

# Management Guide BULGARIA

The Economy and Culture Series, Volume 10

Edited by Susanne Mueller. Issued by Cross-Culture Publishing Ltd.

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## Business partner BULGARIA

BULGARIA, in only the first year of EU membership, has attracted 20 percent of the investments in Southeast Europe. The UNCTAD World Investment Report 2007 ranks the country at 7<sup>th</sup> place in the world, together with Singapore and Hong Kong, on the in-ward FDI performance index. What makes this small country situated on the Black Sea, between Romania, Turkey and Greece, so attractive? This new EU member is the European corporate tax low-cost champion and is part of the group of European countries with the highest education level. But, Bulgaria is not only a rapidly growing emerging market. It also possesses a rich cultural heritage of seven millennia, shaped by seven great ancient civilizations. Who in today's Europe is aware that the youngest EU member is the most ancient European state, founded just after the Great Migration of Nations? Bulgaria also enjoys a wonderful landscape. The snow covered peaks of the Rhodopes in the western part of the country and the sunny golden beaches on the Black Sea frame a blooming green fertile land dotted with hundreds of lakes and countless mineral water springs. Hunting tourism, modern ski runs and first class wellness hotels are, today, assets of Bulgaria tourism. One billion Euros will be invested until 2020 in over 50 golf projects. In short, Bulgaria is a business, nature, culture and life style paradise waiting to be discovered. From its southern point of view, Bulgaria understands itself as the GATEWAY to a NEW EUROPE. The Management Guide BULGARIA supports YOU on the way to business success there.

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A book from managers for managers.



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