

# Motivation Letter

Dear Board Members and BBCC membership

I am writing to outline my motivation to stand as a member of the Board of BBCC and how I believe I can contribute to the work and success of the Chamber.

I attach a brief summary of my biographical details and CV which I trust provide a flavour of the experience I would bring to the Board.

As a UK citizen living and working in Bulgaria for 4 years I believe I can contribute actively to the great work undertaken by the Chamber since its relatively recent re-launch.

Having started my professional career in the UK working for large UK based multinationals, I also have extensive international experience within Central and Eastern Europe having spent 9 years working in Russia and across the CIS. I have subsequently spent the last 4 years operating across the Western Balkans having responsibility for Albania, Kosovo and FYROM in addition to my role in Bulgaria, as well as serving a number of clients based in Romania.

I believe this experience provides me with invaluable insight into the range of issues facing investors in building successful businesses in a diverse range of countries, as well as the challenges facing governments in their efforts to grow their economies and support inward investment in these difficult times.

As a tax partner in PwC I am acutely aware of the impact that the tax environment can have – both positive and negative - in terms of attracting inward investment. Bulgaria is justifiably proud of its low tax rates but a successful tax policy designed to enhance inward investment is about more than just headline tax rates. It is also about implementation and enforcement of a regime that is both equitable and predictable.

As a founder member and co-chair of the Tax Committee of the American Chamber of Commerce in Bulgaria I have, since my earliest days in Bulgaria, been engaged in the process of Bulgarian tax reform. Indeed I am already engaged with the commercial section of the British Embassy in Sofia in a dialogue with Her Majesty's Revenue and Customs in the UK to try and bring about changes to the UK – Bulgaria Double Tax Treaty that would enhance its effectiveness and bring it in line with international norms.

In support of my personal experience I am also able to call upon the experience of the PwC network operating in over 150 countries worldwide in seeking best practice internationally on a wide range of business and legal issues beyond taxation.

In addition to my personal commitment to the continued growth and success of the BBCC, PwC in Bulgaria is very clear in its commitment to, and support of, a wide range of Chambers of Commerce and Non-Governmental Organisations in Bulgaria. I personally serve on the Board of Directors of the Anglo American School in Sofia and until recently served on the Board of Directors of the Bulgarian Foodbank. I have also been an active supporter of BBCC events since its re-launch and was an active participant in the recent Roundtable discussion on barriers to doing business in Bulgaria organised by the British Embassy in Sofia.

As an illustration of our commitment to worthy organisations, PwC Bulgaria actively supports such organisations as Teach For Bulgaria (Заедно в час), and For Our Children (За Нашите Деца) with the time and commitment of our staff as volunteers, and one of my fellow partners at PwC , Petko Dimitrov, is a Board Member of the Confederation of Employers and Industrialists in Bulgaria. As one of the leading professional services firms in Bulgaria for more than 20 years we naturally have an extensive network of relationships in Bulgaria that can hopefully support the future growth in membership of the BBCC.

I believe the growth in profile and relevance of the BBCC since it re-launch is a testament to the focus, hard work and dedication of the current Board and its Executive Director, as well as the active support of the British Embassy. If I am elected to the Board and can contribute to the continued success of the Chamber it would be an honour to serve.

Paul Tobin

Sofia

17 April 2013