

# Carbonica appoints Akiko Macdonald as Sales Director

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UK-based carbon offset company Carbonica (<http://www.carbonica.org>) appoints Akiko Macdonald as Corporate Sales Director

FOR IMMEDIATE RELEASE

Carbonica (Press release) – London, 30 August 2011 -- Carbonica (<http://www.carbonica.org>) is pleased to confirm the appointment of Mrs Akiko Macdonald Sales Director at the company's London office, which commenced 1 August 2011.

Mrs Akiko Macdonald has a long sales career in the office electronic equipment industry where she has worked in B2B sales for major Japanese companies in the UK, such as Sharp and Panasonic. During her time in Sharp, she achieved a remarkable sales record and became a leader of sales excelling in all established sales targets. In Panasonic she looked after a number of corporate accounts for established Japanese clients and built up a successful team becoming on three occasions the sales person of the year.

During the last three years she was developed various interests and has run several successful training courses, on sales and communication skills, especially designed for Japanese businesspeople. She has coached top executives of Japanese corporates in Britain and has organised a large number of activities and courses for the Japanese business community in the UK.

Being new to the carbon offset industry, her long and successful career in providing complete business solutions is perfectly suited for the challenges that lie ahead. The carbon industry is a growth sector where corporates are becoming increasingly involved, whether it is in the compliance or voluntary sectors, and the role of Corporate Social Responsibility(CSR) and carbon accounting are becoming an integral part of the complete service that is now expected from B2B sales in the carbon industry.

Carbonica (<http://www.carbonica.org>) aims to integrate the provision of carbon offsets with a number of carbon management solutions, such as CRC reporting, carbon auditing and strategies for emissions reductions.

Akiko's professional profile is ideal to drive this strategy and it enhances Carbonica (<http://www.carbonica.org>)'s efforts in this direction.

Notes to Editors:

Carbonica (<http://www.carbonica.org>)'s website URL:  
<http://www.carbonica.org>

Company information:

Carbonica Limited is based in Mayfair in Central London. The company address is: Empire House, 175 Piccadilly, London W1J 9TB. The telephone number for general enquiries is +44 20 7499 9192 (email [customer@carbonica.org](mailto:customer@carbonica.org)).

Carbonica is a carbon offset provider, originator of projects and broker of carbon credits in both the voluntary and compliance carbon markets. Carbonica is a member of the Carbon Trading Exchange (CTX) and trades in the compliance sector via its partners in the City of London and representatives in New York and Hong Kong.

Carbonica specialises in forestry and renewables carbon credits, both VERs and CERs and follows a code of best practice for carbon offset providers. The company focuses mainly on the corporate customer and offers carbon management services for compliance under the Carbon Reduction Commitment (CRC) in the United Kingdom.

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