



P R E S S R E L E A S E

Hong Kong S.A.R., 4 August 2021

**Coface announces new appointment of Pamela Woon as Regional Head of Business Information Services, Asia Pacific Region**

Coface announces today the appointment of the appointment of Pamela Woon as Regional Head of Business Information Services, Asia Pacific Region, effective July 1, 2021. Based in Singapore, Pamela will report directly to Bhupesh Gupta, CEO of Coface for Asia Pacific Region.



As Regional Head of Business Information Services, Pamela will be responsible to develop this segment of business which is a key growth initiative in Coface' strategic plan "Build to Lead".

*'With Pamela joining the Coface Asia Pacific Regional Leadership team, we are significantly strengthening both our capability and focus on Business Information Services. ' said **Bhupesh Gupta, CEO of Coface for Asia Pacific Region.***

Pamela brings with her more than 15 years of experience in all aspects of sales and management, and a strong strategic perspective of the Business Information industry.

Prior to joining Coface, Pamela was Strategic Development Director at Experian, where she was responsible for driving an expansion of credit services business into new markets.

Pamela holds a bachelor's degree in Commerce from the University of Melbourne, Australia.

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**Coface: for trade**

With 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 across the world. Coface helps companies in their credit decisions. The Group's services and solutions strengthen their ability to sell by protecting them against the risks of non-payment in their domestic and export markets. In 2020, Coface employed ~4,450 people and registered a turnover of €1.45 billion.

[www.coface.com](http://www.coface.com)

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