

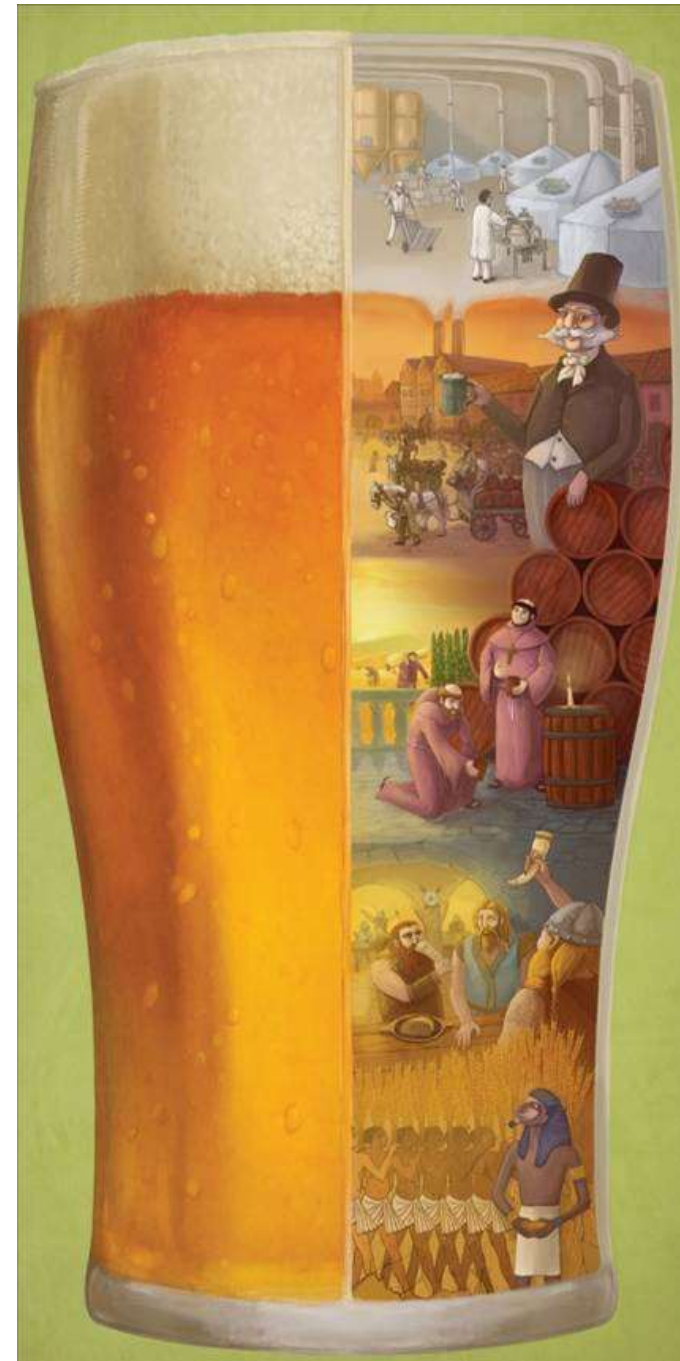
**Bridging the skills gap
for growth and job creation –
business perspective**

Skill challenges in the knowledge-based economy

**IVANA RADOMIROVA
EXECUTIVE DIRECTOR
UNION OF BREWERS IN BULGARIA**

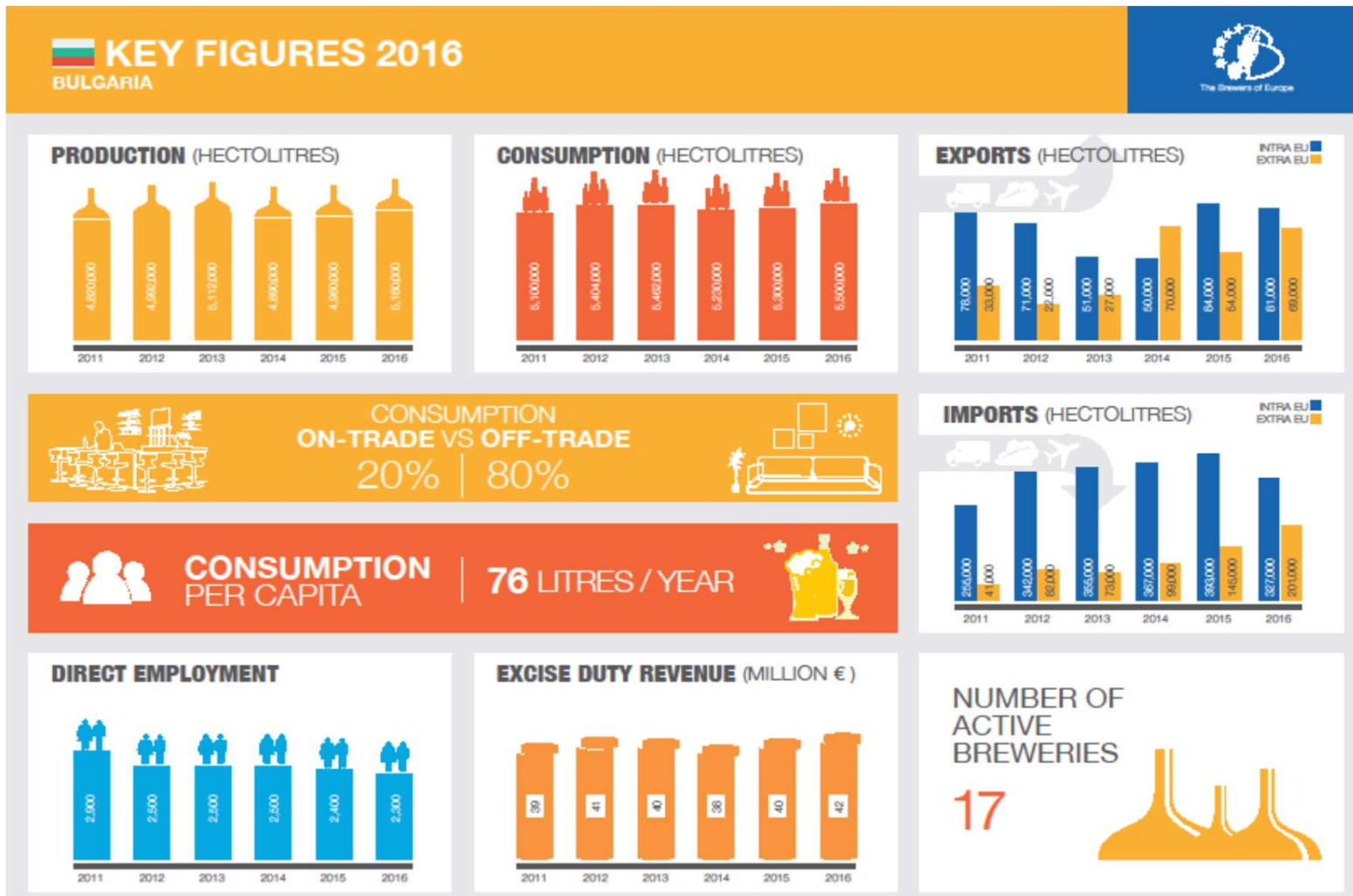
**EESC EMPLOYERS' GROUP
Extraordinary meeting**

**Sofia, Bulgaria,
22 March 2018**



BG brewing industry: facts & figures

Modern & competitive business environment



BG brewing industry: facts & figures

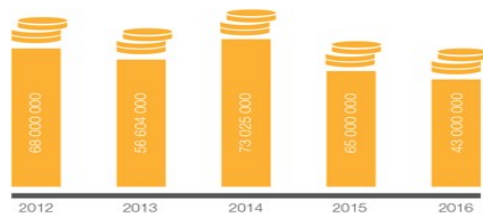
Modern & competitive business environment



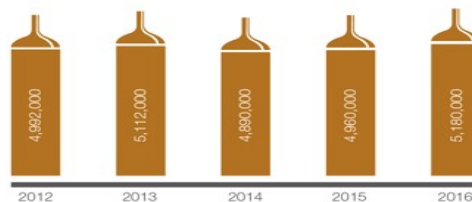
ФАКТИ И ЦИФРИ



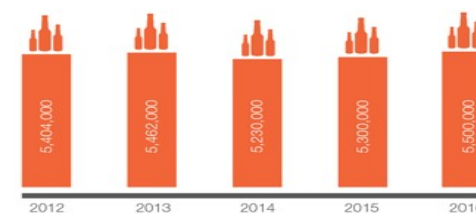
ИНВЕСТИЦИИ (ЛЕВА)



ПРОИЗВОДСТВО (ХЕКТОЛИТРИ)



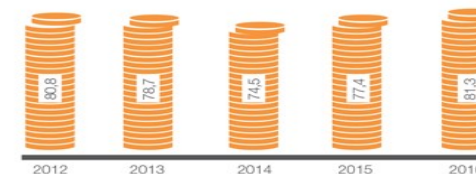
ПРОДАЖБИ (ХЕКТОЛИТРИ)



ПРИХОДИ ЗА БЮДЖЕТА
ОТ ПРОИЗВОДСТВО И ПРОДАЖБИ НА БИРА
350 000 000 лв.



ПРИХОДИ ОТ АКЦИЗ (МИЛИОНИ ЛЕВА)



ИНДИРЕКТНА ЗАЕТОСТ
ОТ ПРОИЗВОДСТВО И ПРОДАЖБИ НА БИРА

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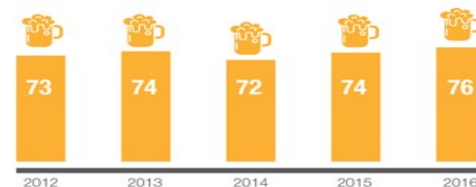
ПРЯКА ЗАЕТОСТ



БРОЙ
ДЕЙСТВАЩИ
ПИВОВАРНИ
22



КОНСУМАЦИЯ (ЛИТРИ НА ЧОВЕК)



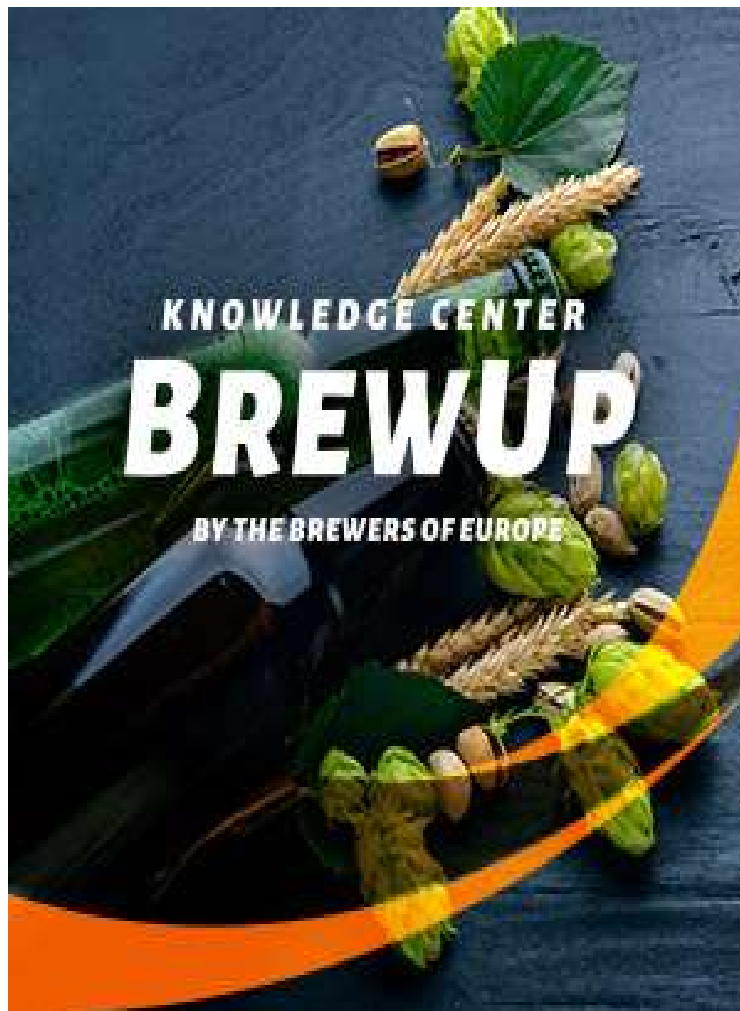
Models from the Bulgarian brewing industry Modernization & growth



- ❑ Innovative corporate culture
- ❑ Investment in human capital development
- ❑ Constant learning
- ❑ Models of academic knowledge in business environment
- ❑ Functional competencies & innovation transfer
- ❑ Evaluation systems
- ❑ In-business and best practices exchange



Models from the Bulgarian brewing industry Modernization & growth



- ❑ Mobility, job rotation, competition of ideas, focus on talents
- ❑ B to B training
- ❑ Initiation & support to R&D projects
- ❑ Common platforms for bridging knowledge/skills for all brewers
- ❑ Virtual knowledge centers – public and private



Inspired by the good models

Meet the challenges. Help me to help you.



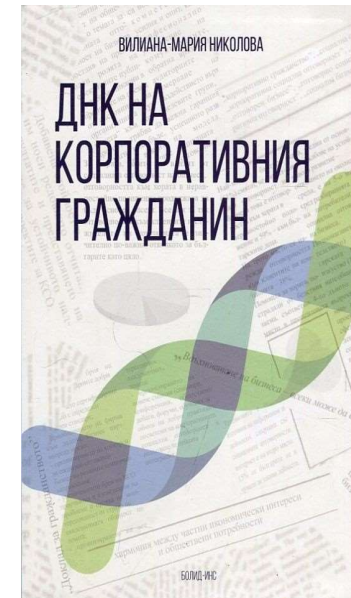
- ❑ Motivation and mutual support of stakeholders
- ❑ In-business support for entrepreneurial training
- ❑ Training tools diversification in real business environment
- ❑ Internship programs – innovation and new competencies
- ❑ Exchange of knowledge and cooperation
- ❑ Expertise transfer/knowledge-based skills from business to educational institutions
- ❑ Modernization of teaching
- ❑ Involvement of business in the formal educational system



3 C Communications – constant, consistent, creative Change the attitude



- ❑ Communications – value added creator for all stakeholders
- ❑ Let's speak together
- ❑ Dissemination of good practices
- ❑ Evaluation and best buys
- ❑ National communication strategy to promote VET/work based professions
- ❑ Employers' organizations pro-active approach



The students of today are the leaders of tomorrow



Thank you for your attention!

Ivana Radomirova

Executive Director

Union of Brewers in Bulgaria

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