When former socialist countries saw their political regimes crumble in 1989, most people in those countries were euphoric over the demise of their non-democratic political regimes. The joy over the fall of the Berlin Wall symbolized that euphoria and embodied the collapse of a geopolitical division between East and West that had lasted several decades. However, changes in the political systems also meant changes in economic systems of the countries from the former Soviet bloc. Unlike quick political and symbolic changes (e.g. ousting/executions of heads of state, removal of political party restrictions), the economic aspects of transition required much more thoughtful consideration. Studying Bulgarian industrial policy over a period of 30 years, I argue that the specific institutional and political history of Bulgaria shaped its industrial policies during the periods of late socialism, transition and EU capitalism. Continuities between the periods indicate that past institutional and political structures produce similar industrial policies across the three periods. I also maintain that international institutional pressures affected Bulgarian industrial policies.