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## FOR IMMEDIATE RELEASE

### CSA Opens a Bulgaria Associate Office

*The new CSA Associate office will be located in Sofia, Bulgaria and will offer its extensive portfolio of celebrity speakers and experts.*

**Burnham, UK, November 27, 2007:** CSA announces the opening of its Bulgaria Associate office in Sofia, Bulgaria. CSA is Europe's leading speakers' bureau. For twenty years, its wide ranging portfolio of motivational, business, keynote and guest celebrity speakers has been instrumental in providing inspirational speeches, rekindling vision and transferring skills to virtually every sector of the world's economy.

Commenting on the recent expansion, CSA Global Business Development Manager, Emilia Knight, states:

"With Bulgaria's recent entry into the European Union, CSA sees this as an opportune moment to expand its business practices in the area. As the area has been rather untapped by us in the past, this is an ideal time to get involved by offering our services to companies in order to implement the concepts presented by our experts to boost the Balkan economy. The European Union entry will offer many benefits to the vicinity, and CSA wants to be present to help accelerate the region's progress."

CSA Bulgaria will be headed by Christina Vlahova who is the founder of "Intellecta Srl" – strategic marketing consultancy. The operations of the company spread across the whole of the Balkan region. Christina Vlahova brings 13 years of international strategic marketing experience to the CSA family.

"Bulgarian professionals have always been keen on gaining more expert knowledge and adopting the latest business practices. That is why training courses have for decades been one of the best benefits corporations can offer their employees, one of the strongest loyalty building incentives. And now, what we are witnessing is that the whole region is opening up to organizing events both in-house and open for the public, where established international experts are invited to share their knowledge." – says Christina Vlahova. "While monitoring this trend, the choice of our collaboration with CSA came as a natural business solution – the market itself pointed to it."

When asked how Bulgaria can benefit from the services and experiences of CSA, Christina Vlahova explains:

"With the opening of CSA Bulgaria, the question changes from 'Where to find the speakers to invite to our event?' - a challenge we have all been having during the past 1-2 years to 'Who from this extensive portfolio of experts and speakers best fits the needs of our event?' We are switching the dialogue from a logistics-based into a content-based one. Because at the end of the day, all of these bright professionals deserve the best access to information they can get, the best out-of-the-box thinking. If we can utilize the experience of CSA in working with speakers from around the world, then let us tap into it."

For more information, please visit [www.intellecstsr.com/wordpress](http://www.intellecstsr.com/wordpress) or contact the CSA Bulgaria PR office directly at [csabulgaria@intellecstsr.com](mailto:csabulgaria@intellecstsr.com)

For media inquiries on potential speaker's interview please write to: [csabulgaria@intellecstsr.com](mailto:csabulgaria@intellecstsr.com) or call +359 8 8830 8180.

**About CSA:**

**Celebrity Speakers Associates (CSA)**, grown from nearly 25 years of experience as Celebrity Speakers Ltd. in the UK, is Europe's leading speaker bureau. CSA is entrusted with the management of speakers' services, who are among the world's most outstanding personalities from the field of professional business, academia, politics, sport, entertainment and the arts. There are more than 7,000 speakers and experts in the CSA portfolio.

**Intellecta Srl** was created in June 2004. Positioned as a Strategic Marketing Consultancy, the operations of the company spread across the whole of the Balkan region and it offers innovative marketing strategies to larger corporations, as well as to small and medium enterprises. For the territory of the Balkans the company operated from Sofia, Bulgaria.

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