

## PortAventura Business & Events appoints Malin Nilsson as its new director with the aim of continuing to boost the innovation and differentiation of its convention centre



*Nilsson has extensive experience in the MICE sector in senior positions with international companies*

**19 September 2022** - PortAventura Business & Events has announced that Malin Nilsson shall be appointed as the division's new director. With more than 22 years of experience in senior positions at national and international companies within the MICE sector, the executive comes to PortAventura Business & Events with the aim of continuing to boost the innovation and success of its convention centre.

With an international and 360° vision in the organisation of corporate events, throughout her professional career, Nilsson has also held management and leadership positions linked to the sales





and business development department for international brands such as CWT Meetings & Events, GBT (American Express), Atlanta Viajes and Barceló Business.

Malin Nilsson expressed her enthusiasm to *“get started on this new project which is linked to one of the top leisure and business tourism destinations in Europe, PortAventura World, because it is clearly a massive opportunity. With my experience, knowledge, and vision of the sector both nationally and internationally, I will work to continue to drive and put PortAventura Business & Events on the map as a MICE destination”*.

With this appointment, PortAventura Business & Events further boosts its international projection to provide companies and institutions with one of the most modern convention centres in Europe, which recently received an M&IT Award in London, thanks to its management, the excellence of its services and its infrastructure, which is unique in the sector and in a privileged location. In the coming months, PortAventura Convention Centre, which hosts events from various sectors each year, will also be the venue for events related to egames and sports, as well as music and new technologies, positioning itself as a leader due to its versatility and innovation with a clear 'all in one' approach.

In addition to its innovative offer and its facilities, PortAventura Business & Events is sustainable in its approach to management through the implementation of a responsible model to make corporate events an increasingly environmentally friendly activity. In this regard, both the solutions it offers its customers and the various internationally prestigious environmental certifications it holds, such as the European EMAS certificate, the ISO14001 standard and the Environmental Quality Assurance Label, support its commitment to achieving the UN Sustainable Development Goals (SDGs).

