



## INVITATION FOR BUSINESS FORUM FOR TOURISM

**DEAR LADIES AND GENTLEMEN,**

IN FOCUS Association is pleased to invite you to participate in a two-day BUSINESS FORUM FOR TOURISM under the title "Opportunities, perspectives and good practices", which will be held on August **1 and 2, 2023** (Tuesday and Wednesday) in the city of Blagoevgrad, "22 September" hall, 1 "Georgi Izmirliiev" square, starting at 10:00 a.m.

The forum is organized within the framework of the project "Strengthening the competitiveness and extroversion of cross-border business through innovative and specialized actions", with the acronym INNOBUS, financed under the Cross-border Cooperation Program INTERREG VA Greece - Bulgaria 2014-2020.

The aim is to promote successfully implemented business models by entrepreneurs in the cross-border region, in order to stimulate the development of entrepreneurship, create business partnerships and networking between all interested parties to achieve sustainable economic growth in the cross-border region.

The forum is appropriate for business representatives, clusters, business centers and incubators, public and other organizations and institutions working to support business in the cross-border region and young people - current and future entrepreneurs.

Our guest speakers are successful entrepreneurs who have turned their entrepreneurial ideas into businesses and are ready to share their experiences on the way to success.

The forum will show us:

- ✚ How to succeed - marketing and ICT solutions!
- ✚ The Power of Partnerships - Markets and Networking!
- ✚ Ecotourism - the mission is possible!
- ✚ Courage, persistence and big dreams - the way to success!
- ✚ European funds to help tourism!
- ✚ VR Marketing - A Look Into The Future!

The business forum will be held according to the program attached to this invitation. You can register for participation till 17:00 on 30.07.2023 at the following link <https://forms.gle/38Xrtrk5ENBpGCpBA>, at e-mail : [nafocus.strumyani@gmail.com](mailto:nafocus.strumyani@gmail.com) or contact Yanislava Vangelova on phone: 0888 208 308.

The costs of holding the business forum are covered by the INNOBUS project budget and **your participation is completely free.**

We are expecting you!

