



Media Coverage

Country	Date	Publication
Bulgaria	2008	Press Clippings

! THE BUSINESS SUPERBRANDS AWARD FOR 2008 WAS PRESENTED TO PENKOV MARKOV & PARTNERS

10 April 2008

On April 2, 2008, at an official ceremony held in the Central Military Club in the City of Sofia, the Business Superbrands Awards were officially presented – the most prestigious business brands on the Bulgarian market for the year 2008. The awards were presented by the Minister of the Economy Mr. Petar Dimitrov, Stoian Stalev, Chairman of the Board of Business Superbrands, Mila Behar and other members of the Business Superbrands team. The brand – “Business Superbrands” represents quality, reliability, diversity, which is evidence for the exceptional reputation of the brand among present and potential customers and investors.

Being very proud and professionally satisfied, we are gladly hereby reporting that one of the fifty two awarded brands for most prestigious businesses brands on the Bulgarian market for the year 2008 is the brand “Penkov Markov & Partners”, which reflects without doubt the success of the numerous clients of our law firm. This evidences the opportunity to develop a successful business in Bulgaria, as well that investors and clients can fully rely on the lawyers from Penkov Markov & Partners who have contributed immensely for affirming this brand as a Business Superbrand in Bulgaria. Penkov Markov & Partners’ Executive Partner Mr. Vladimir Penkov and Ms. Iskra Stefanova, Director of Management and Coordination Directorate attended the awards ceremony.

<https://www.penkov-markov.eu/en/news/84/the-business-superbrands-award-for-2008-was-presented-to-penkov-markov-partners>

Companies in Bulgaria Receive Business Superbrands Awards

April 03, 2008

Superbrands

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The strongest brands on the Bulgarian market received Wednesday evening the awards at the first edition of Business Superbrands Bulgaria.

Superbrands, the world's largest independent arbiter of brands, awarded the companies at an official ceremony in the capital city of Sofia, at which the Energy and Economy Minister Petar Dimitrov was also present.

A total of 500 top business brands operating in Bulgaria were selected in an independent Superbrands survey - business weekly Capital was recognised the top domestic brand and Google was named the top global brand.

BBLF Executive Director Mr. Stamen Tassev had the honour to hand out some of the prominent awards to companies, most of which are part of the BBLF family. Inside this luxurious publication Mr. Tassev had the opportunity to share the Forum's understanding of the development of the Corporate Social Responsibility in Bulgaria.

<http://www.bblf.bg/>

Superbrands

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The strongest brands on the Bulgarian market received Wednesday evening the awards at the first edition of Business Superbrands in the country. Photo by Yuliana Nikolova (Sofia Photo Agency)

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The selection and assessment of brands are universal around the world and consist of two stages - secret vote of the Superbrands board and a representative online vote of a wide range of business professionals.

<http://www.novinite.com/articles/91874/Companies+in+Bulgaria+Receive+Business+Superbrands+Awards>

Superbrands

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Capital Weekly, Google Top Business Superbrands Bulgaria



Mila Behar (L), Superbrands manager for Bulgaria, presented the first edition of Business Superbrands Bulgaria, a luxurious edition, which traces the history and successes of fifty-two of the strongest business brands here. Photo by Yuliana Nikolova (SPA)

Superbrands, the world's largest independent arbiter of brands, further strengthened its position on the Bulgarian publishing and branding scene after the launch of the first edition of Business Superbrands Bulgaria.

The luxurious edition, which was presented at a press conference in Sofia on Wednesday, traces the history, success and latest achievements of fifty-two of the strongest business brands in Bulgaria.

The project is part of the global programme Superbrands, which is already operating in more than 70 countries, identifying and promoting the most powerful brands and business practices on the market.

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The independent Superbrands board was chaired by Stoyan Stalev, chief executive of the InvestBulgaria agency. The project was partnered by Market Links agency in conducting the online vote.

The culmination of Business Superbrands Bulgaria will be a glitzy awarding ceremony Wednesday evening, when representatives of the selected companies will be recognized for making it up to the highest level of Superbrands.

Superbrands' first project in Bulgaria, carried out in 2006, examined the leading consumer goods and services brands in the country.

<http://www.novinite.com/articles/91848/Capital+Weekly%2C+Google+Top+Business+Superbrands+Bulgaria>