

✨ **COAC Valencia brings the Commercial Agent profession closer to students at Feria Hábitat Valencia**



🎯 The Official Association of Commercial Agents of Valencia (COAC Valencia) organized a series of talks at **Feria Hábitat Valencia**, a truly unique setting where students could experience the entire distribution chain in action.

🎓 Students from **Universidad Europea** (Law and International Relations), **IES Abastos** (Sales Management and International Trade), and **Escuela Profesional Xavier** (International Trade and Commercial Activities) had the chance to learn firsthand what it means to be a Commercial Agent.

👤 The sessions were led by **José Orero**, Secretary of COAC Valencia; **Victoria Gil**, Board Member; and **Pascual Chuliá**, the Association's lawyer and specialist in Commercial Agency Law — all highly experienced professionals who shared valuable insights about the profession, the agency contract, its international scope, and the opportunities offered through **IUCAB** and the training programs of the Association.

💡 The initiative was a real success. Students showed great interest in the role of Commercial Agents as a promising career path and took an active part in the discussions, asking thoughtful questions and sharing their impressions.

✨ The setting couldn't have been better — after the talks, students **watched Commercial Agents at work**, meeting clients, showing products, and closing deals right there on the fairgrounds. It was a live demonstration of the **Manufacturer – Agent – Client** distribution channel in its natural environment.

☀️ We also reminded this new **Generation Z** audience that they have the perfect profile to succeed as Commercial Agents — with key strengths like digital skills, communication, and adaptability.

📺 The talks received strong media coverage in **Valencia Plaza**, one of the most-read digital media outlets in the Valencian Region, and on social media to reach a wider audience.

🚀 We'll keep going — bringing this message to more universities and training centers to inspire the next generation of Commercial Agents.

#### 🔗 Read the full articles in **Valencia Plaza**:

- [COAC Valencia introduces the profession to Law students from Universidad Europea at Feria Hábitat](#)
- [COAC Valencia brings the profession closer to students from IES Abastos at Feria Hábitat](#)
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