

Euler Hermes appoints Kamelia Popova as Bulgaria country manager

SOFIA – 17 JANUARY 2017 - [Euler Hermes](#), the worldwide leader in trade credit insurance, has appointed Kamelia Popova as country manager for Bulgaria, reporting to Ed Goos, Euler Hermes CEO of Central & Eastern European Countries. Her appointment responds to increasing demand from Bulgarian firms seeking support to grow their domestic and export business and marks a new phase in Euler Hermes' business development in the country. The Euler Hermes Bulgaria office in Sofia opened in February 2015 and added local risk underwriting capacity in 2016.

"Kamelia's appointment further strengthens our presence in Central and Eastern Europe as we become closer to our customers and easier to do business with," said Ed Goos. "Eastern Europe growth markets are an increasing focus for our international clients and a stronger local team increases our access to local market business intelligence that supports safe, sustainable growth."

Popova brings a strong background in marketing, management and rapid growth of start-up companies to Euler Hermes. Most recently she was managing director for Saranda distribution, representing over 20 international brands in Bulgaria. Before that, she was operations director for the Association for Consumer Credit, representing members to government and public authorities. She also brings nine years of trade credit insurance experience as a country manager of Coface Bulgaria to Euler Hermes.

"Euler Hermes already provides over €1 billion in cover to Bulgarian firms. In today's volatile and uncertain markets, this coverage illustrates the value our clients place on the risk expertise, economic, sector, and supplier research and bad debt protection," said Popova.

Kamelia Popova holds a master's degree in international economic relations from the University of World and National Economy, Sofia and a post-graduate degree in finance and banking from the Manchester Business School and International Bank Institute.

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Euler Hermes is the global leader in trade credit insurance and a recognized specialist in the areas of bonding, guarantees and collections. With more than 100 years of experience, the company offers business-to-business (B2B) clients financial services to support cash and trade receivables management. Its proprietary intelligence network tracks and analyzes daily changes in corporate solvency among small, medium and multinational companies active in markets representing 92% of global GDP. Headquartered in Paris, the company is present in over 50 countries with 6,000+ employees. Euler Hermes is a subsidiary of Allianz, listed on Euronext Paris (ELE.PA) and rated AA- by Standard & Poor's and Dagong Europe. The company posted a consolidated turnover of €2.6 billion in 2015 and insured global business transactions for €890 billion in exposure at the end of 2015. Further information: www.eulerhermes.com, [LinkedIn](#) or Twitter [@eulerhermes](#).

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