



Mobile Monday Sofia Chapter

Overview

Mobile Monday is the world's leading community of mobile professionals. Mobile Monday promotes local mobile industry, fosters cooperation and networking among industry people and their companies by providing opportunities for personal and virtual contacts.

Part of the world wide global network of Mobile Monday (more than 70 chapters on 5 continents) Mobile Monday Sofia has started its activity in mid 2009. It has created a networking environment gathering industry players from the local mobile operators, suppliers, startups, developers, media and investors; it exposes local mobile developers to foreign companies and markets and gives opportunities for foreign wireless industry players to meet their local counterparts. Mobile Monday Sofia's main activities consist of bi-monthly Monday gatherings, virtual networking through the Mobile Monday websites, newsletters, LinkedIn and Facebook groups. The working language of Mobile Monday is English in order to open-up the meetings and activities for non-native speaking participants and to encourage international contacts and cooperation.

Our Mission

- To emerge as a THOUGHT LEADER of the Local Mobile Industry
- To take POLE POSITION as PROMOTER of the Local Mobile Industry
- To MIRROR Local Mobile SHOWCASE
- To build networks between PEOPLE, COMPANIES AND FINANCE
- To bridge the gap between LOCAL and GLOBAL mobile industries
- To highlight the HOT TOPICS of the mobile industry
- To share knowledge of MOBILE INDUSTRY EXPERTS
- To introduce and encourage ENTREPRENEURS
- To grow globally by INTERACTING

The Co-founders

Mobile Monday is a non-profit, non-governmental organization of individual mobile industry professionals. The co-founders are dynamic and experienced industry players with international experience and deep knowledge of the local market.

- Anton Gavrailov, Business Development Director, Sirma Solutions
- Spartak Kabakchiev, Business Development Director, Melon
- Stephane Gantchev, Former head of VAS Innovation, Orange France / France Telecom
- Momchil Zarev, Head of Sirma Mobile
- Peter Statev, Managing director SmartCom

Our extended co-founders committee includes as well one representative of each of the 3 mobile operators in Bulgaria (M-Tel, Globul and Vivacom). This ensures their constant involvement and presence and it is particularly appreciated by foreign guests and speakers who are seeking contacts with the local Bulgarian operators.

The Mobile Monday Sofia events

The bi-monthly events are similar to any other Mobile Mondays in the rest of the world. The events are held in friendly atmosphere without particular dress code, the venues are most often well known Sofia bars. Each event consists in 3 parts:

- registration part
- Speaking sessions: 2-3 presentations of average 15 minutes each; presentations are held in English and Bulgarian.
- networking part with free drinks

The total event duration is 2-2:30 hours.

Mobile Monday Sofia had 3 events in 2009. Each of them successfully gathered 120-150 persons. The topics covered until now were:

- VAS market in Bulgaria
- Mobile Internet
- Partnership programs

Speakers at those 3 events were representing the mobile operators such as M-Tel, Globul, Vivacom, Orange Group; big industry players as Nokia, NSN and Motorola; startups as Fring and local Bulgarian companies.

Those events were regularly covered by the local media.

More information on the previous events, topics, speakers as well as presentation are available at: <http://mobilemondaysofia.com/events.html>