



Press Release – Appointments

Sopexa strengthens its presence in Spain and consolidates its organization on the international media scene

Sopexa, the international communications agency specializing in Food & Beverage, once again confirms its position of international leader. The group has announced the reinforcement of its presence in Spain by appointing Sofia Gonzalez Martinez as Country Manager Spain. Sopexa is also consolidating its communications team with the appointment of Anne-Laure Henrie as Head of Marketing and Communications to promote the group's expertise internationally.

Paris, October 13, 2022 – For more than 60 years, Sopexa has been advising and supporting its clients in their export and communications strategy locally and internationally. The agency is taking its expansion strategy a step further by strengthening its presence in Spain and developing the group's international communications.

Sofia Gonzalez Martinez is appointed as Country Manager Sopexa Spain



As the fourth largest exporting economy in the European Union, Spain has a dynamic agri-food sector that represents 20.4% of the country's exports. Sopexa reacts by consolidating its presence in the Spanish market.

Sofia Gonzalez Martinez has been appointed Country Manager Sopexa Spain. Based in Madrid, she will be the dedicated contact for all Spanish stakeholders and will advise and support clients in their communications strategy in Spain and internationally. With more than 10 years of experience in Food & Beverage marketing, she is a 1144 AGRIP funds expert and has orchestrated international integrated campaigns, particularly in the wine sector within the Garnacha Origen interprofessional organization.

Sofia Gonzalez Martinez masters the value creation chain in the Food & Beverage communications sector, and will help Sopexa's clients to develop their PR, influence, digital, event and marketing strategies. Over the past decade, she has worked on Spanish campaigns targeting the United States, Canada, mainland China, Hong Kong, Taiwan, South Korea, Japan, and Singapore.

"Passionate about food and wine, Sofia is always up to date with the latest trends. She has a real expertise of our industry, our business, and the international deployment of communications campaigns. We are delighted to see her joining our team and actively contributing to the promotion of our clients' products beyond their regional, national, and international borders", says Pierre-Franck Moley, Chairman of Sopexa's Board.

Sofia Gonzalez Martinez has joined Sopexa's "Europe, Middle East and Africa" team, reporting to Anne-Sophie Hottiaux, Managing Director EMEA.

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Anne-Laure Henrie is appointed as *Head of Marketing and Communications*

Sopexa is consolidating its presence on the international media scene and has appointed Anne-Laure Henrie as Head of Marketing and Communications Sopexa Group. In charge of internal and external communications, she will be responsible for promoting the expertise of Sopexa's agencies to the Food & Beverage industry internationally, and strengthening the group's public relations and digital communications.

Coming from Sopexa's U.S. based New York agency, Anne-Laure Henrie strengthened her PR & Influence management expertise within the PR & Content team of Sopexa USA. She has developed and implemented integrated communications campaigns in the US market for clients such as CNIEL, InterLoire, CIVR, CIVL, Ynsect, and Japanese Craft Beer among others.

She has acquired an extensive understanding of international branding and a 360-degree vision of communications and its challenges, thanks to her experience in Public Relations and her previous roles as a Product Manager and Sales Manager in the Entertainment & Lifestyle fields.



Anne-Laure Henrie joins the Marketing and Communications team at Sopexa's headquarters in Paris, reporting to Valérie Bonnement, Deputy Managing Director of Hopscotch Groupe and member of Sopexa's Executive Board.

Next meetings with Sopexa

Sopexa will participate in the main European Food & Beverage trade shows this fall along with their new talents. This includes the *Salon International de l'Alimentation* in Paris (SIAL Paris 2022, October 15-19, 2022). As a reference for integrated Food & Beverage campaigns, Sopexa will host several Talks at SIAL Paris to share the group's insights into effective digital communication strategies. Not-to-be-missed events to meet the agency's strengthened teams. More information about the conferences and links to watch live on www.sopexa.com/en/cases/sial-paris-2022/

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About Sopexa

Sopexa is an international Food & Beverage communication agency that has embodied the "think global, act local" adage for over 60 years. As a HOPSCOTCH GROUPE agency, it spans a global network of 250 experts of 30+ nationalities on five continents, all passionate about food and beverage. Sopexa develops and executes communication strategies for local authorities, institutions, companies, and brands. Its unique value proposition encompasses the full communication suite, from planning and editorialization to campaigns, activations, amplification, and performance measurement. The agency is the leader in European co-financed campaigns, with more than 400 programs to its credit over the past 12 years.

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