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Key Relocation Announce New CEO

We are pleased to announce that Hanne Westvik has been appointed new CEO of Key Relocation Center. Hanne comes to us from Human Entrance where she was Area Manager. Prior to that she worked at the West Sweden Chamber of Commerce and Industry where she started up and headed the relocation services department WIN – the West Sweden International Network. She has many years' experience of the relocation sector and is a well-known face to companies and organizations around Western Sweden.

Hans Dahlin, Key Relocation Center Chairman:

"We feel that Hanne, with her competence and experience, is the perfect choice to lead Key Relocation Center towards its goal of becoming the foremost Relocation Management company in the Nordic area. In our sector Hanne has a unique combination of abilities – go-getter, concept developer, organizer, networker – combined with very high competence in selling."

Relocation – a "new" sector under development

The relocation sector has developed rapidly in Sweden in recent years. Personnel mobility has become an increasingly important competitive weapon for international companies. This has led to greater demands on suppliers of relocation services, for example as regards quality, cost effectiveness, service offering, and geographical presence. In Sweden, the sector has developed from having a regional, then national, and now a global focus in the space of just a few years. Key Relocation Center's goal is to be at the leading edge of the sector's development and become the foremost provider of relocation services in the Nordic area.

Key Relocation Center defies the recession

Key Relocation Center has chosen to focus on developing its operations to strengthen its position during the recession. Through product and personnel development programs and internal efficiency drives, the company will improve its service to existing customers and at the same time increase its attractiveness in order to win new customers.

New CEO Hanne Westvik:

"Key Relocation Center is a dynamic, expansive company with great potential. I am very happy to be involved in moving the company forward still further. Key Relocation Center will continue to focus on strengthening the brand and increasing its market share in the relocation sphere – both nationally and internationally. I am looking forward to a very exciting time here."

About the company

The company's mission is to assist Nordic and international customers to relocate personnel to and from the Nordic area. The company was established in 1993 and over the years has helped more than 10,000 expatriates and their families to move to Sweden. Key Relocation Center is a member of a group with an annual turnover of SEK 45m, making the group the largest in relocation management in the Nordic area. The company has offices in Stockholm, Göteborg, and Malmö.

For more information, please contact

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