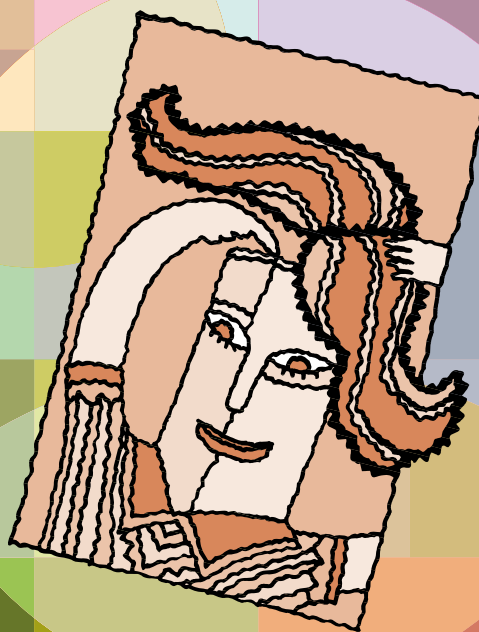


# **2<sup>nd</sup> INTERNATIONAL FORUM** **women entrepreneurs** **BULGARIA**



**SOFIA 19 - 20 November 2010**  
**Sheraton Sofia Hotel Balkan**



## Our acknowledgements go to

Bulgarian Ministry of Economy and Energy, Ministry of Labour and Social Policy, Parliament in Sofia, Municipality of Sofia, Bulgarian small and medium enterprises, promotion agency, for their prestigious presence at our side

Ministry of Tourism Italian, Regions and Institutions which honoured us by meeting our patronage request

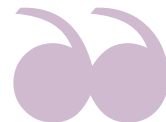
Partners and Speakers, for their qualified contributions

All colleagues, in particular the European consultants Rita Assogna, Elisabetta Durante, Cleofe Guardigli, for their precious help in the organization and dissemination of information

Sponsors who have supported financially the Forum, in particular Casa Sicilia, Confetti, Data Concept Bulgaria AE, ISOENCertifications s.r.l, Roberto Pramaggiore, Standard 17

Members and Advisers of Selena, for their kind support  
Polymetis and its Members, for having put at our disposal human & organizational resources

*A heartfelt thanks goes to **Ms. Iva Popova Panzeri**, **Giusy Massa** and **Iva Vasileva** for having actively supported me with passion and enthusiasm. Our time has been full of many surprises, and challenges have arisen, but thanks to our cooperation we have overcome them together. I am grateful for their total dedication under any circumstances, for the determination they have had in dealing with and solving all the problems, for their outstanding professionalism demonstrated. To all of them I express my gratitude for the strength and the optimism that they have always transmitted to me in the hardest time. I would have never succeeded without their help!!*





## Presentation Forum

SELENA, the Association of Women Entrepreneurs in Bulgaria, that I am glad to preside, has strongly wanted this second edition of the International Forum of Women Entrepreneurs, because of the large success obtained by the Forum we have organized in the 2008. As we have explained and proposed one year ago to the Bulgarian authorities, this our new initiative is finalized to:

1. Providing Bulgarian women entrepreneurs with concrete occasions to meet and share their personal experience and good practices in developing their own business, and analyse how to improve their access to technology and new markets, thanks to the opportunities coming from the Bulgarian EU accession. Small and Medium Enterprises run by women will be able to access the best information on how to deal with support resources and funding at the communitarian level.
2. Becoming an important occasion for supporting the self-women's entrepreneurship, and encouraging women to invest into their own potential, by offering them the necessary motivating force in order to be able to deal with the new challenges coming from the globalized economic world.
3. Encouraging and strengthening networks amongst women entrepreneurs at national, regional and global levels, aimed at stimulating an entrepreneurial spirit amongst women, intended as a key factor for local development in order to reach the objectives set in the Lisbon Strategy.

To sum up, we are convinced that the 2st International Forum will offer an important opportunity to fulfil the twofold objective of comparing ideas, best practices and business experiences in order to establish and consolidate international economic networks, while confirming and underlining the increasing contribution that women always give to the economic and social development of each country.

We firmly believe that, through our planned events, it will be possible to strengthen economic and strategic networking opportunities that may develop into concrete future relations between Bulgarian and European women entrepreneurs: focusing, in particular, on the countries –like Italy and the Euro-Mediterranean regions- characterized by dynamics and interests closer to bulgarian ones.

Thus, we expect our event to be a good starting point from which women can create profitable business relationships, as well as an occasion

- to lay down the foundations for promoting and supporting the self-women's entrepreneurship through future initiatives;
- to promote activities in harmony with the European Union guidelines supporting innovative projects addressed to SMEs run by women, in order to foster a female business culture, in particular concerning the cooperation climate and the creation of international networks;
- to create synergies among women involved in the local development policy and the businesswomen, with the common objective of promoting the social and economic development of the country;
- to sensitize the actors involved in the training area towards two main issues: the strengthening of the female entrepreneurship mentality and the establishment of networks amongst women entrepreneurs at national, regional and global levels, aimed at stimulating the business development and competitiveness.

Mrs. Elda Lettieri  
President of SELENA



Selena was created by women entrepreneurs, professionals and scientists, who gathered together in order to create roundtables involving Bulgarian and Italian professionals to transfer Italian expertise and know-how to Bulgaria, aiming at establishing mutual professional relationships through an intermediation activity between institutions and enterprises. It offers women entrepreneurs, at every stage of their own careers, support for their professional improvement and business development. The Association can offer a professional staff in various areas, such as: training, management and enterprise strategy, consultancy, communication and marketing activities, access to European financing.

SELENA aims to collaborate as an expert with agencies, ministries, regions and institutions, in order to implement different projects: training and modernization, virtual business incubators for neoentrepreneurs, public-private partnerships, promotion and development of women's entrepreneurship, monitoring, research, promotion of entrepreneurial values, scholarships, apprenticeships and tutoring. It wants to be a proposal-giving interlocutor with all the competent institutions in order to define and share their common objectives and to activate information networks and partnership initiatives, with the purpose of strengthening women's voices, their power to make proposals and their social-economic value for the promotion and development of women's entrepreneurship and the enhancement of the human and professional resources of women.

**Our goals are:**

to put in contact dynamic women entrepreneurs with different competences and professional orientation;

to create new entrepreneurial possibilities for business enhancement and professional affirmation; to guarantee access to information on current topics and events regarding the development of women's entrepreneurship;

to cultivate relationships and contacts useful for the business improvement of your organization; to enlarge your knowledge

and to support women entrepreneurs in their personal and professional development

**We propose:**

to support women entrepreneurs and professionals in their professional and entrepreneurial development, through training courses, information exchange and business meetings, through intensification of international contacts and business internationalization, exchanges within the best European practices and participation in projects financed by the EU;

to adopt and administer professional ethics, to create the conditions needed for women entrepreneurs to contribute effectively toward solving problems regarding the development of the womenomics, at a national and European level;

to collaborate with all the competent institutions in order to promote support activities for the development of women's entrepreneurship,

to enable women to join any public or private local, national or international organization, to collaborate with bodies, movements or associations with which it is considered useful to have contacts;

to promote the professional training and goals of the Association through information dissemination, the organization of conferences, seminars, publications and professional modernization aimed at enhancing women's knowledge of enterprise innovation;

To promote partnership initiatives at a national and international level with associations having analogous activities and aims, and to implement the European projects and programmes. To sign conventions with private and public organizations and for the management of courses, conventions, debates and seminars, for the publishing of materials and the supply of services within the institutions' goals. To develop a network of relations with other associations and professional bodies that operate in the same or different areas, offering them its own moral and material contribution.



## Programme Of Events

### Friday 11.19.2010

**8.30 - 9.30 Registration of participants**

**9.30 - 9.45 Official opening**

Elda Lettieri, President of SELENA Association for Women Entrepreneurs in Bulgaria

**9.45 - 10.15 Greetings from Local Authorities (Serdika Hall)**

Tsetska Tsacheva, President of Parliament of Republic of Bulgaria

Stefano Benazzo, S.E. Italian Ambassador in Bulgaria

Traycho Traykov, Minister of Economy, Energy and Tourism

Toty Mladenov, Minister of Labour and Social Policy

Jordanka Fandakova, Mayor of Sofia

**10.15 - 11.15 “How women entrepreneurs react to the economic crisis? European strategies under review and potential actions for the recovery” (first part)**

- Ivelina Kolaksazova, manager Live Sound  
*“Development of Music Business in Bulgaria”*
- Cristina Gorajski Visconti, member of Business, Trade and Technology Committee BPW Italy, Center District and past president of the Committee for Women Entrepreneurship Promotion at the Chamber of Commerce in Ancona  
*“B.P.W. International: working to change the existing gender pay gap and glass ceiling”*
- Marie-Christine Oghly, french national president of Women Entrepreneurs Association (FCE), president of Medef Island (France)
- Bev Hurley, Founder Enterprising Women UK Inghilterra  
*“Support for women entrepreneurs: examples of UK Best Practice”*

**11.15 - 11.30 Coffee Break**

**11.30 - 13.00 “How women entrepreneurs react to the economic crisis? European strategies under review and potential actions for the recovery (second part)”**

- Linas Liubinskas, president and Chief Executive Officer “ConsultConsortium SPLLC”  
*“Creating and Sustaining IMPACT for Building Your Personal and Organizational Relevance”*
- Sergio Muller, general manager of the company ISOENCertifications S.r.l.  
*“Quality Certifications ISO9001: the new Standard ISO 10014 in the aim of export sales, the New Standard ISO 16001 for Energy Saving. How to Save Money effectively”*
- Gerlinde Lonin, Vienna Business Agency  
*“The Women Enterprise Service in Vienna, a possibility for women to face the crisis”*
- Elisabetta Durante, scientific journalist, coordinator of DISTI, spokeswoman of ITWIIN  
*“Womena, Society, Know How”*
- Rossitsa Djambazova, president of National Business Development Network  
*“Challenges for women entrepreneurs in small and medium enterprises”*

MODERATOR Maria Slavova, board chair Selena



**13.00 - 14.30 Lunch**

**14.30 - 17.00 Meetings B to B (Pirin Hall)**

**14.30 - 17.00 “Project Europe 2020 for the economic and social changes: education and training; social integration; sustainable growth and development of renewable energies”**

- Eugenia Ateva, senior trade analyst Sofia Office - Italian Institute for Foreign Trade  
*“ICE support to italian enterprises in their path to internationalization”*
- Cornelia Rotaru, president ADAF Association for Women Entrepreneurship Development  
*“ONG Involvement in developing of a Business Economy, new skills and job opportunities”*
- Luciana Delle Donne, CEO of Officina Creativa (brand MADE IN CARCERE / ER-RE)  
*“From Finance to Social and Environment: a culture path”*
- Hilary Farnworth, manager, Centre for Micro Enterprise London Metropolitan University Business School, Londra  
*“Women’s entrepreneurship : challenges & opportunities for older as well as young women”*
- Rita Assogna, president of ITWIIN (Italian Women Inventors and Innovators Network)  
*“Research, Development, Innovation: Unity is the Strenght of women inventors and innovators”*

MODERATOR Elisabetta Durante, scientific journalist, coordinator of DISTI, spokeswoman ITWIIN

**17.30 Closing of conference**

**18.30 - 20.00 Cocktail and presentation of the Fall/Winter 2010 Collection: Ermanno Scervino, Valentino, Ferragamo, Ermanno (Ul. Saborn, 4)**

## **Saturday 11.20.2010**

**8.30 - 9.00 Registration of participants**

**9.00 - 11.15 “Agriculture and tourism, best practices in key countries where tourism is highly developed, the contribution of women to the development of the territory” (Serdika Hall)**

- Ivo Marinov, deputy minister of Economy, Energy and Tourism
- Tsvetan Valchev Tonchev, president of National Tourism Chamber  
*“Female entrepreneurship and the development of the farm tourism”*
- Laura Cresti, manager “La Ripolina Farmhouse”  
*“Farmhouse in Italy: evolution, lights and shadows of a different Tourism Philosophy”*
- Joanna Dochevska, general manager of Planet Tours
- Antonino Di Giacomo, president “Casa Sicilia” Bulgaria

**11.15 - 11.30 Coffee Break**

**11.30 - 13.00 “Territorial Marketing in Bulgaria and mineral baths as a resource for developing the country: development of some Bulgarian realities and benchmarking using the best European models”**

- Marina Lalli, president of spa “Terme Margherita di Savoia”  
*“Spa role in Italian Tourism”*
- Daniela Spasova, president of National Beautician Association  
*“Wellness and SPA Tourism, the Emotional Tourism: a new philosophy for quality of rest and relaxing”*
- Vanya Petrova, Data Concept Bulgaria AE  
*“The European funds as an opportunity for spa-tourism development and for territorial marketing”*

MODERATOR Evelin Videnov, director of Horeca



**13.00 - 14.30 Lunch**

**14.30 - 16.00 “Welfare system and Women universe: social structures and services supporting working women. Comparison and exchange of European good practices”**

- Rossitsa Stelianova, executive director of Employment Agency Bulgaria Starts-up possibilities in the context of European Social Fund  
*“Starts-up possibilities in the context of European Social Fund ”*
- Diana Angelova, vice president “Business Instruction”  
*“The opportunities to create business of your own in the context of the European Social Fund”*
- Lut Laget , VGD Luxembourg Chartered accountant  
*“FEALU Female Entrepreneurship Ambassadors Luxembourg - A testimony”*

MODERATOR Juliana Mincheva, board chair Selena

**15.00 - 17.30 Workshops to develop partnerships between these institutions (Pirin Hall)**

**16.00 - 17.30 “Finance, Credit, European and local financial aids in favour of women entrepreneurs: supporting operational tools and expectations for the future”**

- Dorina Dobрева, manager SEA Bulgaria Ltd  
*“Operative Instruments necessary for Business”*
- Nadia Libera Imbroglini, Sviluppumbria Spa  
*“Umbria district and crisis: consolidation as a business support”*
- Stefan Kushkiev, expert Sofia Municipal Guarantee Fund for SME  
*“OGFMSP - a modern financial tool to promote the female entrepreneurship”*

MODERATOR Stanimira Hadjimitova, board chair Bulgarian Fund for Women, director Gender Project for Bulgaria Foundation

**17.30 Presentation of the Final Agreement**

Elda Lettieri, president of SELENA Association for Women Entrepreneurs in Bulgaria





**caffè**  
**MOKARABIA**<sup>®</sup>  
L'ESPRESSO ITALIANO 



*L'arte  
dell'espresso italiano*





## Работна Програма

**ПЕТЪК 19.11.2010**

**8.30 - 9.30 Регистрация на участниците**

**9.30 - 9.45 Официално откриване**

Елда Летиери, Председател на СЕЛЕНА Асоциация на жените предприемачи в България

**9.45 - 10.15 Поздравления от официални гости (Зала Сердика)**

Цецка Цачева, Председател на Народното събрание на РБ  
Стефано Бенацо, Посланик на Република Италия в България  
Трайчо Трайков, Министър на икономиката, енергетиката и туризма  
Тотю Младенов, Министър на труда и социалната политика  
Йорданка Фандъкова, Кмет Община София

**10.15 - 11.15 “Как жените предприемачи реагират на кризата? Сравняване на европейските стратегии и възможните мерки за икономическо възстановяване” (първа част)**

- Ивелина Колакасова, управител на Live Sound, България  
*“Развитието на музикалната индустрия в България”*
- Кристина Горайски Висконти, член на Комитета по Бизнес, Търговия и Технологии BPW Италия, Централно подразделение и бивш Председател на Комитета за насърчаване на женското предприемачество към Търговската камара в Анкона, Италия  
*“Б.П.У. Интернешънъл: работа за промяна на съществуващата пропаст в заплащането на двата пола”*
- Мари-Кристин Огли, Национален Председател на Асоциацията на жените предприемачи (FCE), Председател на Medef Island, Франция
- Бев Хърлий, Основател на Женско предприемачество във Великобритания  
*“Подкрепа за жените предприемачи: примери от Великобритания и добри практики”*

**11.15 - 11.30 Кафе пауза**

**11.30 - 13.00 “Как жените предприемачи реагират на кризата? Сравняване на европейските стратегии и възможните мерки за икономическо възстановяване” (втора част)**

- Линас Любинскас, Председател и Изпълнителен директор на “ConsultConsortium SPLLC”  
*“Създаване и поддържане на въздействие за изграждане на лични и организационни роли”*
- Серджо Мюлер, Управител на ISOENCertifications S.r.l.  
*“Сертификат за качество ISO9001: новата разпоредба ISO10014 при износ, новата разпоредба ISO16001 за енергийното спестяване. Как да се постигне ефективно.”*
- Герлинде Лонин, Vienna Business Agency  
*“Услугите в помощ по време на криза за жените предприемачи във Виена”*
- Елизабета Дуранте, Журналист в областта на науката, Координатор DISTI, Пресаташе ITWIIN (Мрежа на жените изобретатели и иноватори в Италия), Италия  
*“Жена, Общност, Познание”*
- Росица Джамбазова, Председател на Национална мрежа за бизнес развитие  
*“Предизвикателства пред жени предприемачки в малкия и среден бизнес”*

МОДЕРАТОР Мария Славова, член на УС на Селена



13.00 - 14.30 Обяд

14.30 - 17.00 Среци BtoB (Зала Пирин)

Среци за насърчаване на търговските отношения и партньорства, за изследване на възможности за сътрудничество и развитие на бизнес контакти.

14.30 - 17.00 “Проектът Европа 2020 г. за икономически и социални промени: образование и обучение, социална интеграция, устойчив растеж и развитие на възобновяемите енергийни източници”

- Евгения Атева, ст. търговски анализатор към Италианския Институт по Външна Търговия в София  
*“Дейностите на Италианския Институт по Външна Търговия в подкрепа на интернационализацията на италианските фирми”*
- Корнелия Ротару, Председател на ADAF Association for Women Entrepreneurship Development  
*“Участието на НПО в развитието на фирмената икономика, нови умения и възможности за работа”*
- Лучана Деле Доне, Директор на Творческа работилница (марката Произведено В Затвора ER-RE)  
*“От финансите към социалното и обществената среда: един процес на култура”*
- Хилари Фарнуорт, Мениджър, Център по микро предприемачество Лондон към Университета Метрополитън, Великобритания, Бизнес училище, Лондон  
*“Женското предприемачество: предизвикателства и възможности за жените от всички възрасти”*
- Рита Асоня, Президент на ITWIIN (Мрежа на жените изобретатели и иноватори в Италия)  
*“Проучване, Развитие, Иновация: обединяване на силите на жените изобретатели и иноватори”*

МОДЕРАТОР Елизабета Дуранте, журналист в областта на науката, Координатор на DISTI, пресаташе на ITWIIN

17.30 Закриване на работните срещи

18.30 - 20.00 Коктейл и представяне на Колекцията есен-зима 2010: Ermanno Scervino, Valentino, Ferragamo, Ermanno (ул. Съборна, 4)

## СЪБОТА 20.11.2010

8.30 - 9.30 Регистрация на участниците

9.30 - 11.15 “Туризмът и земеделие. Най-добрите практики в основните страни, в които туризмът е силно развит; приносът на жените за развитието на територията” (Зала Сердика)

- Иво Маринов, Зам.-министър на икономиката, енергетиката и туризма
- Цветан Вълчев Тончев, Председател на Национална туристическа камара  
*“Женското предприемачество при развитие на селския туризъм”*
- Лаура Крести, Управител на “Agriturismo La Ripolina”  
*“Агритуризма в Италия: еволюция, светлини и сенки в една различна философия за туризма”*
- Йоанна Дочевска, Генерален Мениджър на “Планет Турс”
- Антонино Ди Джакомо - Президент на Каза Сицилия България

11.15 - 11.30 Кафе Пауза

11.30 - 13.00 “Териториалният маркетинг в България и минералните бани като ресурс за развитие на страната: развитие на някои български реалности и бенчмаркинг с най-добрите европейски модели”

- Марина Лали, Председател на Минерални извори Margherita di Savoia  
*“Ролята на минералните извори в италианския туризъм”*



- Даниела Спасова, Председател на Национално сдружение на козметиците  
*"Wellness и SPA туризъм, индустрия на емоциите в една нова философия за качеството на почивката и релакса"*
- Ваня Петрова, Дата Консепт България  
*"Европейските фондове като възможност за развитието на спа-туризма и териториалния маркетинг"*

МОДЕРАТОР Евелин Виденов, Председател ХоРеКа

#### 13.00 - 14.30 Обяд

#### 14.30 - 16.00 "Системата Welfare и светът на женското предприемачество: услугите и социалните структури в подкрепа на работещите жени. Съпоставки и обмен на добри европейски практики"

- Росица Стелянова, Изпълнителен директор на Агенцията по заетостта  
*"Възможности за стартиране в рамките на Европейския обучение"*
- Диана Ангелова, Зам. Председател на Бизнес обучение  
*"Социална интеграция чрез социално предприемачество"*
- Лут Ларет, VGD Luxembourg Chartered accountant  
*"FEALU Посланици на женското предприемачество Люксембург- примери и доказателства"*

МОДЕРАТОР Юлияна Минчева, член на УС на Селена

#### 15.00 - 17.30 Среци с цел развитие на партньорство между присъстващите институции. (Зала Пирин)

#### 16.00 - 17.30 "Финанси, кредит и европейски и национални финансираня за женското предприемачество: оперативни средства за подпомагане и бъдещи перспективи"

- Дорина Добрева, Управител на SEA България  
*"Оперативни инструменти необходими за бизнеса"*
- Надя Либерта Имбролини, Управител на Sviluppo Umbria spa  
*"Умбрия и кризата: форми за подкрепа и заздравяване на предприемачеството"*
- Стефан Кушкиев, експерт от Общинския гаранционен фонд за МСП към СО  
*"ОГФМСП - модерен финансов инструмент за подпомагане на жените-предприемачи"*

МОДЕРАТОР Станимира Хаджимитова, Председател на български фонд за жените, Директор на Фондация Джендър проекти България

#### 17.30 - 18.00 Обобщение и закриване

Елда Летиери, Председател на СЕЛЕНА Асоциация на жените предприемачи в България



- # LA RIPOINALE RIPOINALE



## AGRITURISMO B&B

[illegible]

Dans le bâtiment Rypoll, qui date de nos jours à l'exception de quelques chambres de Rypoll nous retrouvons une salle de bain petite avec douche, TV et stéréo. On dégageait des murs une puanteur "bien maison". Le petit défilé est servi dans la loge. Tout l'on peut goûter à l'une ou l'autre. Les grands papiers et les petits.

Il y a une salle de bain avec toilettes et une salle de bain avec toilettes. Les barbiens et la franchise sont avec nous dans une zone commune. Des promeneurs en pleine campagne, le silence et l'air pur rendent le séjour agréable dans une atmosphère calme. Dans les jardins entrecroisés, se trouvent les symboles (statues) thermale et un massage. Les animaux sont accueillis.



La Repubblica è situata nel cuore delle terre senesi a 25 Km a sud di Siena, di fronte a Montalcino, terra del prestigioso vino Brunello e a pochi chilometri dai maggiori centri d'arte della provincia. L'azienda ha un'immagine di 100 ha e vi è coltivato vite e cereali. A ridosso gli agni dell'agricoltura la famiglia Cresti che fa accogliere nella millenaria Piazza di Piazza ed in appartamenti unitari in antichi casolari ristrutturati più nella collina che foreste e abbazia. Le abitazioni sono arredate con mobili toscani fra altissimi stili rinascimentali, incise inglesi, sepolcrali, giardini. Tre commore e possono ospitare da 2 a 10 persone.

Nell'edilizia Rustica, che da il nome all'azienda, si trovano camere del belco, stucchi delle, bagni privati con dettato e piano. Cimentati probatamente "Tetto in casa" l'edilizia rustica serve nel loggione da cui si gode una vista senza interruzione. La grande piazza con il salernino, il pony, la montagna bella ed il parco giochi per i bambini allietano la vacanza. In un'area comune un bar/loca e la lavanderia. Progettato in aperta campagna, silenziosa e aria pulita rende piacevole il soggiorno di tutte le età. Nelle immediate vicinanze molteplici occasioni termali e maggiori. Anziani accolti.





## Programma dei lavori

**Venerdì 19.11.2010**

**8.30 - 9.30 Registrazione partecipanti**

**9.30 - 9.45 Sessione ufficiale di apertura**

Elda Lettieri, presidente SELENA Associazione Donne Imprenditrici in Bulgaria

**9.45 - 10.15 Saluti Autorità (Sala Serdika)**

Tsetska Tsacheva, Presidente del Parlamento della Repubblica della Bulgaria

Stefano Benazzo, S.E. Ambasciatore d'Italia in Bulgaria

Traycho Traykov, Ministero dell'Economia, Energia e Turismo

Totyu Mladenov, Ministero del Lavoro e delle politiche sociali

Jordanka Fandakova, Sindaco del Comune di Sofia

**10.15 - 11.15 "Come reagisce l'imprenditoria femminile in tempo di crisi? Strategie europee a confronto e interventi possibili per la ripresa economica" (parte 1°)**

- Ivelina Kolaksazova, manager Live Sound  
*"Lo sviluppo dell'industria musicale in Bulgaria"*
- Cristina Gorajski Visconti, member of Business, Trade and Technology Committee BPW Italy, Center District and past president of the Committee for Women Entrepreneurship Promotion at the Chamber of Commerce in Ancona  
*"B.P.W. International: working to change the existing gender pay gap and glass ceiling"*
- Marie-Christine Oghly, presidente Nazionale Femmes Chefs d'Entreprise e Medef Ile de Francia
- Bev Hurley, Founder Enterprising Women UK Inghilterra  
*"Support for women entrepreneurs: examples of UK Best Practice"*

**11.15 - 11.30 Coffee break**

**11.30 - 13.00 "Come reagisce l'imprenditoria femminile in tempo di crisi? Strategie europee a confronto e interventi possibili per la ripresa economica" (parte 2°)**

- Linas Liubinskas, president and Chief Executive Officer "ConsultConsortium SPLLC"  
*"Creating and Sustaining IMPACT for Building Your Personal and Organizational Relevance"*
- Sergio Muller, general manager of the company ISOENCertifications S.r.l.  
*"Certificazioni di Qualità ISO9001: la nuova norma ISO 10014 nell'ottica di esportare; la norma ISO 16001 del risparmio energetic. Come risparmiare effettivamente"*
- Gerlinde Lonin, Vienna Business Agency  
*"The Women Enterprise Service in Vienna, a possibility for women to face the crisis"*
- Elisabetta Durante, giornalista scientifica, coordinatrice DISTI, portavoce ITWIIN  
*"Donna, Società, Conoscenza"*
- Rossitsa Djambazova, president National Business Development Network  
*"Le sfide per le donne imprenditrici nelle piccole e medie imprese"*

MODERATORE Maria Slavova, board chair Selena

**13.00 - 14.30 Lunch**





**14.30 - 17.00 Incontri Business to Business (Sala Pirin)**

Incontri per incrementare relazioni commerciali e partnership, per esplorare alleanze, opportunità e per sviluppare rapporti e contatti di Business.

**14.30 - 17.00 “Progetto Europa 2020 per i cambiamenti economici e sociali: l’istruzione e la formazione; l’integrazione sociale; la crescita sostenibile e lo sviluppo delle energie rinnovabili”**

- Eugenia Ateva, senior trade analyst dell’Ufficio di Sofia dell’Istituto nazionale per il Commercio Estero  
*“Attività dell’ICE a supporto dell’internazionalizzazione delle imprese italiane”*
- Cornelia Rotaru, presidente ADAF Association for Women Entrepreneurship Development  
*“Il coinvolgimento di ONG nello sviluppo di un’economia di impresa, nuove skills ed opportunità di lavoro”*
- Luciana Delle Donne, CEO “Officina Creativa” (brand MADE IN CARCERE / ER-RE)  
*“Dalla finanza al sociale e all’ambiente: un percorso di cultura”*
- Hilary Farnworth, manager Centre for Micro Enterprise London Metropolitan University Business School, Londra  
*“L’imprenditoria femminile: sfide e opportunità per le donne di tutte le età”*
- Rita Assogna, presidente ITWIIN (Italian Women Inventors and Innovators Network)  
*“Ricerca, Sviluppo, Innovazione: l’unione fa la forza delle donne inventrici e innovatrici”*

MODERATOR Elisabetta Durante, giornalista scientifica, coordinatrice DISTI, portavoce ITWIIN

**17.30 Chiusura lavori**

**18.30 - 20.00 Cocktail e presentazione Collezione autunno-inverno 2010: Ermanno Scervino, Valentino, Ferragamo, Ermanno (Via Saborna, 4)**

**Sabato 20.11.2010**

**8.30 - 9.30 Registrazione partecipanti**

**9.30 - 11.15 “Turismo e agricoltura. Riflessioni sulle best practices nei principali paesi a vocazione turistica e l’apporto delle donne per lo sviluppo del territorio” (Sala Serdika)**

- Ivo Marinov, Deputy Minister of Economy, Energy and Tourism
- Tsvetan Valchev Tonchev, presidente Camera nazionale del Turismo  
*“L’imprenditoria femminile nello sviluppo dell’agriturismo”*
- Laura Cresti, manager “Agriturismo La Ripolina”  
*“L’agriturismo in Italia: evoluzione, ombre e luci di una diversa filosofia del turismo”*
- Joanna Dochevska, general manager Planet tours
- Antonino Di Giacomo, presidente “Casa Sicilia” Bulgaria

**11.15 - 11.30 Coffee break**

**11.30 - 13.00 “Il marketing territoriale in Bulgaria e le Terme come risorsa e sviluppo del Paese: sviluppo di alcune realtà bulgare e benchmark con i migliori modelli europei”**

- Marina Lalli, presidente Terme Margherita di Savoia  
*“Il ruolo del termalismo nel turismo italiano”*
- Daniela Spasova, presidente Associazione nazionale estetiste  
*“Turismo Wellness e SPA, l’industria delle emozioni: una nuova filosofia per la qualità del riposo e del rilassamento”*
- Vanya Petrova, Data Concept Bulgaria AE  
*“The European funds as an opportunity for spa-tourism development and for territorial marketing”*

MODERATORE Evelin Videnov, direttore Horeca



**13.00 - 14.30 Lunch**

**14.30 - 16.00 “Il sistema di welfare e l’universo femminile: i servizi e le strutture sociali a supporto delle donne che lavorano. Confronto e scambio di best practices europee”**

- Rossitsa Stelianova, direttore esecutivo Employment Agency Bulgaria  
*“Starts-up possibilities in the context of European Social Fund”*
- Diana Angelova, vice presidente Istruzione business  
*“L’integrazione sociale tramite imprenditoria sociale”*
- Lut Laget , VGD Luxembourg Chartered accountant  
*“FEALU Female Entrepreneurship Ambassadors Luxembourg - A testimony”*

MODERATORE Juliana Mincheva, membro direttivo Selena

**15.00 - 17.30 Workshops per stabilire collaborazioni e partnership tra le associazioni presenti, per sviluppare rapporti europei, per scambiare le migliori pratiche e nuove per una proficua collaborazione (Sala Pirin)**

**16.00 - 17.30 “La Finanza, il Credito e i Finanziamenti nazionali ed europei in favore delle imprenditrici: strumenti operativi di supporto e prospettive future”**

- Dorina Dobрева, manager SEA Bulgaria ltd  
*“Strumenti operativi necessari per l’impresa”*
- Nadia Libera Imbroglini, dirigente Sviluppumbria spa  
*“L’Umbria e la crisi: il consolidamento quale forma di sostegno imprenditoriale”*
- Stefan Kushkiev, esperto Sofia Municipal Guarantee Fund for SME  
*“OGFMSP - uno strumento moderno di finanziamento per incentivare l’imprenditoria femminile”*

MODERATORE Stanimira Hadjimitova, membro direttivo Bulgarian Fund for Women, direttore Gender Project for Bulgaria Foundation

**17.30 - 18.00 Conclusioni**

Elda Lettieri, presidente SELENA, Associazione donne imprenditrici in Bulgaria

## “Разрешаване на проблеми със сертификати.”



1. **Наименование:** ИСОЕНСертификейшънс ООД – Италия

2. **Седалище:** ISOENCErtifications s.r.l.  
Via Puccini, 1– 24040 Madone (BG) ITALY  
Tel: +39 035 4997726 - Ing. Roberto Teani  
e-mail: sergio.muller@isoencertifications.it  
sito web: www.isoencertifications.it

3. **Представител  
за България:** Дино Бонджовани  
Тел.: +359 878 60 89 54  
e-mail: euroinconsult@gmail.com

4. **Предмет на дейност:**  
ИСОЕНСертификейшънс ООД е търговско представителство за България на германският сертификационен орган TÜV HESSEN с акредитация от Националната акредитационна служба на Германия (DakKS), членка на Европейската организация за акредитация (EA) и на Международният акредитационен форум (IAF).

ИСОЕНСертификейшънс ООД извършва сертификация на системи за управление спрямо следните стандарти:

- ISO 9001:2008 Системи за управление на качеството
- ISO 14001:2004 Системи за управление на околната среда
- BS OHSAS 18001:2007 Системи за управление на здравето и безопасността при работа
- ISO 22000:2005 Системи за управление на безопасността на храните
- HACCP, IFS 5, BRC
- ISO 27001:2005 Системи за управление на информационната сигурност
- ISO/IEC 20000-1:2005 Системи за управление на IT услугите
- ISO 13485:2003 Системи за управление на качеството на медицински изделия
- ISO TS 16 949:2009 Системи за управление на качеството в автомобилната промишленост
- EN 16001:2009 Системи за управление на енергията.



## PATRONAGE

Parliament in Sofia  
Ministry of Economy, Energy, Tourism  
Ministry of Labour and social policy  
Municipality Sofia  
Bulgarian small and medium enterprises promotion agency  
Ministry of Tourism Italiano  
Regione Puglia  
Regione Umbria

## PARTNERS

**BIA Bulgarian Industrial Association** (<http://www.bia-bg.com>) is a voluntary, non - governmental organization of the Bulgarian industry, established on 25 April 1980. It is the first non – governmental organization in the former socialist block. BIA is an umbrella organization with a matrix structure, vertically representing the branch (sector) oriented organization and horizontally the regional and municipal organizations. BIA has played a crucial role in initiating and coordinating the foundation, consolidation and establishment of the branch (sector) and regional business organizations in Bulgaria. As early as its foundation the Bulgarian Industrial Association directed its efforts to structure the business environment also on a regional principle. This way more than 133 regional associations and local bodies of the business have been set up, 26 of which have the status of regional industrial unions and associations. The process of their establishing as voluntary economic unions started in 1982.

**Bulgarian Tourist Chamber** (<http://www.btch.org/index.htm>) is a non-profit organization. It unites on a voluntary basis national, regional and local brand organizations and councils, companies from hotel & restaurant business, tour operators and tour agents, companies and organizations related with tourist industry and fully capable persons. BTC was founded in March 1990. It is the first non-government trade, tourism organization in Bulgaria. BTC performs the functions of a non-profit federal union of Bulgarian and foreign organizations (companies) and fully capable persons with purpose to coordinate organize and manage the joint activities in the Bulgarian tourist industry.

**Camera di commercio italo orientale** ([www.ccio.it](http://www.ccio.it)) The Italian-Eastern Chamber of Commerce promotes the economic relationships among Italy and the Foreign Countries, with particular respect

to East and Mediterranean ones. The CCIO proposes services to members like periodical offers and supplies update from the foreign countries through the bulletin and the website, discounts for fair in Italy and other countries; organization of events; conventions with hotels, restaurants and other firms; economic missions; consulting services.

**DISTI Distretto dell'Informazione Scientifica e Tecnologica per l'Innovazione** ([www.distit.it](http://www.distit.it)), created and coordinated by Elisabetta Durante, is a free Agency of scientific /technological Information; promotes meetings among entrepreneurs and researchers (especially women); encourages the 'cross fertilization' and the technology transfer ; realizes new cultural initiatives. DISTI is an experimental project based in the South Italy (Apulian region), open to be adopted in other European areas.

**Gender Project for Bulgaria Foundation** ([www.bgfundforwomen.org](http://www.bgfundforwomen.org)) is a non-profit, non governmental organization, registered in the Bulgarian Court in 1995 in public benefit. It works for promotion of equal opportunities of women and men in all spheres of their private and social life. It lobbies Bulgarian authorities to implement EU and UN Gender Equality Policy. GPF works on the following main crosscutting themes: Economic Rights of Women, Political Empowerment of Women, Roma Women Empowerment, Violence against Women as a Violation of Human Rights, Development Education and ODA policy, Media and its Role for Overcoming Gender Stereotypes.

**Health and Beauty National Beauticians' Association** ([www.zdraveikrasota.com](http://www.zdraveikrasota.com)) was registered as a non-profit association in 2001 for effecting activity on the territory of the Republic of Bulgaria



in the field of the professions related to the provision of services in the sphere of beauty: cosmetics and massage, make-up, manicure and nail sculpting, pedicure, and all others in this field. The basic goals of the "Health and Beauty" NBA are: development and acknowledgment of branch professionalism; establishment of prerequisites for passing on experience to young specialists, enhancement of culture, ethics, aesthetics and loyal competition in the field, and, last but not least, protection of the professional, scientific, and social interests of all workers in this sphere. In the beginning of each year "Health and Beauty" NBA elaborates a program for its activity throughout the year, which is distributed among its members.

**ITWIIN Italian Association of Women Inventors and innovators Network** (<http://www.itwiin.it>) Founded in 2007, ITWIIN is a non-profit organisation bringing together a wide and diverse range of women's expertise. Most of the members are entrepreneurs, researchers, consultants (IPR, business). ITWIIN aims to support the women inventors and innovators in Italy by: marketing innovative ideas through awards, exhibitions, and fairs; training and education in fields such as Intellectual Property, trademarks, patents and technological transfer through courses and seminars; spreading the culture of innovation and invention through conferences, workshops, debates and publications; information exchange and spreading of Italian and European Calls on Innovations and Inventions.

**LMI Leadership Management® Bulgaria** ([www.lmi-bulgaria.com](http://www.lmi-bulgaria.com)) will raise the productivity of your organisation by improving its people, making them better organised, better communicators, better equipped to resolve issues and therefore better managers and leaders. Visible improvements will be immediate and breathtaking, providing instant results with long-term benefits. Our company is a part of LMI®'s big family - the world pioneer in strategic planning, professional and organizational development.

**National Business Development Network** ([www.nbdn-bg.org](http://www.nbdn-bg.org) - [www.travelbg.org](http://www.travelbg.org)) is an association of 42 business centres and business incubators established under the JOBS project, with the support of the Ministry of Labour and Social Policy, the United Nations Development Program (UNDP) and the local municipalities. Our mission is to create new entrepreneurial culture, to improve the standard of living through various forms of support for the development of smalls and medium businesses and insuring greater employment opportunities. NBDN supports its members in the design and management of international projects in the areas of employment encouragement, increasing of the competitiveness of the Small and Medium Enterprises, professional training and re-qualification, tourism, handicrafts, etc.

**Noesis European Development Consulting** ([www.noesisonline.eu](http://www.noesisonline.eu)) arisen from the collaboration of a group of professionals active in years in the field of information, training, consultancy, technical

assistance on EU policies and grants, with the aim to give assistance to public and private bodies in attracting and managing EU funds, to assist public and private bodies in developing their human resources.

**Osservatorio Balcani e Caucaso** ([www.balcanicaucaso.org](http://www.balcanicaucaso.org) [www.balkanscaucasus.org](http://www.balkanscaucasus.org)) is a research and electronic media centre devoted to social and political change in South-East Europe, Turkey and Caucasus. The OBC team cooperates with a network of over 40 correspondents and local contributors to deliver daily online articles and in-depth analysis on these areas. The OBC website serves as a meeting point for information, research and international cooperation. Along with publishing online news, OBC promotes several other information and training activities, such as production of documentary films, audiovisual materials and online databases.

**Polymetis srl** ([www.polymetis.it](http://www.polymetis.it)) is a project born out of the mind of a group of people with the objective of creating synergies in order to identify opportunities of development at international level. The company counts on a team of excellent professionals in different fields such as: training, management and strategy, consultancy, communication and marketing activities, access to European funding, coordination of projects for the development of local areas.

**Sikos-uc** ([www.sikos-uc.com](http://www.sikos-uc.com)) is a well established private consulting firm based in Sofia, Bulgaria. We offer a comprehensive portfolio of business services for foreign companies to successfully establish and develop their business in Bulgaria and other CEE countries. Areas of expertise: investment consulting, business matchmaking, legal and tax advice, company registration, HR consulting, public procurement consulting, marketing and export consulting, market research, market studies & analysis, event management, local support, translation and interpretation services etc.

**Sofia Municipal Guarantee Fund for small- and medium-sized enterprises** ([www.ogf-sofia.com](http://www.ogf-sofia.com)) is established by decision of the Sofia Municipal Council (SMC) on 17th of June 2002. MGFSME is a specialized body of SMC and manages 10% of the proceeds from the privatization of municipal participation in the capital of the companies. The Fund issues guarantees amounting to a value up to 100000 BGN and covering up to 50% of bank loans for SME. One of the priorities of the Fund is to support women entrepreneurs.

**Sviluppumbria Spa** ([www.sviluppumbria.it](http://www.sviluppumbria.it)) is the Regional Society for the Promotion of Economic Development of Umbria. It works to develop the regional economy through the creation of new businesses in various sectors (industry, tourism, services, crafts, trade) in order to promote economic growth and create jobs. Sviluppumbria is a promoter of economic development in the area, promoting a regional economy of time not just to traditional indicators of economic productivity, but also the overall quality of the social, cultural and environmental.





## SPEAKERS' PROFILES

**Diana Angelova**, vice-Chairperson of the Board of Directors of Education and Business Foundation, Bulgaria – She is a partner in the consultancy firm ADIG GROUP LTD. She has a number of specializations and trainings in the field of organizational consulting and human resources management. She has significant practical experience in the following areas: training of representatives of SMEs & organizational consulting.

**Rita Assogna**, president and founder member of ITWIIN (Italian Women Inventors and Innovators Network) works as chief examiner in the European Patent Office in the field of industrial chemistry in Munich.

**Eugenia Ateva**, senior trade analyst Sofia Office - Italian Institute for Foreign Trade

**Laura Cresti**, lives in Tuscany, near Siena. Graduated in Politics Sciences, she has a Doctorate in International Law and worked for fifteen years to the International Organization and Law Department at Siena University. Once that she left her activity at the University, she dedicated her work to her family Agricultural Farm, creating a farmhouse accommodation. She is involved in this since 20 years ago. Mrs. Cresti has been the President of a Farmhouse Consortium, getting a wide experience in the field of Tourism Promotion and Farmhouse Commercialization. She managed two Information Points and a Museum. Now, she is a member of the Siena District Council and, as well, a member of the Tuscan Association called Agriturst ( Farmhouse Consortium of Confagricoltura).

**Luciana Delle Donne**, is an expert on Change Management and on Strategic Innovation, in technology and organization. She is the proposer of successful Case Study known at International level and as a reference in the National bank system. She is a manager involved in applied research in new business models and she loves to “build up” with the youth in order to promote their intellectual skills. She created “OFFICINA CREATIVA”, a social no profit cooperative, that promoted the brand “made in jail” for bags, accessories, made by women in Lecce’s prison giving them a “second chance”.

**Antonino Di Giacomo**, president “Casa Sicilia” Bulgaria

**Rossitsa Djambazova**, President National Business Development Network

**Joanna Dochevska**, general manager of Planet tours since 2003, developing and creating new business solutions and alternative ways of developing travel business in Bulgaria. Chairwoman of

Bulgarian Sports development association, founded in 2010 and developing the new ways of campaigning for sport culture and sport for all projects.

**Dorina Dobрева**, General Manager of SEA Bulgaria Ltd since 1995. Master of Science in Engineering at the Lvov Polytechnical University; Master of Business Administration at the Florence Institute of Technology. Founder and co-partner of Italo-Bulgarian company SEA BULGARIA – a market leader in the field of automatic doors and gates, barriers and garage doors. Since 1999 a member of the Italian Committee of Entrepreneurs and consigliere for 2 years. Part of the women delegation at the iNternational Women business forum in Bari, Italy. In 2009 the company run by Mrs. Dorina Dobрева for production and assembly of garage doors was awarded by BOSEI Japanese award for quality. As a manager with 15 years experience in Bulgaria, Dorina Dobрева is promoting the idea for creation business incubators for training of young specialists in real practice and real business situation as well as enlarging the opportunity to exchange foreign good management models with new young companies in Bulgaria, especially run by women.

**Elisabetta Durante**, started working in Geneva, dealing with several International Organizations. Then, from 1985 to 1997 she had been working as Chief Press Officer in Tecnopolis (Bari), the first Italian Science Park. Then she had been being the Spokesperson of the Polytechnics of Bari. Since 1998, she has collaborated with the economic newspaper “Il Sole 24 Ore” and the RAI educational. In 2002 the Nobel Renato Dulbecco awarded her a prize of science journalism. She is in the Council of UGIS (Union of Italian Scientific Journalists), Spokesperson of ITWIIN and coordinator of DISTI (a network for the Scientific and Technological Information [www.disti.it](http://www.disti.it))

**Hilary Farnworth**, manages the team of experts at Centre for Micro Enterprise, (CME) London Metropolitan University delivering pioneering projects in the UK to train over 700 women entrepreneurs – particularly those over 50. She was a member of the international judging panel of EUWINN 2009, (European Women Innovators & Inventors network). She leads two modules on the BA in entrepreneurship, direct the OWLE50+ EU Grundtvig project for older women, and have managed ESF projects for some 7 years, having been a project manager in British Telecom previously.

**Stanimira Hadjimitova**, is founder, manager and expert in two NGOs working on gender equality issues. Stanimira set up one of the first in Bulgaria NGOs that started to work on gender equality issues, namely Gender Project for Bulgaria Foundation, and under



her management the foundation has run more than 40 projects in the country and in the South Europe region as a part of the Stability Pact Gender Task Force (SP GTF). Next important part of her work was the establishment of the new legal entity— the Bulgarian Fund for Women with the goal raising funds and supporting financially the women's groups in Bulgaria.

**Bev Hurley**, is an inspiring serial entrepreneur, and one of the UK's few experts on growing sustainable and successful women-owned businesses. She's grown three successful companies prior to being appointed Chief Executive of YTKO, and speaks with a wealth of first hand experience about what is really needed to unlock the potential of entrepreneurs and their businesses, whether disadvantaged or high-growth potential. Bev is particularly concerned about increasing business sustainability, and has created unique start-up programmes that enable new entrepreneurs to understand how to de-risk their ventures before they start, and for when they are ready for growth. Bev Hurley is the founder of the 8000-strong Enterprising Women network and the UK's 2nd women's business centre, and was recently recognised for her outstanding contribution to women's enterprise with the Queen's Award for Enterprise Promotion.

**Ivelina Kolaksazova**, General Manager of "Live Sound" Music Company. I was born on July 3rd 1986 in Sofia, Bulgaria. In 2010 I created the music company "Live Sound". I'm a student in her final year at the "New Bulgarian University", attending a master class in Music management and Production. In 2009 I graduated at "The National Music Academy" "Pancho Vladigerov" in Sofia studying Pop and Jazz singing. In 2005 I graduated at the Italian High School in Sofia "Atanas Dalchev" majoring in "Fine Art".

**Stefan Kushkiev**, Expert Sofia Municipal Guarantee Fund for SME, has university education. He holds a Master's degree in Economics, International Economic Relations from the University of National and World Economy – Sofia ([www.unwe.acad.bg](http://www.unwe.acad.bg)) and he is MBA from the IFAG Institut de la Francophonie pour l'Administration et la Gestion – Sofia ([www.ifag.auf.org](http://www.ifag.auf.org)). Stefan Kushkiev has considerable experience in foreign trade and real estate business. He is expert in The Sofia Municipal Guarantee Fund for Small and Medium-sized Enterprises (MGFSME) since July 1, 2009.

**Nadia Libera Imbroglini**, chairman of female entrepreneurship, Sviluppumbria Spa (Society for the promotion of regional economic development of Umbria), Italy. She was the Director of Equal projects and Coordinator of the Incubator of ImpresaDonna Sviluppumbria. Head of Women Entrepreneurs and Social promoter with the task of planning measures and financial resources on local, regional, national and international. Care management for guidance, advice and activities of the business plan. Promote projects for the law 125/92 "Positive actions for business women."

**Lut Laget**, Director VGD Luxemburg, Member of the workgroup from the Institut of Auditors Luxemburg 'Small to Medium Practices'

**Marina Lalli** lived in Washington, D.C. between 1993 and 2000 where she had the opportunity to witness a different way of life and of conducting business. Back in Italy, she first worked in the construction family business and then, in 2004, in one of her family businesses at the Terme di Margherita di Savoia, one of the 10 most important Thermal facilities in Italy. Marina Lalli today has different roles in the Italian association of entrepreneurs - 'Confindustria' - both nationally, as a member of Federturismo and Federterme, and locally having roles in the local branch of the association in both the fields of tourism and health.

**Elda Lettieri**, president Selena has extensive experience in youth projects and training activities. She has been a coordinator of various intercultural projects and lecturer in company communication, evaluation and monitoring of professional qualification, tourism promotion and company merging in rural tourism. Thanks to her numerous competencies and outstanding communication skills, together with extensive experience in H&R resources, she has established numerous relations with schools, universities and municipalities in order to consolidate personal and professional relationships between Italian and Bulgarian professionals

**Linas Liubinskas**, graduated from the University of Illinois at Chicago in 1986 with a BS in Marketing. He has served as Director of Strategic Research and Retail Distribution for Household Intl (now HSBC), Marketing Strategist for CUNA Mutual, Portfolio Risk Manager for GE Capital overseeing \$2.3 billion in consumer credit, and Marketing Director for Axon Solutions in the UK and Renaissance Capital Consumer Finance in Moscow. Since 2001, Mr. Liubinskas has served as President and CEO of ConsultConsortium SPLLC, which provides senior-level consultation across Central and Eastern Europe, West and Central Africa, South and Southeast Asia, and the Middle East. His company serves as a "conduit" between these Developing Countries and Emerging Markets with over 10,000 best-in-class consultants from around the world. His corporate headquarters are in Sofia, Bulgaria, while he operates from his office in Paris.

**Gerlinde Lonin**, I worked for 19 years as an office manager of the CEO or Executive Board in several companies like Sandik, Steyr Daimler Puch AG, AEG, Bank Austria Leasing and from 1997 on in the Vienna Business Agency; 1999 Foundation of the Women Enterprise Service (for 2 years we were two persons in this field); Since 2002 I lead this service alone and consult women in all matters when starting their own business.

**Juliana Mincheva**, Senior Partner & CEO at International Media Concepts Ltd. and at International Media Center Ltd. - Special-



ised media companies, servicing major multinational clients in media. She has also been Deputy Director, Sales & Marketing in Bulgarian National Television and previously worked in Telerimpex - the Foreign Trade Organisation of Bulgarian State Committee for Television & Radio.

**Sergio Muller**, Engineer specialized in electrotechnics – Lead Auditor for the standards ISO 9001:2008, ISO 14001:2004, OHSAS 18001:2007 and ISO 13485:2004. Expert in business management, personnel's management and motivation, marketing strategies expert. – General manager of the company ISOENCertifications S.r.l. set in Italy and the company EURO-Certifications set in Sofia – Bulgaria.

Marie Christine Oghly, Présidente Nationale Femmes Chefs d'Entreprise (FCE), Présidente Medef Ile de France. Après un DEA en Hydrologie, obtient un DESS d'administration des Entreprises, rejoint la société Amazon Technology en 1986 en tant que Responsable Marketing Europe et en devient DG en 1989. Création en 1992 de la filiale française de Fluid Dynamics International société américaine développeur du logiciel FIDAP, en 1996 création de Flowmaster France leader en simulation de systèmes fluides grâce au logiciel éponyme.

**Vanya Petrova**, has 4 years of project development and project management experience working under various international projects – EU projects both on national level in Bulgaria and directly at European level, as well as development projects of the United Nations Development Programme. Ms. Petrova holds an M.Sc. degree in European Integration and a Bachelor's degree in English and American Studies from "St. Clement of Ohrid" Sofia University.

**Cornelia Rotaru**, President, ADAF, Association for Women Entrepreneurship Development Romania - President of ADAF, founding member of Coalition of Business Women Associations in Romania and in Balkan Region, owner of a business consultancy company. She graduated from the Academy of Economic Studies - Bucharest, Ph.D in economy, and has over 26 years of management experience. Her professional expertise covers the domain of the information system development, organization management, business consultancy and gender policies.

**Maria Slavova**, is a Professor of Administrative Law and Administrative Process and Minority Law and a Chief Expert to the Parliamentary Commission on Civil Society and Mass media. She is also a Consultant to the Ministry of State Administration and Administrative Reform. Mrs. Slavova gained long experience in Company Organisation and Public Administration, Management Techniques, Management of human resources and Teaching Minority law including the Council of Europe and experience in Framework Convention on the Protection of National Minorities.

**Daniela Spasova**, President Health and Beauty National Beauticians' Association – Beauticians' with internationally recognized experience and long practice. The only Bulgarian woman with an international diploma "PLATINIUM", issued by International Association of cosmetics INFA with license for European professor of cosmetics. Creator of the National School of Beauty Health and Wellness, which has regional offices in all of the territory of Bulgaria and already for 8 years creates the most successful professionals in the service of beauty. Creator of the first school of Wellness and SPA in Bulgaria. Trained teachers on Wellness and SPA for the workers in the school of the National Association of the beauticians Health and Wellness. Master Degree in Adult Education Certified trainer in European management education XPERT conflict management, skills for negotiating constructive, communication, time management, formation and development team. Creator of the modern state educational requirements for the profession "cosmetologist" and author of numerous publications and articles on the topic of beauty.

**Rossitsa Stelianova**, Director Employment Agency

**Tsvetan Valchev Tonchev**, Chairman of the Bulgarian Tourist Chamber, the first nonprofit professional organization of tourism. Professor of Russian International Academy for Tourism, Associate Professor of Tourism Sofia's University. Participation in the creation of a national strategy for tourism development in Bulgaria 2005-2010. Involved in several projects funded under the Operational Programmes, Phare, World Bank. An economist, teacher, responsible of masters program, author of several books on tourism.

**Evelin Videnov**, Deputy Chairman of Bulgarian Tourist Chamber, the first NGO in Tourism in Bulgaria; Executive Director of the National Association of Hotel, Restaurant, Cafeteria - HORECA. Member of the Committee on Categorization of the Ministry of Economy and Energy. Education in Economy - Management and Business Administration.

**Cristina Gorajski Visconti**, Responsible for Analysis of social projects at Latin American Dept. of an international charity organisation in Germany. Back in Italy has become entrepreneur as organiser/administrator of small companies for trade and services. Associated to Confcommercio from 1990 serves as local/national representative of the Women Working Group – 'Terziario Donna'. Has served as member of the Committees for promoting women entrepreneurship at all levels. BPW-Representative at FAO since 2006 at present is the Coordinator of the Adhoc Group of International Non governmental organisations. Member of BPW-Italy from 1988 is serving as a representative of the BPW-Italy Foundation (FIDAPA) at regional level and is Member of the Center Italy District Commission on Business Trade and Technology (Lazio, Tuscany, Marche and Umbria regions).



# Data Concept

## Успешни проекти



**Data Concept SA Greece** was established in May 2003.

The main activities of the company related to the provision of IT services and solutions in implementing projects for e-Government and major infrastructure projects in public and private sectors. After completing more than 90 projects the company has established itself in the IT sector through:

- Design, installation and maintenance of IT and communication networks
- Development of integrated IT systems
- Providing web advertising services
- Supply and installation of information and communication infrastructure.

In December 2009 the Bulgarian market is positioned **Data Concept Bulgaria AD**.

The newly created Bulgarian company utilizes the Greek experience for the short time presence of its existence, create a successful business and forming a dynamic and ambitious team of professionals.

For the short time since its existence

**Data Concept Bulgaria AD** has implemented public projects with European funding in the state and municipal administration.



### Bulgaria

- Industrial zone Pernik
- MEET- Updating the concept for development of the unified system for tourism information
- E-gos
- Montana



### Greece

- Municipality Arachova- E-city
- Municipality Crete — E-gov
- District West Macedonia - GIS
- Etc



### Cyprus

- Agia Napa

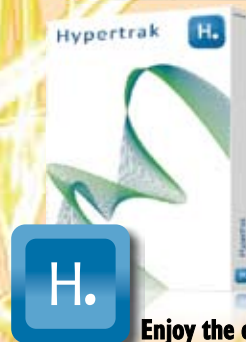


Create Project "THE FUTURE" by specialized management system documents **QUALITRAK**

Management Information System, **QUALITRAK™** is a modular, multilingual web-based platform for data management. It provides real-time information and specialized in compute construction and project management.

**System modules are fully adaptable and work in the same graphical interface.**

- Module: Records Management / **QUALITRAK RM**-Manage incoming and outgoing documents and grouping them by theme.
- Module: Quality Assurance / **QUALITRAK QA** - Manage forms and procedures of a system of quality management activities for various companies.
- Module: Project Management / **QUALITRAK PM**-Implementation of the volume of information generated by the process of infrastructure management.
- Module: document flow / **QUALITRAK CM** - Manage and prepare forms and use of information for integrated manufacturing operations.
- Module: Health and Safety / **QUALITRAK H & S**-Programme on Safety and Health at Work.
- Module: Quality Control / **QUALITRAK QC** - Managing forms of quality control.
- Module: Manage workflow / **QUALITRAK WfM**-tracking business processes and business rules governing the activities of each institution



Enjoy the ease of system management **Hypertrak™** and create your own corporate portal **NOW!**

**Hypertrak™** is a system for content management and was developed using Microsoft.NET. Uses open and multidimensional architecture, executing specifications for e-government, work with other subsystems through a unique interface environment.

**Hypertrak™** is easily accessible to users through each software Web browser (Internet - Intranet), as is consistent with the directives and standards of W3C (World Wide Consortium).

**Hypertrak™** product is fully compatible with Microsoft Windows, and in combination with database software such as Oracle, MS SQL Server and MySQL. The system is designed so that with little effort can expand and adapt to the latest generation standards like XML, XSLT, XML Schema, WEBDAV, ICE, RSS and Web Services.



## THANK YOU FOR YOUR COOPERATION

**ADAF** is a national non-governmental association that promotes and supports entrepreneurial activity for women. Its objectives are to: develop entrepreneurial culture among the women and mainly the young graduates; support women entrepreneurial activity by training, information and services; support women's participation in the politics and in decision – making process; encourage private initiative taken by women and develop their capacities of action and leadership; develop the behavior of businesswomen based on social responsibility, enhance the cross-border cooperation with business women as well as with business women associations.

### **AFAEMME Association of Organisations of Mediterranean Businesswomen** ([www.afaemme.org](http://www.afaemme.org))

Afaemme is an European and Mediterranean Platform of Businesswomen Organisations composed by a total of twenty-five Associations Members located throughout all Mediterranean from Spain to Syria, passing through Morocco, Algeria, France, Italy, Croatia, Albania, Greece, Malta, Cyprus, Turkey, Lebanon, Egypt and Jordan



**BPW Europe 2008-2011 Belgio** ([www.bpw-europe.org](http://www.bpw-europe.org) [www.bpw-international.org](http://www.bpw-international.org)) The International Federation of Business and Professional Women is one of the most influential international networks with affiliates in 80 countries in 5 continents. BPW has consultative status with ECOSOC and participatory status with the Council of Europe, and at local level the affiliate clubs collaborate with government and other non-government organizations assisting women to: enter and re-enter the workforce - start up and advance their business or profession - protect their rights and overcome their limitations. BPW International develops the professional, business and leadership potential of women on all levels through our advocacy, mentoring, networking skill building and economic empowerment programs and projects around the World.

BPW INTERNATIONAL 1930 - 2010  
Business and Professional Women



### **Chamber of Commerce Ljubljana regional chamber, Slovenia** ([www.randburg.com](http://www.randburg.com))

The Chamber of Commerce and Industry of Slovenia (CCIS) provides essential services for enterprises operating in Slovenia, and it is the ideal local partner for foreign investors. The CCIS was founded more than 150 years ago and now has around 13,000 member companies of all sizes and from all sectors. It is Slovenia's most influential business association. The CCIS can provide members with the support of more than 100 experts and specialists in a broad range of sectors in Slovenia, from commerce and industry to tourism and services. As a member of Eurochambres (the European Association of Chambers of Commerce and Industry), the International Chamber of Commerce (ICC), as well as other international associations and organisations, the CCIS is part of an extensive international network with innumerable contacts. The CCIS has been involved in a number of high profile projects in Slovenia, including EuropeAid programmes such as Asia Invest, AL Invest, Gateway to Japan, and others.

### **Centre for Micro Enterprise London Metropolitan University**

([www.owl50plus.euhttp://www.londonmet.ac.uk/lmbs/research/cme/the-cme\\_home.cfm](http://www.owl50plus.euhttp://www.londonmet.ac.uk/lmbs/research/cme/the-cme_home.cfm)) promotes micro-enterprise, older entrepreneurs, women entrepreneurs, and is keen to highlight barriers and policy issues across Europe. CME has delivered pioneering projects in the UK to train over 700 women entrepreneurs – particularly those over 50

### **CAFA (Coalition of Women Business Associations in Romania)** ([www.cipe.org](http://www.cipe.org))

The Coalition of Balkan Women Business Associations is an informal entity set up with CIPE Romania's support as part of a project funded by National Endowment for Democracy. The goal of the project is to create a cooperation network among Balkan women business associations capable of promoting legislative initiatives that will improve the business environment and the status of women entrepreneurs, both in the countries involved in the project as well as in the whole region. The women business associations present in Bucharest this week will appoint the Board of the Coalition (where every country will have a representative) and will elect the country and the association that will hold the Presidency and the Secretariat of the Coalition for one year. Another topic on the conference agenda is organizing the working committees and agreeing on their responsibilities and future projects.

**Casa Sicilia Bulgaria** The Official Representation of Sicily in Bulgaria- Casa Sicilia Bulgaria is a prestigious window for promoting both the culture, image and business opportunities and the tra-





ditional products and craftsmanship aiming to point the zenith of the economic and cultural relationship between Sicily and Bulgaria.

Casa Sicilia Bulgaria offers means and services in order to allow the Sicily and Bulgarian firms to present their high quality products with the help of private and public subjects and finally to head promotional and industrial initiatives.



#### **European Movement** ([www.europeanmovement.org](http://www.europeanmovement.org))

Created 50 years ago to promote the citizens' participation in the building of Europe, and implemented in nearly all EU countries with a special effort to establish partnership with civil society in the new Member States. In its inside it has a gender group working on issues concerning women in the European society.



**FCE France Femmes Chefs d'Entreprise** ([www.fcefrance.com](http://www.fcefrance.com)) is the pioneer association uniting women business owners Founded in France in 1945 by Madame Foinant, the first woman member of the Chamber of Commerce of Paris, the Association quickly spread into other European countries and the four corners of the globe. Today, the FCE France network includes more than 2000 members whose main goal is: promoting women business owners into the economical life, by creating awareness and reinforcing their visibility; facilitating trade and business opportunities, exchanging business experiences, undertaking joint business ventures. Linking women business owners the world over, the FCEM network spans the five continents, and over 60 different countries.



**FIDEM International Foundation of Women Entrepreneurs** ([www.fidem.net](http://www.fidem.net)) A private, politically and economically independent NGO that represents a very important group of businesswomen with an objective to promote and give support to women and to their business enterprises, to help them in seeking commercial channels, in creating business networks, and in exchanging experiences and encouraging commerce among the associates.

**Institut pour l'égalité des femmes et des hommes** ([www.iefh.be](http://www.iefh.be)) Créé en décembre 2002, l'Institut pour l'égalité des femmes et des hommes est l'institution publique fédérale qui a pour mandat de

garantir et de promouvoir l'égalité des femmes et des hommes, de combattre toute forme de discrimination et d'inégalité basée sur le sexe. Et ce, par l'élaboration et la mise en œuvre d'un cadre légal adapté, de structures, de stratégies, d'instruments et d'actions appropriés. L'Institut à ancrer cette égalité dans la société pour qu'elle devienne une évidence dans les mentalités et les pratiques.



#### **The Italian Institute for Foreign Trade (ICE)** ([www.italtrade.com](http://www.italtrade.com))

Also known as Italian Trade Commission, is the government agency entrusted with promoting trade, business opportunities and industrial co-operation between Italian and foreign companies. It operates through 115 branch offices in over 86 countries of which 44 in Europe, including the Bulgaria office in Sofia. It supports the internationalisation of Italian firms and their consolidation in foreign markets. ICE provides: market information; public promotion and marketing; services to individual companies plus management and vocational training.

#### **YTKO St John's Innovation Centre** ([www.ytko.com](http://www.ytko.com))

YTKO is an award-winning economic development and business support agency based in the UK, with over 30 years of experience in serving both the public and private sectors. YTKO's client focus and strong public sector delivery has attracted international recognition, and several best practice awards including the prestigious Prowess 'Flagship of Flagships' Award, for excellence in women's enterprise support, as well as the endorsement of Enterprising Women by the Department of Business Innovation & Skills(BIS) as one of three national best practice examples of support for entrepreneurship.

#### **Regional Center for Organization Management (RCOM)** ([www.ciperomania.org/RCOM-s9.htm](http://www.ciperomania.org/RCOM-s9.htm))

Is a Romanian foundation established in 2007 by the Center for International Private Enterprise (CIPE) as a means to continue its support programs for the development of membership-based organizations in the Balkan region and Eastern Europe. RCOM is a consulting and education center that offers training, technical assistance and information to non-profit organizations in transition economies.



**She-Era Kosovo Womens Business Association** ([www.she-era.org](http://www.she-era.org)) She-Era Kosovo is an economic development NGO founded in 1999 in the aftermath of the Balkan Wars as a non-profit organiza-



tion. Its mission is to assist women to enter the business environment and to contribute to the household. SHE ERA maintains the focus towards women in business, but does not discriminate against men and now has many men amongst its membership. SHE-ERA provides counseling, business planning, preparation of funding applications, marketing strategy and market research, human resource development services and operation management services for local companies. SHE-ERA operates a bid management service for international companies wishing to operate in Kosovo. SHE-ERA carries out, or facilitates the scooping mission and assists in the development of methodologies and proposals. SHE-ERA has established linkages with business development organizations in Central, Eastern and Western Europe as well as US and Canada.



**Thessaloniki Chamber of Commerce and Industry (TCCI)** ([www.ebeth.gr/indexen.php](http://www.ebeth.gr/indexen.php))

Was established in 1918 and has played since that time a major role in the local and national economic developments. Through its activities, TCCI confirms on a daily basis its institutional role as advisor to the State, providing consulting on issues concerning the economic development of Thessaloniki and the broader region, as well as the enhancement of international business relations. Its various actions and initiatives mainly aim at promoting local and national manufacturing, trade and services. To this end, it undertakes actions for the improvement of the competitiveness and internationalization of the companies of our region (conferences, seminars, business delegations, informative reports, participating in European programmes, international exhibitions and business organisations).



**UEAPME, European Association of Craft, Small and Medium-sized Enterprises** ([www.ueapme.com](http://www.ueapme.com))

Incorporates 87 member organisations consisting of national cross-sectorial SME federations, European branch federations and other associate members. It represents over 12 million enterprises across Europe with nearly 55 million employees.



**UNIFEM, the United Nations Development Fund for Women** ([www.unifem.org](http://www.unifem.org))

The women's fund at the United Nations. It provides financial and technical assistance to innovative programmes and strategies to foster women's empowerment and gender equality and contributes to make famous women's voice in the UN on arguments of great importance.



**Vienna Business Agency** ([www.wirtschaftsagentur.at](http://www.wirtschaftsagentur.at))

The Business Agency will continue to invest further in the modernisation and in the increasing in competitiveness of companies, will fund innovations, initiate co-operation, support the opening of new markets and establish international investors and companies in Vienna.

The Vienna Business Agency will continue to handle the interests of the Viennese KMU, accompany founders in their leap to independence and support start-up companies in their growth. In the future, the Business Agency will also be able to make operational infrastructure such as real estate properties, office space and innovative real estate available, in order to support businesses in Vienna on a broad basis



**VGD Luxembourg** ([www.vgd.eu](http://www.vgd.eu) • [www.nexia.com](http://www.nexia.com))

Helps organisations entrepreneurial families and private equity investors to structure, manage and develop their businesses. By providing insight, sharing our knowledge and with clear practical advice, we create added value. The VGD group has therefore a complete span of service lines. The seamless cooperation between the VGD experts results in truly multidisciplinary solutions to assist you in all stages of the business life cycle. We offer advice on social, legal, fiscal, banking and environmental matters, support you in acquiring subsidies and in planning, coordinating and executing business developments as well as succession issues. Where necessary, our specialists will defend your interests on your behalf. At VGD we democratize top level knowledge and bring it within reach of every entrepreneur.



knowledge partner  
of private companies





Каза Сицилия България  
гр. София, ул. Ангел Кънчев 3  
тел./ факс: 02 953 00 22, 953 00 66  
e-mail: [segreteria@casasiciliabulgaria.com](mailto:segreteria@casasiciliabulgaria.com)  
[www.casasiciliabulgaria.com](http://www.casasiciliabulgaria.com)



**2<sup>nd</sup>** INTERNATIONAL **FORUM**  
**women entrepreneurs**  
**BULGARIA**



**SELENA**  
**Association of women entrepreneurs in Bulgaria**  
Str. Tsar Asen, 29 - Sofia (Bulgaria)

T. +359 2 980 44 24 F +359 2 980 07 37  
GSM +359 896 232056 +359 894 316859  
Mob.IT +39 335 6662544 T +39 0577 935819

info@selenabg-it.eu  
www.selenabg-it.eu



## Partners

