

London, 24 January 2019

President Rosen Plevneliev is named as Alliance Honorary Chairman

We are very proud to announce today that Rosen Plevneliev, President of Bulgaria (2012-2017) has accepted the role of Honorary Chairman of the Emerging Europe Alliance for Business Services, Innovation and Technology ('The Alliance').

The Alliance has been growing steadily since it officially launched in June 2018, its dual mission to raise the profile of emerging Europe with key global markets and also to promote greater collaboration, innovation and integration within the region itself. Key to achieving this is the creation of a powerful Steering Group comprising international industry leaders and business executives from countries such as Poland, Romania, Bulgaria, Ukraine and Lithuania. Now, with President Plevneliev assuming the role of Honorary Chairman, the Alliance has significantly strengthened its leadership and advisory line-up and further underlined its determined ambition to make a positive economic and societal impact across the region.

President Plevneliev accepted the role following a meeting held in Sofia in October between the President and an Alliance delegation comprising two of its co-founders Tom Quigley and Andrew Wrobel, and Steering Group member Elena Marinova, President of Musala Soft.

Tom Quigley, CEO of the Alliance said, 'We are beyond delighted to have President Plevneliev accept the role of Honorary Chairman. When we discussed having such a position nearly a year ago, we were very clear the holder needed to be someone of high standing and with sound international credibility, but they also needed to be a person with a technology background and a demonstrably successful business acumen.'

Andrew Wrobel, Chief Strategist for the Alliance said, "We both came up with the same name. In Bulgaria, President Plevneliev is known as 'the People's President' and 'the President for Business' and either side of his official office he has built very successful businesses, so we have always been certain that he was the best person for this role." The Alliance is looking to create a Council of Ministers from across emerging Europe, to provide a focus on and debate common issues across the region that might be barriers to attracting foreign investment in the areas of business services, innovation and technology. In his role as the Honorary Chairman, President Plevneliev will contribute to the forum, share his considerable experience with the Alliance leadership team on matters of

international importance and will also be a special guest and important contributor at flagship Alliance events such as the Global Members Summit taking place in 2019.

Elena Marinova, Alliance Steering Group member and President of the Sofia headquartered software company Musala Soft commented "Mr. Plevneliev is a valuable addition to our effort at the Emerging Europe Alliance to unite the region, positioning it even better on the innovation map of Europe and the world. With his key role in Bulgaria and the neighbouring countries during his service as President and during the Bulgarian EU presidency, he is a strong ambassador of peace, collaboration and business success. As a leader at an internationally operating business with development base in the region, I am proud that a Bulgarian and a citizen of the world is taking over this role."

Of the Alliance, **President Plevneliev** said "It's an honour for me to serve as an Honorary Chairman of the Emerging Europe Alliance for Business Services, Innovation and Technology. My legacy as a president, passionate European and a democrat is based on the understanding that we are in a transition period to a new world order and it depends on every one of us to work for peace, inclusive globalisation and technologies that serve and help people. Peace is only possible through integration when economies, regions, companies and people get together, think beyond borders, innovate and cooperate, where everyone can add value to the regional and all European capability to be a leader in democracy and the new economy. I was a president and a minister of regional development, but also a manager and an investor. I was starting up and growing businesses and I will do my best to share lessons learned and bring working solutions for lasting peace, collaboration and business success based on our collective strength and support for talent, technology, democracy and European values."

For more information, contact Andrew Wrobel, media@emerging-europe.com, +44 20 3808 8558.