



## Deliverable 4.3.2 Case Study Visits

The third 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 3 (three) calendar days, respectively in the period October 11-13, 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 Eurochrome, Imerus Minerals Bulgaria, Kyashif and Most, 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 number of Greek and Bulgarian organizations (including Euroconsultants SA, Office for Technology Transfer to the Competence Center QUAZAR, Aristotle University of Thessaloniki) and the competence center I4ByDesign.

### **Day 1 of the case study visit (October 11, 2023)**

The first day of the case study visit started with a welcome to the participants in the city of Kardzhali, and after a brief presentation of the agenda of the visit for the three days, important highlights from it and various questions of an organizational nature, the group was transported to the production base of "Eurochrome" Ltd - one of the innovative companies in the Kardzhali region, specializing in the production of plastic products for the household, the cosmetic industry, products for the electronic and electrotechnical industry, for the advertising industry, technical plastic products, the automotive and aviation industry. The company also manufactures plastic products with tooling (matrices) for the client, being the importer of the HAITIAN company's industrial machines.

During the visit, the participants learned about the company's rapid growth and reasons for its success, as well as its main markets and customers. 2 of the main production bases of the company were visited.



The participants of the visit were welcomed by Mr. Fikret Musa and the production manager Mr. Ersin Mehmedemin, 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 went to the company "Imeris Minerals Bulgaria" AD, specialized in the extraction and production of products based on mineral natural raw materials, including for the needs of agriculture, requiring the development and offering of a rich portfolio of products with application in agriculture - agroperlite, zeolite, mineral mixture and bentonite, which, due to their mineral nature, are ecological and suitable for use in organic agriculture. The Hub Director for Southeast Europe, Mr. Dionysios Kotinis, and the Executive Director of Mining for Bulgaria, Mr. Yordan Karagyozov, took part in the meeting. They provided the participants with detailed information about mining production, its market share and main markets (more than 70% of production is exported abroad. Customers are companies from the Netherlands, Russia, Israel, Greece, Turkey, Austria, etc.). Specific products of the company were also demonstrated, as well as the main technological challenges were outlined



After finishing the second events of the day, the participants were accommodated at the Perperikon Hotel, having free time before the dinner, which was organized and held in the hotel restaurant for the greater convenience of the participants of the visit.

## **Day 2 of the case study visit (October 12, 2023)**

The second day of the case study visit started with breakfast and transportation of the participants to the city of Dzhebel to visit Kyashif company, representing a major employer in the region with more than 600 employees and one of the high-tech enterprises in the cross-border region. The company has a 40-year history, during which it has established itself as a leader in the design and production of hydraulic cylinders with diameters from 40 to 320 mm; with a retracted length of up to 6,000 mm, making them suitable for the needs of any industry. More than 1,000 types of cylinders are produced, including with sensors. The latest production base of the company, located in the city of Kardzhali, has a fully robotic production process. The guests were personally welcomed by the owner of the company, Mr. Kyashif Kyashif, who presented the origin and development of the company, the main values and the way to create a sustainable and high-tech business. 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.

A visit to the company's manufacturing facility followed, with representatives from the company's senior management team providing detailed information on design and analysis

processes through 3D product and plant modeling with Autodesk; flexible manufacturing based on CNC processing, CAM, grinding and rolling, ultrasonic cleaning, robotic friction welding, etc.; the principles of ensuring high quality and the introduction of continuous improvements (own laboratory, ultrasound examination, salt spray testing and many others). And last but not least, it was explained how effective processes and communication are maintained, namely through an ERP system, a cloud IT infrastructure based on Microsoft technologies.



The participants were transported to the city of Kardzhali, where they had free time.

### **Day 3 of the case study visit (October 13, 2023)**

The third day of the case study visit started with breakfast and transportation of the group to the village of Most, where they were introduced to the activities of the MOST company, which specializes in the production of furniture, pallets and pellets - a traditional industry for the region. 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.

After the end of the visit to MOST, 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 Bulgaria.



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

**INVITATION  
TO ATTEND THE 3<sup>rd</sup> CASE STUDY VISIT  
BETWEEN 11<sup>TH</sup> and 13<sup>th</sup> OF OCTOBER, 2023 IN BULGARIA**

Dear partners,

The Regional Chamber of Skilled Crafts – Haskovo is glad to invite you to participate in the 3<sup>rd</sup> Study visit in Bulgaria within the project "Enabling SMEs for the 4th Industrial Revolution" (4th Industrial Revolution), which will take place between 11<sup>th</sup> and 13<sup>th</sup> of October, 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 Bulgaria!

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

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

**Period:** October 11 - 13, 2023

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

## DAY 1: OCTOBER 11, 2023 (WEDNESDAY)

Time	Topic
14:00 – 15:45	<p><b>Visit to EVROHROM</b> ( <a href="http://eurochrom.eu/en">http://eurochrom.eu/en</a> )</p> <p>Company for design and production of plastic products and molds , and industrial equipment, with production plants also in Plovdiv and Istanbul.</p> <p><i>Address: 101, "Bulgaria" Boulevard, Kurdzhali</i></p> <p>Presentation of company's activities and the participants from Bulgaria and Greece, discussion of the opportunities for future cooperation</p>
15:45 – 16:00	<i>Transportation</i>
16:00 – 17:45	<p><b>Visit to IMERYS MINERALS BULGARIA</b> ( <a href="http://www.imerys.com">www.imerys.com</a> )</p> <p>Company for manufacture of non-metallic mineral products, part of the French IMERYS Group with production plants all over the world.</p> <p><i>Address: 91 Industrialna Zona Iztok str., Kurdzhali</i></p> <p>Presentation of company's activities and the participants from Bulgaria and Greece, discussion of the opportunities for future cooperation</p>
17:45 – 18:00	<i>Transportation</i>
18:00 – 20:00	<p>Registration at Hotel Perperikon ( <a href="https://perperikonbg.com/en/">https://perperikonbg.com/en/</a> )</p> <p><i>Address: 3, Volga str., Kurdzhali</i></p> <p>Free time</p>
20:00 _ _	Dinner

## DAY 2: OCTOBER 12, 2023 (THURSDAY)

Time	Topic
08:00 – 09:15	Breakfast at the restaurant of Hotel Perperikon
09:15 – 10:00	<i>Transportation</i>

<b>Time</b>	<b>Topic</b>
10:00 – 12:00	<p><b>Visit to KYASHIF ( <a href="https://kyashif.com/">https://kyashif.com/</a> )</b></p> <p>Fast growing innovative company specialized in design and manufacture of hydraulic cylinders, equipped with 3D modeling technologies, CNC machining, CAM, skiving and rollerburnishing, ultrasonic washing, robot friction welding, etc.</p> <p><i>Address: 1, Yildirim str., Dzhebel</i></p> <p>Presentation of company's activities and the participants from Bulgaria and Greece, discussion of the opportunities for future cooperation</p>
14:00 – 15:00	Lunch
15:00 – 15:30	<i>Transportation</i>
15:30 – 17:00	Free time
19:50 – 20:00	<p>Dinner at Bosfor Restaurant ( <a href="http://bosforrestaurant.com/">http://bosforrestaurant.com/</a> )</p> <p><i>Address: 49, Bulgaria Blvd., Kurdzhali</i></p>
20:00 - ....	Dinner

### **DAY 3: OCTOBER 13, 2023 (FRIDAY)**

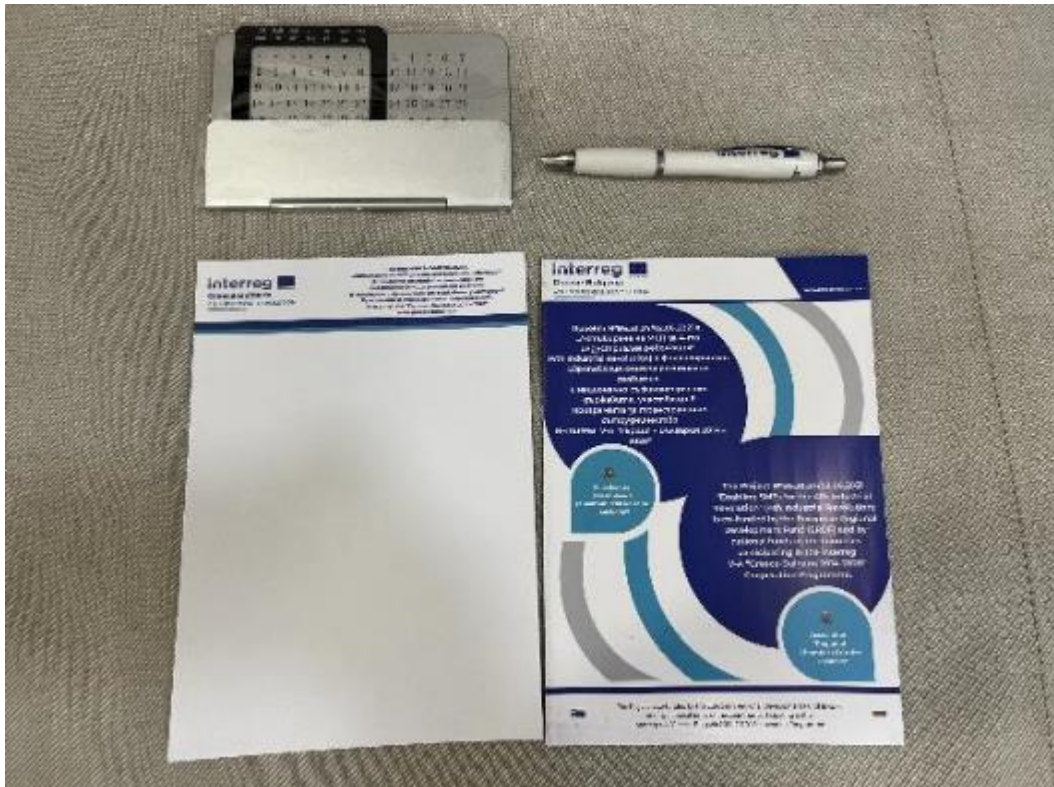
<b>Time</b>	<b>Topic</b>
08:00 – 09:15	Breakfast
09:15 – 10:00	<i>Transportation</i>
10:00 – 12:00	<p><b>Visit to MOST ( <a href="https://most-wood.com/gr">https://most-wood.com/gr</a> )</b></p> <p>Wood processing plant with a complete closed production cycle focused on pellet production, wood processing, furniture production and pallet production</p> <p><i>Address: Village Most, Kurdzhali region</i></p> <p>Presentation of company's activities and the participants from Bulgaria and Greece, discussion of the opportunities for future cooperation</p>
11:30 – 12:00	<i>Transportation</i>
12:00 – 14:00	Lunch
14:00	Departure



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=301618652623930&set=pcb.30161870595725>

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