

Cover Letter

by Diana Pazaitova

Re: BBBA Board of Directors Elections at the Annual General Meeting – 6 October 2022

Date: 26 August 2022

Dear BBBA Members,

With this letter I would like to express my intent to stand for election to the British Bulgarian Business Association Board of Directors. If elected, I would feel genuinely honoured to be able to assist the organisation and to offer my dedicated efforts for facilitating and supporting business in Bulgaria.

In the years of Fama Consulting's membership with BBBA I have witnessed the organisation's expanding role in bringing ethical business practices, responsible corporate undertakings, legislative improvement and argument-based advocacy to the fore – all of which have always been to the benefit both of its members and the society at large. I hope that the company I represent has also been a humble factor in promoting these values – in its professional endeavours, and within the framework of BBBA's numerous initiatives and via my participation in two of its committees – namely the trade and legal and tax ones.

I have been a member of the Association since its revamped presence in the community in my capacity as the Managing Partner of Fama Consulting – a company that specialises in offering services in the field of public affairs, parliamentary advocacy and government relations. It is a boutique company that has a portfolio of clients that is indeed a representative sample of the foreign investment community in our country. The sectors we cover include – among others – energy generation, financial services (banking, non-banking, fintech), pharma, food vouchers, utility sector, bottled water and soft drinks industry, packaging waste recovery, tobacco industry, etc. We have executed campaigns for our clients that are marked by effective communication, honesty and integrity in the formulation of a problem and its recommended resolution, consistency and resilience in delivering lasting solutions and not quick fixes, and a passion for “doing the right thing”. Professional public affairs work has a legitimate and positive role to play in any democratic system. We are firmly resolved to be a part of that standard-setting in our country.

The profile of our company exemplifies where I hope I can add value to the activities of BBBA - which consistently keeps up its image of a factor of stability in the economy through engagement in a dynamic and constructive dialogue with stakeholders in Bulgaria. I have full confidence in the agenda that the organisation has set for itself – particularly in times such as these that are marked by extreme political uncertainty but also by revitalised national spirit of dignity and insistence on fairness, transparency and moral in the political process. It is within the scope of the agenda that I trust my personal expertise would be useful – by offering targeted effort for its fulfillment.



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I would like to conclude by confirming my commitment to the efforts and initiatives which BBBA has led through the years and look forward to the continuing advancement of BBBA and its members.

Thanking you for your kind consideration, I respectfully hope you would support my cause.

Kind regards,

Diana Pazaitova
Managing Partner
Fama Consulting