

Relocation conference hailed a huge success

The Copenhagen Post
19-25 March 2004

By Theo Darst

THIS YEAR'S European Union Relocation Association (EURA) conference turned out to be the blast that everyone attending hoped it would be. With over 300 participants, an illuminating and informative program, and plenty of great activities to keep the attending relocation experts lively and amused, the EURA conference in Copenhagen was considered a success by all who checked into downtown Copenhagen's Marriott, which hosted the conference with help from Wonderful Copenhagen.

The relocation business, which specializes in helping newly arrived ex-pats and immigrants settle in to the community of their new homeland, is facing more and more pressure with the expansion of the EU. Copenhagen was chosen to host this

year's conference, holding the event in the posh Copenhagen Marriott Hotel, a tad different than 2003's conference, which was held in an Italian church. The program featured a vast array of presentations and speakers, organized on a highly effective and structured schedule.

Keynote speaker for 2004's EURA conference was the controversial Fons Trompenaar, who gave an inspiring and illuminating speech on the field of intercultural management, focusing on the studies' ever growing relevancy in the expanding EU of 2004.

So, as the 300 plus members who attended this year's conference in Copenhagen return home, getting themselves prepared for next year's conference in Berlin, they can look back on what is widely considered to be the best, most exciting EURA conference ever.



Annemette Krough of All Denmark Relocation and Hele Herstad of House of Relocation who were part of the organising committee for the recent EURA Relocation conference, and inspirational in bringing the conference to Copenhagen.