



An Initiative of the European Union

#SingleMarket30

CLUSTERS MEET
REGIONS

BURGAS | 13 · 15
BULGARIA | SEPTEMBER 2023

ENHANCING CROSS-SECTORIAL
AND TRANS-REGIONAL COOPERATION

Participants Booklet



REGISTRATION

Registration for the event is now open.

Participation in the event is free of charge but requires pre-registration through the following [link](#).

The link provides an opportunity to plan your participation and indicate your interests through all planned activities during the 3 days 13 – 15 September 2023 (DIGITOUR and The ICT Greening Up Initiative high-level events on 13 September, Clusters Meet Regions workshop on 14 September and Side visits on 15 September).

EVENT INFORMATION

The European Cluster Collaboration Platform, on behalf of the European Commission and in partnership with **Consulting Cluster Veritas** and **ICT Cluster Burgas** and supported by the regional authorities are jointly organising the “Clusters meet Regions” workshop on the 13-15 September 2023, in Burgas, Bulgaria.

Themed **“Enhancing cross-sectorial and trans-regional cooperation”**, the “Clusters Meet Regions” in Burgas is the ninth event of the series. It will focus on the priorities established by the region, like tourism, ICT and creative industries, but it will also represent an opportunity to get a detailed overview of the local clusters panorama.

VENUE

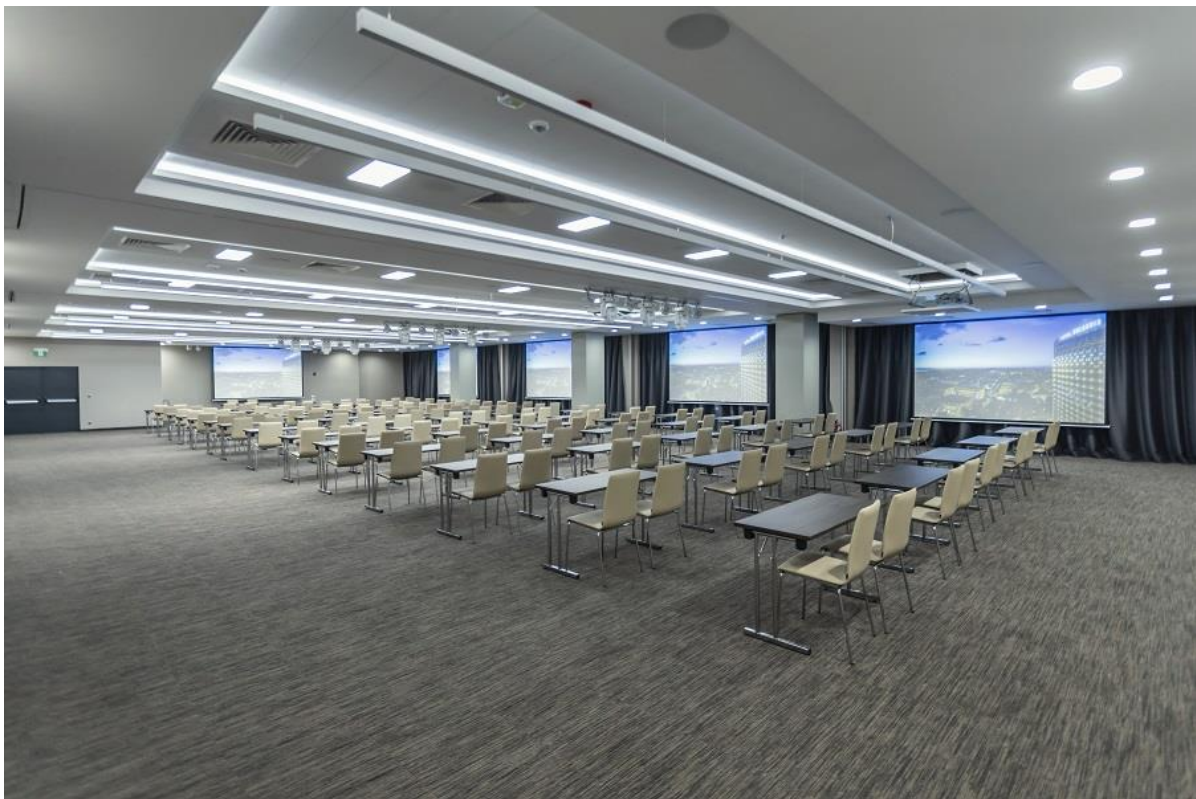
All scheduled conference sessions on 13 and 14 September will take place in Hotel Bulgaria, Burgas



Welcome to the symbol of Burgas, hotel “Bulgaria”

Over forty years of hospitality experience combined with innovational spirit and the desire to improve, find their expression in hotel Bulgaria's philosophy - personal attention, excellent service, and first-class comfort.

The hotel is situated in the center of Burgas and offers contemporary and elegant accommodation units, a magnificent Convention center of 380 sq. m., two restaurants & three Bars, a professional SPA center with an indoor swimming pool and fitness facilities, underground parking lots. Hotel Bulgaria offers totally 194 signature & comfortable accommodation units, distributed into 30 contemporary Deluxe rooms, one of them for people with special needs, 32 Classical rooms & 121 standards rooms. The magnificent 6 Deluxe Apartments & 5 Classic apartments at the top floors of the hotel feature inspiring views over the Black Sea, luxury ambience as well as extensive amenities and services.



Hotel Bulgaria Conference Hall boasts with 380 sq. m flexible meeting space. The hall could comfortably accommodate 414 delegates in theatre style seating, 368 pax in Classroom seating, 80 pax in U-shape set up, 300 pax in Banqueting set up, 320 in cocktail style and 82 pax Board meetings. For your privacy and comfort, we also offer two VIP halls, suitable for business meetings, lunches and dinners.

Our flexible meeting space can accommodate different events from intimate gatherings to receptions for up to 380 guests. Through a mobile modular system, our conference center can be easily divided into four smaller halls with an area of 95 sq. m. Each of them can function completely independently. They in turn can be configured according to the type of event and number of guests. The four multifunctional halls meet all modern standards and requirements.

Adreess:

21 Aleksandrovska str., Burgas 8000, Bulgaria

+ 359 56/ 8426 10, + 359 56/ 842 820, + 359 888 64 64 63

info@bulgaria-hotel.com, www.bulgaria-hotel.com

www.facebook.com/HotelBulgariaBurgas

www.instagram.com/hotelbulgariaburgas

Accommodation



At your disposal we provide preferential special conditions for reservations made through the online booking system of [Business Hotel Bulgaria – Burgas](https://www.bulgaria-hotel.com).

Booking steps:

1. Visit <https://www.bulgaria-hotel.com/>
2. Enter the required stay period (arrival – departure date)
3. Insert the special characters (as per the table below, according to the choice of room), generated for the event in the field **"BLOCK CODE"** (For example, **CMRBG-1 for DBL STANDARD**)
4. Use **BOOK NOW** button to proceed with your request.

The special rates are valid from 12.09 till 15.09.2023.

If your stay is different from the above-quoted dates, please email:

Ms. Stela Gorova, bulgaria@bulgaria-hotel.com, who is from the marketing team of the hotel and is in charge of our event and arrangements. As a subject of the email please include **"Individual reservation, block code: CMRBG"**. She will be able to make manually the reservation with the requested stay and give you the best possible rate.

Room type	BLOCK CODE	Description	Price SNG	Price DBL
DBL STANDARD	CMRBG-1	Two separate beds (or bedroom), bathroom, mini bar, TV, central air conditioning, safe.	114,00 BGN /59 Euro/	134,00 BGN /69 Euro/
TWIN STANDARD	CMRBG-2			
DBL CLASSIC	CMRBG-3	Two separate beds (or bedroom), Workplace, bathroom, mini bar, TV, central air conditioning, safe.	122,00 BGN /63 Euro/	142,00 BGN /73 euro/
TWIN CLASSIC	CMRBG-4			
DBL DELUXE	CMRBG-5	Two separate beds (or bedroom), sofa corner, bathroom, mini bar, TV, central heating, safe.	141,00 BGN /73 Euro/	161,00 BGN /83 Euro/
TWIN DELUXE	CMRBG-6			

All rates are in BGN, per room per day, for double or single accommodation with breakfast included, insurance, tourist tax, and 9% VAT. The rates in Euro are indicative, based on the fixed exchange rate. The payments will be made in local currency.

Terms of Booking, Payment and Cancellation

Hotel policy:

- Check-in at the hotel after 14:00.
- Check out of the hotel by 12:00.
- Late check-out until 15:00 is charged 50% of the overnight stay.
- Early check-in from 06:00 to 10:00 is charged 50% of the overnight stay.
- Early check-in before 06:00 is charged at 100% of the overnight stay.

Reservation guarantee:

A guarantee by credit card for the 1st overnight of the booked stay is required 5 days prior to arrival. The rest of the reservation amount is due upon check-in.

Cancellation policy:

5 days prior to arrival date – without charges. After that term a charge of the first overnight applies.

Other conditions:

Parking – 20,00 BGN per day per car; upon availability, parking places are limited.

Pets: Pets are not allowed in the hotel complex.

Smoking: Strictly forbidden on the territory of the complex.

Welcome to Burgas



The city of Burgas is the administrative center of the largest tourist region in Bulgaria as it is located on the Southern Black Sea coast. Burgas is one of the fastest developing cities in Bulgaria. Its geostrategic location makes it one of the country's most important economic centers, as well as a developing tourist destination. The city is a natural commercial and transport hub – an important gate to the continent. The Burgas International Airport handles more than 2.8 million passengers annually and the port is among the most favorable on the Black Sea coast.

Walking down Burgas city center feels like stepping into the past – a car-free pedestrian area with the low-rise buildings in the Neoclassical and Rococo style of another time. However, the stroll between bohemian cafes is actually a walk along one of the most high-tech public spaces in Europe. The old-style streetlamps with round tabletops offer ports for charging computers, mobiles, cameras, electric bikes and wheelchairs, and also emit free Wi-Fi covering the area.

Geography

The Gulf of Burgas is the largest bay of the Western Black Sea Coast, outlined with long beach strips of fine sand, a gradually deepening sea level, calm and clean water, light and pleasant breezes. In the middle of the dark blue waters of the bay the small volcanic island of St. Anastasia captures the eye and makes it obvious why it is referred to as the most romantic place in the area.

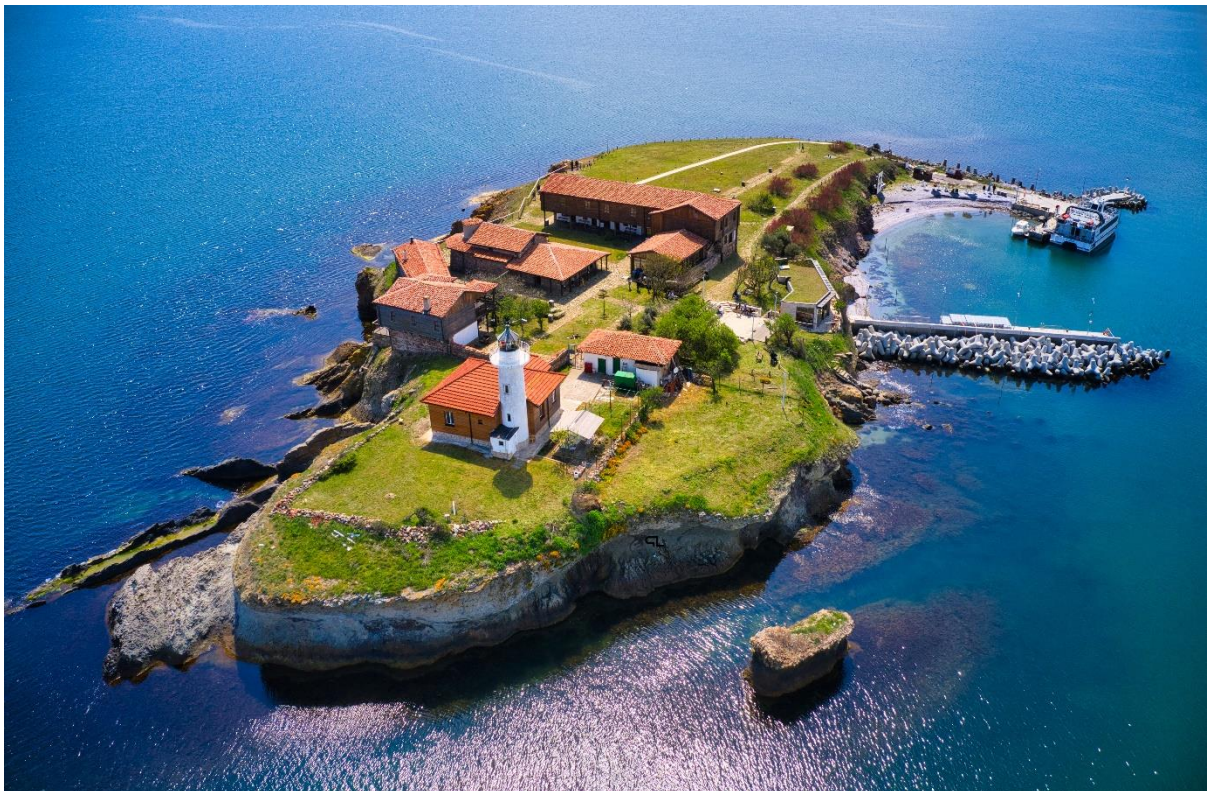
The well-developed transport infrastructure connects the city with the rest of the country and continental Europe by highways, railways, sea and air. The distance from Burgas to the capital – Sofia, is 389 km and to the second biggest city – Plovdiv – 272 km – all of which is connected by the Trakia Highway. Another advantage is the proximity to megapolis Istanbul and its new International airport – 325 km. Through the city pass many roads from the national and international road networks.

Burgas is a logistical hub for the Pan-European Transport Corridor 8, which provides a link between the Adriatic and the Black Sea coasts.

History

Burgas has been a crossroad of ancient civilizations since ancient times. A prehistoric village existed here, and it was a center of salt and copper trade and production. The ancient Thracians selected it for their first trading spot 'emporio', which was also used as a link between the Greek settlements on the West Coast of the Black Sea. A few centuries later the Romans built a fortress nearby with a port as their gate to the rich lands of Thrace. The fortress was known as Burgos, Pirgos in Greek or Foros in Italian.

Tourism



More than 40 per cent of the mass tourism in Bulgaria happens in the Burgas region. The natural resources of Burgas are undoubtedly one of the reasons why the city is a preferred place for tourism and recreation. The tourists can choose between visits to the Island of St. Anastasia, places for sport, recreation and entertainment, time for good food and coffee, and of course – with a sea view.



Aquae Calidae is a place that brings together millennial history thanks to the local mineral water springs, known for its highly valued healing properties and temperature of 41.5C. It attracts visitors with a variety of opportunities for relaxation and entertainment, offering time to grab a coffee and learn about the habits of different cultures.

Park Arena complex houses the most modern swimming pool in Bulgaria. With a depth of two to three meters and a length of 50 meters, the pool meets the requirements of the International Swimming Federation and the European swimming league. It hosts swimming, water ball and synchronous swimming events as well as international competitions. It has 1,200 seats for spectators and additional seats for disabled persons to access easily. The complex also offers a public area with tennis courts, a three-pitch sports court, gym, a steam room and sauna as well as a recreation area with outdoor activities: yoga, aerobics, climbing and football, dancing and more.

The futuristic sports complex **Arena Burgas** will open in the summer 2020, offering a venue with 7,000-seat capacity, indoor track, conditions and technical equipment for organizing local, national and international competitions in various types of sports, mobile stands, training blocks, conference rooms and more.

The new **Congress Centre of Burgas** is a venue for large events. The halls offer 500 and 200 seats, modern equipment, meeting space, service and leisure space. Expo center Flora, the Cultural Center Sea Casino and NHK all offer additional opportunities for organizing events and conferences in the city.

The cathedral church “Saints St. Cyril and Methodius” is an Orthodox church, located 5 minutes away by foot from the hotel Bulgaria. It is named after the brother saints, creators of the Bulgarian alphabet, and missionaries of Christianity among Slavonic peoples. It was built in 1897–1907 according to the design of the Italian architect Ricardo Toscani.

Nessebar - only 40 km from Burgas. Part of UNESCO World Heritage the old city of Nessebar was originally a Thracian settlement called Messembria. The city’s remains include the acropolis, a temple

of Apollo, an agora, a wall from the Thracian fortifications, the Stara Mitropolia Basilica, and a fortress dating from the Middle Ages when this was one of the most important Byzantine towns on the west coast of the Black Sea.

Saint Vlas - 45 km away from Burgas you can enjoy the amazing Yacht Port Marina, Water, attractions, Sandy beaches, Restaurants, and bars.

Varna – 120 km away from Burgas

- Shopping malls, Cinema
- Sea Garden
- Sandy beaches
- Water attractions
- Bars, restaurants, discos
- Sightseeing

Side Visits

FRIDAY 15 SEPTEMBER 2023 (09:00-17:30 local time)

- Visit at Southeast Digital Innovation Hub headquarter in Central Park introducing its Smart City lab.
- Visit at University prof. dr. Asen Zlatarov introducing ICT Center of Excellence and its Prototype lab, Robotics lab, AI lab.
- Visit at the Burgas Free University introducing the launch of its MILab BS (the Black Sea Multidisciplinary Innovation Laboratory towards Social Changes).


OTHER USEFUL INFORMATION

HOW TO REACH THE MAIN EVENT VENUE DIRECTLY FROM THE AIRPORT


Useful link: https://burgasbus.info/burgasbus/wp-content/uploads/2018/05/Bus_Line_15.pdf

By Bus (20 mins) - 1.30 lv ~ 0.65 euro cents


Burgas airport bus stop: Take Bus Number: 15 to Bus Station South Burgas Center. Reach Hotel Bulgaria by 7-minutes walk.



Линия № 15 Bus line № 15



Спирки в кв. Сарафово
Bus stops in Sarafovo
Остановки в Сарафово



РАЗПИСАНИЕ / BUS SCHEDULE / РАСПИСАНИЕ


от Бургас, Автогара Юг / from Burgas, Bus station South / от Бургаса, Автовокзал Юг


от понеделник до събота / from Monday to Saturday / с понеделника по събота
05:30; 05:50; 06:05; 06:15*; 06:35; 06:45*; 07:05; 07:20; 07:35*; 07:50; 08:05; 08:25; 08:45; 09:10; 09:35; 10:00; 10:20; 10:40; 11:00; 11:20; 11:40; 12:00*; 12:20; 12:40*; 13:00; 13:20*; 13:40; 14:00; 14:20; 14:40; 15:00; 15:20; 15:40; 16:00; 16:20; 16:40; 17:00; 17:20; 17:40; 18:00; 18:15; 18:30; 18:45*; 19:00; 19:20; 19:40*; 20:00; 20:30*; 21:00; 21:30; 22:15; 23:00
неделя (празник) / Sunday (holiday) / воскресенье (праздник)
06:05; 06:40; 07:05; 07:30; 07:55; 08:20; 08:50; 09:25; 09:55; 10:20; 10:45; 11:10; 11:35; 12:00; 12:25; 12:50; 13:15; 13:40; 14:10; 14:50; 15:20; 15:45; 16:05; 16:35; 17:00; 17:30; 18:10; 18:30; 19:00; 19:30; 20:00; 20:30; 21:00; 21:30; 22:00; 23:00

от кв. Сарафово, Брацигово / from Sarafovo, Bratzigovo / из Сарафово, Брацигово

от понеделник до събота / from Monday to Saturday / с понеделника по събота
05:00; 06:05; 06:25; 06:40; 06:55*; 07:10; 07:25*; 07:40; 07:55; 08:15*; 08:25; 08:40; 09:00; 09:20; 09:45; 10:10; 10:35; 10:55; 11:15; 11:35; 11:55; 12:15; 12:40*; 12:55; 13:20*; 13:35; 14:00*; 14:15; 14:35; 14:55; 15:15; 15:35; 15:55; 16:15; 16:35; 16:55; 17:15; 17:35; 17:55; 18:15; 18:35; 18:50; 19:05; 19:25*; 19:35; 19:55; 20:20*; 20:35; 21:10*; 21:35; 22:05; 22:50
неделя (празник) / Sunday (holiday) / воскресенье (праздник)
05:30; 06:40; 07:15; 07:40; 08:05; 08:30; 08:55; 09:25; 10:00; 10:30; 10:55; 11:20; 11:45; 12:10; 12:35; 13:00; 13:25; 13:50; 14:15; 14:45; 15:25; 15:55; 16:20; 16:40; 17:05; 17:35; 18:00; 18:40; 19:00; 19:35; 20:00; 20:30; 21:00; 21:30; 22:00; 22:30
* до Сарафово, Ангел Димитров / * Sarafovo, Angel Dimitrov / * Сарафово, Ангел Димитров

ИНФОРМАЦИЯ / INFORMATION / ИНФОРМАЦИЯ

 1. Билети за еднократно пътуване в градския транспорт се продават в автобусите / тролейбусите. Цена на билет, закупен на борда на превозното средство – 1.30 лв.
2. Електронни карти с билети за 45 - минутно пътуване се продават на Автогара Юг, Транспортна къща, Терминал Меден рудник, Автогара Запад. Цена на билет, зареден в електронна карта – 1,30 лв.
3. За обемисти багажи и куфари се заплаща допълнителен билет.
4. Глоба за пътуване на нередовен пътник – 10,00 лв. (при плащане в превозното средство) или 20,00 лв. (при отложено плащане в Транспортна къща)
5. Начална/крайна спирка на линия № 15 в гр. Бургас е Автогара Юг, откъдето потеглят автобуси за:
• Южно Черноморие (Черноморец, Созопол, Приморско, Китен, Царево и др.),
• Северно Черноморие (Поморие, Равда, Nessebar, Слънчев бряг, Обзор, Варна).
• София

 1. Tickets for one-off ride with the city transport are sold in the buses/trolleybuses. Price of a ticket purchased onboard the vehicle – BGN 1.30
2. Electronic cards for 45-minutes ride are sold at Bus Station South, Transport House, Terminal Meden Rudnik, Bus Station West. Price of a ticket uploaded in the electronic card – BGN 1.30
3. Additional ticket is paid for bulky luggage and suitcases.
4. Fine for passenger without a ticket – BGN 10.00 (payment in the vehicle) or BGN 20.00 (deferred payment in the Transport House)
5. Initial/last stop of line No. 15 in Burgas is Bus Station South, wherefrom buses head for:
• Southern Black Sea coast (Chernomorets, Sozopol, Primorsko, Kiten, Tsarevo, etc.)
• Northern Black Sea coast (Pomorie, Ravda, Nessebar, Sunny Beach, Obzor, Varna)
• Sofia

By Taxi (15 mins) – 5-10 lv ~ 2.5-5 euro

COVID MEASURES

COVID-19 travel restrictions were lifted in Bulgaria. Providing proof of vaccination, recovery from COVID-19 or negative test results **is not** required.

CURRENCY AND PAYMENT

The Bulgarian lev is the official currency of Bulgaria. The currency code is BGN. You can pay by card almost everywhere. 1 EURO = 1.95583 BGN, respectively 1 BGN = 0.51 EURO.

WATER

Tap water in Bulgaria is safe for drinking.

CLIMATE AND WEATHER

The climate is temperate continental; influenced by the Black Sea and three lakes. The place offers summer days with pleasant temperatures and afternoon breeze, long autumns, mild winters and colorful spring times. The number of sunny days during the summer varies between 24 and 27 per month. The average summer temperature is around 26 degrees.