

THE MICE SECTOR IN SOFIA

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 BULGARIAN
CONVENTION
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Venues | Events | Supporting Organisations

THE MICE SECTOR IN SOFIA - VENUES, EVENTS AND SUPPORTING ORGANISATIONS

VENUES

PURPOSE-BUILT VENUES - EXHIBITION AND CONGRESS CENTRES



HOTELS WITH MEETING FACILITIES (4-5*)



UNIQUE VENUES AND SIGHTS



COWORKING SPACES WITH MEETING FACILITIES



SCIENCE, CREATIVE AND DIGITAL HUBS WITH MEETING FACILITIES



EVENTS AND CONFERENCES

THEMATIC, DIGITAL AND INNOVATIVE EVENTS



FESTIVALS



FAIRS AND EXHIBITIONS



UNIVERSITIES, COLLEGES & SCHOOLS



MEDIA



SUPPORTING ORGANISATIONS

ASSOCIATIONS, FOUNDATIONS, NGO-S



NATIONAL ORGANISATIONS



MUNICIPAL ORGANISATIONS



The MICE matrix is developed by Innovative Sofia and the Bulgarian Convention Bureau (BGCB), and is a part of a series of matrices dedicated to Sofia's priority industries. Its first edition aims at mapping the venues, events and supporting organisations in Sofia, highlighting the development of the MICE sector and its various stakeholders. All organisations and institutions are listed in alphabetical order and the visual arrangement of the logos does not reflect hierarchy or importance. The matrix doesn't claim to be exhaustive and will be continuously updated and expanded. Please, feel free to contribute by sending us your feedback to ana.georgieva@innovativesofia.bg and gm@bgcb.eu, so that we could include the received input into our next update.

THE MICE SECTOR IN SOFIA - VENUES, EVENTS AND SUPPORTING ORGANISATIONS [Click to explore](#)

VENUES

Purpose-Built Venues - Exhibition and Congress Centres

- 2020 Event Space
- Inter Expo and Congress Centre
- National Palace of Culture – Congress Centre Sofia
- Rainbow Plaza
- Sofia Event Centre
- Sopharma Event Centre
- World Trade Centre Sofia (INTERPRED)

Hotels With Meeting Facilities (5-4*)

- All Seasons Residence Hotel
- Anel
- Arena di Sergica/FPI Hotels
- Grand Hotel Sofia
- Grand Hotel Millenium Sofia
- Hilton Sofia/Hilton Hotels
- Holiday Inn Sofia/IHG
- Hyatt Regency Sofia
- InterContinental/IHG
- Marinela Hotel
- Sense Hotel/Design Hotels
- Sofia Hotel Balkan, a Luxury Collection Hotel

- Best Western Plus Bristol Hotel
- Best Western Plus Expo Hotel
- Best Western Premier Collection City Hotel
- Best Western Premier Sofia Airport Hotel
- Central Hotel Sofia
- Central Park Rosslyn Hotel
- COOP/COOP Hotels
- Crystal Palace Hotel
- Downtown Hotel
- Festa Sofia Hotel
- Grami Hotel
- Hill Hotel
- Hotel Vega Sofia
- Les Fleurs Boutique Hotel
- Maison/Kokari
- Metropolitan Hotel Sofia
- Novotel Sofia/Accor Hotels
- Ramada by Wyndham
- Sofia Residence Hotel
- Suite Hotel
- Thracia Rosslyn Hotel Sofia
- Vitosha Park Hotel

Science, Creative and Digital Hubs with Meeting Facilities

- Generator Sofia
- Launchee Space
- Missia23 Createch Hub
- Peroto Literary Club
- Resonator Co-innovation Hub
- Zona 21

UNIVERSITIES, COLLEGES & SCHOOLS

- European Higher School of Economics and Management
- Interbusiness Vocational Hospitality and Tourism Management College
- International Business School Sofia
- Specialized Administration and Management Institute of La Francophonie (ESFAM)
- New Bulgarian University
- University of National and World Economy
- Sofia University 'St. Kliment Ohridski'
- Sofia Vocational School of Tourism
- Technical University Sofia
- University of Forestry

Unique Venues and Sights

- Arena Armeec
- Artground Centre
- Bulgaria Hall
- Bulgarian Chamber of Commerce and Industry (BCCI)
- Central Military Club
- Essence Centre
- In the Park Event Centre
- Kvadrat 500 National Gallery
- National History Museum
- nOva art space
- Sofia Art Gallery
- Sofia City Library
- Sofia Opera and Ballet
- Sofia Tech Park
- St. St. Cyril and Methodius National Library
- Photosynthesis Art Centre
- The Aula Ceremonial Hall, Sofia University 'St. Kliment Ohridski'
- The Largo, part of the Serdica Ancient Cultural and Communicative Complex, Regional History Museum Sofia
- TSUM Exhibition Hall
- Universiada Hall

Coworking Spaces with Meeting Facilities

- Betahaus
- CampusX
- Cherryz.work
- Coshare HIVE
- COSMOS Coworking Camp
- Coworking by MOVE.BG
- Cre8 Coworking Hub
- Groworking Space and Club House by Sofia Tech Park
- Hour Space Therapy Coworking Community
- init Lab
- JA Startup Hambar
- KO-OP Coworking and Art
- Malkite 5 Coworking Space
- Microsoft Innovation Centre Bulgaria
- Networking Premium Coworking Spaces
- NGO house
- OvertAim Coworking Space
- Puzl Coworking
- SODA Workspaces
- Sofia Lab
- SOHO Creative Coworking
- This Way Coworking Hub
- Trevor Workspaces
- Work&Share
- Worky Coworking&Coffee

MEDIA

- BGlobal Magazine
- bgtourism.bg
- Bulgaria on Air
- Bloomberg TV Bulgaria
- CIO Bulgaria
- EconoMedia
- Hotel&Restaurant Week
- Investor
- Travel News
- Trending Topics Bulgaria
- SeeNews

EVENTS AND CONFERENCES

Thematic, Digital & Innovative Events

- Additive Days
- AI and IoT Bulgaria Summit
- Aniventure Comic Con
- Annual Cloud Sofia Summit
- Annual Cybersecurity and Data Protection Forum
- Annual Fintech & InsureTech Summit
- Annual Digital Finance Forum
- Annual Meeting of the National Board of Tourism
- BaIREC
- Biotech Atelier
- Central European Startup Awards
- DEV.BG All In One Conference
- DevFest Bulgaria
- DigitalK
- E-Government Forum
- Global Tech Summit
- HackConf
- Hotel&Tourism Investment Forum
- Innovation Explorer
- Internaional Biomedical Congress of Sofia
- Investum Supersonic
- Jprime Conference
- Js. Talks Bulgaria
- Knowledge City Conference
- Robotics Strategy Forum
- SEE Growth Summit
- SHEleader
- SlavConf.
- Smart Cities and Mobility Forum
- Sofia - European Capital of Sport
- Sofia Game Jam
- Sofia Game Night
- Startup Europe Week Sofia
- TEDx Sofia
- Total Chaos
- Travel Academy Annual Cnference
- WEBIT Festival
- WomenTech Sofia
- Urban Development Forum

SUPPORTING ORGANISATIONS

Associations, Foundations, NGO-s

- Association of Bulgarian Tour Guides (ABTG)
- Association of Bulgarian Tour Operators and Travel Agents (ABTTA)
- Association of Restaurants in Bulgaria
- Association of Specialized Experts in the Tourism Industry (ASETI)
- Bulgarian Convention Bureau (BGCB)
- Bulgarian Hotel and Restaurant Association (BHRA)
- Bulgarian National Board of Tourism
- Bulgarian National Hotel, Restaurant, Cafeteria Association (HoReCa)
- Branch Association of the Restaurateurs - Sofia
- Bulgarian Association for Alternative Tourism (BAAT)
- Bulgarian Association of Hotel Executives (BAHE)
- Bulgarian Association of Restaurants
- Bulgarian Association of Travel Agents (BATA)
- Bulgarian Chamber of Commerce and Industry (BCCI)
- Bulgarian Industrial Association (BIA)
- Bulgarian Union of Balneology and Spa Tourism (BUBSPA)
- National Association for Spa and Wellness Tourism (NAST)

Fairs & Exhibitions

- Architectural Building Week
- Arena Of Beauty Expo
- Balkans International Wine Competition And Festival
- BEGE - Balkan Entertainment And Gaming Expo
- Buldental Expo
- Bulmedica Expo
- Career Show Sofia
- Derma & Aesthetics Expo
- Eastern European Gaming Summit
- Exhibition Security Expo
- Holiday & Spa Expo
- SeeSUSTAINtec
- SIHRE-International Exhibition For Hotel, Restaurant, Catering And SPA Equipment
- Sofia Coffee Festival
- Stroiko Expo
- Technobel Expo
- Travel Expo Bulgaria
- Tuk-Tam (Career) Hive
- World Of Furniture Expo

Festivals

- A to Jazz Festival
- European Music Festival
- Fotofabrika
- Sofia International Book Fair
- Sofia International Film Fest
- Sofia Music Weeks
- Sofia Science Fest
- Opera in the Park
- World Theatre in Sofia

National Organisations

- Bulgarian Academy of Sciences
- Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA)
- Invest Bulgaria (Bulgarian Investment Agency)
- Ministry of Economy
- Ministry of Tourism
- Parliamentary Committee on Economic Policy and Tourism
- Ministry of Transport, Information Technology and Communications
- Ministry of Youth and Sports

Municipal Organisations

- Innovative Sofia (Sofia Municipality Digitalisation, Innovation and Economic Development Department)
- Invest Sofia (Sofia Investment Agency)
- Municipal Guarantee Fund for SMEs (MGFSME)
- Sofia Municipality European Policies, International Activity and Tourism Department
- Sofia Tourism Administration
- Sofia Municipal Council
- Sofia Municipality Standing Committee on International Cooperation and Tourism, European Programs and Projects
- Sofia Municipality Culture Department
- Sofia Development Association