T2C – TOURISM TO CONNECT PROGRAMME

For Bulgarian Participants in the Event

"Bulgaria and Romania: 20 Years Together in the European Union. Together in Tourism"

Date: 18 November 2026
Start: 13:00 | **Duration:** Until 17:00
Venue: New York Hall, Pullman Bucharest World Trade Center, Bucharest

10:00 – 11:00 | COLLECTION OF PRESS RELEASES AND PROMOTIONAL MATERIALS FROM PARTNER COMPANIES

Location: Outside New York Hall

Collection of official press releases, promotional gifts and information materials to be included in the official event gift bags and forum folders from companies that have confirmed their partnership packages.

11:00 – 12:50 | TECHNICAL PREPARATION AND ORGANISATION OF PRESENTATIONS AND B2B MEETINGS

For the 11 participants delivering presentations:

Representatives of the 11 companies and destinations included in the presentation programme will have the opportunity to meet with the event's technical team in advance to submit the necessary presentation materials and conduct a brief technical rehearsal on stage. All participants have already received the technical requirements.

For all 25 participants with B2B tables:

All 25 participants may set up their tables for business meetings using information materials, laptops and other presentation resources. B2B meetings may start even before the official opening of the forum, immediately after the first guests have registered.

Five days before the event, we will email you the contact details of all registered guests, allowing you to introduce yourselves in advance, share information about your company, hotel or destination, and arrange specific meetings during the forum. Bulgarian participants will receive their official event badges upon registration.

All participants may position their promotional roll-up banners immediately next to their B2B tables.

B2B table dimensions:

- Length: 120 cm
- Width: 80 cm
- Height: 70 cm

11:30 – 13:00 | REGISTRATION OF T2C GUESTS AND PARTICIPANTS

Location: Outside New York Hall

Upon registration, guests from Romania will receive the official event gift bag containing promotional materials and gifts, together with a forum folder and event badge.

All participants are kindly requested to bring their business cards for the B2B meetings and participation in the prize draw.

PRESENTATIONS OF BULGARIAN DESTINATIONS, LEADING RESORTS AND HOTELS

Location: New York Hall

13:00 – Official opening of T2C

13:14 – Introduction of Bulgarian tourism companies and destinations

13:15 – Varna Municipality

13:30 – Albena Resort

13:45 – Sts. Constantine and Helena

14:00 – Meliá Hotels International – Bulgaria

14:15 – Grifid Hotels

14:30 – HVD Hotels

14:45 – Wave Resort

15:00 – Casa di Fiore / Casa dell'Eleganza

15:15 – Topola Skies Resort & Aquapark

15:30 – World of Hyatt Inclusive Collection

15:45 – Grand Resort Pavel Banya

The times indicated are approximate and may be subject to changes in the programme.

B2B MEETINGS WITH BULGARIAN TOURISM COMPANIES

Location: Outside New York Hall and in Beijing & Vienna Halls

A total of 25 Bulgarian tourism companies will participate with dedicated tables for business meetings. Representatives of the Romanian tourism industry and media will have the opportunity to meet directly with the participants and discuss specific opportunities for partnership and cooperation.

B2B meetings will take place throughout the forum, from 13:00 to 17:00, including alongside the official programme and presentations, as well as after their conclusion.

16:00 | PRIZE DRAW (RAFFLE)

Location: New York Hall

A prize draw featuring gifts and experiences provided by the forum partners. Participants wishing to contribute prizes are kindly requested to confirm their participation no later than 10 November.

16:10 | AFTERNOON CATERING AND CONTINUATION OF B2B MEETINGS

Location: Outside New York Hall and in Beijing & Vienna Halls

Afternoon catering, including coffee and water.

Continuation of B2B meetings, informal discussions and networking, with the aim of creating new partnership opportunities between the Bulgarian and Romanian tourism industries.

16:50 | DEPARTURE FOR THE EMBASSY OF THE REPUBLIC OF BULGARIA IN BUCHAREST

Departure from Pullman Bucharest World Trade Center to the Embassy of the Republic of Bulgaria in Bucharest for the official opening of the exhibition organised by Varna Municipality.

Important: All registered guests and Bulgarian participants wishing to use the organised transport from Pullman Bucharest World Trade Center to the Embassy must confirm their participation by 10 November 2026 by emailing: office@bgtourism.bg

17:00 | OFFICIAL OPENING OF THE VARNA MUNICIPALITY EXHIBITION

Venue: Embassy of the Republic of Bulgaria in Bucharest

Official opening of the exhibition organised by Varna Municipality, followed by catering.

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Inform. Inspire. Connect.