

Why Bulgaria is Especially Attractive for Investment

- ✓ Bulgaria joined the European Union in January of 2007; this has greatly increased the opportunities for economic growth and acted as an impetus for continued modernization of their political and legal systems.
- ✓ The local currency is pegged to the Euro, greatly reducing the exposure from exchange fluctuations.
- ✓ Bulgaria's close proximity to Western Europe has obvious logistic advantages over emerging markets further away, such as China and rest of Asia.
- ✓ Bulgaria is much more similar in culture with Western Europe, especially compared with Asian countries, making it much easier to do business.
- ✓ Bulgaria's relatively high level of education is especially attractive to foreign firms looking to new locations for manufacturing and white-collar business operations.
- ✓ The addition of mortgage leverage to the housing market in Bulgaria has only just begun to take shape as banks just began to make loans for real estate available on a wide scale in the last few years. As mortgages become more common and are available at lower interest rates - real estate prices would naturally be prone to move higher with the greater demand.
- ✓ Their lack of political or religious friction in Bulgaria decreases the risk of disruptions in the country's economic and political progress.
- ✓ Recent governments have been very stable, democratic and market-oriented.
- ✓ A favorable corporate tax structure as compared with Western Europe's is an incentive for international firms to locate permanent branches and headquarters in the country.
- ✓ Because of Bulgaria's geographic location at the most eastern end of the EU, it attracts a significant amount of business from the Middle Eastern and Central Asian companies looking for a place from which to do business with the rest of Europe.