



GOODWOOD 13TH NOVEMBER

SPEAKER:
GENOVEVA CHRISTOVA



WHO AM I?



Born in **Varna**, Black Sea Coast,
Bulgaria

Master of Science in International Economic Relations
and
Master of Science in Sport Management

Co-Owner and Managing Director of **Ligna Group**,
President of **Bulgarian Furniture Cluster** and **Association of
Business Clusters** in Bulgaria

International **Cluster Development** Expert with a portfolio in
EU, Serbia, Croatia, Turkey, Romania, Georgia

Hobbies and sports – athletics, football, music,
travelling and discovering the world around

THE BULGARIAN FURNITURE CLUSTER



WHO ARE WE?



- Founded in Sofia, Bulgaria in 2009
- Export oriented group of **furniture manufacturers and designers**
- **Over 50 SME furniture manufacturers** covering the entire value chain of furniture production
- **10 Design Studios** with international experience
- **2 NGOs** – Association of Bulgarian Designers + PRO-ARCH Design Group
- **3 Universities** – New Bulgarian University + Technical University + Design Institute of Florence/ Italy/
- **Bronze Label** from ESCA
- One of the leading clusters in SEE in internationalization

BUILDING A NEW “BG” BRAND

CREATIVITY
INNOVATION
RELIABILITY
QUALITY



CHEAP PRODUCTION
CHEAP LABOUR

BUILDING A NEW “BG” BRAND



ATTRACT YOUNG, DRIVEN, CREATIVE, INNOVATIVE PEOPLE



DEVELOPING ATTRACTIVENESS OF BULGARIAN FURNITURE SECTOR
(FOR CLIENTS & FOR PROFESSIONALS)

OUR RESULTS

- More than **85%** of the production is **exported**
 - More than **50 000 sq.m.** of **production** area
 - Aggregate **employment** of **3100** people
 - Over **9 500 hotel rooms** in Europe
 - Average **economic** growth of **12%** per year
 - **2** members amongst the top 5 Bulgarian **IKEA** suppliers
 - Partners include: Martela AB, Tesco, Giorgio Armani, Citroen, Peugeot, Nissan, Toyota, L'Oreal, etc.
 - **3 500** offices designed and furnished in Western Europe
 - **3 000** Post offices in France
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LIGNA-GROUP



It's time to act & adapt!

THE LIGNA DREAM-TEAM





EUROPEAN PROJECTS

2006 - 2020

- Mercure Hotels
- Witty Knitters
 - L'Oréal
 - La Poste
 - Citroën
 - Peugeot
 - Nissan
 - Toyota
- Carrefour
- The Edgebaston Boutique Hotel
 - B&B Hotels
 - Hilton
 - Marriott
 - Pullman Hotels
 - IBIS Hotels
 - Wälder Haus
 - Unosit
 - Welcome Hotels
 - The Ampersand Hotel
 - And others!



Urban Villa

UK



The Ampersand Hotel

UK



Novotel Thalassa Ile Doleron

France





VINTRY & MERCER

The City, LONDON

Vogue has put **Vintry & Mercer** on the list of buzziest hotels to book for 2019! Find out more: <http://bit.ly/DMVogue> ...see more



The Buzziest New Hotels To Book For 2019

vogue.co.uk

Novotel Leicester



- Leicester, UK
- ★★★★★
- 154 rooms
- Supplied by Ligna:
Bespoke furniture
in the guestrooms



Marriott Courtyard
Bucharest Floreasca

COURTYARD
BY MARRIOTT

- Bucharest, Romania
- ★★★★★
- 259 rooms
- Supplied by Ligna:
Bespoke furniture
in the guestrooms



Marriott
Maida Vale



- London, UK
- ★★★★★
- 237 rooms
- Supplied by Ligna:
Bespoke furniture
in the guestrooms



Hampton
by
Hilton



- Amsterdam,
Netherlands
- ★★★★★
- 75 rooms
- Supplied by Ligna:
Bespoke furniture
in the guestrooms
and public areas



THANK YOU!

**I WOULD LOVE TO HEAR YOUR
QUESTIONS**

