

Interview with Julian Georgiev

Yana Dimitrova
interviews...

**Julian Georgiev,
a Director of Geshaview.**



In the last year and early 2009 you participated in a series of conferences BalPex, devoted to the crisis in the construction industry and investment in Bulgaria. In what state is it at the moment?



The purpose of these conferences was to analyse the business situation and the measures required for overcoming the current crisis. My brief was to offer guidance on regulation and a proactive calming of the market for the long term assistance to investors.

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The severity of the situation over a relatively short period of time has caught a large number of investors unaware.

The lack of bank financing and a severe downturn in the market has led to 80% of projects being suspended, including those in an advanced stage of



Over development and supply of accommodation in popular sea and ski resorts, together with the current economic climate, has led to the suspension of approximately 80% of building projects.

construction. On the other hand, the authorities have not taken adequate measures to support the property development and tourism industries.

On the positive side, however, Bulgaria continues to develop a number of quality projects, this together with the acceleration of Government administration of returning VAT payments is helping to alleviate the financial and time constraints of these developers and investors. The property market has its own iron logic and rules, and anyone who does not comply with this will have difficult times ahead.



Is there a good future for the Bulgarian tourism and can we achieve a level of service to be competing on the European and world market?



I am an optimist and I believe that tourism in Bulgaria has a future, because we as a country are blessed with natural beauty and interesting history. To be competitive we need to change many things. However we must realise

“ Over development and the lack of concept and planning will kill any tourist destination. ”

that we have to compete in tomorrow's market place and not be a second choice cheap, overcrowded, over developed package holiday destination. Over development and the lack of concept and planning will kill any tourist destination.

The most serious problem however is the lack of quality service and trained personnel. What is needed is a major change, quality of staff training and of course, time. The sooner this starts the sooner Bulgaria will be a recognised tourist destination.



Rural, mountain and nature tourism are currently the fastest growing holiday trends in Europe.

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Geshaview is located in the centre of Bulgaria, away from the famous ski resorts and the Black Sea beaches. Is this the right place?



If we were not convinced of this, there would not be an invest of 20 million leva in such a project. Rural, mountain and nature tourism are currently the fastest growing holiday trends in Europe.

More and more people worldwide are turning to nature, lifestyle and leisure. Child care, time with our family and parents whilst on holiday have increasing value in tomorrows' market place. Do not forget that sunbathing on the beach and skiing are not the only possible vacation activities. Mountain biking, fishing, hunting, rock climbing, caving, paragliding, horseback riding or a walk in the forest are just a few activities visitors will enjoy. Geshaview is a place of peace and tranquillity that enables you to sunbathe near the rural scenic swimming pool.



Do you think that Geshaview can be compared to similar resorts in the world and Europe?



We ask you to give the answer to this question. We will know the true comparison when visitors to Geshaview return time after time.



Living surrounded by nature.

We are happy to be working with...



Stones at Geshaview



Approximately 73,950 stones will be required to build the original walls of the Courtyard. The stonemasons have manually hand-shaped 1,200 of these stones to acquire an authentic look. 7 pine cones - the symbol of Geshaview - have been placed in the stonework at random, challenging our younger guests to try and discover them.

Q. What is the weight in tons of stones needed to build the Courtyard walls?
The answer is on page 4.

Geshaview - a shining light

For many years the Tzaravets Fortress at Veliko Tarnovo has been lit up in the evenings to display a wonderful story of Bulgaria's history. Taking into consideration that during the winter months the village and Courtyard will be in a state of darkness from late afternoon onwards lighting will be needed.

This is the reason why so much consideration has been made to the lighting of not only the houses but the roads, pathways and of course the main Courtyard building. Miles of wiring, underground cables and concealed electrical stations will provide the atmosphere and ambiance of the village during the winter months and evenings throughout the year.

I am sure that the Geshaview village will be a 'light show' to experience, not to compete with Tzaravets Fortress of course, but certainly a modern day illumination with a twist of bygone days.

Here's to those long dark winter nights...
...they will never be the same!



Tzaravets Fortress Sound and Light show.

Snow without skiing...

Geshaview... located in the centre of the Bulgarian countryside, literally, has a distinct climatic advantage that brings a long hot summer and a short sharp winter. At 260 metres above sea level, winter brings with it a rhythmical covering of snow and thawing throughout the months of December, January and February.

The village has been designed to take full advantage of this with a 'winter wonderland' of fun and activity throughout the season.

An unexpected overnight blanket of snow brings with it a great day of snowshoe walking, forest trekking, tobogganing and snowmen... the day turns into an evening of twinkling lights, mulled wine, open log fires, outside snobeques (that's a barbeque with a special twist to it!).

Add to this one or two measures of the local brandy, Rakia... and not a ski or snowboard in sight.



Deep snow cover creating a winter wonderland.



Visit our website:
www.geshaview.eu

Expensive properties sell first



The biggest and most expensive properties sell in recession. The first properties to sell in the village were the ones where the size and styling made them the most expensive. The best investment houses are still to be released. Smaller with many exclusive and luxury internal features. Prices are set at an affordable level and will rise dramatically in the next 5 years as the village flourishes.

Turning on the power

- 3 electric substations with a common capacity of 1400kw are being built to supply the electrical needs of the village. They will be covered with stonework to match the Courtyard walls.
- The total length of the electric cables is over 3 kilometres for the mains supply to each house.
- The high voltage cables run underground in accordance with the environmental policy of the village.



Modern, high tech electrical substation.

From Paris to Geshaview



Sharka, the resident dog, greeting a French family from Paris - Cecile and Cyril with their son Adam - on their visit to Geshaview!

The young couple fell in love with Bulgaria and Dryanovo region a few years ago and now they spend every summer vacation in the area. Hope we meet them again next year!

We are happy to
be working with...

MARTINELI

Enjoy local and global food at Geshaview

With 7 eateries, Geshaview is well on its way to becoming an International Food Centre. Each one of the restaurants and cafés has been designed to be unique and remarkable, with individually selected menus, food supplies, interior design and services.

One of our fundamental concepts we developed from the very beginning is the organic food supply in Geshaview. Local and international eco and organic producers and farmers are invited to supply fresh and packaged produce for our fruit & vegetable and grocery shops and restaurants. Locally produced fresh vegetables, milk, cheese and meat, organic and Fair Trade products from all over the world will be carefully selected before their use and retail.

Being part of the environmental-friendly and eco-orientated policy and style, organic food concept has a high importance for us and is one of our biggest priorities.

We invite local producers, farmers and traders to come and register as an



Fresh, locally produced fruits and vegetables will be available in the Geshaview grocery.

official Geshaview supplier. It will be a pleasure for us to discuss with you what you have to offer, no matter how big or small your company or production is. We encourage mostly people from the region as part of our agreement for a local employment enterprise/activity, but beyond that we will be happy to be made aware of every high-quality and unique product from Bulgaria and from all over the world.

We are happy to be working with...

How many tons of stone are needed?
Answer: 700 tons.



Yana Dimitrova
 Geshaview hostess

Thank you for taking a few moments to absorb some of this month's Geshaview news. I look forward to writing again next month.

Topics for the October issue will include:



Sewerage system in Geshaview.



Summer 2010 in Geshaview.



Education... art and music.



Health at Geshaview - Softub relaxation.

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