**LAUNCH EVENT – BULGARIA**

**20th June 2024 – 15.00h. /EET/**

[**Click here**](https://docs.google.com/forms/d/e/1FAIpQLSd7gVxmKROFuH-WpZJbyCxe8UhLDqeI9o8-u8KQOdPg59D5Tg/viewform) to register

**Master of Ceremony: Gabriela Dimitrova**, Chamber of Commerce and Industry of Bulgaria

| **Time** | **Session** | **Speakers** |
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| 14.45 – 15.00 | * **Registration and Coffee break**
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| 15.00 – 15.10 | * **Welcome and official opening**
 | Mr. Tsvetan Simeonov, President of the Bulgarian Chamber of Commerce and Industry |
| 15.10 – 15.30 | * **Keynote addresses**
 | H.E Hisashi MICHIGAMI, Ambassador Extraordinary & Plenipotentiary of Japan to Bulgaria / TBC/H.E. Jongin Bae, Ambassador Extraordinary & Plenipotentiary of the Republic of Korea to Bulgaria /TBC/ |
| 15.30 – 15.45 | **The EU Business Hub programme*** Markets overview
* Overview of the programme's objectives and anticipated impact;
* Benefit for EU companies: the service offer, structure of the business mission week, eligibility criteria for participation, the selection process;
 | Mrs. Nicoletta FAVARETTO, Senior Project Officer, Eurochambres |
| 15.45 – 16.00  | **Unveiling the First Missions*** Overview of the sectors and industries covered in the initial missions;
* The business missions programme;
* Selection process: timeline and how to apply.
 | Mrs. Nicoletta FAVARETTO, Senior Project Officer, Eurochambres |
| 16.00 – 16.05 |  | Representative of Deloitte |
| 16.05 – 16.15 | **Successful business stories:*** Testimonials from Bulgarian companies doing business in Japan and the Republic of Korea
 | Testimonials of 1-2 companies |
| 16.15 – 16.30 | * Q&A
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Working language: English