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Sonia Serracarbassa Wins JMIC Profile & Power Award 2024 for Transformative Leadership in the Business Events Industry

Barcelona, November 18, 2024 — The Joint Meetings Industry Council (JMIC) is proud to announce Sonia Serracarbassa, Director of the Catalan Convention Bureau, as the recipient of the prestigious JMIC Profile & Power Award 2024. This award recognises her exceptional contributions to advancing the Meetings Industry's awareness and influence both locally and globally.

With over 15 years of experience at the helm of one of Europe's leading convention bureaux, Sonia has continuously inspired professionals across borders. Her leadership has bridged innovation, digital transformation, and sustainability, setting new benchmarks for the industry.

The **BEFuture project**, of which she has been the mastermind, exemplifies her vision for a resilient, regenerative, and sustainable business events sector. As the first EU Commission-funded initiative of its kind, BEFuture unites diverse stakeholders across seven European countries to co-create solutions aligned with Sustainable Development Goals and the European Tourism Transition Pathways. Its mission is to reshape the industry into an innovative and inclusive powerhouse while prioritising enduring impacts on society and the planet.

Sonia's partnership with the Mobile World Congress in Barcelona showcases her ability to create synergies between the tech and business events sectors. Her innovative approach has opened doors for dialogue and collaboration, reinforcing the role of business events as catalysts for economic and social progress.

Commenting on her achievement, James Rees, the JMIC-President stated:

"Sonia Serracarbassa exemplifies the essence of this award. Her pioneering work, particularly with BEFuture, has galvanised the industry to rethink its potential. She is a true trailblaser shaping the future of business events."

About JMIC

The Joint Meetings Industry Council represents the combined interests of international meetings, conventions, exhibitions, and business events organisations. JMIC's mission is to advocate for and enhance the Meetings Industry's role as a key driver of global economic, social, and environmental progress.

About the JMIC Profile & Power Award

The Profile & Power Award was established to honour individuals whose leadership and innovation have significantly elevated the Meetings Industry's profile and influence. Recipients are selected by the JMIC Council based on their contributions to industry leadership, impactful initiatives, and roles in major organisations. This award highlights those who inspire change and progress within the industry and beyond.

For more information on JMIC, visit www.themeetingsindustry.org.

For more information on BEFuture, visit www.be-future.eu.