

# Restructuring and FDI in the Bulgarian Wine Industry

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*Abstract:* Industry restructuring in Bulgaria was characterised by the application of privatisation procedures similar to the ones applied in the rest CEEWCs (see table 1) which, however, differed in importance, scope, objectives and speed. Privatisation in the Bulgarian wine industry proved to be slow, but important process for the dynamics in the sector. Different privatisation procedures and distribution of state assets were adopted, hence resulting in differences in the ownership structures. New wine processors were established, with FDI playing an important role. The EU integration process additionally had its own impact on the development of the industry, and will further enhance the expansion of the industry's activities in terms of grape and wine production and export, as well as quality improvements.

*Key words:* wine industry, restructuring, FDI, Bulgaria, transition

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