

Italian Entrepreneurship in Bulgaria: Creativity in Action

Testimonials of Young Italian Entrepreneurs working in Bulgaria

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“The best Ferrari that has ever been built is next” was always saying Enzo Ferrari to his collaborators. Creativity, passion and the constant desire to improve and innovate in something new are the most famous features of Italian entrepreneurs. Thus, Ferrari, Lamborghini, Ducati, Gucci, Prada, Armani, Eni, Enel, Generali, Unicredit, Intesa San Paolo, Costa Crociere, are only few of the most popular Italian brands who have spread the Made in Italy in the world.

The event aims to promote among the students a new spirit of entrepreneurship based on creativity, passion and instinct which have always characterized the Italian way to do enterprises.

In addition, the event will show successful experiences of two Italian entrepreneurs investing and working in Bulgaria from different years. Italian and Bulgarian economic cooperation is indeed extremely significant. The bilateral trade between the two countries is constantly growing: since 2017 Italy is the Bulgaria's second largest trading partner. In this context, the bilateral economic relations reached a new record of 4.5 billion euros. Italy continues to be one of the main investors in Bulgaria. The number of Italian companies has grown over the last 10 years by more than 300%, reaching almost 9,000 companies with Italian participation, of which over 1,000 with a turnover of over € 200,000, contributing to 10% of GDP and the creation of over 50,000 jobs in Bulgaria.