



Henrik von Arnold, ENITED Business Events, is presented with the IMEX Academy Award for Europe

2015 IMEX Academy Award for Henrik von Arnold

Austria I International, July 2nd, 2015: This year's IMEX Academy Award for Europe goes to Henrik von Arnold. Currently a Senior Consultant at ENITED Business Events in Vienna, the 62-year-old managed the Convention Offices in Gothenburg and Stockholm for more than 15 years, and was Chairman of the Scandinavian Chapter of the ICCA (International Congress and Convention Association), as well as Board Member of the European Federation of Conference Towns (EFCT). IMEX Group Managing Director, Paul Flackett, on the award for the destination expert: "Henrik von Arnold is one of the most accomplished destination developers in Europe. He provides both strategy and creativity. He sets himself no limits, and does not let himself be restricted. In his 15 years as manager of the Convention Offices in Gothenburg and Stockholm, he took the art of destination marketing to new heights."

Destination development drives economies

Henrik von Arnold, who also teaches at MODUL University Vienna, on the importance of destination development: "Destination development is a complex area. Today more than ever, towns and entire regions need to position themselves in a global environment. It's not just about bringing large-scale events to the destination. What counts is winning investors for towns and regions in the long-term. Their projects create more employment, adding value for local people. Large-scale events such as conferences, meetings involving companies with global reach, and highlights such as the song contest and big sporting events, are important door-openers and get people talking about a destination." Ivo Franschitz, ENITED Managing Director adds: "The more people are interested in coming to a city or staying there, the more attractive the destination is. Vienna is the best example of how to operate sustainable destination development."



IMEX, global trade fair for incentive, conference and event tourism

IMEX takes place every May in Frankfurt, and in October as IMEX America in Las Vegas. 15 experts from the global meetings industry were given awards for their services at this year's Frankfurt IMEX Gala in May.

Fact Sheet:

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Registered in Vienna *** 17 years of success in the market across 17 countries and 25 cities *** More than 1000 business events for market leaders *** Industries: Pharma, medicine, consumer goods, technology, industrial goods, energy, research and science *** Member of EMBA | ICCA | PCMA | www.ENITED.eu

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