AMERICAN CHAMBER OF COMMERCE IN BULGARIA

Digital Economy Committee **Priorities 2024 - 2025**

• **Anna-Marie Vilamovska**, Co-Chair, AmCham Digital Economy Committee; Hewlett Packard Enterprise operated by Selectium

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Digital Economy Committee

Plamen Zhechev
Enterprise and Public Sector Manager,
Cisco Systems Bulgaria

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Business Development Manager,
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Digital Economy Committee **Mission**

Definition

To stimulate the digitalization of Bulgaria, both in the Public and Private sectors, and to help improve the regulatory framework of the EU and Bulgaria, especially in policies that are strategic for the development of the field, and to transform the country through well-defined digitization initiatives that will accelerate competitiveness, growth, creation of jobs and innovation. We shall aim to achieve this mission through:

Influencing and accelerating the **country's digital agenda** and **existing policies**

Leverage **local existing initiatives** and **best practices** from around the world.

Support developing a collaborative **digitization ecosystem**

Position AmCham Bulgaria as leading organization in the process of country digitalization

Digital Economy Committee **Priorities**

- **Digital Government Transformation and e-Government**
- **Digital Education, Skills and Jobs**
- **Regulatory**
- **Digital Technologies and Innovations**

Digital Economy Committee Priorities

Priority / Key initiative	Description
Digital Government Transformation and e-Government	▪ Influence and accelerate Country Digital Agenda ▪ Advocacy for establishing conditions aiming at improving e-government infrastructure ▪ Advocacy for the implementation of digital technologies (government cloud, big/open data etc.) by the government ▪ Advocacy for implementation of government Cybersecurity policy

Digital Economy Committee Priorities

Priority / Key initiative	Description
Digital Education, Skills and Jobs	▪ Raising awareness for the need for digital skills and working to support the transformation of the educational system in that direction ▪ A partnership between IT companies, the Ministry of Education, Universities, and secondary schools in the training and additional qualification of personnel from an early age ▪ Actively participate in the process of presentation of Bulgaria as a better IT destination.

Digital Economy Committee Priorities

Priority / Key initiative	Description
Regulatory	▪ Advocacy for better pro-business legislation related to digital initiatives and working with institutions for proper transposition of the EU Regulations ▪ Build a platform for collaboration within companies, partnering organizations, and public institutions, aiming for a better legislative framework in the fields of Data protection, Cybersecurity, AI, etc.

Digital Economy Committee Priorities

Priority / Key initiative	Description
Digital Technologies and Innovations	▪ Promoting best practices in digital transformation in business and raising awareness about the competitive need to enter a digital economy era. ▪ Knowledge transfer and promotion of digital technologies and innovations, such as ▪ Cybersecurity ▪ AI ▪ Big data / Open data ▪ Cloud computing ▪ Internet of Things ▪ Smart Cities