

# BULGARIA MEETS THE EURO

INTEGRATION AND  
ECONOMIC PERSPECTIVES

TIF HELEXPO  
SEPTEMBER 6-14.2025

POWERED BY



## HELEXPO: WHERE SOUTHEAST EUROPE CONNECTS



### LOCATION & LEGACY

- Held annually in Thessaloniki since 1926
- Greece's national fair with strong regional and international presence

### KEY FIGURES FROM THE LATEST EDITION

- Over 1,500 exhibitors from more than 20 countries
- 300,000+ visitors
- 40+ thematic pavilions –spanning industry, innovation, culture, education
- Attended by the Prime Minister of Greece and high-ranking EU officials

### BUSINESS OPPORTUNITIES

- Gateway to Southeast European markets
- B2B meetings with investors, companies, and institutions
- Strong media coverage –over 100 accredited media outlets







## **BULGARIA @ TIF 2025: BOLD STEPS FORWARD**

This year Bulgaria is the official guest country due to its accession to the Eurozone

The Prime Minister of the Hellenic Republic, Kyriakos Mitsotakis, is expected to visit the Bulgarian pavilion stand on the opening day of the forum – September 6



## LEADERS. INSTITUTIONS. BUSINESS.

High-level government and business representatives from Bulgaria and Greece will take part in this year's pavilion program. Special invitations have been extended to:



**GROZDAN  
KARADZHOV**

Deputy Prime Minister and  
Minister of Transport and  
Communications of Bulgaria



**KYRIAKOS  
PIERRAKAKIS**

Minister of Economy and  
Finance of the Hellenic  
Republic



**PANAGIOTIS  
THEODORIKAKOS**

Minister of Development of  
the Hellenic Republic



**PETAR  
DILOV**

Minister of Economy and  
Industry of Bulgaria



**IOANNIS  
KEFALOGIANNIS**

Minister for Climate Crisis &  
Civil Protection of the  
Hellenic Republic



**KONSTANTINOS  
GIOULEKAS**

Deputy Minister of the Interior,  
sector of Macedonia and Thrace  
of Hellenic Republic



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**MARTIN  
DANOVSKY**

Deputy Minister of  
Innovation and Growth of  
Bulgaria



**PETAR  
CHOBANOV**

Deputy Governor of the  
Bulgarian National Bank



**THEODOROS  
PELAGIDIS**

Deputy Governor of the  
Bank of Greece



**SERGEI  
STANISHEV**

Prime Minister of Bulgaria  
(2005-2009), Member of  
SFC, GTF



**GEORGIOS  
KREMLIS**

Honorary Director of the  
European Commission and  
Ambassador of the  
European Public Law  
Organization to Bulgaria



**SOPHIA  
KASSIDOVA**

Head of Strategy and Green  
Policies, BDB



# MAIN THEMES AT THE BULGARIAN PAVILION

01

**Roadmap to Euro Adoption:  
Strategic Priorities for Bulgaria  
and Lessons from Greece**

02

**Navigating Eurozone  
Integration: Strategic Insights  
from the Bulgarian and Greek  
Central Banks**

03

**Bridging Regions, Boosting  
Growth: Greek-Bulgarian  
Collaboration in Infrastructure  
and Connectivity**

04

**Euro Adoption and Its  
Economic Impact: Unlocking  
Growth, Investment, and  
Access to Finance**

05

**Bulgaria at the Forefront of  
Solar Energy: Innovation,  
Infrastructure, and Industrial  
Leadership**

06

**Energy Connectivity, E-Fuels  
and Low Carbon Energy  
Solutions: Perspectives from  
Industry Leaders**

07

**Banking on the Euro: Is the  
Private Sector Ready for  
Bulgaria's Eurozone Entry**

08

**Doing Business in the  
Eurozone: Everything  
Businesses Should Know**



## WHY BULGARIAN BUSINESS SHOULD BE THERE?



### BIGGER MARKET ACCESS

- Showcase products and services to 300,000+ visitors
- Connect with buyers, partners, and investors across the region

### BOOST COMPETITIVENESS

- Gain visibility in a high-level international setting
- Learn from regional best practices and innovation

### STRONGER REGIONAL VOICE IN THE EU

- Represent Bulgaria's business interests on the European stage
- Join discussions on economic integration and funding

### SHARED CHALLENGES, JOINT SOLUTIONS

- Collaborate on green transition, digitalization, and connectivity
- Build alliances to tackle workforce, energy, and infrastructure issues





## WHY ATTEND – GREEN TRANSITION FORUM 5.0 @ HELEXPO, THESSALONIKI



### STRATEGIC PLATFORM FOR REGIONAL COOPERATION

- Join key economic and political stakeholders from Bulgaria and Greece to discuss the euro adoption and its impact on cross-border business

### MATCHMAKING WITH GREEK BUSINESSES

- Tap into strong interest from Greek companies seeking Bulgarian partners for trade, joint ventures, and investment in the green and digital economy

### HIGH-LEVEL PARTICIPATION

- Network with government representatives, banking leaders (including BNB and BBR), and business executives shaping Southeast Europe's green and financial future

### VIP NETWORKING DINNER

- Exclusive opportunity to connect with decision-makers and investors in an informal, high-impact setting

### SHOWCASE BULGARIAN INNOVATION

- Promote your organization as part of the Bulgarian Pavilion – a symbol of green transition and eurozone readiness





## PARTNER WITH PURPOSE. WHAT DO YOU GET AS:



### **GOLD PARTNER PACKAGE**

Package net price EUR 5,000

- Premier Positioning in the Official Program
- Access to High-Level Business & Institutional Circles
- Media & Digital Amplification
- Brand Visibility & On-Site Presence
- Additional Exposure



### **SILVER PARTNER PACKAGE:**

Package net price EUR 3,000

- Premier Positioning in the Official Program
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### **BRONZE PARTNER PACKAGE:**

Package net price EUR 1,500

- Access to High-Level Business & Institutional Circles
- Brand Visibility & On-Site Presence
- Additional Exposure



## SPONSORSHIP PACKAGE: GOLD PARTNER

**Package net price EUR 5,000**  
(VAT excluded)

*\*meeting hall schedule must be coordinated  
with the organizers*



### Premier Positioning in the Official Program

- **Speaking Opportunity:** Join the stage as a featured speaker in a panel discussion or Fireside Chat on a mutually agreed key topic
- **Agenda Input:** Propose your own panel theme or subject to be considered for inclusion in the official pavilion agenda — a chance to shape the conversation

### Access to High-Level Business & Institutional Circles

- **Dedicated Business Lounge Access:** Exclusive entry to a dedicated business lounge, designed for high-level B2B meetings, commercial negotiations, and strategic networking\*
- **Official Cocktail Reception Invitation:** Receive an invitation to the prestigious cocktail reception on September 6th at 9:00 PM, attended by Bulgarian and Greek ministers, diplomats, industry leaders, and international investors

### Media & Digital Amplification

- **Video Coverage & Editorial Feature:** Your speaker intervention will be professionally recorded and featured in an exclusive article published on:
  - / **Dir.bg** – Bulgaria's leading digital media outlet
  - / **3e-news.net** – A specialized portal focused on energy and economics
- **Multi-Channel Video Distribution:** Your video content will be promoted across:
  - / Dir.bg's YouTube channel
  - / Dir.bg and Green Transition Forum LinkedIn pages
  - / Dir.bg's Facebook page

### Brand Visibility & On-Site Presence

- **Strategic Branding:** Your logo and visual identity will be showcased across event screens, signage, and print materials within the Pavilion
- **Advertising Spot Exposure:** Broadcast of your promotional videos during inter-panel transitions, maximizing audience engagement
- **Branded Collateral Placement:** Distribution of your banners, brochures, or other materials (to be provided by the partner)

### Additional Exposure

- **Featured Mentions:** Your organization will be recognized in key event communications and summary coverage on Dir.bg
- **Printed Program Listing:** Inclusion in the official printed agenda distributed to all pavilion attendees



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THANK YOU!

