

## Partnering with Swiss Companies

### Business forum organised by the Bulgarian-Swiss Chamber of Commerce

Thursday, 29 June 2017, 15.00 – 19.00 h

Plovdiv, [Hotel Imperial](#), Ballroom South

The Bulgarian-Swiss Chamber of Commerce (BSCC) is organising a forum to foster the business partnerships between Bulgaria and Switzerland for mutual benefit and increased competitiveness. Such an improvement could be reached through the implementation of joint projects in manufacturing, marketing, R&D, technological innovations and know-how transfer. To further increase the competitiveness of the companies, long-term investments in human resources are needed. A successful and promising model for the Bulgarian professional education system is the tailor-made introduction of the Dual Vocational Education and Training (VET) system based on the **Domino Project** – “Swiss support for the introduction of the Dual-Track Principles in the Bulgarian Vocational Education System”. Since 2015, BSCC has been participating actively in its implementation.

This forum is also part of the implementation of the „Business Partnerships for Better Society“ (B2B 4 CSR) executed by BSCC and financed by the Bulgarian-Swiss Cooperation Program. Invited are companies participating or interested in the DOMINO project, companies part of the BSCC Partnership Platform, BSCC members, other companies and VET schools.

#### Main goals of the forum:

- To present the BSCC Partnership Platform and share professional experience, related to the development of business relations between Bulgarian and Swiss companies;
- To discuss the level of implementation of dual education in Bulgaria based on the Swiss model and the opportunities for sustainability of the results.

The BSCC is developing the economic relations between both countries on a win-win basis by improving the level of skills and knowledge in Bulgaria by using Swiss experience and know-how. BSCC wishes to increase the Swiss companies' competitiveness on the international markets through development of suitable conditions for business partnerships. Furthermore, BSCC is promoting Swiss values in business relations such as precision, quality, innovation and integrity.

The deadline for registration is **23 June** 2017. Please fill in the attached registration form.

There is no entrance fee.

## Program

**Date:** 29 June 2017 (Thursday)

**Time:** 15.00 – 19.00 h

**Place:** Plovdiv, Hotel Imperial, 6 Lev Tolstoy Str., Ballroom South

15:00 – 15:30	<b>Registration and welcome coffee</b>
15:30 – 15:45	<p><b>Introduction and complimentary addresses</b></p> <ul style="list-style-type: none"> <li>• Mr. Boni Bonev, Chairman, BSCC Managing Board</li> <li>• Mr. Ivan Totev, Mayor of Plovdiv (t.b.c.)</li> <li>• H. E. Mr. Denis Knobel, Ambassador of the Swiss Confederation to Bulgaria</li> </ul>
15:45 – 16:30	<p><b>Part 1: How to do business with Swiss companies and the BSCC Partnership Platform</b></p> <ul style="list-style-type: none"> <li>• Swiss companies as contractors and suppliers - Mr. Max Steiner, Swiss expert</li> <li>• The BSCC Partnership Platform - Vassil Radoynovski, BSCC, Head of the Secretariat</li> <li>• The business model of a Swiss company in Bulgaria – Oskar Rüegg Bulgaria EOOD, Stara Zagora – Alexandros Voreopoulos, Managing Director</li> <li>• Discussion</li> </ul>
16:30 – 17:00	<b>Coffee break</b>
17:00 - 18:00	<p><b>Part 2: Dual Education in Bulgaria – current status and perspectives</b></p> <ul style="list-style-type: none"> <li>• The DOMINO Project – development and challenges, Petya Evtimova, Team Leader, Project Management Unit, Swiss Support for the Introduction of the Dual Track Principles in the Bulgarian Vocational Education System</li> <li>• The LIBS Model, Baden, Switzerland (tbc.)</li> <li>• Discussion – moderator Vassil Radoynovski</li> </ul>
18:00 – 19:00	<b>Networking aperitif</b>