Time for a fresh start

Eighth Business Roundtable with the Government of Bulgaria

Време за ново начало

Осма Кръгла маса с правителството на България



December 8th 2009 Sheraton Sofia 8 декември 2009 г. Шератон София

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Rebuilding Bulgaria's image amid tight constraints and high expectations

Investors are relying on Bulgaria's recently elected government to inject new vitality into the country's economy and remove major obstacles to doing business. Priorities include fighting organised crime and corruption, making the labour market more responsive to companies' needs and improving relations with the EU. Can the new government live up to these expectations? Will businesses regain their confidence in Bulgaria and start making acquisitions and hiring workers?

Join a focused discussion on Bulgaria's future at Economist Conferences' *Eighth Business Roundtable with the Government of Bulgaria*. This is your chance to hear in person from the country's leading decision makers, including *Prime Minister Boyko Borissov* and senior ministers. During the interactive conference sessions, they will discuss their approach to reviving the economy. The event also offers unique networking opportunities with an international audience of senior business executives.

Reserve your place today

Key topics include:

- Prospects for growth in 2010 and beyond.
- Is the government doing enough to improve the country's image and mend its relationship with the EU?
- What can Bulgaria do to attract greater foreign investment?
- Can the central bank ensure financial stability and encourage new bank lending to companies?

The event also features the publication and discussion of a major international survey of senior executives on doing business in Bulgaria, carried out by the Economist Intelligence Unit (EIU).

Възстановяване имиджа на България в условията на строги ограничения и високи очаквания

Инвеститорите се надяват, че избраното през юли 2009 г. правителство на България ще възстанови икономиката на страната и ще отстрани редица пречки пред бизнеса. Приоритетите включват борба с организираната престъпност и корупцията, подобряване на отношенията с Европейския съюз и насърчаване пазара на труда в съответствие с нуждите на бизнеса. Ще успее ли новото правителство да отговори на тези очаквания? Ще може ли бизнесът да върне своето доверие към България, да започне нови проекти и да разкрие нови работни места?

Станете участник в дискусията с фокус бъдещето на България, организирана от Economist Conferences *Осма Кръгла маса с правителството на България*. Това е вашият шанс да се срещнете лично с хората, които вземат решенията — министри от икономическия екип на правителството, включително с *Министър-председателя* Бойко Борисов. По време на интерактивните сесии на конференцията те ще представят своята програма за възстановяване на икономиката. Събитието предлага също така уникални възможности за контакти на международно ниво с водещи бизнес мениджъри.

Запазете своето място днес

Главните теми включват:

- Възможности за икономически растеж през 2010 и след това.
- Достатъчни ли са действията на правителството за подобряване на имиджа на страната и отношенията с Европейския съюз?
- Какво още трябва да направи България за привличане на нови чуждестранни инвестиции?
- Ще успее ли централната банка да задържи финансовата стабилност и да насърчи нови банкови кредити за бизнеса?

По време на събитието ще бъде представено и дискутирано уникално международно проучване на Economist Intelligence Unit (EIU), проведено сред висши регионални мениджъри и посветено на бизнес средата в България.

Join the debate with our government speakers:

Участвайте в дискусиите с нашите лектори от правителството:



Boyko Borissov Prime Minister Бойко Борисов Министър-председател



Rosen Plevneliev Minister of Regional Development and Public Works

Росен Плевнелиев
Министър на
регионалното
развитие и
благоустройството



Aleksandar Tsvetkov Minister of Transport, Information Technology and Communications Александър Цветков

Министър на транспорта, информационните технологии и съобщенията



Traicho Traikov Minister of Economy, Energy and Tourism Трайчо Трайков

Министър на икономиката, енергетиката и туризма



Ivan Iskrov Governor, Bulgarian National Bank

Иван Искров Управител, Българска народна банка

Other speakers include:

Peter Willbrandt, Member of the Executive Board, **Aurubis** Tomas Pleskac, Member of the Board of Directors,

CEZ Bulgaria

Olivier Descamps, Business Group Director, Southern Eastern Europe, Central Asia and the Caucasus,

European Bank for Reconstruction and DevelopmentOrlin Hadzjiankov, Chairman of the Management Board and Executive Director. **Holding Roads**

Why you should attend

- Hear Prime Minister Boyko Borissov and senior ministers give updates on their economic plans and priorities.
- Benefit from the EIU's latest intelligence on the global economic outlook, international investment climate and state of business operations in Bulgaria.
- Network with an international audience of senior executives at this high-powered and exclusive Roundtable.

This event is only open to senior executives.

Други поканени лектори:

Питър Вилбранд, Член на Управителния съвет, **Aurubis** Томаш Плескач, Член на Борда на директорите,

CEZ Bulgaria

Оливие Декамп, Директор бизнес група, Югоизточна Европа, Централна Азия и Кавказ, **EBRD** Орлин Хаджиянков, Председател на Борда на директорите и Изпълнителен директор, **Холдинг Пътища**

Защо трябва да участвате

- Чуйте Министър-председателя Бойко Борисов и водещи министри за най-новото в техните икономически планове и приоритети
- Ползвайте последните изследвания на EIU за глобалните икономически процеси, международния инвестиционен климат и бизнес средата в България
- Създайте контакти с международна аудитория от висши мениджъри на този ексклузивен и важен форум

Това събитие се препоръчва само за висши бизнес ръководители

To mark the 15th anniversary of their presence in Bulgaria, ING invites all delegates attending the Roundtable to a cocktail reception in the National Archaeological Museum at 7pm on the day of the conference.

За да отпразнува 15-годишното си присъствие в България, ИНГ кани всички участници в Кръглата маса на коктейл в Националния археологически музей, от 19.00 часа в деня на конференцията.

Register today to guarantee your participation

Регистрирайте се днес, за да гарантирате своето място



Online/Онлайн: www.economistconferences.com/bulgaria09 **Email:** cemearegistrations@economist.com



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Preliminary programme

Chair: Richard Eames, Conferences Programme Director CEMEA, Economist Intelligence Unit

8.30am Registration

9.00am Chairman's welcome

9.05am Hoping for better things in 2010: the Economist Intelligence Unit briefing

9.30am How do businesses see Bulgaria?

A panel discussion with senior executives

Panellists:

Milan Todorovic, Executive Vice-president of Central Eastern Europe Sales, Actavis Atanas Garov, Managing Director Bulgaria, Colliers International Franco Del Fabbro, Managing Director, Kraft Foods Bulgaria Nikolay Mihaylov, Chief Executive Officer, Trace Group

10.45am Break

11.15am Time for a fresh start: rebuilding Bulgaria's image

Discussion with Boyko Borissov, Prime Minister

Panellists:

Jan Bartholomeus, Chief Executive Officer, **ING Wholesale Banking Bulgaria** Andreas Maierhofer, Chief Executive Officer, **Mobiltel**

12.30pm Networking lunch

1.30pm Tough choices: economic policy and the business environment

Off-the-record discussion with **Traicho Traikov**, **Minister of Economy**, **Energy and Tourism** and **Ivan Iskrov**, **Governor of the Bulgarian National Bank**

2.45pm Break

3.15pm How can Bulgaria find a competitive edge?

Off-the-record discussion with Rosen Plevneliev, Minister of Regional Development and Public Works and Aleksandar Tsvetkov, Minister of Transport, Information Technology and Communications

4.30pm Chairman's closing remarks followed by farewell refreshments

Simultaneous translation in Bulgarian and English will be provided throughout the day

Предварителна програма

Председател: Ричард Еймс, Програмен директор С	EMEA,
Economist Intelligence Unit	

- 8.30 Регистрация
- 9.00 Откриване приветствие от страна на Председателя
- 9.05 Очакване на по-добро развитие през 2010
- 9.30 Какво е мнението на бизнеса за България?

Панелна дискусия с висши мениджъри

Панелисти:

Милан Тодорович, Изпълнителен вице-президент продажби за Централна и Източна Европа, **Actavis**

Атанас Гаров, Изпълнителен директор за България, Colliers International Франко дел Фабро, Изпълнителен директор, Kraft Foods Bulgaria Николай Михайлов, Главен изпълнителен директор, Trace Group

- **10.45** Кафе пауза
- 11.15 Време за ново начало: "Да покажем, че България може"! Водещ адрес на Бойко Борисов, Министър-председател

Панелисти:

Ян Бартоломеус, Регионален Директор, **ИНГ Банк Корпоративно банкиране България**

Андреас Майерхофер, Главен изпълнителен директор, Мобилтел

- 12.30 Обяд с възможности за установяване на контакти
- 13.30 Трудният избор: икономическата политика и бизнес средата Неформална дискусия с Трайчо Трайков, Министър на икономиката, енергетиката и туризма и Иван Искров, Управител на Българска народна банка
- **14.45** Кафе пауза
- 15.15 Конкурентните предимства на България?

Неформална дискусия с **Росен Плевнелиев**, **Министър на регионалното** развитие и благоустройството и **Александър Цветков**, **Министър на** транспорта, информационните технологии и съобщенията

16.30 Заключителни бележки на Председателя Заключителен коктейл

През целия ден ще има осигурен симултанен превод

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Sponsorship opportunities

If you are interested in discussing sponsorship of Economist Conferences' events, please contact: Marie-Louise Boisseau, Regional Sales Director, Europe Telephone: +33 (0)1 53 93 66 15

E-mail: MarieLouiseBoisseau@economist.com

Confirmation

The fee for this event covers your attendance, full documentation and refreshments during the conference. When you register, you will receive a letter of confirmation, contact information and complete details of the conference. Please note that payment must be received before the conference.

Travel and accommodation

Delegates are responsible for the arrangement and payment of their own travel and accommodation. To reserve your room at the Sheraton Sofia Hotel Balkan, please contact Economist Conferences for a reservation form.

For more detailed registration information and details on our special offers visit www.economistconferences.com

About Economist Conferences

Economist Conferences is the events arm of The Economist Group. We benefit from decades of experience organising frank and thought-provoking events that translate *The Economist's* unique editorial coverage into lively and relevant debates.

Attended by senior executives from business, governments and industry leaders, our recent meetings have included the Third Business Roundtable with the Government of Kazakhstan and the Emerging Markets Summit.

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Registration form

Eighth Business Roundtable with the Government of Bulgaria

Fax back to: CEMEA registrations on +44 (0) 20 7576 8534

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