

**GOOD PRACTICES FOR INNOVATIVE ENTREPRENEURSHIP
WERE PRESENTED IN BLAGOEVGRAD BY GREEK AND BULGARIAN
LECTURERS**

On August 3, 2023, a business seminar on "Innovative entrepreneurship - good practices and trends for development" was held in Blagoevgrad. The expert Ms. Rositsa Jambazova - Director of Business Incubator - Gotse Delchev, Center for Entrepreneurship Support and Chairman of the Management Board of the National Network for Business Development, presented successful Bulgarian companies developing innovative ideas and offering innovative products. She showed the participants examples of good practices for innovative entrepreneurship in the cross-border region between Greece and Bulgaria, and she clearly explained how the implementation of digital and green solutions helps to increase competitiveness and achieve sustainable business development.

The speaker in the second module of the seminar was the Greek journalist Panagiotis Savvigis. He presented tourism in the northern part of Serres prefecture, bordering the southwestern part of Blagoevgrad region - an ideal area for the development of integrated tourist products and services in the border area. Savvigis presented tourist sites such as Lake Kerkini, the thermal springs of Agistros and Sidirokastro, the fortress of Rupel, the sanctuary of Timios Prodromos, pedestrian and cycling routes in the Belasitsa Mountains and others that have the potential to be further developed and become attractive tourist products covering general tourism routes between the two neighboring countries. In his presentation, Panagiotis Savvigis also emphasized the importance of European funding aimed at developing entrepreneurship and the tourism business.

What's more innovative than incorporating virtual reality into your business development? This is what the manager of BM Vision Boyan Milushev spoke about and clearly showed how new technologies give a completely different dimension to every product and service. Instead of telling about what you offer, let the customer experience your product - this is only a small part of the innovative ideas that VR technologies offer to those who want to develop a business. How to grab the client's attention, how to convey your message and, of course, to be remembered - this is what Boyan Milushev showed to the attendees of today's business seminar.

The experts of the District Information Point - Blagoevgrad also took part in the program and presented the current opportunities for business participation in the implementation of concepts for integrated territorial investments.

Participants in the seminar were representatives of business, NGOs, youth, public and private organizations and institutions working to support entrepreneurship in the cross-border region. The event is part of the activities of the project "Strengthening the competitiveness and





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The next event under the INNOBUS project is the second business forum for tourism, which will be held on August 4 and 5 in the city of Sandanski and a visit to tourist businesses in the area.

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