



**PRESS RELEASE**  
ecoDa

Brussels, January 31, 2017 - The European Confederation of Directors' Associations (ecoDa) has elected Ms Irena Prijovic new chair of the association. Ms Prijovic is Executive Director of the Slovenian Directors' Association (SDA), an institute she founded in 1997. She is a longstanding ecoDa board member and a champion of good Corporate Governance. Ms Prijovic assumes her chairmanship on April 1, 2017.

*"In these times of turmoil for Europe and its businesses, it is important that confederations like ecoDa reinforce the sense of belonging to Europe. Despite the different corporate governance models in Europe, European board members have to defend common values and advocate a corporate culture that can help European competitiveness",* says Ms Prijovic.

Over the past years, Ms Irena Prijovic has become an important public opinion leader in Slovenia by promoting good Corporate Governance standards and board best practices. She is an experienced non-executive director and a corporate governance expert. Thanks to her leadership, the SDA developed with a holistic business model, active membership and a network of important Corporate Governance stakeholders and partners. ecoDa board welcomes her as the next leader for ecoDa.

Ms Prijovic has substantial international experience from various projects with the International Finance Corporation's Corporate Governance Group, as well as contributions to different reports for the World Bank, the OECD and the European Bank of Reconstruction Development in Slovenia. She is also a member of the European Corporate Governance Codes Network.

*"Corporate Governance has never been more important. From all corners the pressure is on for boards to assess how companies can comply with stakeholders' expectations and contribute to a better society. This makes the dialogues and exchanges of experience that takes place in ecoDa all the more important,"* said Turid Elisabeth Solvang, outgoing chair of ecoDa.

During her chairmanship, Turid Elisabeth Solvang invited companies and boards to rebuild trust with society at large. She advocated that building a growth portfolio is still key priority for any sustainable company, and that the ultimate responsibility to ensure that this happens, remains with the board. The board thanked her for her work as chair, for her years of service and contribution to the organization and for her diligence in promoting ecoDa.

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**Notes to editors**

About the European Confederation of Directors Associations

The European Confederation of Directors Associations (ecoDa) is a not-for-profit association founded in December 2004 under the laws of Belgium. Through its national institutes of directors (the main national institutes existing in Europe), ecoDa represents approximately 55,000 board directors from across the EU. ecoDa's member organisations represent board directors from the largest public companies to the smallest private firms, both listed and unlisted.