



COMPANY OUTLINE

Crone & Co is soon in its second year of operation and aims to keep on pushing out the boundaries in creative and organisational services for client communications, conferences, incentives and meetings. The company provides a holistic events service, from strategy to implementation, recognising that besides strong project management, it is innovation that makes the difference. www.croneandco.com

competition. We are delighted when people show an interest in us, opening a variety of creative possibilities for co-operation.

Does Copenhagen's reputation for being trendy and hip eclipse its history and the countryside?

No! You only need to look up when you walk in Copenhagen to see the spires and elegant classical buildings and be reminded of its history, there are so many exciting classic and cultural sights. And once you get outside the capital, there are lovely castles and manor houses, unusual museums and historical locations to visit. Many of these places can be taken over by groups for accommodation, dinners, product launches and other events. There are 7,000km of coastline, which is ideal for activities. Part of Denmark's appeal is the great outdoors, the countryside - woods, fields, lakes and sea - and a good events organi-

sation company will be able to integrate all these with a city programme in Copenhagen. It also takes only 30 minutes to cross the bridge to Sweden, so a two-centre programme is easily arranged. Also, many plans are on the table to extend and develop our conference facilities even further - new arenas, new conference centres etc. On the more non-traditional note, such venues as Halvandet and The Silo are the kind where old industrial houses, on the city waterside, have been rebuilt for the use as unique conference and event locations. Many others could be mentioned as new venues open all the time.

However, I would like to stress the ongoing development for extending the use of the more classical historical venues, spread all over Denmark. But again, and obviously, Copenhagen is the main focus when talking primarily business-to-business conference planning.

Most delegates will fly into Copenhagen. What are some of the capital's unusual or appealing traits?

It is well documented that Copenhagen is a magnet to designers and the creative community, but we also have some outstanding restaurants and a further two of these were recently awarded Michelin stars. We are also proud that Copenhagen moved from eighth place to sixth in the 2004 international congress destination ratings of the Union of International Associations (UIA). Distances between hotels and venues are short, which makes it easy to co-ordinate a large group in a programme that is spread across the city. Quality of life in Denmark, and in Copenhagen in particular, is high. Low pollution levels contribute to this and the water in the canals is so clean that we recently established several trendy public baths on the banks of the harbour.