

ANDREA FERENCZI

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Andrea Ferenczi is founder and managing Director of PREnergia, Ltd. First Hungarian Public Relations Consultancy and Services for the Power Industry Ltd. Founded in 1999, PREnergia provides professional PR services based on American PR technical expertise, which has been adapted to the Hungarian cultural framework and business environment, both nationally and locally. PREnergia Ltd. developed from working experience, networking and references of the Public Relations division within Ferenczi & Ferenczi, Ltd. founded by Andrea Ferenczi in 1991, Ferenczi & Ferenczi Business Consultation and Services, Ltd., specializes in energy, environment and heavy industry concerns representing foreign and domestic companies.

Activities in the European Parliament:

Advisor to Dr. Zita Gurmai MEP, European Parliament, Brussels on Women's Equality matters.

Advisor to Mrs. Edit Herczog MEP, European Parliament, Brussels on Energy matters.

Other Professional Experience

Earlier (until 1991) Area Manager of the International Department of state-owned Nikex Hungarian Foreign Trade Company, Ms. Ferenczi was responsible for the German, British, Italian Spanish, Portuguese, Scandinavian, Polish, Turkish and Greek desks during her 20-year tenure. Ms. Ferenczi's tasks included coordination of external and internal relations as well as representation of the largest foreign trade company of Hungary at that time. She directly communicated with about 700 people at the authorities, foreign representations and companies, chambers of commerce, international organizations and events in Hungary and abroad. During her employment, Ms. Ferenczi developed special expertise in the following areas: foreign trade agreements on large projects; international protocols; organization of executive trips; cross-cultural communications; and, education concerning Western-type business attitudes and management, incl. marketing and PR.

Education:

1995 Participant of the USAID / EMED program / Training in Utilities Consulting Management. Training objectives:

-The further development of expertise in Western management and development techniques in the domains of both energy and the environmental issues;

-Establishment of first-hand knowledge and networking contacts through visits to coal and gas powered electrical plants, including meeting with representatives of in-house public relations departments, public relations firms dealing with energy and environmental conditions, government agencies dealing with electricity and universities with energy and environmentally-related curriculums.

1991 Certificate from the Ministry of International Economic Relations regarding registration as an expert in foreign trade, international market research and international marketing.

1980 State proficiency examinations in English, German, and Spanish languages.

1974 Diploma of the College of Foreign Trade.

Associations:

Founder and President of the Association for Women's Career Development in Hungary

Founder and President of the Association Strategy Consultants in Hungary

Memberships:

Public Relations Society of America, Hungarian Public Relations Association

Hungarian Electrotechnical Association, Hungarian Mining and Metallurgy Association

Women-in-Nuclear (WIN), Hungarian Nuclear Society

Professional activities

* Invited lecturer: Entrepreneurial Studies at the Budapest University of Economics / Women Studies Centre.

* Speaker on several Hungarian and international conferences on Energy, Public Relations and Women-in Business related issues.

* Speaker on the Seminar of the "Opportunities Hungary" – British Trade Development Program

* Participant in United States of America - Agency for International Development programs for cross cultural communication and understanding between Hungary and Western countries.