



The Partnership for Development Project (PDP)
 A Seed Money Project
 Norwegian/Bulgarian companies can apply until 31.03.2011

Facts	
Case no: 2009/103964	
Project Promoter: Innovation Norway www.innovationnorway.no	Project Partner (main): Royal Norwegian Embassy in Sofia www.norvegia.bg
Type of promoter: public entity	Type of partner: public entity
Contact person in Norway: Mr. Knut Ringstad, Coordinator knut.ringstad@innovasjonorge.no	Contact person in Bulgaria: Ms. Galina Vassileva, Coordinator galina.vassileva@innovationnorway.no
Other cooperating partners: <ul style="list-style-type: none"> • Bulgarian institutions/associations (e.g. Bulgarian Association of Software Companies, Bulgarian ICT Cluster) 	Priority area: <ul style="list-style-type: none"> • Sustainable Production including verification and certification
Project budget: <ul style="list-style-type: none"> • EUR 180 000 	Planned project duration: <ul style="list-style-type: none"> • May 2009-March 2011
Project beneficiaries (target groups): <ul style="list-style-type: none"> • Bulgarian and Norwegian SMEs with a potential for international growth • Bulgarian and Norwegian Business networks/sector clusters 	State aid: <ul style="list-style-type: none"> • This grant will be given partly as general measures and partly as <i>de minimis</i>* aid. Regulation (EC) No 1998/2006. http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:379:0005:0010:EN:PDF

Project objective and goal:
 The Partnership Project's objective is to enhance long term economic relationship between Bulgarian and Norwegian private entities. The overall goal is to facilitate search for partners to create new, or develop existing, economically viable businesses in Bulgaria.

The Project is supported by a grant from Norway through the Norwegian Co-operation Programme for Economic Growth and Sustainable Development in Bulgaria
www.norwaygrants.org

**Important information to potential beneficiaries
Matchmaking opportunities for successful development of
business partnerships between Bulgarian and Norwegian entities**

<p>Focus areas: - Improvement of technology and processes for the following areas:</p> <ul style="list-style-type: none"> • Food and Agriculture (food processing, packaging of food products, introduction of IT software products in food industry) • ICT • Women in Business • Other areas can also be supported (as long as they fit under the priority area Sustainable Production) 	<p>Priority regions in Bulgaria:</p> <ul style="list-style-type: none"> • All the six administrative regions in Bulgaria will be covered. • No priority counties in Norway.
<p>Eligibility criteria: For individual companies (beneficiaries):</p> <ul style="list-style-type: none"> • Minimum 1 year of operation • Net profit last financial year <p>For business networks/sector clusters:</p> <ul style="list-style-type: none"> • Will be decided case by case 	<p>Selection criteria for beneficiaries:</p> <ul style="list-style-type: none"> • The company has the necessary ambitions, human resources, knowledge/experience and attitudes required to succeed in an international project • A business plan and an international growth strategy • The project has to be within the company's core competence • The business plan and the participation in the PDP is approved by top management and/or the company's manager.
<p>Participation fee:</p> <ul style="list-style-type: none"> • EUR 300 own contribution (Only for individual companies who have met the eligibility criteria/have been accepted in the project) will be deducted from the travel grant • For business networks/sector clusters: will be decided case by case 	<p>The PDP services can include:</p> <ul style="list-style-type: none"> • Initial introduction to a new market/sector • Identification of potential partners • Visit to selected potential partners and/or participation in matchmaking-events (travel support up to EUR 1.500 per company) • Quality assessment of selected partner • Consultancy/ other services for successful match-making (max. EUR 4000/partnership)
<p>PDP – Type of cooperation</p> <ul style="list-style-type: none"> • Long term project cooperation (large projects, preparation/ follow-up of tenders etc.) • Licensing • Outsourcing • Establishment of representation office in Bulgaria • Daughter company or joint venture in Bulgaria <p>Excluded:</p> <ul style="list-style-type: none"> • Pure export/ import business • Search for agent/ distributor 	

How does PDP operate?
Step 1:
<p>Identification of potential beneficiaries:</p> <ul style="list-style-type: none"> • Potential beneficiaries will be identified by the Norwegian Embassy in Sofia/Bulgarian cooperation partners and by Innovation Norway • Expression of interest can also be done directly to one of the contact persons (see front page)
Step 2:
<p>Pre-qualification (ref. selection criteria):</p> <ul style="list-style-type: none"> • All potential beneficiaries will go through an assessment of their suitability for the PDP and their requirement to succeed • In Bulgaria this assessment will be done by Bulgarian cooperation partners and/or the Royal Norwegian Embassy • In Norway this assessment will be done by Innovation Norway
Step 3:
<p>Partner search:</p> <p>Partner search will be done:</p> <ul style="list-style-type: none"> • individually for a company accepted in the project • during matchmaking events - the Royal Norwegian Embassy/ Bulgarian cooperation partners and Innovation Norway will arrange one or more meeting places for each of the three main focus areas (the meeting places can be a separate matchmaking event especially organized for this Project or in connection with Trade Fairs, Conferences etc.). The events can be organised in Bulgaria and/or in Norway
Step 4:
<p>Consultancy/ other services:</p> <ul style="list-style-type: none"> • For potential partnerships (entities that find a potential partner during one of the matchmaking events) will be offered consultancy/other services to facilitate the further development of the partnership, to draft an initial market plan for Bulgaria etc.
Step 5:
<p>Business activities established in Bulgaria:</p> <ul style="list-style-type: none"> • Signing of a Memorandum of Understanding (Letter of Intention to Cooperate) or similar between a Norwegian and a Bulgarian entity

Background information

Bulgaria is a beneficiary of the Norwegian Cooperation Programme under the European Economic Area (EEA) Enlargement Agreement as of August 1st, 2007. The Norwegian Government made available EUR 20 million for co-financing of projects to contribute to innovation and technology exchange and business development between Bulgaria and Norway.

The Norwegian Cooperation Programme with Bulgaria aims to stimulate the economic growth and sustainable development and to strengthen the bilateral relations between the two countries. Innovation Norway, a state owned company under the Norwegian Ministry of Trade and Industry, is the fund manager and administrator of the Programme.

**For further information please look up the Programme's website:
www.norwaygrants.org**