



PRESS RELEASE

Alina Popa appointed new Country Manager of Coface Romania

Bucharest, August 3rd 2022 – Coface Romania has a new Country Manager as of August 1st. Alina Popa takes over the management of the company from Eugen Anicescu, who held this position since 2016. The appointment from within the organization confirms the solidity of the local team and its potential to strengthen the Coface brand.

Alina Popa joined Coface eleven years ago and has more than 20 years of experience in the Finance sector. Over the years, Alina has held several strategic positions within the company, such as Head of Clients Relations Department, Deputy Managing Director and most recently she has been Commercial Director for six years.

"I'm taking on this new professional challenge with confidence in Coface's potential to continue its sustained development on the local market. We will continue to meet the needs of our customers, with products anchored in reality. After more than 10 years in the organization, I have the privilege to continue working with a team of professionals who contribute to the protection of businesses through their daily commitment. Together we will support the development of the business at a strategic level and strengthen the company's position on the trade credit insurance and risk management services market", declared Alina Popa, Country Manager Coface Romania.

After 15 years at Coface Romania, Eugen Anicescu leaves the company. Under his leadership, the organization has experienced solid growth and has diversified its portfolio of services.

"The years at Coface were full of challenges and professional achievements that reinforced my belief that a strong and professional team is the basis of a company's success. In fact, when I took over the management of the local organization, I knew that the team members could achieve everything they set their minds to. The results we have achieved during this time and the expertise of the team make me confident for the bright future of the company. I thank everyone for their commitment and perseverance and I am happy to handover this position to Alina Popa, who I am convinced will carry the Coface brand even further", added Eugen Anicescu.

With a presence of over 25 years in Romania, Coface provides integrated risk management services in four business lines: Trade Credit Insurance, Business Information, Debt Collection and Bonding.

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COFACE: FOR TRADE

With over 75 years of experience and the most extensive international network, Coface is a leader in trade credit insurance and adjacent specialty services, including Factoring, Debt Collection, Single Risk insurance, Bonding, and Information Services. Coface's experts work to the beat of the global economy, helping ~50,000 clients in 100 countries build successful, growing, and dynamic businesses. With Coface's insight and advice, these companies can make informed decisions. The Group's solutions strengthen their ability to sell by providing them with reliable information on their commercial partners and protecting them against non-payment risks, both domestically and for export. In 2021, Coface employed ~4,538 people and registered a turnover of €1.57 billion.

For more info visit coface.ro

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