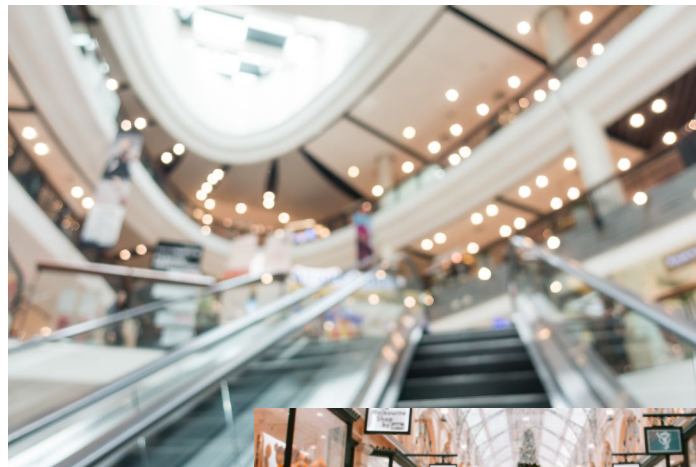




# About BRA

The Bulgarian Retail Association (BRA) is an association that has been defending the rights and interests of the Bulgarian retail business (retailers) for almost 15 years. BRA is a non-profit organization established at the beginning of 2009, and its members are some of the largest foreign and local chains - Bulgarian legal entities whose main activity is retail trade in privately owned or leased commercial property on the territory of the Republic of Bulgaria. The Association has representatives from all business branches - clothing, shoes, sports goods, perfumery, mobile operators, etc.

BRA was established and has been carrying out its activities in compliance with the principles of democracy, voluntariness, equality and collegiality.



## Board of Directors



**Vencislav Nikolov**  
Chairman



**Axiniya Baeva**  
Vice chairman



**Venka Kraycheva**  
Vice chairman



**Marian Kolev**  
Member of the Board of  
Directors



**Iskren Georgiev**  
Member of the Board of  
Directors



## Main goals and tasks of BRA:

- to support the development of retail trade at the local and the national level;
- to defend the common interests and commercial rights of its members before local, regional and international authorities in matters concerning retail trade;
- to represent Bulgarian retail and its members at international forums and exhibitions;
- to carry out consultations with state agencies and ministries, while taking into account the interests of the members, when making political and regulatory decisions;
- to increase the professionalism of its members in their participation in the Single European Market and to organize trainings for their staff;
- to maintain the competitiveness of its members through informative conferences and seminars;
- to support its members in the development of working regional business strategies;
- to assist in the creation and strengthening of foreign trade relations and business partnerships;



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- to work in close cooperation with the government of the Republic of Bulgaria, with ministries and other bodies within the framework of national retail projects;
- to monitor changes in regulatory regimes affecting the interests of the retail industry;
- to offer the most up-to-date information through newsletters;
- to negotiate attractive prices for specific services for its members;
- to develop and promote the interest in retail jobs and careers;
- to provide surveys and statistical analysis to its members on key performance indicators;
- to support the effective work of its members by representing them before the state authorities, local bodies of the state authority, other unions, companies and individuals in matters that affect their interests;
- to conduct any activities to mobilize and activate its members in solving and protecting their interests;
- to organize advisory and coordination bodies to support the activities of its members;



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- to organize consultations on specific economic, financial and legal issues for the needs of its members;
- to foster membership ties of and/or to maintain contacts with international organizations related to the objectives and activities of BRA;
- The association can also carry out additional economic activity related to the purposes of the main one - consulting, organizing seminars and conferences, publishing, performing analysis and economic forecasts, as well as information services.

## Achievements of BRA



- Permanent media appearances by the members of its Management Board on key issues for the retail sector - publications, articles, analysis, interviews on topics related to the problems of the sector, with a special emphasis on the replica products in our country.

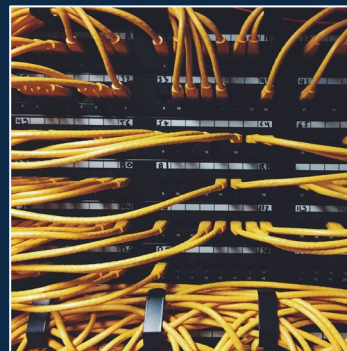




- In order to protect the interests of its members in relation to the 2021 COVID Pandemic, the Association has sent a series of letters to shopping centers outlining its clear position: a letter dated 07.01.2021 to the Association of Shopping Centers emphasizing that payment of all fees in full is unacceptable; a letter dated 03.2021 - insisting on a green corridor for vaccinated' employees; an appeal letter dated 19.01.2021 for opening the shopping centers and reviewing the measures taken; 01.2021 – a meeting organized with the National Revenue Agency and the Ministry of Economy in connection to the program Support Through Working Capital for Small and Medium Size Enterprises Affected by the Temporary Anti-Epidemiological Measures; Letter dated 25.03.2021 with a proposal to open the shops with a new standard of 1 person per 8 m2; participation of BRA in a government briefing from 21.10.2021, during which Minister Stoycho Katsarov stated that the deadline for those who have contracted the illness will be extended;
- Constant checks are carried out by the Ministry of Culture in the commercial outlets of the retail industry in connection to the copyright law for playing music there. In this regard, BRA members enjoy a 47.5% discount on Musicauthor fees and a 24% discount on Profon fees;



- BRA partners with the Bulgarian Association of Restaurateurs, as a result benefiting from a number of privileges - mainly to participate in common projects that increase the total membership of the association;
- 19.10.2021 - Participation in a nationwide protest against the price of electricity;
- 16.12.2021 - Reaction of BRA concerning the change in the amount of compensation for high electricity prices for non-domestic consumers;



- BRA periodically organizes cocktails during which traders exchange experience, opinions, ideas and do joint business.



- 08/08/2022 and 01/2023 – BRA Letter against the draft Resolution of the Council of Ministers for adoption of the Ordinance on footwear and textile waste;

**Upcoming and ongoing projects of BRA**



- Meetings with government representatives in order to protect the interests of BRA members, share the problems of the retail sector, change the legislation in favor of the business;



- Meetings with leading lawyers in order to consult and benefit the members of BRA regarding their legal options for compensation and development;

- Organization of presentations and seminars for BRA members by leading companies in various sectors that could provide preferential rights to BRA members;



**БЕЗПЛАТНИ СЕМИНАРИ,  
ОРГАНИЗИРАНИ ОТ БРА**

**Водещ: Валентин Савов**  
Адвокат с над 15 години юридически опит във водещи адвокатски кантори в Амстердам, Холандия, Токио, Япония и България.

**11.05.22 / 15.00 – 16.30 ч**  
**Онлайн търговия**

- Правна сигурност за онлайн търговия
- Регулаторни изисквания – регистрации и др.
- Нови изисквания на Закона за защита на потребителите относно промоции, резултати от търсене и др., свързани със значителни имуществени санкции

**02.06.22 / 15.00 -16.30 ч.**  
**Данъчни аспекти на онлайн търговията**

- Отчитане на онлайн продажби
- Ревизии на онлайн търговци

Място: сграда Спорт Делю, Младост 4,  
ул. Васил Радославов 4, ет. 3

- Participation in various exhibitions, seminars and conferences;



- The organization of BRA cocktails will continue for the purpose of direct communication with its members, with the possibility of online meetings.
- Participation in a working group with the Environmental Ministry regarding the Ordinance concerning textile and footwear waste following the Association's written communication with the ministry on the subject. The aim is to achieve better prices and clarity for the implementation of this European directive.
- Work with the Consumer Protection Commission on the controversial discount and promotion legislation that directly affects the sector. Periodically, the BRA's opinion on the subject is shared publicly through press conferences, participation in television and other media.



**Join BRA because together we are stronger!**

For more information

[\*\*www.bra-bg.org\*\*](http://www.bra-bg.org)

## Contacts:



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