

# IT & BPO DESTINATION

## **PLOVDIV**



**Favourable  
Business Climate**



**Qualified Human  
Resources**



**Attracting Talent  
to Plovdiv**



**Well Developed  
IT&BPO**

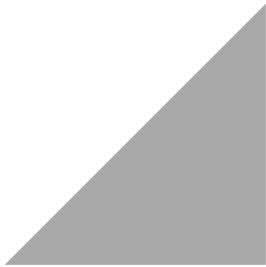


**Office Space**



**Quality of Life**

2018/2019



IT&BPO DESTINATION PLOVDIV

# TECH BUSINESS GUIDE

PUBLISHED BY

**PLOVDIV MUNICIPALITY**

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# WELCOME TO PLOVDIV!

AS A MAYOR OF PLOVDIV, I AM PLEASED TO INTRODUCE TO YOU THE **2018/2019 IT & BPO** CATALOGUE PRESENTING PLOVDIV AS ONE OF THE MOST RAPIDLY GROWING IT AND OUTSOURCING DESTINATIONS IN BULGARIA. TO ME, AS A GRADUATE OF THE PLOVDIV BRANCH OF THE TECHNICAL UNIVERSITY AND A MAYOR OF THE SECOND LARGEST CITY IN BULGARIA, THE DEVELOPMENT OF THE IT SECTOR IS TRULY IMPORTANT FOR THE FURTHER GROWTH OF OUR CITY. I AM WILLING TO ENCOURAGE AND SUPPORT THE ENDEAVOURS OF EVERY STARTUP COMPANY AND DEVELOPED BUSINESS THAT CHOOSE PLOVDIV AS THEIR CO-LOCATION.

IN THIS CATALOGUE YOU WILL FIND USEFUL INFORMATION ABOUT THE BUSINESS CLIMATE, LEGAL REGULATIONS, EDUCATION, COSTS OF EMPLOYMENT, OFFICE SPACES, AS WELL AS A LIST OF SOME OF THE MAJOR IT AND OUTSOURCING COMPANIES IN THE CITY.

I HOPE THAT THE CATALOGUE WILL FACILITATE YOU IN TAKING THE KEY DECISIONS FOR YOUR BUSINESS IN CASE YOU ARE CONSIDERING AN INVESTMENT IN OUR MODERN CITY. ALSO, DO NOT MISS THE OPPORTUNITY TO CONSULT WITH OUR MUNICIPAL DEPARTMENT OF BUSINESS DEVELOPMENT, AS ITS MAIN GOAL IS TO PROVIDE PRECISE AND UP-TO-DATE INFORMATION TO NEW AND EXISTING INVESTORS IN OUR REGION.



**Eng. IVAN TOTEV**

MAYOR OF PLOVDIV





**REGULAR DIRECT FLIGHTS  
FROM PLOVDIV TO WESTERN EUROPE:**

BRUSSELS - 2 h 55 m

MILAN - 2 h 10 m

LONDON - 3 h 25 m

# PLOVDIV FACT SHEET

**€23 700**

**LABOR PRODUCTIVITY IN IT  
& TELECOMMUNICATIONS**

Source: NSI

**29mbps**

**INTERNET SPEED ON  
AVERAGE**

Source: Speedtest

**↑62%**

**NUMBER OF JOBS IN  
IT& TELECOMMUNICATIONS  
(2012-2016)**

Source: NSI

**€12.7/month**

**1 Gbps CONNECTION**

Source: Local ISPs

**+7‰**

**NET MIGRATION RATE 20-29 YEARS  
(PLOVDIV DISTRICT)  
HIGHEST IN BULGARIA**

Source: NSI

**47 800**

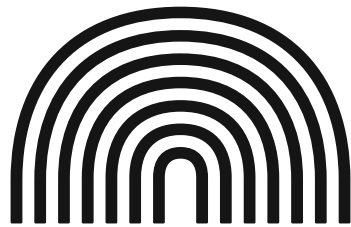
**EMPLOYEES IN  
BPO&ITO  
(NATIONAL LEVEL)**

Source: BOA, 2016

**2<sup>nd</sup> in Europe**

**GLOBAL SERVICES LOCATION  
INDEX  
(NATIONAL LEVEL)**

Source: A.T. Kearney



**PLOVDIV 2019**

EUROPEAN CAPITAL OF CULTURE 2019

Designated by the EU

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## FAVOURABLE BUSINESS CLIMATE

# ECONOMIC FREEDOM & STABILITY

In 1997, a clear consensus over the cornerstones of economic policy was achieved. It continues to determine the course of the reforms today.

The currency board that Bulgaria is in, has established a fixed exchange rate to EUR and our country will maintain it until the adoption of the single European currency. In 2018, the country will apply for ERM II membership and – once the conditions are met – will join the Eurozone.

For more than 20 years, governments have maintained a conservative fiscal policy with balanced budgets. Bulgaria has the third lowest government debt – next only to Estonia and Luxembourg.

Bulgaria joined NATO in 2004 and the EU in 2007. The laws and regulations in

almost all areas are harmonized with the European legislation. The country is also awaiting the start of OECD accession talks.

In the Doing Business Report 2018 of the World Bank, Bulgaria is ahead of countries such as Belgium, Turkey and Greece. The best results that the country receives are in the areas of International Trade (rank 21), Protecting Investors (rank 24), and Getting Credit (rank 42).

In the Fraser Institute's Economic Freedom of the World Report for 2017, Bulgaria is ranked 48th out of 159 countries. The country's biggest achievements are in the categories "Sound money", "Regulations" and "Freedom to trade internationally".

## 25%

GOVERNMENT DEBT

## FIXED

EXCHANGE RATE TO EURO  
SINCE 1997

## LAWS &

## REGULATIONS

SYNCHRONIZED WITH EU  
LEGISLATION



## FAVOURABLE BUSINESS CLIMATE

# 1.2

# TAXES ON PROFIT & INCOME

Bulgaria has one of the lowest corporate and personal income tax rates in Europe. Bulgaria maintains lower corporate taxes compared to other IT & BPO destinations, where the tax on profits varies from 15 to 20%. The definition of “taxable profit” is reasonable, as genuine business expenses are tax deductible. Corporate income from production activities in high unemployment regions is tax exempt. Costs of fixed intangible assets created through research and development are also deductible.

The social security contributions have a low monthly upper limit compared to other EU Member States. Personal income taxes and social insurance contributions constitute on average 34.8% of total labour costs.

European companies with Bulgarian subsidiaries can achieve tax efficient repatriation of profits. Dividends distributed by Bulgarian companies to entities resident in EU Member States and the EEA are not subject to withholding tax. Dividends and liquidation quotas if distributed to individuals and non-EU/EEA companies are subject to 5% withholding tax. In addition, Bulgaria applies EU customs legislation and has signed double tax treaties with 68 countries.

## 10%

**CORPORATE AND PERSONAL  
INCOME TAX RATES**

## 5%

**WITHHOLDING TAX**

## ZERO

**SOCIAL SECURITY PAYMENTS  
ON INCOMES EXCEEDING  
€1327**

# 1.3

## FAVOURABLE BUSINESS CLIMATE

# STARTING A BUSINESS

Starting a new business is easier and less costly in Bulgaria compared to other countries in Europe and the developed world. In recent years, Bulgaria has cut the costs associated with new business registration and now the cost of starting a new business is just 1.2% of income per capita as opposed to 2.3% in Serbia, 12% in Poland, and 5.4% in Hungary.

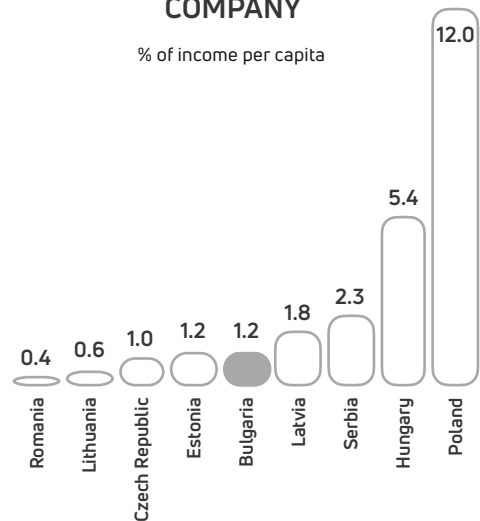
Bulgaria has undertaken substantial reforms to align its regulations and institutions with the most efficient practices in business registration. The country introduced one-stop shops consolidating requirements from several agencies, created a centralized electronic database for commercial registration, introduced statutory time limits and enabled electronic registration.

According to the Doing Business Report 2017 for Bulgaria, Hungary and Romania, Plovdiv has a distance to frontier score of 90.5 (of a maximum 100), indicating that the city is not far away from the global best practices in starting a business.

Companies in Bulgaria can be registered using an electronic signature, with almost three-quarters of the legal entities in Plovdiv being registered online.

Registering a company by a lawyer will cost €150 for lawyer fees and preparation of documentation, as well as additional administrative and bank costs, as described in the workflow chart.

### COST OF STARTING A NEW COMPANY

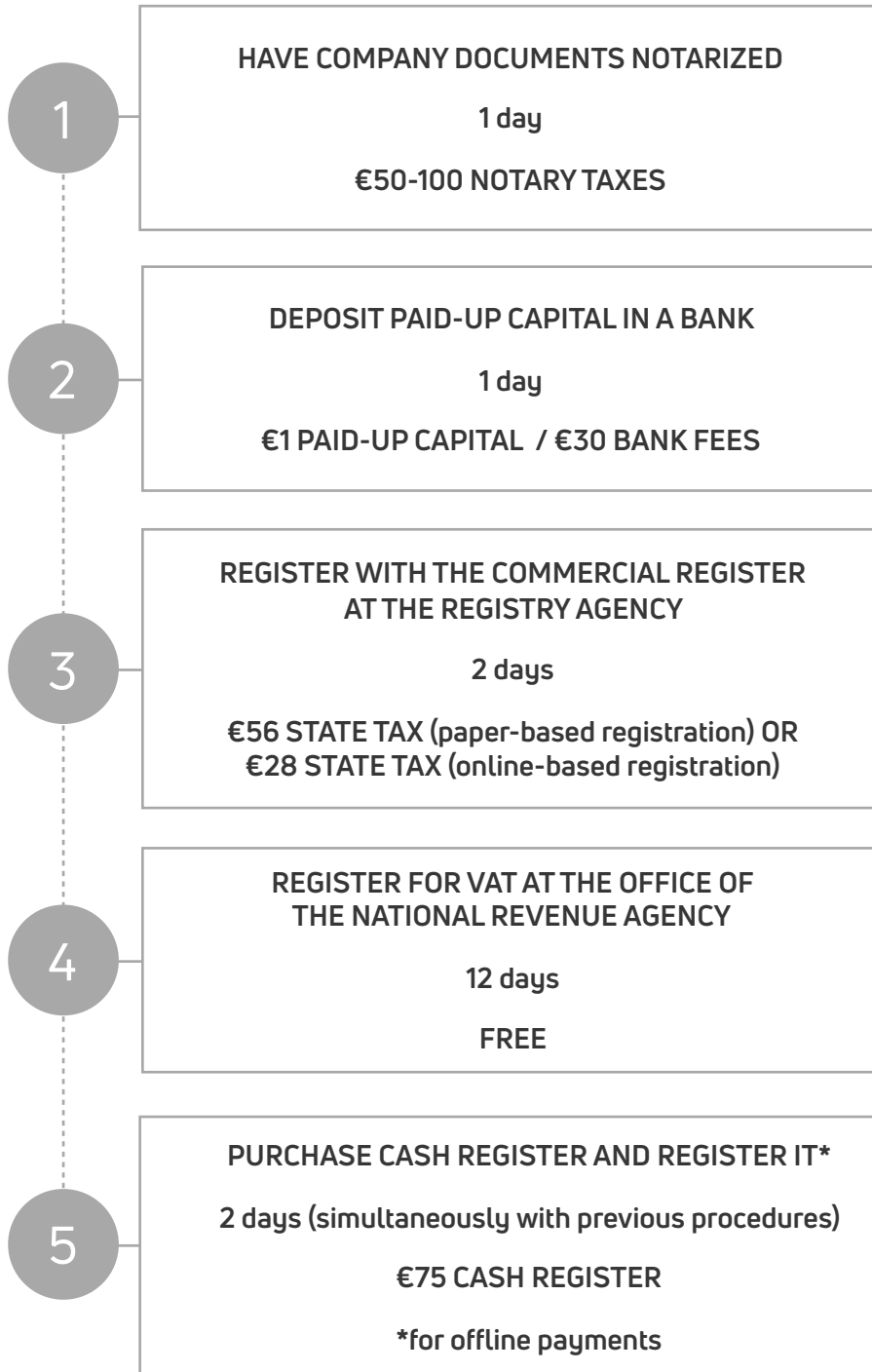


Source: World Bank, Doing Business Report

## €150

### LAWYER FEES FOR REGISTERING A COMPANY

## WORKFLOW OF REGISTERING A COMPANY



Source: Trakia Tech survey



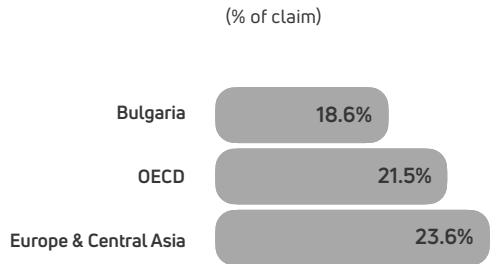
FAVOURABLE BUSINESS CLIMATE

# INVESTOR PROTECTION

The country offers stability and predictability for international investors. The regulatory environment in Bulgaria has improved in recent years. Bulgaria maintains high level of minority investors' protection according to the latest edition of the Doing Business Report. The country offers good protection of physical and intellectual property rights compared to other countries in Central and Eastern Europe, developing Asia and Northern Africa. Since 2010, there has been a steady improvement of intellectual property rights protection (including patents protection).

In recent years, Bulgaria has improved its insolvency procedures and has shortened the distance to the best performers in the world. Closing a business in Bulgaria costs less in comparison to many other countries in Europe and Asia. The average cost of bankruptcy procedures is only 9% of the estate in Bulgaria as opposed to 25.8% in Romania and 14.5% in Hungary.

## COST OF ENFORCING CONTRACTS

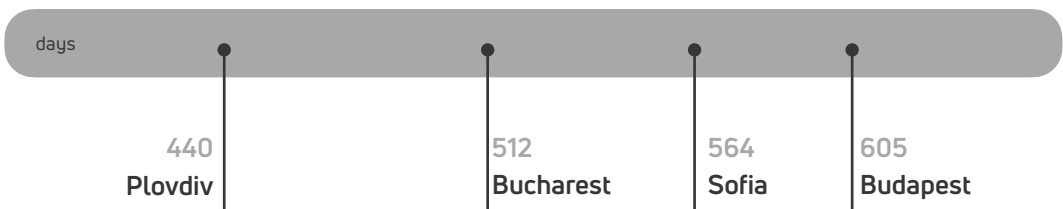


## TIME NEEDED FOR ENFORCING CONTRACTS

	NUMBER OF DAYS	440
Filing and service		70
Trial and judgment		208
Enforcement of judgment		162

Source: Doing Business database

## TIME TO RESOLVE COMMERCIAL DISPUTE



Source: Doing Business database

# 2.1

## QUALIFIED HUMAN RESOURCES

# WORKFORCE SIZE

Due to the well-developed transport infrastructure and its strategic location, Plovdiv is accessible in less than 45 minutes by almost 780,000 people. In addition, high quality of life and a myriad of possibilities for career development constantly attract new citizens. Both the city and the region (at district level) see a positive net migration – newcomers outnumber leavers – while the figures are negative nationwide.

Plovdiv is particularly attractive for people from the age group 20-29 with biggest positive net migration rate among all Bulgarian districts. Net migration is also very high in the age group 10-19 years. The number of expats and Bulgarians returning from abroad grows steadily, and in 2017 Plovdiv District saw a positive net migration vis-à-vis other countries.

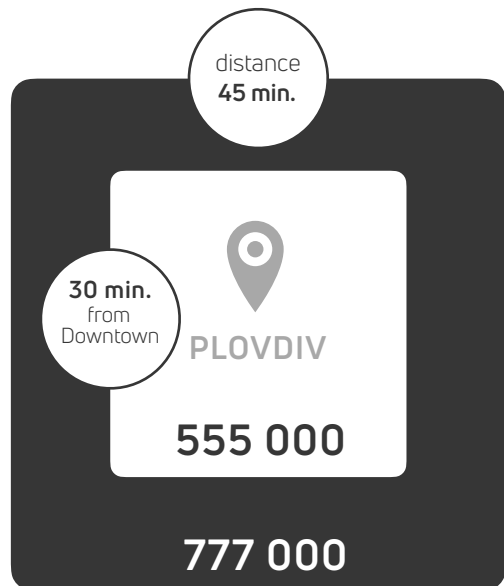
Plovdiv District has a robust labour market that continues to expand in recent years. Just in 2017, its labour market marked a growth of 38,000 people – more than any other region in the country. Plovdiv is also the region with the biggest number of people working in IT & Telecommunications in the country, next only to the capital Sofia. Moreover, the sector has gone a huge expansion in recent years with the number of employed in the sector rising with more than 62% in the period 2012-2016.

### POPULATION IN WIDER PLOVDIV

(distance 45 min.)

AGE	NUMBER
Under 20	150 000
20 – 44	255 000
45 – 64	212 000
65 – 74	90 000
75 +	70 000

### POPULATION IN WIDER PLOVDIV REGION



Source: NSI



## QUALIFIED HUMAN RESOURCES

# LABOR COSTS

Plovdiv offers qualified and well trained labor force for over 70 IT&BPO companies.

Information technology and business services have been among the most dynamic sectors, providing new job opportunities and creating economic value. The local IT sector has been one of the very few sectors which experienced steady growth in the past decade. Business process outsourcing is another rapidly developing service sector taking advantage of the availability of young and well educated labor force.

The average wage in Plovdiv is highest in the IT & Telecommunications sector. Hiring labor for the outsourcing sector such as programmers, shared service center support officer or graphic designers, imposes labor costs substantially higher than the average for the city and region.

In recent years, wages in the sector managed to surpass those in the traditionally prestigious finance and energy sectors, thus attracting local talent and highly-skilled workers from other regions.

Job positions in IT&BPO typically require more specialized skills and knowledge, such as different foreign language, programming language or software proficiency.

According to the official statistics, in 2016 the average wage in the sector is around €938 before taxes. This corresponds to about €728 net monthly salary.

The annual wage growth in information technologies is much higher than in any other sector in Plovdiv. Moreover, the highest wage growth in IT & Telecommunications in Bulgaria is in Plovdiv. Still, average wages in the sector are 34% lower than those in the capital.

But the high demand for staff with the necessary competencies encourages employers to hire trainees, for example junior developers, whose wages are below the indicated average.

The relatively high levels of “administrative staff” – which we define as staff with average skills – are notable. This means that an employee of a medium profile in the IT sector takes about 30% more compared to the same type of position in other industries.

Values are in Euro, after taxes, per month

<b>IT COMPANIES</b>	<b>ENTRY &amp; JUNIOR LEVEL</b>	<b>EXPERIENCED</b>
QA manual	500 - 900	1 200 - 1 600
QA automated	600 - 1 000	1 500 - 1 900
Developers	750 - 1 300	1 500 - 2 300
Web content publishers & CMS administrators	400 - 600	750 - 1 100
Graphic designers - pre-press	400 - 600	800 - 1 100
Graphic designers - creative	500 - 750	900 - 1 200
System administrators	500 - 750	1 100 - 1 400

Source: Trakia Tech survey

Values are in Euro, after taxes, per month

<b>CALL-CENTERS &amp; SHARED-SERVICES CENTERS</b>	<b>JUNIOR LEVEL</b>	<b>EXPERIENCED</b>
Customer support representatives	450 - 550	650 - 900
Sales specialists	550 - 600	650 - 900
Office managers & assistants	500 - 550	650 - 750
Finance & accounting	550 - 700	850 - 1 100

Source: Trakia Tech survey

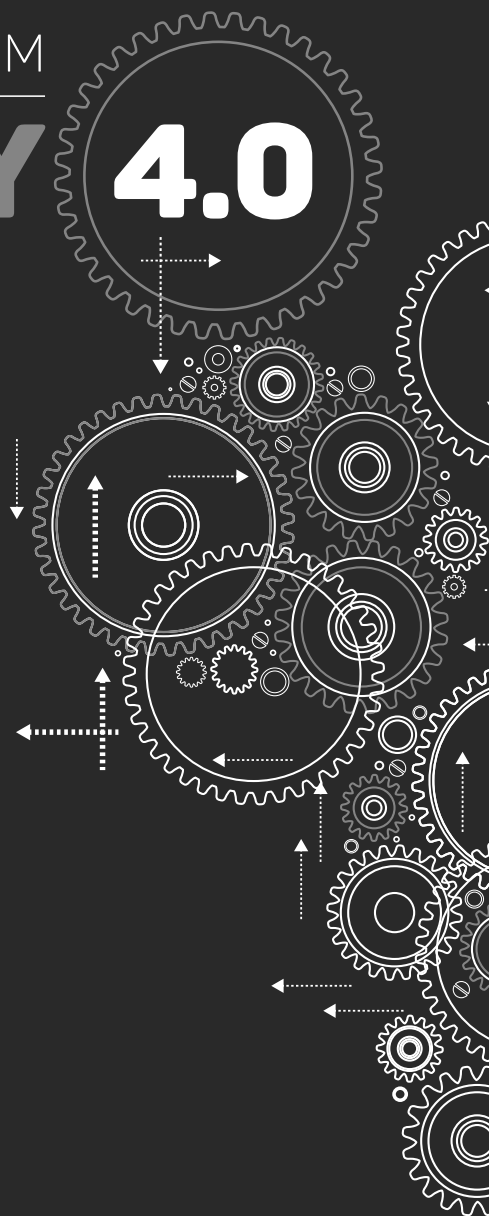
ANNUAL BUSINESS FORUM

# INDUSTRY 4.0

New Growth Engines and Emerging  
Hubs in South Eastern Europe

17 October 2018  
Grand Hotel Plovdiv

[capital.bg/Industry](http://capital.bg/Industry)



**КАПИТАЛ**



Plovdiv Municipality





# 2.3

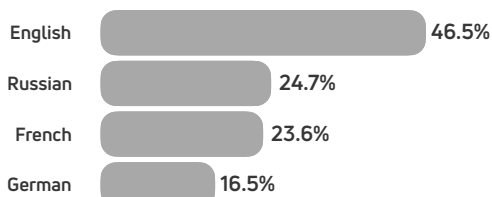
## QUALIFIED HUMAN RESOURCES

# FOREIGN LANGUAGES

The most popular languages studied in high school are English, German and French, but there are also intensive classes in Spanish, Russian, Italian, Greek and Chinese. The high demand for highly-qualified labour force in the outsourcing sector sets the base for close collaboration between educational institutions and outsourcing companies. High schools are often the main sources of personnel for companies. Many employees in the companies requiring high-level language skills have graduated in one of the following schools with foreign language emphasis: Foreign Languages High School Plovdiv (with emphasis on English and German), French Language School, Ivan Vazov High School (with emphasis on Italian, Spanish and Russian). Taking into consideration the fact that the foreign language was taught as one of the subjects in the high school curriculum, it is not surprising that a significant proportion of people do not hold a certificate explicitly stating their knowledge of the foreign language.

Besides, the Philology Department of Plovdiv University offers studies in 14 foreign languages and has currently over 2,600 students enrolled that study (besides the languages already mentioned on a high-school level) Turkish, Portuguese, Korean, Czech, Polish, Serbian and Croatian.

### FOREIGN LANGUAGE COMPETENCES (20-34 YEARS)



Source: BOA, 2016

**50**  
HIGH SCHOOLS WITH FOREIGN LANGUAGE EMPHASIS

**15 000**  
HIGH SCHOOL STUDENTS INTENSIVELY STUDY FOREIGN LANGUAGES

**9**  
UNIVERSITIES

**over 4200**  
STUDENTS IN ECONOMICS AND FINANCE

Source: Ministry of Education and Science (data on district level)

# 2.4

## QUALIFIED HUMAN RESOURCES

# TECHNICAL SKILLS & TRAINING

Today Plovdiv is an established and reputable centre for research and training of specialists in the field of mathematics, informatics and information technology. Bulgaria holds 3rd place in Europe and 10th position worldwide regarding the absolute number of certified IT professionals. High-quality training is a result of collaboration between universities and businesses already operating in the outsourcing sector, as well as the fast pace of development of the sector in the region. Some companies encourage their own professionals to become lecturers for some specific classes. Many employees in companies requiring highly-developed analytical and mathematical skills have graduated in the

Mathematics High School and National High School of Commerce.

Specialties that are important for the IT & BPO labour market are offered in four of the universities – Plovdiv University, Technical University Sofia – Plovdiv Branch, University of Food Technologies and the Academy of Music, Dance and Fine Arts, with the first two having solid traditions in the preparation of good mathematicians and programmers. Many of the firms operating here select their staff in the early stages of their higher education. It has proven that this type of partnership is extremely beneficial for the training of personnel with adequate and modern skills.

### STUDENTS ENROLLED IN IT STUDIES

Software technologies & design	1 062
Business informatics	889
Electrical engineering, electronics & automation	678
Informatics	641
Computer systems & technologies	581
Computer systems & telecommunications	261
Hardware & software systems & engineering	246
<b>TOTAL STUDENTS</b>	<b>4 358</b>

Source: Plovdiv Municipality 2018 (based on data from universities)

Studies indicate that 1 in every 10 people aged 19-35 is a skilled programmer. Among the members of the target group, who are fluent in computer programming, the largest proportion is of those familiar with languages such as C# / C++, Java, .NET, PHP, and Access. Their level of knowledge is above average.

The knowledge of programming languages is most often a result of attending different courses on the topic. Plovdiv has a well-developed network of IT academies and centres that offer non-formal education in web design, MYSQL, CAD/CAM, Linux Administration, etc.

Those academies offer courses both for children and adults, and some of them are free of charge. Besides, many of the outsourcing companies have created in-house courses for the training of the specialists they need. A widely accepted practice is the creation of in-house schools and training academies. These courses are often available remotely. In applying this practice, some applicants which are partially meeting the requirements are employed and subsequently trained by the company experts until they reach proper operating level.

## MAJOR TECH EVENTS

January	<ul style="list-style-type: none"> <li>• EURECA! TRAVELLING EXHIBITION (January / December)</li> <li>• PLOVDIV GAME JAM</li> </ul>
March	<ul style="list-style-type: none"> <li>• DESIGN WEEKEND</li> </ul>
April	<ul style="list-style-type: none"> <li>• TEDx PLOVDIV</li> <li>• DRUPAL BOOTCAMP</li> </ul>
May	<ul style="list-style-type: none"> <li>• CHITALISHTE (May / October)</li> <li>• ANNUAL OUTSOURCING CONFERENCE &amp; AWARDS 2019</li> </ul>
June	<ul style="list-style-type: none"> <li>• TUXCON</li> </ul>
July	<ul style="list-style-type: none"> <li>• KNOW-HOW SHOW-HOW</li> </ul>
September	<ul style="list-style-type: none"> <li>• INTERNATIONAL TECHNICAL FAIR</li> </ul>
October	<ul style="list-style-type: none"> <li>• ANNUAL BUSINESS FORUM: INDUSTRY 4.0</li> <li>• DIGITAL B2B TECHNOLOGIES</li> </ul>
November	<ul style="list-style-type: none"> <li>• PLOVDEV</li> <li>• DIGITAL4PLOVDIV</li> <li>• DIGITAL CITY CONFERENCE</li> </ul>

# 3.1

QUALITY OF LIFE

## KEY FACTS ABOUT PLOVDIV

The people in the region – and in the whole country for that matter – are at pace with the current technology trends. The prevailing management style in Bulgarian organizations is associated with cultural practices that characterise a market-oriented type of organisational culture. Core values in it are competitiveness, productivity, achieving higher profits and risk-taking.

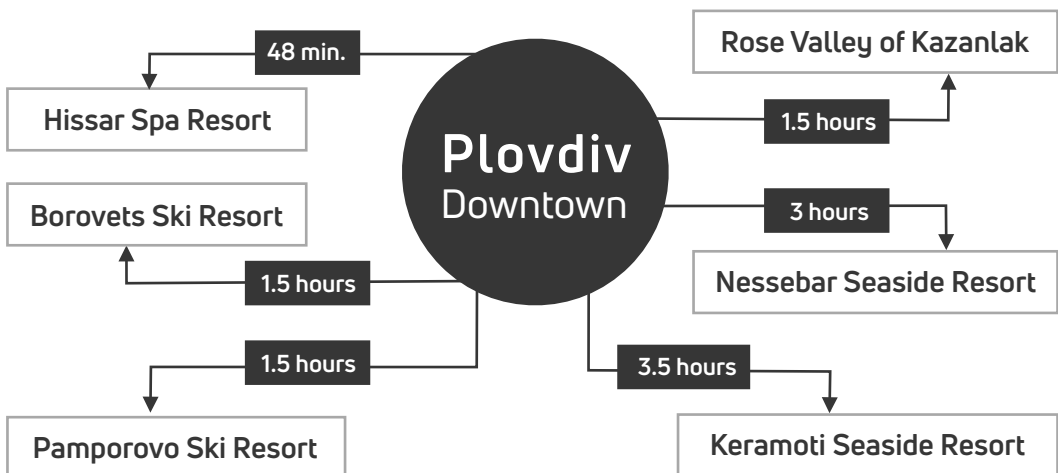
Managers and leaders in organizations with market-oriented cultures are persistent leaders, inventors, competitors. The main task of the leader is to motivate and inspire employees to do a good job and achieve a higher level of competitive performance.

**300**  
SUNNY DAYS

**52 km**  
BIKE LANES

Plovdiv has a strategic location when it comes to sports and recreation. The city is not only in a close proximity to two major ski resorts in Bulgaria – Borovets and Pamporovo, but also connected by highway to the Black Sea coast.

### PLACES TO VISIT AROUND PLOVDIV





## QUALITY OF LIFE

# CULTURE & LEISURE

The city is built upon layers of old settlements and cultures. Being older than Rome and Athens, the City of the Seven Hills has an astonishing historic and cultural heritage to share with its visitors. With its ancient, medieval and modern images and its rich spiritual life, Plovdiv has undoubtedly become a world cultural centre. The city hosts a lot of festivals which attract international artists and visitors from all over the country.

A lot of the unique pubs, art and crafts studios can be found in the thrilling Kapana district. That downtown spot is known for its rich night life, and has emerged as a hub for new art endeavours. The Municipality of Plovdiv has prioritized Kapana as a creative-industry district.

In 2019, Plovdiv will become the European Capital of Culture. The city will welcome its visitors with hundreds of small and large-scale events appealing to a diverse audience. The cultural programme includes events for those who love folklore and multi-ethnicity; for people interested in archaeology, history and their interaction with everyday life; for the ones that would like to feel the local way of life; for explorers of the

changing urban landscape and cultural heritage. More than 150 scheduled domestic and international projects, as well as more than 350 events, workshops and activities will take place on various locations throughout the city.

Short distances save extra time when travelling. Plovdiv is one of the safest cities in the country according to the indicators for registered crime.

The city also offers a world of possibilities for both indoors and outdoors recreational activities. Among a number of sports and fitness facilities located in the city, Plovdiv hosts one of the biggest sports centres in Bulgaria with the largest artificial water channel – the Regatta Venue, indoors swimming pools, football fields and tennis courts.

The region offers one of the best conditions for vineyards and wine making has a long tradition here. Plovdiv and the Thracian Valley are ranked second in the Wine Enthusiast Magazine's 10 Best Wine Travel Destinations of 2017. Wines produced in the Thracian Valley have won 35 medals, including grand gold medal, in the prestigious Concours Mondial de Bruxelles 2018.



**NEBET TEPE**  
Archeological complex



**REGATTA VENUE**  
Multi-sport complex



**ROMAN STADIUM**  
Built in II century A.D.



**KAPANA (THE TRAP)**  
Creative-industry district



**ANCIENT THEATRE**  
One of the world's best-preserved

# TOP 10 PLACES TO VISIT



**MAIN STREET**  
Modern commercial area built upon ancient remains



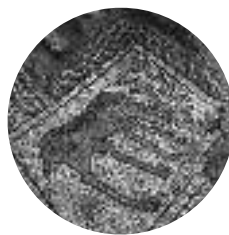
**THE OLD TOWN**  
Part of UNESCO World Heritage tentative list



**ETHNOGRAPHIC MUSEUM**  
Houses over 40 000 artifacts



**TSAR SIMEON'S GARDEN**  
City centre park



**SMALL BASILICA**  
Well preserved multicolour mosaic

# 3.3 QUALITY OF LIFE MAIN EVENTS

## CRAFTS & EXHIBITIONS

- SPRING CRAFT FAIR – *May*
- KIDS CRAFTS FAIR – *June*
- DIGITAL ECOLOGIES – *July / August*
- AUTUMN CRAFT FAIR – *September*
- NATIONAL AUTUMN EXHIBITIONS – *September*
- AUTUMN SALON OF ARTS – *September*
- WEEK OF CONTEMPORARY ART / ANCIENT BATH – *September*
- FESTIVAL OF 3D ART PLOVDIV – *2019*

## CUISINE & LIFESTYLE

- VINARIA WINE FEST – *February*
- FORUM "BUSINESS START WITH SLOW FOOD" – *February*
- WHISKEY FEST – *April*
- HELLO HEALTH FESTIVAL – *April*
- WINE & GOURMET PARADE – *May*
- PULDIN ETHNO 2019 – *July*
- ETHNO KITCHEN ON WHEELS – *May/September*
- MOOD FOR FOOD – *September*
- LOVE SWING DANCE FESTIVAL – *September*
- PARADE OF THE YOUNG WINE – *November*
- AYLIAK PARADE – *October / May*

## MOVIE & THEATER

- EUROPEAN ODYSSEY 2019: THE TRAVELLING MAN – *February*
- "BLACK BOX" INTERNATIONAL DANCE AND THEATRE FEST – *May/June*
- FILM NIGHTS IN PHILIPPOPOLIS – *July*
- THEATRE FESTIVAL "SCENE AT CROSSROADS" – *September*
- ONE DANCE WEEK – *September/October*
- Aw (E) are - Theater Workshop – *October / January*
- CINEMANIA – *November*

## STREET FESTS

- STREET MASTERS – *June*
- PLOVDIV KARAVANA – *June*
- KAPANA FEST – *June/September*
- OLD TOWN FESTIVAL – *September*
- NIGHT PLOVDIV – *September 2019*
- CHRISTMAS IN KAPANA – *December*

## CONCERTS

- BALABANOV'S HOUSE MUSIC DAY – *May/June*
- INTERNATIONAL FESTIVAL OF CHAMBER MUSIC – *June*
- OPERA OPEN – *June/July*
- HILLS OF ROCK – *July*
- INTERNATIONAL FOLK FESTIVAL – *August*
- SOUNDS OF THE AGES – *September*
- PLOVDIV JAZZ FEST – *November*
- ELECTRIC ORPHEUS – *October / November*
- BALKAN YOUTH SYMPHONY ORCHESTRA "PROGRESSIVE" – *2019*
- LIEU D'ETRE 2019 – CHOREOGRAPHIC MANIFESTO FOR HOUSING PROJECTS, LARGE – *2019*

## FOR MORE INFO



VISITPLOVDIV.COM



## ATTRACTING TALENT TO PLOVDIV

# COST OF LIVING

According to the database Nomadlist, based on user rankings, Plovdiv is the highest ranked Bulgarian city to live & work from, while also surpassing cities like Milan, Madrid, Lisbon and London among others. The city scores 5 out of 5 points in the indicators "Walkability", "Traffic safety" and "Places to work from". Plovdiv has also good scores in "Quality of life", "Cost of living", "Safety" and many others.

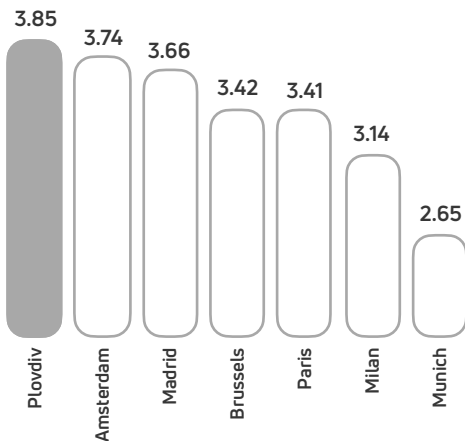
Consumer prices in Plovdiv, as well as rents, are much lower than most of the other European cities. Based on user data

in Numbeo, living in Plovdiv is over 36% cheaper than in Prague and Bratislava for example. The cost of living index compares consumer goods prices and rents, with the index being relative to New York. The city has an index of over 23, which means that it is 77% cheaper in Plovdiv than New York, as well as more than 30% cheaper than in such destinations as Warsaw and Budapest.

The city also has a restaurant prices index of 30 or more than 20% cheaper restaurant prices than in Prague, Bucharest, Warsaw and Bratislava.

### NOMADSCORE RANKINGS BY CITY

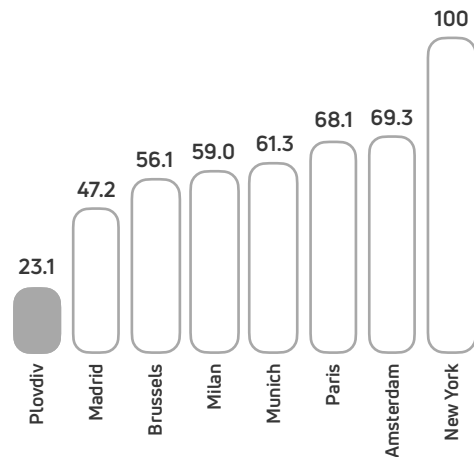
(Highest score=5)



Source: Nomadlist

### CONSUMER PRICES + RENT INDEX

(New York=Index 100)



Source: Numbeo



# 4.2

ATTRACTING TALENT TO PLOVDIV

## EXPAT COMMUNITY

Plovdiv is a preferred destination to live and work from for many foreigners, digital nomads and freelancers. High quality of life, the economic freedom, and the local talent also attract many international digital startups. The city has a vibrant expat community that organizes regular meetings and is willing to help newcomers to the city.

EU citizens can obtain long-term residence permit in less than 24 hours. Non-EU citizens, who perform highly skilled labour, can apply for the EU Blue Card. In order to obtain a Blue Card, the applicants must be university graduates and have secured a work contract with a Bulgarian employer. It gives its holder extended rights to stay in the country for the duration of the contract or up to 4 years and allows travelling within the EU.

The city is also a leading university centre that attracts many foreign students. While most of them study in the Medical University (1850 students), Plovdiv University and the Technical University host over 400 students each. Within its international programme for attracting foreign students, Plovdiv University, together with the Municipality and the local IT companies, has established the Bachelor's Degree in Software Engineering.

### LIVE & WORK RANKINGS

**31<sup>st</sup>**

**BEST CITY IN THE WORLD**

**13<sup>th</sup>**

**BEST CITY IN EUROPE**

**1<sup>st</sup>**

**CITY IN BULGARIA**

Source: Nomadlist (for cities with 250 000+ citizens)

## EU Blue Card

**ISSUED IN 15 DAYS**

Source: National Employment Agency

**3000**

**FOREIGN STUDENTS**

Source: MoE

# OFFICE PARK PLOVDIV

[www.officeparkplovdiv.com](http://www.officeparkplovdiv.com)

Category  
Design

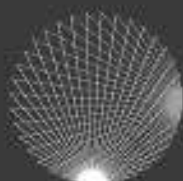
Offices  
Atelier Serafimov Architects

GBA 19 352 sq.m  
Office space 13 320 sq.m



Office Park Plovdiv sets new high standards for modern office space in Plovdiv – convenient location, open office spaces, facilities, technical infrastructure and pleasant environment. The building has eight levels, one underground parking level, ground floor with reception and amenities and six office floors.

Office Park Plovdiv is situated in area with new park, street and underground infrastructure. It is located near Mall Plovdiv and the Rowing Canal, the greenest area in Plovdiv. Public transport and three main boulevards provide fast communication with the other parts of the city, Trakia Highway and Plovdiv Airport.



**GALAXY**  
INVESTMENT  
GROUP



**OFFICE PARK**  
PLOVDIV

# 5.1

## OFFICE SPACE

# CLASS "A" OFFICES

IT & BPO companies are major driver of the office market. The office market in Plovdiv offers a growing selection of available business space, which can meet the needs of the IT and digital startup sector. The new supply of modern office space can be modified to suit the specific requirements of each company. There are office buildings located both in the city centre and the outskirts.

Getting business space in Plovdiv remains very affordable. Maintaining an office in Plovdiv is more affordable compared to many other locations in Central and Eastern Europe. Premium office rents in Plovdiv are twice as low compared to rental rates for high-end office space in Prague, Budapest and Warsaw.

There is a growing supply of Class A modern office buildings in Plovdiv. Class A office buildings are typically high-end buildings competing for premier office users available at above-average rents for the area. According to the Building Owners and Managers Association (BOMA), Class A facilities also have high-quality standard finishes, state of the art systems, exceptional accessibility, and a definite market presence.

**€9-11 per m<sup>2</sup>**  
**monthly**  
**RENTS FOR CLASS "A"**

**€4-6.5 per m<sup>2</sup>**  
**monthly**  
**RENTS FOR CLASS "B"**



### RENTS OF PRIME OFFICE SPACE

€/sq. m./month

Plovdiv / Bulgaria	10
Sofia / Bulgaria	15
Zagreb / Croatia	15
Bucharest / Romania	19
Warsaw / Poland	22
Prague / Czech R.	22
Budapest / Hungary	22

# 5.2

## OFFICE SPACE

# CO-WORKING SPACES

Plovdiv hosts a number of coworking spaces, where freelancers can rent a desk at reasonable prices. Desk for one day can be rented for about 6-8 EUR.

Among them is Bizlabs, which is suitable for freelancers, digital nomads and small teams. The space, which is located in a modern office building, is designed as a platform for communities, who have as a goal creativity, productivity and value creation through collaboration.

Limacon is one of the most vibrant shared workspaces in the city, where lots of entrepreneurial and technical events are organized. The coworking space hosts various events for smaller teams and big companies, who want to improve their employees' professional and soft skills.

Creative Complex Incubator is a different type of coworking space, which is suitable for people with artistic talents, designers, creative teams, artists, musicians and people interested in media, arts and entertainment.

The newest coworking space in the Kapana creative district is Cat & Mouse Coworking. It is the place for all those creative people who need a slightly more relaxed atmosphere but without going beyond the boundaries of the creative district, where inspiration is literally everywhere.

Escape the office environment by going to one of the many small cafés in the central part of the city, which offer fast wireless connection and a cosy atmosphere. During the hot summer days, an "office in the woods" is being organized in the Rhodope Mountains, which offers good conditions for coworking and co-living in the nature.

**€6-8**

**DESK FOR ONE DAY**

**€60**

**DESK FOR ONE MONTH**

**€17 per day**

**COWORKING & CO-LIVING IN  
"OFFICE IN THE WOODS"**



A WELL DEVELOPED IT&BPO DESTINATION

# INTERNATIONAL RANKINGS

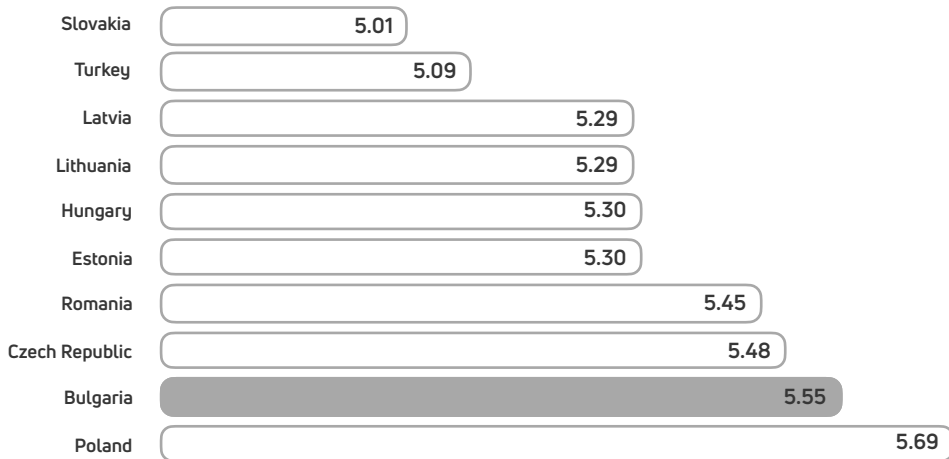
Bulgaria is among the most attractive outsourcing destinations not only in Europe but also in the world. According to A.T. Kearney’s Global Services Location index, in 2017 Bulgaria is ranked second in Europe and 15th in the world. In the last decade, Bulgaria has been the number one outsourcing destination in Southeast Europe. Bulgaria is also the most financially attractive outsourcing destination and has the most favourable business environment in Europe, well ahead of its competitors in the BPO/SSC sector in Central and Eastern Europe.

In addition, Bulgaria is ranked seventh in pioneering and emerging locations, according to Cushman & Wakefield’s BPO and SSC location index for 2016, with its operational conditions being highly assessed. In 2015, Bulgaria received the Outsourcing Destination of the Year Award of the UK’s National Outsourcing Association (NOA).

Modern business services have been enjoying rapid expansion over the past few years, as Plovdiv has become the IT & BPO centre preferred by domestic and foreign investors alike.

## GLOBAL SERVICES LOCATION INDEX

(score ranges from 0 to 10)



Source: A.T. Kearney 2017

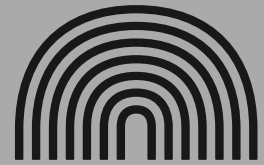


# 6.2

A WELL DEVELOPED IT&BPO DESTINATION

## COMPANIES LOCATED IN PLOVDIV

60K	Football Radar	Reward Gateway
Actsoft	GISmo BG Ltd.	SBND Technologies
Aii Data Pro	Goodlife Solutions	SBTech Global Limited
Angelsoft	Gv Solutions	ScaleFocus
ASIC Depot	Heisenberg Online Marketing	Seeburger
BankSoft Ltd.	Hemisphere Commerce	SelMatic Ltd.
BC Technologies	ICYGEN	SIBIZ
BGO Software	IKOM	SIS Technology AD
Bisoft	Javelin Group/Part of	SiteGround
Brosix	Accenture	Speedflow Communications
Bulanet	Kodar	StangaOne1
Bulkomp Engineering Ltd.	Lirex	Stemo
Bulpros	m+w Media Networks	Taros Trade BG
CNsys	MentorMate	TeleTech
ConsultCommerce Ltd.	New Era Ideas	Telus International
DATA+	Novarto Ltd.	Triumph Bulgaria
DeskGod	OptiCentre	Unicons
Digistore24	Orak Engineering	Universal K
Enigma Software Group	Polos	Vertinity Ltd.
Epic Devs	Prime Holding JSC	Viscomp
ETN Host	Programista	Visrez
Euroweb	PROXIAD	Wisdom.BG
FastComet	Redcorp/Bluecorp	etc.



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European Capital of Culture



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of Culture

# CREATING A BUSINESS-FRIENDLY CITY



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