

"Doing Business in the UK and Brazil: Women's Perspective"

at Herbert Smith's offices, London, March 2010

Organised by the Brazilian Chamber of Commerce in Great Britain

Bibiana Crocitta Panellist Presentation



Ms Ieda Gomes (Vice Chairman of the Brazilian Chamber of Commerce in Great Britain)
and Bibiana Crocitta (Cook your Business)

First, I would like to thank the Brazilian Chamber of Commerce and Ms Gomes for inviting me here today...it is a great honour to be part of this panel.

I am very happy to participate, because this afternoon is about bringing business women together, sharing our experiences. Women entrepreneurs are key to long-term economic growth.

I am Bibiana Crocitta - I'm the Managing Director of 'Cook your Business'.

Standing here as a female entrepreneur and business woman brings me back to think about how I got here, my professional backgrounda degree in psychology, many years of psychoanalysis practice and running my own Human Resources Consultancy in Argentina for more than a decade, selecting very talented people for International Firms such as Microsoft, HSBC, Santander, Ceras Johnson and many important others. I created new ways of finding the best people for each job. These skills are part of my roots and reflect my passion for business.

Life is full of surprises. In my case, moving to London, to get married and start a family, learning English and running a new business – all this has been a huge challenge.

People always ask mewhat is 'Cook your Business'?

While setting up my new business, I met Anita Roddick of the Body Shop and we had a short but very powerful conversation about my "cooking" business ideas.

She told me to "put my expertise and knowledge and what you believe in most in a pan, mix it, cook it and serve it with all your passion.!"

'Cook your Business' is an Event Management company that connects and promotes Ibero-American businesses within the UK and overseas business markets.

We have created a unique networking platform for leaders and high profile entrepreneurs from Spain, Portugal and Latin America. We use the analogy of cooking, because I realised there is no better way to express that business is about people in action, about different ingredients being put together, about creating and changing recipes. And if we get it right - get the best ingredients and the best people - there will be a delicious meal at the end - success!

Finally, I would like to share a few more thoughts with you:

- Being an entrepreneur is a choice
- Make the right connections and work with the best people.
- Dealing with uncertainties. This is what drives entrepreneurs

We grew up in countries that have been in crisis for a long time. I really believe we perform very well in this type of environment.

We are the faces of Latin American Business Women in London.....
I wish you all the best with finding your very own recipe for success.