



## PRESSE-INFORMATION

### The principle „think global – act local“ The ITB in Berlin

Skål International was very well represented this year at the ITB in Berlin from march, 8 to 12. Every day skållegues from all over the world visited the stand in hall 18, stand 113 with the happy hours on wednesday and thursday. Special guest was Vice President Susanna Saari. ITB guests from Sansibar, Uganda an Oman visited the booth and more than 30 visitors were interested in a membership in Skål.

The big meeting place during the ITB was the annual get together on friday in the CityCube. After the opening remarks by the President from Skal Berlin, Hartwig Bohne, who organized with his team the ITB stand for Skål, Rolf Wenner, President Skal Germany, highlighted the importance of Skål in the world: „I took a look at the statistics. According to the database of skal.org, we have 14.360 members at the moment, plus local members worldwide“, he said. “The USA with 1.879 and India with 1.040 members are the two countries with the most members, which equals 20.53%. Then followed in numerical order “by Australia, Turkey, Germany, Switzerland, Canada and Mexico. The remaining 75 countries are representing about 47 %”. Everybody in the club takes care in getting new members, since Skal lost members in the last few years. “A great potential is provided by the journalists of travel magazines as well as the suppliers, for example, in the hotel industry, the many car rental companies, and in gastronomy”, Wenner said. He wants to become “more modern and more organized”.

CEO Daniela Otero, Skål World Committee, launched in her speech her strategic plans. “I will focus on concrete plans that will allow us to take action. It identifies the three targets of our association and our action plans will concentrate on trying to meet the needs of each of them.” She will put the focus on members, young skal and getting new members. “We will present it for consideration by the International Skål Council in May during its meeting in South Africa”, she said, “and it will be officially presented at the World Congress in Hyderabad, India.”

Otero mentioned Russell Ackoff (1981), a strategic planning guru: “The future must not be predicted but created. The goal of planning should be to design a desirable future and invent the way to achieve it. And there we are.”

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