



**Interreg**



**Danube Transnational Programme**

**DanuBioValNet**

# Regional cluster landscape Republic of Bulgaria

**WP3 Value Chain Mapping**

**Activity 3.2 Cluster Mapping**

**Output 3.2 Cluster Mapping as an Analytical Tool**

**D3.2.1 Regional cluster landscapes and one entire cluster landscape for Danube Region**

***Cross-clustering partnership for boosting eco-innovation  
by developing a joint bio-based value-added network for the Danube Region***



## CONTENTS

Cluster Mapping Fact Sheets.....	3
Eco-Construction.....	3
Phytopharma.....	4
Bio-based Packaging .....	5

## CLUSTER MAPPING FACT SHEETS

In the following the cluster mapping results of selected clusters and cluster initiatives in Bulgaria in the field of Eco-Construction, Bio-based Packaging

and Phytopharmaceuticals are presented. Besides the mapping as such, additional informations are given about age, size, key objectives etc.

## ECO-CONSTRUCTION

There is no cluster organization/initiative dedicated to eco construction industry in the Republic

of Bulgaria. But, we can identify single companies, which could cover a part of value chain, such as:

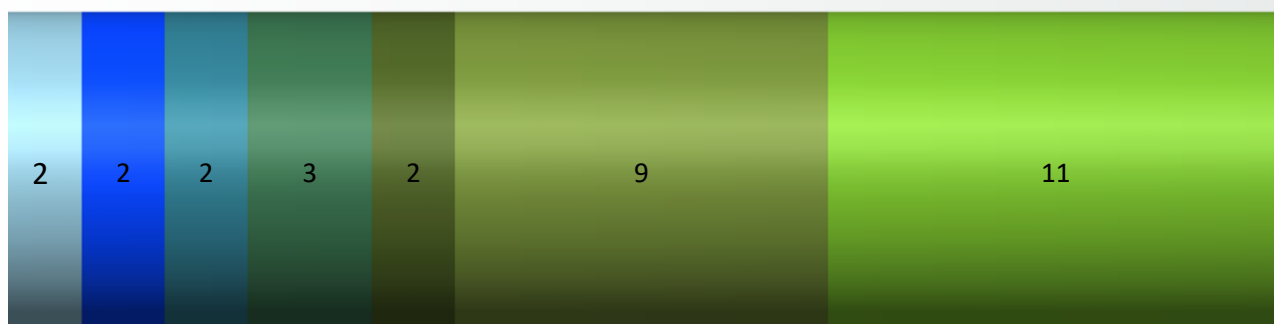
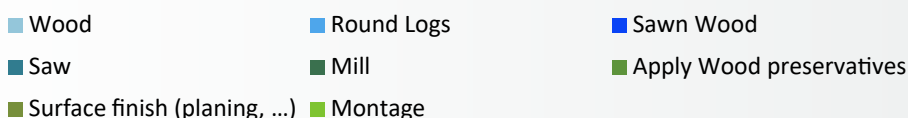
### Cluster Visual Map of value chains:

The cluster map visual presentation sample is in figure below.



Picture 1: Value chain visualisation in Bulgaria

### Value Chain Bulgaria



Numbers indicate amount of companies in the respective value-adding step.

The companies that we've identified cover the following activities of the value chain (all listed below in **Key Industrial Leaders**)

### List and short description of other key actors in eco construction

including those with strong cooperation between SMEs and research in your region/country:

- **Leading clusters** – there is no leading cluster in the eco construction industry in the Republic of Bulgaria
- **Key industrial leaders** – single companies which are not cluster members, such as:
  - **STOR** - <http://stor-bg.com> – Surface finish and Montage - Samokov, Bulgaria
  - **Sponec** - <http://www.sponec.com> - Surface finish and Montage - Gorna Oryahovitsa, Bulgaria

- **domkomfort2000** - <http://къщи-сглобяеми.com/> - Surface finish and Montage - Stara Zagora, Bulgaria
- **Petrostroy EOOD** - <http://petprom.bg> - Surface finish and Montage - Plovdiv, Bulgaria
- **“MKM – BG Group” Ltd** - <http://richhouse.eu> - Apply wood preservatives, Surface finish, Montage - Yambol, Bulgaria
- **Bulles Holding** - <http://bulles-holding.com> - Wood, Sawn Wood, Saw, Mill, Apply wood preservatives, Surface finish, Montage - Dolni Lozen, Sofia, Bulgaria
- **Penitales** - <https://penitales.bg> - Wood, Sawn Wood, Saw, Mill - Kazanlak, Bulgaria
- **Dyrveni Kysthi** - <http://dyrvenikyshti.com/> - Mill, Montage - Samokov, Sofia
- **Artichouse** - <http://artichouse.bg> - Montage - Ruse, Bulgaria

- **Foresttrade** - <https://foresttrade.bg> – Surface finish, Montage - Prolesha, Bulgaria
- **Competent research and academia**
  - Agricultural University of Plovdiv
  - University of Forestry
  - Own trainings
  - Own research centers
  - South-west university of Bulgaria
  - University of architecture, civil engineering and geodesy
  - University of Structural Engineering & Architecture (VSU) "Lyuben Karavelov"- Sofia
- **Important policy and decision makers**
  - MINISTRY OF AGRICULTURE, FOOD AND FORESTRY
  - Ministry of Economy
  - Ministry of Environment
  - Executive Environment Agency
  - The Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA)
  - Bulgarian Food Safety Agency
  - Sustainable Energy Development Agency (SEDA)
  - Ministry of Regional Development and Public Works
  - Directorate for National Construction Control

## PHYTOPHARMA

There is no cluster organization/initiative dedicated directly to phytopharma industry in the Republic of Bulgaria. But, we identified and connected with an organization - Bulgarian National Association Essential oils, Perfumery and cosmetics, which covers the entire phytopharma value chain:

### Names of cluster organizations/initiatives

- **Bulgarian National Association Essential oils, Perfumery and cosmetics (BNAEOPC)** (they are still not officially a cluster, however after our initial talks indicated that they strongly consider

forming one)

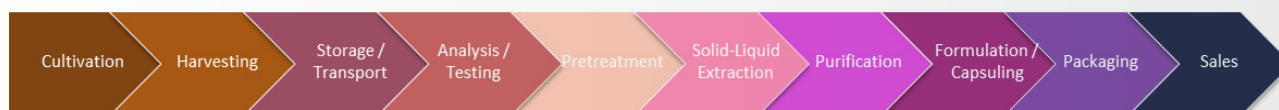
<http://www.bnaeopc.com/>

### Short Description of the cluster/cluster initiative

- **BNAEOPC** - A voluntary non-profit association whose mission is to protect and represent the interests of its members and the industry. BNAEOPC is the only official representative in Bulgaria of the producers and traders of essential oils, aromatherapy, perfumery and cosmetics, packaging and raw materials for cosmetics, scientific institutions in the branch.

### Cluster Visual Map of value chains:

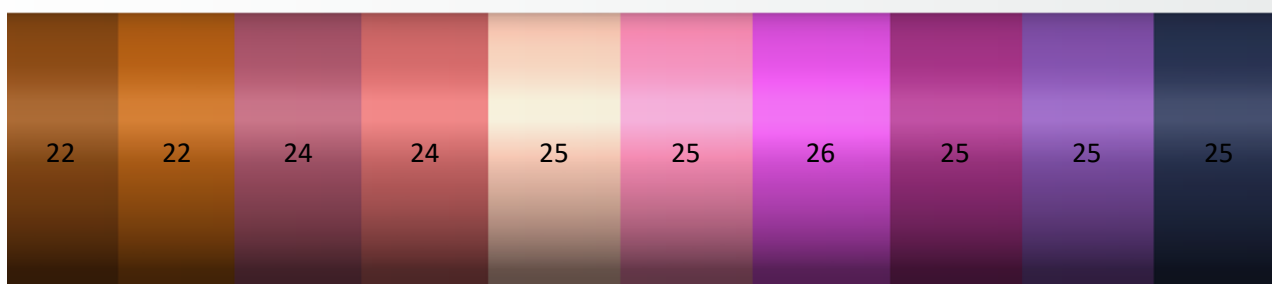
The cluster map visual presentation sample is in figure below.



Picture 2: Value chain visualisation in Bulgaria

### Value Chain Bulgaria

- |                                               |                                   |
|-----------------------------------------------|-----------------------------------|
| ■ Cultivation                                 | ■ Harvesting                      |
| ■ Storage / Transport / Trading               | ■ Analysis / Testing / Developing |
| ■ Pretreatment (Drying, Grinding, Separation) | ■ Extraktion (Solid-Liquid,..)    |
| ■ Purification                                | ■ Formulation / Capsuling         |
| ■ Packaging                                   | ■ Sales                           |



Numbers indicate amount of companies in the respective value-adding step.

The members of BNAEOPC cover the activities of the whole value chain including: cultivation, harvesting, storage&transport, pretreatment,

solid-liquid, purification, formulation&capsuling, packaging.

**Services offered by cluster organisation/cluster initiative**

- to protect the interests of its members
- to inform them about the new requirements of the Bulgarian and EU legislation
- to train and thus raise the qualification of the experts in the branch
- to work actively with Bulgarian Government and public administration.
- to improve the cooperation with the official authorities and launch joint activities
- to organize and conduct trainings and educational activities

**List and short description of other key actors in phytopharma including those with strong cooperation between SMEs and research in your region/country:**

- **Leading clusters** – there is no leading cluster in the phytopharma industry in the Republic of Bulgaria
- **Key industrial leaders** – single companies which are not cluster members, such as:
  - Bulgarina Rose – Karlovo  
<http://bulgarianrose.bg/> - Karlovo, Bulgaria
  - Damascena - <http://www.damascena.net/>  
Skobelev, Bulgaria
  - Buletera <https://www.buletera.com/>  
Plovdiv, Bulgaria
  - Alteyaorganics <https://www.alteyaorganics.bg/>  
Yagoda, Stara Zagora, Bulgaria
  - Lavena <http://lavena.bg> - Shumen, Bulgaria
  - Botanical <http://botanical.bg> - Plovdiv, Bulgaria

- Bulgarpharma <http://www.bulgarpharma.bg>  
Sofia, Bulgaria
- Bulherbs <http://www.bulherbs.com> Lozenets,  
Yambol, Bulgaria
- Bulgarian Tea Company <http://www.bulgarianteacompany.com> - Sofia, Bulgaria
- Healthy Oils EOOD <https://www.healthyoils.eu>  
Karlovo, Bulgaria
- KRISMAR <http://krismar1938.com/>  
Pazardzhik, Bulgaria
- Bioherba <http://bg.bio-herba.com> - Ruen,  
Kuklen, Bulgaria
- Bioprogramme <http://www.bioprogramme.net/> - Dobroslavtsi, Sofia, Bulgaria

**• Competent research and academia**

- Agricultural University of Plovdiv
- University of Forestry
- Own trainings
- Own research centers
- NATIONAL LABORATORY BUL ROSE LTD
- South-west university of Bulgaria

**• Important policy and decision makers**

- MINISTRY OF AGRICULTURE, FOOD AND FORESTRY
- Ministry of Economy
- Ministry of Environment
- Executive Environment Agency
- The Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA)
- Bulgarian Food Safety Agency
- Sustainable Energy Development Agency (SEDA)

## BIO-BASED PACKAGING

We were not able to identify a cluster or organization, neither connect with strong players in this field in Bulgaria.

The Cluster Mapping Report was created by:

**Associatin of Business Clusters**

108 Rakovski G.S. Str.  
fl. 3, office 313  
Sofia  
Bulgaria  
[www.abclusters.org](http://www.abclusters.org)  
[office@abclusters.org](mailto:office@abclusters.org)

[www.interreg-danube.eu/approved-projects/danubiovalnet](http://www.interreg-danube.eu/approved-projects/danubiovalnet)