



NATIONAL COUNCIL FOR BUSINESS AND CIVIL DEVELOPMENT

STRUCTURE • DIRECTION • FUTURE

PRESENTATION OF THE PUBLICATION

MAGAZINE

СЪВЕТ *Ът*

DIGITAL MAGAZINE

**Business. Institutions.
Society.**

A publication dedicated to the issues that matter, the decisions that shape progress, and the perspectives that define the vision and priorities of Bulgarian society at home and abroad.

SPECIAL ANNUAL EDITION

A printed annual featuring the topics, people and decisions that will shape the direction of business, institutions and society in Bulgaria.

www.nsbordg



WHAT IS „CЪBET_{тm}“

IMPORTANT ISSUES. INFORMED DIALOGUE.

„CЪBET_{тm}“ is a digital magazine dedicated to business, strategic planning and societal development. It presents analysis, interviews and expert perspectives on issues that matter to the country's development, its institutions and the real economy.

The publication brings together entrepreneurs, policymakers, diplomats, experts and public figures. Editorial rigour, verified facts and strategic analysis create a setting for authoritative positions and forward-looking dialogue.

Non-partisan in its stance and independent in its editorial perspective, „CЪBET_{тm}“ brings economic, societal and institutional issues of real significance to Bulgaria into a shared context.

EDITORIAL APPROACH

SUBSTANTIVE CONTENT

Facts, analysis and positions with context and perspective

DIVERSE PERSPECTIVES

AUTHORITATIVE VIEWS

Business, institutions and society in dialogue on the issues that matter

SEVEN THEMES. ONE INTEGRATED PERSPECTIVE.

Seven thematic strands offer a comprehensive view of the environment in which people live, businesses grow and institutions operate. Each theme is explored through facts, professional experience, diverse perspectives and solutions with public value.

01	ECONOMY AND ENTREPRENEURSHIP	Companies, investment, markets, governance and the conditions for sustainable growth
02	EDUCATION AND HUMAN CAPITAL DEVELOPMENT	Knowledge, skills, professional development and the connection between education and the real economy
03	HEALTHCARE AND QUALITY OF LIFE	Healthcare services, prevention, medical innovation and quality of life
04	SOCIETY, FAMILY AND DEMOGRAPHY	People, family life, demographic trends and future generations
05	CULTURE, IDENTITY AND SPIRITUAL DEVELOPMENT	Cultural heritage, contemporary culture, identity and Bulgarian traditions
06	STATEHOOD, INSTITUTIONS, JUSTICE AND PUBLIC TRUST	Effective institutions, clear rules, justice and trust in the public environment
07	INNOVATION, TECHNOLOGY AND THE FUTURE	Technology, scientific research, digitalisation and new models of development

REGULAR SECTIONS

Each section has a clear focus and a defined place for professional experience, informed positions and tangible contribution.

01 COVER STORY

An in-depth interview with a person of proven authority and public contribution. The conversation traces the decisions, professional journey and responsibility behind their public presence.

02 THE FOCUS

The leading theme of each edition, examined through facts, data and differing viewpoints. The section connects its impact on business, institutions and society.

03 AT THE TABLE

A major question examined through the experience of different people. A forum for experts, public figures and institutions whose perspectives define the challenge and possible solutions.

04 LEADERS TODAY

Entrepreneurs, executives and public figures who turn ideas into results. Stories of leadership, management, enterprise and tangible contribution.

A FORUM FOR EXPERIENCE AND PERSPECTIVE.

05

BULGARIANS AROUND THE WORLD

Professional and personal stories of successful Bulgarians abroad. The section highlights the experience and knowledge that can contribute to Bulgaria's development.

06

AMBASSADORS

A conversation with Bulgarian ambassadors abroad and foreign ambassadors in Bulgaria. Economy, culture, bilateral relations and opportunities for cooperation beyond protocol.

07

THE SEVEN PILLARS

A continuing editorial perspective on the publication's seven thematic areas. Analysis, expert positions, good practices and proposals with long-term added value.

08

OUR COUNCIL

News, initiatives and positions from the National Council for Business and Civil Development. The section follows the work of its expert councils, programmes and public forums.

ONE PUBLICATION. DIVERSE PERSPECTIVES.

„CЪBET_{7m}“ creates a setting in which business, institutions, expert communities and public figures contribute through knowledge, perspective, experience and tangible impact.

CONTACT

office@nsbor.bg

www.nsbob.bg