

Cover Letter

by Plamena Gagova

A Business should be motivating, successful and fun, British Bulgarian Business Association is an important key step for all of this.

Dear members of British Bulgarian Business Association,

Dear Board of Directors,

Dear Mrs. Mitova,

Following the announcement that there will be two vacancies on the Board of BBBA, I would like to formally submit my application to become a board member.

I am passionate about creating a better Bulgaria, a better Europe and a better future for my family, my city and my country, and by extension, a better Europe with close relationships and strong ties to my wider European family nations. I have a desire to build long lasting, mutually beneficial alliances, connections and relations (both personally and professionally) with individuals, organisations and countries who will offer and accept the hand of friendship, partnership and cooperation in an endeavour to build a better future for us all.

I believe I am an ideal candidate for a Board Member, with solid understanding, simpatico motives, matching goals and a firm commitment to work actively for the development of BBBA. With over 12 years' experience with foreign projects, Managerial positions and international knowledge, as Chairwoman of the public council with a high-level of education, I have the necessary skills, expertise and competence for this opportunity.

Currently I am the founder and the general manager of 'Plain Agro Bulgaria', part of a connection between British companies, Bulgaria and the Western Balkans. My team works extremely well, to very high standards and with high a high success rate, to ensure our client's requirements and expectations are met, and this is widely recognized by my customers, managers and peers.

I have also significant Board of Directors experience in other large and complex accounts including Chairwoman of the Public Council, Vice Chairwoman of the Management Board. The diversity assignments show my proficiency in working with variety of teams, deliverables, expectations and intricacy in heterogeneous market environments.

Proven track record of compliance to corporate and organizations standards and procedures, experience with project management methodologies, processes and tools indicates my ability to fit extremely well into the BBBA Board of Directors.

On a daily basis, I provide exceptional service to my national and international partners and clients, by constant efforts to understand my client's needs, efficiently passing those to my team and continuing to improve processes where necessary. I consistently demonstrate high quality leadership by building a strong, confident and effective team, creating vigorous work environments, focused on pre-empting potential problems, finding solutions and learning from any mistakes over laying blame. Making mistakes is a matter of humanity, how we react and respond to those mistakes is a matter of character, I believe this attitude and outlook has led to my successfully team leadership in meeting both our partners expectations. I achieve

this by various regular meetings with the team members, partners and managers, and then assigning understandable tasks to the relevant parties in order to meet client requirements, thus minimizing the cultural and working differences between our international parties. I am constantly inspired by new challenges, aspirations and “out of the box” resolutions. These excellent results encourage me to persist in continuously improving my work, pursue new opportunities and progress.

In my program for development of BBBA and bilateral business relationships, I have set out a vision and the tools to initiate the first steps in this direction. These tools will also be able to be deployable in other regions, depending on the needs, prospects and specific business sectors in these areas.

How can my knowledge, education and business experience be useful in the Board of Directors of BBBA?

Choosing to be a candidate and understanding the politics and ideas of BBBA, my vision is to be useful in the development of the association in the remote regions of Bulgaria.

Based on my rich experience in regions outside of my country and in regions outside of the capitol here in Bulgaria. I briefly suggest my program for this below.

To transform and develop the northern regions of Bulgaria into an attractive place for the British and Bulgarian members of the BBBA and to develop the potential of the BBBA. This includes:

- To promote the BBBA’s activities in the Northern Bulgarian regions, local companies and organizations;
- To provide opportunities for members of these area to create relevant business projects and new commercial initiatives;
- To bring new industries to the region;
- To build lasting projects that will continue to have a long term positive effect;
- To showcase Bulgarian business and investment in UK and vice versa;
- To contribute to and help to shape the communal, social and national scene;
- To offer a better chance for development in various areas;
- To bring new expertise, knowledge and skills.

If elected as a board member, I will eagerly continue to develop my skill set and to apply all my current knowledge and skills in service of the BBBA. I would be delighted to be part of this organisation and aid in the development of BBBA's growth through projects in different regions of the country and to help bring about the success of the commercial interests of its members.

Sincerely Yours,

Plamena Gagova