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**NATIONAL  
STRATEGIC  
REFERENCE FRAMEWORK  
2007 – 2013**

**PROJECT: “ Sustainable development and creation of a favorable business environment  
for effective functioning of Marine Cluster Bulgaria” .  
The project is realized by Marine Cluster Bulgaria per  
contract BG161PO003-2.4.01-0001-C0001**



**Operational programme  
“Development of the  
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# MARINE CLUSTER BULGARIA



**RIVIERA BEACH HOTEL  
VARNA, 19<sup>TH</sup> SEPTEMBER 2013**



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## Marine Cluster Bulgaria

- **NGO**
- **SMEs of fields such as ship design, ship building and ship repair, ship supply, agency and logistics services, commodity control, ship’s chandlers, classification societies, underwriters, etc.**

**2013**

20 members

**2007**

6 members

**The Technical University of Varna, Bulgaria**

- **Trade associations: The Bulgarian Association of Ship Brokers and Agents (BASBA), Bulgarian Shipowner Association (BSA) .**



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## **Maritime industry**

- **14 424 Employed workforce in 2012**
- **BGN 873 771 000 turnover in 2011**

## **Marine Cluster Bulgaria**

- **2882 Employed workforce in 2012**
- **BGN 312 162 000 turnover in 2011**

- **A member of the European Network of Maritime Clusters**
- **A member of the Association of Business Clusters in Bulgaria**



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## **Fundamental aims of Marine Cluster Bulgaria**

- **to create favourable conditions for the development of the marine industry in Bulgaria**
- **to unite the efforts of all maritime-related branches for improving the competitiveness of this sector**
- **to promote the maritime business sector on a national and international level**
- **to facilitate international transport network integration**
- **to support association’s members in their activities**



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## Why Marine Cluster Bulgaria ?

- **The new cluster development policy in Europe  
(paving the way towards 2020 by cooperation and excellence)**
- **Old Approach – to support the foundation and the development of cluster  
entities in the member-states**
- **New Approach – to foster the development of successful and competitive  
clusters within the EU**



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## **A new cluster development policy in Europe (Priorities 2014 - 2020)**

- **Generation of new knowledge and skills - intensification of cooperation with universities and research institutes**
- **Internationalization and innovation - improvement of EU's competitiveness**
- **Establishing a platform for cooperation with state and local authorities**
- **Promotion of public-private partnerships**
- **Definition of clear rules and enforcement of new standards (“Excellent Cluster“ brand)**



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## **The EU criteria for successful clusters**

- 1. Regional concentration**
- 2. Transparency and readiness for new members**
- 3. Minimum cluster members 20!**
- 4. Comprehensiveness:**
  - 4.1 participation of various companies from all levels of supply chain**
  - 4.2 participation of R&D Institutions, Universities, BSOs and other stakeholders**
- 5. Minimum experience - 3 years**



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## **The EU criteria for successful clusters (continued)**

**6. Financial stability (lack of donors' dependence)**

**7. High innovative potential**

**8. International activity**

**9. Sector importance - % GDP**

**10. Social impact – min employed 5000**





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## **Clusterization - a working way to develop of Maritime industry in Bulgaria**

- ✦ **Branding and common adverts of the region**
- ✦ **“Keeping” clients in the region**
- ✦ **Diversification of supply in the region**
- ✦ **Attraction of strategic investors**
- ✦ **Development of new products and services**
- ✦ **Regional partnerships and networks**
- ✦ **Contacts with EU clusters, organizations and platforms – joint initiatives**



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## **PROBLEMS ?**

- **Lack of culture and practice in an environment of free cooperation and competition**
- ✦ **Introduction of a clear distinction with criteria between business clusters and industry / professional / sectoral organizations**
- ✦ **Lack of systematic cluster information campaigns in the country**
- ✦ **Lack of coordination and synergy between the various institutions in the country**
- ✦ **Insufficient administrative capacity**
- ✦ **Unbearably large bureaucracy involved in project implementation**



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## Thank you for the attention!

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