

*United States Government
FY 02 Trade Capacity Building Assistance (\$US)*

BULGARIA

Activity Title	Activity Description	TCB Category	FY 02 Total
200270038A - Cable Bulgaria Expansion	TDA approved a grant of \$153,975 for a feasibility study (FS) on an expansion project for Cable Bulgaria (CB), a cable television and telecommunications company based in Sofia, Bulgaria. The FS will focus on further development of CB's existing technical infrastructure while also providing them with a business plan to help attract further financing. Ultimately, CB hopes to create an intercity fiber optic network, providing premium services such as high speed Internet and telephony in addition to enhanced cable television. Funded and implemented by Trade Development Agency.	E-Commerce & IT	153,975
200270039A - Eurocom Cable Expansion	TDA approved funding of \$153,975 for a feasibility study (FS) on an expansion project for Eurocom Cable (Eurocom), a cable television and telecommunications company based in Sofia, Bulgaria. The FS will assist Eurocom in addressing the various technical, administrative, marketing, and management issues facing them as they expand their systems and provide new services en route to their goal of capturing a significant portion of the Bulgarian cable market. Funded and implemented by Trade Development Agency.	E-Commerce & IT	153,975

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Firm Level Assistance (ACDI/VOCA)	A/V is providing Technical Assistance and training to individual clients for increasing competitiveness through introducing modern technologies, improving efficiency and implementing international standards. Thus cluster members are prepared to benefit to a greater extent from the Trade show participation support offered by the agribusiness section of FLAG TDC. The combination between TDC tools and A/V traditional assistance results into a complex service for individual companies. The Trade Development Center FLAG reported these results in Agribusiness for FY'02: (1) ANUGA, October 13-17, 2001 -- Köln, Germany; 3 companies, 275 initial contacts. Contract for \$209 000; Expected exports for \$715 000; (2) Mondial du Vin, April 15 - 17, 2002 -- Brussels, Belgium; 6 companies; Bulgaria won a gold medal for Merlot, Bouquet Telish and a silver one for Merlot, Magura; and (3) World of Private Label, May 28 - 29, 2002 -- Amsterdam Holland; 4 companies; Contract was signed for 450 000 EUR for export of canned fruit. Funded and implemented by USAID/Bulgaria.	E-Commerce & IT	17,042
		Export Promotion	101,033
		Business Services & Training	63,298
		Trade-Related Agriculture	122,944
		Activity Total	304,316
Firm Level Assistance (IESC)	IESC implements a program for promoting economic development in Bulgaria by delivering focused assistance in enhancing business competitiveness of selected export oriented groups of firms and industry clusters and enhancing their export development and regional trade. IESC program combines a mix of tools and types of projects – long and short term technical assistance, consulting and BDS services, training, tradeshow participation, information services and B2B linkages, capable in impacting firms and clusters in all the areas critical for achieving significant improvements in their competitive position, in the following ways: (1) improve efficiency & productivity, management & marketing functions, facilitate development of marketing and & competitive strategies; (2) implement international quality and business standards and models (ISO 9000, ISO 14000, GMP, CMM); (3) gain exposure to international market, facilitate business deals and contacts, regional trade and linkages; and (4) gain access to US suppliers. Funded and implemented by USAID/Bulgaria.	Export Promotion	190,720
		Business Services & Training	95,360
		Tourism Sector Development	11,920
		Activity Total	298,000

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Firm Level Assistance (University of Delaware)	The FLAG Trade Development Center facilitates Southeastern European regional trade cooperation through: (1) Workshops in international standards (ISO9000, HACCP); (2) Trade information via Internet and other sources; (3) Interactive business owners roundtables and women's view series, enhancing management skills through problem solving and strategic planning; export promotion and export finance training; (4) Information on upcoming international trade fairs; and (5) Trade show participation support. More information can be found at www.flag.bg and http://tdc.flag.bg/ Funded and implemented by USAID/Bulgaria.	E-Commerce & IT	85,400
		Export Promotion	128,100
		Business Services & Training	298,900
		Financial Sector Dev. & Good Governance	42,700
		Competition Policy & Foreign Investment	128,100
		Tourism Sector Development	85,400
		Other Services Development	42,700
		Gov/Transparency & Inter-Agency Coord.	42,700
		Activity Total	854,000

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Participant Training Program (START)	This form reports 10 diverse training interventions that support trade and investment directly or indirectly. The events took place or are taking place in the US, Bulgaria and various third countries, through the E&E Regional Participant Training Program (called TRANSIT through FY 01) with the following self-explanatory titles: (1) Competitiveness Training - Ireland; (2) Building Competitive Advantage in Nations – Hungary; (3) Credit Card & Electronic Payment Frauds - in Bulgaria; (4) Commercial Bankers-US; (5) Ecotourism; (6) Local Economic Development - Poland & Hungary; (7) Partners in Transition - in Bulgaria; (8) US Securities Legal Practices - US; (9) Venture Capital Legislation - US; (10) Auditing-US; (11) Organic Honey Training and Trade Facilitation - France. Funded and implemented by USAID/Bulgaria.	Export Promotion	63,090
		Business Services & Training	42,060
		Financial Sector Dev. & Good Governance	63,090
		Environmental Trade & Standards	42,060
		Competition Policy & Foreign Investment	84,120
		Trade-Related Agriculture	42,060
		Tourism Sector Development	42,060
		Gov/Transparency & Inter-Agency Coord.	42,060
		Activity Total	420,600
Southeast European Cooperative Initiative (SECI) Trade & Transportation Facilitation in Southeast Europe (TTFSE)	The primary focus of the Southeast European Cooperative Initiative (SECI) is the improvement of commercial processing and the reduction of delays at the borders. This includes such areas as cargo selectivity, valuation fraud, and anti-smuggling. Funded by Department of State and implemented by Customs, Office of International Affairs.	Customs Operation & Administration	440,000

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The Global Trade and Technology Network (GTN)	GTN is an international trade lead matching and technology transfer network that helps small and medium-sized enterprises build trade and business linkages, identify investment opportunities and access new technologies. GTN firms are connected by an Internet-based trade lead matching platform that facilitates trade through on-line matching of technology needs with firms that can provide the product or service requested. GTN builds the capacity of firms to engage in international trade by increasing SME access to commercial information and global markets through an all horizons trade initiative that promotes trade in any GTN country in any sector. GTN also facilitates bilateral trade and technology transfer with the United States. GTN's electronic commerce platform enables firms to establish international trade linkages such as joint ventures, direct sales and purchases, and agent or distributorships. GTN operated in 32 countries, along with a regional program for Sub-Saharan Africa, in FY 2002. In all those countries, GTN had disseminated 545 trade leads and completed 57 deals worth \$35.7 million through May 2002. For more information please see: www.usgtn.net Funded and implemented by USAID/EGAT/BD.	Export Promotion	62,500
		Business Services & Training	62,500
		Activity Total	125,000
FY02 Total USG Trade Capacity Building Assistance to BULGARIA			2,749,866