

# CURRICULUM VITAE

## HENRIK VON ARNOLD

Full CV: <https://www.linkedin.com/in/henrikvonarnold/>

### Present Positions:

- Founding Partner & Spokesman at ACF – Audite, Cogitare, Facite, Professional Association, Bratislava, Slovakia
- Senior Consultant at ENITED Business Events GmbH, Vienna, Austria

### Professional experience:

- **More than 30 years of work experience in the destination development and tourism sector including holding the positions of:**
  - Director of Marketing, Western Sweden Chamber of Commerce
  - Project developer and manager of The International Science Festival in Gothenburg (1997 & 1998)
  - PR and media manager and project manager, head of state inauguration of the Gothenburg Opera (1994)
  - Project manager of various international congresses, world champions and World Expos (from 1994 to 1998)
  - Since 2007 (but active only 2007–2009 and 2014–) Owner of Henrik von Arnold & Co, acting as adviser,
- **Speaking partner and consultant to the meetings industry with focus on convention bureaux. Example of assignments:**
  - Educating the Serbia Convention Bureau and Serbia meeting industry partners in connection with the start of the Serbia Convention Bureau (within the framework of US Aid Programme) (2007)
  - Czech Tourism Organisation
  - Baltic Tourism Council
  - Düsseldorf Convention Bureau and Düsseldorf congress centre
  - European Cities marketing (responsible for the communication among the members)
  - West Sweden Tourism Board, advisor in involving regional politicians in the branding of West Sweden as a destination for business events
  - Swedish Network of Convention Bureaux, Feasibility study on a Swedish National Convention Bureau (2015)
  - Speaking partner to the Latvia, Minister of Finance, the Lord Mayor of Riga and the Skanste city developing fund on the matter of a new convention centre and creating a convention bureau in Riga and/or Latvia (2015).
- **Educational and speaker engagements (extracts)**
  - Graduate Business School, Gothenburg university, Sweden (1998–2001)
  - The Faculty of Hotel- and Restaurant, University of Örebro, Sweden (2003–2012)
  - The Hospitality Program and the Event Management Program, Modul Private University of Vienna, Austria (2006)
  - Annual congress of International Congress & Convention Association, ICCA, worldwide (2008–2017)
  - Speaker and member of faculty, Global Meetings Management, (Embratur initiative) Brazil (2004–2013)
  - Invited by the Argentinian Tourism ministry for a “Argentinian tour” on the topic of strengthening and developing convention bureaux in Argentina (2010)
- **Broad experience in Tourism Management and Institutional Organisation, with focus on the meeting sector, providing Capacity building to Governmental bodies, National Tourism Authorities and Tourism Industry Stakeholders, and with extensive practice of Training and Assistance to SME for the development of domestic and international tourism.**
- **Developing a regional environmental knowledge- and industrial hub as well as developing and marketing of the Sustainable Guide for the industry**
- **Proven experience in formulating and implementing policies and regulations for Tourism Marketing and management strategies.**
- **Proven communication and explanation skills to successfully work in a multi-disciplinary team.**
- **Strong capacity on working as an advisor and mentor for Management Teams and Boards and providing ongoing strategic input and methodological advice.**

### Membership of professional bodies:

- Chairman ICCA (International Congress & Convention Association) Scandinavian Chapter (2002–2004)
- Member of the Board, European Federation of Conference Towns (2004–2005)
- Member of the Board, Swedish Chapter of the Green Meetings Industry Chapter (2011–2014)

### Other relevant information:

- IMEX Academy Award, Europe (2015). The Awards are presented to individuals who have served the meetings and incentive travel industry exceptionally well. Each of the winners has achieved consistently high standards within their chosen profession.

**Language skills:** Swedish (mother tongue), English, German