

BULGARIA

MARKET OPPORTUNITIES

Report Date: June 2024

CONTENTS

| | | |
|----------|--|----------|
| 1 | COUNTRY PROFILE | 2 |
| 2 | ROUTE TO MARKET | 4 |
| 3 | TARGET SECTORS | 5 |
| 3.1 | DEFENSE AND SECURITY | 5 |
| 3.2 | AUTOMATION | 7 |
| 3.3 | MEDICAL EQUIPMENT | 9 |
| 3.4 | BUILDING MACHINERY AND EQUIPMENT | 11 |
| 3.5 | ENVIRONMENTAL TECHNOLOGIES..... | 12 |
| 3.6 | AGRICULTURE AND FOOD PROCESSING | 14 |

1 COUNTRY PROFILE

Overview

A dynamic Balkan country with spectacular mountains and the Black Sea coastline; enjoying robust growth driven by strong export performance and competitive tax policies

- Bridge between the EU, Asia, and Middle East
- EU member since 2007 & in Schengen Area (free travel) since March 2024
- Plan to adopt the euro in 2025 or 2026
- Favorable business climate (10% flat corporate tax rate – EU’s 2nd lowest)
- Export-oriented economy (export/GDP ratio at 65%)



Total area: 42,855 square miles (same as Virginia)

Population: 7 million

Government type: Parliamentary republic

Language: Bulgarian

Capital + major cities: Sofia (1.3 million) + Plovdiv (0.4 million) + Varna (0.3 million) + Burgas (0.2 million)

Currency: Bulgarian lev (BGN)

Average annual exchange rates: BGN per USD 1

| 2019 | 2020 | 2021 | 2022 | 2023 | 2024 (Jan-Apr) |
|--------|--------|--------|--------|--------|----------------|
| 1.7468 | 1.7215 | 1.6545 | 1.8608 | 1.8085 | 1.8072 |
| +2.61% | -8.25% | 7.57% | +5.53% | -3.04% | +1.78% |

Strategically located at the crossroads of Europe and Asia, Bulgaria guards the EU’s external border. The main checkpoint between Bulgaria and Turkey has become the world’s second busiest land border for goods, surpassed only by US-Mexico border. Since Russia’s full-scale invasion of Ukraine, the flow of goods from southern ports in Turkey and Greece to Bulgaria has increased substantially, as trade routes from China to Europe via Russia became non-functional. The spike is measured in hundreds of percent. Post-war recovery in Ukraine is expected to further boost the significance of trade routes through Bulgaria, solidifying its role as a vital corridor for goods and supplies from Turkey and Greece to Europe. Bulgaria’s central location in the Balkans positions it as a potential gateway for economic opportunities across the region.

As an EU member since 2007, Bulgaria offers a secure business environment with legislative stability. Bulgarian banks are part of the European Bank Union, ensuring secure transactions. The Bulgarian Lev has been pegged to the euro since 1997, eliminating currency risk, with euro adoption expected in 2025 or 2026. Purchasing power has increased significantly, from 32% of the EU average in 2000 to 69% in 2023, making it an opportune time to enter the market.

Bulgaria offers a favorable business climate with incentives including a 10% flat corporate tax rate, which is the second lowest in the EU, as well as lower labor costs, real estate prices, and overall operating expenses in comparison to other European countries. The Bulgarian workforce is highly educated, with a substantial pool of multilingual professionals.

Leading sectors in Bulgaria's economy include machinery, electronics, and automotive components, which achieved a remarkable 20.2% growth in 2022, the highest in the European Union. This sector is projected to reach a market value of USD 10.75 billion in 2024, with a 5% annual growth rate through 2028.

The energy sector is traditionally very strong in Bulgaria; the country was the third largest electricity exporter in the EU in 2022. Notably, Bulgaria's nuclear power plants have started using US nuclear fuel replacing Russian, a shift from decades of reliance. By the end of 2024, Bulgaria's Electricity System Operator (ESO) aims to finalize an investment program to connect new power plants with a total installed capacity of 4,500 MW, primarily from renewables.

Bulgaria's economic growth is set to rebound to 1.9% in 2024 and 2.9% in 2025. Low unemployment and high wage growth will drive consumption. Another tranche of EU funds, totaling EUR 724 million (0.7% of GDP) this year, is expected to boost public and private investment. Exports should recover in line with external developments. Inflation is projected to slow to 3.1% in 2024, driven by a decline in global food and energy prices.

Key economic indicators, Bulgaria

| | |
|---|---|
| GDP nominal | USD 108 billion |
| GDP growth | 2023: +1.8% 2024: +1.9% 2025: +2.9% |
| GDP per capita PPP (worldwide ranking) | USD 35,963 (57 th) |
| Inflation | 2023: 8.6% 2024: 3.1% 2025: 2.6% |
| Unemployment | 4.3% (2024) |

Source: Eurostat, 2024

Bulgaria's **key trading partners** are Germany (13.6% of Bulgaria's total exports in 2023), Romania (9.2%), and Italy (7.2%), with the United States (2.4%) ranking tenth.

2 ROUTE TO MARKET

This document presents six sectors that offer specific market opportunities for Virginia exporters. However, business opportunities in Bulgaria extend far beyond the sectors mapped below. The Bulgarian economy is highly diversified, presenting numerous prospects for business across a wide range of industries.

Bulgaria joined the European Union (EU) in 2007 and the NATO already in 2004. It is also a member of the United Nations (UN), International Monetary Fund (IMF), World Bank, and World Trade Organization (WTO). Additionally, Bulgaria participates in the Organization for Security and Cooperation in Europe (OSCE) and is part of the International Development Association (IDA), among others. The memberships support Bulgaria's economic development, security, and international cooperation efforts.

Routes to market



Foreign companies can significantly benefit from local presence. Market insight and connections of local representatives provide a strategic edge to effective navigation of the Bulgarian business landscape.

The following EU financial instruments shall boost demand in multiple sectors covered in this report:

- **Recovery and Resilience Facility (RRF)** - As part of the EU's post-COVID recovery plan, Bulgaria's National Recovery and Resilience Plan, valued at approximately USD 6.68 billion, with USD 6.14 billion in grants, focuses on green and digital transition, economic and social resilience, and includes substantial investments in **energy efficiency, digital infrastructure, healthcare, and social services.**
- **Multiannual Financial Framework (MFF) 2021-2027** allocates funds across various sectors, including climate and environmental policies, digital transition, and economic resilience. Specific allocations include approximately USD 1.62 billion for renewable energy and electricity storage, USD 575.6 million for transport sector decarbonization, and USD 949.3 million for energy efficiency renovation of buildings.

3 TARGET SECTORS

3.1 DEFENSE AND SECURITY



Armed forces modernization

In 2023, Bulgaria's armed forces embarked on an extensive modernization program to enhance their military capabilities by 2032. The initiative includes 13 priority projects such as acquiring new radars, anti-ship missile systems, high-mobility volley fire systems, 155 mm howitzers, and new helicopters. Additionally, infrastructure upgrade at military sites such as the port in Varna and the NATO surveillance-integrated site in Kabyle, Yambol, are planned for completion by 2027.

Military expenditure in Bulgaria increased by 33% to USD 1.92 billion in 2023. In 2024, the planned spending of USD 2.34 billion will surpass previous all-time high of USD 2.16 billion recorded in 2019 when Bulgaria bought the first eight F16 block V.

Much of Bulgaria's fleet requires substantial modernization due to many previous years of low spending. Readiness levels are now very low and platforms across many domains are reaching an end of their life span. Key areas include Military Land Vehicles (recent decision is to buy US 8x8 machines Striker), Naval Vessels and Surface Combatants, Military Fixed-Wing, Submarines, Missiles and Missile Defense Systems, Electronic Warfare, Tactical Communications Systems, Underwater Warfare Systems, EOIR Systems, Military Radar, Military Simulation and Training, Naval Engines, Artillery, Military UAV, and INS GNSS.

The modernization effort is set to cost approximately USD 16 billion and involves the development of 180 new defense capabilities. Funding is to come from the Ministry of Defense's budget as well as European and NATO programs. The initiative aims to bring Bulgaria's defense spending to 2% of its GDP already in 2024.

Over the last five years, the United States has provided more than USD 238 million in security assistance to increase Bulgaria's military professionalization, human resourcing capabilities, cyber security, divestiture of Soviet and Russian legacy equipment, maritime domain awareness, and NATO interoperability. Bulgaria is seeking stronger relations with the United States to lessen its dependence on Russian suppliers for arms and maintenance, repair, and operations services.

Bulgaria's 10-year Roadmap for Defense Cooperation (2020) sets a framework for continuous development of its military readiness and capabilities through sustained defense cooperation. For the EU funding period of 2021-2027, Bulgaria is set to receive nearly USD 34.6 billion, with around USD 600 million allocated for security and homeland infrastructure to enhance border functionality and EU information exchange. Bulgaria must maintain and upgrade the 240 km fence on the Turkish border, a crucial USD 100 million project for both Bulgarian and European security.

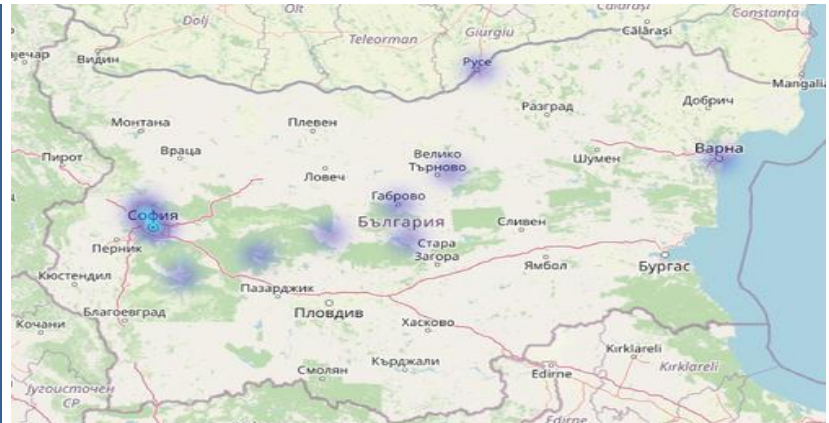
Defense industry

| Bulgarian defense industry overview | | | |
|--|--|--|---|
| Two-thirds of Bulgarian defense companies are SMEs | Development of unique military equipment and systems | Exports: 90% of Bulgarian defense production | Bulgarian Defence Industry Association (BDIA) |


The Bulgarian defense industry, a significant sector of the economy employing 70,000 people, specializes in production and modernization of military equipment. It is known for producing ammunition, small arms, and various military vehicles, many of which are based on Soviet designs but have been upgraded for improved performance. The industry has been adapting to NATO standards and improving interoperability with other member nations both by upgrading existing Soviet-era equipment and investing in new technologies.

Location of defense companies *Source: Giampiero Giacomello (2023)*

Key players: state-owned enterprises and private manufacturers of a range of military technologies including the BMP-23 infantry fighting vehicle, BTR-60 armored personnel carriers, and various types of rockets and missiles. Bulgaria is known for producing ammunition for a wide array of calibers, including those used in RPGs and small arms.



Bulgarian companies actively participate in tenders of NATO and its structures. In 2023, they executed contracts worth over EUR 40 million for NATO's two largest agencies - NATO Communications and Information Agency (NCIA) and NATO Support and Procurement Agency (NSPA).



In 2023, Bulgaria saw a significant increase in weapons sales (approximately 200%), largely driven by the ongoing conflict in Ukraine.

Although the domestic defense industry supplies both naval and air force equipment, the country often collaborates with international partners for advanced technologies and platforms. Bulgarian shipyards, such as those in Varna and Burgas, are involved in maintenance and modernization of naval vessels, including upgrades to hull structures, propulsion systems, and electronic warfare capabilities. Bulgaria produces and maintains light aircraft and training platforms for its air force.

3.2 AUTOMATION



As Bulgaria continues to modernize its industries and infrastructure, there is increasing demand for advanced automation technologies for manufacturing, logistics, agriculture, and service sectors, where automation can significantly enhance efficiency and productivity. A lack of workforce - the biggest challenge for Bulgarian economy - heightens the pressure for automation.

Recent statistics show a stagnation in productivity growth, highlighting the need for implementing automated solutions. The latest figures reveal that Bulgaria lags in industrial robotization, with an average of only 50 robots per 10,000 workers, significantly below the EU average of over 100 robots per 10,000 workers.

In 2022, members of the Professional Robotics and Automation Association installed 73 robots in Bulgaria. This likely underrepresents the total, as some foreign investors use non-member integrators, and the data excludes automated racks, assembly lines, and mobile robots (AGV/AMR).



The automotive sector leads in Bulgaria in terms of the number of industrial robots, reflecting its advanced automation and manufacturing capabilities; it is followed by metalworking, food, pharmaceuticals, and production of basic electronic components.

According to the Professional Association for Robotics, Automation and Innovation (PARA), the country's four principal automotive component factories have one robot per 45.85 employees on average. Overall, 54% of all robots are used in engineering, food processing, automation, and electronic manufacturing industries, with an average of one robot per 70.66 employees.

Most robots are imported from international companies based in Germany, Japan, and Denmark, with the exception of those produced by Bulgarian companies - collaborative robots of Giga Automata, palletizing robots of Specima, and silicon wafer handling robots of Milara.

Bulgarian experts unanimously agree that industrial production faces significant challenges in the current era of digitalization. Despite Bulgaria's intensive industrialization over the past decade, bringing revival to multiple sectors such as electronics, automotive, and metalworking, serious issues continue to exist.

Factories in Bulgaria operate at an efficiency level of 30 to 35%. A key reason for this inefficiency is a shift in production requirements. Companies previously produced in large batches and maintained significant stock. Now, with demand for shorter production runs, many factories were caught unprepared and struggle with the necessary changes in planning and organizing their processes.

Overall, Bulgaria is making strides in the robotics industry through educational initiatives and international collaborations. The Bulgarian industrial robotics market is projected to grow significantly, with sectors such as electric/electronic and automotive robotics expected to expand by over 12% annually between 2024 and 2028. This growth reflects a broader trend of increasing automation and smart manufacturing in the country.

Revenue in the industrial robotics market is projected to reach USD 21.94 million in 2024. The market is anticipated to show a compound annual growth rate (CAGR) of 9.69% from 2024 to 2028.

Bulgarian enterprises can participate in the "Innovation in Enterprises" initiative under EU's Competitiveness and Innovation Program 2021-2027, along with other programs supporting their industrial investments. The main goal is to provide targeted support to Bulgarian enterprises in implementing product innovations or innovations in business processes. The total amount of grant funding available under this initiative is approximately USD 163 million. Co-financing ranges from 20% to 45%, depending on selected aid scheme, type of the applicant enterprise, and location of project implementation.

3.3 MEDICAL EQUIPMENT



Health care system

Bulgaria's health care system is primarily funded through a compulsory health insurance system managed by the Bulgarian Health Insurance Fund. This fund collects contributions from the working population, while the government covers payments for exempt groups such as the elderly, unemployed, and dependents.

There are **319 hospitals (both public and private) with 52,462 beds**, out of which 179 were multi-profile hospitals with 38,144 beds. The remaining 140 are specialized hospitals (73 for active treatment, 1 for long-term treatment, 17 for long-term treatment and rehabilitation, and 37 for rehabilitation, collectively providing 14,318 beds). Overall, Bulgaria has 7.9 beds per 1,000 inhabitants (compared to 2.8 in the US).

There are also 2,172 outpatient care facilities, comprising 1,151 diagnostic and technical laboratories, 786 medical centers, 111 diagnostic-consultative centers, 64 dental centers, and 60 medical-dental centers.

Medical equipment



The Bulgarian medical devices market is projected to reach USD 324.5 million in 2024 (source: Statista). Cardiology devices are expected to be the largest category (USD 45 million). The market is forecasted to record an annual growth rate of 5.16% (CAGR 2024-2029), growing to USD 417 million by 2029.

Bulgaria's aging population and efforts to enhance healthcare quality further emphasize the need for modern **medical equipment**. While Bulgaria does produce some medical equipment, this is not sufficient to meet market needs and the country **heavily relies on imports**. Imports of instruments for medical, surgical, and dental use reached around USD 200 million in 2023, more than double in comparison to 2018. Key areas of interest include diagnostic imaging, laboratory equipment, surgical instruments, and telemedicine solutions.

Bulgaria's **e-health sector** is undergoing significant reforms aimed at modernizing and enhancing various aspects of healthcare delivery. A key component of this strategy is an emphasis on **telemedicine** and development of a **national healthcare web portal**. The country is to receive USD 350 million from the European Resilience and Recovery Fund, which will support various healthcare projects designed to improve access to healthcare, enhance connectivity, and bolster the prevention of critical fatalities.

The National e-Health Strategy 2021-2030 emphasizes digital transformation and is built on three technological pillars: cloud technologies, wireless communication networks (4G/5G), and widespread deployment of high-speed optical networks for data transmission. Central to this digital infrastructure is the National Health Information System (NHIS), which will integrate all approved software applications related

to human health. The project for the NHIS is already in progress, with several tenders announced for various systems, indicating active steps towards its implementation. **Business opportunities for US companies include providing ERP/EHR/PHR/e-prescriptions management solutions and telemedicine and m-Health platforms. Demand is also high for pharmacy automation technologies, image archiving and communication systems (PACS), and robust big data and cloud solutions.**

Work has begun on a new 40-acre multi-specialty children's hospital project in Sofia, which is expected to be completed by 2028. This project is supported by the European Investment Bank and Children's Hospital Health Investment Company. **Technical specification and information on the necessary medical equipment to be purchased is yet to be prepared and will offer opportunities for US medical device suppliers.**

In 2023, Bulgaria ranked 4th in the EU and 6th globally in the number of clinical testing centers, boasting 1,084 facilities. This extensive network ensures that nearly every hospital and medical center in Bulgaria has trained doctors and necessary equipment for conducting studies. At the end of 2022, there were 550 active clinical trials, with approximately 200 new trials approved each year. Annually, about 12,000 patients participate in clinical studies. **The R&D and clinical trials market in Bulgaria is valued at approximately USD 100 million, with U.S. companies holding about a 40% market share.**

3.4 BUILDING MACHINERY AND EQUIPMENT



Bulgaria's construction and infrastructure sector has specific needs for advanced machinery and equipment to enhance productivity and efficiency. The construction equipment market was valued at USD 13.5 billion in 2023 and is projected to grow at an average annual growth rate of over 4% between 2025 and 2028.

Demand is particularly strong for equipment such as excavators, dumpers, telescopic handlers, wheel loaders, and compact excavators, driven by growth in new construction projects and also in the agricultural sector, where machinery is needed e.g. for digging irrigation channels, land leveling, soil preparation, etc.

Exports and imports, Bulgaria, 2021 and 2022

| Sections by SITC | Exports - FOB | | | Imports - CIF | | |
|--|---------------|----------------|-------------------------|---------------|---------------|-------------------------|
| | 2021 | 2022 | Change year-on-year - % | 2021 | 2022 | Change year-on-year - % |
| | USD million | | | USD million | | |
| Total | 37,958 | 100,813 | 35.8 | 42,572 | 59,864 | 40.6 |
| of which EU | 25,113 | 33,608 | 33.8 | 25,690 | 33,072 | 28.7 |
| Machinery and transport equipment | 8,642 | 10,593 | 22.6 | 11,861 | 15,851 | 33.6 |
| of which EU | 6,491 | 7,812 | 20.3 | 8,609 | 11,216 | 30.3 |

Source: National Statistical Institute, Bulgaria (Report release date 13.09.2023)

Bulgaria is embarking on a significant phase of economic growth, driven by large-scale infrastructure projects including in transport, renewable energy, and utilities, which bring opportunities for suppliers of construction and industrial machinery. The government is investing in sustainable projects, focusing on energy-efficient and eco-friendly development. Public investment in commercial construction attracts considerable FDI, further stimulating the country's construction sector.

Calendar-adjusted data for April 2024 provided by the Bulgarian Statistical Institute shows a 2.8% increase in construction output compared to April 2023. An increase has been registered in specialized construction activities (by 6.9%) and construction of facilities (by 2.4%).

Construction production indices, Bulgaria, April 2024

| Economic activities | Index (2015=100) | Percentage change (compared to same month of previous year) |
|-------------------------------------|------------------|---|
| Construction – total | 91.2 | 2.8 |
| Construction of buildings | 93.9 | -0.2 |
| Civil engineering | 63.7 | 2.4 |
| Specialized construction activities | 128.1 | 6.9 |

Note: Preliminary, working day adjusted data; Source: National Statistical Institute (Report release date 10.06.2024)

Bulgaria has a comprehensive tender system for procuring machinery for mining, quarrying, and construction, which includes public tenders accessible through various [government platforms](#). This system ensures that the latest and most efficient technologies are available for infrastructure projects.

3.5 ENVIRONMENTAL TECHNOLOGIES



Bulgaria remains the EU’s most energy-intensive economy, consuming 3.5 times more energy per unit of GDP than EU average.

In line with EU climate and energy targets, **Bulgaria aims to secure at least 27% of its energy consumption from renewable energy sources (RES) by 2030.**

The country is a major producer and exporter of electricity in the region. Its power sector - heavily reliant on coal (coal-powered plants provide for 40% of the energy mix) and nuclear - will play a key role in the country's long-term **decarbonization efforts**. Energy production accounts for nearly 75% of Bulgaria’s carbon footprint. The government is gradually decreasing coal power capacity and replacing it with renewable energy sources. During its transition to RES, nuclear power will remain dominant for meeting electricity demand. Oil and gas contribute around 5% to the energy mix. RES are led by hydropower, followed by solar, wind, and biofuels.

An important element of Bulgaria’s energy transition is an **upgrade of transmission networks**, including replacement of traditional power transmission systems with smart grids supported by EU funds. Addressing issues of overcapacity in the electricity market is critical for integrating renewables into Bulgaria's electricity grid. The country’s transmission system operator, ESO, has already invested in grid digitalization, with modernization of the medium-voltage grid still ongoing. ESO has signed preliminary agreements for 4,000 MW and must secure connections for additional 4,500 MW, as set by the National Recovery and Resilience Plan. This plan also aims to increase cross-border transmission capacity by 2,000 MW.

To fully harness its renewable energy potential, Bulgaria will require substantial investments in technology, infrastructure, and capacity. The renewable energy sector falls under one of the four main pillars in the National Recovery and Resilience Plan (Green Bulgaria) with 37% of the plan’s resources to be used on making Bulgaria more environmentally friendly. While the building sector is rapidly moving from fossil fuels to electricity, similar advancements are needed in mobility/transportation and in industrial production, where transitioning away from fossil fuels presents a significant challenge.



Bulgaria has the potential to generate up to 3,400 MW of wind power (enough to meet 40% of the country’s electricity demand), according to European Wind Energy Association.

Bulgaria’s wind energy potential has not yet been fully utilized despite having good conditions. Wind power generated 2% of electricity, with total grid-connected capacity in Bulgaria reaching 702 MW as of 2023. Potential exists for at least another 2 GW by 2030.

Improving the environment

Bulgaria is actively seeking business partnerships in technology to tackle its environmental challenges and comply with EU standards. The country needs cutting-edge environmental solutions and technologies to enhance air quality, water and wastewater treatment, and waste management.

To align with EU requirements, many Bulgarian industries need to build or upgrade **wastewater treatment facilities**.

Combating **air pollution** has become a priority for the Bulgarian government, supported by EU funding. Some municipalities are particularly proactive, seeking new technologies to enhance air pollution control measures.

Bulgaria's Operational Program for the Environment 2021-2027 (EUR 1.8 billion budget, valid through 2029), funded by the European Regional Development Fund (ERDF) and Cohesion Fund (CF), offers funding for projects in water management, waste management, biodiversity, climate change, and air pollution control.

Bulgaria will receive EUR 1.2 billion from the Just Transition Fund¹ (JTF), following the adoption of Bulgaria's Territorial Just Transition Plans (TJTPs) by the European Commission. The JTF aims to help deliver new jobs and economic activities for a just transition in the Bulgarian regions of Stara Zagora, Kyustendil and Pernik that face the biggest socio-economic challenges in phasing out coal and reducing CO2 emissions. It will also support Bulgaria to reach the EU 2030 climate and energy targets and a climate-neutral economy by 2050.

¹ The JTF EU budget contribution totals EUR 19.2 billion. In combination with national co-financing, this will finance EUR 25 billion in investments. With the remaining two pillars of the Just Transition Mechanism, the EU expects to mobilize EUR 55 billion over 2021-2027 (up to 2030) to finance investments and social measures in regions most affected by transition to a climate neutral economy.

3.6 AGRICULTURE AND FOOD PROCESSING



As a major European producer of agricultural products, Bulgaria seeks **advanced technologies to improve efficiency, productivity, and sustainability.**

Modernizing small and medium size farms is a key priority; to purchase agribusiness technologies and solutions, farmers can utilize EU financial mechanisms such as structural funds and the National Recovery and Resilience Development Plan.

Bulgaria's **Common Agricultural Policy (CAP) 2023-2027**, valued at USD 6.1 billion, focuses on eco-schemes, environmental, and climate objectives, with essential **investments in agricultural product processing, irrigation infrastructure**, and agricultural holdings. The CAP allocates USD 4.3 billion (EUR 4.1 billion) in direct payments to Bulgarian farmers, co-financed by the European Agricultural Guarantee Fund (EAGF).

The **Recovery and Resilience Plan (RRP)**, approved in April 2022, dedicates 42% of its funding (USD 2.8 billion) to "Green Bulgaria" for sustainable agriculture. This includes **USD 495.5 million in investments**, with USD 247.7 million from the RRP and USD 223.6 million from private co-financing.

As part of the RRP, Bulgaria works towards enhanced data flow through a centralized electronic agricultural information system and a network of field and rain sensors that will provide data on soil moisture, air and soil temperature, and rainfall (expected completion by 2025, with total investment of USD 13.52 million).

As mentioned, EU financial resources also support **development of irrigation systems**. There is a growing trend of private investment in this sub-sector, with several **pilot projects completed, some utilizing U.S. technology and equipment**. Local farmers are interested in acquiring equipment from international suppliers who offer excellent after-sales service, spare parts availability, and reliable maintenance and repair services.

Sales of **new agricultural equipment** in Bulgaria are highly dependent on EU funding support. According to Statista (2023), wholesale of agricultural machinery, equipment and supplies revenue in Bulgaria is expected to increase to USD 677 million by 2025, up by over 7% compared to 2022.

The largest **corn-processing facility** in Southeastern Europe, processing 800,000 MT of corn each year, is based in Bulgaria and owned and operated by U.S. global leader Archer Daniels Midland (ADM). In 2021, ADM completed an investment worth USD 200 million to double its processing capacity, including production of pharma-grade ethanol and renewable energy.