

## Cover Letter

by Diana Pazaitova

Re: BBBA Board of Directors Elections at the Annual General Meeting – 16 October 2024

Date: 9 September 2024

Dear Members of the British Bulgarian Business Association,

With this letter I would like to formally express my intent to stand for election for a second term as a board member of the British Bulgarian Business Association. Serving on the Board of Directors over the past term has been both a privilege and a rewarding experience, and I am eager to continue offering my efforts to the success and growth of our organisation as it reaches its milestone anniversary.

During my tenure, I have been actively assisting with the Legal and Tax Committee, the Trade Committee, and the Membership Committee. My involvement in these areas has allowed me to contribute meaningfully to the association's operations and to support our members in navigating the complex regulatory and business landscapes in both the UK and Bulgaria. Additionally, I have played a role in our policy advocacy efforts, helping to shape and communicate our positions on important issues that affect our members. I have also worked to build strong relationships with other bi-lateral chambers, ensuring that the BBBA remains a vital part of the broader international business community. In assisting the crafting of our communication strategy and shaping the strategic direction of the BBBA, I have sought to align our activities with the needs and aspirations of our members. I believe these efforts have helped us to enhance our visibility, influence, and effectiveness as an association.

I wish to further share that 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. 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. 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.

Looking ahead, I am committed to further advancing the mission of the BBBA - which consistently keeps up its image of a factor of stability through engagement in a dynamic and constructive dialogue with stakeholders, especially in times that are marked by extreme political uncertainty but also by public insistence on fairness, transparency and moral in the political process. I am particularly enthusiastic about continuing to strengthen our policy advocacy, expanding our strategic partnerships, and refining our communication strategies to better serve our members. I believe that with my continued



involvement, we can achieve even greater success in fostering strong business relations between the United Kingdom and Bulgaria.

I do hope that my experience, coupled with my deep commitment to the goals of the BBBA, will allow me to continue being an effective and dedicated member of the board. I am eager to build upon the progress we have made and to work collaboratively with my fellow board members to support the needs and aspirations of our diverse membership.

Thank you for considering my candidacy for a second term on the Board. I look forward to the opportunity to continue serving this esteemed association and to see its further advancement. I respectfully hope you would support my cause.

Kind regards,

**Diana Pazaitova**  
Managing Partner  
Fama Consulting