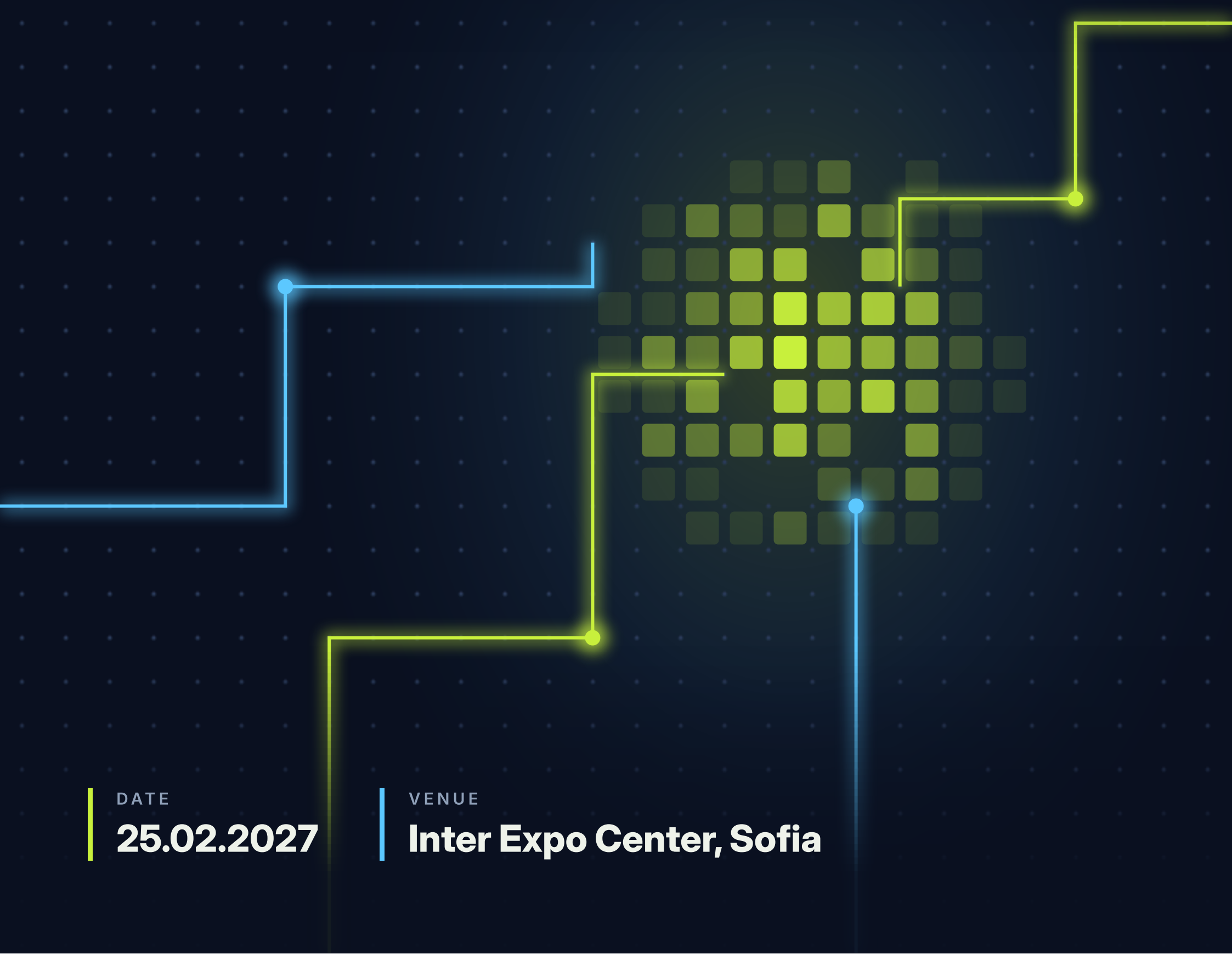
МЕНИДЖЪР.

A COMPANY OF VM FINANCE GROUP

2027

ENERGY MATRIX

Energy — the new price of competitiveness



DATE

25.02.2027

VENUE

Inter Expo Center, Sofia

AGENDA · 1/2

Agenda

KEYNOTE

Energy – the New Price of Competitiveness

- Energy as a geopolitical and economic resource. How will energy markets change the global economy over the next five years?

DISCUSSION

Europe in Search of Resources

- Raw-material sovereignty and politics: can Europe survive without imports in an era of protectionism?
- The economy between extraction and a zero environmental footprint
- Bulgaria's resource base – what we don't know about it: capital, regulation and strategic investors
- New European policies

DISCUSSION

Bulgaria on the Energy Map

- Regional connectivity as a strategic stake in the new European energy architecture
- The Vertical Gas Corridor and major infrastructure projects
- How Bulgaria can turn from a transit territory into a significant energy player in Southeast Europe
- Development of power and gas transmission networks, interconnectors and capacity for regional trade
- What are the real opportunities for public and private investment?

FIRESIDE CHAT

AI Is Eating the Power

- Who will power the data economy?
- The energy hunger of data centres and AI infrastructure
- New capacity, grid connectivity and investment opportunities
- Can Bulgaria become an attractive destination for new technology infrastructure?

FIRESIDE CHAT

The Nuclear Race

- Timelines, prices, returns

DISCUSSION

The Battery of the Balkans

- The battery boom is changing the economics of solar power and electricity trading: can Bulgaria establish itself as a regional balancer and a net winner from a more flexible system?
- Will competition between battery capacities drive returns down?
- What is the potential for further investment in solar, wind and hydro capacity?
- A new economic model or a market heading for saturation?

FIRESIDE CHAT

Is the Grid the New Bottleneck?

- How much investment can Bulgaria's energy infrastructure absorb?
- Connecting new capacity and businesses, storage capacity, smart grids and the pace of modernisation. What are the constraints for business?

FIRESIDE CHAT

How Far Will the Solar Boom Go?

- The economics of solar power – high output does not always mean high revenue
- The limits of solar expansion – land, environment, permits
- Megawatts without a guaranteed market – who will buy the energy? Long-term offtake agreements and investment risk

Agenda

DISCUSSION

Cheap Electricity, Expensive Energy – Who Sets the Price?

- Why doesn’t renewable generation always mean lower costs?
- How do exchange mechanisms, grid fees, balancing and negative prices determine costs for business?
- How do long-term energy supply contracts work, and how can companies limit price risk?

CEO CASE STUDY

Hunger for Energy

- How are energy costs managed in a business where electricity and gas are a decisive production factor?
- Own generation, long-term contracts, energy efficiency and investment

PROJECT SPOTLIGHT

Energy for Investment Success

- Presentation of a real industry project for energy independence and consumption management

CASE STUDY

A Power Plant on the Roof

- When does an investment in PV for self-consumption pay off?
- How do you choose the capacity? When does a battery make sense?
- What are the requirements for grid connection and selling surplus energy?
- How is the project financed?

FIRESIDE CHAT

Energy Smart – Consumption Management

- What can smart management systems do?
- Energy consumption and real savings

FIRESIDE CHAT

Cyberattack on the System

- Cybersecurity of power plants, grids, dispatch systems and critical infrastructure – vulnerabilities and solutions

FIRESIDE CHAT

The E-Mobility Revolution: Is the Grid Ready?

- Charging infrastructure in Bulgaria – are there enough public charging stations, and what investment is needed for national coverage?
- EVs as a new energy consumer – how will their mass adoption affect distribution networks and peak demand?
- Smart charging and energy flexibility

FIRESIDE CHAT

Oil in 2030

- From barrel to pump: which factors will determine fuel prices?
- How are sanctions, rerouted supply and price volatility reshaping global trade in oil and petroleum products?
- Global market movements
- What will happen to the Lukoil Bulgaria companies after April?

PARTNERSHIP

Partnership Packages

Package price (EUR, excl. VAT)	General Partner 10,250	Main Partner 7,500	Partner 4,750	Image Partner 3,250	Corner 2,650
POSITIONING IN PRE-EVENT COMMUNICATION					
Logo in a banner campaign (970×250/300×600; desktop/mobile) on manager.bg and obekti.bg	●	●	●		
Logo in a mailing sent to the manager.bg user base	●	●	●	●	●
Partner mention in announcement articles published on manager.bg	●	●	●	●	●
Logo on the event announcement pages in Manager magazine	●	●			
Publication of a partner-produced video profile on the manager.bg Facebook page	●	●			
Invitations for clients and partners	10 pcs.	5 pcs.	3 pcs.	2 pcs.	2 pcs.
POSITIONING DURING THE EVENT					
Partner representative on a discussion panel on an event-related topic	●	●			
Partner representative giving a presentation on an event-related topic	●	*(one of the two)*	●		
Logo in the event stage design	●	●			
Logo on screen visuals and badges	●	●	●	●	
Promo video (up to 60") screened during event breaks	●	●			
Promo video (up to 30") screened during event breaks			●	●	
Fixed banner in the event networking area	●	●	●	●	●
Gifts / promotional materials in the event hall	●	●	●	●	●
Consulting corner / promo corner in the event networking area	●				●
POSITIONING IN POST-EVENT COMMUNICATION					
Partner mention in event coverage articles published on manager.bg	●	●	●	●	●
Event photo gallery published on manager.bg/events and Facebook/LinkedIn	●	●	●	●	●
Mention in event coverage posts on Facebook/LinkedIn	●	●	●		
Logo in the event highlights video	●	●			
ADDITIONAL ADVERTISING OPPORTUNITIES					
Page in Manager magazine – regular/special issue in 2026	2 pages	1 page			
Articles/interviews published on manager.bg/obekti.bg/noviteroditeli.bg/modernity.bg before or after the event	4 pcs.	3 pcs.	2 pcs.	2 pcs.	1 pcs.