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**BULGARIAN
SME PROMOTION
AGENCY**



**AMERICAN
CHAMBER OF COMMERCE
IN BULGARIA**



**PROGRAMME
COMPETITIVENESS AND
INNOVATIONS IN ENTERPRISES**

AGENDA



Hilton Sofia hotel, hall "Moussala"



27th of FEB 2025

09:30-10:00

Registration and networking coffee

10:00-10:30

Opening Remarks

Boyko Takov, PhD - Executive Director, Bulgarian Small and Medium Enterprises Promotion Agency

Tomislav Donchev – Deputy Prime Minister and Minister of Innovation and Growth

Peter Dilov, Minister of Economy and Industry

Ivan Mihaylov - CEO, American Chamber of Commerce in Bulgaria

Panel Discussion

10:30-12:00

Opportunities for Business and Investments in the U.S.

Moderator: Ivo Konstantinov, U.S. Office Director, Washington DC, AmCham Bulgaria

Vladimir Davtchev, Founder and CEO of ScaleUSA, USA

Christian Velichkov, Partner ScaleUSA, Founder and CEO of Twiz, US

Arthur John (AJ) Horner, Founder and CEO of Triafoods and WestWord Group

12:00-13:00

Networking Lunch

13:00-13:15

Investing in the United States: SelectUSA program

Hannah Kamenetsky – Commercial Attache, U.S. Embassy

13:15-14:15

Practical session:
US Market Entry & Expansion for FMCG



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**Moderator: Ivo Konstantinov, U.S. Office Director, Washington DC,
AmCham Bulgaria**

Peter Petrov - Founder and CEO of Balcanica

**Atanas Papazov - Director Global Business Development, World Transport
Overseas**

**Arthur John (AJ) Horner - Founder and CEO of Triafoods and WestWord
Group**

14:15-15:00 *Networking Coffee*

**15:00-16:00 *Practical session*
How to ScaleUp in the US**

**Moderator: Konstantin Kunev – General Manager, Future Unicorns
Accelerator**

Orlin Radev - Founder and CEO, AMPECO

Vladimir Davtchev - Founder and CEO of ScaleUSA, USA

Christian Velichkov - Partner at ScaleUSA, Founder and CEO of Twiz, US

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