



## Grant procedure ‘Diversification and adaptation of small and medium-sized enterprises to the economic transition’

**Grant amount:** Up to 1 million BGN, which can represent up to 100% of the eligible costs depending on their type and the chosen financial aid scheme.

**Who can apply:** Micro, small, and medium-sized enterprises (SMEs), including startups in the regions of **Pernik, Kyustendil, and Stara Zagora, as well as in the municipalities of Nova Zagora, Yambol, Simeonovgrad, Harmanli, Topolovgrad, Dimitrovgrad, Haskovo, Elhovo, Sliven, and Tundzha**, incl. startups; optionally with a partner municipality, technology cluster, business association/chamber, higher education institution, or economic development agency.

### Eligible project activities:

- Production investments aimed at increasing employment and improving competitiveness (mandatory activity).
- Construction and installation works related to investments for the diversification of SMEs. Diversification of production - when the product has not been produced in the enterprise before the investment for which the application is made.
- Services in the field of:
  - Promoting entrepreneurship and supporting startups, including through consulting services for entrepreneurs – legal, administrative, marketing, business planning, financial, product design, etc.
  - Providing specialized training in the economic activities for which support is requested under the procedure.

- Building and developing partnerships and promoting the transfer of knowledge and skills, supporting activities to promote and expand the activities of enterprises such as: participation in specialized national/international exhibitions; participation in forums, conferences, including international ones, etc.
- Qualification and training for acquiring specific knowledge, support for technological and new types of skills and specialization of personnel.

Focusing solely on activities from the services group is not allowed.

### **Eligible costs:**

- Acquisition of machinery and equipment representing tangible fixed assets;
- Acquisition of specialized software for the production process, representing intangible fixed assets;
- Costs for construction and installation works related to investments for the diversification of SMEs;
- Costs for renting work premises - up to 10% of the total eligible costs of the project;
- Costs for purchasing land - up to 10% of the total eligible costs of the project;
- Costs for services necessary for the development of new products/services - up to 20% of the total eligible costs of the project;
- Costs for training the applicant's employees in connection with the investment made under the project;
- Costs for technical assistance in support of startups.

### **Limitations:**

The project proposal is not allowed to be implemented simultaneously in the Southwestern region and outside it.

**Duration of project implementation:** not later than 31 December 2029

**Application deadline:** 15.05.2025



## Contacts

Our consulting team has the necessary experience and knowledge to assist you in preparing the required documents, applying and reporting.

[See how we can support you](#)

[Request a free consultation](#)



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