



ПОСОЛСТВО НА КРАЛСТВО БЕЛГИЯ
EMBASSY OF THE KINGDOM OF BELGIUM

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BUSINESS NEWSLETTER
Year X – N° 07-08/13 # July 2013

Dear Friends,

This 21 July we will be celebrating the 20 years jubilee of H.M. King Albert II and the installation of his son as King Philippe. The relations between our Royal family and the Bulgarian Royal family are very close, so it seemed appropriate to start the celebrations here in Bulgaria with a concert by Cantate Domino in the Vrana Palace, in the presence of TT.MM. King Simeon and Queen Margarita. The happy event also creates an opportunity to put Belgium and Belgian companies in the spotlight, as we are doing already with this monthly Newsletter.

Anick Van Calster



Prince Philippe to become King Philippe

21 July is the Belgian National Holiday, but this year it is a very special occasion as, after 20 years in office, King Albert II has decided to abdicate in favour of his eldest son Prince Philippe. On 21 July, the Belgian National Day, King Albert II will step back and King Philippe will be sworn in as the seventh King of the Belgians. He will take the constitutional oath exactly 182 year after the first Belgian King, Leopold I, was sworn in on 21 July 1831. To celebrate this joyous and historical moment in Bulgaria, a reception will be held at the residence of H.E. Ambassador Van Calster. More information on the monarchy and the future king of Belgium can be found on www.monarchie.be



BNP Paribas opens Concept Store in Sofia

On the 11 July BNP Paribas opened its first Concept Store in the heart of Sofia, with an official inauguration gathering the country's elite in an exquisite atmosphere. The BNP Paribas Concept store is designed to create a friendly and cosy environment for the bank's clients, to gather them for future events and to become a unique place for networking. At the opening, BNP Paribas highlighted the launch of the first-ever purely digital deposit project in Bulgaria. The new platform www.deposits.bnpparibas.bg aims to meet the needs and expectations of consumers who wish to have safe access to their savings anytime, anywhere. *"We are offering to our customers a digital experience with a very human approach. Our mission is to combine the most modern and secure technology with the highest level of customer care"*, said Hans Broucke, Country Head for BNP Paribas Bulgaria. BNP Paribas has the highest credit rating among the Banks present in Bulgaria. In the past few months, international media have reported positively on the bank for its stability and financial strength.



Delhaize wins CSR Award for promoting sustainable fisheries

Belgian retailer Delhaize won a prize for corporate social responsibility in the category “Large companies”. The award was an initiative of the European Commission, who funded the organization of CSR competitions in 30 European countries. Delhaize received the award for its commitment to offer only 100 % sustainable fish to its customers. The company cooperates with the World Wildlife Fund to achieve this goal. In 2012, 100 % of the fresh fish and 80 % of the frozen fish came from certified sustainable sources, like the Marine Stewardship Council. The aim is to reach full 100 % in 2013. Delhaize has been actively engaged with environmental organizations in consulting Belgian fishermen on sustainable fishing techniques. The clients are provided with a “fish guide” that, using three simple colour codes, explains if fish species are abundant or endangered.

<http://www.europeancsrawards.eu/>



Foreign Minister Reynders visits Televic (Belgium)

Televic, the Belgian company specializing in cutting edge communication technology, received Belgian Foreign minister Didier Reynders at their headquarters in Izegem. Televic produces communication systems for trains, hospitals, schools and conference rooms. It has an important production site in Bulgaria (see Newsletter 6/13). For its growth, the company depends very much on export. For some sectors, up to 70 % of the production is exported. “Belgian companies need the support and the contacts of Belgian diplomats and ambassadors abroad”, said Televic CEO

Lieven Danneels. Minister Reynders confirmed: “In these times of international crisis, companies need our help to assess the risks of doing business with some countries”.



Belgian appointed head of Italcementi in Bulgaria

The Belgian Serge Schmidt was appointed Country Manager of the activities of Italcementi in Bulgaria. Simultaneously Mr. Schmidt, who holds degrees of the INSEAD Business School and the Université Libre de Bruxelles, remains in charge of the operations in Greece and Cyprus. Italcementi Group is the largest cement producer in Bulgaria with an annual capacity of 2,5 million tons. Currently the company is implementing an investment program of 160 million euro at its Devnya plant. A brand new production line with a state-of-the-art oven will increase the company’s efficiency, both in terms of production and ecological footprint. “This investment will increase our competitiveness vis-à-vis the imports we are currently exposed to, notably from Turkey”, said M. Schmidt. Italcementi also envisages to export part of its production via the port of Varna to the countries on the Black Sea.



Cantate Domino sings for Bulgarian King

BBL members were invited to an exclusive première of the tour of the Belgian Boys’ choir Cantate Domino on 6 July in the Vrana palace of H.M. King Simeon II of Bulgaria. Almost 200 guests attended the 40 minute program with highlights of work from Mozart, Haendel, Beethoven and Dobri Hristov. Due to unexpected heavy rains, the concert had to be moved from the garden to the interior of the palace, creating a more intimate atmosphere. Cantate Domini will be touring Bulgaria until 18 July, with a final concert as a part of the Varna Summer Festival. The concert in the royal palace was jointly organized by the Embassy of Belgium in Sofia and the Representation of the Sovereign Order of Malta.