

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



Bulgarian Furniture Cluster

WHO ARE WE?



Bulgarian Furniture Cluster

- 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

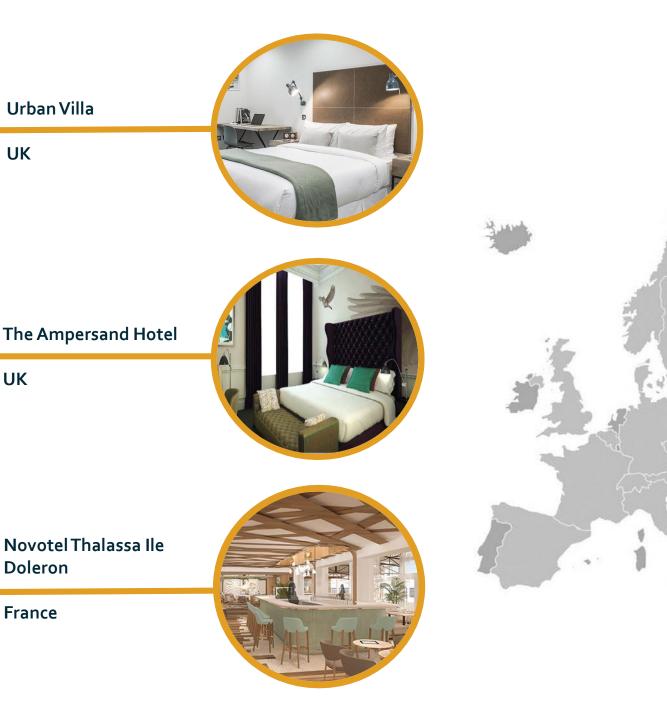
LIGNA-GROUP



THE LIGNA DREAM-TEAM







UK

UK

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!



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/ DMVoguesee more



The Buzziest New Hotels To Book For 2019 vogue.co.uk

Novotel Leicester

NOVOTEL HOTELS & RESORTS

• Leicester, UK · **** • 154 rooms Supplied by Ligna: Bespoke furniture in the guestrooms



Marriott Courtyard Bucharest Floreasca

COURT YARD

• Bucharest, Romania • ******** 259 rooms
Supplied by Ligna: Bespoke furniture in the guestrooms









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Hampton by **Hilton**

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

