

FESTIVALS, EXHIBITIONS AND FAIRS IN BULGARIA

2025

BURGAS

Name: *Flora Burgas*

Date: April 26 – May 6, 2025

Venue: Burgas

Nomenclature: National Flower Exhibition Flora Burgas

Name: *Indian Shopping Festival*

Date: June 27 – July 13, 2025

Venue: Burgas

Nomenclature: National Trade Exhibition for Indian Products

VARNA

Name: *Indian Shopping Festival*

Date: August 29 – September 14, 2025

Venue: Park in front of Varna Municipality

Nomenclature: National Trade Exhibition for Indian Products

VELIKO TARNOVO

Name: *Elixirs and Delicacies*

Date: June 5- 7, 2025

Venue: Veliko Tarnovo Business Center

An innovative exhibition designed to present the best of the Bulgarian food and beverage industry with an emphasis on ecological, organic and gourmet products. The aim is to bring together leading producers and importers of quality food and beverages under one roof

Name: *Gifts and Souvenirs*

Date: September 11-13, 2025

Venue: Veliko Tarnovo Business Center

An exhibition that will present various types of gifts and souvenirs, ideal for various occasions. This is the place where innovation and tradition meet to inspire visitors with unique gift ideas.

VELINGRAD

Name: *National Festival for Lovers of Bulgarian Folklore "Spring Dance"*

Date: March 22, 2025

Venue: Velingrad

Nomenclature: The festival is not competitive in nature. It brings together people of different ages, with different socio-economic and educational status, with one fundamental goal - to popularize Bulgarian folklore, song and dance, and to play Bulgarian folk songs together. "Spring Dance" is a one-day festival. The three modules in its program offer a different experience and emotion for the participants and the audience. They present our folklore in an attractive and original way, provoke interest in Bulgarian folk songs, love for Bulgarian traditions, national pride and self-confidence.

VRATSA

Name: *XVI International Folklore Festival "Corn Smiles"*

Date: unspecified in October

Venue: Selanovtsi village, Vratsa region, Oryahovo municipality

Nomenclature: Always on the Friday and Saturday before Petkovden, Selanovtsi residents and festival guests join in the dance and the fun begins. The folklore event provides an opportunity for stage performances by amateurs from Northwestern Bulgaria. Within the framework of the event, you can enjoy a variety of folklore costumes and get acquainted with the folklore of other peoples.

Organizer: Community Center "SELF-EDUCATION 1894" Village of Selanovtsi

GABROVO

Name: *Magical meeting "Golden Cat"*

Date: March 13-16 March, 2025

Venue: Gabrovo

Nomenclature: For three days, magicians from all over the world gather within the city Gabrovo and create a magical atmosphere that can only be felt live. Competitions, lectures, a gala performance and friendly laughter fill the time of all guests and participants of the festival.

Name: *International Film Festival "Funny Film Fest"*

Date: unspecified in October

Venue: Gabrovo

Nomenclature: focused on comic-humorous-satirical creative achievements and manifested in various types of arts. The festival is an element of the overall vision of the city, based on

the established characteristics of the artifact "Gabrovo humor", existing through its various manifestations in the initiatives of the cultural calendar. It maintains interest in the seventh art.

KAZANLAK

Name: *Festival "HELLO, HEALTH"*

Date: unspecified in May

Venue: park Tyulbeto

Nomenclature: The festival aims to promote a healthy lifestyle in all its aspects: physical, emotional, mental and spiritual health. To create awareness and provoke people's interest in a healthy lifestyle. The festival is a platform for holistic doctors, consultants, lecturers, trainers of healing and motor techniques. The ultimate goal is to celebrate Health annually in Kazanlak in various innovative forms, involving the maximum number of people and organizations working in this field. The motivation is for the citizens and guests of the city to have free access to the program.

Organizer: Kazanlak Municipality, Inspiration Holistic Studio

Name: *Rose Festival*

Date: June 1-8, 2025

Venue: Kazanlak

Nomenclature: The Rose Festival, which takes place in the city of Kazanlak, has over 115 years of tradition. The first one was organized by Kazanlak residents in 1903, who celebrated the rose, flowers and fertility, as well as beauty and gave thanks for the livelihood of the Rose Valley. Today, the festival has preserved the most essential part of the ancient rituals, recreating the joy of the upcoming rose harvest and the hospitality of the hardworking Kazanlak residents

KUKLEN

Name: *"Wake Up" Festival*

Date: July 8-13, 2025

Venue: area above the city Kuklen

Nomenclature: The festival, also called an experiment, is based on several pillars: contact with the nature of Bulgaria, its respect and preservation; training on how to live among it without indirectly influencing it; creativity, entrepreneurship, spiritual lectures and crafts. The topics and activities it covers are diverse - laughter yoga, sound therapy, pottery, puppetry, lectures on seeds and zero waste, bread making, ethno groups, sensory labyrinth, informal education, circus, rope maze, lectures on female fertility and many others.

PAVEL BANYA

Name: *Festival of Christmas Carolers*

Date: unspecified in December, 2025

Venue: town square

Nomenclature: The event is hosted by the Pavel Banya municipality, which is preparing a treat for all those present at the square who have come to share the spirit of Christmas and revive Bulgarian traditions. The New Year holidays begin with a light show and the switching on of Christmas lights. The central part of the resort town is filled with the folklore rhythms of the Pavel Banya orchestra "Mineral Spring".

Organizer: Pavel Banya municipality

PAZARDZHIK

Name: *Dervish Day*

Date: March 6, 2025

Venue: village of Tserovo

Nomenclature: traditionally held on "Sirni Zagovezni", which this year is on 26.02 (Sunday). In addition to the Dervish group from the village, a visiting puppeteer group from the village of Divotino, Pernik municipality, will also take part in the festival.

PERNIK

Name: *SURVA*

Date: January 24 -26, 2025

Venue: Pernik

Nomenclature: The 31st edition of the largest masquerade festival in Europe, Surva 2025, will be held from January 24 to 26, 2025 in the city of Pernik. During the three festival days, thousands of guests of the city will be able to see ancient Bulgarian customs that are alive to this day and remain an important part of the Bulgarian folklore tradition. With its competition program, the festival will once again be a meeting and competition for survakars, puppeteers, babugeri, jamalars and many others.

PLEVEN

Name: *International Exhibition-Negotiation "Beekeeping Pleven"*

Date: February 6 – 9, 2025

Venue: City Center Mania Tower, Pleven

Organizer: Partners Expo Ltd. - Pleven

PLOVDIV

Name: *The International Agricultural Exhibition AGRA - a trade arena for agribusiness in Southeast Europe.*

Date: February 18 – 22, 2025

Venue: Plovdiv International Fair

Nomenclature: The event covers all areas and sectors of agriculture - science, practice, technologies, equipment, products, innovations, services. It presents the best of the achievements of science and business and the most useful for farmers and specialists.

Organizer: International Fair Plovdiv

Contacts: fairinfo@fair.bg, <https://fair.bg/bg/event/2023/agra-2023>

Name: *The International Exhibition of Viticulture and Winemaking "VINARIA"*

Date: February 18 - 22, 2025

Venue: International Fair Plovdiv

Nomenclature: It presents a wide range of precisely selected beverages - from products of authentic local origin to global brands, from established in tradition to new flavors and modern aromas in the spirit and wine catalogs.

Organizer: International Fair Plovdiv

Name: *The International Exhibition of Food and Beverages, Packaging, Machinery and Technologies - FOODTECH*

Date: February 18 - 22, 2025

Venue: International Fair Plovdiv

Nomenclature: FOODTECH is the international exhibition of food and beverages, packaging, machinery and technologies. It is characterized by accelerated development rates due to the upward trend in the demand and supply of healthy products with high quality and modern production solutions.

Organizer: Plovdiv International Fair

Name: *International Exhibition NATURE, HUNTING, FISHING*

Date: March 26 – 30, 2025

Venue: International Fair Plovdiv

Nomenclature: The International Exhibition NATURE, HUNTING, FISHING is oriented towards the leisure industry and is a forum for sharing new ideas and perspectives, for inspiring a significant change in environmental protection models, for an alternative green economy.

Organizer: Plovdiv International Fair

RAZGRAD

Name: *Yogurt Fair. Festival of Folk Traditions and Artistic Crafts*

Date: July 20 – 22, 2025

Venue: Razgrad

Nomenclature: Traditionally, more than 100 craftsmen participate, presenting their creativity and works at the stands in the central part of the city. Among the crafts are: artistic woodworking, fabric processing, jewelry making, artistic casting, ceramics, knitting, woodcarving, felting, decoupage and decoration, making national dolls, making national

costumes, icon painting, modeling sand dolls, making decorative candles and soaps and many others. Along with the craftsmen, producers of milk and dairy products also present their products at the trade stands, impressing the residents and guests of Razgrad with both traditional and modern dairy products.

RUSE

Name: *International Festival March Music Days*

Date: March 14 – 30, 2025г.

Venue: Ruse

Nomenclature: Founded in 1961, today the International Festival March Music Days is one of the oldest and most renowned festival scenes in Bulgaria, a festival with a modern program strategy and a high public rating.

Organizer: Ruse Municipality

Contacts: +359 887 686 136, chavdarova@ruse-bg.eu, <https://marchmusicdays.bg/>

SANDANSKI

Name: *Folklore Dance Festival “Horo near Pirina”*

Date: June 21-22, 2025

Venue: Sandanski

Nomenclature: Guests of the city of Sandanski will be able to enjoy the Bulgarian people and colorful folk costumes

SEVLIEVO

Name: *The Pumpkin Festival*

Date: October 10, 2025

Venue: Sevlievo

Nomenclature: The Pumpkin Festival is a cheerful holiday, including competitions for the largest pumpkin, pumpkin culinary exhibitions and entertainment for the whole family

SMOLYAN

Name: *Folk Art and Animal Husbandry Festival*

Date: July 2025

Venue: Rozhen

SOFIA

Name: *SIHRE & Culinary Forum GASTRONOMIX*

Date: February 18- 21, 2025

Venue: Inter Expo Center

Nomenclature: specialized exhibition dedicated to the horeca sector and aimed entirely at the professional audience - owners of hotels, restaurants and catering establishments, cafeterias and pastry shops, culinary specialists, professionals from the horeca sector, etc. The forum is both a platform for business communication and a stage for presenting and promoting brands, trends and innovations.

Name: *RETAIL SHOW*

Date: February 18- 21, 2025

Venue: Inter Expo Center

Nomenclature: trends and development of retail technologies, the challenges and opportunities they provide, mobile solutions, payments and related security technologies, success strategies related to the use of digital and traditional channels, digital marketing solutions; POP and POS software, hardware and services; online shopping solutions; robots and logistics management; labeling; access control; communication technologies and networks; goods monitoring; warehousing and logistics; security systems; cloud solutions; analytical applications, etc.

Name: *EXPOMEBEL*

Date: February 18- 21, 2025

Venue: Inter Expo Center

Nomenclature: B2B exhibition for furniture, interior design, architecture and furnishing in Bulgaria. The exhibition is organized jointly with the Chamber of Woodworking and Furniture Industry (BKDMP), and has become an established business platform that provides an annual meeting of professionals in the industry to generate new ideas in interior design, furnishing and interior architecture.

Name: *WINE & SPIRITS SHOW*

Date: February 18-21, 2025

Venue: Inter Expo Center

Nomenclature: business exhibition in Bulgaria, specializing in the field of wine, spirits, craft alcoholic beverages and craft beer. In the previous edition of the exhibition, 80+ companies participated - Bulgarian producers, imported wines, beers and spirits, industrial products, premium craft and art drinks in various categories.

Name: *FesTEAval*

Date: February 22 – 23, 2025

Venue: Central Halls

Nomenclature: FesTEAval for all tea lovers will take place on February 22 and 23, 2025 at Central Halls in Sofia. The event will unite tea, culture, education and art in one. During the festival, visitors will be able to taste the various teas from around the world, as well as see

lectures and demonstrations on how tea is prepared in other cultures. Lectures will be presented with guidelines for a healthy lifestyle, useful tips and other interesting topics.

Name: *HOLIDAY AND SPA EXPO SOFIA*

Date: March 9-11, 2025

Venue: Inter Expo Center

Nomenclature: International Tourism Exhibition HOLIDAY & SPA EXPO is the largest exhibition in the sector in Bulgaria and is held under the patronage of the Ministry of Tourism. Along with traditional sea and mountain tourism, the exhibition focuses on various offers in the field of: health, medical, spa and wellness tourism; cultural-historical, archaeological, ethnographic and pilgrimage tourism; eco, rural and adventure tourism; conference and business tourism; hunting, sports, cycling and golf tourism; wine, culinary and gourmet tourism, etc.

Name: *29th International Film Festival Sofia Film Fest*

Date: March 13-31, 2023

Venue: SOFIA

Organizer: FIAPF

Name: *GREEN ENERGY EXPO*

Date: March 26 – 29, 2025

Venue: Inter Expo Center

Nomenclature: Exhibition presents innovative technologies in the field of energy efficiency, renewable energy, waste management and recycling and smart cities, green energy

Name: *BULMEDICA /BULDENTAL /DERMA & AESTHETICS*

Date: March 28 – 30, 2025

Venue: Inter Expo Center

Nomenclature: Exhibition BULMEDICA / BULDENTAL / DERMA & AESTHETICS is among the leading events for the medical sector in Bulgaria and the region

Name: *National Career Days*

Date: April 5, 2025

Venue: Hotel Marinela

Nomenclature: the largest career forum in Bulgaria National Career Days will provide an opportunity for live meetings between employers and job seekers in 6 academic cities in the country.

Organizer: JobTiger

Contacts: petya@jobtiger.bg, <https://careerdays.bg>

Name: *Camping & Caravaning Expo*

Date: May 11 - 13, 2025

Venue: Sofia Land

Nomenclature: Camping & Caravaning Expo brings together in one place everything new in the field of camping tourism, caravanning and outdoor activities. For the sixth consecutive year, visitors to the exhibition will have the opportunity to view new models of campers, caravans, tents, vehicles for tourism and leisure, camping equipment and a number of new and interesting products and services related to camping, tourism and outdoor activities.

Organizer: Camping.bg

Contacts: vvalev@camping.bg, Camping.bg

Name: *HELLO, HEALTH*

Date: May 16 - 18, 2025

Venue: Park in front of the National Palace of Culture

Nomenclature: Everything for your health

Name: *Trust the Bulgarian*

Date: May 23 – June 1, 2025

Venue: Park in front of the National Palace of Culture

Nomenclature: Trade exhibition for Bulgarian goods: clothing, knitwear, leather goods, cosmetics, food and beverages

Name: *Indian Shopping Festival*

Date: June 6 - 22, 2025

Venue: Park in front of the National Palace of Culture

Nomenclature: Trade exhibition for Indian goods: clothing, knitwear, leather goods, souvenirs, mattresses

Name: *MACHTECH & INNOTECH*

Date: September 30 – October 3, 2025

Venue: Inter Expo Center

Nomenclature: the largest professional forum in Bulgaria for machinery and technologies for metalworking, industrial automation, electronics and robotics, focusing on smart technologies, innovative machines and maintenance tools.

Name: *INTER DRONE EXPO*

Date: September 30 – October 3, 2025

Venue: Inter Expo Center

Nomenclature: INTER DRONE EXPO is the first exhibition in the Region, which allows professional and general public to get acquainted with the capabilities of unmanned systems

for various applications. The exhibition also covers the topics of air mobility, urban mobility management.

Name: *Trust the Bulgarian*

Date: October 3 - 12, 2025

Venue: Park in front of the National Palace of Culture

Nomenclature: Trade exhibition for Bulgarian goods: clothing, knitwear, leather goods, cosmetics, food and beverages

Name: *SIMEXPO*

Date: October 7 – 8, 2025

Venue: Sofia

Name: *TECHNOMEBEL*

Date: October 21 – 24, 2025

Venue: Inter Expo Center

Nomenclature: a specialized biennial trade fair in the field of furniture production, at which Bulgarian manufacturers and leading global manufacturers of machinery, materials and accessories for the furniture industry present their products and services. The only exhibition for the furniture industry in Bulgaria and one of the leading in Southeast Europe.

Name: *INTERFOOD&DRINK, MEATMANIA, BULPEK, DAIRY EXPO, WINE&SPIRITS SHOW,*

Date: November 12 – 15, 2025

Venue: Inter Expo Center

Nomenclature: The exhibitions dedicated to the food industry have established themselves over the years as the country's leading forum for business and presentation of innovations in the field of food and beverages, machinery and new production technologies in the food and beverage sector. The exhibitions are organized in close partnership with the main industry organizations: Association of Meat Processors in Bulgaria, Association of Traditional Raw-Dried Meat Products, Association of Dairy Processors in Bulgaria, National Industry Union of Bakers and Confectioners, Union of Fruit and Vegetable Processors, Bulgarian Association of Bio products.

STARA ZAGORA

Name: *AUGUSTIADA 2025*

Festival of Wine and Cultural Heritage, eleventh edition

Date: September 2025

Venue: Stara Zagora, on the authentic street of the ancient city of Augusta Trayana and in other places in the city

Periodicity: Annual

Nomenclature: Wines from Bulgarian and foreign producers; culinary products and culinary specialties prepared on site by leading chefs; large-scale parade of wineries, chefs, musical and other groups, master classes; rich cultural program, carried out in a unique atmosphere; election of the Queen of Augustiada as the ambassador of the festival.

Organizer: Chamber of Commerce and Industry - Stara Zagora, OINORAMA wine consulting, Municipality of Stara Zagora

Contacts: 042 626297, 042 626033, office@chambersz.com, www.avgustiada.com

TARGOVISHTE:

Name: *Traditional Spring Fair*

Date: May 12-18, 2025

Venue: Nikola Marinov Art Gallery, Targovishte

Nomenclature: The Traditional Spring Fair is the most significant forum in the region, bringing together the business of Targovishte and Bulgaria in one place. Traders and manufacturers from all over the country exhibit their goods in the exhibition halls of the Nikola Marinov Art Gallery, exchange experiences and ideas.

A rich accompanying program is also organized during the week of the fair, and among the most anticipated events are the concerts from the MusicParkFest, which takes place on the stage in the Borovo Oko Park.

Organizer: Municipality of Targovishte

HASKOVO

Name: *Folklore Festival for Bulgarian Folk and Dances "Hajdushka Sofra"*

Date: March 22, 2025

Place: Haskovo, central square "Svoboda" and concert in the "Druzha" hall

Nomenclature:

Organizer: Municipality of Haskovo and the National Culture Fund

TSALAPITSA

Name: *"Festival of Tsalapitsa Babek and Wine"*

Date: March 29, 2025

Venue: village of Tsalapitsa, open stage in the park

Nomenclature: The goal of the event is to promote and preserve old Bulgarian traditions by presenting the popular traditional "babek" for the region against the backdrop of folk music, songs, folk and dances.

The festival is of a competitive nature. It is attended by singing groups, dance groups, ensembles, performers, instrumentalists, dance clubs and formations studying Bulgarian folk music, without age restrictions.

SHUMEN

Name: *BEST2025*

Date: October 10 – 11, 2025

Venue: Shumen

Nomenclature: technological and industrial companies from the business side, teams from secondary schools and vocational high schools, representatives of technical universities. The event also includes a two-day popular science conference with seven panels

YAMBOL

Name: *INTERNATIONAL MASQUERADE FESTIVAL - KUKERLANDIA*

Date: February 27 – March 2, 2025

Venue: Yambol

Nomenclature: Kukerlandia is a time-honored event that attracts many participants from the country and abroad - kukers, babugers, survakars and others. The festival presents the beauty and power of preserved traditions.