

Organisation:	Bulgarian Association of Information Technologies (BAIT)
Type of organization:	NGO
URL:	www.bait.bg
Description of the organization:	<p>BAIT is the biggest, most representative and influential branch organization in the sphere of ICT in Bulgaria. Established in 1995, presently 100 member companies are enlisted in it which are generating an annual turnover of 3.4 milliard BGN and 11 600 ICT specialists are working for them. The Association includes companies in the trend of hardware, software, system integration, networks, telecommunications, Internet suppliers, IoT, Cybersecurity, ERP systems, Game developers etc.</p> <p>BAIT works for transparent and competitive business environment and its function is to ensure that the Law on Public Procurement is being respected;</p> <p>BAIT is actively working for the E–government systems implementation by providing expertise to the public administration and protecting the members' interests in this area.</p> <p>BAIT has developed strong relationship with the Government and is involved in several working groups, coordinated by various governmental bodies for the realization of the strategic tasks such as:</p> <ul style="list-style-type: none"> - Implementation of the ICT in Education from the first grade; - Changing the universities teaching curriculums by taking into account the needs of the ICT business; - Increasing the intake of the students into ICT specialties, - Facilitating the procedure of hiring professionals from third countries outside EU, so-called blue cards. <p>BAIT is the contact point for the foreign ICT companies looking for a partnership and cooperation with Bulgarian ICT companies.</p> <p>Memberships and Partnerships:</p> <p>BAIT is a member of DIGITALEUROPE (www.digitaleurope.org) - the voice of the European digital technology industry and the largest European ICT association thus:</p> <ul style="list-style-type: none"> - BAIT is directly involved in the formation and implementation of the European ICT policies. - From 2014 BAIT participate in the Executive Board of DIGITALEUROPE with its representative - Stoyan Boev, Deputy Chairman of BAIT. - Collaboration and contacts with foreign ICT Trade Associations; <p>BAIT is a member of CEIBG (Confederation of Employers and Industrialists in Bulgaria)-the largest employers' organization).</p> <p>BAIT is actively working with the Bulgarian Small and Medium Enterprises Promotion Agency to:</p> <ul style="list-style-type: none"> - Determine the foreign markets, ICT events, exhibitions and missions which are of ICT business interest - Determine the list with products and services which ICT sector would like to export.

	<p>BAIT is a partner of Bulgarian Investment Agency</p> <p>BAIT organizes BAIT AWARDS - the most prestigious industry awards for the contribution to the development of the information and communication technologies . BAIT AWARDS are under the patronage of the President of the Republic of Bulgaria who traditionally presents the special award.</p> <ul style="list-style-type: none"> - to distinguish the achievements in the ICT sector during the current year in 12 categories. - to promote the best practice, projects and excellences in the ICT sector. <p>.</p>
Topics of interest:	<ul style="list-style-type: none"> - Circular economy - Cross-cutting activities - Information and Communication Technologies (ICT) - Coordination and support action (CSA) - Research and Innovation action (RIA) - Dissemination And Exploitation Activities - Inclusive, innovative and reflective societies <p>Specifically, but not only:</p> <ul style="list-style-type: none"> - ICT Education, Trainings, eskills raising campaign - Raising of public awareness for different campaigns - Dissemination and promotion - ICT events organization (seminars, business meetings, conferences, workshops, info days etc) - Technology transfer - Cooperation - Publication of information bulletins and brochures;
Expertize offered:	<p>BAIT has 20 years of expertise working in the area of dissemination, training, education seminars, ICT events organization, business meetings, b2b meetings, delegations, partnership development between ICT companies, presentations, networking, information exchange in ICT area, publication of information, bulletins and brochures, development and management of projects under EU programs.</p> <p>BAIT has been involved in development , management and partnering in several EU projects:</p> <ol style="list-style-type: none"> 1. Operational program "Development of the Competitiveness of the Bulgarian Economy" 2007-2013, co-financed by the European Union by the European Regional Development Fund and the State Budget of the Republic of Bulgaria. <p>BAIT established National Technology Transfer Office in the area of Information and Communication Technologies (TTO-ICT).</p> <ul style="list-style-type: none"> - Facilitating the process of transfer of ICT knowledge, innovations,

	<p>products and services between innovators, researchers, knowledge providers and users in practice</p> <ul style="list-style-type: none"> - Fostering and promoting cooperation, communication and matchmaking between entrepreneurs, companies in the ICT sector, business organizations from different economic sectors and universities in Bulgaria and all over the world. - Managing of the web based virtual office for Technology Transfer in ICT with integrated database, information, services, tools, know-how, profiles of companies' users and innovators and more in the ICT. - Organization of thematic events (roundtables, forums, seminars) on the Technology Transfer topics related to intellectual property rights, protection of innovative products, processes, products or services (patent licensing agreements, know-how, registration of inventions and utility models, trademarks, creating a high-tech joint ventures , etc.); <p>2. European e-Skills week 2012 - issued by the Directorate General for Enterprise and Industry of the European Commission.</p> <p>3. E-Skills –Awareness Raising Campaign 2014 – issued by the Directorate General for Enterprise and Industry of the European Commission.</p> <p>4. E-Skills for Jobs 2015 -2016 Communication and Awareness Raising Campaign - issued by the EASME (Executive Agency for Small and Medium –sized Enterprises) /COSME of European Commission.</p> <p>E-Skills for Jobs Communication and Awareness Raising Campaign is part of the EU eSkills Strategy of the EC. The aim of the campaign is to raise awareness of the need for citizens to improve their command of information and communication technology (ICT) skills for work. The campaign is a response to the growing demand for ICT-skilled professionals which is currently not met, despite high levels of unemployment in Europe. The campaign involves 24 EU countries and more than 650 organisations across Europe.</p> <p>BAIT is the contractor for Bulgaria and has the following expertise:</p> <ul style="list-style-type: none"> - Disseminating information through media and communication channels to promote the wide range of opportunities that digital skills and ICT-related jobs present to citizens. - Encouraging citizens to develop their ICT skills and to retrain in ICT in order to find better job. - Establishing contacts and managing a wide range of media partners to disseminate the message of the campaign. - Events organizing and co-branding to promote the main messages of the campaign. - Maintain and update the national web eSkills Platform with the relevant eSkills information (news, article, policy updates,) - Managing a list of private/public ICT education initiatives, courses,
--	--

	<p>trainings, list with digital jobs and careers opportunities.</p> <ul style="list-style-type: none"> - Managing a wide list of local Stakeholders extending across ICT companies, national government authorities, NGOs, Universities, private education and training organizations, policy makers, business leaders etc - Distribution of campaign promotional materials through communication channels. - Developing strong relationships and communications activities with public authorities (Ministries and State Agencies), industry and many relevant stakeholders to reach the main aims of the campaign. <p>5. Fostering Digital Entrepreneurship in Europe: raising awareness and the visibility of digital icons and creation of a European Network of eMentors ecosystem (Watify) issued by the Directorate General for Enterprise and Industry of the European Commission(2 year project 2014 - 2015)</p> <p>The main aim of the projects is to help spark, support and expand new business ideas and fuel Digital Entrepreneurship in Europe. To raise the visibility on European businesses and entrepreneurs that offer new digital products and services, invent innovative business models and thrive through the intelligent use of novel digital technologies. To set up a European mentoring ecosystem.</p> <p>BAIT was the contractor for Bulgaria and has the following expertise:</p> <ul style="list-style-type: none"> - Promoting the success stories and business models of business digitalization and digital entrepreneurship through media and communication channels. - Identifying a list of digital icons and mentors in Bulgaria to inspire and spark digital entrepreneurship. - Organizing of events(seminars, conferences, workshops etc) which promote digital entrepreneurship and business digitalization in all economy sectors, help and support entrepreneurs to start their own IT business, develop their ideas, enhanced access to finance for the growth of digital entrepreneurs. - Organizing of doubt –sessions where successful entrepreneurs(Digital Icons) have spoken about the doubts and challenges they have faced when starting the business, how they overcame the fears, and how overcoming these doubts made their business case stronger. - Filming and promoting videos with inspiring interviews with successful digital entrepreneurs. - Updating and managing social media channels , the Facebook, Twitter and LinkedIn with content providing inspiring stories, testimonials, quotes and tools to help entrepreneurs to take that final step of effectively launching their business.
--	---

Horizon 2020 interested calls:	ICT, SCIENCE WITH AND FOR SOCIETY - CSA Coordination and support action.
Contact details:	BAIT 36, Dragan Tsankov Bul. Interpred WTC Sofia, Office B339 Sofia 1040 Bulgaria E-mail: bait@bait.bg Phone: +359 2 946 1513 Fax: +359 2 946 1451 Mobile Phone: +359 888 399 181