



Capacity building and knowledge exchange workshop

Overview	
Date	Wednesday, 15 July 2020
Location	Stara Zagora, Bulgaria
Aim of the event	<p>The bioeconomy is the desired and logical step to ensure a sustainable future. Businesses - entrepreneurs and innovators, have the opportunity to become the impetus for creating this future.</p> <p>This meeting was focused mostly on business representatives from the Stara Zagora region with a view to enrich their knowledge on bioeconomy-related fields and discuss potential ideas for development</p> <p>In general, the knowledge exchange event was aimed at getting stakeholders familiar with the project objectives and upcoming local events, to attract their attention to existing technological options and business models in the region of Stara Zagora, to keep them close to the project and its work in the coming years.</p>

Short summary: This capacity building and knowledge exchange workshop on the bioeconomy as a sustainable economy of the future had a main objective to educate business representatives from local companies from the region of Stara Zagora about what the bioeconomy is, what it means for local businesses and what potential developments there might be it implemented in their region applying local partnership and networking activities. The event was carried out by the Bulgarian Industrial Association with support from the regional industrial association. At first, the event started by presenting the objectives and upcoming activities of the project, as well as the bioeconomy potentials of the region with the different biomass opportunities, existing business models elsewhere and how desirable their introduction in the region will be. and As a second step, an extensive keynote speech was given by Nikolay Mihaylov and Ralitzia Petrova, Denkstatt Bulgaria, covering the bioeconomy-related EU policies and key aspects of the bioeconomy. The event was attended by almost 20 participants and it helped enriching their knowledge on the bioeconomy subject and its implications, helped hearing their views though yet quite scarce currently.

The next event to be organised in the OIP region is with public authorities.

Agenda	
10:00 – 10:30	Registration
10:30 – 10:40	Official opening and welcome

10.40 – 11.00	Presentation of the project BE-Rural "Realisation of the potential of regional and local bioeconomies"
11.00 – 11.50	Why is the bioeconomy the sustainable economy of the future? <ul style="list-style-type: none"> • Nature, goals and benefits of the bioeconomy • The bioeconomy as part of Europe's priorities • Important steps for business
11.50 – 12.30	Discussion of bioeconomy measures applicable in the region Questions and Answers
12.30 – 14.00	Bilateral meetings and buffet for the participants
14.00	Closing

Participants

Name	Surname	Stakeholder Category
Ralitza	Petrova	Business
Nikolay	Mihaylov	Business
Martin	Stoyanov	Business
Iliana	Pavlova	Business
Ivan	Lenkov	Business
Ivan	Ivanov	Business
Lena	Lenkova	Business
Tanyo	Tanev	Business
Krassimira	Russeva	Business
Radi	Radev	Business
Atanas	Rudev	Business
Andreana	Angelova	Business
Sofia	Savova	Business
Michaela	Dineva	Business



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Biliana	Lubomirova	Business
Stoyko	Angelov	Business
Oleg	Stoilov	Business



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