

Deliverable 4.3.3 Case Study Visits

The second case study visit in the Bulgarian part of the cross-border region between Greece and Bulgaria within the framework of the project “Enabling SMEs for the 4th Industrial Revolution” (4th Industrial Revolution), under which beneficiary is the Regional Chamber of Skilled Crafts – Haskovo, was organized and held within 2 (two) calendar days, respectively in the period June 06-07, 2023.

Representatives of the project partners from Greece and Bulgaria and of the target groups took part in it. The purpose of the visit for the exchange of experience was to get acquainted with activities and enterprises in the Bulgarian part of the cross-border region between Greece and Bulgaria, in which to exchange experience, good practices, as well as to establish various partnerships for future cooperation.

The agenda of the visit included holding meetings and discussions with owners and managers of innovative companies from various production sectors, including FLAIR SPORT Ltd., PIM and RONIS, which intensively apply new technologies in the context of the 4th industrial revolution for digitization and automation of production processes.

The participants in the visit included representatives of the teams from the project partners, as well as representatives of the target groups of the project - managers at high management levels from a number of Greek and Bulgarian organizations (including Consortis Geospatial, Infoteam Hellas, Bulgarian Industrial Association - Blagoevgrad, Rapid Progress) and the CoC I4ByDesign.

Day 1 of the case study visit (June 06, 2023)

The first day of the case study visit started with the meeting of the participants in Haskovo. Before the first on-spot visit, the agenda was presented as well as other important highlights and various issues of an organizational nature.

Then, the whole group was transported to the production base of FLAIR SPORT in Haskovo - one of the most popular Bulgarian companies for the production of sports clothing and accessories in Bulgaria. To date, FLAIR occupies a stable position in the sale of its products in Bulgaria and purposefully works for its place in the European markets as well. During the visit, the participants learned about the development of the brand and about the innovative technologies used in the new collections of shoes and clothes, as well as viewed some of the finished product lines and the way of creating the models.



The participants in the visit were personally welcomed by the owner of the company, Mr. Aldin Kremenov, and in the subsequent visit to the production premises, experts from the company's management team answered the many questions of the participants related to production, export and innovation processes.

After the visit, the participants were accommodated at the Retro Hotel, having free time before the dinner, which was organized and held in the hotel restaurant for the convenience of the participants of the visit.

Day 2 of the exchange visit (June 07, 2023)

The second day of the study visit started with breakfast at the hotel and transportation of all participants to PIM - one of the high-tech enterprises in the area and an established leader in the production of machines, equipment and technological lines for various sectors of the food industry with a significant presence of the Bulgarian and international market. The guests were welcomed by the administrative director, Eng. Ivan Angelov, who introduced the participants in detail to the profile of the company, the challenges facing its development, as well as the new opportunities that the development of the market reveals and the ways in which PIM manages to take advantage of them. A large part of the company's production facilities were visited.



Next, the participants were transported to the industrial zone of Haskovo, where a significant part of the production enterprises in the municipality are concentrated. After lunch, the plant of the RONIS company, specialized in the design, installation and maintenance of machines and equipment for tobacco processing, was visited. During the meeting, the guests learned more about the technology and specifics of the tobacco industry. The tour of the production base also gave an insight into the last order that the workers were carrying out - technical characteristics, terms and volume of the manufactured equipment.

The participants, for their part, also made a short presentation of their companies, and Mrs. Maria Malchanova - chairman of the Regional Chamber of Skilled Crafts – Haskovo presented the 4th Industrial Revolution project and the upcoming activities in which local companies can take part.





After the end of the visit to RONIS, the participants held a short discussion and made a summary of the meetings and conversations held. Everyone unanimously shared a high degree of satisfaction with the entire program, including the logistical support of the event. With this, the case study visit was officially closed and the participants departed from the city of Haskovo.

**TO
Project Beneficiaries
Project "Enabling SMEs for the 4th Industrial Revolution" (4th Industrial Revolution)**

**INVITATION
TO ATTEND THE 2nd CASE STUDY VISIT
ON 06TH AND 07TH OF JUNE, 2023 IN HASKOVO (BULGARIA)**

Dear partners,

The Regional Chamber of Skilled Crafts – Haskovo is glad to invite you to participate in the 2nd Case Study visit in Haskovo within the project "Enabling SMEs for the 4th Industrial Revolution" (4th Industrial Revolution), which will take place on 06th and 07th of June, 2023 according to the agenda attached to this invitation.

In addition to the project teams, we kindly ask you to invite representatives of the project's target groups - SMEs, NGOs and other organizations related to the topic of our project for enabling the

SME towards the 4th Industrial Revolution to also join the study visit. Their expenses in Bulgaria for accommodation, food and local transportation will be fully covered.

The working language will be English.

We are at your disposal for any information needed and we are looking forward to seeing you in Haskovo!

Best regards ,
Maria Malchanova
Regional Chamber of Skilled Crafts – Haskovo

AGENDA OF THE SECOND CASE STUDY VISIT within project "Enabling SMEs for the 4th Industrial Revolution (4th Industrial Revolution)" in Haskovo, Bulgaria

Period : June 06 - 07, 2023

Accommodation : Retro Hotel, 7, Osvobozhdenie Blvd, Haskovo

(<http://www.hotelretro.bg/en/>)

Participants: Representatives of PB's and project's target groups

DAY 1: JUNE 06, 2023 (TUESDAY)

Time	Topic
12:00 – 12:30	Arrival at Retro Hotel, Haskovo Address: 7, Osvobozhdenie Blvd, Haskovo
12:30 – 12:40	<i>Transportation (by foot, close distance)</i>
12:40 – 14:20	Lunch at Uno Piu Restaurant Address: 10, Dobrudja str., Haskovo
14:20 – 14:30	<i>Transportation (by foot, close distance)</i>
14:30 – 16:00	Visit to FLAIR SPORTS's Production Site in Haskovo Innovative and fast-growing company offering a wide range of high-quality sportswear and accessories (www.flair.bg) both for the domestic and foreign markets. Presentation of company's activities, discussion of the opportunities for future cooperation
16:00 – 16:30	<i>Transportation (by foot, close distance) & Registration at the hotel</i>

Time	Topic
16:30 – 18:30	Partner's meeting (the small hall of Retro Hotel) / Free time for the SMEs' representatives
18:30 – 20:00	Free time
20 : 00 –	Dinner

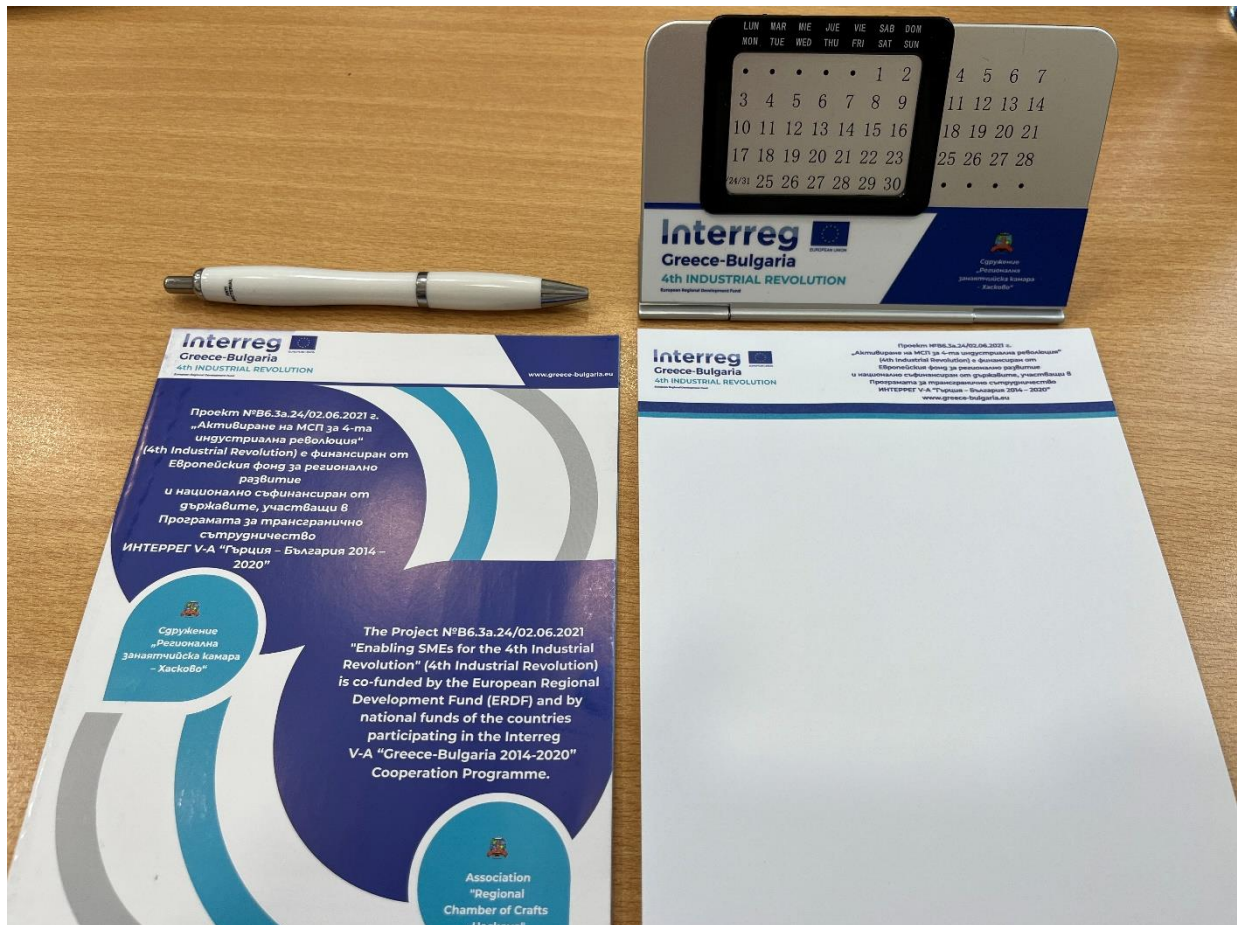
DAY 2: JUNE 07, 2023 (WEDNESDAY)

Time	Topic
08:00 – 09:15	Breakfast at Retro Hotel, Haskovo <u>Check out</u>
09:15 – 09:45	<i>Transportation</i>
10:00 – 12:00	Visit to PIM's Production Site in Haskovo & Meeting – one of the large producers in Bulgaria of process lines and equipment for the food industry for processing of milk, meat, but also for chocolate, fine pasta, bee honey, essential oils, etc. The company is specialized both in the construction of large wine production plants as well as of small wineries with very specific requirements (www.pimbg.com/eng) Presentation of company's activities, discussion of the opportunities for future cooperation.
12:00 – 12:10	<i>Transportation</i>
12:10 – 13:50	Lunch at Vertical Restaurant Address: 2 A, Vasil Levski Blvd.
13:50 – 14:00	<i>Transportation</i>
14:00 – 15:30	Visit to RONIS'S Production Site in Haskovo & Meeting Key enterprise in the region of Haskovo specialized in the design, manufacture and installation of equipment and production lines for the tobacco industry (dryers, tobacco handling and drying, preparation units for cigarette factories). (www.ronis-machinery.com) Presentation of company's activities, discussion of the opportunities for future cooperation.
15:30	<i>Departure</i>

Upon arrival of all participants and at the start of the program on the first day of the exchange visit, all participants were provided with a set of information materials (developed in another project activity), including the following:

- Project presentation brochure
- Block-sheet with visualization of the project
- Ballpoint pen with program visualization
- Calendar with project visualization

In addition, tourist maps of the region were provided, as well as informational materials on major places of tourist interest.



Promotion of the event:

<https://www.facebook.com/photo/?fbid=238884328897363&set=pcb.238886532230476>

<https://www.linkedin.com/feed/update/urn:li:activity:7079493050158170114/>

https://www.pimbg.com/nepaper_pdf/broi_6_2023.pdf