

Investing in Bulgaria

The strategic business destination in Central and Eastern Europe



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Editor fDi Magazine
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Investing in your future



EUROPEAN UNION
European Regional Development Fund



NATIONAL STRATEGIC REFERENCE FRAMEWORK 2007 – 2013



OP "Development of the Competitiveness of the Bulgarian Economy" 2007-2013



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GLOBAL INVESTMENT DATA ANALYSIS

Presentation by Courtney Fingar, Editor, fDi Magazine

Investing in Bulgaria conference
6 December 2012, London

About fDi Intelligence

The Financial Times Ltd's dedicated division for FDI:

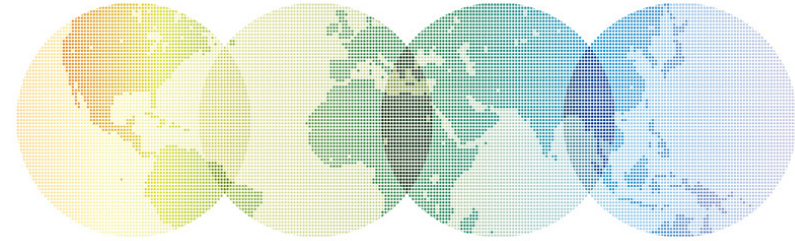
- **fDi Magazine**: reporting on the business of globalization
- **fDi Markets**: crossborder investment monitor
- **fDi Benchmark**: corporate location assessment tools
- **fDi Reports**: customised reports and data research
- **fDi Atlas**: investment incentives navigator
- Bespoke FDI events and investor roundtables
- www.fDiIntelligence.com: online portal



About the data

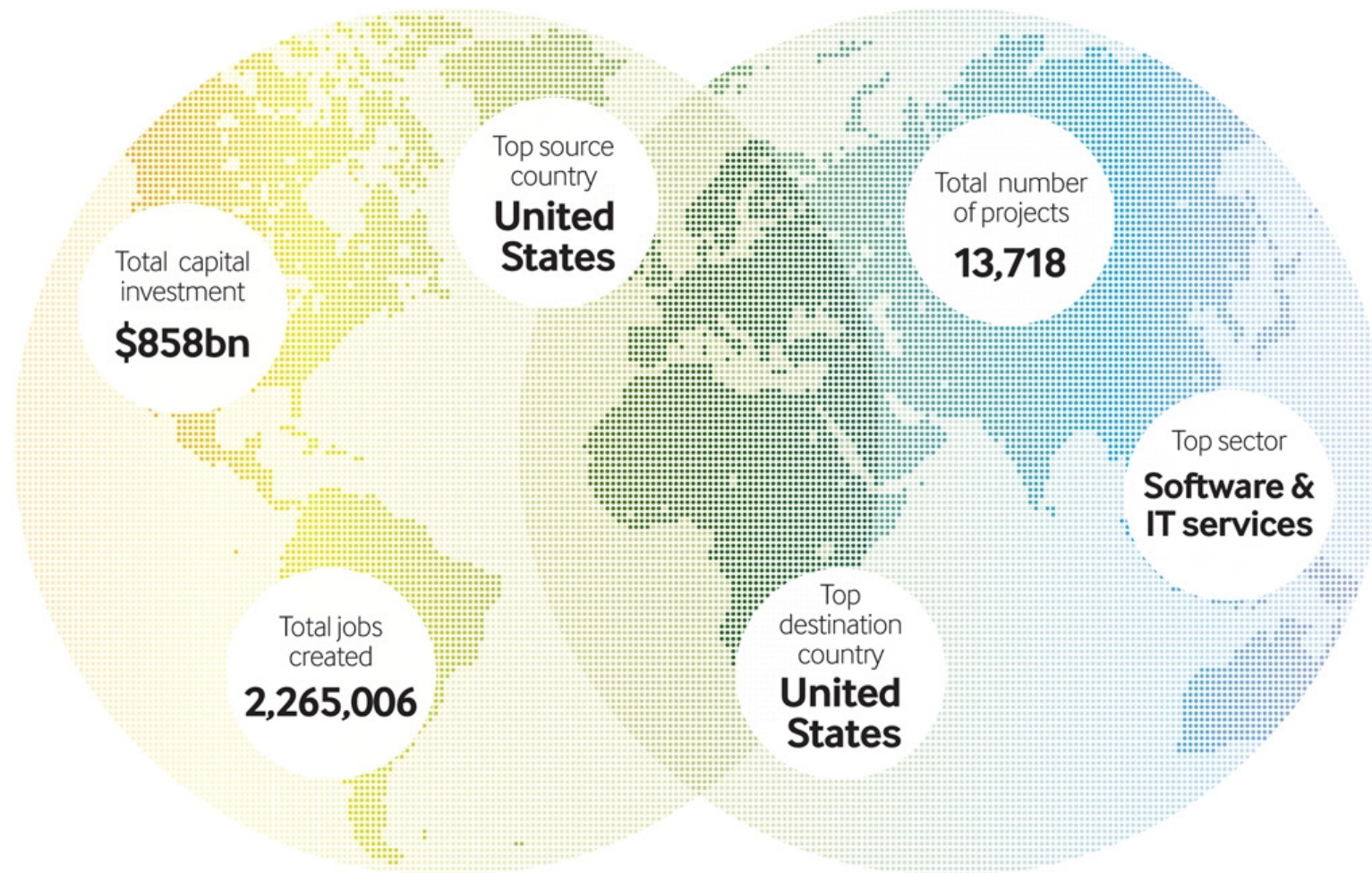
- Focus on greenfield FDI using the fDi Markets database
- Greenfield FDI is defined as new or expansion FDI projects which create investment and jobs and is the main target for most IPAs globally
- Greenfield FDI is different to official FDI flows data (ie, UN, IMF), which includes capital crossing borders typically with 10%+ stake in a foreign entity (ie, M&As)
- Data analytics becoming more important both as a means for corporates to identify, and justify, expansion decisions and also as a means for government agencies to present fact-based arguments for why a company should invest in their location
- Advanced methodologies like location assessment matrices are essential

Global FDI trends



- Global recession hit FDI hard in 2009 with a steep decline in FDI
- FDI project levels slowly recovered in 2010 and 2011; capex and jobs still at 2006 levels
- Europe holding back a bigger FDI recovery
- BRICS: India and China saw growth last year (15%, 3%); Russia saw decline
- Canada and Australia booming as source countries for FDI
- Software and IT the top sector by projects (+18% growth in 2011); metals the top sector for capex; renewable energy the fastest growing sector
- Greenfield FDI set to decline in 2012

Global FDI picture: 2011

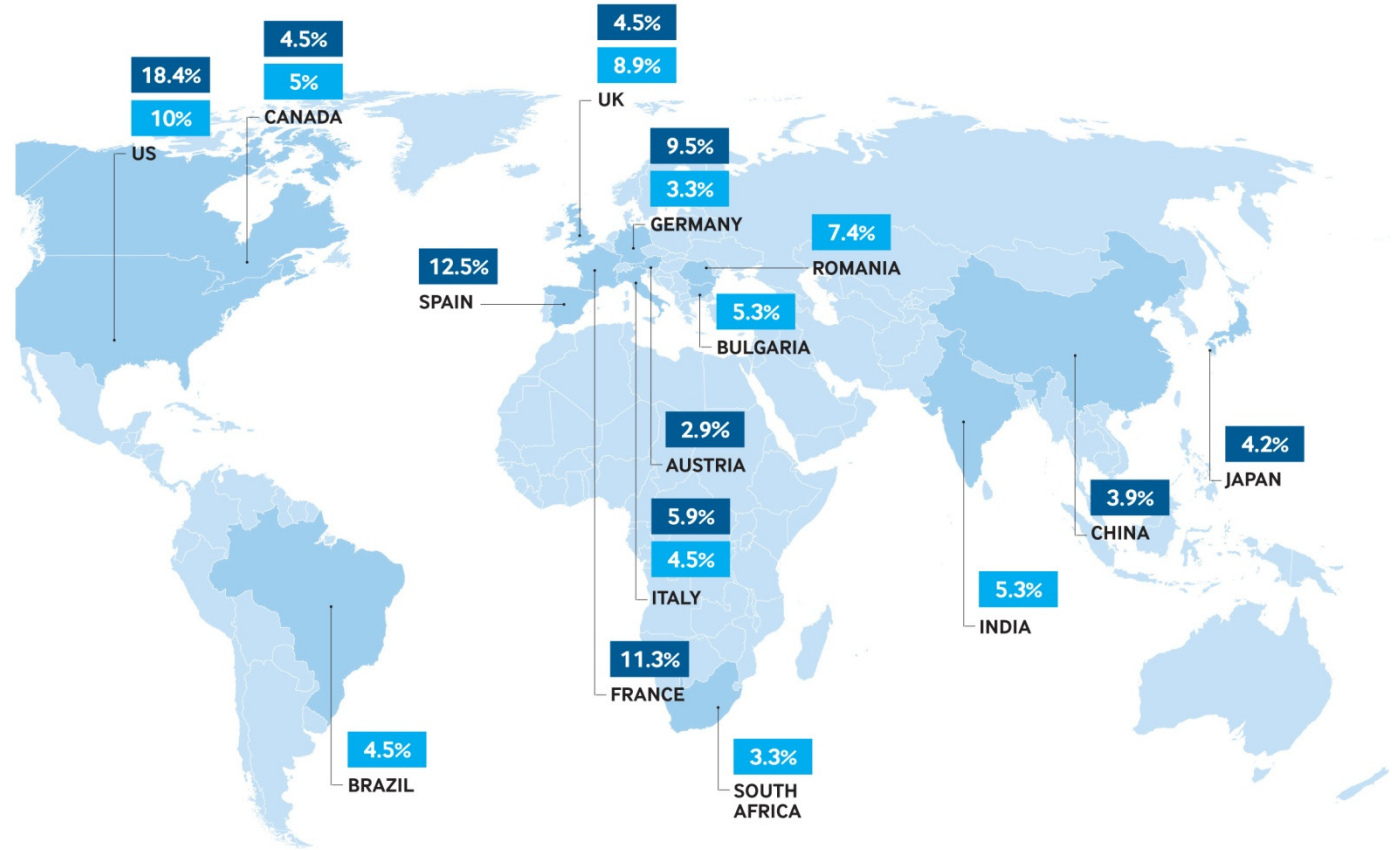


Renewable energy 2011

Project numbers increased 6x since 2003, +20% since 2010

\$91bn capex

US: top recipient as well as source country



■ Top 10 source countries – % share of global renewable FDI

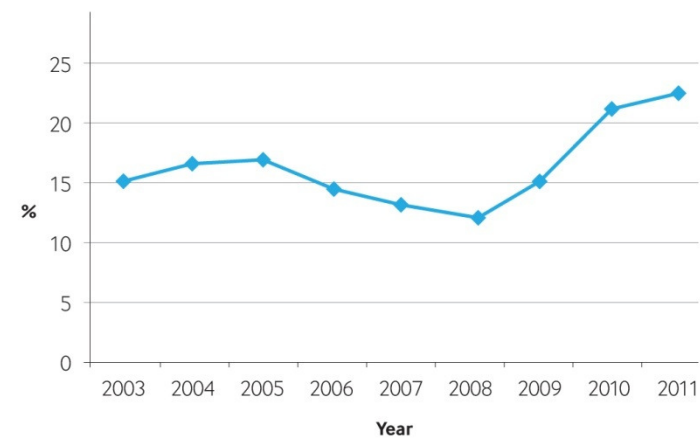
■ Top 10 destination countries – % share of global renewable FDI

► This map shows the top 10 source and destination countries for renewable energy FDI in 2011

Expansions: a growing part of FDI

- Since the global economic crisis, expansion projects have become more important
- Accounted for **23%** of global capital investment in 2011 – the strongest share since fDi data began in 2003
- Expansions seen as a lower-risk and lower-cost approach than new facilities

EXPANSIONS AS A PERCENTAGE OF TOTAL CAPITAL INVESTMENT IN FDI



Source: fDi Markets
Note: includes estimates

Europe 2011

Europe FDI:
-3% over 2010

Top sector:
Renewable
Energy

CEE/CIS:
-4%

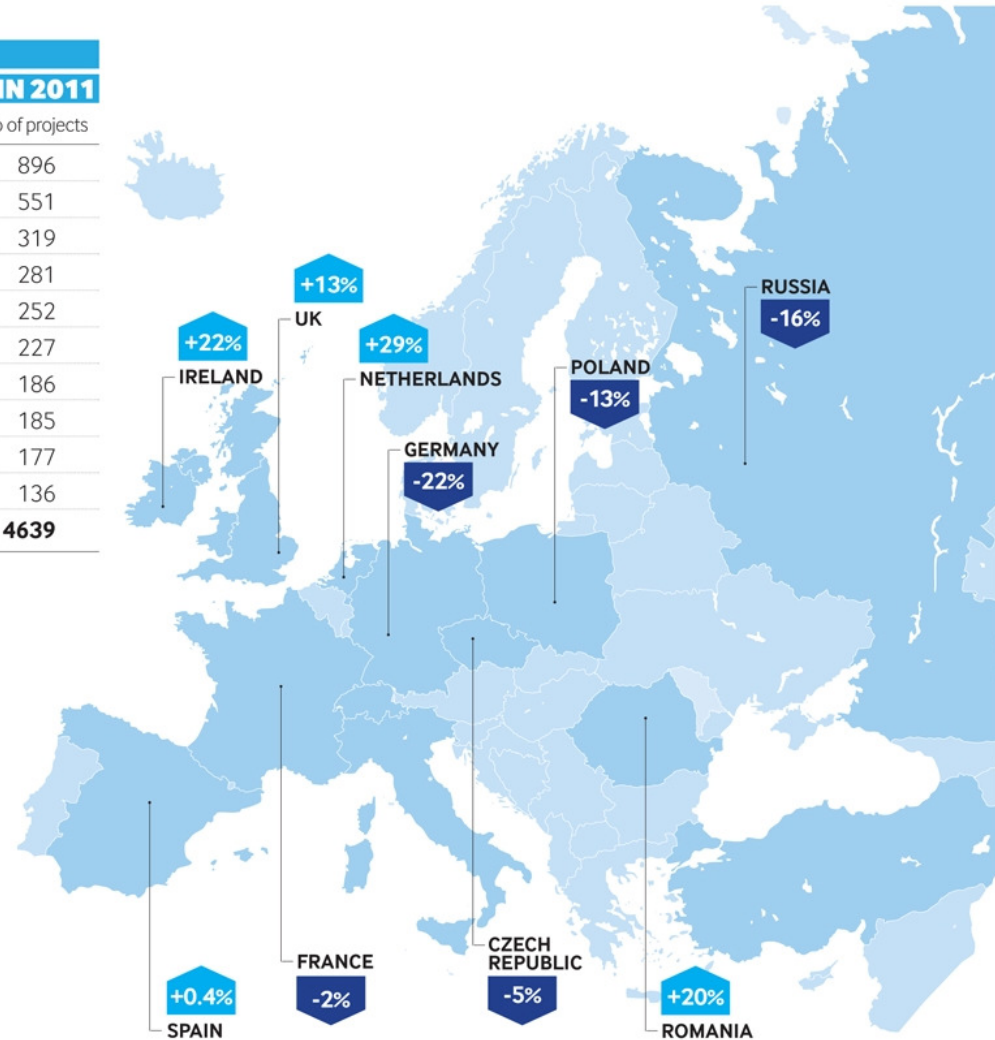
Bulgaria:
+15%

Table 3

TOP 10 DESTINATION COUNTRIES IN EUROPE IN 2011

Country	No of projects
UK	896
Germany	551
Russia	319
France	281
Spain	252
Poland	227
Ireland	186
Netherlands	185
Romania	177
Czech Republic	136
Total	4639

Source: fDi Markets

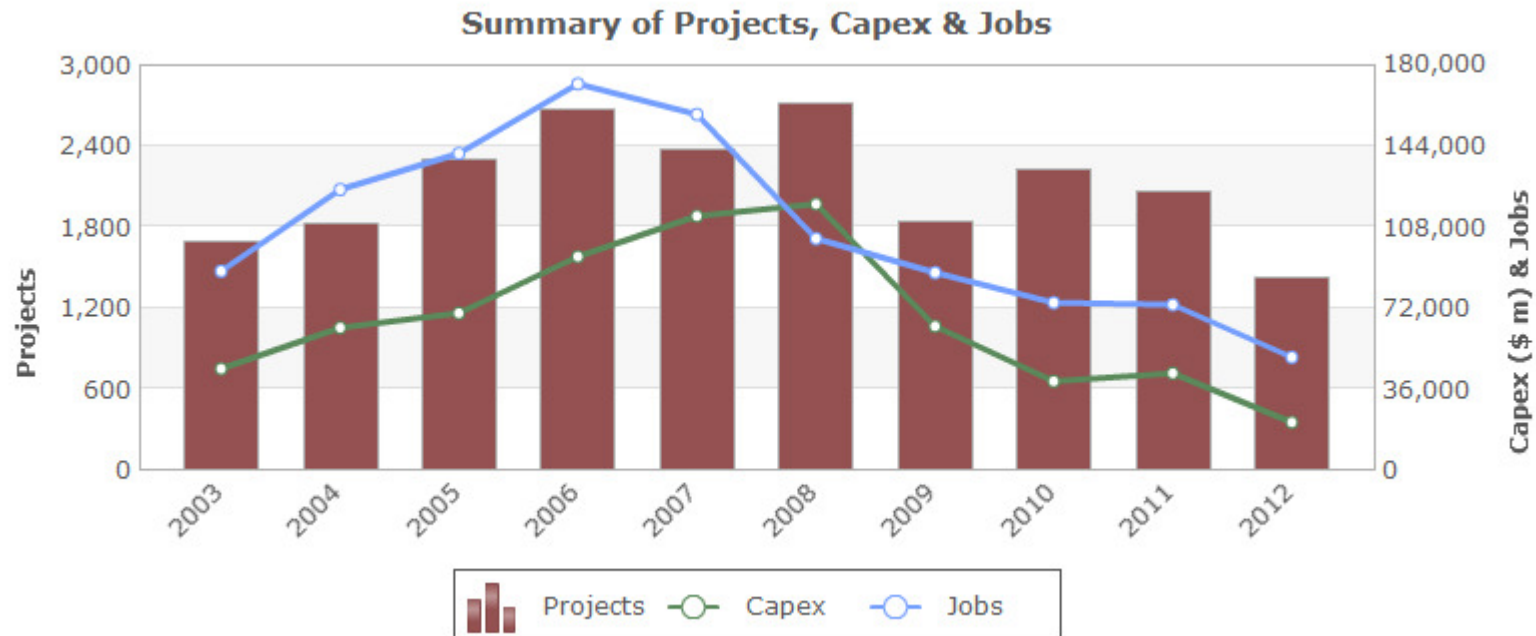


► This map shows the percentage change on 2010

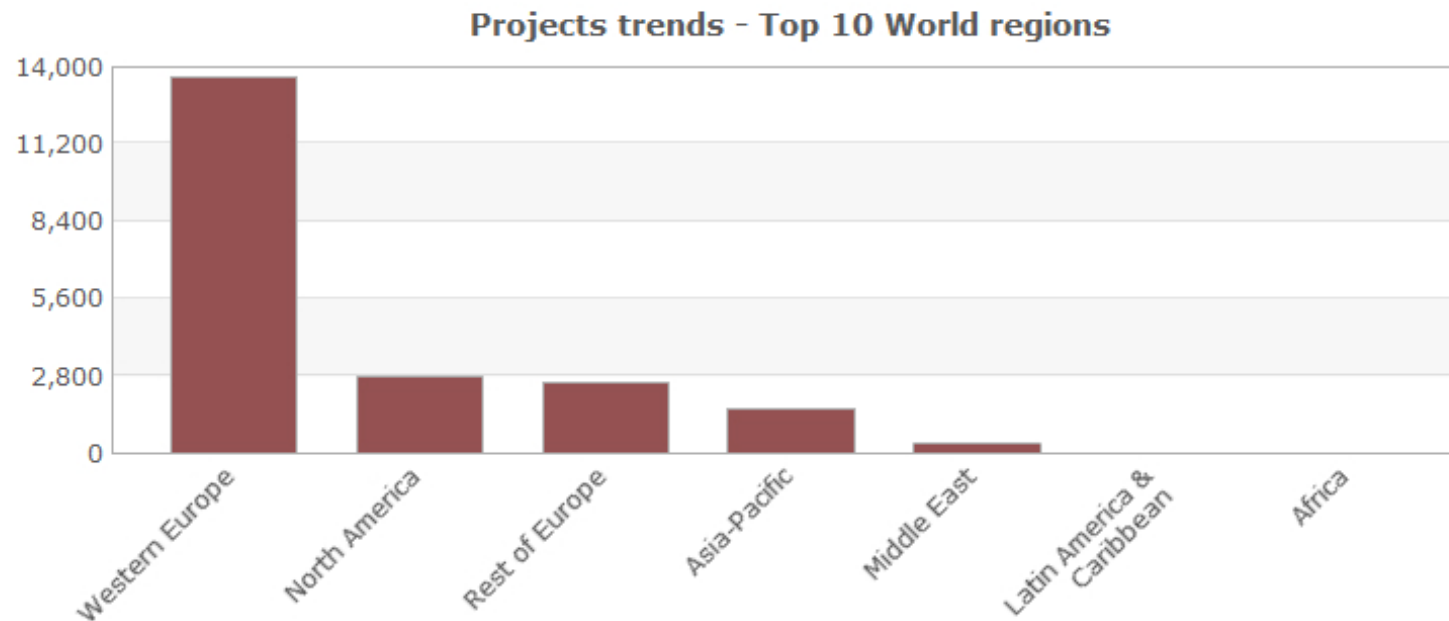
Source: fDi Markets

FDI in CEE and CIS region: 2003-2012

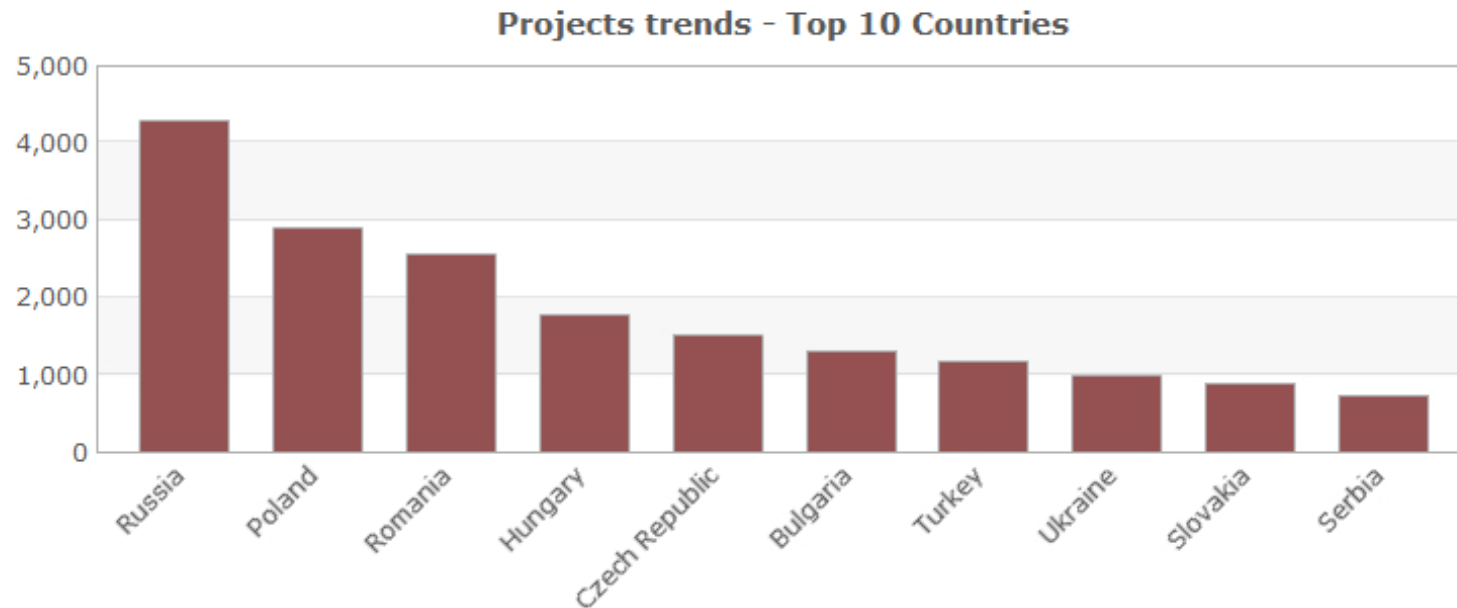
- Through October 2012, total of 21,140 FDI projects recorded – a 14.6% share of global FDI
- Total capital investment: \$670 billion; average investment size of \$98 million



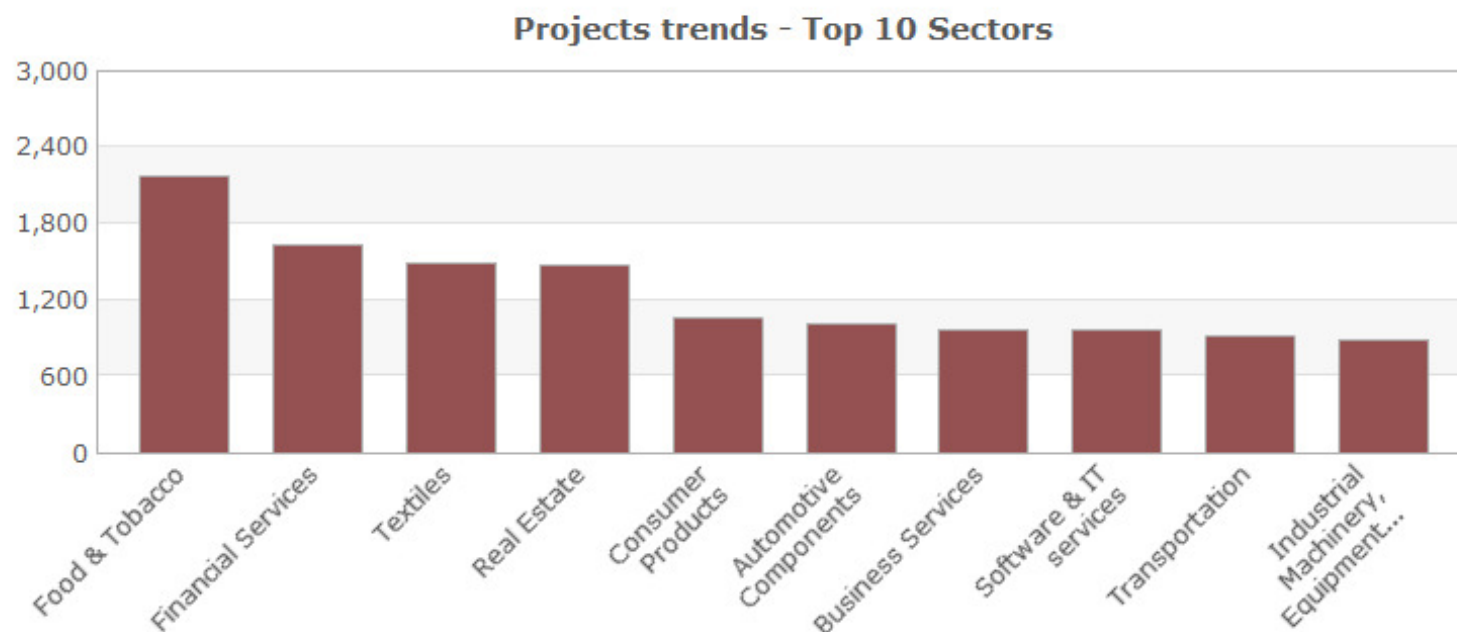
Source regions for CEE/CIS investment



Top destination countries in the region



Top industry sectors for FDI in the region



FDI in Bulgaria

- FDI projects peaked in 2008
- Domestic market growth potential is the top motive cited by companies (50% of projects), followed by skilled workforce availability and natural resources
- Top source countries: Germany, US, Spain; but UK does largest investments

Recent projects:

- Holcim (Switzerland) launched a new waste recycling installation at its plant in Beli Izvor, Bulgaria (EUR6.5 million)
- Germany's Sieger, specialising in outdoor garden furniture, has set up a factory in Kuklen, Bulgaria. The new plant employs 35; will reach 70-80 by 2013
- US-based Ingram Micro, a wholesale distributor of computer products, will establish an office in Bulgaria. Plans to create 200 new jobs in the country

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