

Why Expanding Your Development Team to Bulgaria Is a Brilliant Idea

Due to the soaring demand for software developers, it is a true challenge for many businesses to grow their technical operations. **Offshoring** development teams has become a common hiring practice. It expands business operations at a low cost. A lot of companies choose to offshore their development teams to the other side of the world. However, this comes with several drawbacks or challenges: business risks, cultural differences, language barriers, and time zone differentials.

The good news is that there is an alternative. More and more companies have found out that **nearshoring** some part of their technical operations is a golden middle-way. And Europe's information technology sector has discovered its best kept secret in its neighborhood.

Known for its football teams, yogurt, and Rakia, Bulgaria is Europe's hottest nearshore outsourcing destination today. In fact, A.T. Kearney has named it the top European destination for IT outsourcing.

Here's why **nearshoring** development teams to Bulgaria is advantageous.

#1 Access to Talent

For starters, the country's vibrant IT community attracts plenty of extraordinary technical talent. Over the years, global competitions in the field of computer sciences have established Bulgaria as an IT behemoth.

After all, Sofia is home to Bulgaria's oldest technical universities. With over 2,000 graduates in fields of information and computer technology, these educational institutions paved the way for private vocational academies to supplement the demands of the country's IT industry.

Bulgaria's tech experts range from skilled developers to DevOps engineers, UX designers, and QA experts who are proficient in a broad range of modern programming languages and other new technologies.

#2 Rapid Economic Growth

Bulgaria has gone through multiple changes over the past decade. In 2018, the European Union and the European Bank for Reconstruction and Development invested 20 million euros to develop the country as a leading innovation and technology hub. So far, its business-friendly legislation has attracted more than 100 investors.

Investors are particularly impressed with Bulgaria's mobile and web development, which surpass that of several countries. Many large companies report that company performance has improved since outsourcing their technical operations to Bulgaria.

With an ever-expanding foreign presence in Bulgaria's IT industry, several leading technology companies have set up their research and development centers in Bulgaria. Among them are DXC, VMware, SAP, Cisco, Uber, Bet365, Playtech, Ubisoft, and Gameloft.

On the other hand, small and medium-sized enterprises have also operated in Bulgaria's outsourcing sectors, which shows the industry's flexibility in accommodating different types of enterprises.

#3 Bundled HR and Management Services

Nearshore outsourcing companies can also provide human resource and management operations. The right nearshore partner can offer recruitment, headhunting, payroll, benefit programs, and other HR-related support as a bundled service.

Moreover, nearshore partners also provide facilities and make sure that you adhere to labor laws and operations management while ensuring a good standard and quality of the work. As such, you remain in charge while the **nearshoring** partner oversees all operational aspects.

#4 Proximity to Europe

One issue that often pops up in **offshoring** is time difference, which could work against the company.

Nearshoring puts companies within proximity of each other. With both teams in the same region, time differences won't be a problem. A nearshore team can share the outsourcing team's working time and can easily conduct spontaneous online meetings or demos during normal working hours.

Onsite meetings are also easy and affordable to facilitate. For example, it only takes about two hours to fly from Bulgaria to Berlin and three hours to fly to Stockholm. Daily flights between Sofia and major European cities with low-cost airlines makes it possible to meet up face-to-face when needed.

#5 EU Membership

Bulgaria's sturdy economy promises a stable business environment. For more than 10 years now, Bulgaria has been part of the European Union and has a fixed exchange rate with the euro.

This also makes Bulgaria compliant with existing EU policies, especially on software and legal requirements. This includes copyright, intellectual property laws, and GDPR. Moreover, Bulgaria's ability to adapt the necessary software and legal requirements that EU companies need ensures data security.

Furthermore, Bulgaria's EU membership entails easier business transactions across EU countries. It also helps that Bulgaria's corporate income tax rate falls at just 10%.

#6 Cultural and Multilingual Alignment

Naturally, Bulgaria shares similar work ethics and perspectives with its European counterparts. This secures business productivity and boosts efficiency in delivering services.

Moreover, outsourcing companies won't find barriers in language. In addition to their native tongue, Bulgarian professionals are academically trained to speak English and other languages.

Furthermore, companies looking to outsource would be happy to find an internationalized IT sector in Bulgaria. After all, a vast majority of its IT businesses work for foreign companies already.

#7 Future Opportunities

Bulgaria has proven itself as a hub of opportunities. Bulgaria's EU funding of 9 billion euros emphasizes education, science, infrastructure, and knowledge economy development. This aligns with the Bulgarian government's focus on computers and hardware technologies, telecommunications equipment, broadband internet access, cyber security, electronic health, and smart grid technologies.

Enterprises **nearshoring** their operations are provided with opportunities in the form of better workflow. Establishing remote teams helps businesses to mature and to implement more efficient processes for their software development. In turn, this can eliminate the need for unproductive meetings and improve quality.

Expanding to Bulgaria

Increased **offshoring** and outsourcing have grown advantageous for Bulgaria. With Bulgaria's solid economical development and strong focus on technology and science, many European businesses are discovering the advantages of **nearshoring** their IT operations to Bulgaria.

Bulgaria's economy is resilient, with many opportunities for growth. **Nearshoring** organizations would benefit from this country's EU membership, cultural similarities, and pool of unmatched talent. Educated, competent, and globalized, Bulgaria's IT sector is ready for the challenges of the modern world.

If you are interested in **nearshoring** part of your technical operations to Bulgaria, let's talk!

You can get in touch with us here www.jobshark.se, or send an email to us at sales@jobshark.se.