

COPENHAGEN GOODWILL AMBASSADORS 2025



Photo by Nicolai Perjesi

COPENHAGEN
Goodwill Ambassadors

ANDERS FISKER



Country

Canada

Brief description

- President & Founder at FCL Fisker Customs & Logistics
- Former Chairman and founding member of the Danish Canadian Chamber of Commerce in 1999; Former Vice President and founding member of EU Chamber of Commerce in Canada in 1995.
- More than 30 years of experience working in the International Freight and Logistics Industry. Anders has worked for Scandinavian Airlines System in Aarhus and owned F C I FISKER Cargo Inc from 1983 to 2005 when the company was sold to DSV.
- Appointed Freight Forwarder by PENNECON Limited, NL for the Mobilization of Construction Equipment for the new Qaqortog airport in Greenland.

Key competences within

- Business development between Canada and Denmark
- Green transition and sustainability (smart city, climate solutions)
- Large events (conferences, sports- and culture events, festivals, attractions)

Network areas

North America and Europe

ANNA SOPHIE LIEBST



Country

Sweden

Brief description

- Project Manager for the Nordic Council of Ministers' information service for mobility in the Nordics.
- Dedicated to integrating the Nordic nations and strengthening ties in culture, business, and everyday life, with a specific focus on promoting Nordic solutions.
- Specialized in conveying information on various practical, legal, and administrative aspects related to mobility within the Nordics, including the identification of cross-border challenges.
- Skilled in international project management, communications, networking, and navigation of the complexities inherent in operating within an international context.

Key competences within

- Politics: In-depth knowledge of Nordic cooperation.
- Advocacy: Passionate advocate for Nordic cooperation and mobility between the Nordic countries.
- Communication: Strong communication skills in navigating complex cultural and political contexts.
- Mobility: Experience in facilitating mobility and exchange between the Nordic countries.
- Networking: Ability to maintain networks across the Nordics.
- Diversity: Promoting the diverse teams for better decision-making, innovation, and improved business performance.

Network areas

The Nordics

ANNA THOMSEN HOLLIDAY



Country

USA

Brief description

- Partner in Huntsham Investment Partners, a privately held investment firm in Houston, Texas.
- Honorary Danish Vice Consul and Honorary Danish Consul in Houston, Texas 1998-2020.
- Founder of DACCSW (Danish American Chamber of Commerce Southwest).
- Active in promoting Danish cultural endeavors, (e.g., performing, and visual arts) in the U.S. for the past 25 years.
- Serves on several non-profit boards mainly focused on the arts and education.
- Has worked with cultural exchange for many years on a wide scale and has therefore developed a strong network with key actors in all aspects of the process.

Key competences within

- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Life science (pharmaceuticals, biotech, health tech, microbiome)
- Media and communication (marketing, PR, talks, campaigns)
- Large events (conferences, sports- and culture events, festivals, attractions)

Network areas

Europe and USA

ARNE MADSEN



Country

USA

Brief description

•President & Founder, US Go-To Market Entry Consulting firms: MedPartners, LLC., which is based in Orange County, CA. We are specialized connecting clinically proven disruptive medical technologies, primarily from Scandinavia with qualified US strategic partners. We help highly identify value US companies prepared to invest in the commercialization of new clinically proven, disruptive products to accelerate market entry and maximize value and growth for our clients.

90+ years of experience with Danish Dermatology and Critical Care company in increasing roles of responsibility.

45 years of success in US MedTech, specializing in the development and launch of novel products in Dermatology, Diabetes, Surgical Pain and Digital Health.

Expert creator of value campaigns around reduction of healthcare costs, changing the standard of care and improving outcomes.

•Scan MedPartners is very different from general consultants that only offer limited US market information and guidance, but which don't provide support during the critical phases of commercial execution, pre- and post-launch.

Key competences within

•Life science (pharmaceuticals, biotech, health tech, microbiome)

Network areas

North America

CHARLOTTE OBIDAIRO



Country

Nigeria and Scotland

Brief description

- Managing Director at BoConcept – Pandora – Nomadic Art Gallery – YEDI...
- Entrepreneur and business development professional with hands-on experience in creating and sustaining businesses in Africa. Experience in planning, designing, and implementing strategies related to business start-ups, business re-engineering, business process optimization, financing, public-private partnerships, and sustainable solutions.

Key competences within

- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Media and communication (marketing, PR, talks, campaigns)
- Consulting (entry to market, coaching, market analysis)

Network areas

Africa

CHRISTIAN VOLLERSLEV



Country

USA

Brief description

- Spent over a decade in senior leadership at Dentsu Group, Inc., a key player in marketing and communications, the world's third-largest global media and advertising agency network. Served in various roles, including Chief Commercial Officer, Chief Integration Officer, and divisional CEO, and often held concurrent roles at the Dentsu Group and subsidiary level. Prior to that, CEO of three different agencies in the Nordics at Aegis Media Group, serving as a chief commercial strategist, driving organic growth through the Dentsu Aegis merger, the largest in media and advertising history. Earlier experience includes leading an International Sports Marketing Task Force in Italy for Carlsberg Group, one of the world's largest breweries. Is an advisor to companies in the media and tech industries and actively participate as a board member in multiple organizations. Currently serving as COO at Orchestra.

- Key competences within

- 20 years of experience in the Media and Advertising industry

Track record in driving growth through transformational

- data and digital strategies, operational excellence, and cost management

Experience in media and advertising, digital, sponsorships, and location marketing

- Network areas

- Europe

US

HENRIK AMBAK



Country

Luxembourg

Brief description

- Chairman ACHL
- Global logistics and airline operations executive living a never-ending effort to develop and perfect strategies ensuring “delivered as promised” in a safe, secure, and regulatory complaint framework combined with business development effort. Manage +3,200 people & USD 450 min budget.

Key competences within

- Transport and logistics (aviation, automotive, shipping)
- Tech (fintech, AI, blockchain)
- Life science (pharmaceuticals, biotech, health tech, microbiome)

Network areas

- Europe (Luxembourg, Germany, Holland, and Italy)
- The Middle East
- North Africa
- Asia

JAKOB FRIIS SØRENSEN



Country

Indonesia

Brief description

- An accomplished senior executive with experience in global logistics, supply chain management, and business development. Has held pivotal roles across Asia and Europe, including senior advisory positions and directorships at leading organizations. Expertised in market penetration, client management, and international trade.

Key competences within

- Market entry
- Networking
- Business Development

Network areas

India and Southeast Asia with Indonesia as Specialty

JAN RAVNHOLT



Country

Australia

Brief description

- Partner and Associate Director at the Confederation of Danish Industry, Melbourne.
- Highly networked business executive with 30+ years of experience in the Australian market, covering industry, non-profit and state/federal government.
- Broad based expertise from corporate, as well as startups and business consultancy.

Key competences within

- Media and communication (marketing, PR, talks, campaigns)
- Large events (conferences, sports- and culture events, festivals, attractions)

Network areas

Australia

JANUSZ KAHL



Country

Poland

Brief description

- Experienced Chief Executive Officer with a demonstrated history of working in the international affairs industry.
- Skilled in International Business, Entrepreneurship, International Relations, English, and Start-ups.
- Help Danish companies in entering the Polish market.

Key competences within

- Media and communication (marketing, PR, talks, campaigns)
- Large events (conferences, sports and culture events, festivals, attractions)
- Talent attraction

Network areas

Europe (Poland)

JENS OLESEN



Country

Brazil

Brief description

- President at Danis-Brazilian Chamber of Commerce
- Have coordinated, supervised, and initiated more than 400 cultural events all over the world.
- Written 15 books, two of them best sellers with over half a million copies sold.
- Worked as president and vice-chairman for McCann Erickson worldwide for 41 years, living in 16 countries: US/Canada, Europe, Latina America, and Asia.
- Elected one of the most ten important communications businessmen in Latin America by Ad Age in New York.
- Won the UNESCO Prize, the Pelé Prize, and the Communications Prize for five times.

Key competences within

- Media and communication (marketing, PR, talks, campaigns)
- Large events (conferences, sports- and culture events, festivals, attractions)
- Hospitality (hotels, tourism, cruises)

Network areas

- Europe
- North & Latin America
- Asia

JESPER FRANCL



Country

Kazakhstan

Brief description

- Jesper is a visionary leader and expert in the field of hospitality. Known for their ability to lead and inspire diverse teams, Jesper has transformed organizations by implementing innovative strategies, elevating guest service experiences, and fostering a culture of excellence in the hotels he is leading. That is resulting in superior service quality and financial results and excellent return on investment for investors. Furthermore, Jesper is dedicated to empowering teams, fostering growth, and mentoring team members to achieve their fullest potential.
- Jesper is dad to Filippa and Victor and loves to travel, ski and cycle in nature.

Key competences within

- Hospitality (hotels, tourism, cruises); I am working in the hospitality industry as a CEO for hotel and work a lot with projects upstart, quality Improvement of product and service.
- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Large events (conferences, sports and culture events, festivals, attractions)

Network areas

Eastern Europe, Kazakhstan, Russia, Belarus, Denmark

JOHN SYTMEN



Country

Istanbul, Turkey

Brief description

- A multiple entrepreneur with a track record of ventures ranging from start-up to development of existing businesses and implementing new business models across a variety of different sectors. I fill the position as Partnership & International Business Development for the intelligent transport technology company Intetra A.S. in Istanbul, Turkey. Represents the Danish IFU investment fund in Turkey as advisor, BloxHub as Global Partner, and a partner in a fund investing in start-up talents and companies.

Key competences within

- Hospitality (hotels, tourism, cruises)
- Green transition and sustainability (smart city, climate solutions)
- Tech (fintech, AI, blockchain)
- Talent attraction

Network areas

Denmark, Europe (Turkey, the Balkans), The Middle East, North Africa, North America, Asia (primarily Central Asia)

JOHNNY THORSEN



Country

USA

Brief description

- Unbundling travel with Spotnana, enabling innovation with multiple startups - TravelTopia speaker.
- Global network in the travel and transportation industry
- Significant experience in identifying new business opportunities associated with rapid adoption of new technologies, strong interest in cloud-based software as a service, blockchain and smart contracts, travel distribution and corporate travel solutions.

Key competences within

- Start-ups and innovation
- Tech (fintech, AI, blockchain)
- Hospitality (hotels, tourism, cruises)
- Media and communication (marketing, PR, talks, campaigns)

Network areas

North America

JØRGEN GULDBORG RASMUSSEN



Country

Switzerland

Brief description

- Marketing i.e., motivation of senior managers in companies and organizations.
- Long experience within finance.

Key competences within

- Media and communication (marketing, PR, talks, campaigns)
- Large events (conferences, sports- and culture events, festivals, attractions)
- Hospitality (hotels, tourism, cruises)

Network areas

- Europe
- Denmark
- The Nordics (Finland, Iceland, Norway, and Sweden)

KATJA IVERSEN



Country

USA/Denmark

Brief description

- CEO of the Museum for the United Nations
- I'm an executive adviser to organizations, world leaders and Fortune 500 companies on the people part of sustainable development. My specialties are strategy & organizational development, DEI & gender equality, as well as communication, PR & advocacy. I am a board member in the areas of FemTech, Safe Water and Retail.

Key competences within

- Media and communication (marketing, PR, talks, campaigns)
- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Large events (conferences, sports and culture events, festivals, attractions)

Network areas

- North America
- Africa
- Denmark

LARS HIMMER



Country

Denmark (Russia, Ireland, Germany)

Brief description

- EVP / Member of Executive Mgt at Semler Group
- AUTOMOTIVE in Passenger (PC), Light Commercial (LCV) and Commercial (CV) product segments – and with focus on marketing, sales, financing and service in B2C, B2B and B2G.
- Roll-out and optimization of INTERNATIONAL SALES CHANNELS, including working with subsidiaries, importers, and dealers – not least in franchise setups.
- MOBILITY as a supplier/service partner for sharing solutions, but also directly within electrification / charging, autonomous, connectivity and subscription / rental solutions.
- Working with START-UPS to bring them to scale-up and/or maturity with strong focus on bringing service / product to market and operations to next level.

Key competences within

- Talent attraction
- Transport and logistics (aviation, automotive, shipping)
- Green transition and sustainability (smart city, climate solutions)

Network areas

- Denmark
- Europe (Germany, Russia, Ireland, Latvia, Switzerland)
- The Nordics (Finland, Iceland, Norway, and Sweden)

LARS PETER JUNG-LARSEN



Country

Dubai

Brief description

- I am an international business leader having lived across the world and worked in top management positions of companies such as Hugo Boss, Georg Jensen, Hourglass Cosmetics and now as a Partner Luxury Advisory at Knight Frank.

Key competences within

- Hospitality (hotels, tourism, cruises)
- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Global branding (fashion, luxury, real estate, future living, branded property)

Network areas

- Europe (United Kingdom and Germany)
- Asia
- The Middle East
- North Africa

LAURA LYKKEGAARD



Country

South Africa

Brief description

- I am a Danish Connector, Expeditor, and Business Developer with 30 years of business experience in South Africa. However, most profoundly, I am a Relationship Nerd passionate about fostering meaningful connections.
- I am deeply passionate about entrepreneurship, realization, management and development and have since 1993 established and developed South African and African based businesses for Nordic companies/investors.

Key competences within

- Media and communication (marketing, PR, talks, campaigns)
- Large events (conferences, sports- and culture events, festivals, attractions)
- Hospitality (hotels, tourism, cruises)
- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Talent attraction

Network areas

- Africa and North Africa
- Denmark
- The Middle East
- The Nordics (Finland, Iceland, Norway, and Sweden)

MADS QVIST FREDERIKSEN



Country

Norway

Brief description

- Executive director at Arctic Economic Council
- Promoter of sustainable business development in the Arctic
- Has an international network from years in Norway, England, Iran and Afghanistan.
- Strengths: Advocacy, relationship building, and communication.
- Works on a daily basis with companies in 11 different countries, but with a focus on the Arctic.

Key competences within

- Green transition and sustainability (smart city, climate solutions)
- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Media and communication (marketing, PR, talks, campaigns)

Network areas

- The Arctic
- The Nordics (Finland, Iceland, Norway, Sweden, and Denmark)
- The Unity of the Realm (Denmark, Faroe Islands, and Greenland)

MALENE RYDAHL



Country

France

Brief description

- Writer, keynote speaker, and executive coach.
- Specialized in well-being and performance in companies inspired by the Danish leadership model.
- Worked with major French and multinational corporations and a frequent speaker for international institutions and elite schools such as the OECD, ENA and INSEAD.

Key competences within

- Attracting talent and investors from France
- Hospitality (hotels, tourism, cruises)
- Media and communication (marketing, PR, talks, campaigns)

Network areas

- Europe (France)

MARIANNE V. THOMSEN



Country

England, United Arab Emirates

Brief description

- Direct experience with A-list artists, marketing and promotion strategy plans, management, major VIP event productions, brand endorsement sponsor deals and promotion of artists.
- Over 10 years of experience working in various aspects of an organization, from management, accounting, media, finance, publishing and promotion with entertainment clients.

Key competences within

- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Life science (pharmaceuticals, biotech, health tech, microbiome)
- Large events (conferences, sports and culture events, festivals, attractions)
- Talent attraction from the UK and UAE
- Live music event productions for corporate events

Network areas

- Denmark
- Europe (England, Luxembourg, Holland, Spain)
- The Middle East
- North Africa

MARLENE GYLDMARK



Country

Switzerland

Brief description

- Senior manager within “Life science” with experience from the pharmaceutical industry, diagnostics industry, digital health, as well as research and teaching at the University of Copenhagen.
- Focused on market access, pricing, and evidence development, as well as medical technology assessment and decision-making within the healthcare system.
- Board member at ISPOR, as well as the patient organization Institute of Neurodiversity.

Key competences within

- Life science (pharmaceuticals, biotech, health tech, microbiome)
- Talent attraction
- Large events (conferences, sports and culture events, festivals, attractions)
- Education and research

Network areas

- Europe
- North America
- The Nordics (Finland, Iceland, Norway, and Sweden)

MARTIN MANNICHE



Country

California, USA

Brief description

- CEO of AXON Networks / Founder of Greenwave Systems
- Experienced Chairman of The Board of Directors with a demonstrated history of working in the telecommunications industry.
- Strong entrepreneurship, driven leader that drive innovation, go-to-market Strategy, Strategic Partnerships.

Key competences within

- Start-ups and entrepreneurship
- Business development
- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Media and communication (marketing, PR, talks, campaigns)
- Tech (fintech, AI, blockchain)

Network areas

North America

MICHAEL STRUMBERGER



Country

Israel

Brief description

- Senior Relationship Manager at Sweetwood Capital
- Experience within the financial world in Israel
- Good contact with banks
- Involved in VC investments in Israel

Key competences within

- Tech (fintech, AI, blockchain)
- Hospitality (hotels, tourism, cruises)
- Media and communication (marketing, PR, talks, campaigns)

Network areas

- The Middle East
- North Africa

MICKEY BEYER-CLAUSEN



Country

USA

Brief description

- Co-founder and CEO of Timeshifter, world's most advanced technology platform for controlling circadian rhythms.
- Providing pro bono consulting to nonprofits through the Happiness Foundation, offering an alternative to traditional philanthropy.
- Co-founded several other businesses: Mental Workout, Trunk Archive, and Ascio Technologies.

Key competences within

- Start-Ups and Innovation
- Technology
- Travel
- Public Relations

Network areas

North America

MORTEN SØGAARD



Country

USA

Brief description

- President, Research & TechOps at Astellas Gene Therapies.
- President and Division Head at Gene Therapy Research and Technical Operations; pharma research management at senior level - VP/SVP/President (Pfizer, BI R&D LT), search & evaluation platform technologies (especially antibody, gene and cell therapy, gene editing, genetic diagnostics, AI).
- AI/informatics strategy and implementation for life science.
- Advised Danish politicians on precision medicine and genome strategy.

Key competences within

- Education and research
- Life science (pharmaceuticals, biotech, health tech, microbiome)
 - Investment in Danish biotech and healthcare IT companies and initiatives
 - Supporting Danish biotech start-ups to be ready for market entry e.g., in the USA.
- Tech (fintech, AI, blockchain)

Network areas

North America

NIELS STEINICHE RASMUSSEN



Country

Germany

Brief description

- Founder and Managing partner +RASMUSSEN GmbH & Co. KG.
www.plus-rasmussen.com.
- Long experience within finance.

Key competences within

- Attracting cities, public institutions, and large German companies to Copenhagen
- Hospitality (hotels, tourism, cruises)
- Media and communication (marketing, PR, talks, campaigns)
- Green transition and sustainability (smart city, climate solutions)

Network areas

Europe (Germany)

PEDER HOLM



Country

Japan/Denmark

Brief description

- Responsible for promotion and joint marketing efforts of Danish Agricultural products. Often in cooperation with other export sectors of Danish Industry, in particular transport, such as SAS, Thai Airways.
- Network in Japan includes major hotels, travel agencies, companies in retail sector, meat/dairy importers, and processors.
- Organization of study tours and seminars with a focus on Danish Lifestyle locally and in Denmark
- Maintenance and development of personal networks in primarily Japan within the areas mentioned below

Key competences within

- Japanese investment, employment, and tourist attraction
- Hospitality (hotels, tourism, cruises)
- Green transition and sustainability (smart city, climate solutions)
- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Media and communication (marketing, PR, talks, campaigns)
- Large events (conferences, sports- and culture events, festivals, attractions)
- Transport and logistics (aviation, automotive, shipping)

Network areas

Denmark and Asia

PETER KLEIN



Country

England

Brief description

- Executive Vice President at Mastercard
- Chairman of the Board in Mastercard Payment Services, Denmark & Norway
- Transformational business leader with over 25 years of experience in M&A, banking, technology, and Fintech's to Mastercard.
- Spent several years on the banking side, leading and growing global businesses and teams across multiple assets and functions Bank of America Merrill Lynch and JP Morgan. Whilst there, he also led several strategic technology and market infrastructure related investments.
- Peter is a keen angel investor, and advisor with particular focus on emerging technologies (blockchain) and the sporting industry.

Key competences within

- Finance and investment
- Tech (fintech, AI, blockchain)

Network areas

- Europe (England)
- Australia
- North America

PETER-MEJER RASMUSSEN



Country

Ukraine

Brief description

- CEO at On Site Company UA
- 18 years of experience working in Europe.
- Diploma in Management and Certificate in Business Administration.
- Experience in working with manufacturing companies and specializes in organizational development and corporate culture.
- Arranged international leadership events for young people both offline and online.
- Work on establishing contacts across Ukraine and present insights to Copenhagen that contains opportunities for all parties.
- Languages: English, Turkish, Latvian, and Ukrainian

Key competences within

- Projects related to "ReBuild Ukraine" e.g., attracting talent from Ukraine to Copenhagen, making sure that Danish participants in the projects are able to seek advice on all tasks and operations.
- Large events (conferences, sports and culture events, festivals, attractions)
- Talent attraction

Network areas

Europe (Ukraine, Latvia, Denmark)

PIA MØLLBACK-VERBIC



Country

India/Denmark

Brief description

- Founding Partner, Quipper Research Pvt Ltd – India
- Quipper Research is a full-service qualitative market research agency based in Mumbai, India. We provide in-depth market research insights for global brands across industries – primarily in India, Pakistan, and Bangladesh.
- Connecting Indian and Danish businesses, as well as insights on cultural differences when conducting business in India.
- Supporting Danish business delegations visiting Mumbai
- Liaison, as point of contact, for any Indian entity with commercial interests in Denmark (or vice versa).

Key competences within

- Media and communication (marketing, PR, talks, campaigns)
- Large events (conferences, sports and culture events, festivals, attractions)
- Hospitality (hotels, tourism, cruises)

Network areas

Asia

RICHARDT EJNAR FANGEL



Country

Mexico

Brief description

- Consejero Honorario (Honorary Board Member) en Cámara Nórdica de Comercio en México, AC
- More than 36 years of work experience in Latin America (of which as CEO 2006 - 2018 for FLSmidth Mexico).
- Areas of work within Latin America: How to do business, management, environment, education, ESG, cultural differences, board work etc.
- Owner of FANGYL (Mexican Company) a management advisory company specialized in Nordic companies in Mexico.

Key competences within

- Green transition and sustainability (smart city, climate solutions)
- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Media and communication (marketing, PR, talks, campaigns)
- Large events (conferences, sports and culture events, festivals, attractions)
- Life science (pharmaceuticals, biotech, health tech, microbiome)
- Talent attraction
- Education and research

Network areas

Latin America

STEFFEN EGELUND



Country

Singapore

Brief description

- Founding partner and CEO of Media Track Pte Ltd - a media monitoring company with HQ in Singapore and offices in Singapore, Copenhagen, Manila, Kuala Lumpur and Hong Kong.
- Previously held several senior roles in Communications across Public Relations and Politics.
- Two decades experience in the Asian media and tech environment.
- Has a master's degree in political science and lives in Singapore with his wife and two children.

Key competences within

- Public relations in Southeast Asia e.g., facilitate meetings in Singapore.
- Advisory to Asian companies that want to enter Danish/European markets.
- Media and communication (marketing, PR, talks, campaigns)
- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Hospitality (hotels, tourism, cruises)

Network areas

- Denmark
- Europe (Norway, Sweden, Germany, Belgium, and England)
- Asia

SVEN THY CHRISTENSEN



Country

Spain

Brief description

- Vice President at FOWE Eco Solutions Ltd.
- General management with business development and sales in global maritime and energy markets.
- Efficiency in the maritime sector - ships, ports etc., as well as in the energy sector.
- General reduction of fuel consumption and emissions, - increasingly focused on circular/sustainable solutions.

Key competences within

- Art and culture (exhibitions, design, architecture, gastronomy, music)
- Life science (pharmaceuticals, biotech, health tech, microbiome)
- Talent attraction

Network areas

- Europe (Scandinavia, Germany, Benelux, France, Spain, Italy, Monaco, and Greece)
- Denmark
- Latin America

SØREN EJSENHARDT



Country

Switzerland

Brief description

- Highly respected Aviation consultant who has worked at management level in SAS, Swiss Air, and Swiss International Air Lines
- Access to the aviation industry and the aviation organizations IATA and IATP at the highest level.

Areas of contribution

- Attraction of airlines, aviation conferences, and motorhome tourism.
- Hospital quality development
- Hospitality (hotels, tourism, cruises)
- Green transition and sustainability (smart city, climate solutions)
- Large events (conferences, sports- and culture events, festivals, attractions)
- Transport and logistics (aviation, automotive, shipping)

Network areas

(Worldwide in general)

Europe, Asia, Africa, The Middle East, North Africa

The Nordics (Finland, Iceland, Norway, Sweden, and Denmark)

SØREN MOSE



Country

Switzerland

Brief description

- Chairman/Board Member in multiple companies
- Worked last 20 years in Switzerland.
- Has been the CEO of different banks in Switzerland; today he is the Chairman, Board Member, and Investor in companies all related to Finance and Technology.
- Present Chairman of TWINT AG, Chairman Altoo AG, Chairman SIX SIS AG , Chairman SIX SXC AG, Chairman SIX Security Services AG, Board Member SIX Group, Board Member BlackRock Switzerland AG and Board Member Tissot Velodrome AG.

Key competences within

- Tech (fintech, AI, blockchain)
- Talent attraction
- Large events (conferences, sports and culture events, festivals, attractions)

Network areas

Europe

SØREN STARUP NIELSEN



Country

Colombia

Brief description

- CEO and owner at Strinso, a company providing consulting services and solutions within infrastructure (asset management) and the defence industry in Latin America & the Caribbean.
- Non-Executive Director for “Mi manual del bebé”—Colombia’s largest information platforms for pregnant women and new parents, in partnership with Falabella and pharmaceutical companies like GSK and Bayer, among others.
- Master of Science (MSc) in Economics and Business Administration from Copenhagen Business School.

Key competences within

- Transport and logistics (especially aviation and infrastructure)
- Consulting (infrastructure, asset management, defense & security)
- Technology (integration of advanced technology)
- Media and communications

Network areas

- Latin America
- Asia-Pacific

THOMAS BAY



Country

United Arab Emirates

Brief description

- Managing Director ISS Middle East - Africa, Partnership Countries
- +20 years of international experiences – having lived abroad for +18 years. More than 15 years in the Middle East.
- Extensive knowledge about the political and commercial situation in the ME. Strong local network in the ME region.
- Background within sales, export, entrepreneurship, diplomacy and C level positions.

Key competences within

- Start-ups, entrepreneurship, and innovation
- Talent attraction
- Media and communication (marketing, PR, talks, campaigns)
- Large events (conferences, sports and culture events, festivals, attractions)

Network areas

- The Middle East
- Asia
- Europe

TIMOTHY JACOB JENSEN



Country

Guangzhou, China

Brief description

Danish-American designer recognized as one of the most awarded in the world. At 17, he joined Bang & Olufsen's team of chief designers, and by 24 his first design was in MoMA's collection.

Chief Designer of Gaggenau and CEO of Jacob Jensen Design, expanding the JACOB JENSEN™ lifestyle brand to over 30 countries. Jensen has carried forward a centurylong family design legacy, now in its fourth generation.

Has served as Professor at Fudan University in Shanghai and Master at the DeTao Masters Academy, and founded design studios in Shanghai and Bangkok.

Today, he leads Timothy Jacob Jensen Studio and the brand BY TIMOTHY, working with a global team.

His guiding belief is that if everyone on the planet received fair pay for their work, there would be no poverty, no wars, and no refugees.

Key competences within

Art and culture (design, architecture, exhibitions)

Media and communication (branding, marketing, PR, talks, campaigns)

Business development

Entrepreneurship

Talent attraction

Network areas: Scandinavia, Europe, Asia (China, Japan, Korea, India, Singapore, Thailand), North America

ULRIK GARDE DUE



Country

France

Brief description

Chairmen, Board Director, Investor and Advisor to luxury and premium consumer brands.

Overseeing sustainability initiatives and driving purposeful actions across luxury industry.

Guiding strategic direction and growth initiatives for luxury lifestyle brands.

Creating innovative collaborations and experiential consumer concepts.

Transformed and built luxury brands into profitable entities, delivering significant revenue growth, profitability and brand equity.

Key competences within

C-level roles management (LVMH, Burberry, Georg Jensen and Fiskars).

Management of Family-controlled, Publicly listed and Private Equity-owned companies.

Network areas

Europe

US

Asia

Photo by Darth Liu

COPENHAGEN GOODWILL
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