



daniel tschudy

about cross-culture competence, cross-border business and the global hospitality industries



During his career, Daniel Tschudy has been involved in the global tourism and travel industries for more than four decades. Originally from Switzerland, he worked in total 13 years in England, Canada, Germany, France, Japan, and China. First, Daniel completed a 3-year apprentice with Kuoni Travel and graduated from the KV Zurich Business School. From 1975 to 1980, he worked for Switzerland Tourism, the national tourism board; stationed in London, Toronto, Frankfurt and Paris. Thereafter, he spent six years with the global tour operator Thomas Cook in Tokyo, Japan. In 1986, he moved to Geneva, Switzerland and co-founded MCI; today the largest international congress- & association-management agency group.

In 1998, he founded Spectrum, a Zurich-based event and congress agency, with offices in Geneva and New York. Among its key mandates, Spectrum was the Official Agent for the 1998 Ice Hockey World Championship in Zurich and the Event Agency for the 2002 Swiss National Exhibition Expo.02. Daniel sold Spectrum in 2006 to the UK-based Grass Roots Group. In the course of his event-management career, from 1987 to 2006, Daniel overviewed some 2'400 events, meetings, conferences, and congresses; in Switzerland and around the world. During those years, he also served in several industry associations; particularly 4 years on the European Council of MPI, Meeting Professionals International.

Since 2007, Tschudy works as lecturer, coach, consultant and publicist (also as partner of UK-based opinion leader and author Richard Lewis). Daniel's topics are intercultural values and behaviours (cultural intelligence), international relations, globalisation, the shift from west to east, as well as all aspects of the global meetings- and hospitality-industries. His main focuses are the emerging markets in Africa, Arabia and Asia; and he often features China and Japan.

Daniel writes regularly for several business and trade publications and he often speaks at Universities and Business Schools (such as ZfU Thalwil, Switzerland). In 2012, he contributed to a textbook of the University Lucerne about 'global event management in theory and praxis' (in German; ISBN 978-3-03909-139-3). And in 2013, he published 'Doing Business in the BRICS' about intercultural behaviours in the BRICS-nations (in German; ISBN 978-3-033-04046-5).

Based on his international network of corporate entities, global investors and real-estate owners, Daniel is also involved in Boutique Investment- and Development-Consultancy, serving institutional clients, investment funds, international developers and hospitality companies. Daniel also works regularly with and for hotelleriesuisse, Switzerland's hotel association, and he serves as Ambassador to China for the World Tourism Forum Lucerne.

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