

VOUCHER SCHEME FOR ICT SERVICES IN BULGARIA

June 2022



BULGARIAN SMALL AND MEDIUM ENTERPRISES PROMOTION AGENCY

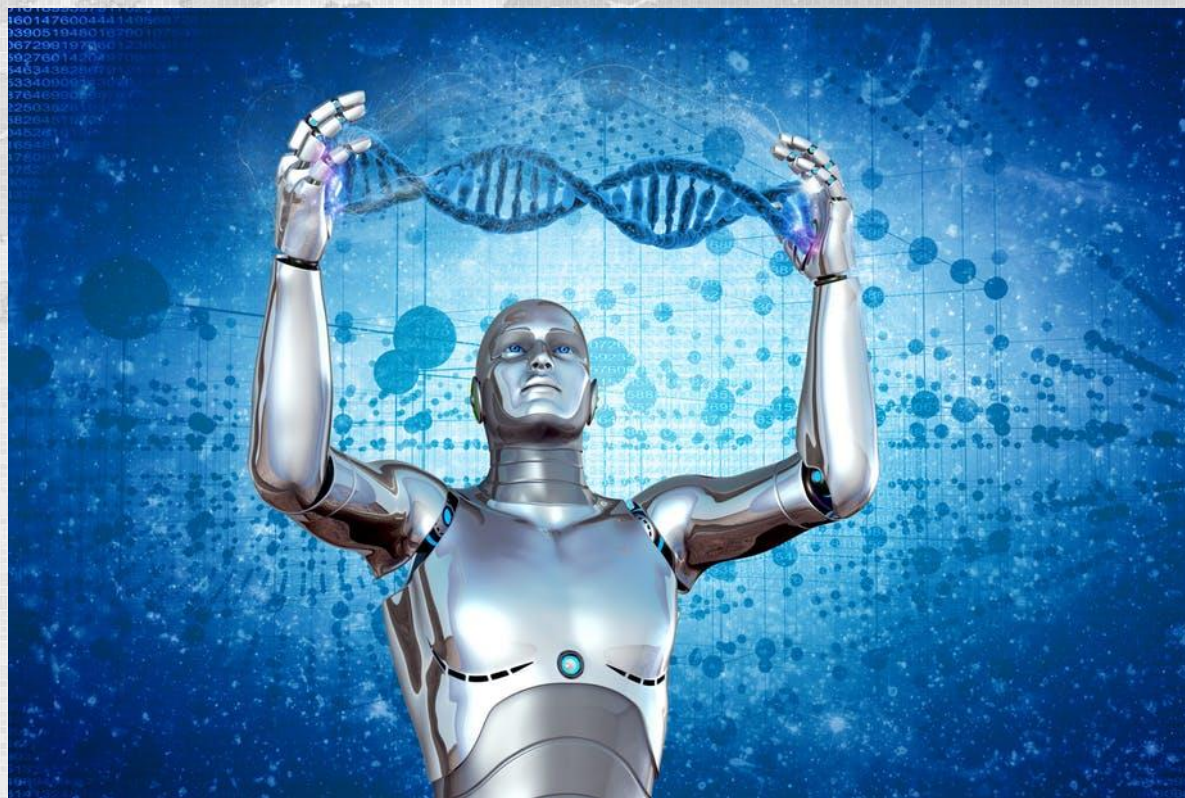
ACTIVITIES





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Measures aimed at innovation and technological development of enterprises





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Voucher scheme for providing ICT services to SMEs 2020-2021

- Nominal value of the voucher: € 2 500, or € 10 000
- Total amount of the scheme: € 5 000 000
- Target: 500 SMEs



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Two types of vouchers

- Voucher type 1: € 2 500, for web-based ICT services, platforms, websites or mobile apps
- Voucher type 2: € 10 000, for 3 groups of vouchers:
 - Group 1 – digital marketing
 - Group 2 – optimization of business processes
 - Group 3 – cyber security



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Results

- Voucher type 1: 90 companies
- Voucher type 2: 426
- Group 1 – digital marketing – 94
- Group 2 – optimization of business processes – 314
- Group 3 – cyber security – 18 companies



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Results

- Total number of applicants: > 2 400 SMEs
- Number of assessed companies: 730
- Number of supported companies – 516



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Structure of the supported companies

- Micro – 292
- Small – 147
- Middle – 77



The impact

Majority of Bulgarian companies struggle to take full advantage of the opportunities offered by the digital technologies. In 2020, 8.1% of the country's SMEs were selling online. In comparison, this share in Central and Eastern European (CEE) EU members states is 19.5% and 17.5%.

In 2019, 3.2% of SMEs sold online abroad, compared to an average of around 8.6% for CEE and 8.4% for the EU.

In addition, in 2020 on average 3% of the turnover of enterprises in Bulgaria with 10 to 249 employees is generated by online trade, compared to around 12% for the SMEs in CEE and the EU.

One of the prerequisites for this performance is the insufficient digitisation of the public sector – low availability of open data, a limited set of pre-filled electronic forms, restrictions for services to be provided entirely online. According to these indicators, the country underperforms despite a faster pace of digitisation of public services, which are targeting the business, compared to the EU average