

COMPANY PROFILE: Basic Data on Your Company

PART A

Organisation name:

AppleCenter Sofia Ltd.

Main owner(s):

Mrs. Nelly Popova, Mr. Kiril Popov

Organisation description / structure:

A Private company providing :

- Sales
- After sales & Service Support
- Consultancy for SME in printing industry

Products : Computers & Software,
Instruments and Solutions for Design
and Printing industries

Areas/Sectors of activity (see annex):

- Information Technology
- Commerce & Services
- Services and support to SMEs

Countries of operation:

Bulgaria, Romania, Macedonia and FRY

Contact person:

Name: Mrs. Nelly Popova

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Date of Form submission:

BUSINESS OPPORTUNITIES DURING THE SECOND FORUM OF WOMEN ENTREPRENEURS Geneva, 17-18 March 2003

Areas/Sectors of activity (see annex):

Country (ies) of project location:

Bulgaria, Romania, Macedonia and FRY

Looking for business opportunities (please specify)

Offering :

Looking for/ requesting:

Partners

Financing: For creating :
"Training & Demo center for colour
management and quality control
in prepress and printing industry"

Experts:

Other (please specify):

**If you wish to present a specific project,
please fill in Part B of this questionnaire.**

AREAS/SECTORS OF ACTIVITY

This field acts as a detailed specification of the "target interests" in box related to "Areas/Sectors of activity". Please specify the area(s) of interest.

- 1 Development / Economics (*in general*)
- 2 Transport and traffic infrastructure
- 3 Energy
- 4 Tourism
- 5 Municipal infrastructure
- 6 Agriculture/ Food/ Forestry/ Fishing/ Livestock
- 7 Professional & Consulting Services
- 8 Industrial/ manufacturing/ mining
- 9 Commerce & Services
- 10 Services and support to SMEs
- 11 Micro-financing
- 12 Information Technology
- 13 Advanced Technology
- 14 Real Estate (Development, Exploitation, Building, Architecture)
- 15 Education
- 16 Environmental Technology
- 17 Health Services
- 18 Other (please specify)

*Note: by sending us the following information, you accept that your details, address, phone numbers etc., will become widely available to the public during the Forum, via the Internet, and via other UNECE meetings and publications. This is at no charge to you. If there are any specific details you do not want to appear on the Internet and in UNECE publications, please let us know. **The above forms are partially extracted from the joint UNECE-CEI forms for project presentation***

Please insert your **photo** in the frame below:

BUSINESS OPPORTUNITIES DURING THE SECOND FORUM OF WOMEN ENTREPRENEURS

Geneva, 17-18 March 2003

Project Title : “T&DC for CM”**“Training&Demo center for Colour Management and quality control in prepress and printing industry”****PART B****Progress status:** Looking for the main sponsor company / organization**Sponsor organizations:****PROJECT SUMMARY****Description**

“T&DC for CM” will train SME’s colour specialists from Bulgaria, Romania, Macedonia and FRY, on Professional Demo Equipment for implementing digital design, printing and quality control equipment

AppleCenter Ltd. – 30 %
 Credit from a Local Bank – 10 %
 External Sponsor/s – 60%

Capital cost: EUR 150 000**Capital resources available from sponsors: EUR 60 000****Required financial assistance: EUR 90 000****Market demand and revenues**

1. Training and Qualification demands in Bulgaria, Romania, Macedonia and FRY :
 - there are more then 2800 printing houses, printing shops and design centers, and 80% of them are SME – e.g. 2 200
 there are no professional and practical education and qualification for current digital printing technology
 there are no specialized qualification centers for standardization, quality control and ISO 9000 Implementation

2. Quality printing services for small volumes –50% of the incomes of “T&DC for CM” will come back from Quality Color Printing services
 (For more details please request our Business plan)

The expected annual revenue :

- educational, qualification and practical coursesEUR 15 000
- Colour management consultancy and servicesEUR 10 000
- quality printing services EUR 25 000

Company Profile

Name: AppleCenter Sofia Ltd.
Contact person: Nelly Popova, 10, Svetoslav Terter str., 1124 Sofia, Bulgaria, tel. +359-2-9463350, fax +359-2-9463380, mobile : +359-88553535, e-mail : n.popova@applecenter.net, Web Site: <http://www.applecenter.net>
Type of services: Information Technology, Commerce & Services, **Services** and support to SMEs
Year of establishment: 1992
Company capital : EUR 20 000
Annual turnover: 2001 – EUR 309 000
Main shareholders: Mrs. Nelly Popova – 75%
 Mr. K.Popov – 25%
Organization structure: Sales, Service&Support, Consultancy, Administration
Number of employees: 7
Activities (past/ future): Sales, Service&Support, Consultancy, Administration, Training, Certification