



**CHAMBRE DE COMMERCE
FRANCE LITUANIE**

Prancūzijos ir Lietuvos
Prekybos Rūmai

Patron Members

Crème de la Crème

Eurovia

idex Baltic

Palink / Iki

Conresta

Decathlon

Litesko - Veolia

Pacai

Radisson Blu Royal
Astorija

Schneider Electric

Vinted

Vyno Klubas



Office 359
A. Gostauto g. 8,
Vilnius, Lithuania



+370 655 77984



bonjour@cci-fr.lt
cci-fl.org

French-Lithuanian Chamber of Commerce (CCFL)

Election of Board of Directors at the Annual General Meeting

To be held on the 4th of May 2022, 4:30pm at Pacai, Didžioji g. 7, LT-01128
Vilnius

APPLICATION FORM

Vilnius, 15th April 2022

Representative of **UAB Straikas**, being a member in good standing of the French-Lithuanian Chamber of Commerce, I **Gintarė Didžiokaitė** apply to stand for election and to serve as a Board Member of the French-Lithuanian Chamber of Commerce (CCFL).

Signature:

Additional documents to provide:

- Resume of the applicant
- Cover Letter of the applicant
- Candidature form of the applicant
- Copy of the passport or ID card



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CANDIDATURE FORM

Tell us about yourself

Three things that drive me most day-to-day are:

1. Interaction with people from different cultures and backgrounds. Thus, my position in Exports where I get to meet the most various bunch of people from all over the world. I have also spent 7 years of my life living in France as well as 6 months in the US which have given me a broader understanding of the importance of having different voices within any business or organisation.
2. Finding creativity in both life and work, thus my close involvement in any brand creation we do as a company as well as any marketing endeavour. I like structure but I also value freedom to be creative with problem-solving or decision-making.
3. Finding ways to enjoy small things in life which is what living in France has taught me – a glass of good wine at the end of the day, an impromptu road trip, hosting friends over for a BBQ night are just a few examples.

Tell us about your company

UAB Straikas was created by my father and his associates back in 1999. Today it is a leader in natural & organic food and beverage production as well as development of unique brands on a global scale. We are producers of the first baby food created in Lithuania, Marmaluzi, as well as founders of organic birch tree water SIP SAP which is now exported to more than 20 destinations around the globe.

At UAB Straikas we also offer private label solutions for many types of brands and companies (soups, smoothies, purees, functional drinks, juices etc.) while also focusing on growing as a brand owner and expanding our export horizons.



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Why are you applying for the board of the French-Lithuanian Chamber of Commerce?

Ever since I came back from France, I have tried to keep connections with that country so dear to me whichever way I could – be it in business by creating export relations, with friends that I had made in France or with the French culture by enjoying culinary discoveries, movies, or music. Also, while studying there I was selected as President of the Lithuanian Youth Association in France, which was an eye-opening and humbling experience in that it made me understand the important of both of our cultures being nurtured and relationships between our people developed. I think I could bring the best out of these experience to the French-Lithuanian Chamber of Commerce and its future.

What is your or your company's connection with France?

France today is one of our biggest export markets for SIP SAP organic birch water with 120k EUR in sales reached only in the short 3 years. If not for covid, this number would have been at least doubled, but even though it slowed us down a little bit, we have to this day more than 1000 points of sales within France and the number keeps on growing. Also, some of my best friends live in Paris and Bordeaux and I am even a godmother of one of their daughters. So, it's a bond for life!

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How will you be involved in the board of the French-Lithuanian Chamber of Commerce?

I believe I can bring creativity and a fresh perspective of someone who has been living and working in both countries for most of their adult life. Mainly I think I could use my social skills in enabling easier matchmaking and communication among members that have precise business needs or interests and are looking to find what they need within or outside the Chamber.

I could also be useful in helping companies and professionals coming to Lithuania get settled in and get to know the cultural as well as business side of life, and vice versa I could help those looking to expand their business from Lithuania to France and needing connections or advice in doing that for the first time.

Would you be interested in leading a committee? If so, which one?

If there is going to be one, I would like to be involved in a committee working towards import and export relationships between Lithuania and France.

What topics would you like to develop or get involved in at the French-Lithuanian Chamber of Commerce?

I'd be most useful to the Chamber and its Members developing the topics of business relations of French and Lithuanian importers and exporters as well as cultural collaborations among both of our countries' creators (e.g. French artists exhibiting in Lithuania or vice versa).

Thank you for your application to the position of Board of Director of the French-Lithuanian Chamber of Commerce.

The Team of the French-Lithuanian Chamber of Commerce



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Chambre de Commerce France - Lituanie
Vilnius, Lithuania
15th April 2022

Dear Team of the French-Lithuanian Chamber of Commerce,

To convince you that I am the right person to have on the Board of Directors, you need to know the three following things about me:

Firstly, I am challenge driven. Having moved from Lithuania to France at the age of 18, I quickly learnt to be autonomous, firstly at university studying in French in which I was far from fluent, at the time, and later at various workplaces. As a Senior Sales Associate at Michael Kors, the key to good performance was being able to multitask and adapt quickly to new situations, which is why I had many responsibilities beyond selling: training new team members, preparing and analyzing weekly performance reports, being the head of several product departments. Later, as Assistant Operations Manager at Chanel, I learn that to stand out and perform better than others, I needed to take up even those responsibilities that are foreign to me or even beyond my field of competence – because anything can be learnt and mastered as long as enough work and effort is put into doing that.

Secondly, my organizational skills could be an asset to the Chamber. I strengthened these skills when I was elected as the President of the Board of the Lithuanian Youth Association in France. My daily tasks at the time included negotiating with potential sponsors, attracting new members to the association and partnering with the Embassy of Lithuania in France to hold conferences on various social, cultural as well as economic topics.

Lastly, I am a hard worker with creativity being my main soft skill. Working at our family company for the last 4 years has shown me many things, but I would say the main one is that every task, no matter big or small, can be achieved if you have the right team by your side and an open mind to explore even crazy sounding ideas. Coming from an entrepreneurial family I can understand various issues and challenges businesses of the global world face today and could add value in strengthening the platform for exchange and networking for both Lithuanian and French companies.

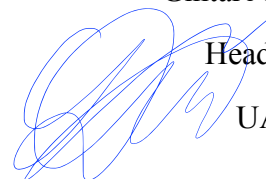
I look forward to possibly having this unique opportunity to work towards even stronger relationship between France and Lithuania as well as participate in nurturing economic and commercial bonds of these two countries.

Yours faithfully,

Gintarė Didžiokaitė

Head of Exports

UAB Straikas





Gintarė DIDŽIOKAITĖ

HEAD OF EXPORTS

EDUCATION

MSc in International Business, 2017
Skema Business School
Paris and Sophia Antipolis (France)
Semester at NC State University (USA)

Bachelor in Economics, 2014
Université Paris 1 Panthéon-Sorbonne
(France)

High school Diploma with Honours, 2011
Vilnius Lyceum (Lithuania)

LANGUAGES

Lithuanian

English (IELTS 8.0)

French

Russian

Chinese

Beginner

Native

SKILLS

- ▶ Business development
- ▶ Exports
- ▶ Creative thinking
- ▶ Group management

INTERESTS

- ▶ Traveling
- ▶ Tennis & snowboarding
- ▶ Music & playing the piano
- ▶ Trends in food & beverage

PROFESSIONAL EXPERIENCE

Jan 2018 - Present

UAB STRAIKAS

Head of Exports 2021 - Present
Brand Manager 2018-2021
Vilnius, Lithuania

- Expanding global exports for SIP SAP birch water & Marmaluzi baby food
- Preparing for & participating in international shows (SIAL, Biofach, Anuga etc.)
- Creating concepts of new products & brands, working hand in hand with designers, food technologists and product developers
- Creating partnerships for individual private label product accounts
- Promoting the interest of food & beverages exporters of Lithuania to key decision-makers and responsible institutions

June 2017 - Jan 2018

CHANEL

Assistant Operations Manager
31 Rue Cambon, Paris, France

- Daily store performance reports and sales analysis
- Preparation of individual sales performance reports for sales associates
- Building new product analysis tools and improving existing ones
- Assisting sales managers in creating and presenting morning briefs
- Organising the distribution and placing orders for employee uniforms

May - Dec 2015

Alexis Mabile

Sales Associate
Haute Couture and Ready-to-Wear
Paris, France

- Consulted and kept close relationships with top clients via appointments
- Assisted in showrooms and seasonal campaign shoots
- Did visual merchandising for new collections
- Helped organise events in the flagship store

Nov 2013 - April 2015

Michael Kors

Senior Sales Associate
Paris, France

- Highest annual individual sales accounting for 40% of the total store sales
- Consulted clients, held appointments with top customers
- Trained new team members on client service, product knowledge and stock
- Set team goals based on the analysis of weekly business reports

May - July 2013

Permanent Representation of Lithuania
to the EU, Internship
Brussels, Belgium

- Helped in preparations for Lithuanian Presidency of the Council of the EU
- Prepared agendas and participated in financial committee meetings
- Attended Economic and Financial Affairs Council (ECOFIN)
- Prepared reports for the Bank of Lithuania

ORGANISATIONS

2011 - Present

Lithuanian Youth Association in France
Member since 2011

- President of the Board, 2012 - 2014
- Organised 15 events and concerts, attracted 72 (out of 520 in total) new members, won a 2000€ funding program from the Ministry of Foreign Affairs of Lithuania to organise a non-profit event

Jan - May 2016

International Business Club
NC State University, USA

- Active member during the semester at NC State University
- Helped in organising networking events