

LUZ PÉREZ GARCÍA

CANDIDATURE FOR INSTITUTIONAL VICE-PRESIDENT

Luz Pérez García, residing in Ho Chi Minh since early 2014, joined the project of the constitution of the Spanish Chamber of Commerce at the end of 2017. As Vice-President she was actively contributing to the set-up and participating to engage new members, promoting the chamber among the Spanish business community and Eurocham business associations and chambers. In 2020 she took the position of President in function in absence of the current President and took over the leadership of the SBA during the COVID19 pandemic.

From 2017 *Luz Pérez García* works as the Representative of the "Port de Barcelona" in Vietnam. In 2018 she coordinated the 20th Commercial Mission to Vietnam, and participated in the next missions to Japan 2019 and Colombia 2020 (on line). This allowed her to gain knowledge and experience in intercultural business whilst broadening professional network and connections with the several logistics sectors and their related government institutions. Recently, at the end of 2020, *Luz Pérez García* has been welcomed as a member of the Transport and Logistics Sector Committee of Eurocham in Vietnam.

With a degree in Labor Law and Human Relations from the University of Barcelona, most of her experience is related to the legal sector, working in international environment since her first position. She worked during seven years for "Roca Junyent", a prestigious Law company directed by Mr. Miquel Roca, who is also one of the parents of the Spanish Constitution. Previously, she worked for the Consul of Estonia in Barcelona and in a specialized Art Logistics company.

"The chance to represent our Spanish Business community and the continuous collaboration with the team of Eurocham and other European Chambers of Commerce, made me aware of their relevance to achieve the much-needed visibility for any Spanish company establishing in Vietnam. In order for them to succeed they appreciate the support and guidance of the Chamber of Commerce to overcome the country-related challenges and to be fully aware of the country's own idiosyncrasies"

The Spanish business community in Vietnam is growing and has reached currently a reasonable number. With this support and motivation, The Spanish Business Association should focus on the following targets in 2021:

- Reaching the 30 members registration to become a fully certified registered Spanish Chamber of Commerce.
- Gaining a stronger voice towards our fellow European Chambers of Commerce.
- Providing advocacy, support and visibility to Spanish entrepreneurs who are facing the challenge of establishing themselves in the emerging Vietnamese market.
- Promoting Spanish professionals in sectors as diverse as architecture, logistic or web design who can contribute strongly to the development of a Vietnam.
- Promoting the widest range of Spanish Culture, beyond football and our appreciated gastronomy.
- Working together with other organizations (ICEX / Consulate / Embassy) to provide guidance and support to Spanish Citizens in certain situations.

For the explanations given above, I would like to present hereby my candidature. I would be pleased to continue to be part of the Spanish business association where I can offer my experience, knowledge, motivation and effort fully in order to achieve this project becomes a reference for the Spanish business community.