

## Bulgarian ICT Cluster

**Bulgarian ICT Cluster** is a business organization specialized in information and communication technologies. The cluster was established December 2004 with the aim of promoting equitable and effective cooperation, exchange of information, ideas and good practices in the field. The organization's main priority is the use of information and communication technologies as a way to achieve economic growth and sustainable development.

### Objectives

- To improve competitiveness of companies. To establish a brand of the Bulgarian ICT sector on the world market;;
- To promote a positive public attitude to the wider application of information and communication technologies;;
- To ensure adequate training and development of human resources for the ICT business..

### Main areas of activities

#### Support for the ICT state policies and practices

- Consults and assists the public administration in the development of ICT strategies and policies in compliance with the EU requirements and practices;;
- Promotes and maintains active dialogue between state institutions and business..

#### ICT market environment

- Assists the building of adequate and effective infrastructure for the development of the ICT services market; Develops active cooperation on a European level aimed at transferring know-how and good practices;
- Helps the promotion of positive public attitude to the advantages of ICT usage;
- Supports the companies in the sector by offering consultations, information for development prospects, financing, access to international markets.

#### Education and Professional Qualification

- Contributes to the implementation of the EU Lisbon Strategy for establishing a knowledge-based society;
- Promotes the participation of business in the elaboration of university and school curricula for the preparation of qualified ICT personnel;
- Works actively with educational institutions with the aim of stepping up joint programmes for development of new products and services.

#### Branding, positioning and promotion

- Makes analyses and maintains a database on the development of Bulgarian information and communication technologies;
- Establishes and keeps contacts with world and regional organizations, and companies;
- Organizes and participates in international and local events for ICT promotion.