



Business Newsletter 2015/2 — March 2015



Dear friends,

As Bulgaria is covered under a thick carpet of snow, we're all looking forward to spring and to new opportunities. Some companies have already grabbed them, such as Euro-consultants, that will soon open its Euro-SenseLab in Sofia, Slabinck that started activities in Skopje, or Belvas and Brasserie des légendes who started exploring the possibilities of the regional market.

In a different field, writer-historian van Istendael will come to the region soon. Please save the date for his conference in Sofia on April 2nd, and before that in Veliko Tarnovo, Skopje, Pristina, Skhoder, Tirana and Tetovo. His book "the Belgian labyrinth", a history of contemporary Belgium, will be available in Bulgarian, Macedonian and Albanian. A good read for cold winter evenings,

Best regards,

Anick Van Calster
Ambassador



Belgian company Slabinck invests in former Yougoslav republic of Macedonia.

Slabinck announced recently a new investment in Skopje's Gazi Baba settlement where the company already owns a working and facility place of 900 m² with plans to extend. Slabinck is specialized in laser cutting and metal processing. The co-owner and CEO of the company Luc Slabinck and Deputy Director of the Agency for Foreign Investments, Kliment Sekerovski formalized the new investment.

www.slabinck.be



Bulgarian Business Leaders forum—2014 Responsible Business Awards.



The Bulgarian Business Leaders Forum awarded its 12th Annual Responsible Business Awards at an official ceremony at Sofia Hotel Balkan .

Some Belgian companies, linked to Belgium, or member of the Belgium-Bulgaria-Luxembourg Business Club entered this CSR competition that strives to promote responsible business best practices. One of them was the winner as best investor in environment. Congratulations to all the team of Interimage for this well-deserved award.

Euro Sensolab Bulgaria set to assist producers as they develop products aligned with Bulgarian taste

Euro Consultants Bulgaria has expanded its operations in Bulgaria with the official opening of a specialized laboratory for sensory analysis under the brand of Euro Sensolab Bulgaria. Velichka Terzieva, CEO of EC Bul, will be in charge of the new specialized unit. The laboratory is going to offer expert services for the improvement of existing products and for the development of new ones.

Euro Sensolab Bulgaria is going to partner with sector organizations and public departments for control of food quality and to deliver services to retail chains and producers who are keen to comply with the Bulgarian taste and preferences. This Sensory analysis is a tool for scientific interpretation of consumer behavior and prescribes standards of quality and appearance that would make a product better preferred than the competition.

The laboratory will open officially later this month.



Walloon Students in Sofia for chocolate and beers



Mihaela MOMCHILOVA and Hervé WYNANT, two students from the business school EPHEC (Brussels) arrived in Sofia last week to explore the Bulgarian market on behalf of two Walloon companies. Mihaela works for the company BELVAS, specialized in bio and fair trade chocolates. All of them are gluten free and have special characteristics such as lactose free, vegan, no sugar added, 82% cacao... Hervé represents the brewery « Brasserie des Légendes » that proposes a portfolio of more than 10 beers. Both are participating in the program EXPLORT that aims at sensibilizing young people to international trade and at helping Walloon companies to be more performant in their export process.

More information :

<http://www.belvas.be/> <http://www.brasseriesdeslegendes.be/en/home>

Save the date— lecture by Belgian author Geert van Istendael

The Embassy has the pleasure to invite M. Geert van Istendael for a roundtrip in the different countries of the Embassy's jurisdiction. M. Van Istendael is a Belgian writer, poet and former journalist, author of many books, including « The Belgian Labyrinth ». This book tells the recent history of Belgium and the way its different communities could find solutions to live peacefully together and find compromises to solve conflicts. It will be translated in Bulgarian (it has been translated in Albanian and will soon be available in Macedonian). M. Van Istendael will give a lecture in Sofia on the 2nd of April. Concrete details about the venue will follow later, but don't forget to already save the date....

