

Dear BBBA Members,

Re: Application for re-election as a BBBA Board Member

Please, consider my application to be re-elected as a board member of the British Bulgarian Business Association during the upcoming AGM in October.

I established a professional services centre in Bulgaria in 2013 and we grew from an initial hire and a 3-desk office, from EHS Consulting, rebranding to Brightive and continually growing up to May 2021 when we merged with a much larger UK firm to create Baringa Bulgaria. We are now a successful professional team of around 120 people, we are truly a British Bulgarian Business and I understand the opportunities and challenges associated with growing between the two countries.

I have been a passionate ambassador of Bulgaria because of the depth of talent, infrastructure - technology, transport and education – as well as the great, innovative Bulgarian companies.

We have hired, retained and developed graduate talent from leading European Universities and offered them the opportunity to develop in Bulgaria while being exposed to transformation projects with leading customers in the UK, and the rest of Europe.

Bulgaria has enabled us to grow rapidly, and I was thrilled to become certified as a Class A investor by the Invest Bulgaria Agency and Ministry of Economy in February 2021. I believe this shows our commitment to Bulgaria and long-term mutually beneficial collaboration between the two countries.

Baringa has actively participated in BBBA initiatives since we joined back in 2013. Most, we led the creation of a Covid-19 crisis consortium, we were lead sponsor and key notes speaker at last year's successful "Green Business is Great" conference, and I introduced a member's event to promote Bulgarian wine to the UK and shared my passion for local wineries.

I continue to aspire as a Board Member of BBBA to send a powerful message that we are stronger together as a consortium than the sum of the individual efforts.

As a BBBA Board member, I will continue to stand for:

- **Clarification** of the BBBA value proposition, a unified message on the value of British-Bulgarian trade; what do Bulgarian businesses offer to the UK; how can Bulgarian Business help UK businesses prosper;
- **Collaboration** across BBBA members and between UK and Bulgarian companies - Together we are stronger;
- **Inclusivity** and access for members, embrace the positives: digital working, market focused initiatives and greater collaboration.

BBBA has played a key role in the bilateral relationship between the UK and Bulgaria in the past years and in the context of BREXIT and Coronavirus, I believe the role of BBBA will be even more important over the coming years and in the context of current economic, environmental, and political challenges.

I am therefore committed to continue to contribute over the next 2 years and continue to foster greater cooperation between British and Bulgarian businesses.

Thank you for considering my application for re-election, and my commitment to BBBA success.

Yours sincerely,



Martyn Smith, Partner, Baringa Partners LLP