



PRESS RELEASE

COFACE APPOINTS HUGH BURKE TO LEAD ITS ASIA-PACIFIC REGION

Japan, 6 May 2022 – Coface announces the appointment of **Hugh Burke** as the **CEO of Coface Asia-Pacific Region**, effective on April 1, 2022.

He joins the Group executive committee and reports to Xavier Durand, Coface CEO. He takes over from Bhupesh Gupta who has significantly contributed to transforming the company's culture during the past 6 years and has managed the operations in the region through the sanitary crisis with courage and accountability. Bhupesh has built a solid group of leaders and experts who will support the development of Coface's in the Asia-Pacific markets.



Hugh joined Coface as Chief Commercial Officer for the Asia-Pacific region in 2016. Based in Hong Kong, he successfully led the region's commercial transformation, with record year-on-year growth since 2018. Coface is now recognised as a market leader by our clients and partners in Asia-Pacific.

Hugh has more than 20 years of experience within the trade credit insurance industry, where he has held senior positions at major specialist brokers. Prior to joining Coface, Hugh was Head of Aon Asia's trade credit business.

Hugh holds an MBA from Alliance Manchester Business School. His valuable expertise in client service and business development will be a strong asset to lead the region in the coming years.

MEDIA CONTACT

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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, 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.



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