



---

**American-Central European Business Association  
2017 Business Mission to Sofia  
Proposal**

November 9-10, 2017

The American-Central European Business Association (ACEBA) is planning its first Business Mission to Sofia, Bulgaria for November 9 and 10, 2017. This mission aims to bring U.S. executives to Sofia for direct discussion with Bulgarian government leaders. These intimate discussions create an opportunity for corporate executives and government leaders and policy makers to discuss investments, reinvestments, trade, and market access concerns. This mission is crucial to the continued development of American-Bulgarian economic relations, as the last business mission to Bulgaria was 14 years ago.

The American-Bulgarian Business Mission will be comprised of four components:

- 1) full-group meetings with the President, Prime Minister, Foreign Minister, and Economy Minister
- 2) individual meetings between each company and Ministers directly relevant to its industry (two each)
- 3) reception with Bulgarian government officials and representatives from business at the U.S. Ambassador's Residence; and
- 4) Defense forum with the Minister of Defense, Bulgarian defense partners, and U.S. defense companies.

This proposal follows the model of ACEBA's highly successful business missions that have been implemented in other countries in the region, including Poland, Romania, Lithuania, and Hungary.

**Action:** Please indicate to us one of the following.

- 1- Yes, our company will send an executive on the mission. If so, please provide by September 15, ALL of the following information:**
  - a. The names of the delegation participants
  - b. The two ministers with whom you'd like to have individual meetings
  - c. Two sentences on the issues/substance you wish to raise in meetings during the mission. This helps us secure the meetings more quickly.
  - d. A bio for the head of the delegation
- 2- We are undecided regarding our participation but will decide and notify ACEBA by September 15.**
- 3- Our company will not participate.**

**Participants:** Each company's delegation will be led by senior executives who are not based in Bulgaria. We seek to bring individuals with whom the government can forge new relationships and who can highlight Bulgaria within their company at the regional and global level. More than a dozen companies have expressed interest in attending the mission as outlined above.

**Costs:** Cost per company will be \$5,000 for ACEBA Members and \$6500 for non-ACEBA Members two corporate participants. Additional participants can be added for \$750 per person.

---

**Notional Agenda:**

Wednesday, November 8

---

5:00 p.m.      **Welcome/Kick-off Briefing**

Thursday, November 9

---

Breakfast      **Breakfast with U.S. Ambassador Eric Rubin and U.S. Embassy officials**

Morning      **Plenary Meeting with Prime Minister Boyko Borisov**  
*Council of Ministers Building - 1 Dondukov Blvd*

**Meeting with Parliamentary Leaders:**

- **President of the National Assembly Dimitar Borisov Glavchev**
- **Head of NATO Assembly Plamen Ivanov Manushev**
- **Deputy Head of NATO Assembly Simeon Hristov Simeonov**
- **Deputy Head of NATO Assembly Nikolay Ivanov Tsonkov**
- **Defense Committee Chairman Konstantin Veselinov Popov**

*National Assembly Square 2*

Lunch      **Lunch with AmCham Bulgaria**

Afternoon      **Plenary Meeting with Minister of Foreign Affairs Ekaterina Zaharieva**

*Ministry of Foreign Affairs, 2 Aleksandar Zhendov Str.*

*Time reserved for individual company meetings throughout the day.*

Evening      **U.S. Embassy Reception at the Ambassador's Residence**

Friday, November 10

---

Breakfast      **Breakfast with Bulgarian Chamber of Commerce partner**

Morning      **Plenary Meeting with Minister of Economy Emil Karanikolov**  
*Ministry of Economy - 8, Slavyanska Str.*

**Plenary Meeting with President Rumen Radev**  
*The Presidency Building - 2 Dondukov Blvd*

Afternoon      **Bulgarian-American Defense Forum**

*Time reserved for individual company meetings throughout the day*

## **Defense Forum**

Additionally, we are proposing a Bulgarian-American Defense Forum to take place during the business mission. The Forum will be attended by the defense companies on November 10<sup>th</sup>. This will require the participation from the Bulgarian Ministry of Defense, American industry, and local Bulgarian defense industry. The forum provides an opportunity for increased cooperation between the two countries, and serves as a venue to exchange ideas, develop partnerships, and explore potential areas of collaboration.

ACEBA is currently proposing to have presentations by the Minister of Defense Krasimir Karakachanov, U.S. Ambassador Eric Rubin, and the Director of the Defense Acquisition Directorate. The U.S. companies will then make presentations to the group followed by individual Business-to-Business and Business-to-Government meetings.

---