



# SIWI *t*alks about MCI

**Anders Berntell**, Executive Director  
Stockholm International Water Institute (SIWI)

## Interview from Anders Berntell Executive Director Stockholm International Water Institute (SIWI)

### What is your relationship with MCI Sweden?

MCI Sweden assists us greatly with our large annual conference, the **World Water Week (WWW)** in Stockholm. The conference has grown in size and efficiency each year, as has our relationship with MCI. The World Water Week has become a unique and well-known event both here in Stockholm and in the world at large, and has earned a reputation for excellent organisation among its guests and the media.

The event involves a wide range of people and activities, from plenary sessions to prize ceremonies, and attracts some 2,500 participants, including high ranking international officials, members of royalty and the Swedish Prime Minister Reinfeldt. Each year, the response to the conference keeps getting better, and an important part of that success is due to the great work of MCI.

### For how long have you been working with MCI Sweden?

Since 1991.

### Why did you decide to come to MCI?

We have been a customer of MCI for 16 years. Initially, we were attracted by the company's strong reputation for performing high quality service, and the positive recommendations of others praising the professional and skilful work of the company.

### What do you consider to be the key elements for a long-term collaboration?

The most important qualities we look for in a partner include: reliability, flexibility, customer service orientation, strong

attention to detail, trust, service that provides good value for money, creativity, and forthright, open and transparent operations.

### How would you qualify your relationship with MCI?

We have a long-lasting, well-functioning relationship with MCI Sweden. They have proved to be a **reliable, flexible, trustworthy**, highly competent and valuable partner.

### What do you expect from your MCI dedicated team?

We expect great personal relations and communication. Though the WWW happens once a year, the demanding work requires ongoing contact throughout the year. For this, dedication is required.



### What is your most memorable moment working with MCI Sweden?

Weary travellers, having trekked half way around the world to be in Stockholm, are somewhat surprised and certainly pleased by the friendly, personalised service they receive from the MCI staff. As the first point of contact with the "Water Week" they are about to experience, a smile at the registration desk can make all the difference in setting the tone for the week to come.



## Insider's view

### What are your main responsibilities for the World Water Week (WWW)?

The overall project management.

### How would you qualify your relationship with SIWI?

There is a "high ceiling" in my relationship with the client and I feel that I have their trust.

### How did your relationship evolve over the years of collaboration?

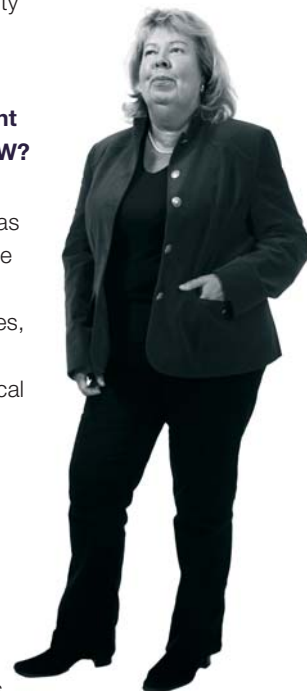
I have been responsible for the World Water Week (WWW) since 1991. I have worked non-stop with this yearly meeting for the past 16 years. I know the meeting and have gotten to know my clients very well.

### What do you consider the key elements for a long term relationship?

Engagement, reliability and professionalism.

### What is your most memorable moment managing the WWW?

There are so many! Every year I get just as impressed when I see the participants from 150 different countries, many dressed in colourful outfits, typical of their respective countries. Another fond memory is from the congress dinner, when all participants are on the dance floor and show their appreciation when ABBA music is played!



**Helena Stark**  
Project Manager,  
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