

## Cover Letter

**eLando AD**

6<sup>th</sup>, Alexander Zhendov Street, floor 8

Sofia 1113, Bulgaria

11 September 2023

Dear BBBA Members,

### **Re: Application for election as a BBBA Board Member**

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 honored to be able to assist the organisation and to offer my dedicated efforts for facilitating and supporting its goals and vision in both Bulgaria and the UK.

Armed with an extensive background in Retail, Financial Services, Consulting and Technology combined with my intimate familiarity of both the Bulgarian and UK business terrains, I am unequivocally dedicated to amplifying the economic and trade synergy between our nations.

My 20+ years tenure in the UK is punctuated with leadership roles in various high-profile international and cross-cultural projects, each leaving me with invaluable insights into the complexities and potential of global collaborations. This experience, coupled with my current role as the Business Development Director of eLando AD, one of Bulgaria's premier software development consultancies, positions me uniquely to understand and navigate the intricacies of both markets.

Central to my professional ethos is a passion for international collaboration. My conviction stems from the belief that this is not just a pathway, but the cornerstone to achieving enduring success in today's interconnected world.

The BBBA is an essential institution championing the collaboration between Bulgaria and the UK. With my background and fervor for this cause, I would be able to bring a fresh perspective, innovative strategies, and a proactive approach to the Board.

In light of my background and ambitions for the BBBA, I am ready to contribute to the Association and its members in the following aspects:

1. **Strategic Networking Initiatives:** Harness my expansive UK and international business network to forge transformative collaborations that are beneficial for both nations.

2. **Showcasing Bulgarian Excellence:** Organise bespoke events spotlighting Bulgaria's prowess in tech and other sectors, acquainting British stakeholders with untapped opportunities.
3. **Landing Zone:** Help the establishment of bi-lateral forums to enable exchange of best practices, innovative solutions, and collaborative strategies between the UK and Bulgarian businesses.
4. **Bilateral Trade Missions:** Spearhead trade missions that provide tangible platforms for businesses from both nations to meet, interact, and cultivate future partnerships.

My varied career, spanning multiple sectors has provided me with a holistic view of business, making me adaptable, visionary, and pragmatic in approach. By joining the BBBA Board of Directors, I am confident in my ability to bring these qualities to the forefront, ensuring that the Association remains at the cutting edge of fostering bilateral business relations.

Thank you for considering my application for the elections, and my commitment to BBBA success.



Yours sincerely,

**Georgi Tonchev**, Chief Business Development Officer, eLando AD