

# **Development of Clusterpreneurship in favor of ICT SME**

## **Content :**

- **Bulgarian ICT Cluster**
- **Structure ;**
- **Objectives;**
- **Activities;**
- **Clusterpreneurship;**
- **Improving business environment and competitiveness ;**
- **European Projects**

## Bulgarian ICT Cluster

- Organization of representatives of Bulgarian ICT Business;
- Main ICT segments are presented;
- Among the first cluster in Bulgaria founded at 2005;
- Highly competitive, innovative and research - driven ICT cluster initiative;

**The main goal is ICT SME growth and development through promotion of cooperation, building competitiveness and creation of new business opportunities.**

## Structure :



➤ *Software development* – more than 50 companies /BASSCOM/;

➤ *Telecommunications* – 11 companies and Technical University;

➤ *Embedded Systems and Microelectronics* – 10 companies and 4 Universities;

➤ *Web development* - 60 Web Agencies and Media Companies

## Objectives:

- Development of Bulgarian ICT sector ;
- Implementation of European ICT policy in Bulgaria;
- Development of ICT entrepreneurship in the country;
- Development of clusterpreneurship;
- Transfer of best practices and know-how;
- Enhancement of R&D ;

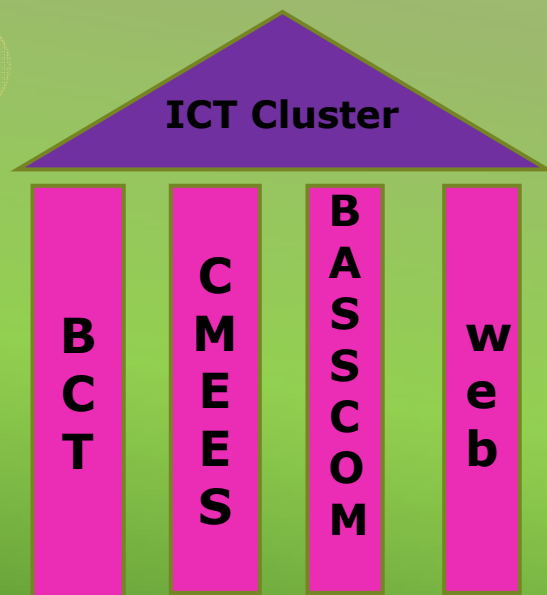
## Main Activities

- Creation a favorable eco-system for further development of world class clusters in Bulgaria, particularly in ICT sector;
- Development of entrepreneurship, foundation of business skills, supporting establishment of national system for technology risk financing;
- Supporting ICT SME to increase their competitiveness; educate and train their management meet the challenges of global economy;
- Stimulate and support dialog between state administration, enterprises and universities and research centers based on a triple helix approach;

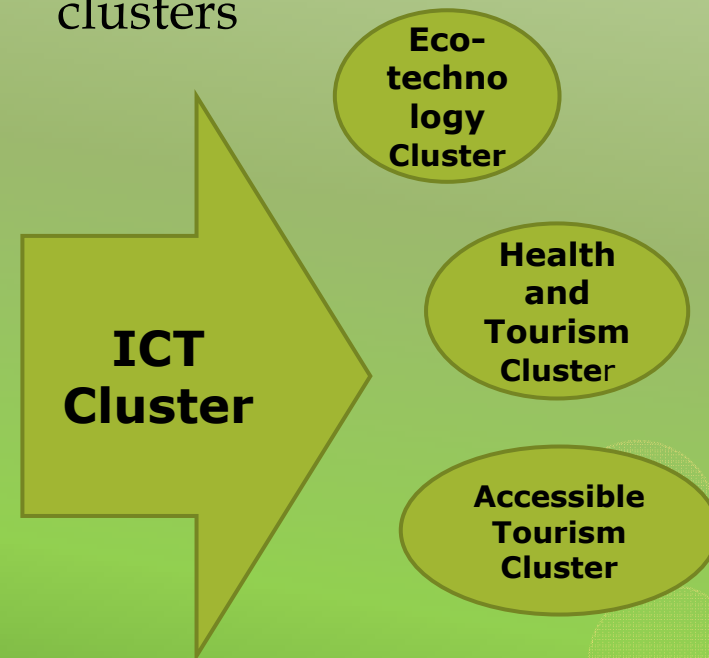
## Clusterpreneurship:

*- ICT Cluster is a horizontal organization*

- Creation and mentoring of vertical ICT Clusters



- Mentor of new Bulgarian clusters



## Improving business environment and competitiveness :

- **Networking** – Bulgarian ICT Cluster maintain very good partnership with many national and international clusters, organizations and business networks;
- **Business development consultancy** – program FORENTIN;
- **Supporting state administration in preparation of national ICT Policies;**



## European projects:

- **Project “EOS”** – boosting internationalization of SME;
- **Project “Achieve More”** – Clusters and Hi-Tech incubators as driving platform for sustainable growth;
- **Project “Erasmus for Young Entrepreneurs ”** – exchange platform for young entrepreneurs;
- **Project “I3E”** - consortium for fostering implementation of new techniques and technologies into embedded system design and implementation;
- **SAIRS** – is project focusing on the PRO organizations as the source of technologies and innovation for the stimulation of the technology transfer process;

**Thank you very much!**

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