

May 2021

Dear AIPC members and colleagues,

I am pleased to announce my candidacy for a position on the AIPC Board of Directors, in the upcoming elections at the 2021 General Assembly taking place June 28th.

Please allow me to introduce myself: My name is Christian Folden Lund, and I am CEO of BC Hospitality Group in Copenhagen, Denmark. My background and work experience are broad and diverse, a journey taking me from business development and optimization in the media world and affiliated industries to deep insights in many cultural aspects both nationally and internationally.

BC Hospitality Group (BCHG) was established early 2014 through our acquisition of Bella Center Copenhagen and the subsequent merger and acquisition of the Crowne Plaza Copenhagen Towers and Copenhagen Marriott. We are among the largest hotel- and hospitality groups in Denmark. Our primary key asset is the congress center and event venue Bella Center Copenhagen established in 1965 offering approximately 120,000m² flexible space, including Bella Sky Conference & Event, Denmark's biggest conference centre.

Furthermore, Bella Center Copenhagen will move to the next level when our brand new 14,000m² multi-purpose arena and congress hall opens in 2021.

Our ambition is to be the leading hospitality company in Denmark defined by our core value **Hosting Moments That Matter** it is our purpose and approach to everything we do regardless of you are a leisure guest or a congress delegate. We always strive to be the best operator and supplier of professional frames never compromising on the service level or performance whether it is an entirely physical event or a hybrid solution.

We base our work on Responsible Hospitality, our version of CSR, it means that we, besides delivering our finest service, are aware of the impact we have on our community and surroundings acting accordingly. It also includes social responsibility, and we have a diverse, open minded and multi-cultural workplace where everyone is treated fairly and respectfully.

In addition to my primary function as CEO of BC Hospitality Group I have a significant board experience, and member of the board in various companies representing among others the travel industry, technology, job transition and finally as chairman of the board of Fonden Roskilde Festival, the largest North European culture and music festival.

With above words it would be a tremendous honor for me to join the board of AIPC. I am convinced that I can contribute to the work and development of the organization with my background and experience from my present and previous positions.

My hope is that you will support my candidacy enabling me to serve AIPC and all its members and thus contribute to the important work in the international meeting industry in challenging times.

Sincerely,
Christian Folden Lund
CEO BC Hospitality Group