

Motivation Letter BBBA

My name is Boris Gurov and I am interested in serving on the board of BBBA.

In the new geopolitical reality the need for influential bilateral business associations, working on facilitating vibrant geostrategic partnerships is crucial, especially between entities from closest allies that are Bulgaria and the United Kingdom.

My strongest point is that I have been working for years on the regional cooperation between Bulgaria, Greece and Romania in the fields of business, culture and faith. Therefore my strong contacts in those two neighboring to Bulgaria countries can lead to additional benefits for BBBA in its effort to be involved in projects of regional importance that will give much wider scope of interest and dynamics to the organization.

The importance of the region, especially the three EU and NATO member countries grows due to the dynamic of the day. This is a great opportunity for attracting investments of UK business entities towards the entire region, as regional projects are more sustainable for large UK investment groups.

I will work as well on vibrant connections with similar organizations throughout the region, bringing Bulgarian experience for communication and collaboration with other countries to sending a strong joined regional message for business opportunities.

Business is all about connectivity and where you position yourself in place and time. Thus I can not imagine a better time to implement my knowledge, experience, communication skills and high-end contacts for the benefits of BBBA.

The last year we were involved in the support of Chevening Association, endorsed by BBBA and actively involved in the effort that will make Bettany Hughes's movie series Treasures of Bulgaria, a reality. A movie series that will voice the message of Bulgaria as a country and an opportunity. I endorse every BBBA member to be part of supporting this production.

Respectfully,
Boris Gurov

Interlogistics Holding Limited Sofia LTD
Business Park Sofia, Building 8,

Entrance A, Floor 6, Office 603-604

+359 2 416 3000; +359 8970 11111

www.interlogistics.bg