



Dear Reader,

The Italian in the title is no coincidence. At the end of last year, we teamed up with Italian and Bulgarian organizations specializing in rural tourism to seek out promising initiatives offering rural getaways in Northern Bulgaria. We uncovered a wealth of untapped potential! But whether Tutrakan will be as well-known one day as Tuscany is now will be determined by the daring of Bulgarian entrepreneurs, the participation of local communities, and the vision of local and national administrations.

This newsletter is your guide to the goings-on in the America for Bulgaria Foundation community, so make sure you [subscribe to stay in the know](#).

## Agriculture Meets Tourism



### Rural Tourism in Tutrakan: North Bulgaria Has Strong Agriturismo Potential

Snail derbies, gourmet delights, beehive-air therapy, and strolls through 19th-century villages are just some of the offerings of the Bulgarian North.

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### Ambassador Zarra: Agriturismo Success Hinges on Local Communities' Involvement

Italian Ambassador Giuseppina Zarra reflects on her 30-year relationship with Bulgaria and the country's potential for developing as a destination for rural tourism.

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### Gergana Kabaivanova, Pendara: Eating Local Food Promotes Rural Revival

Pendara has helped dozens of entrepreneurs across Bulgaria launch small food and beverage startups and develop their production sustainably.

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## United with Ukraine



### United With Ukraine Job Fair Brings Together Employers and Refugees

A fourth edition of the United with Ukraine job fair took place on April 9 in Varna's Palace of Culture and Sports, with the participation of US and Bulgarian employers.

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## Devetaki: A Success Story



### Nine Villages, One Community & Its Brand-New Home

A hundred-year-old mill's transformation is a testament to the power of community. It is also the Devetaki Plateau's newest tourist attraction.

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### From the Archive: How TripAdvisor Discovered the Devetaki Plateau

People from the nine villages on the Plateau joined efforts to transform a region in decline into one of TripAdvisor's best-kept secrets.

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Your friends at the America for Bulgaria Foundation

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