

## **New Project Manager at FBC**

The French Business Council has recently appointed a new Project Manager at its office in Gosforth, Newcastle. Sylvie Larocque, a language and business graduate from the University of Ottawa in Canada, joins the FBC team after spending two years as a project manager at the University of Durham Business School. Within the Barclays Centre for Entrepreneurship, her main responsibilities involved co-ordinating two international entrepreneurship projects which linked British, French, Spanish and Italian partner organisations. Through her involvement in these initiatives, Sylvie had the opportunity to organise international events and to manage a wide network of contacts within Europe. Being a French Canadian, Sylvie has made extensive use of her language skills when dealing with European partners, as she is fully bilingual in French and English and can also speak Spanish at an advanced level.

Prior to establishing permanent residency in the North East in 1999, Sylvie spent three years working as a French translator for Toyota Canada Inc. in Toronto, and also gained valuable international experience in public and private sector organisations in both Canada and the United States.

In her new post at the FBC, Sylvie will develop commercial and cultural links between the North East and France, and will help SMEs gain access to French speaking markets. She is looking forward to working very closely with partner organisations at the regional, national and international levels to promote Franco-British trade.