



Georg Sorensen - Curriculum Vitae



Facts:

The Business Man

52-year-old Georg Sorensen is the CEO of MCH, which includes MCH Exhibition Centre Herning, Herning Conference Center, MCH Arena and Denmark's first multi-purpose arena, Jyske Bank BOXEN.

MCH is the epitome of experiences - from exhibitions and conferences to concerts, theater, musicals and major sporting events. The success story began in 1954 with the construction of the congress centre. Since then MCH has progressed rapidly, and today MCH is one of Scandinavia's most versatile entertainment centers.

At MCH Georg Sorensen has among many other things also developed the exhibition "Holidays for All", which today is Scandinavia's largest travel and holiday fair.

On the 1st of November 2000, Georg Sorensen presented a comprehensive development plan that has been of great importance for both MCH, the region and Denmark. The plan, called Vision 2025, is designed to accommodate the demands of both clients and guests and to guarantee that MCH can deliver optimal experiences far into the future.

The main elements of the plan - most of which have already been realized - are detailed below.

In 2008, Georg Sorensen celebrated his 25th year anniversary at MCH.

Extracurricular activities

From 2002 to 2010 Georg Sorensen was a board member of VisitDenmark. Between 2007 and 2010 he presided as President for VisitDenmark, a position which is appointment by the Minister of Economics and Business Affairs.

Georg Sorensen is also a member of a working group dealing with the experience economy. A group that is part of the Ministry of Science. Furthermore Georg Sorensen is also a member of the Advisory Board at Leisure Management.

Georg Sorensen is also the initiator of the "Tour de France au Danmark".

Awards

Georg Sorensen received in 2003 the award Initiative Of The Year (given by the Business Council of Herning-Ikast-Brande-Åskov).

In 2008 he was presented with the award called Dagbladet Børsen Gazelle Award, which is a special award bestowed on business personalities. The award is only given on rare and special occasions - and only to individuals who have shown significant talent and produced commercial success.

In 2010 Georg Sorensen received the Queen's Knight Cross.

In February 2011 Georg Sorensen received the Mermaid Award from the Danish Travel Writers for his efforts to promote tourism in Denmark. The award is given annually by the Danish Travel Journalists to persons or companies that have done something special for Danish holidaymakers' experiences in their own country.

Motivation for the nomination

Georg Sorensen has for decades been deeply engaged in Danish tourism. Both through the board of VisitDenmark and as CEO of MCH, where he has played a significant role in putting Denmark and the city of Herning on the map, both nationally and internationally.

Many words can describe Georg Sorensen's contribution to Danish tourism - creativity, perseverance, drive, courage, will to succeed, tenacity, thoroughness, honesty, loyalty and teamwork is just some of them. He is a modest person and if anyone deserves the EHF trophy award it is without doubt him.

Georg Sorensen, in other words, is a resource and creator of Danish tourism and contributes greatly to the experience industry, contributions that go well beyond the ordinary. His ambitious vision and the many things he has put into practice, have added much innovation, growth and value to the Danish tourism industry.

This goes both for the development of MCH, which has undergone a unique and tremendous development with the 2025-plan, as well as for his time as a board member of Visit Denmark - not least through his 3 years as President - when he ensured that the marketing of Denmark as a tourist destination was given the highest of priorities.

What is EHF?

The European Hospitality Foundation (EHF) was created in 2006 and its objective is to finance non-profit projects related to HOTREC's activities. For more information: <http://www.hotrec.eu/about-us/european-hospitality-foundation.aspx>

More about Vision 2025

Vision 2025 include:

• **Infrastructure / Highway**

- Infrastructure - All roads lead to Herning

The development of the infrastructure is an important element in the efforts to connect Herning to the rest of the highway network in Europe. As part of the work to improve the infrastructure, a group of regional business people with MCH's managing director Georg Sorensen as the chairman put focus on creating an up-to-date road network in Western Jutland. In the beginning of October 2006, 15 km of highway and 10 km of expressway was opened for traffic in the Herning area. In 2002 the highway between Herning and Bording was opened and in 2003 it was the highway between Låsby and Århus that stood ready. In 2016 the piece of highway between Låsby and Bording is expected to be finished so there is a highway all the way from Herning to Århus. In 2007 the highway to Brande was opened and the remaining part between Herning and Vejle is expected to open in 2013.

• **Multi Arena**

- MCH Arena, Herning

On the 2nd of April 2003 the first sod was cut for Herning's new football stadium. In the spring of 2004 the new stadium for the region was ready. With room for 11,700 spectators, a heated pitch, sponsor lounges, VIP-rooms and separate fan stands it is the perfect setting for world-class football. The local wolves FC Midtjylland played their first match at home with a convincing 6-0 victory against AB. On the 5th of August 2004 the stadium was named SAS Arena and thereby became the first name sponsored football stadium in Denmark. On the 26th of September 2008 the stadium was covered in red and white flags when Herning and SAS Arena hosted an international match in football for the first time when Denmark met the Czech Republic in a friendship match. In 2011 Europe's future football stars will visit the stadium when the European Championship for U-21 national teams takes place in Denmark. MCH took over the name sponsorship for the arena in 2009.

• **Jyske Bank Boxen**

- **Denmark's first multi-purpose arena - Jyske Bank Boxen**

In the autumn of 2010 Denmark's first multi-purpose arena was ready - Jyske Bank BOXEN. There is room for 12,500 seated and 15,000 standing guests in area covering a total of 30,000 square meters. The multi-purpose arena is built for great experiences with a focus on international sporting events, concerts and shows. The first major event in the "box" was a concert by pop diva Lady Gaga on October 20th 2010. Since then world stars such as Elton John, Eric Clapton, Bon Jovi, George Michael, have stopped by Denmark's national multi-purpose arena.

The next part of Vision 2025 includes:

- **Adventure Land - "MCH Time World"**

Adventure Land is an experience attraction - the working title is "MCH Time World" – and totaling 10,000 square meters. The attraction will become part of a larger building of 37,000 square meters, including a 8,000 square meter lobby with space for special exhibitions and special events based on the concept of time, business parks, restaurants, conference and meeting facilities, wellness area and hotel.

The construction of “MCH Time World” will - if all goes according to plan - commence in 2014.

and

- **Cable cars on the way to get wings in Herning**

Since the launch of Vision 2025, there is one particularly point, which has had many people shaking their heads and that is the introduction of a cable car in Herning. But George Sorensen has stubbornly held onto the idea, and an employee of MCH has now built a prototype of the cable car, which will eventually connect MCH with the city centre of Herning. The cable car, which has the working title “Skybus”, is designed to transport clients and guests from the MCH into the center of Herning in just a few minutes. The prototype was developed by Eli Sahlholt who is a manager at MCH. Mr. Sahlholt has for several years been trying to create a cable car a la the monorail in Las Vegas, Sydney and Dubai, but with marked differences compared to the sources of inspiration. Skybus is namely electric powered, CO2-neutral and it's very quiet, as it consist of a lightweight construction.

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