



INTERNATIONAL FIELD TRIP MBA OPEN EXCHANGE UCLAN CYPRUS

May 25-28, 2018 @ Sofia, Bulgaria

The International Field Trip (IFT) is part of the MBA Module – *Entrepreneurship Theory and Practice*, and involves a visit to a country or region outside Cyprus. The objective of this international field-based learning is to familiarize participants with the destination’s business environment primarily through visits to local companies, university campuses, international organizations and government institutions, management talks, networking events and cultural experience sessions with local executives.

Participants include MBAs, UCLan Cyprus alumni, associates and friends, all seeking to gain experience-based market insights and explore new development horizons.

Country Profile

Bulgaria has attracted in the past significant inward foreign direct investments, also of Cypriot origin. It has the most favourable tax regime in Europe. Located at the heart of the Balkans, it is a strategic logistics hub. Its work force is well educated, highly skilled and multilingual. The country currently runs the presidency of the Council of the EU. Due to its great variety of influences from ancient civilizations, including the Thracians, Ancient Greeks, Romans, and Slavs, Bulgaria has one of the richest folk heritages in the world.

Business Company Profiles

- **Melon** is a fast developing software development outsourcing company based in Bulgaria. Melon’s team consists of more than 150 young and highly qualified professionals.
- **Nobel International** is an innovative manufacturing company of water heating systems holding a significant position in the home and export market. They manufacture their products at new ultra-modern facilities of a total area of 31.000m².
- **Venus JSC** is a joint- stock company listed on the Bulgarian Stock Exchange market, specializing in real estate investments and eco-residential development projects in Bulgaria.
- **Plenus Group Ltd** is a one stop-shop consulting company in the Bulgarian market. It disposes a significant experience in business development and business management in Bulgaria and abroad.

Supporters



PROGRAMME

DATE	TIME SLOT	TOPIC	STRUCTURE OF THE PROGRAMME	
Friday 25 th May 2018	09:00 - 17:30	TRAVELLING & LOCAL COMPANY VISITS	09:00 - 11:20	Flight to Sofia
			12:30 - 13:15	Testimonial from Entrepreneurs <i>Melon - Software Development Outsourcing Company</i>
			13:15 - 14:00	<i>Business Lunch</i>
			14:30 - 15:00	Company Presentation <i>NOBEL International</i>
			15:00 - 15:15	<i>Refreshments</i>
			15:15 - 16:00	Plant Tour <i>NOBEL International</i>
			17:00 - 17:30	Hotel Check in
Saturday 26 th May 2018	10:30 - 16:00	MANAGEMENT TALKS & NETWORKING	10:30 - 12:00	Management Talks with local Executives Coffee Meeting: "Insights in the legal, tax, accounting & business environment in Bulgaria", with •CEO of Venus Real Estate Investments •Chief Partner of Plenus Group
			12:00 - 13:30	<i>Business Lunch</i>
			13:30 - 16:00	Cultural City Tour
			20:00 - 22:00	<i>Attending cultural experience event (optional)</i>
Sunday 27 th May 2018	19:00 - 21:00	NETWORKING	FREE	Sightseeing / Shopping
			19:00 - 21:00	Dinner "The educational sector in Bulgaria", with <i>Vice - Rector at VUZF University</i>
Sunday 28 th May 2018	06:10 - 08:15	TRAVELLING	Flight to Cyprus	

Faculty & Local Alumni: Assistant Professor Panayiotis Kontakos, Professor Panikkos Poutziouris, Mrs Krasimira Genova, Mrs Milena Marinova

For more information, pricing and registrations: pkontakos@uclan.ac.uk

