



Scandic appoints Vice President, Europe

The Scandic hotel chain has appointed Michel Schutzbach as Vice President, Europe, with responsibility for all hotels outside the Nordic countries. He will be taking up his assignment January 1, 2009.

Over the next few years, Scandic will be expanding strongly in Europe, advancing from its current just under 150 hotels to over 200. As part of this expansion plan, a new position as Vice President, Europe, has been established.

I am very pleased to announce that we have now recruited and appointed Michel Schutzbach to this important position. Michel's extensive experience within international hospitality will be a valuable addition to Scandic, comments Frank Fiskers, President & CEO of Scandic.

Michel Schutzbach comes from the Rezidor Hotel Group where he has been regional director in a number of countries, e.g., Ireland, China, Norway, South Africa, France and Poland, as well as having held senior positions at their head office.

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Scandic is a leading European mid-market hotel company with about 150 leased, managed and franchised hotels in operation and under development, with a total of around 30,000 rooms in nine countries. The aim is to grow the number of hotels to 200 over the next years, focusing on the Nordic region, Northern and Eastern Europe and Russia. Since 1994, sustainability has been an integrated part of the business and Scandic is proud of being a recognised industry leader today. From the start in 1963 the business concept has been to offer trouble-free and accessible hotel services for all – today delivered by 6,400 enthusiastic team members. Visit scandichotels.com