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Love Rynbäck – Entrepreneur of the Year in Barents 2010!

In connection with the Barents Reunion convent, now under way in Haparanda, the award "Entrepreneur of the Year in Barents" was presented for the first time. Nominations of candidates have taken place on the Barents Reunion web page during spring. Out of some twenty nominees from four countries, the jury picked Love Rynbäck – owner and CEO of CreActive Adventure AB. Today, he received a diploma and 5 000 Euros from the initiator of Barents Reunion, Ikea founder Ingvar Kamprad.

The jury has taken the following criteria into consideration:

- The Candidate must be an active entrepreneur living and working in the Barents Regionen.
- The Candidate must in some way use the advantages offered by the region, including cross-border contact.
- The Candidate must have been active at least three years and during that period showed inventiveness and true entrepreneurship.
- The Candidate must serve as a good example for other businessmen.

The jury has primarily looked at candidates within the theme of this year's Barents Reunion convent: "Tourism and creative business."

This is how the jury motivates the choice of Love Rynbäck as Entrepreneur of the Year.

Love Rynbäck has created and leads an adventure and event company, CreActive Adventures, with a name that sends a clear signal to its clients about what it has to offer. The company presents a wide range of activities that truly invite to creativity and adventure.

The company is active throughout the year, making smart use of the possibilities offered by nature during every season.

The company is seeking clients with an active interest in adventure and nature. With its activities it encourages people to discover and enjoy our fantastic nature.

Love and his company has created a network within the tourist business in the whole Barents region. He sees no borders between countries, only opportunities to work together across borders.

Together with his able associates, Love Rynbäck sets an example for how to build a tourist company based on activities and adventure in the North. It can become a success story contributing to growth and development of entrepreneurship and quality of life in Lapland and Barents.

With more than 16 years' experience, Love is responsible for expeditions all year round. He has a clear focus on his clients and he is more comfortable with his guests in nature, than sitting at home in the office.

At a press conference after the award ceremony, Ingvar Kamprad said that he was impressed by the entrepreneurship and inventiveness represented by Love Rynbäck.

- I really hope that his example will serve as inspiration for others to dare to invest in their own, creative ideas. The whole meaning behind the "Entrepreneur of the Year" award is to spread ideas across borders in Barents and to show that there is a

future for entrepreneurship and creative thinking in the region.

- **The meaning is that Love's great creativity will be carried over to others. He must now find and inspire another person as mentor. Hopefully that means another worthy candidate for next year's award.**

Watch film with Love Rynbäck:

<http://www.barentsreunion.com/4.607876301286110331280006895.html>