

Karine Brück

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TECHNICAL SKILLS

- + Online and face-to-face training in the different areas of international foreign trade, international multilateral tenders, international relations, European projects, European law, customs management, etc. Regular lecturer at Extenda, EIG, Chambers of Commerce in Spain and abroad, Extremadura Avante, IPEX, etc.
- + Elaboration and accompaniment in the implementation of strategic multi-sector plans for internationalisation.
- + Management of international projects and development of strategic plans for attracting foreign investment.
- + Elaboration and execution of penetration strategies and international marketing on line and off line in foreign markets.
- + Market research and sector studies in different markets at local, regional, national and international level for SMEs and start-ups.
- + Identification of business opportunities in international markets and identification of local partners.
- + Expert in international multilateral tenders.
- + Development of European projects (Next Generation Europe,...).
- + Management of customs documentation, international logistics and legal and regulatory advice on internationalisation.

ACCREDITATIONS AND MEMBERSHIP OF PROFESSIONAL ORGANISATIONS

- + ICEX Homologation for the **Icex-Next Programme**
- + Recurrent collaborator of Extenda to carry out **Diagnoses of the Internationalisation Potential of the Company, Brexit Contingency Plans, International Taxation and Logistics Plans and Implementation Plans. Numerous face-to-face and online seminars on internationalisation.**
- + **IPEX homologation, Asturex homologation.**
- + Homologation of the National Council of Chambers of Commerce to advise SMEs in Andalusia and Murcia in the framework of the **InnoCámara** Programme.
- + Founding member of the "Club Multilateral" created at the beginning of 2008 by the **Andalusian Agency for Foreign Promotion (Extenda)**, a public company of the Andalusian Government dedicated to promoting the internationalisation of Andalusian companies. The objective of the Multilateral Club is threefold: 1. To improve the positioning and consolidate the offers of the Andalusian companies that are participating in the multilateral market. 2. To provide Andalusian companies that are committed to this market with specialised, continuous technical assistance that is adapted to their needs. 3. To promote business cooperation.

LANGUAGES

- Spanish:** bilingual.
- English:** very high level spoken, written and read.
- German:** high level spoken, written and read.
- Portuguese:** high level spoken, written and read.
- French:** native speaker.

PROJECTS

Type of work carried out	Addressees
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Teaching on European tenders and projects

2022-2023 (ongoing): Expert course on European project formulation, evaluation and monitoring (50 hours):
 Clients and Financing: Innovasturias

The working methodology combines theory and practice and addresses the different areas of the life cycle of a European project, from identification and proposal to implementation and closure. All modules are explained from a practical approach, working with real cases and examples of European programme projects.

From 2019 **Training on European tenders**

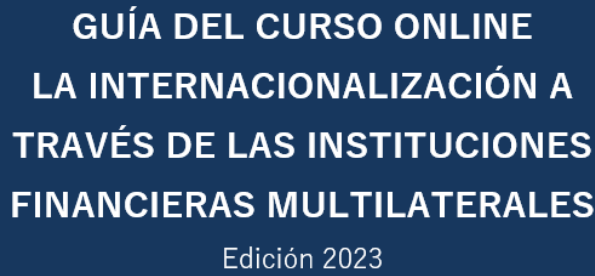
Clients and Financing: Official Spanish Chamber of Commerce in Benelux

European Tenders and Opportunities as an Expert

Online training

18th, 19th and 20th of April of 2023
 9:30 - 11:00

From 2020 (4th edition in progress): Internationalisation through multilateral institutions 2023: **160-hour online course on international tenders** organised by Extenda. Client: Extenda. Financed by: European Funds.



2021: Different cycles of online and face-to-face training in the framework of Proexca's TENDERBOOST



2018-2019: Support service for the IpeX in the business cooperation programme for internationalisation. Formation of export consortia and advice to them on internationalisation.

Client: IPEX, Funding: European Funds.

2019: **International Tender Training Service:** 4 training days on bid preparation for responding to multilateral tenders + **60 hours of individual counselling** for multi-sectoral participants. Client: **Extremadura Avante** Funding: European Funds.

2018: **Training Service on European Projects and International Tenders:** 6 days of training on European project preparation and bids for multilateral tenders + 60 hours of individual counselling to multi-sectoral participants. Client: **Extremadura Avante** Funding: European Funds.

OTHER COURSES ONLINE

2022-2023 (ongoing): **Training in customs matters in the framework of the "CUSTOMS" European project (MAC2/2.3d/369) INTERREG V-A SPAIN PORTUGAL MAC (250 h)**
 Client: Proexca. Financing: European funds



2022: **Cycle of seminars on the new European programming period and Next Generation** (10 webinars of 2 hours each): news on the various funds available to companies and technology centres.
 Client: Innovasturias. Gijón Impulsa Funding



2022: **Innovation and digital transformation for internationalisation** (35 hours): modifications of internationalisation strategies through available innovations and digital transformation applied to the different business areas (35 hours).
 Client and financing: Innovasturias.

12/2021-03/2022

- 80 hours of self-training in languages (Portuguese 40h and Spanish 40h).
- 120 hours of training on European markets and the customs union in Spanish and Portuguese.



Client Fundación Tres Culturas in the framework of INTREPIDA Plus (Interreg Programme Spain-Portugal)

03/2021 to 06/2021

-40 hours: Elaboration, design and delivery of the subject: International Taxation and Ecommerce in Online modality.
 Module I- Module III Elements of taxation in international trade.



Client: Directorate General for Reindustrialisation, Innovation and Internationalisation (Think TIC) -La Rioja

Logistics and international transport (started in 2022):

This programme is designed for companies of all sizes and sectors of activity, which require advice on issues related to logistics and international transport of their products.

Programme financed by Extenda.



Certified consultant for the Icxex Next Programme (in progress):

- **analysis of the company's business model** in its different areas (logistics, human resources, finance, operations, marketing, R&D&I...),
- **proposal for an internationalisation strategy and a timetable of specific actions at the level of operations and processes** to strengthen its positioning and success at the international level.

Programme funded by ICEX.



Industrial: Daplast (stadium seats for USA, UK and Germany), Bigmat Tevisa (multilateral tenders), Aventuras Acuáticas (recreational boats, Germany, Greece, USA), Iman (office furniture, France, Germany and Benelux), Prosalud (single-dose packaging and condensed milk producer, France, Morocco and Germany), Irecfer (railways), Recubox (logistics), Ansotec (industry 4.0 industry), AIS Multilayers (piping), Kubiko playgrounds (children's play activities), Tecнове Fiberglass (logistics), Iberian Care (medical devices).

Services: Eointegral Ingenieria (EERR, Poland, Romania and Bulgaria), Incoa (drafting tenders in the construction sector, UK, USA and France), Gabitel (telecommunications engineering, UK and Germany), Cosmetrade (South Korea).

Training: Vertice (Latin America).


ICT: Metadata (France, Germany, Romania and Portugal), Atrebo, Integrated Smart Trading, Wealize, Safe Computing, Ansotec.

Development of contingency plans for Brexit (2019-2022):

- **technical assistance** to minimise the effects and consequences of the UK's exit from the European Union.

Fruits & Vegetable: Vicasol, Onubafruit, Ecoinver, Zoi Agrícola, Lucena Fruit, Euroberry, SAT Peregrin, SAT Hortifruit, Ibarrola, Flor de Doñana, Fresh Venture, Berrynest, Herbex Ibérica, Farm Link, SAT Algaida.

<ul style="list-style-type: none"> • Identification of the risks caused by the United Kingdom's departure from the European Union and • implementation of a practical strategy to minimise these risks. • Analysis of the impact on the company in its different areas: export operations, legal, tax, human resources, supply chain, logistics, finance, intellectual property, customs management, etc. • and proposal of contingent measures for further successful positioning in the UK market. <p>Programme financed by Extenda.</p> 	<p>Olive oil: Castillo de Canena, Sovena, Acesur-Coosur, Monva, ACOLSA, Torres and Ribelles.</p> <p>Agri-food: COVAP (dairy and meat sectors), Sabor a Carmen (gourmet multi-products), Gusto Global (coffees and accessory products), Miel y sólo miel, Ecológicos Lola (organic ready meals).</p> <p>Industrial: MacPuarsa (lifts), Persan (personal hygiene and cosmetics), Cosmewax (cosmetics), Daplast (stadium seats), CTV (lifts), Alfran (refractories and insulation), INTARCON (industrial refrigeration), ELMYA (EERR), Hidroingenia (water installations); Bohorquez 1918 (leather).</p> <p>Animal Feeding: Global Feet</p> <p>Services: Gabitel Soluciones (telecom engineering), Aire Ancient Baths (spas), Safe Computing (ICT), Cosmetrade (business services), Athisa (biomass), Inverje Asesores (import of second-hand vehicles), Cayco (logistics),</p> <p>Medicines: Alk-Abelló</p>
<p>Development of strategic implementation plans in foreign countries (ongoing from 2019):</p> <ul style="list-style-type: none"> • technical assistance to adapt the implementation of a subsidiary within the company's project, • analysis of the feasibility of the project in terms of finance, resources, processes, etc. • And preparation of a business plan adapted to the target market with a 3-year projection.  <p>Programme financed by Extenda.</p>	<p>Agri-food: Ecoinver (vegetables, Germany). COVAP (dairy and meat, UK)</p> <p>Services: Gabitel Soluciones (telecom; UK); Atrebo (telecom; Singapore); Clientify (ICT; Colombia); International Boarding Solutions (aviation ICT; USA); Tech-four (ICT; Brazil); INCOA (tenders; UK); Hello Insurance (connected car insurance, France); Petroprix (autonomous petrol stations, Panama).</p> <p>Industrial: Hervaz Group (ice cube production, Saudi Arabia); Tostaderos Sol de Alba (snack production, Morocco and Senegal); Técnicas San Jorge (turnkey greenhouses, South Africa).</p>
<p>Diagnosis of internationalisation potential: (until the end of 2019)</p> <ul style="list-style-type: none"> • Company analysis (business model, SWOT, logistics, personnel, finance, operations, etc.), • proposal for an international strategy and • one-year action plan. 	<p>Industrial-Technological: Wise Solutions (Portugal, Morocco and Tunisia), Agrogenia (fertilisers, Morocco, Italy and France); Los Nietos (saddlery, Portugal, France and Italy).</p> <p>Agri-food: Ecoinver (vegetables, Germany, Austria and Switzerland), Aceituna Verde (France, Portugal and China), Los Organzales (olive oil, France, UK and USA), Sucesores de Manuel Aviles</p>

 <p>Programme funded by Extenda</p>	<p>(La Antequerana) (mantecados, France, Chile and Morocco), Iberoliva (Poland, Russia and China).</p>
<p>In-company training courses: training courses specifically tailored to the company in the field of multilateral tenders.</p> <ul style="list-style-type: none"> -Vellsam (10 h): organic fertilisers (2021): mainly UN and EU. -Vertice (10 h): online training (2021): both projects and European calls for tender -Greening (10 h): renewable energy (2022): regional development banks and world bank 	
<p>Technical assistance for multilateral tenders (some tenders <u>won</u>)</p> <p>European Union: Production of audiovisual publications, mobile applications, HTML-based electronic publications and applications based on virtual reality (VR) and augmented reality (AR) technologies, 2021/S 252-668934, lot 2, mobile applications, ABAMOBILE Client (2022).</p> <p>UNITED NATIONS: UNIDO, "Purchase of electric components for Cuba", client Bigmat Tevisa (2021).</p> <p>EU: "Technical support for RES policy development & implementation. Establishing technical requirements & facilitating the standardisation process for guarantees of origin on basis of Dir (EU) 2018/2001", N° ENER/C1/2019-517, Client Association for Issuing Bodies (2020).</p> <p>FADES: Delivery and installation of a series of electric poles and accessory material for street lighting Ref: BC-2017341, customer Andel</p> <p>EU: 'Legal assistance services to the staff of the European Union Intellectual Property Office', File AO/005/16, client Lucas and Associates</p> <p>FADES: "Project for the construction of 90 kv and 33 kv power lines and associated substations, lot 2, Rural Electrification between Boutilimit - Sangrava, DAO No 02/CMI/2016, client Géniservices.</p>	

PUBLICATIONS

Lecture at the conference "European waste management in the view of the waste framework directive" (2010) in Cologne (Germany) entitled: "Legal requirements and practice of the transport of healthcare waste within the European Union". This lecture has been edited in the book: "EU Waste Management 2010", Matthias Kühle-Weidemeier (edition), p. 163-171.

Training of Directors and Head Nurses of 2012 public hospitals in the province of Istanbul on good practice in hazardous health care waste management (June-July 2010). Lecture published in the book, "Sağlık Sektörü Atık Yönetimi", edited by Yrd. Doç. Hasan Hüseyin Eker and Mrs. Özge Dolunay, p. 190-195.

Frequently asked questions about tenders in Morocco (2013): <http://www.retse.com/publicaciones.php>

DEGREE OF IMPLEMENTATION OF INTERNATIONAL AND MULTILATERAL TENDERING IN THE BUSINESS NETWORK OF GRENADA, Directed and coordinated by Professor Eduardo Cuenca García, by Karine Brück and others, ISBN 978-84-608-6674-9 (2016)

Legislative and regulatory changes as a source of opportunity for Andalusian companies, Consejo Andaluz de Cámaras, 2019.

<http://ueimpulsa.camarasandalucia.com/wp-content/uploads/2019/12/Modificaciones-legislativas.pdf>

Some keys to detecting financing instruments for Andalusian exports in Europe, Consejo Andaluz de Cámaras, 2019.

<http://ueimpulsa.camarasandalucia.com/wp-content/uploads/2019/12/informe-deteccion-instrumentos-financiacion-exportaciones-andaluzas.pdf>

European tenders, an opportunity for Andalusian companies, Consejo Andaluz de Cámaras, 2019
<http://ueimpulsa.camarasandalucia.com/wp-content/uploads/2019/12/LICITACIONES.pdf>

Casos de Éxitos en materia de internacionalización, Editorial Tirant Lo Blanch, elaboration of the case study:
Tostaderos Sol de Alba (2022).

TRAINING

Doctorate courses in International Public Law (University of Granada).

Dates: 1990 - 1992

Master in European Law (Université Libre de Bruxelles, Belgium).

Dates: 1988 - 1990

Degree in Law (University of Liège, Belgium).

Dates: 1983 - 1988

Degree **validated** by the Spanish Ministry of Education. **1991.**

COMPLEMENTARY TRAINING

2022: Customs Agent Course 9th edition. ICEX-CECO. (210 hours)

2022: AGENDA 2030. Leader (30 hours)

2017: Online course on International Business Management (20 hours). IPRODECO

2016: Course on International Business Management (315 hours). IPRODECO

2011: Multilateral training workshop on bid preparation, International Financial Analysts.

2010: Multilateral Training Workshop on The Project Cycle in the different Multilateral Financial Institutions. Sources of Information and Expressions of Interest in the EU, IDB and World Bank, ACE (Foreign Trade Advisors).

2009: Preparing a business plan: action plan and multilateral approach 50 hours (EXTENDA)

2007: Preparation of international tenders and European Union (Extenda) bids (Europaid).

2007: bid repair at EuropeAid. Corporate Solutions.

2006: Preparation of international tenders and bids for the World Bank Group and the European Union (Extenda).

2005: International Financial Institutions. On-line course. Extenda.

PROFESSIONAL EXPERIENCE

SOLE MANAGER/ADMINISTRATOR

Dates: 01 /2011 - at present

Company: **Ecosolve**

Trademark: Karine Brück International (www.karinebruck.com)

Functions:

+Management and business management.

+Budget planning and control.

+Representation of the company before public and private bodies.

+Seminars on topics related to foreign trade and tendering.

+Technical advice and consultancy specialising in the internationalisation of SMEs and large companies:

- Carrying out a SWOT analysis.
- Market research (national and international)
- Detection of business opportunities.
- International and multilateral tenders.
- Legal advice.

- Internationalisation and market penetration plan
- Organisation of direct and reverse trade missions.
- Attendance at forums and technical conferences

+Implementation of projects financed by multilateral organisations or private companies:

(World Bank Group, EuropeAid, IADB, GTZ/KfW, among others)

- Project identification.
 - Preparation of the offer.
 - Search for experts and negotiation of consortia.
 - Presentations to local authorities and funding agencies.
 - Implementation of the project in the beneficiary country.
 - Follow-up until the final payment is received and the letter of satisfaction of reference is obtained.
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INTERNATIONAL AREA AND MARKETING DIRECTOR

Dates: 01/2004 - 12/2010

Company: **Athisa Group** (www.athisa.es)

Functions:

+ **Legal advice:** checking the law in force in the specific country and in the specific sector of the different projects of the group, proposing the best possible legal solution, giving legal advice on international projects from the conception of the projects until full payment has been received after the completion of the project.

+ **Market studies:** to determine the niche opportunities in foreign markets (determination of the exportable offer among the company's different lines of activity, segmentation and determination of clients, identification of competition, preparation of market penetration plans),...

+ **Tenders:** preparation of international, EU, national and regional bids for technical projects and contracts in the environmental sector, making oral and written presentations of these bids and projects to different authorities.

+ **Subsidies:** search for subsidies and grants at international, European, national and regional level to finance the Group's various international projects; preparation and submission of applications; monitoring and verification of compliance with the conditions required; justification of the subsidies received.

+ **Translation and interpreting:** translation of legal and technical documents for international tenders, subsidies and commercial documents. Interpreting in interpreting booths or consecutively with ministers, company presidents, etc. (full references on request).

+ **Marketing Manager:** communication with the media at national and international level, marketing plans, organisation of events (inauguration, press conference, conference, etc.).

DIRECTOR OF COMMUNICATION AND MARKETING

Dates: 01/2001 - 12/2003

Company: **Grupo Al-Andalus**. (www.grupoandalus.com)

Functions:

+ Elaboration and development of the **strategy with** national and international media.

+ **Organisation of events** (scientific and legal congresses, press conferences, opening parties for new business units) and representation of the Group at trade fairs and workshops.

+ Implementation of a telephone **reservation centre** for all the Group's tourism products.

+ Corporate identity manual, advertising brochures, customer loyalty programmes.

ECONOMIC REVIEW (12,000 copies per month).

Dates: 01/1999 - 12/2000

Company: **Empresas por Granada (Granada real estate fund).**

Functions:

- + Choice and determination of the contents of the different sections and drafting of "Editorials".
 - + Interviews with Spanish and European personalities and investigative journalism.
 - + Organisation of conferences and talks, moderator of round tables.
 - + Management of the newspaper at commercial and marketing level (advertising and distribution).
 - + Promotion planning with different institutions and the general public.
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HEAD OF PRESS OFFICE AND IMAGE ADVISER TO THE PRESIDENT

Dates: 01/1998 - 12/1998

Company: **Federación Andaluza y Asociación Nacional de Urbanizadores y Turismo.**

Functions:

- + Planning of the press office and relations with the different media (written press, radio and TV) at national and international level.
 - + Production of corporate and advertising brochures.
 - + Organisation of and attendance at specialised trade fairs (FITUR, Barcelona Meeting Point, Residence-Munich, among others).
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HEAD OF COMMUNICATION AND MARKETING

Dates: 01/1995 - 12/1997

Company: **Esquí Vacaciones (Sierra Nevada Sports Club).**

Functions:

- + Definition of the Media Plan and relationship with the media.
 - + Conception and organisation of the corporate image.
 - + Organisation and implementation of marketing campaigns with "qualified" professionals and groups. Measurement of results at an economic level.
 - + Creation and use of databases.
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DEPUTY EXPORT DIRECTOR

Dates: 1995

Company: **Sistemas Mecánicos para Electrónica, S.M.S., SA.**

Functions:

- + Responsibility for contact with foreign customers.
 - + Representation of the company at the Hannover International Fair (CeBit) in Germany.
 - + Organisation of marketing in foreign markets.
 - + Drafting in Spanish and English of international collaboration contracts (distribution, setting of sales conditions, commercial agreements).
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LECTURER IN EUROPEAN COMMUNITY LAW AND INTERNATIONAL RELATIONS

Dates: 1993-1994

Company: **University of Granada.**

Functions:

- + Teaching, research, organisation of courses and seminars.
 - + Participation as a lecturer in courses organised by the University of Granada.
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PUBLIC RELATIONS MANAGER

Dates: 1991-1992

Company: **Expo'92 Canada Pavilion.**

Functions:

- + Planning and execution of the marketing, image and communication plan.
 - + Permanent contact with national and international media.
 - + Organisation of meetings between Canadian and European businessmen.
 - + Promotion of Canadian products.
 - + Responsible for the communication budget.
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