

## Resume of Patricia Hoogstraaten

Patricia Hoogstraaten is secretary general of the Vakcentrum. This is a professional cooperation for SME retailers in food and fast-moving consumer goods and franchisees.

She fulfils, inter alia, the following functions:

- Member of the social and economic council in the Netherlands and board member of the Koninklijke MKB-Nederland (Royal Dutch organisation for SME's).
- Amongst this she fulfils various management positions in both European as well as national professional organisations dealing with retailing and SME's.



Before joining the Vakcentrum in this function, Patricia had an extensive experience in the representation of the interests of SME entrepreneurs in the Netherlands and in the European Union. Both national and European professional organisations such as UEAPME and Eurocommerce as well as the European Commission.

From 1990 to 1993 she was secretary of the Committee on Commerce and Distribution, and was on the advisory board to the European Commission dealing with all retail related proposals coming from the commission. Franchising was one of these items.

In 2014 Patricia was appointed by the Dutch Ministry of Economic Affairs as one of the members, on behalf of Dutch franchisees, of the committee in charge of drafting the Dutch Franchise Code. The Dutch Franchise Code was published in February 2016.

Patricia Hoogstraaten graduated as master in legal affairs at the University of Utrecht and is a registered association manager.



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