

**Business Forum Bulgaria-Romania + business matchmakng (b2b)**

Dear EEN coordinators (Romania),

**On June 16, 2023 in Ruse (Bulgaria), the Bulgarian SME Promotion Agency of the Ministry of Innovation and Growth (BSMEPA) is organising a Bulgarian-Romanian Business Forum with onsite bilateral meetings (b2b).** The partners of BSMEPA in the organisation of the Business Forum are the Regional Administration and the Municipality of Ruse, Enterprise Europe Network Bulgaria, the National Council of Small and Medium Sized Private Enterprises in Romania, the Bulgarian-Romanian Chamber of Commerce and Industry, the Bulgarian-Romanian Chamber of Commerce, as well as the Embassy of the Republic of Bulgaria in Bucharest and the Embassy of Romania in Sofia.

**On behalf of ARC Consulting, coordinator of EEN-Bulgaria, I would like to invite you to join us as co-organizers of the event.**

It will provide an opportunity for SMEs from EU priority sectors such as: food, ICT, agritech (digital agriculture), automotive, etc. to learning more about the business opportunities in both countries and hold b2b meetings with new potential partners.

The Forum will boost bilateral trade and will contribute to building lasting partnership relations between companies from Bulgaria and Romania. In addition, a second follow-up event is also foreseen in Romania.

**As a potential co-organiser, we would expect the following from you:** promotion of the event through your communication channels (e.g. websites, newsletters, direct mailing); **inviting (attracting) Romanian SMEs to take part in the business matchmaking, b2b part.** Participation is free for SMEs.

**Please find attached a draft Agenda** of the Forum. The expected speakers are representatives from the highest state authorities on both sides. In addition, we will be ready to send you further information on the organization of the b2b meetings, including registration links, shortly.

**Please reply to us by the end of the week** if you are willing to be involved as a co-organizer, addressing your messages also to Ms. Ekaterina Yordanova (Business Support Center for SMEs, our EEN partners in Ruse). They will assist with organizational issues further on.

We remain available for any questions and additional information required.

Yours sincerely,

Mr. Konstantin Uzunov, Coordinator, EEN-Bulgaria