

*“A shelter business environment – the shortest way to cross-border development”*

## PROJECT OBJECTIVES

### GENERAL OBJECTIVE

*“Sustainable economic development of Montana – Vidin - Dolj cross border regions, using regional opportunities”*

The project undertakes **joint study, dissemination and information activities** for analyzing local and regional economic advantages and opportunities, ways to generate partnerships between SMEs in five economic sectors. These activities are structured on **specific economic sectors**: *tourism, services; machinery-building, electronics and chemistry; textile, clothing, footwear, leather; constructing, wood timber and processing; agriculture, food and drinks*. Furthermore, **5 business missions** will create the framework for Bulgarian and Romanian businessmen to interact, to exploit regional characteristics for common benefit. During the cross-border missions, the SME's representatives will achieve additional skills and knowledge about export marketing and promotion and advertisement of their products and services. The establishment of **business support centers network** will provide an easy access for the SMEs to receive a specific business services and networking. As a part of the specific services the project envisages: **video connection**, which will improve the business infrastructure and will stimulate the partnership between the businesses, which is limited now by distance, time, language; **portal**, except the promotion of cross-border regions and comparative advantages it will provide a data base for the existing SMEs, their capacity and possibilities for export and will provide an easy way to the future investors to find subcontractors.

*Under these aspects, the project will contribute to sustainable economic development in Dolj-Vidin area, complying with Specific objective No 3 of the Programme.*

### SPECIFIC OBJECTIVE

*“To improve the economical development of the cross-border regions – Montana, Vidin and Dolj through support for the growth of the sector of small and medium sized enterprises”*

The project envisages the possibility for establishment of partnership among representatives of SMEs, using the services of **business support centers network**, *identifying and promoting regional advantages*. The network will consist of **5 centers** in the border regions and will provide **services for the SMEs growth**: *informational, consultancy, leasing scheme, business incubating for start ups, live video connection between the SMEs representatives etc*. This will *create the framework for continuous improvement of the most important and emerging sectors in cross border area, through joint research activities and networking and common sharing of business opportunities*. The **portal** will be designed in **3 languages** (Bulgarian, Romanian and English) increasing the target audience and will help for improving of the relation between the cross - border region SME's and thus improving the economical development. It will have an **interactive interface** - presenting opportunities and existing conditions for business development: *SMEs database and their profile, sectoral development profile; creating a clear image on opportunities for business, with up-dating facilities from private sector*. The Portal and “Handbook for Investors” will contribute to *creating information structures for regional promotion at cross border and international level*.

*Under these aspects, the project will contribute to the achievement of Priority Axis Objective 2: “General networking to promote foreign investment and a positive regional identity and image”*