



BUSINESS FORUM FOR TOURISM

AGENDA

Date: 04 and 05 August 2023 (Friday and Saturday)

Place: Meeting hall of the Municipal Council - Sandanski, Sandanski, 14 Svoboda Str.

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	Boyan Milushev – Virtual Reality - products and business solutions Demonstration of VR technology - full immersion 360°
11:20 -12:00	Marian Kanev – web design, digital marketing and advertising Digital marketing and advertising - modern ICT tools
12:00:12:40	Petar and Iva Nakovi - The love for horses - the basis of a successful business Horse base "Perivolos", Bachevo village
12:40-14:00	Lunch
14:00-14:40	Rositsa Telkedjiiska- farming and organic products to help developing tourism Moravsko selo - with care for the planet, community and traditions
14:40 -15:20	Baba Deshka - a guardian of the local way of life and traditions in Gorno Draglishte village Deshka House and the magic of rural tourism
15:20-15:50	Coffee break
15:50 -16:30	Simana Markovska – travel agent and blogger Development of sustainable tourism around the world and in our country
16:30-17:10	Zhivko Ivanov – consulting business Creating business partnerships and networking
17:10-17:30	Summary and closing of the first day of the forum
19:00	Dinner

DAY 2

10:30-11:00	Welcoming participants and welcome coffee
11:00-12:00	Departure for the town of Melnik and visiting businesses in the area
12:00-12:30	Mariana Delikirova – hotel business Hotel "Despot Slav" - presentation of the business
12:30 -14:00	Lunch
14:00 -15:00	Tourist tour in the area
15:00 - 15:30	Coffee break
15:30	Closing the business forum and departure of the participants

