



**PRESS RELEASE**  
*FOR IMMEDIATE RELEASE*

**MCI FORTIFIES PRESENCE AND EXPANDS SERVICE OFFERING IN SCANDINAVIA**

**Geneva, Switzerland, 7<sup>th</sup> December 2011.** With a robust existing presence in Scandinavia mainly in the Congress Management (PCO) and Destination Management (DMC) market and a successful new Meeting & Events department (established 4 years ago), MCI announces the acquisition of Stockholm-based communication and event agency, Imagine, who will become part of MCI Scandinavia.

Founded in Sweden in 1999, Imagine ([www.imaginegroup.se](http://www.imaginegroup.se)) has built up expertise across the entire spectrum of meeting and event production. Experienced in organizing events for governments and companies, Imagine comprises a team of highly skilled individuals. Imagine was voted “Best Event Marketing Agency” in Sweden’s “Agency of the Year Awards” organized by market analysis experts Regi in conjunction with Swedish newspaper, Dagens Industri, in 2009 and 2010 consecutively.

The new integration will expand MCI’s offering to clients in the region to add expertise in Meetings & Events, including strategic meeting communication. Polo Looser, Area Vice President, comments; “Strengthening our Meetings & Events offering to complement our already strong teams in PCO and DMC allows us to create an integrated company and take a major step in reinforcing MCI’s position to be recognized immediately a top player in the Meetings & Events market in Scandinavia.”

Oscar Gillström, currently CEO of Imagine, will join MCI as Director of Meetings & Events at MCI Scandinavia, whilst Marcus Östlundh will continue to head up the Corporate Division and DMC services.

**ABOUT MCI**

MCI is a globally integrated association, communication and event management company. Since 1987, MCI has created corporate events, meetings and incentives; association and governmental conventions, congresses, exhibitions; and managed and provided consulting to associations. MCI’s mission is to help companies, governments and associations bring people together to create meaningful connections and win.

With offices currently in 47 cities in Europe, the Middle East, Asia-Pacific, North and South America, MCI is a thought leader in building community around brands, products and services for companies

and institutions. MCI's 1200 plus employees represent 50 different nationalities and speak 60 different languages, offering local knowledge in a completely international team.

Visit the MCI website [www.mci-group.com](http://www.mci-group.com) or Press Center at [www.mci-group.com/presscenter](http://www.mci-group.com/presscenter) for the latest company information. The MCI Press Kit is available for download at [www.mci-group.com/presskit](http://www.mci-group.com/presskit).

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