

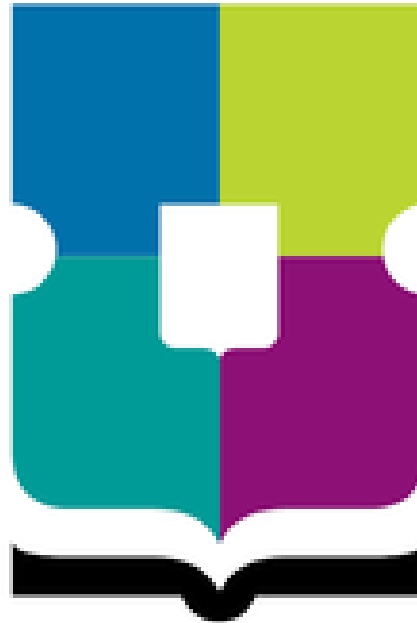


CLUSTER SOFIA Knowledge City



CLUSTER

Sofia Knowledge City



CLUSTER SOFIA KNOWLEDGE CITY



СОФИЯ ГРАД НА ЗНАНИЕТО

CLUSTER PROFILE

Legal status

- SMEs - 30
- Large - 2
- NGOs - 12
- Universities - 6
- Scientific organizations - 2

Members - 50

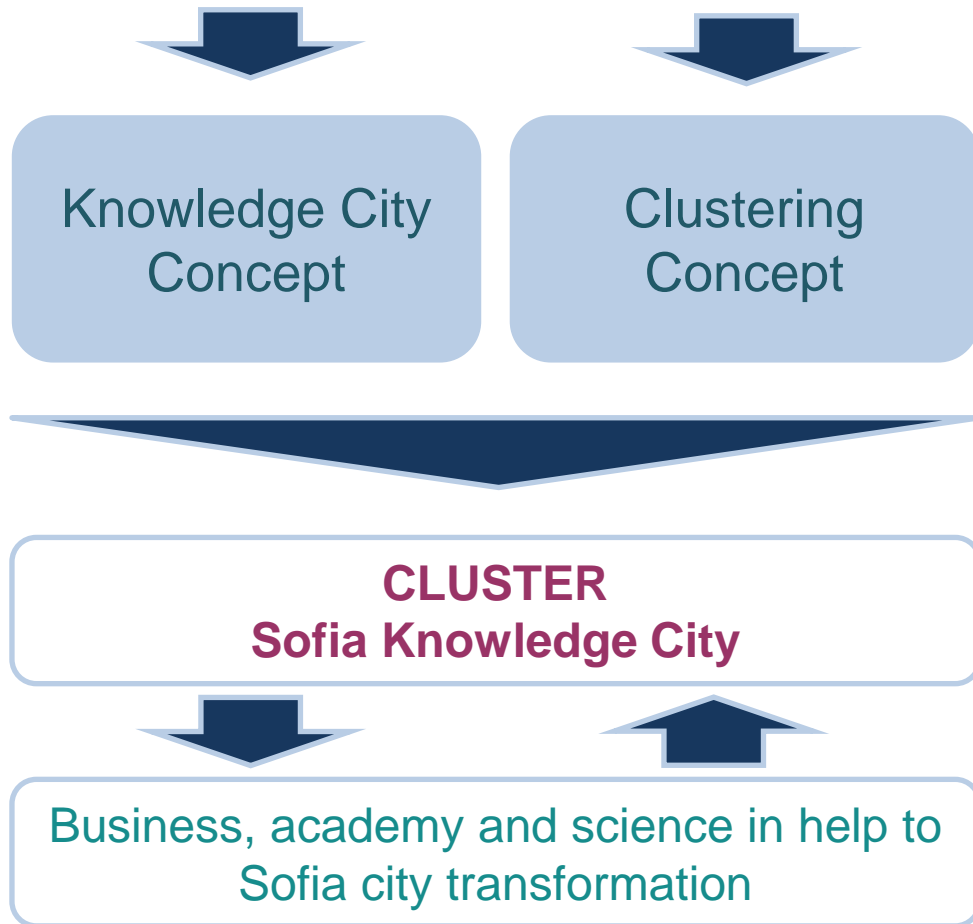
Employees - > 1600

Sales -> EUR 100 million

Type of economic activity

- ICT services, system integration, facility management
- Engineering & equipment production
- Science and R&D
- Business support and management / marketing consultancy
- Training and education
- New media and publishing

OUR APPROACH



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Sofia to become more successful in:

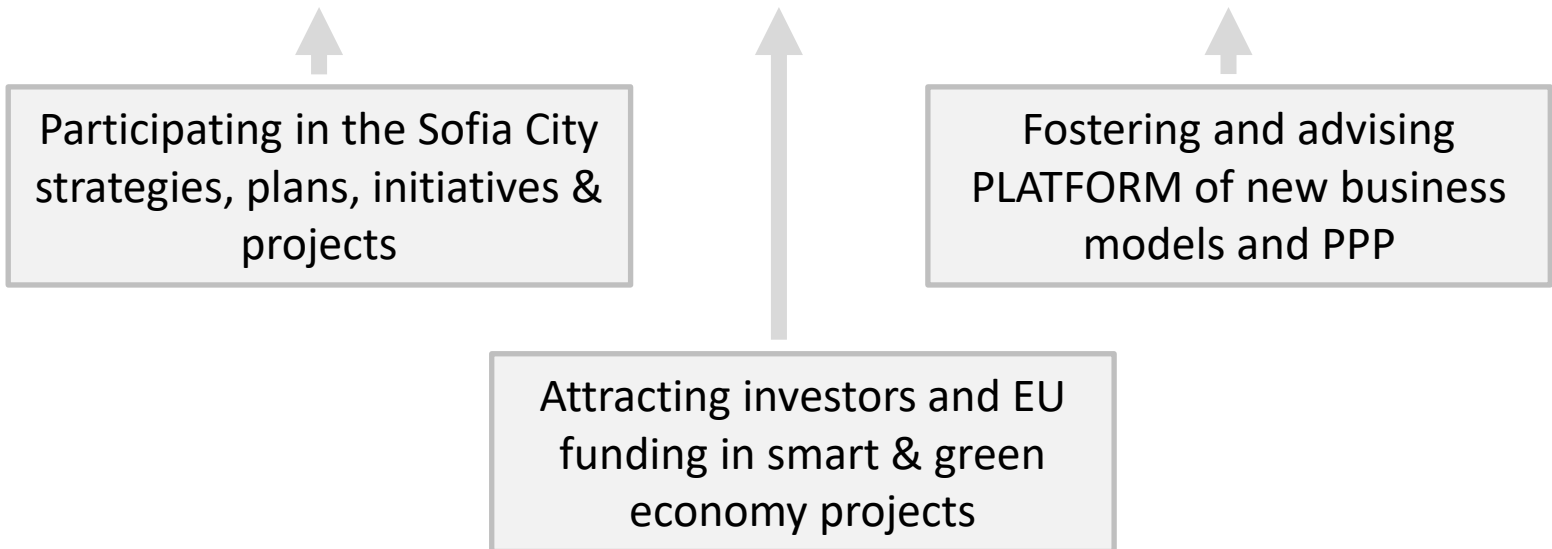
- attracting **investments** in a knowledge city
- retaining **talents**
- creating new business models and **value chains**
- accelerating digital and green **transformation**
- growing the smart city technologies **market**.



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OUR AMBITIONS

To become support center (living lab and innovation accelerator) in the **process of green & digital transition** of city of Sofia with help of its members, partners and stakeholders





The cluster's value factors

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- **BRAND** - trade mark, reputation, strong position and national & international recognition;
- **Bronze label** awarded for management excellence by the European Agency for Cluster Analysis till 2023;
- **Internal capacity** - it can generate initiatives, projects, partnerships and funding;
- **Excellent instrument** for marketing the products of the members and for developing common R&D infrastructure.



PROJECT ACTIVITIES

<https://www.knowledgesofia.eu/en/about-us/program-council>

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eXperiential Digital Hub for media and creative industries - budget 294.5 Th. Euro; 7 partners; 5 countries; purpose: to increase the digital competences of entrepreneurs, managers and owners of high-tech start-up companies through project-created tools and trained mentors



Development of Green Skills for Better Employability - budget 315.6 Th. euro, 6 partners; 4 countries; purpose: to develop a digital educational package for developing innovative approaches, digital technologies and entrepreneurial skills for a green economy.



Digiskill-Retail - budget 250 Th. euro, 4 partners; 4 countries; end 2024; purpose: to establish a program and materials for developing digital competences for employees and trainers in the retail sector.



GO GREEN - supporting the acquisition of Green Skills in VET through work based learning - budget 250 Th. euro; 6 partners; 5 countries; purpose: to support students to develop green skills and competences during their apprenticeships in companies



COLLABORATION OPPORTUNITIES

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- International partnerships to provide better access for the cluster products / services / technologies to new markets and human resources
- New distribution networks
- Collaboration with partners in EU and international programs

Cloud	IoT / IoE	Big Data	Education
IT / ICT	Smart Cities	Creative Industries	
Digitization	Automation	Energy Efficiency	



Transform Sofia into a smart & knowledge city



СОФИЯ ГРАД НА ЗНАНИЕТО

INTERNATIONAL COLLABORATION

- Industrial Technology Research Institute Taiwan
- TAITRA - Taiwan Trade Center in Sofia
- CEE Chamber of Commerce in Singapore
- Smart City Tech Partnership
- INNOVA-RIA
- Ubiwhere Portugal
- HKSTP



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NATIONAL COLLABORATION

- Bulgarian Industrial Capital Association
- Sofia Tech Park
- Sofia Investment Agency
- Innovative Sofia
- Investment Council at Bulgarian Chamber of Commerce



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Thank you!!!

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