

HIDDEN GEM OF EASTERN EUROPE



Bulgaria: From Communalism to Democracy

- The reform towards liberalization in the country, both social and political, started in late 1980s which led to the collapse of the Communist system.
- The country's current political structure dates to the adoption of a democratic constitution in 1991. Bulgaria is a parliamentary republic with a high degree of political, administrative, and economic centralization.
- Bulgaria joined NATO in 2004 and the European Union in 2007, which contributed to the uplift of Bulgarian economy.

Bulgaria is booming

- A south-east European country, on the coast of Black Sea, bordered by Greece, Turkey and Romania;
 Bulgaria is Europe's 16th Largest country.
- It is an upper middle-income economy of 7.3 million people with a per capita income of \$6,870. (GNI per capita, 2012.)
- GDP growth of the country is 1.5%, which is a decent percentage compared to other European countries like UK (0.3%), France(0.9%) and Italy (0.3%)

Tourism in Bulgaria

- The Black Sea coastal area is the most popular tourist area in Bulgaria; Pomorie and Burgas being the popular destinations in this region.
- Major infrastructure projects were taken up by the government & a new passenger ports was opened in Burgas in 2013 with annual capacity for 100,000 people
- The World Travel & Tourism Council (WTTC) reports that the contribution of travel and tourism to Bulgarian GDP is forecasted to rise by 2.6% pa to BGN14,295.3mn by 2024 (11.9% of GDP)
- 2014-15 season brought growth of over 9%, with the number of tourists increasing by nearly 80 000- Bulgaria's Tourism Report.

Bulgaria : An emerging Investment bridge between Europe and Asia

- Bulgaria wants to be a natural bridge between Asia and Europe by taking full advantage of the Silk route which passes through its territory.
- Using its strategic location, Bulgaria is helping China to reach the European market by providing information, contacts and project management support to potential investors.
- Adding to it, Liberal financial policies and continuous economic growth makes Bulgaria very attractive place for real estate investments.
- According to government statistical report, from 2004 2014, i.e., over a period of 10 years, Chinese investment in Bulgaria reached 140 million Euros (about 156 million US Dollars).



Sunset Resort : Pomorie

- Pomorie is a town on Black Sea Coast, 20 km away from the city of Burgas and 18 km from the Sunny Beach resort.
- It is strategically located from tourism point of view because of its accessibility to the Black Sea motorway and 7-minute drive from Burgas International Airport.
- The town has only one 5 star resort Sunset resort which is the largest 5 star resort located on the black sea coast in Bulgaria.
- The resort is also fully booked for the 2015 season through Europe's largest operators.
- The UEFA Under 17 European Championships was held at Sunset Resort from the 25th April 2015 until the 24th of May 2015, and in the history of UEFA this was the first time when the entire team was accommodated at a single location.







