14:00	Lunch
14:00-14:40	Zdravka Smilenova - farming and organic products to help developing tourism <b>Moravsko selo - with care for the planet, community and traditions</b>
14:40 -15:20	Simana Markovska – travel agent and blogger <b>Development of sustainable tourism around the world and in our country</b>
15:20-15:50	Coffee break
15:50 -16:30	Boyan Milushev - Virtual reality ( VR ) - products and solutions for business <b>Demonstration of VR technology - full immersion 360°</b>
16:30-17:00	Summary and closing of the first day of the forum
19:00	Dinner

#### DAY 2

10:30-11:00	Welcoming the participants and welcome coffee
11:00-12:00	Departure for Horse Base "Perivolvas", Bachevo village
12:00-13:00	Petar and Iva Nakovi - The love for horses - the basis of a successful business A site visit to a successful business model in <b>Horse base "Perivolvas", Bachevo village</b>
13:00 -14:30	Lunch
14:30 -15:30	Tourist tour in the area
15:30 - 16:00	Coffee break
16:00	Closing the business forum and departure of the participants

