

SUCCESSFUL STORIES AND BUILDING FOR THE FUTURE

Genoveva Christova-Murray

President
Bulgarian Furniture Cluster,
CreaTech Bulgaria Cluster



Bulgarian Furniture Cluster



- Export oriented group of **furniture manufacturers and designers set up in Bulgaria in 2009 by LIGNA GROUP**
- **75 SME furniture manufacturers** covering the entire value chain of furniture production
- **10 Design Studios** with international experience
- **3 Universities**
- One of the leading clusters in SEE in internationalization



Bulgarian Furniture Cluster



- More than **85%** of the production is exported
- More than 50 000 M2. of production area. Aggregate employment of 3000 people
- Over **250 hotels in Europe** in the last 10 years
- Over **20 000 hotel rooms** in Europe
- Average Economic growth of about 10% per year
- 2 members amongst the **top 5 Bulgarian IKEA suppliers**
- Hilton WORLDWIDE Hotels, Marriott INTERNATIONAL HOTELS, B&B Hotels, ACCOR HOTEL GROUP, World Resort Hotels, PCG Group, Nissan, Toyota, L'Oreal, RENAUX GROUP, LIDL, CAREFOUR, TESCO and many others



AC MARRIOTT ****



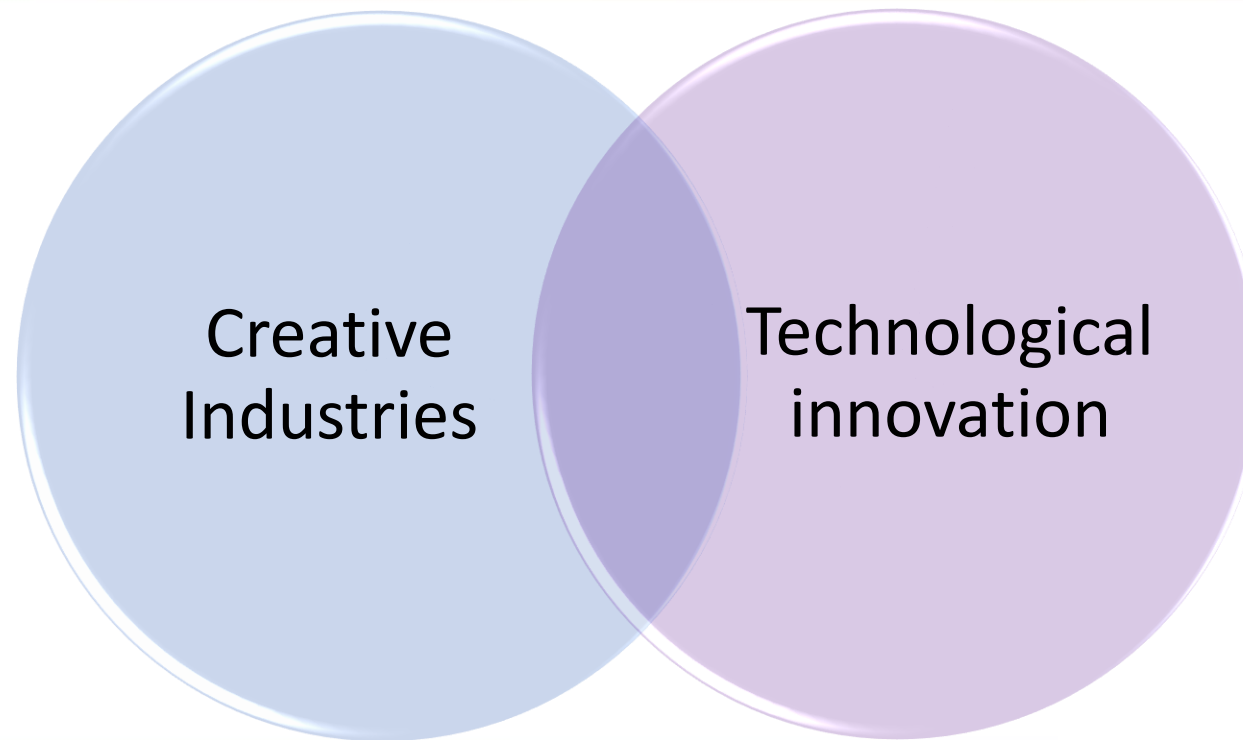
OBORISHTE 63



CreaTech Bulgaria Cluster



CREATECH BULGARIA
a creative cluster



Portfolio of expertise...



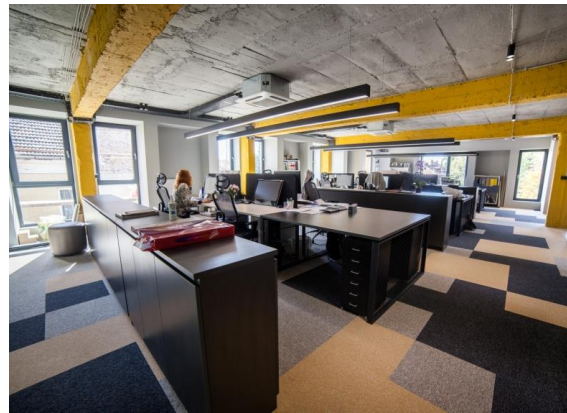
- Design
- Music /performance
- Game development
- E-sports
- Extended reality (VR/AR/XR)
- Audiovisual production
- Publishing
- Creative courses/trainings
- Artificial intelligence in CCI
- Intellectual property protection



Creative Hub

MISSION 23

- Bring together the advanced, smart and talented people from the creative industry
- Collaborative ecosystem of co-innovation and co-creation
- Stimulate the use of “creative technology” by the local CCI



CreaTech Summit SEE 2023



300+
delegates

53
speakers

15
countries

50+
publications



**When creativity meets technology,
anything is possible!**



 www.clustercollaboration.eu

